



## REQUEST FOR QUALIFICATIONS

**No. RFQ-7849-0-2007/MM**

### **PUBLIC ART FEATURE FOR THE CYPRESS SPRAY PARK CITY OF MADISON – PARKS DIVISION PROJECT**

Issue Date: April 11, 2007

**Due Date: June 25, 2007, Monday, 2:00 p.m. CST**

Return To:

Madison Arts Commission  
City of Madison  
Department of Planning and Community and Economic Development  
215 Martin Luther King, Jr. Blvd., LL 100  
Madison, WI 53703-3346

### **Notice and Instructions to Artists**

1. Qualifications must be received in the above office no later than the due time and date or they will be considered late and will be rejected.
2. Submit **one original** (identify), **eleven** complete copies (only one set of images) and one electronic copy (PDF or other compatible format) of your proposal. Include all required information and/or certifications as stated in par. 5, Section A, Submittal Format and Requirements.
3. All qualifications must be packaged, sealed and clearly labeled in the lower left hand corner:

Applicant Name and Address

RFQ # 7849-0-2007/MM

TITLE: PUBLIC ART FEATURE FOR THE CYPRESS SPRAY PARK  
CITY OF MADISON – PARKS DIVISION PROJECT

**Due: 2:00 p.m., June 25, 2007**

4. Deliver sealed qualifications to:

Madison Arts Commission  
City of Madison  
Department of Planning & Community & Economic Development  
215 Martin Luther King, Jr. Blvd., Suite LL-100  
Madison, WI 53703

5. Late, faxed and/or unsigned proposals will be rejected.

**For questions regarding this RFQ, contact:**

**Karin Wolf, Madison Arts Program Administrator**

**[kwolf@cityofmadison.com](mailto:kwolf@cityofmadison.com), Phone: 608-261-9134, Fax: 608-267-8739**



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**SECTION A: ADMINISTRATIVE PROPOSAL INFORMATION and CONDITIONS**

**1. INTRODUCTION**

This solicitation is a Request for Qualifications (RFQ). This RFQ is a first step in a multi-step process aimed at identifying one or more qualified individuals or teams who demonstrate the capability and proven experience to provide the site-specific art work described herein.

**2. CALENDAR OF EVENTS**

Listed below are specific and estimated dates and times of actions related to this Request for Qualifications (RFQ).

DATE	EVENT
April 11, 2007	Date of issue of the RFP
April 18, 2007	Deadline for submission of written questions
April 20, 2007	MAC Response to questions posted
2:00 p.m., Monday, June 25, 2007	Qualifications due from individuals/teams
TBD	Semi-Finalists Selected
TBD	Project Orientation Meeting
TBD	Design Due / Interviews
TBD	Contract Signed
TBD	Artist Engineering
TBD	Completion and Installation

*Please Note: These dates are for planning purposes. They represent the City's desired timeline for implementing this project. The timeline may be adjusted, however, based upon the consultant recommendation, proposal response, production needs, and other circumstances*

**3. INQUIRIES AND CLARIFICATION OF SPECIFICATIONS**

**Any questions concerning this RFQ must be submitted in writing by mail, fax or e-mail on or before April 18, 2007 at 4:00 p.m. to:**

Karin Wolf  
City of Madison Madison Arts Commission  
Department of Planning & Community & Economic Development  
215 Martin Luther King Jr. Blvd

Madison, WI 53703  
Tel: (608)261-9134  
FAX: (608) 267-8739  
E-MAIL kwolf@cityofmadison.com



#### 4. SUBMITTAL FORMAT AND REQUIREMENTS

- a. Responses must be submitted in the format outlined in this document. Each submittal will be reviewed for completion prior to actual evaluation. Failure to provide all documents will disqualify your application.
- b. The following information must be completed and submitted with your application.
  1. Image List and Disk containing up to 10 digital images relevant work (include budget for projects and completion dates). Submit images in jpeg format, 200 dpi, maximum 600 x 800 pixels, presented on a PC compatible CD-ROM. Name files and number images (Part II, Form D)
  2. Statement of Interest
  3. Current resume for each member of the team
  4. Applicant References (Part II, Form C)
  5. Signature Affidavit (RFQ Form A, Part I) and Part II (Receipt Forms and Submittal Checklist)
- c. Submit **one original** (identify), **eleven** complete copies (only one set of images) and one electronic copy (PDF or other compatible format) of your application (only one set of images). Mail or deliver in a sealed envelope or package, clearly marked on the outside with the RFQ#, RFQ title, applicants name and address. Applications may be modified or withdrawn prior to the time specified for the opening of the applications.

