



# MADISON PUBLIC MARKET DESIGN DEVELOPMENT ARCHITECTURE

RFP #8526-0-2016-BP

DUE: WEDNESDAY, JUNE 22, 2016, 2:00 PM CST

**GRAHAM BABA** ARCHITECTS

1507 BELMONT AVENUE, SUITE 200  
SEATTLE, WA 98122



 **VANDEWALLE &  
ASSOCIATES INC.**

170 EAST LAKESIDE STREET  
MADISON, WI 53715



**GRAHAM BABA** ARCHITECTS

Dan Kennelly  
City of Madison  
Economic Development  
June 22, 2016

Dear Dan,

We thank you for the opportunity to submit our qualifications for the Madison Public Market Design Development Architecture Project. The Madison Public Market project offers tremendous potential for the neighborhood, the county and the region. We are excited to engage in this catalytic first step towards Madison's future as the Market District.

Intrinsic to the region is its abundant source of specialty crops and food products. We see great opportunity to highlight this vast resource and create a transformational regional food identity and food economy. Madison has the ability to become a model market-based community.

Graham Baba Architects is teamed with the planning and economic development firm of Vandewalle & Associates. Together, we offer a diverse team, able to collaborate and address the myriad of opportunities and challenges of your project. Vandewalle brings a broad experience in urban design and planning, economic development, and proven success in revitalizing Midwest communities. Vandewalle has a deep knowledge of the site, its context and the local food innovation. Graham Baba's portfolio is rich in successful placemaking, creating vibrant public spaces, food-centric environments, and markets. We are passionate about community-based projects that authentically tell the story of the place. This team intimately understands that responsible budget and schedule control will make the project viable and firmly believe a creative design effort ensures the project's lasting success.

We would be honored to work with the City of Madison, its stakeholders and the Community to make your vision a reality.

Sincerely,



James Graham, AIA  
**GRAHAM BABA** ARCHITECTS

206.323.9932  
jim@grahambaba.com





# SECTION 1

GENERAL INFORMATION,  
SIGNATURES, AND REQUIRED  
GUARANTEES AND CERTIFICATIONS



**Form A: Signature Affidavit**

**RFP #: 8526-0-2016-BP Madison Public Market Design  
Development Architecture**

*This form must be returned with your response.*

In signing Proposals, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise take 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 Proposals, that Proposals have been independently arrived at, without collusion with any other Proposers, competitor or potential competitor; that Proposals have not been knowingly disclosed prior to the opening of Proposals to any other Proposers or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this Proposals, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Proposals, declares that the attached Proposals and pricing are in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

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

Graham Baba Architects

COMPANY NAME

  
SIGNATURE

6/20/2016  
DATE

James Graham

PRINT NAME OF PERSON SIGNING



**Form B: Receipt of Forms and Submittal Checklist**

**RFP #: 8526-0-2016-BP Madison Public Market Design Development Architecture**

*This form must be returned with your response.*

Proposers hereby acknowledge the receipt and/or submittal of the following forms:

Forms	Initial to Acknowledge SUBMITTAL	Initial to Acknowledge RECEIPT
Description of Services/Commodities	N/A	
Form A: Signature Affidavit		
Form B: Receipt of Forms and Submittal Checklist		
Form C: Vendor Profile		
Form D: Fee Proposal		
Form E: References		
Appendix A: Standard Terms & Conditions	N/A	
Appendix B: Contract for Purchase of Services	N/A	
Addendum # 1		
Addendum # 2		
Addendum #		
Addendum #		

Graham Baba Architects

VENDOR NAME

Graham Baba Architects

COMPANY NAME



### Form C: Vendor Profile

**RFP #: 8526-0-2016-BP Madison Public Market Design Development Architecture**

*This form must be returned with your response.*

#### COMPANY INFORMATION

COMPANY NAME (Make sure to use your complete, legal company name.) <b>Graham Baba Architects</b>			
FEIN <b>20-5825127</b>		(If FEIN is not applicable, SSN collected upon award)	
CONTACT NAME (Able to answer questions about proposal.) <b>Susan McNabb</b>		TITLE <b>Project Manager</b>	
TELEPHONE NUMBER <b>206.323.9932</b>		FAX NUMBER	
EMAIL <b>susanm@grahambaba.com</b>			
ADDRESS <b>1507 Belmont Ave, Suite 200</b>		CITY <b>Seattle</b>	STATE <b>WA</b>
		ZIP <b>98122</b>	

#### AFFIRMATIVE ACTION CONTACT

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 39.02(9) within thirty (30) days of award of contract.

CONTACT NAME <b>Mary Bussiere-Watts</b>		TITLE <b>Financial Controller</b>	
TELEPHONE NUMBER <b>206.323.9932</b>		FAX NUMBER <b>1.800.706.8374</b>	
EMAIL <b>mary@grahambaba.com</b>			
ADDRESS <b>1507 Belmont Ave, Suite 200</b>		CITY <b>Seattle</b>	STATE <b>WA</b>
		ZIP <b>98122</b>	

#### ORDERS/BILLING CONTACT

Address where City purchase orders/contracts are to be mailed and person the department contacts concerning orders and billing.

CONTACT NAME <b>Mary Bussiere-Watts</b>		TITLE <b>Financial Controller</b>	
TELEPHONE NUMBER <b>206.323.9932</b>		FAX NUMBER <b>1.800.706.8374</b>	
EMAIL <b>mary@grahambaba.com</b>			
ADDRESS <b>1507 Belmont Ave, Suite 200</b>		CITY <b>Seattle</b>	STATE <b>WA</b>
		ZIP <b>98122</b>	

#### LOCAL VENDOR STATUS

The City of Madison has adopted a local preference purchasing policy granting a scoring preference to local suppliers. Only suppliers registered as of the bid's due date will receive preference. Learn more and register at the City of Madison website.

CHECK ONLY ONE:	
<input type="checkbox"/> <b>Yes</b> , we are a local vendor <b>and</b> have registered on the City of Madison website under the following category: _____ <a href="http://www.cityofmadison.com/business/localPurchasing">www.cityofmadison.com/business/localPurchasing</a>	
<input checked="" type="checkbox"/> <b>No</b> , we are not a local vendor or have not registered.	





# Form E: References

## RFP #: 8526-0-2016-BP Madison Public Market Design Development Architecture

*This form must be returned with your response.*

REFERENCE #1 – CLIENT INFORMATION			
COMPANY NAME Port of Chelan County		CONTACT NAME Mark Urdahl, Executive Director	
ADDRESS 285 Technology Center Way, Suite 102		CITY Wenatchee	STATE WA
		ZIP 98801	
TELEPHONE NUMBER 509.663.5159		FAX NUMBER	
EMAIL mark@ccpd.com			
CONTRACT PERIOD 2012-2013		YEAR COMPLETED 2013	TOTAL COST \$2,700,000
DESCRIPTION OF THE PERFORMED WORK PYBUS MARKET: A complete renovation, including a seismic upgrade, of an unheated steel structure into a conditioned and fully enclosed farmer's market for the public.			

REFERENCE #2 – CLIENT INFORMATION			
COMPANY NAME Seattle Center Redevelopment Agency		CONTACT NAME Jill Crary, Redevelopment Director	
ADDRESS 305 Harrison Street		CITY Seattle	STATE WA
		ZIP 98109	
TELEPHONE NUMBER 206.684.7200		FAX NUMBER	
EMAIL jill.crary@seattle.gov			
CONTRACT PERIOD 2011-2012		YEAR COMPLETED 2012	TOTAL COST \$600,000
DESCRIPTION OF THE PERFORMED WORK THE ARMORY: Oversaw the renovation of the space, peeling back unsympathetic construction to reveal the original architecture. Design also included rebranding and graphics.			

REFERENCE #3 – CLIENT INFORMATION			
COMPANY NAME Dunn & Hobbes, LLC		CONTACT NAME Liz Dunn, Principal	
ADDRESS 1429 12th Ave, Suite C		CITY Seattle	STATE WA
		ZIP 98122	
TELEPHONE NUMBER 206.324.0637		FAX NUMBER	
EMAIL liz@dunnandhobbes.com			
CONTRACT PERIOD 2013-2015		YEAR COMPLETED 2015	TOTAL COST \$9,700,000
DESCRIPTION OF THE PERFORMED WORK CHOPHOUSE ROW: An urban infill project with the design of a public pedestrian corridor through the center of the block, as well as tenant improvements for new offices.			

Graham Baba Architects

COMPANY NAME



## Form E: References

**RFP #: 8526-0-2016-BP Madison Public Market Design  
Development Architecture**

REFERENCE #4 – CLIENT INFORMATION			
COMPANY NAME Pine Street Group, LLC	CONTACT NAME Matt Griffin, Principal and Managing Partner		
ADDRESS 1500 Fourth Ave, Suite 600	CITY Seattle	STATE WA	ZIP 98101
TELEPHONE NUMBER 206.340.9210	FAX NUMBER		
EMAIL matt@pinest.com			
CONTRACT PERIOD 2015-present / 2012-2013	YEAR COMPLETED In Progress / 2013	TOTAL COST \$10 Million / \$1 Million	
DESCRIPTION OF THE PERFORMED WORK WASHINGTON STATE CONVENTION CENTER: Providing consulting on public spaces. VIA 6: The design of the ground floor market, retail and public spaces.			

Graham Baba Architects

COMPANY NAME







**SECTION 2**

**POLICY AND PROCEDURE  
QUESTIONNAIRE**



FRESH MADE  
SANDWICHES  
& MORE!

FRANK'S SANDWICHES  
100% FRESH MEATS & CHEESE  
NO PREPARED MEATS

algens

DO NOT  
ENTER

# QUESTION 1:

List any or all contracts your firm has done with the city of Madison.

