



Department of Transportation

## City of Madison Parking Utility

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[www.cityofmadison.com](http://www.cityofmadison.com)

February 5, 2016

**REQUEST FOR PROPOSALS**  
**For**  
**ARCHITECTURAL/ENGINEERING CONSULTING SERVICES**  
**For**  
**211 S. Livingston Street – Capitol East Parking Garage**

The City of Madison requests proposals for architectural and engineering design services for the Capitol East Parking Garage project located at 211 S. Livingston Street

**Architectural/Engineering consultants wishing to be considered for this project should submit one electronic copy in PDF format on a CD or flash drive, to Bill Putnam, City of Madison Parking Utility, Madison Municipal Bldg. Rm. 100, 215 Martin Luther King, Jr. Boulevard, Madison, Wisconsin 53703, no later than 12:00 P.M., WEDNESDAY, MARCH 16, 2016. Direct questions to Bill Putnam at [BPutnam@cityofmadison.com](mailto:BPutnam@cityofmadison.com)**

Request For Proposals can be found on the City's website at <http://www.cityofmadison.com/business/pw/requestForProposals.cfm>.

The Project is the development and preparation of plans, designs, construction documents, bidding construction administrative services and cost estimates for the Capitol East Parking Garage project.

The scope of this project includes professional architectural and engineering design services that will achieve LEED Silver certification following the U.S. Green Building Council's LEED for New Construction (LEED-NC) Rating System. For a copy of the LEED-NC Rating System go to [www.usgbc.org](http://www.usgbc.org) and click on LEED.

### **Background & History**

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#### **The Capitol East District:**

For over ten years, the City of Madison has steered an ongoing initiative focused on economically repositioning and redeveloping an area of the City dubbed the "Capitol East District." This District is an eighteen-block long and four-block wide commercial corridor that extends east from downtown Madison along the length of the central Madison isthmus between lakes Monona and Mendota. The primary roadway corridor through the district is East Washington Avenue – one of the main arterial streets into the city with over 60,000 vehicles per day. The Capitol East District is a legacy manufacturing corridor that was once the industrial heart of Madison but for decades was characterized by blighted and underutilized properties.

In 2008, the City's Common Council adopted the *Capitol Gateway Corridor Plan* which articulated a long range vision for this district. That vision was for redevelopment of the corridor as a compact, transit-oriented district with innovation-driven businesses providing employment opportunities, as well as a place for additional urban residences and amenities. Care was taken in the development of the Plan to protect and enhance the character of existing residential neighborhoods and mixed-use corridors on either side of the District. Since the plan was adopted, the City has worked closely with elected officials, neighborhood groups, the development community, property owners, consultants, and businesses to begin implementing this vision.

As a result of this effort, the Capitol East District is in the midst of a dramatic transformation. Blighted or vacant properties, underutilized surface parking lots, and deteriorating buildings have been replaced with mixed-use buildings. New employers have come to the district (including technology companies like Google and a subsidiary of Amazon), along with a plethora of new restaurants, artisan food production business, and a full-service grocery store. Hundreds of new apartments for a wide range of household types are or will soon be under construction. Importantly, some of the long term businesses and entrepreneurial efforts that predated City involvement have strengthened their presence as well. In summary, the quickly evolving District is significantly increasing the opportunities for living and working in the popular and vibrant Isthmus area.

### **The "Cosmos" Project**

One key to the City's success in repositioning the Capitol East District was a strategic land acquisition several years ago. In 2010, the City invested \$5.8 million to purchase approximately 10-acres. Formerly a large car dealership, this acquisition encompassed three key corner sites in the East Washington corridor. The City partnered with a local developer (Gephardt Development) to undertake two major projects that are transforming the first two of these three sites. Gebhardt completed the "Constellation" project in 2014 and the first phase of the "Galaxie" project is in the final stages of construction. Together, these two 12- and 14-story buildings alone include projects include nearly 500 apartments, office space, restaurants, and a full service 55,000 square foot grocery store.