#### 5. SELECTION CRITERIA

The following criteria will be used to evaluate the qualifications

- Relevant Experience
- Design approach as evidenced in past projects
- References
- Ability to complete project in a timely manner
- Ability to work effectively and cooperatively with City staff and other stakeholders

#### 6. SITE VISITS / PRE-PROPOSAL MEETINGS/ ORAL PRESENTATIONS

The RFQ process is designed to identify the three to five semi-finalists that will be requested to submit proposals. Once selected, those three to five semi-finalists may be asked to attend an orientation session and facility tour. A \$250 design fee will be awarded the finalists who are invited to submit a Spray Park design proposal. Finalists will present their design materials and make oral presentations at a final interview.

#### 7. ACCEPTANCE/REJECTION OF QUALIFICATIONS

- a. The City reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any applicant responding to this request. The City expressly reserves the right to reject any and all applicants responding to this invitation without indicating any reasons for such rejection(s).
- b. The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.

#### 8. INCURRING COSTS

This initial phase of request for qualifications does not commit the City to award a contract, pay any costs incurred in preparation of these applications, or to procure or contract for any services.



## **9. APPLICANT QUALIFICATIONS**

The City of Madison may make such investigations as it deems necessary to determine the ability of the applicant to perform the work, and the applicant shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any application if the evidence submitted by, or investigated of, such applicant fails to satisfy the City.

## **10. PROPOSAL CONTENT**

The evaluation and selection of an artist and the contract will be based on the information submitted in the three to five chosen semi-finalist artist's proposals plus references and any required on-site visits or oral presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

## **11. ACCEPTANCE OF TERMS**

By submitting an application, the Applicant affirms its acceptance of the terms and conditions of this RFQ, including its attachments and exhibits, without exception, deletion or qualification, and without making its offer contingent.

## **12. PUBLIC OPENINGS**

If requested, only the names of the applicants who have submitted responses shall be disclosed at the public opening on the due date and time specified in this RFQ. Information on costs and qualifications will be available from the City of Madison Purchasing Office following issuance of "Notice of Intent to Make an Award" letter or upon award.



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## **SECTION B: PROJECT INFORMATION AND SPECIFICATIONS**

### **1. PROJECT DESCRIPTION AND SCOPE**

The City of Madison Parks Division is creating a recreational splash park for children and families in the Burr Oaks Neighborhood on Madison's South Side. The Madison Arts Commission (MAC) is accepting applications from individuals or teams who will create a site-specific work of art for the *Cypress Spray Park*. This park will be the first public water playground of its kind in Madison. It will offer children another fun and safe way to cool off during the hot summer months. This project provides an opportunity for an individual or team of artists and/or design professionals to create a site-specific, integrated public art feature for the *Cypress Spray Park* that affirms the character of South Madison. The selected team/individual will work with the Madison Arts Commission, Parks Division, and various other city departments and stakeholders to develop the final project. The final decision of selecting one or multiple teams/individuals will be that of the selection committee and will be based on the submitted ideas and other criteria identified below.

### **2. ART BUDGET**

Art Budget: \$9,000

Honorarium for Design Fee: \$250

Eligibility Criteria: Individuals or teams may apply for this project. If a team applies, at least one artist must be on the team.

### **3. AREA DESCRIPTION**

**South Madison** is located just south of Madison's downtown isthmus. The area has been enjoying a renaissance in recent years including improvements in environmental quality of the area's natural resources, more venues for family recreation, like the popular Goodman Swimming Pool, and increased efforts towards community building and education. Additionally, the South Madison has a proud history of being one of the City's most racially and ethnically inclusive communities. The South Madison Neighborhood plan provides a comprehensive approach to continued improvement for the area. To review the plan go to <http://www.cityofmadison.com/neighborhoods> (under "current neighborhood plans" there is a PDF of the South Madison plan).

**The Burr Oaks Neighborhood** is located in the heart of the South Madison and will be home to the spray park. The spray park, which will be located at the corner of Cypress Way and Magnolia Lane, will nest in the middle of a mixed residential area between two main commercial thoroughfares: Park Street and Fish Hatchery Road. Though the spray park will be located on a quiet block next to Lincoln Elementary School, it will also be within walking distance of a busy bus transfer point, the Villager Mall, a public library, the South Madison Health and Family Center, police and fire stations, and heavy pedestrian and vehicle traffic.

**The Cypress Spray Park** will feature both a wet and a dry play area. The wet play area will have misting water features for young toddlers, rain shower and splash features for preschoolers and spray features for adolescents. The wet play area will be fenced and unlocked daily in the summer months by a park attendant. The dry play area will feature traditional play structures and swings. This area will be open to the public year round.

**The Parks Division** has identified features that are appropriate for integration into the design of the spray park including but not limited to: fencing (not climbable), benches, shade awnings, signage or freestanding sculptural elements. The Madison Arts Commission is interested in work that is integrated into the park's design or freestanding artwork.

