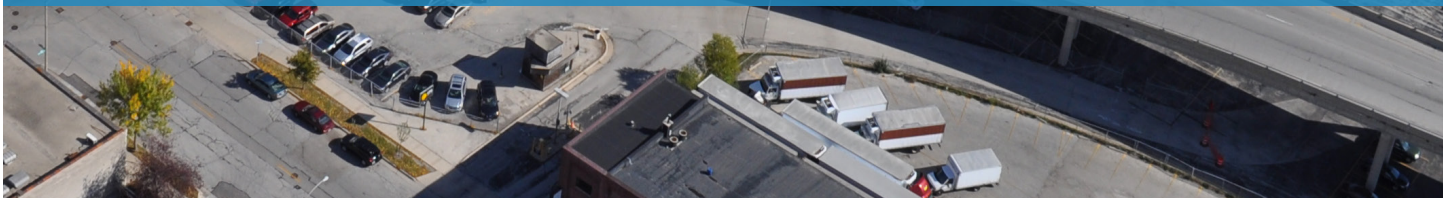
LAKEFRONT GATEWAY PLAZA

REQUEST FOR QUALIFICATIONS



Milwaukee declared the "Capital of Water" by *Forbes Magazine.*

— April 15, 2013

Milwaukee featured on *Forbes Magazine* list of 15 emerging downtowns.

— March 25, 2013

Milwaukee declared a "biophilic city" by the University of Virginia; one of only four in the nation and nine in the world.

— October 30, 2012

LAKEFRONT GATEWAY PLAZA

REQUEST FOR QUALIFICATIONS

I. Project Description

The City of Milwaukee, Milwaukee County Parks, and a group of local stakeholders are accepting qualifications for a premier design team to create a world class public plaza on the downtown lakefront of Milwaukee, Wisconsin.

The LAKEFRONT GATEWAY PLAZA is envisioned to be the crowning jewel of the open spaces within the larger **Lakefront Gateway Project**. The LAKEFRONT GATEWAY PLAZA is the central main public space that connects all of the adjacent civic activities. The location of the plaza is one of its most notable attributes, and demonstrates why this space needs a strong identity.

This Request for Qualifications (RFQ) is the first phase of an anticipated two-phase process. The intention is to select up to four qualified teams to participate in a future design process for the proposed LAKEFRONT GATEWAY PLAZA. Once the top teams are selected the second phase of the design process would be the preparation of proposals by those selected teams for final judging and selection of one design team. The winning design team from the second phase would work with the city, county and stakeholder group to complete the design process through design development and construction drawings. This RFQ provides information for interested parties to prepare and submit a response to Phase One-Request for Qualifications for consideration by the City of Milwaukee and Milwaukee County Parks.

The proposed LAKEFRONT GATEWAY PLAZA, an 80,000 square foot space, 150 feet west of the lakefront, is directly adjacent to The Discovery World Museum at Pier Wisconsin, a science and educational center, just south of the Milwaukee Art Museum's new front entry hall addition by world renowned architect Santiago Calatrava and the fountains and gardens designed by Dan Kiley. The Milwaukee Art Museum is also adjacent to the War Memorial designed by renowned architect Eero Saarinen. The southerly "Urban Park" is adjacent to the Henry Maier Festival Grounds, the location of Summerfest, one of the nation's largest outdoor music festivals. Across the drive is the Betty Brinn Children's Museum.

Diagram showing planned infrastructure changes, public open space, and available development sites

For additional background, context and goals, please see the project website at:

http://city.milwaukee.gov/AreaPlans/Downtown/Milwaukee-Lakefront-Gateway-Project.htm

II. Qualifications to Compete

A. DESIRED TEAM CHARACTERISTICS AND COMPOSITION

- Any interested architectural, landscape, urban design, or other design firm with experience in placemaking, designing urban public open space and civic plazas.
- The team may consist of, but not limited to: landscape architect, architect, civil engineer, lighting designer, fountain/ water feature specialist, artist and/or sculptor.
- Understanding of, and experience developing master plans, infrastructure (i.e., pedestrian bridges) and utility issues.
- Knowledge of, and experience with local development projects or issues in or near the project area, while not required, is helpful.
- Knowledge of, and experience with, integrating green infrastructure and/or sustainable water features into development projects and public spaces.