As these projects near completion, the City and Gebhardt are partnering again on the third and final parcel from the 2010 acquisition, which will be the "Cosmos" project. Located on the 800 South Block of East Washington Avenue, the Cosmos project is slated to include StartingBlock Madison (a collaborative, multi-use entrepreneurial center), office space for American Family Insurance (a 90 year old Madison-based Fortune 500 Company), a culinary training center to support the development of Madison growing restaurant workforce, an entertainment venue, and other employment uses. Depending on final design, the site is anticipated to support approximately 200,000 square feet of development. With this mix of employment, entrepreneurship, and entertainment - anchored by one of Madison's stalwart companies while simultaneously supporting the growth of Madison's next general of businesses - the Cosmos project is a high priority economic development initiative for the City of Madison.

### **The Parking Challenge**

As the transformation of the Capitol East District continues, parking within this narrow isthmus of land will be a challenge. The City is committed to implementing strategic parking solutions in the District that facilitate continued development, while moving toward more efficient and consolidated parking systems, as well as a more multi-modal future.

With the area's planned compact development pattern, projects in the Capitol East District require investing in structured parking. For recent projects, the City and developers have partnered to accommodate the need for structured parking through City Tax Increment Financing (TIF) investments into individual projects. In this model, the City is effectively subsidizing the private parking within individual private development projects by borrowing against future tax revenue from the project.

Moving forward, the City is interested in a new model. Rather than supporting private parking on a project-by-project basis, the new model would create public parking facilities utilizing City Tax Increment Financing. These facilities will be strategically located in the District and will serve private development needs as well as growing public parking needs for events and amenities in the area. The City has purchased the "Park +" parking analysis tool through Kimley-Horn and Associates. This analysis tool evaluates future parking demand in the Capitol East corridor and identifies key sites for publicly-owned and operated structures. Actual field data from the Capitol East district was used to calibrate the tool to reflect local conditions and travel patterns. The Park + analysis shows a need for additional parking in the area to support the planned developments. Although the "Park +" analysis shows a lower need for additional parking than more traditional methods, the proposed Capitol East parking garage would be well utilized with planned development.

### **The Proposed Parking Structure**

With the aforementioned Cosmos project moving forward, the proposed parking structure will be the City's first application of this new model for providing parking in the District. The primary function of the Parking Facility would be to serve the daily needs of employment tenants within the Cosmos project. Though the City and its partners anticipate that much of the workforce in this building will use transit, bike, and walk to work, with the anticipated amount of office space, the project will still require a significant amount of Monday-Friday parking for the tenants.

To meet this need the City, Parking Utility, and the Developer are currently working with Madison Gas & Electric (MGE – energy utility company for Madison) to construct the Parking Structure on property MGE owns just to the south of the Cosmos site at the corner of Main Street and Livingston Street. Under this arrangement, no parking would be constructed within the Cosmos project itself, allowing for more usable square footage along East Washington Avenue. All of the needed parking would instead be provided in a public parking facility built behind the Cosmos, on the site currently owned by MGE. The City and Parking Utility are currently in discussions with MGE on the terms of this agreement.

The Parking Utility will work with Gebhardt Development, American Family, and others to negotiate terms for monthly leases for weekday usage of the parking facility. However, recognizing that this site is not in the heart of downtown Madison and is currently surrounded by free on-street parking, the Parking Utility and development team recognize that those monthly rates will likely be significantly lower than the rates for the Parking Utility's downtown structures. As such, the Parking Utility and the City are working together on a streamlined operating plan for the facility as well as a capital financing structure that utilizes TIF resources to finance the structure.

### **Design Concept**

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A public parking garage with approximately 450 automobile spaces, all above ground, incorporating a commercial or retail use facing E. Main Street. Footprint of the facility will be 195' along E. Main and 264' along S. Livingston Streets. Provision should be made to expand

the garage vertically to provide an additional 200 spaces. A concept design is attached.

The parking garage will be designed to operate as a fully automated, self-parking structure, using the Parking and Revenue Control System that the City Parking Utility will be installing in its other facilities. Sufficient Pay on Foot stations shall be provided to enhance customer convenience and vehicle through put.

The design shall incorporate a commercial or retail storefront facing E. Main Street. Two options should be provided in the design proposal, one with the commercial/retail 1 story tall, the other the full height of the parking garage, assuming the 200 additional space vertical expansion is included. The City is currently in discussion with prospective tenants and does not yet know which option will be selected. The commercial/retail space may be constructed as a separate structure with different construction than post-tensioned concrete. The full height design proposal shall include a dedicated loading dock with its own access.