Vandewalle & Associates contract work with the City of Madison:

Madison Capitol East District 2009 – 2015 (new contract each year)  
East Washington Avenue/Stoughton Road Neighborhood Plan 2014-current  
TIGER Grants 2014 and 2016  
City of Madison Transportation 2013 (w/Nelson/Nygaard)  
North Side Madison Town Center 2013 (w/Engberg Anderson)  
Madison Hoyt Park Joint Neighborhood Plan 2011-2012  
Madison Graphic Support services 2007  
Westside Neighborhood Update 2003  
Felland Neighborhood Development 2002  
Williamson Street Development Standards 2002

# QUESTION 2:

Disclosure of Contract Failures, Litigations

Graham Baba + Vandewalle does not have any contract failures or litigations at this time.

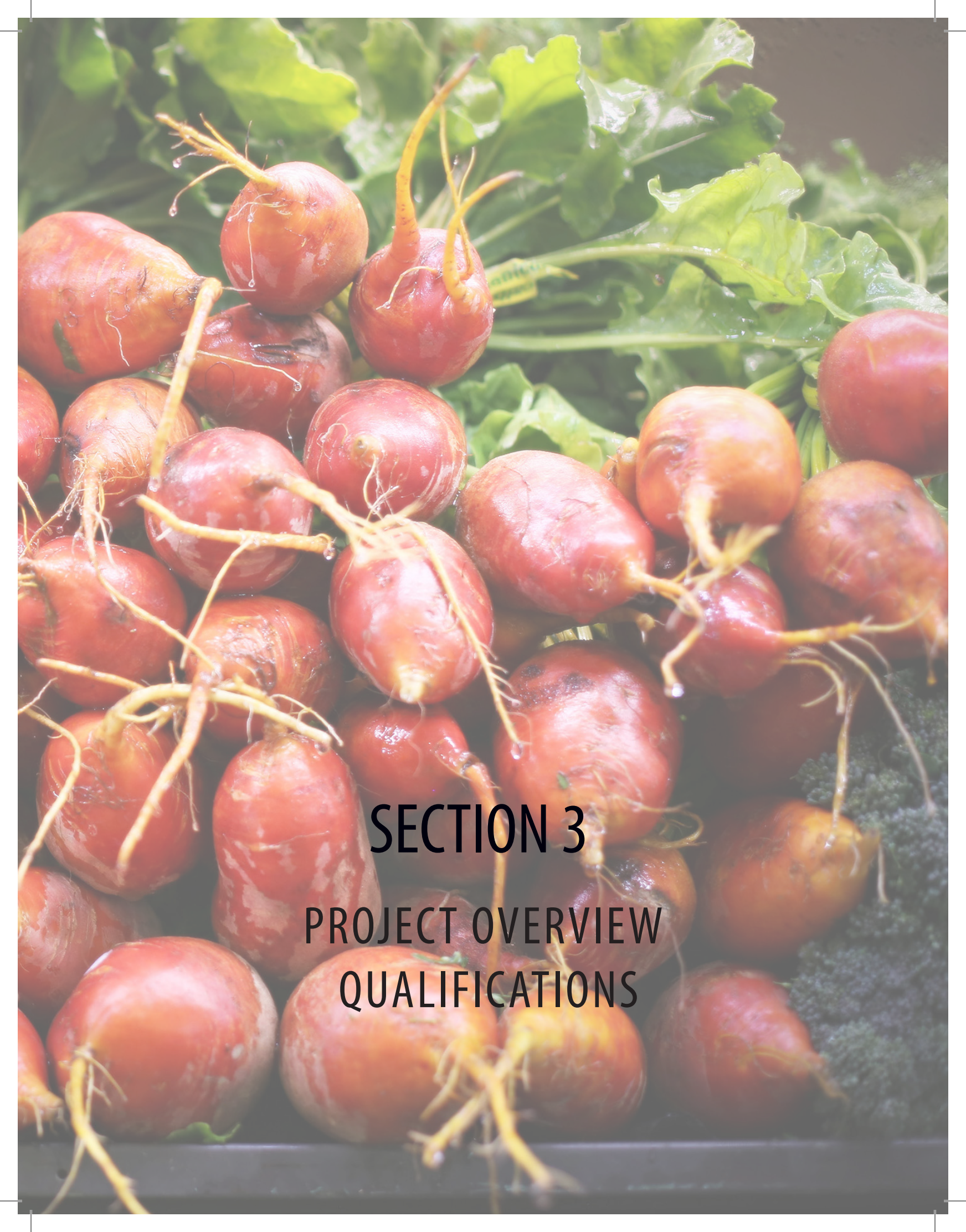
# QUESTION 3:

Do you intend to comply with the Affirmative Action Ordinance of the City of Madison?

Yes. Graham Baba + Vandewalle intend to comply with the Affirmative Action Ordinance of the City of Madison.





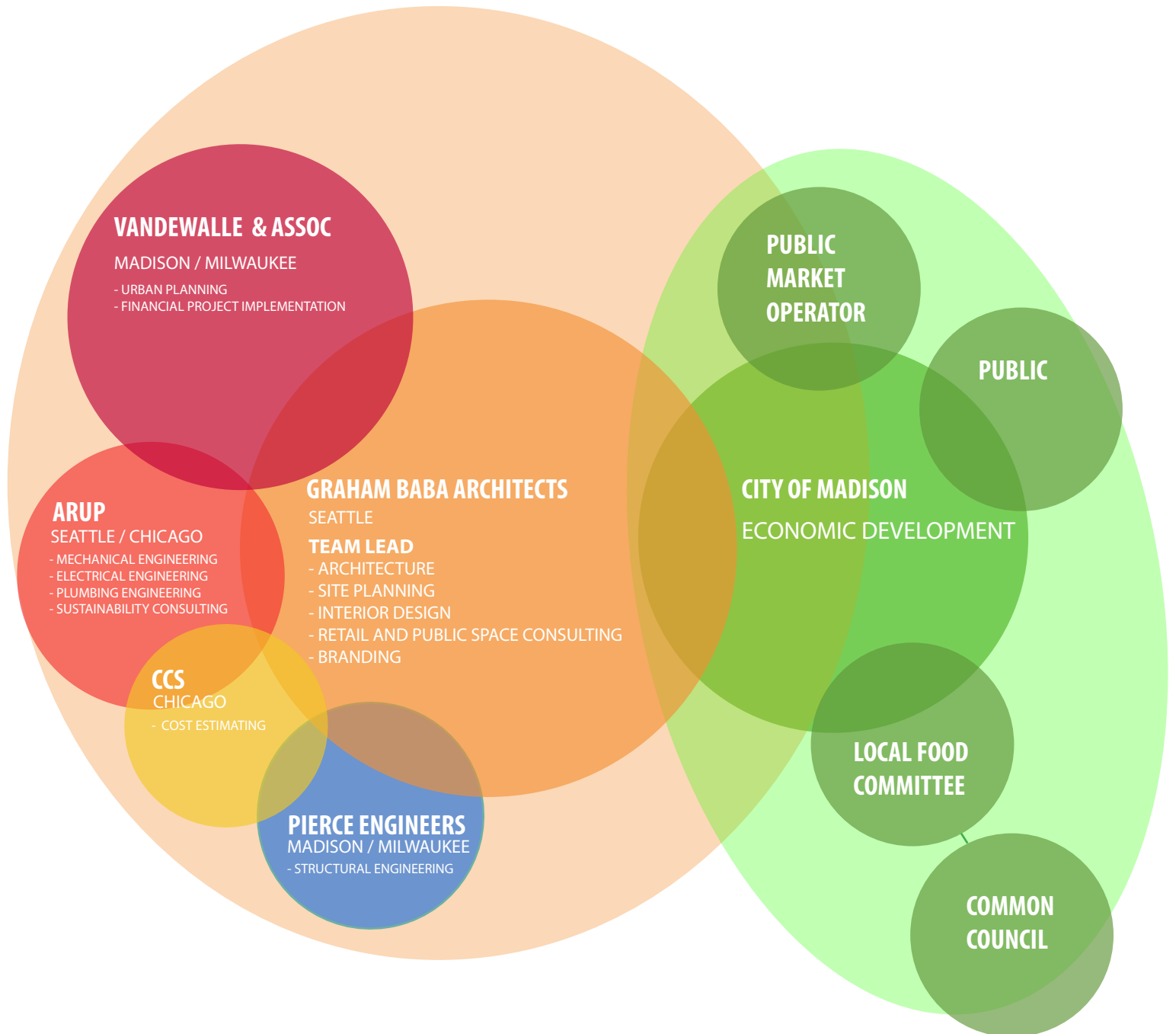


## **SECTION 3**

**PROJECT OVERVIEW  
QUALIFICATIONS**

# QUESTIONS 1 + 2: FIRM/TEAM + TEAM MEMBERS

Describe your team + Describe individual team members.



Graham Baba Architects will lead the interdisciplinary group of consulting firms identified above. Susan McNabb of Graham Baba will serve as project manager and the primary contact for the City of Madison. Additional team members, along with their titles, roles and responsibilities are identified on the following pages.



GRAHAM BABA ARCHITECTS  
PRINCIPAL IN CHARGE

**JIM GRAHAM** AIA

Jim is an award-winning architect with over 20 years of practice and brings a keen sensitivity and relentless creativity to his projects. He excels at leading large collaborative teams through complex projects and his boundless and contagious enthusiasm for each project results in a fun and exciting design process for the entire team. Jim seeks out of the box solutions and has an exceptional ability to create social opportunities for a variety of users within an environment. He is committed to the craft of building and is active in the design, construction, and craftsman communities. This depth of understanding from the overall project to the ultimate detail brings a rich insight to creating an inviting and welcoming place for all.