## Examples of Splash Park Designs:



The MAC and the Parks Division are particularly interested in proposals for:

- Decorative embellishments to be incorporated into/onto existing welded wire fence.
- Seating areas are in the toddler/pre-school area near Magnolia Lane.
- A sculpture or other freestanding public art project could be proposed for the area near the picnic grounds.
- Facility signage
- Donor recognition element

The Madison Arts Commission is interested in commissioning artwork that:

- Shows careful consideration of the safety of children who use the park.
- Is aesthetically pleasing in the winter months when the spray park is not operational.
- Artist must demonstrate adequate consideration of Wisconsin's freeze/thaw conditions in choice of materials and technology.
- Minimizes operational/maintenance costs and energy needs.
- Celebrates the unique characteristics of Madison's Southside culture and/or environment.

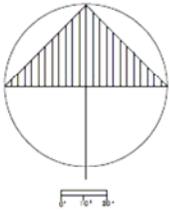


# Cypress SplashPark

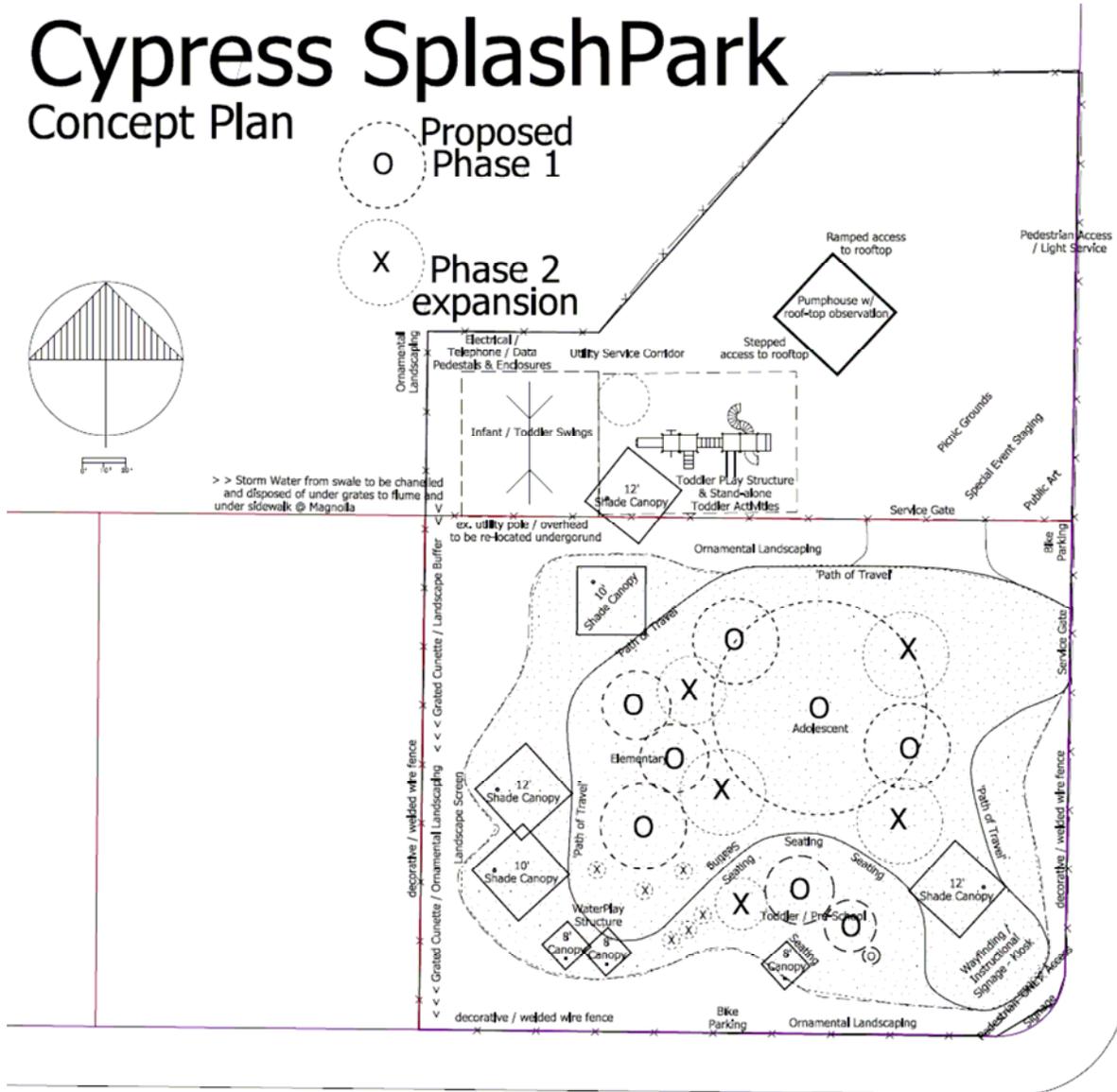
## Concept Plan

O Proposed Phase 1

X Phase 2 expansion



>> Storm Water from swale to be channeled and disposed of under grates to flume under sidewalk @ Magnolia



Cypress Way

Magnolia Lane



**RFQ FORM A**

**SIGNATURE AFFIDAVIT**

*Note: This form must be returned with your response.*

**PART I:**

In signing this proposal, I/we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening of proposals to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this proposal, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Qualifications.

