

Request for Proposals: Fort Atkinson Market Square Input Gathering and Design

INTRODUCTION

The Fort Atkinson Arts Council invites responses to this Request for Proposals (RFP) as part of its effort to collaborate along with the City of Fort Atkinson, the Fort Atkinson Chamber of Commerce, and interested residents to design a “Market Square” in the heart of the city’s downtown. This RFP is being made available to any design team that wishes to submit a response.

SUBMITTAL DEADLINE

Interested firms shall submit one electronic copy of its proposal via email in PDF format by 5:00pm Central Standard Time on Wednesday, August 23, 2017. Submissions shall be directed to Fort Arts Council president Leslie LaMuro at leslielamuro@gmail.com. All submission requirements are listed below in the RFP. Responses submitted after the deadline will not be considered.

INQUIRIES

Any questions regarding this RFP shall be submitted via email to Leslie LaMuro at leslielamuro@gmail.com by 5:00pm on Monday, August 14, 2017. Unwritten questions and any verbal responses and/or comments will not be binding. The questions and their answers will be posted at buildingstrength.info by end of day on Wednesday, August 16.

BACKGROUND

Downtown Fort Atkinson is located in Jefferson County at the confluence of the Rock and Bark rivers. Easily accessible to urban centers like Madison, Milwaukee and Chicago, Fort Atkinson is known as a small town rich in the arts, agriculture, parks, and waterways.

During a series of recent community workshops, led by UW Extension Community Development Educator Steve Grabow; community members identified a number of Fort Atkinson’s strengths and weaknesses, as well as, areas of emphasis that could be focused on to benefit our city. The final report was released in June 2016 and can be accessed [here](#). Please see Section Six, Areas of Emphasis, at the end of the report.

As stated in the report, one of the strongest areas of agreement among community members was the need to revitalize our downtown. As one means to that end, the Fort Arts Council, in cooperation with our local City Council and the Chamber of Commerce, is leading an ambitious effort to create a “Market Square” in the heart of downtown Fort Atkinson. We envision a transformation of public parking lot #7 which is already the site of the Farmers Market and the Rhythm on the River festival, into a vibrant focal point for our community.

PROJECT OVERVIEW

The Market Square will fulfill the community’s expressed vision and the Arts Council’s mission in the following ways:

1: Placemaking

Leverage and amplify our city's unique history, events (the farmer's market, Rhythm on the River), businesses, and lively characters.

2: Wayfinding

Use wayfinding strategies to intentionally integrate the Market Square with nearby cultural and natural assets, including downtown businesses, the library, the Hoard Museum, the newly renovated Fort Atkinson Club, and the River Walk. Later stages of related projects will extend this effort to encourage travelers along our city's varied and unique traffic pathways (including the local airport, major roadways, and the bike path) to visit the Market Square and other downtown attractions.

3: Interactive Creative Space

Create an interactive space designed to benefit and engage our entire community that supports artistic (visual, musical, theatrical, dance, written, historical, cultural) and nutritional projects and events.

4: Livability

Improve livability and talent retention in our community.

5: Access

Provide new ways to access and enjoy downtown for all ages, backgrounds and ability levels.

6: Branding

Create and use an overarching intentional design (branding) that is creative, sustainable and contemporary with elements of whimsy.

The Market Square Design could encompass the following features:

- A creatively covered and paved area for multiple uses, in all types of weather, for parking, farmer's markets, festivals and other events, field trips, and general community use
- Increased and creative incorporation of softscapes -- plants and green space, using native and/or edible plantings
- Hardscaping/interesting pavement design
- Increased electrical capacities
- Night lighting/safe fire features
- Interactive water feature
- A small stage
- While the number of parking spaces must remain the same, redesign of current vehicle and pedestrian traffic to incorporate wayfinding - signage, pavers, and/or pathways to visually connect the Market Square to other nearby attractions - is welcome
- An incorporation and restructuring of existing Theatre Entrance into overall design
- Comfortable seating
- Design features that speak to the history of our community (honoring the Ho Chunk, trade, farming, etc)
- Encourage new ways to access downtown: transit stop, electric plug-in station, creative bike racks, etc)

The Market Square will be designed to support programs for all ages and cultural backgrounds:

- Farmer's markets
- Outdoor concerts, readings, discussions, and other cultural events
- Visual arts projects
- Tie-in activities to the River Walk (bike rodeo, kayak launch)

PROJECT SCOPE & DELIVERABLES

The consultant who is awarded this project will be expected to complete the following:

- Meet with Committee to visit site and gain a more thorough understanding of the project scope
- Stakeholder meeting to include City Manager, representatives from the Arts Council, the Market Square Committee, downtown retailers, and the Library Board
- Community meeting to gather public input
- Draft design
- Final draft

Please note that this project is for gathering public input and design work only; implementation is slated for next year.

PROPOSAL REQUIREMENTS

Consultants will be evaluated on the basis of overall experience and approach to design. The proposal process is designed to allow the Consultant to present sufficient information on its company, services and capabilities to enable the Arts Council to complete a selection process. Please provide sufficient detail to allow us to understand your firm's ability to provide the requested services. Responders should indicate that your response remains valid and accurate for at least ninety (90) days.

All responses must contain the following information.

- Cover Letter and Disclosure Statement
 - Name, address and telephone number of the consultant submitting the qualification statement.
 - Summary of the consultant's interest in the project.
 - A disclosure statement listing all potential conflicts of interest related to this project. This disclosure statement must be addressed specifically in your response, even if no conflict exists.
- Experience
 - Provide a list of the consultant's experience with projects of this size and quality during the past five years.
 - Provide three profiles of past project experience for similar work with contact information for references. Include a photo, brief description of the project, and a statement of the scope of work your firm completed.
- Design Approach
 - Consultant should include a brief narrative, no longer than one page, describing its design approach to this project.

- Fee Proposal
 - The submittal shall include the consultant's best estimate of a lump sum ("not to exceed") input gathering and design fee and should include an allowance for reimbursables for the Project.
 - The submittal shall include the consultant's hourly rates for each position required to perform the work.
 - Final fees will be negotiated following the selection of the consultant. If fee negotiations with the consultant determined most qualified are not successful, and/or the fees discussed are outside the budgetary constraints for the project, we reserve the right to suspend negotiations with the most qualified responder and proceed to other responders.

EVALUATION of SUBMITTALS & TIMELINE

The evaluation factors are:

- Experience/Technical Capabilities: Evaluation of relevant experience.
- Design Approach: Appropriateness of approach and exhibited understanding and utilization of best practices.
- Pricing: Evaluation of fee proposal.

The selection will be announced by September 6, 2017. The input and design work is expected to be completed by November 6, 2017.