**Professional Experience**

- 2012 – present      Graham Baba Architects - Seattle, WA
- 1999 – 2006        James Graham, Architect - Seattle, WA
- 1993 – 1999        Olson Sundberg Architects - Seattle, WA

**Selected Projects**

- Pybus Market - Wenatchee, WA
- Melrose Market - Seattle, WA
- 325 Westlake - Seattle, WA
- Assembly Hall at Via 6 - Seattle, WA
- The Armory @ Seattle Center - Seattle, WA
- Building 115 - Seattle, WA
- Chophouse Row - Seattle, WA
- Hot Stove Society Cooking School - Seattle, WA
- Roastery & Tasting Room - Seattle, WA

- PCC Markets - Seattle, WA
- The Publix - Seattle, WA
- The Kolstrand Building - Seattle, WA
- Washington State Convention Center - Seattle, WA

**Selected Projects While at Other Firms**

- Chapel of St. Ignatious - Seattle, WA
- Washington State History Museum - Tacoma, WA

**Education**

- University of Illinois Urbana Champaign, M. Arch., Magna Cum Laude 1992
- University of Illinois Urbana Champaign, B.S.A.S., Cum Laude 1990

**Registration**

Architect, State of Washington, 1997



**BRETT BABA** AIA

Brett Baba is an award winning architect with over 35 years of experience. His enthusiasm for the complete project, from the biggest gestural idea to the finest construction detail, allows him to maintain a consistent design intent throughout his work.

GRAHAM BABA ARCHITECTS  
DESIGN PRINCIPAL

**Professional Experience**

Over 35 years

**Selected Projects**

- Pybus Market - Wenatchee, WA
- Melrose Market - Seattle, WA
- Washington Fruit - Yakima, WA
- Yakima Central Plaza - Yakima, WA
- Yakima Public Market Feasibility Study Yakima, WA

**Selected Projects While at Other Firms**

- Mission Hill Winery - British Columbia, VA
- Wright Exhibition Gallery - Seattle, WA

**Education**

- University of Washington - March
- University of Washington - BA in Envir
- Bachelor of Arts in Environmental Design, 1978

**Registration**

- State of Connecticut, 1990
- State of Washington, 1985
- NCARB



**SUSAN McNABB** AIA, LEED AP BD+C

Susan has dedicated her career to providing sustainable design leadership and project architecture. Her passion is design, informed by research to reduce environmental impact. Integral to her work is healthy and creative environments, in tune to client goals and values and budget realities. Susan has led retail, commercial and healthcare projects from design through construction.

GRAHAM BABA ARCHITECTS  
PROJECT MANAGER /  
PRIMARY CONTACT

**Professional Experience**

Over 20 years

**Selected Projects**

- Assembly Hall at Via 6 - Seattle, WA
- Uwajimaya Market - Seattle, WA
- Tom Douglas Restaurants, multiple projects - Seattle, WA
- Hot Stove Society Cooking School - Seattle, WA
- The Publix - Seattle, WA

**Selected Projects While at Other Firms**

- Novelty Hill Januik Winery - Woodinville, WA
- REI, Multiple Locations - \*LEED CI Gold
- Montlake Community Center - Seattle, WA
- \*LEED NC Gold

**Education**

- Washington University - March
- Washington University -
- Masters of Construction Management
- University of Washington - BA in Arch

**Registration**

Architect, State of Washington  
LEED AP




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VANDEWALLE & ASSOCIATES  
PRINCIPAL URBAN DESIGNER

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**DEAN PROCTOR** *AIA*

Dean Proctor is an architect, urban designer, and graphic communicator. He benefits from more than 25 years of professional experience in design and management positions with architectural, urban design, and planning consulting firms. As a principal at Vandewalle & Associates, Dean helps shape the direction of the firm and serves as co-leader of the urban design and communications teams. His unique contributions include redevelopment collaboration and perspective illustrations, which are used to help clients envision the recommendations of the Vandewalle & Associates team.

Redevelopment, design, and communication issues are the focus of Dean's work. He develops "experience" and interpretive concepts for unique places and redevelopment concepts for critical urban sites. His work includes regional, land, and site planning, sub-area master planning, contextual urban and architectural design, waterfront design, landscape character analysis and protection, and historic preservation consulting. He shapes and assists in the development of the firm's communication tools. Dean works with project redevelopment teams on ongoing consulting endeavors, and envisions team recommendations through creative design illustrations.

### Professional Experience

Vandewalle & Associates – Madison WA  
Senior Designer Camiros/ Discovery Group  
Project Architect and Designer

### Selected Projects

Waterloo - Waterloo, IA  
Iowa and Racine - Racine, WI  
Sturgeon Bay - Madison, WI  
North Carolina Veterans Park - Charlotte NC  
John Deere Tractor & Engine Museum - Waterloo, IA  
Nolen Centennial Project - Turville, WI  
Minnesota State University Quad - Mankato, MN  
Madison Cultural Plan - Madison, WI

### Education

University of Wisconsin - M.A Landscape Architecture  
University of Cincinnati - B. Arch Architecture

### Registrations and Memberships

Registered Architect - Indiana #4304  
Member, American Institute of Architects  
Member, American Society of Landscape Architects




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VANDEWALLE & ASSOCIATES  
PRINCIPAL, ECONOMIC POSITIONING AND  
REGIONAL SUSTAINABILITY

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**Rob Gottschalk** *AICP*

With over 20 years of experience, Rob Gottschalk is a leading expert in regional economic positioning, asset analysis and opportunity identification, and implementation. Rob focuses his skills on crafting economic development strategies and sustainable development opportunities for regions, cities, and urban centers. His unique asset-based and whole-system approach uncovers opportunities that are truly rooted in a region's place-based assets. Aligning corporate, academic, public sector, and nongovernmental executive leadership around a core vision and leading the early stages of implementation is critical in these large-scale, multi-faceted projects. Rob is passionate about making big visions happen on the ground and specializes in helping communities retool by developing the innovation capacity as well as centerpoints for emerging economies. He helped conceptualize and continues to help implement BioAg Gateway in Madison, Wisconsin. BioAg Gateway is a research and commercialization center focusing on growing new businesses and positioning, educating, and engaging the region and world in the future of Wisconsin's agriculture. Rob is also a seasoned project strategist, a skilled graphic communicator of complex ideas, and an inventive urban planner. He has been heavily involved in hundreds of development and redevelopment projects throughout the Midwest.

### Regional Innovation Projects

These projects involve distilling a comprehensive analysis of the region's economic and place-based assets, developing an economic and region building strategic framework, as well as crafting a compelling vision to align individual efforts.

Asset and opportunity analyses - 7-county Milwaukee, WI , 8-county Madison, WI  
Economic asset analysis for Midwest 80+ - IA, III, WI  
Economic vision and manufacturing strategic plan - East Central, IN  
Leading an economic positioning and Global Growth Initiative – Quad Cities Region, IA, III  
Development of an economic vision and positioning framework – Jefferson County, WI

### Current Projects

Water Council - Milwaukee WI  
Leadership Vision Strategy to advance Milwaukee as an international Freshwater R&D epicenter  
Redevelopment of Capital East Corridor District - Madison, WI  
Madison's largest redevelopment project in City history,  
Redevelopment of Capital East Corridor District - Madison, WI  
Working with the Electric Economic Development team - Madison, WI

### Education

University of Wisconsin – B.S Landscape Architecture

### Registrations and Memberships

Board of Directors, Natural Heritage Land Trust  
Member, Working Lands Steering Committee, State of Wisconsin  
Member, 1000 Friends of Wisconsin  
Founding Board Member, Blue Planet Partners  
Governor Appointed Member, Wisconsin Land Council, 2003-2005  
Member, American Institute of Certified Planners (AICP)  
Member, American Society of Landscape Architects



**PETER ALSPACH** PE, LEED, AP- PIC

Peter is a specialist in the design of low energy buildings, focusing on HVAC, energy systems, thermal comfort and the indoor environment. These areas intersect in the building façade, where the integration of systems becomes critical for project success.

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**ARUP**  
PRINCIPAL MECHANICAL ENGINEER

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**Professional Experience** - 18 years

**Selected Projects**

- PCC Natural Markets Store Design- Seattle, WA
- Redhook Brewpub- Seattle, WA
- Pratt Fine Arts Center- Seattle, WA
- Pike Place Market Front- Seattle, WA
- Washington Fruit Office Building- Yakima, WA
- Bill & Melinda Gates Foundation Visitor's Center- Seattle, WA
- Seattle Central Library -Seattle, WA
- Royal BC Museum Master Plan and Renovation, -Victoria B.C.
- WeWork tenant improvement 500 Yale- Seattle, WA

**Education**

- University of Colorado - M.S Civil Engineering
- Washington University, St. Louis - B.S Mechanical Engineering



**RICHARD PIERCE** PE, SE

Mr. Pierce offers a broad range of expertise. He has a strong background in designs with post-tensioned, conventionally reinforced and precast concrete systems, structural steel framed systems, building renovation, pier, piling and spread footing foundation systems for numerous building types.

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**PIERCE ENGINEERS**  
PRINCIPAL STRUCTURAL ENGINEER

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**Professional Experience** - 33 years  
1995 - Present Pierce Engineers, INC

**Education**

- University of Illinois at Urbana - M.S Civil Engineering
- University of Illinois at Urbana - B.S Civil Engineering Honors

**Registrations and Memberships**

- American Society of Civil Engineers (ASCE)
- National Society of Professional Engineers
- Precast Concrete Institute
- Post Tension Institute
- American Institute of Steel Construction (AISC)
- Structural Engineering Association of Illinois (SEAOI)
- Structural Engineering Association of Wisconsin (SEAOW)



**BETSY PRICE** PE, LEED, AP

Betsy Price enjoys collaborating with design teams – architects, owners, engineers, and other designers – in working toward creating the best solutions for all.