B. SPECIFIC GOALS IN THE FUTURE DESIGN PROCESS

1. Create a showcase urban plaza that connects the existing civic assets to increase the vitality of the Milwaukee lakefront as the center of the Southeast region of Wisconsin.
2. Enhance the cultural and recreational visitor experience at the lakefront.
3. Provide a welcoming, accessible gateway for a diverse group of visitors.
4. Create four season activity to attract visitors to the surrounding cultural attractions, museums, state park and downtown lakefront through out the year.
5. Integrate connections to the water and transitions to adjacent lakefront open spaces and civic uses.
6. Promote environmental sustainability, **specifically water reuse, stormwater best management pratices, and multimodal transit, which will enhance** Milwaukee's brand of "America's Fresh Coast Capital"
7. Integrate landscape design with surrounding urban development and key placement areas for commissioned art. The full project scope will be outlined when the future design process occurs. Design elements may include pedestrian bridge design and/or proposed location of the bridge landing, and consideration of future uses of urban park to the south and connections between the surrounding urban fabric and lakefront amenities.

C. SUBMISSION FORMAT AND REQUIREMENTS

Each respondent shall provide the following information:

i. Cover letter indicating interest, project understanding, and composition of design team;

ii. Description of qualifications, including:

1. The respondent's relevant design experience with projects for public space place-making and civic plazas.
2. A one-page resume for each member of the design team who will be working on the project. Provide information on how long the members of the firm have been working together and a list of similar projects the design firms or individuals have each worked on.
3. The respondent's demonstrated expertise in:
   a) Ability to integrate various elements in the design of a project; artistic, functionality, ease of maintenance, sustainability, and durability.
   b) Ability to plan and execute work effectively, meet deadlines, and interface professionally with the City of Milwaukee Department of City Development (DCD) and Department of Public works (DPW) and the Milwaukee County Department of Parks, Recreation and Culture (DPRC) and Department of Administrative Services (DAS) and other Local Stakeholders.
4. Provide information on the types and amounts of insurance carried by the respondent, including general liability, auto coverage, workers compensation, and professional liability coverage.

iii. Color images showcasing relevant examples of similar work.

Provide the original and eight (8) copies of your submission along with a cover letter indicating interest; project understanding; composition of the design team; and color images of related work and one (1) electronic PDF version of the same proposal on disc. Display boards or other higher quality work samples are not required and will not affect selection process. Incomplete submissions will not be considered.

Mail or delivery no later than 11:00 a.m. on Monday, November 3, 2014 to the address below. Late submissions will not be accepted.

Bid Desk
Department of City Development
809 North Broadway – 2nd Floor
Milwaukee, Wisconsin 53202-3617

Proposal to be clearly marked: **Official Notice #57523, Lakefront Gateway Plaza RFQ**

III. Schedule and Selection Process

A. SCHEDULE

- RFQ issuance on September 15, 2014
- RFQ responses are due November 3, 2014, at 11 a.m.
- Selection of respondents is anticipated by February, 2015

B. QUESTIONS REGARDING THIS RFQ

All questions and communication regarding this RFQ should be submitted in writing to Scott Stange at sstang@milwaukee.gov. Questions must be received by October 22, 2014. Questions initiated after October 22, 2014 will not be considered. Any additional information and/or clarification regarding this RFQ will be issued in the form of an addendum to this RFQ by Monday, October 27, 2014, and be posted at the following link:

http://city.milwaukee.gov/Projects/RequestsforProposals.htm

Proponents will be responsible for keeping abreast of the addenda as they are posted. All such addenda shall become a part of the RFQ, and all Proponents shall be bound by such, whether or not received by the Proponent.

C. SELECTION PROCESS

All submitted respondents will be screened by a selection committee composed of staff from the City of Milwaukee, Milwaukee County, and a team of Local Stakeholders. The selection committee will evaluate all responses based on qualifications and background. The selection committee shall screen and rate all of the responses that are submitted.