Proposer shall provide the complete information requested below. Include the legal name of the Proposer and signature of the person(s) legally authorized to bind the Proposer to a contract.

<b>Proposal Invalid Without Signature</b>	
SIGNATURE OF PROPOSER:	DATE:
NAME AND TITLE OF PROPOSER:	COMPANY NAME:
TELEPHONE:	ADDRESS:
FAX NO.:	

<b>Person to Be Contacted If There Are Questions about Your Proposal (if different from above)</b>	
NAME:	TITLE:
TELEPHONE:	FAX NO.:
EMAIL:	



**RFQ FORM A**

**PART II: RECEIPT FORMS and SUBMITTAL CHECKLIST**

The undersigned hereby acknowledges the receipt and/or submittal of the following forms:  
(Initial all applicable forms)

Request for Qualifications	Initial to acknowledge receipt of RFQ Documents	Required Submittals Checklist. Initial all submitted documents
Section A: Administrative RFQ Information and Conditions		
Section B: Project Overview and Specifications		
Addendum No. ____ Dated: _____		
Addendum No. ____ Dated: _____		
Addendum No. ____ Dated: _____		
<b><u>RFQ FORM A</u></b>	Part I: A. Signature Affidavit Part II: Receipt Forms and Submittal Checklist	
<b><u>RFQ FORM B</u></b>	Contractor Profile	
<b><u>RFQ FORM C</u></b>	References	
<b><u>RFQ FORM D</u></b>	Image List	
	Disk containing up to 10 digital JPEG images (readable on a PC) of relevant work (include budget for projects and completion dates).	
	Statement of Interest	
	Current resume for individual artist or if working in a team, a resume for each member of the team	
	Applicant References	

\_\_\_\_\_  
Company Name (print or type)

\_\_\_\_\_  
Proposer's Name and title (print or type)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature



**RFQ FORM B**

**CONTRACTOR PROFILE**

**1. Proposing Company Name:** \_\_\_\_\_

FEIN \_\_\_\_\_ OR SOCIAL SECURITY NO. \_\_\_\_\_  
(If Sole Proprietorship) SSN to be provided if awarded the contract

NAME \_\_\_\_\_ TITLE: \_\_\_\_\_

TEL \_\_\_\_\_ TOLL FREE TEL \_\_\_\_\_

FAX \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP + 4 \_\_\_\_\_

**2. Contact Person in the event there are questions about your proposal:**

NAME \_\_\_\_\_ TITLE: \_\_\_\_\_

TEL \_\_\_\_\_ TOLL FREE TEL \_\_\_\_\_

FAX \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP + 4 \_\_\_\_\_

**3. The successful Contractor, who employs more than 15 employees and whose aggregate annual business with the City for the calendar year in which the contract takes effect is more than twenty-five thousand dollars (\$25,000), will be required to comply with the City of Madison Affirmative Action Ordinance, Section 3.58(8) within thirty (30) days of award of contract.**

NAME \_\_\_\_\_ TITLE: \_\_\_\_\_

TEL \_\_\_\_\_ TOLL FREE TEL \_\_\_\_\_

FAX \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP + 4 \_\_\_\_\_

**4. Mailing address where City purchase orders/contracts are to be mailed and person the Department can contact concerning orders and billing.**

NAME \_\_\_\_\_ TITLE: \_\_\_\_\_

TEL \_\_\_\_\_ TOLL FREE TEL \_\_\_\_\_

FAX \_\_\_\_\_ E-MAIL ADDRESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP + 4 \_\_\_\_\_



**FORM C**  
**REFERENCES**

FOR VENDOR: \_\_\_\_\_

Provide company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) used for four (4) or more installations with requirements similar to those included in this solicitation document. If vendor is proposing any arrangement involving a third party, the named references should also be involved in a similar arrangement.

**Company Name**

Address (include ZIP)

Contact Person

Phone No.

Describe Project

**Company Name**

Address (include ZIP)

Contact Person

Phone No.

Describe Project

**Company Name**

Address (include ZIP)

Contact Person

Phone No.

Describe Project

**Company Name**

Address (include ZIP)

Contact Person

Phone No.

Describe Project