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**ARUP**  
SENIOR ELECTRICAL ENGINEER

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**Professional Experience** - 11 years

**Selected Projects**

- PCC Natural Markets Store Design- Seattle, WA
- Washington State Convention Center - Seattle, WA
- Starbucks Reserve Roastery & Tasting Room - Seattle, WA
- Pike Place Market PC-1 North - Seattle, WA
- 8th & Howell Convention Hotel - Seattle, WA
- Bill & Melinda Gates Foundation Campus- Seattle, WA

**Education**

- Kansas State University - B.S. Architectural Engineering
- Kansas State University - M.S Architectural Engineering

**Registrations and Memberships**

- PE, State of Washington
- PE, State of California
- Structural Engineering Association of Wisconsin (SEAOW)



**MARVIN FITZWATER** II, CPE

Mr. Fitzwater provides detailed cost estimates at all phases of design, including conceptual, schematic, design development, working drawing and construction documents.

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**CCS INTERNATIONAL**  
SENIOR COST MANAGER

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**Professional Experience** - 29 years

**Selected Projects**

- Navy Pier - Pierscape Project - Chicago, IL
- Navy Pier - Master Planning - Chicago, IL
- University of Illinois - Ikenberry Dining Hall and Residential Programs Building (SDRP) - Champaign, IL

**Education**

- Southern Illinois University - B.S. Advanced Technical Studies

**Registrations and Memberships**

- American Society of Professional Estimators (ASPE)
- Board member of the Board of Chicago Chapter



**ROBERT TAZELARR** PE, LEED, AP

Robert leads Arup Chicago's MEP group. He has more than 26 years of experience in the design and project management of varied building and project types.

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**ARUP**  
PLUMBING ENGINEER

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**Professional Experience** - 30 years

**Selected Projects**

- Del Frisco's Restaurant - Chicago, IL
- Whitehall Hotel Expansion - Chicago, IL
- 300 N Michigan Ave - Chicago, IL
- 70 East Oak St Redevelopment - Chicago, IL
- 58 E Oak Street Adaptive Reuse - Chicago, IL

**Education**

- The University of Illinois at Chicago - Thermo-Mechanical Engineering and Energy Conversion

**Registrations**

- PE, States of IL, IN, IA, KY, ME, MI, NC, NE, NH, NM, NY, OH, SC, WY

# QUESTION 3: PROJECT EXAMPLES

Provide descriptions of related projects.



## MELROSE MARKET

Location: Capitol Hill, Seattle, WA  
Size: 23,900 SF  
Completed: 2010

Adaptive reuse of a classic auto row structure in the dense Capitol Hill neighborhood into a modern, urban market with the ultimate goals being: historic preservation; utilization of sustainable, re-purposed materials; returning to the transparency of the original building so as to maximize natural light and the engagement of, and interaction with, streetscape and pedestrian traffic. To accomplish this: auto row style was embraced and reinforced by maintaining the building's exterior design while combining exposed brick, wood, and steel for interior; materials recycled from original and off-site structures were employed; small tenant units were designed so as to make efficient use of space; original transparency was recreated via exterior windows to bring in light, activate streetscape from within and without; pedestrians were engaged by designing the building's interior corridor to move through market as a natural continuation of the exterior sidewalk flow.



ENGAGING  
THE  
STREETScape





## PRESERVING THE INDUSTRIAL TEXTURE

### PYBUS MARKET

Location: Wenatchee, WA  
Size: 25,000 SF  
Completed: 2013

Working with the Port of Chelan County, Graham Baba led a complete renovation of the unheated steel structure into a conditioned and fully enclosed space. The guiding principle for the design team was to preserve the gritty industrial look-and-feel of the structure. Emphasizing the interior volume and its honest workman-like texture were the prime drivers guiding where and how to act on the building. The clarity of the structure with its simple “extruded” nature is its strength; the team avoided proposing any additions or alterations to the overall shape.



## CHOP HOUSE ROW

Location: Capitol Hill, Seattle, WA  
Completed: 2015

### CONNECTING THE PAST PRESENT AND FUTURE

The Chophouse Row mixed-use project is the result of a highly orchestrated relationship between past, present and future.

The Chophouse Row integrates a diverse, mutually supportive combination of urban uses that includes apartments, creative offices, a co-working facility, local retail and restaurants into one contiguous public realm.

This project is the final phase of a larger master plan that the developer envisioned for the collection of contiguous properties purchased in 1999 in Seattle's Capitol Hill neighborhood. The vision for the properties was to create a connected public pedestrian corridor between 11th and 12th Avenues through the center of the block where there was none before. The first pieces of this public courtyard were completed in 2006 and set the stage for the current development, the centerpiece of which is an enlarged 12,000 SF courtyard called "The Mews". The Mews is primarily open-air and is lined with retail and restaurant uses, including "back-door" connections to existing businesses. It is intended to feel like a classic pedestrian alley, a respite from the busy streets of the surrounding neighborhood.







Construction on this military reserve headquarters began in 1935. The building's dedication ceremony provided a moment of great civic pride as thousands paraded through downtown Seattle. Over many years, the Armory has housed boat shows and big bands, athletic events and the functions of military life. Named The Food Chorus for the 1962 World's Fair, and later called Center House, this newly renovated food and entertainment venue once again takes pride of place at the center of the Center.

## THE ARMORY @ SEATTLE CENTER

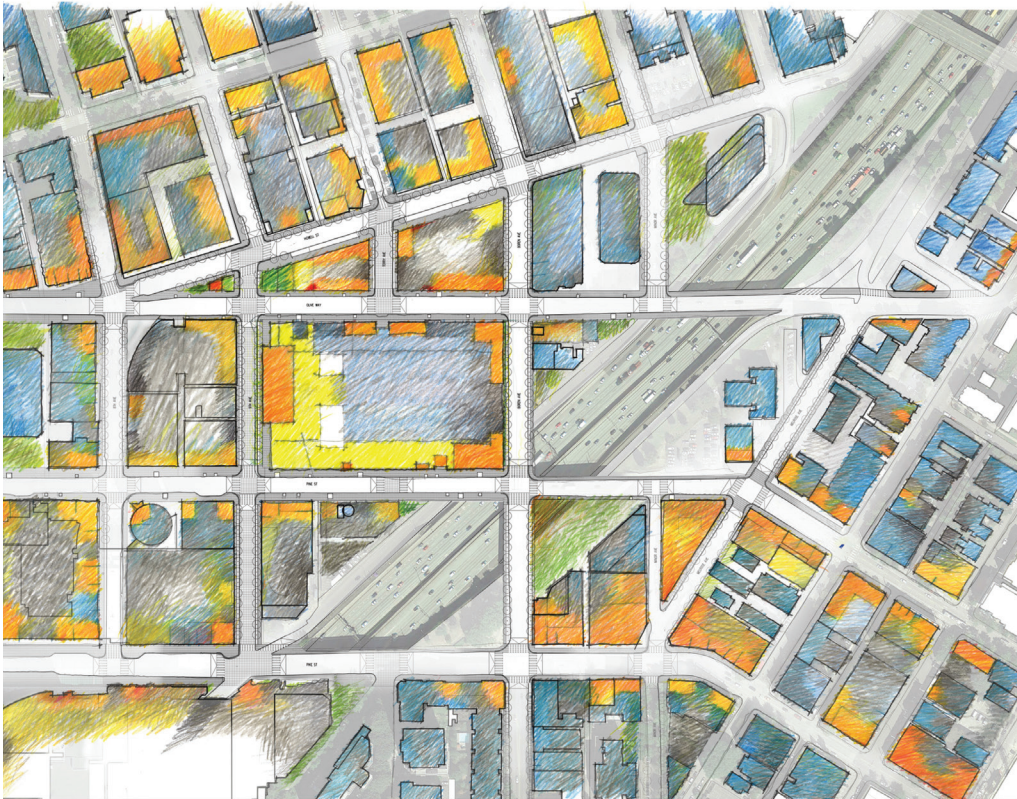
Location: Seattle City Center  
Completed: 2012

Working with the Seattle Center Redevelopment Agency and the City of Seattle, Graham Baba oversaw the renovation of the space, peeling back unsympathetic construction to reveal the original powerful architecture of this stately building. The space hosts over a dozen restaurants and cafés and includes a stage for entertainment. The design effort also included re-branding, with a new name – The Armory.

Constructed in 1939 as the Seattle Field Artillery Armory and then converted into an indoor gathering place for the 1962 Seattle World's Fair, Seattle Center House is at the heart of the Seattle Center. Year round and from all corners of the globe, people flock to the Center to visit its iconic landmarks: the Space Needle, International Fountain, Pacific Science Center and Monorail. At the same time, numerous cultural events, educational activities and holiday celebrations are taking place – free and open to the public – at the Center House. Years of piecemeal renovations, though, had buried the beautiful original structure behind layer upon layer of construction.

## RETAIL/PUBLIC SPACE INTEGRATION

We are increasingly recognized for not only our innovative approach to retail and restaurant design, but for our ability to integrate these spaces to create an enhanced public experience for the residents and visitors to our community. We work with developers and public agencies to create successful retail opportunities with large, mixed-use projects. We study the urban context to understand the texture, character and needs of the community and then design and curate the mix of tenant types and adjacent public spaces that successfully integrate mixed-used projects into their neighborhoods. The work is highly collaborative, often involving large teams of specialists and other architects. We take pride in our ability to learn from all involved in the process and build consensus towards the best solutions.