Elevators should be included with the design along with stairs. Elevators/stairways should be enclosed in a vestibule that provides protection from the elements and access to both the parking and commercial or retail storefront.

Design options should be provided that include both a lifetime use of the parking garage for parking motor vehicles and an option to convert some of the parking garage supported levels to office, retail, or residential space at a future date. Preliminary costs should be provided for both of these options. The City will choose one option for final design and specifications.

The exterior façade of the new parking structure shall complement the Cosmos development and other nearby structures. The corner of the structure at E. Main and S. Livingston shall draw the public to the east along E. Main Street.

A roof is to be provided which will support Madison Gas and Electric (MG & E) photovoltaic panels. Provision shall be made for MG & E staff to have access to the photovoltaic panels via the parking garage.

### **A/E Team Qualifications and Responsibilities**

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Minimum A/E Team Qualifications are listed in Attachment 1. Respondents are notified that materials submitted to the City in response to this request become public documents. The documents are then available to the public as governed by the "open records" statutes of the State of Wisconsin.

Interviews for selected candidates will be scheduled during March 2016.

#### **CONSULTANT WILL BE EXPECTED TO PERFORM THE FOLLOWING:**

1. Provide pre-design services including space programming and space summaries.
2. Provide professional architectural and engineering design services for all levels of design and shall include architectural, civil, landscape, structural, HVAC, plumbing, electrical power/lighting/communications, technology, interior design, and similar disciplines.
3. Provide coordination of underground site utilities including fiber.
4. Develop statements of the estimated cost of construction, including design options

requested for consideration.

5. Develop time schedules for the project indicating the expected progress of work including design, bidding, contract award, and construction.

PERFORMANCE OF THE ABOVE SHALL INCLUDE THE FOLLOWING:

1. Make design presentations to appropriate City user groups, and prepare appropriate presentation materials.
2. Make design presentations to local area neighborhood groups, and prepare appropriate presentation materials.
3. Meet and confer with regulatory agencies as required to obtain necessary approvals and permits. This shall include, but not limited to, Urban Design Commission, Plan Commission, Board of Public Works, Common Council, Zoning, Building Inspection Plan Review, Department of Commerce, Department of Natural Resources, Department of Transportation, Fire, City Engineering, Traffic Engineering, Parking Utility, City Information Technology and similar agencies or committees.
4. Meet and confer with City staff as needed or requested by the City, to complete all aspects of this project.
5. Prepare and distribute meeting minutes.

POTENTIAL CONSULTANTS ARE REQUESTED TO PROVIDE THE FOLLOWING INFORMATION:

1. A description of the qualifications, experience, organization and resources of the firm.
2. A list of similar types of work previously completed, with the name and address of clients for whom the work was done, including design work done in Revit.
3. A list of staff that will be committed to the project, with their professional resumes.
4. A description of techniques intended to be used in design delivery approach of the project.
5. A description of techniques intended to be used for green building design and LEED certification.
6. A description of sub consultants, if any are contemplated, indicating what portion of the work is to be done by them.
7. A description of techniques intended to be used by 3<sup>rd</sup> party construction cost estimating services.
8. Intent to comply with the Affirmative Action Ordinance of the City of Madison.
9. Intent to comply with the insurance requirements of the City of Madison, which are as follows:

Workers Compensation	Statutory
Commercial General Liability	
Per Occurrence	\$1,000,000
Annual Aggregate (per project)	2,000,000
Automobile Liability (CSL)	1,000,000
Umbrella Liability	2,000,000
Professional Liability Coverage	2,000,000

The City of Madison, it's officers, officials, agents and employees shall be listed as an Additional Insured on General Liability.

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The RFP may be obtained at any of the following online locations:

State of Wisconsin, Vendor Net System

[www.vendornet.state.wi.us](http://www.vendornet.state.wi.us)

City of Madison Public Works

[www.cityofmadison.com/business/pw/requestforproposals.cfm](http://www.cityofmadison.com/business/pw/requestforproposals.cfm)

Demand Star by On

[www.demandstar.com](http://www.demandstar.com)

Please carefully review the RFP and follow all instructions. The successful consultant must be agreeable to the City Of Madison standard contract language in the sample purchase of services contract. Questions regarding this project may be directed to Bill Putnam at BPutnam@cityofmadison.com.

Sincerely,

Sabrina Tolley  
Assistant Parking Utility Manager