A maximum of 100 points will be awarded to complete submissions based upon the following criteria:

- Qualifications and capacity to perform work (50 points)
- Previous related experience (25 points)
- Experience with, or understanding of, related technical issues such as infrastructure (i.e., pedestrian bridges, streetscaping, utilities, etc.) (15 points)
- Understanding of local planning and development practices (10 points)

D. FUTURE PHASES

All applicants to this RFQ process should understand that during the second phase of the selection process the following city requirements and programs will be included: compliance with the City's Small Business Enterprise (SBE) program (18% participation requirement); Local Business Enterprise (LBE) contracting program; payment monitoring requirements; insurance requirements; and all other requirements as deemed appropriate by the City for the project.

Rendering of the new Northwestern Mutual landmark headquarters along the Milwaukee lakefront.

Discovery World on Milwaukee's lakefront showcases science, technology and Great Lakes conservation.

Quadracci Pavilion of the Milwaukee Art Museum, designed by renowned architect Santiago Calatrava.

A rendering of the proposed Couture.

Lakefront Gateway Project Partners:

City of Milwaukee

Milwaukee County

The Port of Milwaukee

Milwaukee County Parks

Milwaukee Art Museum

Betty Brinn Children's Museum

Milwaukee World Festival, Inc.

Discovery World science + technology center

General RFQ Requirements

1. **Interpretations of RFQ -** Any requests for interpretation should be submitted in writing to Scott Stange, sstang@milwaukee.gov. No oral interpretations will be made to any Consultant as to the meaning of the RFQ requirements. All interpretations will be posted and answered on the Internet. If you received your RFQ from the Internet you will be responsible for keeping abreast of the addenda as they come in. All such addenda shall become a part of the RFQ, and all Consultants shall be bound by such, whether or not received by the Consultant.

2. **Receipt of Proposals -** Proposals received prior to the time of opening will be secure. The officer whose duty it is to open them will decide when the specified time has arrived, and no proposal received thereafter will be considered. No responsibility will be attached to an officer for the premature opening of a proposal not properly addressed and identified.

   Consultants are cautioned to allow ample time for transmittal of proposals by mail or otherwise. Consultants should secure correct information relative to the probable time of arrival and distribution of mail at the place where proposals are to be forwarded.

3. **Withdrawal of Proposals -** Proposals may be withdrawn on written request dispatched by the Consultant in time for delivery in the normal course of business prior to the time fixed for closing. Negligence on the part of the Consultant in preparing a proposal for offer to DCD confers no right of withdrawal or modification of the proposal after such proposal has been opened. In case of withdrawal of a proposal by a Consultant, the Consultant will be disqualified thereby from submitting a second proposal on the contract at hand. See Section 66.0901(5), Wisconsin Statutes.

4. **Rejection of Proposals -** DCD reserves the right to reject the proposal of any Consultant who has previously failed to perform properly or to complete on time contracts of a similar nature, who is not in a position to perform the contract, or who has habitually and without just cause neglected the payment of bills or otherwise disregarded his obligations to subcontractors or employees.

5. **Miscellaneous -** DCD reserves the right to waive informalities in any proposals, reject any or all proposals in whole or in part, with or without cause, and to accept that proposal which in its judgment best meets its needs.

6. **Equal Employment Opportunity -** The Consultant agrees that there will not be discrimination as to race, sex, sexual orientation, religion, color, age, creed, or national origin in regard to obligation, work, and services performed under the terms of any contract ensuing from this RFQ. Consultant must agree to comply with Executive Order No. 11246, entitled "Equal Employment Opportunity" and as amended by Executive Order No. 11375, as supplemented by the Department of Labor Regulations (41 CFR, Part 60).

7. **Indemnification -** The Consultant agrees that it will indemnify, save and hold harmless DCD and the City of Milwaukee, their officers, employees, or agents, from and against all claims, demands, actions, damages, loss, costs, liabilities, expenses, judgments, and litigation costs, including reasonable attorneys fees, photocopying expenses and expert witness fees, recovered from or asserted against DCD or the City of Milwaukee on account of injury or damage to person or property or breach of contract to the extent that such damage, injury, or breach may be incident to, arising out of, or be caused, either directly or proximately, wholly or in part, by an act or omission, negligence or misconduct on the part of the Consultant or any of its agents, servants, employees or subcontractors.