### RECENT COLLABORATIONS

#### Washington State Convention Center

Pedestrian experience and ground level retail integration  
In Collaboration with LMN  
Seattle, WA

#### Assembly Hall at Via 6

Ground level retail integration & public space design  
In Collaboration with GGLO  
Seattle, WA

#### Pike Motorworks

Retail and public space design  
In Collaboration with Weber Thompson  
Seattle, WA

#### The Publix

Ground level retail and public space design  
In Collaboration with Clark Design Group  
Seattle, WA

#### 2+U

Retail and public space design  
In Collaboration with Swift Company and Pickard Chilton  
Seattle, WA



## CAPITAL EAST DISTRICT

VANDEWALLE & ASSOCIATES

Redevelopment Implementation  
Madison, WI

Working in partnership with the City leadership, City staff, and private sector stakeholders, Vandewalle & Associates has worked on economic positioning and ongoing redevelopment implementation in the Capitol East District for over 10 years, including in projects and roles such as:

- Lead planning consultant for East Washington Avenue Capitol Gateway Corridor Plan
- Consultant for Urban Design District No. 8 Requirements
- Lead consultant for Economic Positioning Framework Strategy for Capitol East District, in collaboration with Heiberg and the Bower Group
- Lead Author of two successful EPA Brownfield Grants totaling \$800,000.
- Economic Positioning and Redevelopment Implementation Consultant
- Capitol East District Public Improvement Implementation and Development Projections Analysis
- Capitol East District Parking and Traffic Impact Analysis, in collaboration with Kimley-Horn Associates



## Downtown Master Plan & Implementation

Waterloo, IA

Vandewalle & Associates worked with the City of Waterloo and the Waterloo Development Corporation to revitalize a formerly industrial waterfront and central business district, add jobs, and inspire investment. Key elements of our work included a downtown opportunity analysis; downtown and neighborhood planning; conceptual design of downtown projects; implementation management including financing strategies, detailed land use planning, property acquisition, developer recruitment and negotiation, and design review. Total public and private investment is now over \$200 million in downtown Waterloo.





**SECTION 4**  
**TECHNICAL SPECIFICATIONS**

# QUESTION 1: OVERALL APPROACH

Briefly describe your team's design approach and philosophy. Share initial thoughts on the Madison Public and how you would undertake the project.



## WHO WE ARE

Together, Graham Baba + Vandewalle create a collaborative, diverse team of professionals dedicated to bringing life to public spaces. We are powerful thinkers who, through creative and economical design moves, can turn assets to economic opportunities, transformative and catalytic projects, and vibrant sustainable communities.

**Graham Baba Architects**, based in Seattle, is recognized for the successful place-making of commercial, residential, public, food-centric, and cultural spaces. We believe every project—from the adaptive reuse of existing buildings to new construction—provides an opportunity to reveal and celebrate authentic materials in their natural state and create special places for people.

**Vandewalle & Associates** is a unique collection of highly talented individuals with expertise in economic strategy, urban planning, design, redevelopment, architecture, marketing, and real estate. Practicing for 40 years, and embedded in the Midwest, the firm is a leader in innovative economic positioning. They work with clients to identify core, place-based assets and translate them into innovative solutions and new opportunities.

Vandewalle knows every corner of the Madison region, every important industry, hundreds of regional leaders and many of the major employers. They have worked for the Midwest's largest metropolitan regions and global corporations, as well as its smallest towns and villages. They know the players, context, and the Public Market site, which will allow them to make expeditious and efficient use of the tight project budget. Vandewalle has a deep knowledge of the potential of the Public Market and Capitol East district's market potential, the physical site, and the connected neighborhoods. They have a passion for the local food innovation potential throughout the Midwest.

**Graham Baba + Vandewalle** brings extensive experience in successful mixed-use development. Together have the ability to integrate complex sites of public and private uses. Both firms are well-practiced in gathering and incorporating input from community groups, both within our client's organizations and the community-at-large. Our strength lies in hearing these many distinct voices, synthesizing their concerns and then working with the client's leadership to filter this information into the design of our projects.

Graham Baba will lead the project, bringing a fresh eye to the Madison Public Market project. Our portfolio of active public places shows Graham Baba's success at creating places that tell a story, places that people are drawn to, and spaces that encourage social interaction and community. The Graham Baba team is driven by thoughtful creativity and collaboration and works to celebrate the unique embedded qualities of spaces as well as the potential of a site and program and client vision. The result are spaces that enrich both the local built environment as well as the lives of those who inhabit, visit, and work within them.



## WHAT WE DO BEST

**Revitalizing Urban Places** Graham Baba + Vandewalle believes that through diverse collaboration and creative thinking, we are able to create transformative places. Even places that are underutilized or underperforming can be reinvigorated in exciting new ways. We discover and harness assets through judicious community engagement, visioning, design, branding, and implementation to raise each place to a uniquely prominent and competitive position.

**Shaping Communities** For large urban centers, small communities, or locales seeking to work together, we provide the insight, management, and public involvement needed to structure complex plans and partnerships that set a clear course for a community's future. We have significant experience in gathering and incorporating input from our clients, community groups, other stake-holders and the community-at-large. Our strength lies in hearing these many voices, synthesizing their concerns and then working with our clients to filter this information into the design of our projects. We know that existing buildings help define the personality of our communities and are valuable site resources. Bringing life to these structures with new uses can revitalize a community while respecting and celebrating its past.

**Catalyzing and Implementing Projects** Not every project arrives fully defined. We are adept at listening, and helping our clients discover the partners, the project champions, and the funding to answer multi-faceted needs and make big ideas happen. We can coalesce, develop, and manage the vision, and explain complex ideas along the way.

## WHAT WE VALUE

**AUTHENTICITY** Our work is true to its place, the values of our clients, the local resources, and the materials from which we build.

**RESEARCH** We seek precedents in not just our own work, but in the very best design we find world-wide. We listen; gathering feedback from the users and community, and build these values and ideas into our design process.

**CRAFT** Our team obsesses over the craft and detail of construction, ensuring that the “big” ideas of a project translate into the multitude of small moments, experiences and textures that build a rich environmental experience appropriate to the place.

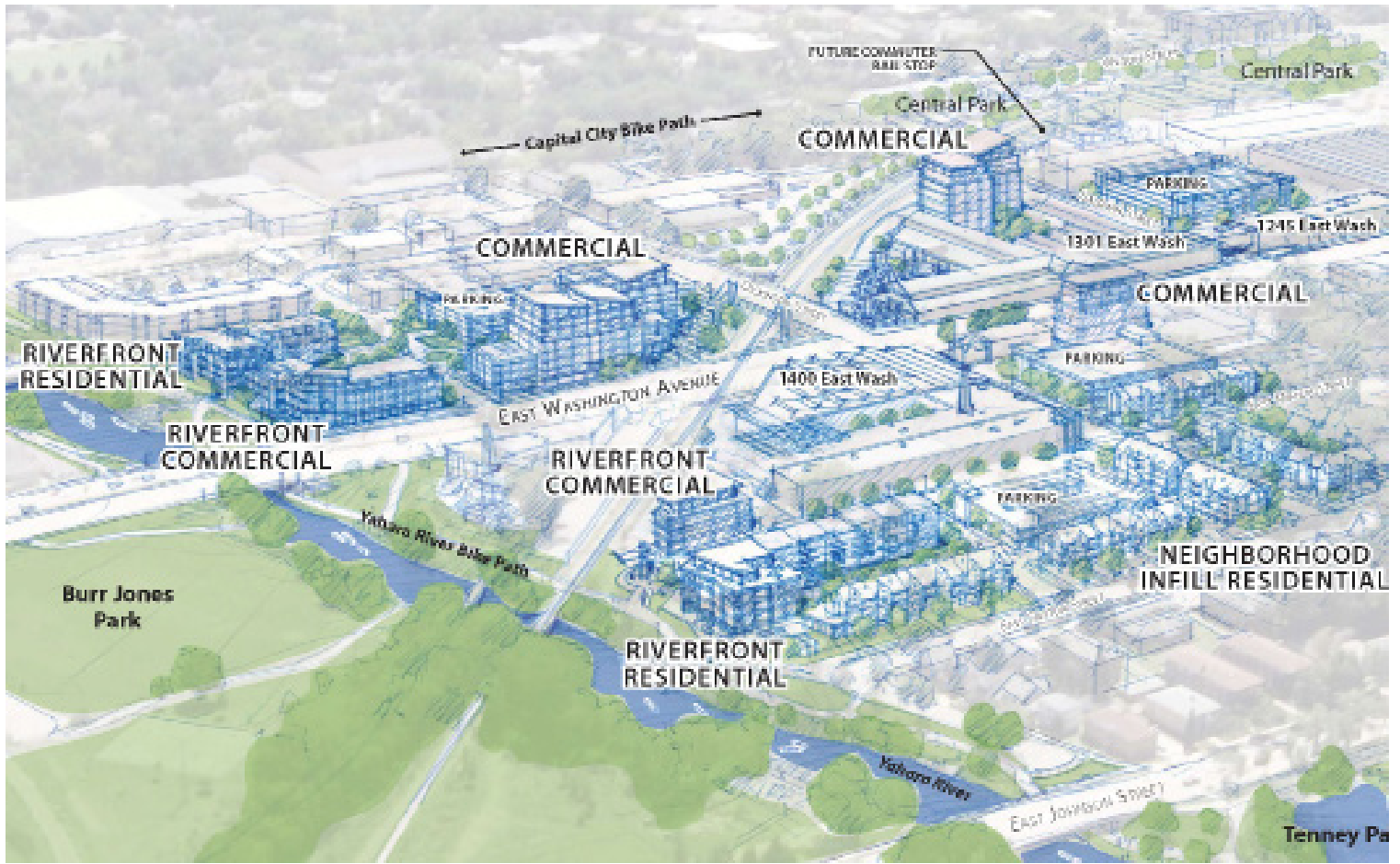
**COLLABORATION** Working collaboratively with other designers, engineers, our owners and community stakeholders is baked into our DNA. We believe that careful listening involves not only offering a voice to the entire team, but also ensuring that their ideas can truly inform the final project design.

