



## Request for Proposals

# COMMUNITY CAMPUS PLANNING SERVICES FOR DOWNTOWN MIDDLETON

The City of Middleton, Wisconsin

**Issue Date: February 22, 2019**

### INTRODUCTION

The City of Middleton is seeking proposals from qualified firms that are interested in providing community campus planning services for downtown Middleton.

Firms will be selected for this project based on the stated Selection Criteria. Only firms submitting proposals by the deadline will be considered.

**Electronic proposals are due by Friday, April 19, 2019 at 4:00 pm to:**

City of Middleton  
Abby Attoun, Director of Community Development  
7426 Hubbard Avenue  
Middleton, WI 53562  
(608) 821-8343  
[aattoun@ci.middleton.wi.us](mailto:aattoun@ci.middleton.wi.us)

## BACKGROUND

The Middleton Common Council has approved funding in 2019 for a Community Campus Plan for downtown Middleton. The planning area encompasses downtown Middleton, as shown in the map below. The focus area includes the City and Community Development Authority (CDA)-owned properties in blue hashed area in the map below. The plan should consider the larger context of the entire downtown area, and the City as a whole.



The **six primary goals** for the Community Campus Plan are as follows:

1. Identify opportunities to modernize and/or replace the City's current public facilities in Downtown Middleton where needed and appropriate.
2. Identify opportunities for more efficient utilization of land through opportunities for combined facilities, flexible spaces that can serve more than one purpose, and underground and/or shared parking opportunities.
3. Ensure that municipal facility space needs are met, and can accommodate future growth of the City.
4. Identify opportunities for private development or public-private partnerships. Mixed-use development is encouraged.
5. Enhance downtown Middleton by creating concepts for buildings that will be visually-appealing, inviting, customer-friendly, and functional.
6. Align with the City's ambitious goals related to environmental sustainability by identifying opportunities for compact urban form, renewable energy generation, energy-efficient design, water-efficient design, and sustainable storm water management and landscaping designs.

## **ADDITIONAL GOALS**

In addition to the **six primary goals**, the City has developed additional project goals as follows. These should be considered in conjunction with goals that are developed through the public input process.

1. Ensure that the plan adequately serves the City in the long-term (50+ years), and that the plan document retains its relevance for at least 10 years.
2. Support downtown revitalization and redevelopment efforts, providing concept design alternatives that can support downtown Middleton for many decades.
3. Encourage a fresh perspective where creative alternatives can be considered and evaluated and no outcomes are predetermined.
4. Protect the historic nature of downtown Middleton.
5. Consider visual and transportation impacts to nearby businesses and residents, and ensure that the design is compatible with surrounding land uses.
6. Recommend appropriate design standards and building materials for the concept design alternatives.
7. Enhance the streetscape along Hubbard Avenue, Elmwood Avenue, and Terrace Avenue, and consider opportunities for public art locations as part of the concepts.
8. Encourage pedestrian-oriented building and site design.
9. Strengthen the City's identity and cohesive branding through its civic buildings.
10. Determine the available or likely building footprints and total square footages that can be accommodated in the concept design alternatives.
11. Assess parking needs for the involved land uses. Contemplate new technologies' impact on parking demand.
12. Enhance multi-modal connections between existing and future land uses (accommodate pedestrians, bicyclists, busses, and private motor vehicles).
13. Consider on and off-site traffic circulation in the concept design alternatives.

## **SCOPE OF WORK**

### **Phase I: Identify Space Needs**

The first phase of this process will entail gathering and analyzing data and input from users and stakeholders and developing specific space needs for the municipal facilities, including City Hall and the Senior Center.

The Middleton Public Library, working with Dimension IV Madison Design Group, prepared a [Space Needs & Building Study](#) in 2016, which included a detailed analysis of the square footages needed for the current demand for services as well as projections for future space needs through 2035. The study found that expansion is needed in order for the Middleton Public Library to continue to serve its population area at the high standards the community has come to expect, and to be able to provide the flexibility for offering 21<sup>st</sup> century services and ideas. The data in the study may require some updates due to the implementation timeframe, but much of the work to determine library space needs has been done.

This phase includes evaluation of the need for a community center space that could be used for multiple City functions and public events. The plan should also include opportunities for flexible spaces that can serve the needs of more than one department.

The planning efforts of Phase I will be considered complete following the Consultant's presentation to the Community Campus Committee and approval of the Middleton Common Council.

The consultant should expect that other City Committees may require interim updates and presentations, including the Library Board, Community Development Authority, Parks, Recreation, and Forestry Commission, Youth Commission, Public Works Committee, and Commission on Aging. Some of these can be handled by staff.

## Phase II: Public Input / Programming / Concept Designs / Cost Estimates

The second phase will entail presenting the space needs information to the public, facilitating public input, preparing programming and concept design alternatives (minimum of three options), and providing estimated costs of design and construction of each alternative. The Community Campus Committee will be heavily involved throughout Phase II.

