

**Linville Architects, LLC**  
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**MADISON PUBLIC MARKET BUSINESS PLAN  
BUILT ENVIRONMENT SOLUTION TEAM PORTION**

**RFP # 8297-0-2013/DK**

**TECHNICAL PROPOSAL**

**SUBMITTED BY: Ed Linville - Linville Architects LLC**

Information submitted in this proposal to accompany Virtual Management Solutions proposal - Linville Architects proposal shown in dark print.

*Supplemental information vital to our proposal but can be found in the Virtual Management Solutions Proposal is shown in light print.*

**August 5, 2013**



# Chapter 1: Required RFP Forms

All Required forms are in Appendix A

## Chapter 2: Executive Summary

*We propose to complete a comprehensive business plan for the Madison Public Market including complete a complete feasibility analysis, operations, marketing and financial plans. The business plan will also identify funding needed from investors and estimate the level and timing of investor returns.*

Linville Architects, LLC is pleased to present this proposal in conjunction with the Virtual Management Solutions Proposal. We believe our collective skills provide the right fit for the goals as outlined in this RFP. We see the Virtual Management Solutions proposal and their included consultants as the Business Team. This portion of the RFP we define our roles as the Built Environment Solutions Team (BEST.)

### A. Situation

*The City of Madison envisions the Madison Public Market as a thriving and bustling center point of the region's food system. More than a stand-alone retail operation, the City aspires to make the Public Market the nucleus of a food innovation district blending food retail sales, prepared food sales, wholesale operations, aggregation/distribution of regional produce, and food processing. Working in partnership with a variety of stakeholders, the City hopes the market and surrounding district will be a catalyst for new food businesses and facilities attracted by the synergies of co-location.*

*The Market and surrounding food innovation district will serve to aggregate the bounty of regional producers, incubate the creation of new food processors, distributors, and retailers while accelerating the development of existing food businesses to create more jobs and wealth for area residents.*

*To this end, the City of Madison seeks to build a Market that can help increase regional economic integration and connection by leveraging the region's diverse agricultural assets to build a stronger food sector as a key anchor for the regional economy.*

The Built Environment Solutions Team's (BEST.) process is to evaluate the data received from the Business Plan Component , the Public, and the City and create a graphic representation of this information. As data continues to flow our purpose is to react and advocate an effective built environment with function and esthetic goals realized.

### A. Project Goals

*The City of Madison envisions a Market that could help build a wide variety of collaborations and partnerships between local governments, school districts, non-profits, state agencies and others to develop programming to engage vulnerable households living in areas underserved by grocery stores to eat healthier diets*

*The emphasis of the project is to serve the local population and provide Madison area residents with convenient and affordable access to fresh and locally-produced food, support Madison's existing and future food businesses, and create a more integrated regional food*

system. Though the intent is to serve the local population, the Market will likely become a unique destination and gathering place that draws residents and visitors alike.

BEST project goals are to co create a graphic outcome that represents the communities needs, now and in our future in a cost effective way.

## Chapter 3: Qualifications, Experience and References

Resumes included in Appendix B

### A. Background and History

1. *Describe briefly your firm's background and history. State firm's size, location of the office from which this engagement will be serviced, and the range of activities performed at that office.*

*Services include research and preparation of business plans; grant writing; primary and secondary market research; feasibility studies; financial projections and analysis; operating budgets; strategic plans; and business process improvement studies. Linda Davis specializes in proposals for projects related to value-added agriculture and local food products. Virtual Management Solutions is a home-based business located at 959 Primrose Center Road, Belleville, WI 53508. The firm has one full-time employee, Linda Davis.*

Linville Designs was established in 1981 as a local design firm with a genesis based in energy effective residential project. Based on that early purpose and success we evolved to Linville Architects LLC. To serve a growing market in Commercial Architecture and Design to compliment this initial beginning

2. *Provide a statement of the length of time you have been in business supplying the services referenced herein and experience in serving governmental entities.*

*Virtual Management Solutions, a sole-proprietorship, was founded by Linda Davis in 1994.*

Noted above the entity of Linville Architects LLC began in 1994 after initial origin as Linville Designs.

### B. Project Team.

1. *Describe proposed organizational structure for the team involved in the execution of the contract, including names and titles, their role, reporting responsibilities, team interface with City project management and estimated time commitment (in hours) for each team member.*

**Linda Davis, President, Virtual Management Solutions, Business Planning, Project Leader** – *Linda Davis will be responsible for project management, primary market research, operational plans, financial forecasts and business plan writing. As President of Virtual Management Solutions since 1994, services include preparation of business plans; grant writing including SBIR and USDA; feasibility studies; financial projections and analysis; operating budgets; strategic plans; primary and secondary market research; and business process improvement studies. The firm specializes in proposals for projects related to value-added agriculture and local food. The estimated time commitment to this project is 10 hours per week.*



*David Williams, President, Broadbent & Williams, Inc.*

*Don Penly, Design Factors – Don Penly will act as the food processing engineer for this project. He will provide input on the the facility layout, equipment requirements and operating costs related to food processing and storage. He is a manufacturing manager and engineering executive with over 39 years of experience in positions food processors including Chiquita and Stokely USA.*

**Ed Linville**

BEST Organizational Structure is consultant based with Ed Linville as lead , liaison and project manager with direct assist from Jeff Manzetti Studio 2919. The Downtown Professional Planning Group is a coalition of Registered Land Planners, Architects, Designers and Land Planners dedicated to bringing their skill set to the Madison Built Environment. See attached hours chart for time commitment.