   DCD shall tender the defense of any claim or action at law or in equity, arising out of or otherwise related to an act or omission, negligence, misconduct, or breach of contract on the part of the Consultant or any of its agents, servants, employees or subcontractors, to the Consultant or its insurer and, upon such tender, it shall be the duty of the Consultant and its insurer to defend such claim or action without cost or expense to DCD.

8. **Ethics -** It is the policy of the Department of City Development, that contracts shall not be awarded to any Consultant team that includes individuals who have left City employment within the past 12 months, or individuals who are currently members of the RACM board.

9. **Wisconsin Public Records Law -** Both parties understand that the City of Milwaukee is bound by the Wisconsin Public Records Law, and as such, all of the terms of this Agreement are subject to and conditioned on the provisions of Wis. Stat. 19.21, et seq. The Consultant acknowledges that it is obligated to assist DCD in retaining and producing records that are subject to Wisconsin Public Records Law, and that the failure to do so shall constitute a material breach of this Agreement, and that the Consultant must defend and hold DCD harmless from liability under that law. Except as otherwise authorized, those records shall be maintained for a period of seven years after receipt of final payment under this Agreement.

DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

Material submitted in response to DCD's Request for Qualifications No. 57523 includes proprietary and confidential information that qualifies as a trade secret, as provided in Wis. Stats. §§ 19.36(5) & 134.90, or is otherwise material that can be kept confidential under the Wisconsin Public Records Law. As such, the proponent asks that certain pages, as indicated below, of this proposal be treated as confidential material and not released, to the extent allowed by Wisconsin law. Therefore, I am providing the following information with the express understanding that it is being submitted to DCD under a pledge of confidentiality. 1 would not have submitted this information had DCD not pledged to keep it confidential* and request that the following pages not be released:

Section	Page	Topic

*NOTE: Proponents are cautioned that the ENTIRE PROPOSAL WILL NOT FALL WITHIN THE CONFINES OF THE PLEDGE OF CONFIDENTIALITY. PLEASE LIMIT DESIGNATIONS OF CONFIDENTIALITY ONLY TO PROPRIETARY OR TRADE SECRET INFORMATION, OR OTHER LIMITED INFORMATION THAT YOU PROVIDE ONLY UPON RECEIPT OF A PLEDGE OF CONFIDENTIALITY

IN THE EVENT THE DESIGNATION OF CONFIDENTIALITY OF THIS INFORMATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF CONFIDENTIALITY.

Failure to include this designation in the proposal response may mean that all information provided, as part of the proposal response will be open to examination and copying.

Signature (Authorized Representative)	Telephone Number
Name (Please Print)	Company Name
Title	Date

NOTE: DCD, as custodian of these public records has the obligation, pursuant to the Public Records Law, to determine whether the above information can be kept confidential.

DCD will notify any proponent if a determination is made that the requested information cannot be kept confidential.

PROPRIETARY INFORMATION: Proprietary information submitted in response to this Request for Qualifications will be handled in accordance with applicable DCD procurement regulations. A proponent responding to this proposal should not include any proprietary information as part of its proposal unless the proponent 1) designates the specific information that it maintains is proprietary and the reason(s) for such designation in a separate document to DCD, Purchasing/Contract Services Division and 2) identifies the specific information when it occurs within the proposal.

DCD's preference is for the proponent to segregate all information designated as confidential into one section of the Request for Qualifications and/or a separate document for easier removal to maintain its confidential status. The response to the proposal should indicate which portion of the requested information is confidential and where this information is located within the response, i.e. under separate cover, in confidential Section No. _____, etc. Data contained in the proposal and all documentation becomes the property of the DCD, Purchasing Division.

Generally, proposals are available for public review after the Purchasing/Contract Services Division has awarded and executed a contract.