**RESPONSIBILITY** We understand that the very best design is one that must be built on a budget and schedule that results in financial success for our clients. We understand the impact building has on the environment and we take a restorative approach to the decisions we make about the building, site and neighborhood.

**FUN** We believe that a great project requires a great experience. We seek to keep the process engaging and rewarding for all involved.







## East Washington Corridor Visioning

Madison, WI

Vandewalle & Associates worked with the City, property owners, and approved plans for the area to envision its potential to renovate historic structures for employment, build new commercial space with views of the capitol and lakes, and build new infill and riverfront residential. Taking advantage of orientation toward the Avenue, building height opportunities, the river, views to the lakes, and the neighborhood while respecting the scale of existing uses, these redevelopment opportunities continue the investment in this district and utilize underutilized land toward building a vibrant Capital East District.

# MADISON PUBLIC MARKET PROJECT: OUR APPROACH

Graham Baba + Vandewalle fully understands the requested scope and tasks delineated in the Request for Proposals. Our work plan (Section 4, Question 2) describes our approach to completing the required tasks and the timeline for completion. Upon award of the project, we will work with the City of Madison and the Local Food Committee to review and confirm the goals, tasks and schedule for Phase 1: Site Planning and Phase 2: Design Development Architecture. We will also confirm consultant roles and responsibilities at that time.

Graham Baba + Vandewalle will hit the ground running for this project and make efficient use of the limited fee budget. Vandewalle has extensive prior experience working with designs for the site to connect downtown Washington and Commercial Avenue corridors with the Schenk's Corners area. Our team has built strong relationships with the major stakeholders, individuals and organizations involved.

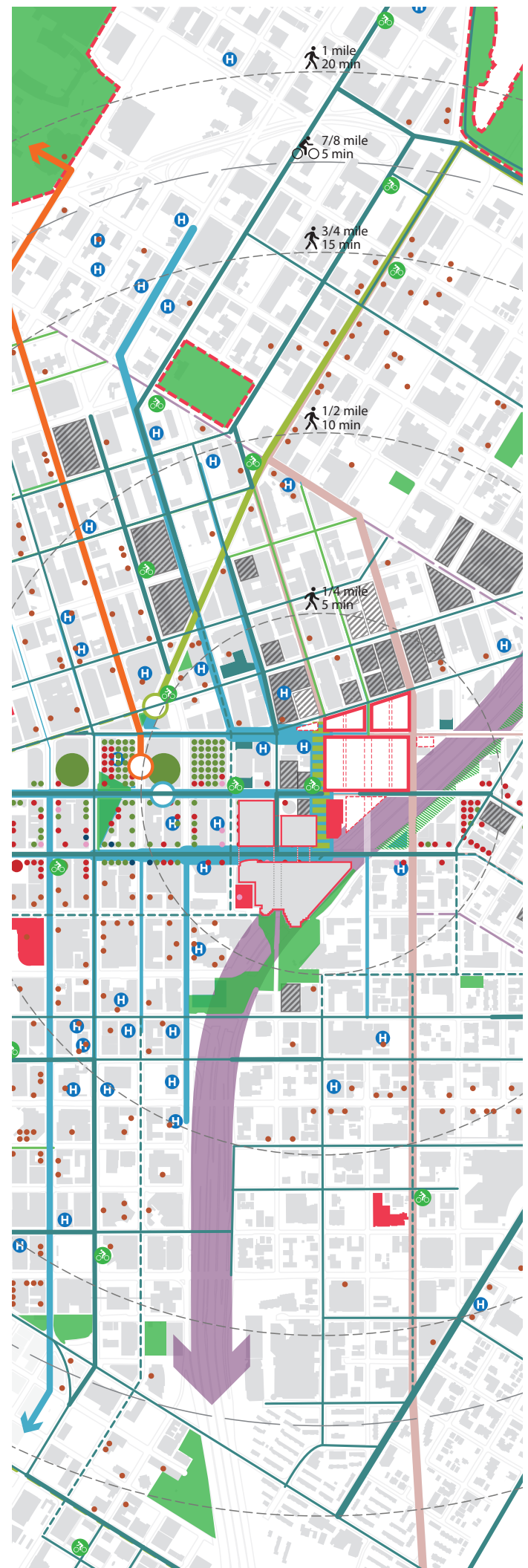
Graham Baba + Vandewalle would begin by assessing the existing data and background documents for the possible sites. We will develop an understanding of the stakeholder's goals and vision for the project. As we develop site plan scenarios, we will maximize the use of the inherent site resources – both man-made and natural--existing structures, topography, sun, wind, geology -- wherever possible. We will look for connections to and within the surrounding community and study how these can augment the Madison Public Market's potential users' experience and its relationship to services, transportation and accessibility.

We will explore the site's potential through the eyes of the many different possible users and identify site strategies that are most equitable. Our approach to land use will be restorative - "touching the land lightly" – minimizing environmental impact wherever possible. With consideration of the project vision, we will collaborate with the client group and major stakeholders to develop and select the best site plan concept.

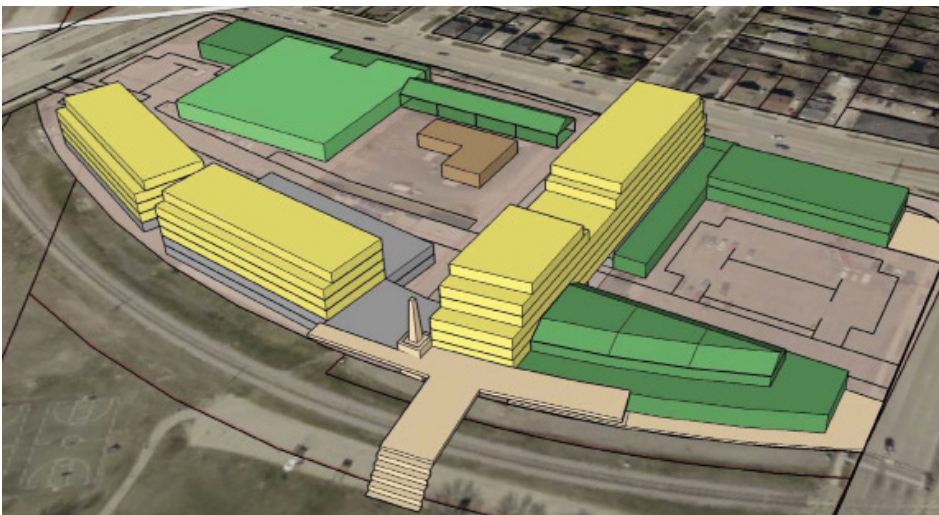
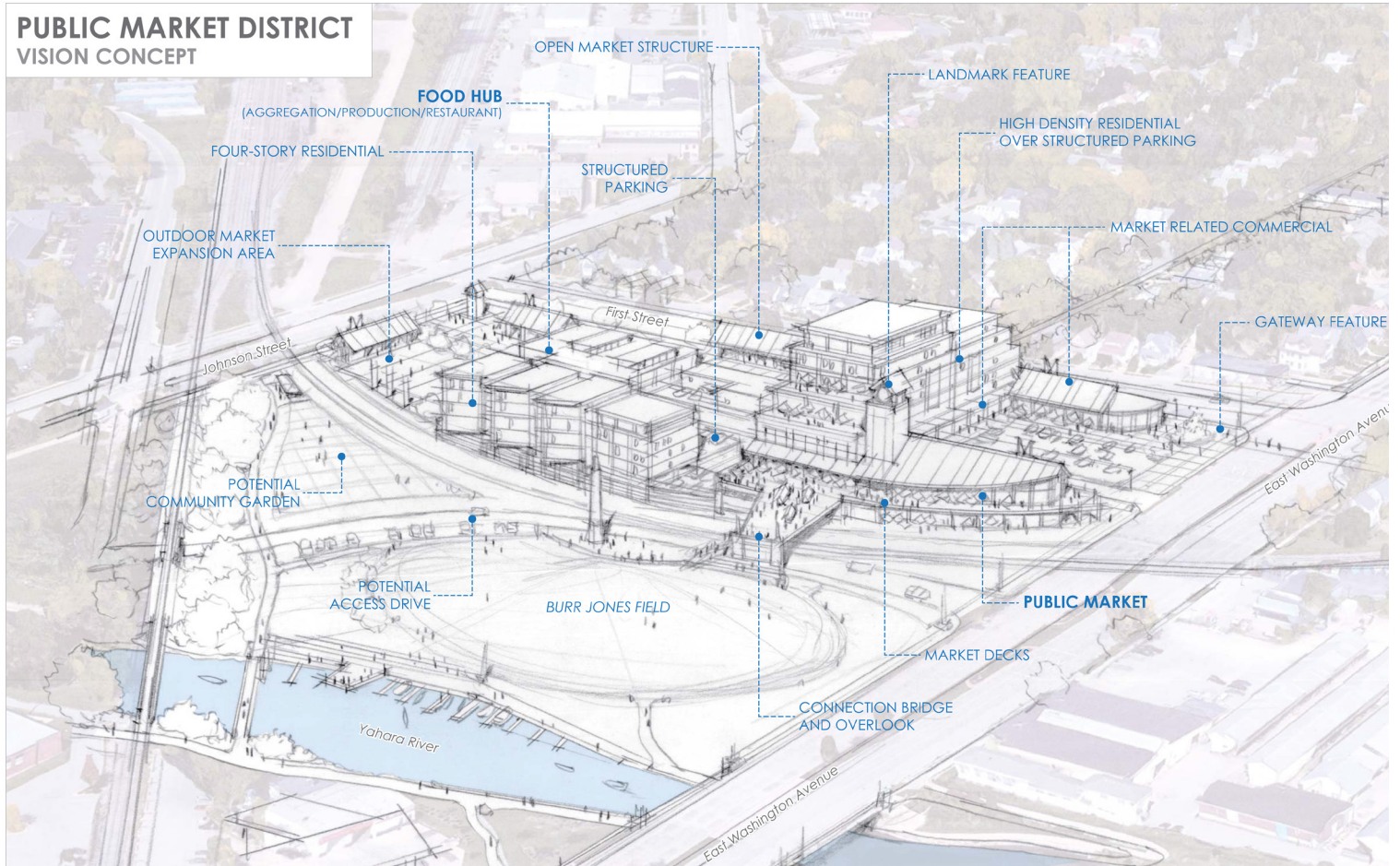
Once the preferred site plan is selected, we will develop more detailed, renderings of the design to clearly convey the vision, scale and atmosphere of the chosen design for City discussion and Community engagement. Concurrently, a detailed schedule will be developed to show the timeframe and milestones for the project.

