

RFP # / DK
Madison Public Market Design Development Architecture
Request for Proposals (RFP)

Please submit all responses and direct all questions to:

City of Madison
c/o Dan Kennelly, Economic Development Specialist
215 Martin Luther King, Jr. Blvd. Room 312
Madison, WI 53703
(608) 267-1968
dkennelly@cityofmadison.com

Overview

The City of Madison is seeking to engage architecture and project management services to complete site planning and development design documents for the Madison Public Market. .

Project Background

For more than a decade, Madison has been exploring options and creating plans for a public market. The vision for the Public Market is to create a regional food epicenter with space for small-scale food vending, larger-scale food retail, food processing facilities, a demonstration kitchen, and other uses. The Public Market will be the anchor of a larger "Market District" encompassing surrounding properties and including a mix complementary businesses such as restaurants and food production facilities.

For the last three years, the City and the City's Local Food Committee have led an effort to develop a detailed business plan for a public market located near the intersection of First Street and East Washington Avenue. The process of creating the business plan included extensive interviews with prospective public market vendors, several vendor and community surveys, numerous public meetings to gather input from stakeholders and the community, and detailed research and analysis by the City and its consulting team from Project for Public Spaces, Inc. The complete business plan includes preliminary schematic design work, as well as management and governance plan, budget, and financial plan. Though the details will evolve, the City has adopted the business plan as the guiding document for the public market project.

The complete business plan is available at www.cityofmadison.com/publicmarket

The Business Plan for the Public Market was approved by the Madison Common Council. The City and the Local Food Committee are currently moving forward with implementation. This implementation effort includes creating a non-profit organization to operate the public market, finalizing the design, ongoing outreach and support to prospective vendors, and fundraising.

Next Phase of Design

The Public Market business plan includes an initial floor plan and cost estimate that focuses on converting the City's Fleet Services Garage into a multi use Public Market. The Fleet Building is located at First Street and Johnson Street and slated to be vacated in 2017. The initial architectural analysis completed as part of the Business Plan was used to develop the operating plan, program, and cost estimate for the project.

Working from this initial analysis, the City intends to engage a design team to develop a more detailed design development architecture for the public market project. The design development work would refine the initial analysis, update the project cost estimate, and create design drawings for the Madison Public Market that would be ready to proceed to construction documents. Construction drawings would be completed through the City's public works process once the capital funding for the project is secured.

Scope of Work

Work Element 1: Project Familiarization

- **Review Existing Document** – Review the Public Market Business Plan and other relevant documents
- **Consultation** – Participate in a series of initial meetings with City Staff and the City's Local Food Committee to gather input on the project goals as they relate to the public market design, style, themes, features, etc.

Work Element 2: Design Development

- **Program** - Fine-tune program and mix of uses completed in the Public Market Business Plan
- **Site Plan** – Update the project site plan, indicating landscaping, access, parking, pedestrian access, bicycle parking, interfaces with adjacent uses etc.
- **Sections** – Complete section drawings showing the interior layout of the building
- **Elevations** – Complete elevation drawings showing colors, materials, roof lines, exterior features, etc.
- **Character Sketches** – Provide 3D imagery communicating the overall scale, style, and experience of the Public Market
- **Mechanicals Plan** – Plan for all required HVAC, plumbing, power, gas, fire protection, etc.
- **Structural Plan** – Foundation, structure, and roof plan
- **Sustainability** – Plan for sustainability features and LEED certification

Work Element 3: Cost Estimate

- **Cost Estimate** - Provide and updated cost estimate for the project
- **Options** - Provide clear options and associated pricing for features

Work Element 4: Project Management

- **Project Management** – Assist the city in managing the project through construction

Work Element 5: Communication and Outreach

- **Public Meetings** - Participate in two public meeting with neighbors and project stakeholders (including preparing materials and presentations for display)
- **Monthly Local Food Committee Meetings** – Attend monthly meetings of the City’s Local Food Committee to report on progress
- **Bi-weekly Staff Team Meetings/Teleconferences** – Participate in bi-weekly meetings or calls with City project manager and other staff

All of this work would be done in coordination with city staff and with oversight by the Local Food Committee. The selected fund administrator would be asked to provide a monthly report to the Local Food Committee and the Local Food Committee.

Budget

The City’s Budget for the Market Ready Program is \$85,000.

Proposal Contents:

Qualifications (please limit to 10 pages)

- **Firm/Team** - Describe briefly your team. State firm or firms that will be on the team, their size, location of the office from which this engagement will be serviced, and the range of activities performed by the firm/team.
- **Team Members** - Describe individual team members. Include names, titles, roles, and responsibilities for each team member. Identify the project manager and primary contact. Include resumes for all team members.
- **Project examples** – Provide images and descriptions from 5 related projects the team has completed. Include information on the type of facility, the team’s specific tasks on the project, the location, and the cost of the facility. Include examples of elevations, 3D images, site plans, and floor plans. The City is particularly interested in experience with public markets, multi-use public buildings, and mixed-use public/private projects featuring anchor public facilities.
- **References** – Provide contact information for clients from four recent projects, similar in size and scope, which can be used as references

Approach and Scope of Work, and Budget

- **Overall Approach** – Briefly describe your teams design approach and philosophy. Share any initial thoughts on the Madison Public Market and how you would undertake this project.

- **Work Plan** - Submit a work plan and schedule that outlines the proposed steps and project timeline for the above Scope of Work. Note that the provided scope of work is a starting point and the city expects to receive more detailed work plans outlining additional details on deliverables and tasks necessary to complete the project.
- **Work Hours by Task** - Submit an estimation of total work hours and budget broken down by each work element and each individual task.
- **Budget Detail** – Provide a total anticipated budget for the project broken down by work element. Include billing rates for team members and anticipated expenses

Selection Process:

The City’s Local Food Committee (of a subcommittee thereof) will be responsible for selection. This may include selecting finalists and conducting interviews.

Proposal Timeline, Deadline and Submission Information

TIMELINE	
RFP Release	
Interested applicant Q&A meeting/teleconference (RSVP to Dan Kennelly at 608-267-1968 or dkennelly@cityofmadison.com)	
Due Date	
Review and interviews	
Section and Contracting	
Execute Project	

Submission Information:

Please submit 10 hard copies of your proposal and one electronic file. Electronic file can be emailed or included on a flash drive with your submittal).

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