Specific tasks of this phase include:

1. Present space needs information to the public in at least two (2) public forums. City staff will assist in disseminating information to the public and finding suitable forum locations. Facilitate input and ideas for how to meet the space needs of the community facilities.
2. Conduct public participation through at least one alternative method (could be via social media, survey, polling devices, virtual meeting, charrette, or another alternative).
3. Based on the public input findings, develop design principles which will achieve the **six primary goals** of the Community Campus Plan.
4. Working with the Community Campus Committee, prepare programming and concept design alternatives (minimum of three options). The concept design alternatives should provide enough detail to evaluate the building and site relationships, program functional relationships, elevations, and cross sections, as well as three-dimensional project massing. Present alternatives to the Plan Commission and the Common Council.
5. Each concept design alternative should include cost estimates, including all appropriate fees, FF & E (furniture, fixtures, and equipment), contingencies, as well as direct costs. Each concept design alternative should factor in an estimated sale/lease price for land that can be utilized for private development (if applicable).
6. Present concept design alternatives to the public in at least two (2) public forums. City staff will assist in disseminating information to the public and finding suitable forum locations.
7. Assist the Community Campus Committee to select a recommended concept design alternative. This will require interim meetings with the Community Campus Committee and may require revisions to the alternatives.

8. Present the Community Campus Committee's preferred concept design to the Plan Commission and Common Council for final concept approval by the Council. A summary of all public input, programming, concept design alternatives, and cost estimates, shall be submitted to the City in electronic format. The base files (in AutoCad, Revit, Autosketch, Sketchup, or other software used) for the concept design alternatives shall also be submitted so that they can be manipulated for future use, if desired.

## **SERVICES NOT INCLUDED**

The following services are not included as part of this RFP.

1. Construction documents: Detailed design drawings will be part of a future phase of work after funding is determined and concept design alternative is selected.
2. Construction administration: This will be delivered as part of the construction document work.
3. Interior design: This will be delivered as part of the construction document work.
4. Furniture, fixtures, & equipment design: This will be delivered as part of the construction document work.

## **SUBMISSION REQUIREMENTS**

Interested firms are required to submit an electronic proposal in .pdf format not to exceed 30 pages. The City will require the following items as part of the proposal:

1. General overview of the design approach and preliminary schedule
  - Describe your understanding of the project, the scope of services as you understand them, and your approach to the project's selection criteria
  - Explain how your firm will work collaboratively with the Community Campus Committee, City staff, other stakeholders, and the general public throughout the process to ensure that the City obtains the best possible combination of alternatives and value.
  - Explain how your firm will incorporate public input into your designs.
  - Describe the schedule in which your firm can complete the scope of work.

2. Overview of firm and assigned team

- Similar project history of assigned team including locations, flexible design solutions, and sustainable features
- Current workload of team members and location of current projects
- Please identify the individual who will assume overall leadership for the project and responsibility for the contract.

3. Identify relevant project experience including space needs studies, campus plans, and other relevant projects

Please list a minimum of three (3) relevant projects completed within the past five years, and your proposed team members' specific roles in those projects:

- Name of Client/Owner
- Description of Project
- Please cite specific examples of how your design solutions responded to the needs of your client
- Please specifically cite examples of how your work encouraged environmental sustainability goals for your client
- Please include the estimated budget provided to the client and the actual costs
- Completion date
- Client references

4. Submit a detailed budget breakdown for planning and concept design services for the total scope of work described in this RFP.

Fee proposals must include the following:

- Not-to-exceed cost of services for Scope of Work, Phase I
- Not-to-exceed cost of services for Scope of Work, Phase II

Interested firms may submit written questions regarding this RFP to [aattoun@cityofmiddleton.us](mailto:aattoun@cityofmiddleton.us). Staff intends to respond to written questions within 2 business days. All written questions must be submitted by March 19, 2019 at 4:00pm in order to guarantee a response.

## **SELECTION CRITERIA**

The City of Middleton reserves the right to reject any and/or all proposals and to waive informalities in any and/or all proposals.

Proposals will be evaluated based on the following criteria (100 points):

1. Overview of the design approach and preliminary schedule (30 points)
2. Overview of firm and assigned team and relevant project experience (60 points)
3. Fee proposal (10 points)

The Community Campus Committee may request to interview finalist firms, and will rank the proposals and make a recommendation to the Plan Commission. The Plan Commission will recommend a firm to the Common Council. The selected firm will be notified following Council approval.

## **PROJECT SCHEDULE**

The City of Middleton anticipates a schedule as follows:

### 2019:

February 20 – RFP issued.

March 19 – Deadline to submit written questions.

April 19 – Deadline to submit proposals.

May – Community Campus Committee reviews proposals.

June – Common Council selects a firm.

July / August – Phase I of scope of work.

September / October / November – Phase II of scope of work.

December – Council selects a final concept.

## **GENERAL INFORMATION**

All work shall comply with the requirements of federal, state and local laws, professional architectural and engineering standards, current building codes, and other regulations that may apply. All buildings/areas must comply with current ADA regulations.

**INSURANCE REQUIREMENTS:**

Consultant and their subconsultants are required to carry their own Professional Liability, Auto and Worker's Compensation Insurance. The Consultant is to furnish proof of insurance of at least \$1,000,000.00 per occurrence protection, to the City, against any accident claims that may be made by the owners and or employees of said Designer or Consultant prior to starting. Designer and consultants must show proof of insurance as part of the proposal.

**USE OF STAFF RESOURCES BY CONSULTANT**

Clearly identify any expectations you will have of City staff in the delivery of your services and any City resources that you will expect the City to provide to you at no cost in order to complete the project.