In Phase 2, we will refine the building program and further curate the mixture of uses for the Market, develop a detailed floor plan for the market building, rendered elevations, and 3-D models (both physical and digital, as required) in order to appropriately convey the character and appearance of the structure. Simultaneously, our consultants will develop a schematic structural plan, mechanical layout and corresponding narrative of systems to fit within the architectural vision. An itemized worksheet of sustainable features will be provided to enable the building to target LEED certification. A cost estimate will be prepared, subdivided by CSI divisions, with required contingencies for design and phased construction included.

Throughout both phases, we will be in regular communication with the City of Madison and the Local Food Committee – through conference calls, in-person meetings, emails and public presentations -- integrating continued input from major stakeholders, ensuring interests and concerns are being heard and incorporated into the design. Each check-in will include verification that we are moving forward in alignment with the schedule and budget.



# PUBLIC MARKET DISTRICT VISION CONCEPT

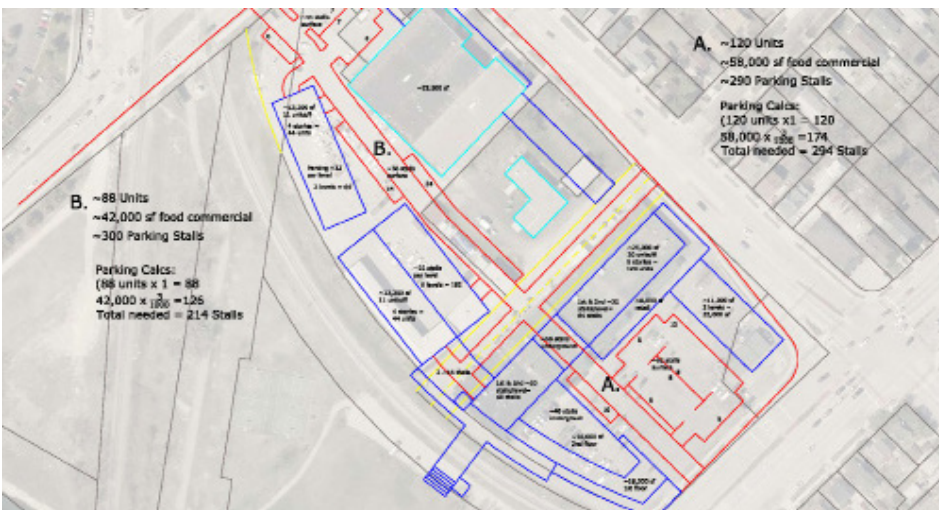


## First Street Market District

Analysis/Study  
Madison, WI

The vision for a public market for the City of Madison has been growing and evolving for more than a decade. It now includes not only the Public Market building, but a home for food-based businesses and other complimentary uses. As an element of Vandewalle & Associates' ongoing implementation contract, and working with City staff and property owners, our team was asked to explore, envision, and communicate potential development scenarios for the selected site on East Washington Avenue and bordered by First Street, Johnson Street and Burr Jones Field. The intention of this work was to test ideas and get a feel for site capacity. As part of this work, Vandewalle & Associates:

- Assessed the site's existing conditions and the larger district's goals and plans
- Met with First Street Mall property owners/potential developer and City staff
- Determined use location opportunities
- Developed two site development strategies
- Modeled the site development density and configuration
- Calculated potential development intensities
- Developed conceptual designs for the market, commercial, and residential buildings
- Communicated development scenarios in plan and perspective



# QUESTION 2: WORK PLAN

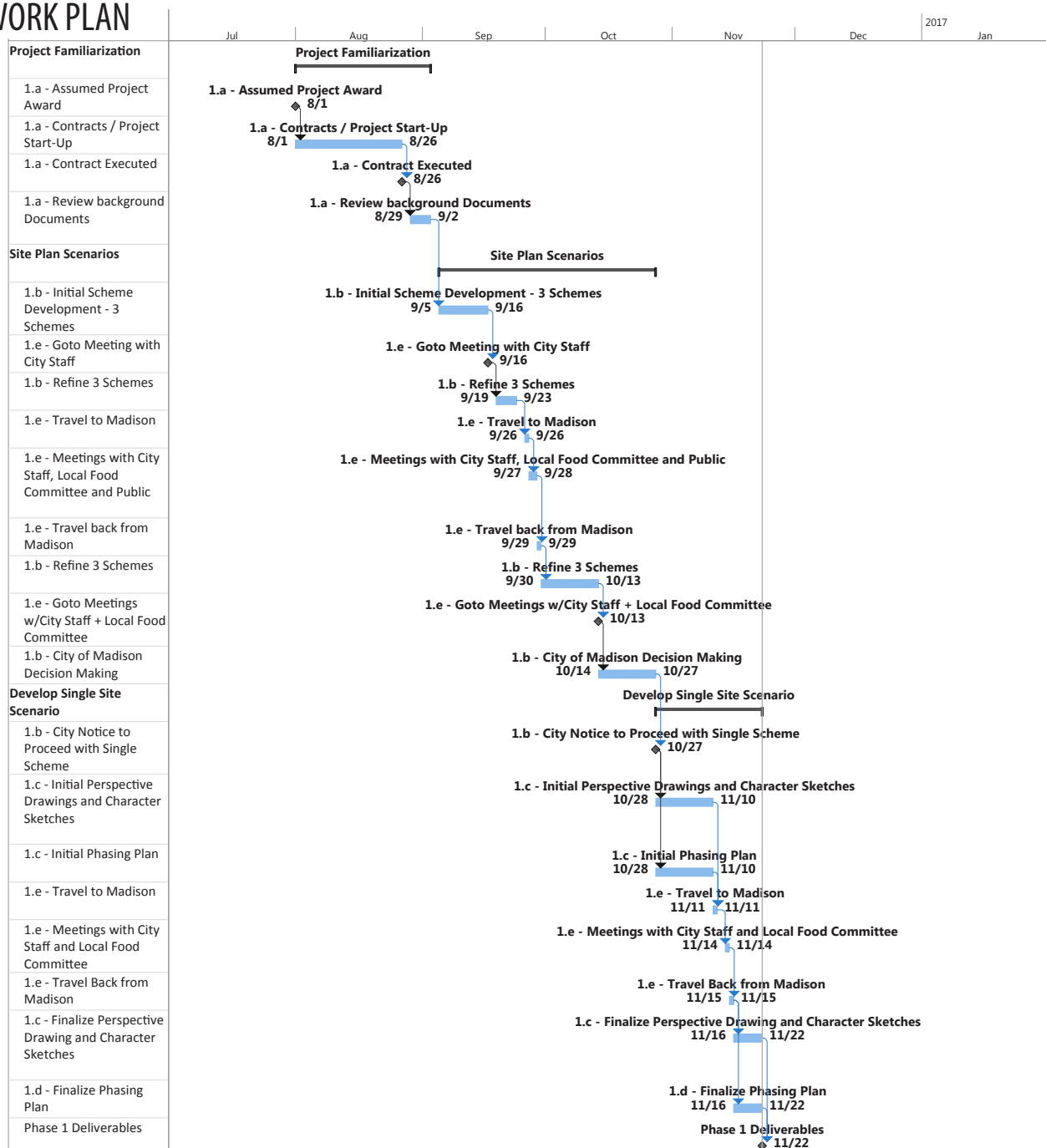
Submit a workplan and schedule that outlines the proposed steps and project timeline.

Graham Baba + Vandewalle have created draft work plans and schedules for both phases of the project. The work plans/schedules that follow have been crafted around the specific tasks and deliverables indicated in the Request for Proposals as well as our past experience in the planning and design of similar facilities. Our assumption is that Graham Baba + Vandewalle will work with City Staff at the outset of the project to refine the schedule and work plan as required to meet specific community needs and important external deadlines. This initial schedule, however, forms the basis for our estimation of

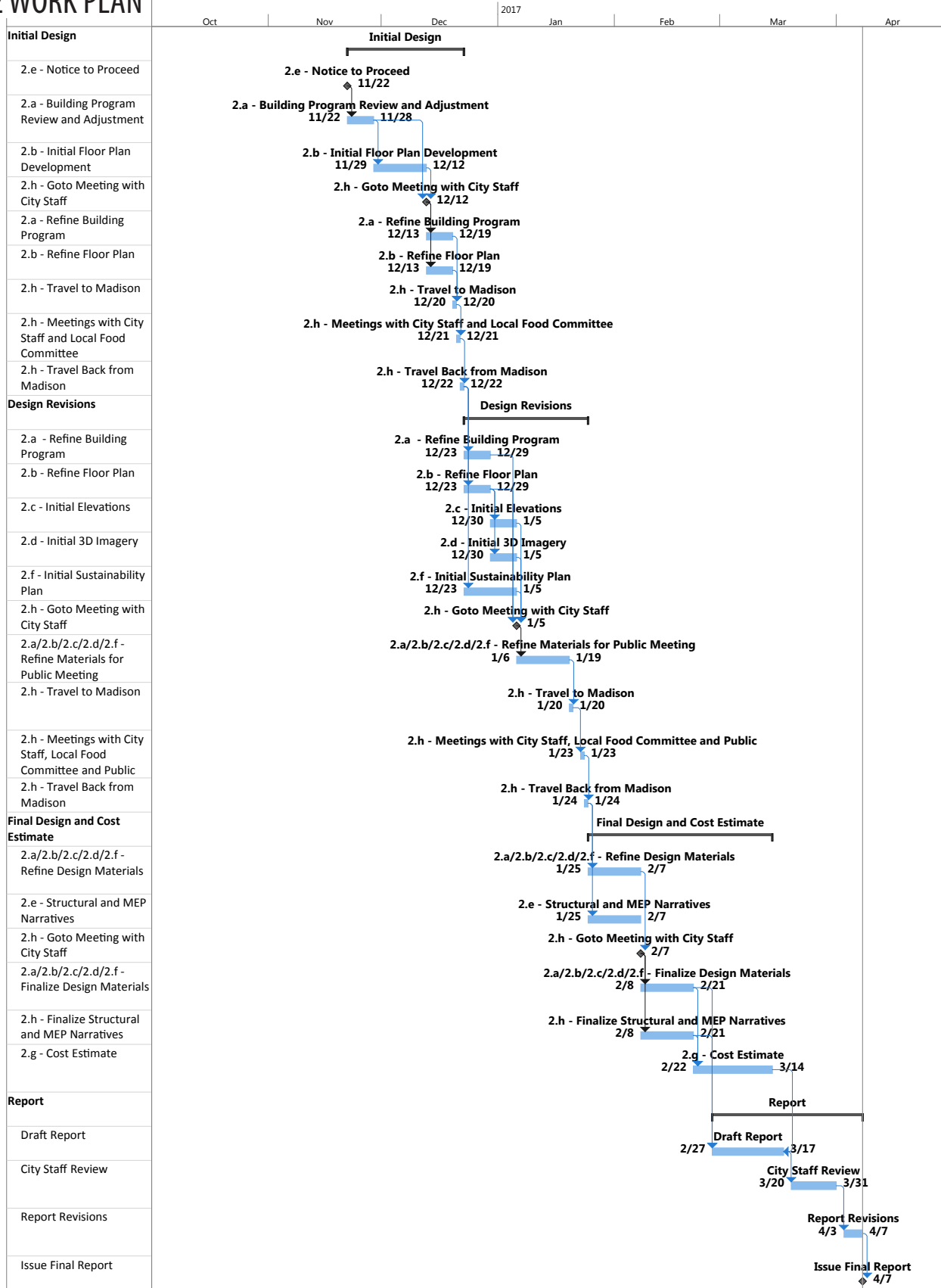
work hours and our fee proposal. Tasks and deliverables in the work plan are keyed to specific tasks in the Request for Proposal for clarity. (E.g: 1.1, 2.h, 2.b, etc.) We have incorporated what we believe to be appropriate input and collaboration points from City Staff, the Local Food Committee and the public. It is assumed that once formed, the Public Market Operator non-profit leadership would be integrated into the already proposed meetings. We have used web meeting technology ("Goto Meeting") to supplement our team's attendance at meetings in Madison.

Graham Baba Architects will lead and manage the consultant team throughout the process. As planning experts, Vandewalle will play a more significant role in the first phase, with design collaboration and consultation by Graham Baba Architects. Graham Baba will then take the project into the second phase, leveraging our expertise in the architecture of market halls, food-centered design and public space. Vandewalle will actively advise and collaborate with Graham Baba during this phase to ensure design continuity and provide important local community insight and expertise.

## PHASE 1 WORK PLAN



# PHASE 2 WORK PLAN

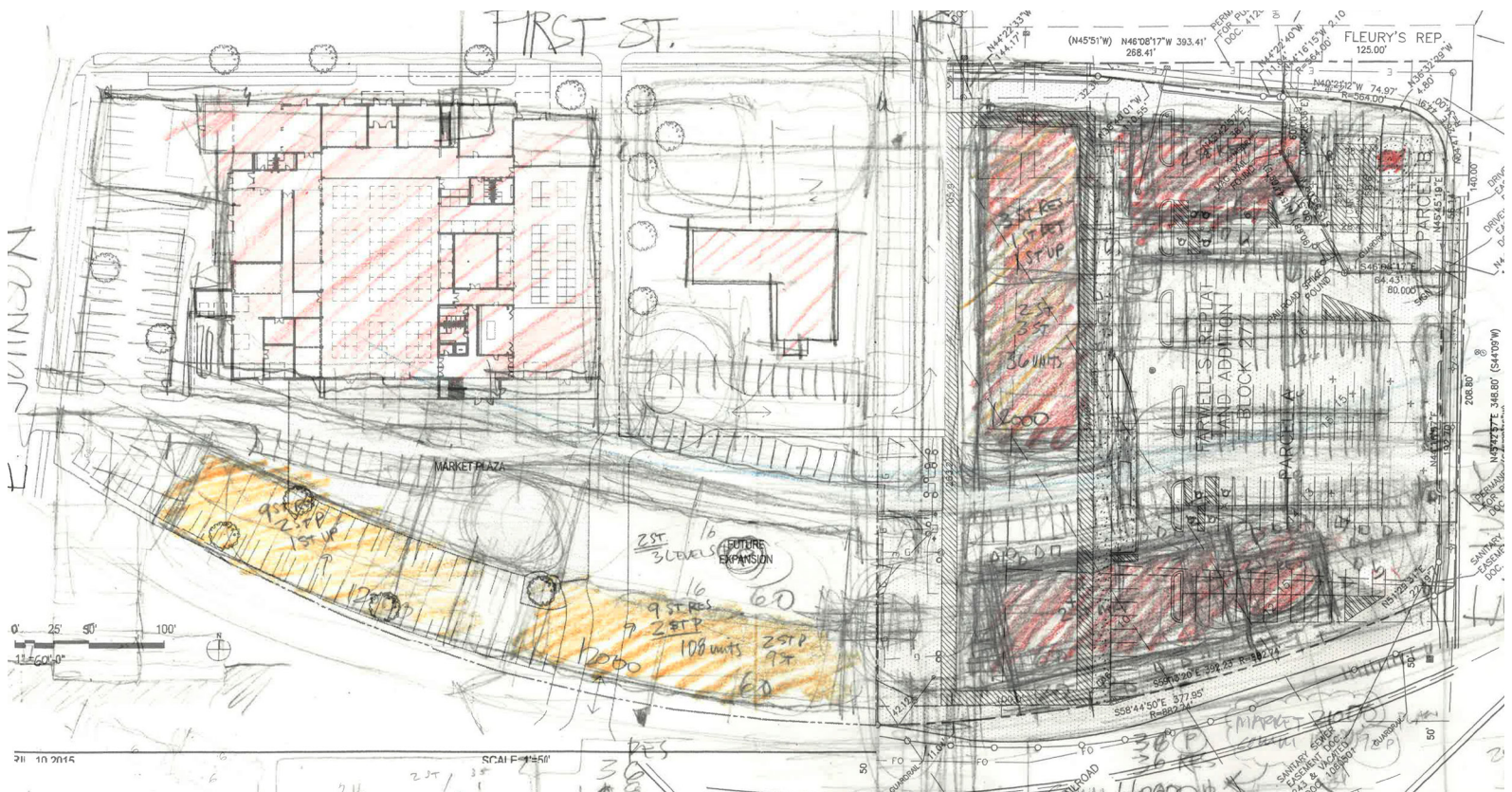


# QUESTION 3: WORK HOURS BY TASK

Submit an estimation of total work hours and budget broken down by each phase and each individual task.

Graham Baba, Vandewalle and our consultants each prepared a detailed estimate of hours required for individual phases and tasks during the preparation of our fee proposal. The total team hours per phase and task are indicated in the chart below. Per the requirements of the Request for Proposals, the budget (fee proposal) is included under separate cover. As requested in Form D, the fee proposal includes a Budget Detail sheet with budgets indicated for each phase and task.

Phase	Task	Hours
1	1.a Project Familiarization	19
	1.b Site Plan Scenarios	70.5
	1.c Perspective Drawings and Character Sketches for Selected Option	25
	1.d Phasing Plan	34
	1.e Consultation and Community Engagement	120
	PHASE 1 SUB-TOTALS:	268.5
2	2.a Building Program	58.5
	2.b Floor Plans	127
	2.c Elevations	52.25
	2.d 3D Imagery	55.75
	2.e Mechanicals and Structural Plans	57.25
	2.f Sustainability	30.75
	2.g Cost Estimate	65.5
	2.h Communication and Community Engagement	156
	PHASE 2 SUB-TOTALS:	603
<b>TOTAL HOURS ESTIMATE:</b>		<b>871.5</b>





SECTION 4 | GRAHAM BABA

THANK YOU FOR THE OPPORTUNITY!

**GRAHAM BABA** ARCHITECTS