As individuals or in coalition we have a decades of Professional Experience in city planning,informing design codes,site design, multi use, food service, retail , and community based projects. Reference resume included in appendix A.

BEST plans on hiring a variety of other consults that may include engineers and other construction professionals for a variety of things and may include such things as cost estimates.

2. *For Resumes of all staff proposed to be involved in this project see Appendix B*

**C. Experience and References.**

1. *Describe the project team’s relevant experience with public market or other related projects.*

Linville Architects LLC thru-out its history has based its purpose on local consensus based Architecture. While there are no true “Experts” in Markets due to their rarity we believe the principles of Call and Response, Reacting and Advocating (which is part of our DNA) will inform us of our direction and outcome. We have presented to countless citizens, officials, advocates and detractors to positive outcome.

Our work spans from individual projects in sensitive neighborhoods, to co-creating those neighborhoods. We evaluate each project with principle but without dogma. Our work with historic repurpose. (El Dorado Grill) and entire retail components (Middleton Hills Grocery/Retail demonstrates our ability to listen, evaluate, and bring resolution.

We believe that successful projects (Markets) are created by local planning professionals informed by local consensus. The “experts’ are this community

Relevant experience

Middleton Hills “Main Street” retail design including anchor grocer.  
Middleton

2008 Home Savings Bank “Leeds Silver Project” East Washington  
Madison

2007 Tuscan Place Multi use building Basset and Main Madison

2008 Willy Street Coop (Metropolitan Place) unbuilt

2009 Cookery Restaurant Fish Creek Wisconsin

2007–2008 Park East Condominium Atwood Ave. Madison

2012 Luigis Restaurant Midvale Avenue Madison

2. REFERENCES. *Proposers must include in their RFPs a list of four organizations, from recent projects, similar in size and scope, which can be used as references for work performed in the area of service required.*

References for Linville Architects LLC.		
<b>NAME OF FIRM:</b>	Willy Stree Coop	
<b>STREET ADDRESS:</b>	1221 Williamson	
<b>CITY, STATE, ZIP:</b>	Madison, Wisconsin	
<b>CONTACT PERSON:</b>	Anya Firszt Director	Email <a.firszt@willyst.coop
<b>PHONE #:</b>	608 227 6543	
<b>Product(s) and/or Service(s) Used:</b>	Architect for 24,000 sq ft retail interior	
<b>NAME OF FIRM:</b>	Keller Real Estate	
<b>STREET ADDRESS:</b>	448 W. Washington	
<b>CITY, STATE, ZIP:</b>	Madison, Wisconsin	
<b>CONTACT PERSON:</b>	Robert Keller	NA
<b>PHONE #:</b>	608 227-6543	

<b>Product(s) and/or Service(s) Used:</b>	20,000 sq ft stand alone Multi use building Retail/residential	
<b>NAME OF FIRM:</b>	Krupp Construction	
<b>STREET ADDRESS:</b>	2020 Eastwood Drive	
<b>CITY, STATE, ZIP:</b>	Madison, Wisconsin	
<b>CONTACT PERSON:</b>	Joe Krupp	<a href="mailto:jkrupp@kruppconstruction.com">jkrupp@kruppconstruction.com</a>
<b>PHONE #:</b>	249-2020	
<b>Product(s) and/or Service(s) Used:</b>	4,000 sq ft restaurant interior	
<b>Name of firm:</b>	Home Savings Bank	
<b>Street address:</b>	3762 East Washington	
<b>CITY, STATE, ZIP:</b>	Madison, Wisconsin	
<b>CONTACT PERSON:</b>	Jim Bradley President	<a href="mailto:jbradley@home-savings.com">jbradley@home-savings.com</a>
<b>PHONE #:</b>	608 282-6000	
<b>Product(s) and/or Service(s) Used:</b>	12,000 flagship Bank facility    Awarded Leed Silver	

#### D. Disclosure of Conflict of Interest

No member of my firm's ownership, management, or staff has vested interest in any firm, consultant or sub-consultant involved in the project, or any aspect of the project, or with the Department of Planning and Community and Economic Development or the City of Madison.

#### E. Disclosure of Contract Failures, Litigations.

There are no known significant prior or ongoing contract failures, contract breaches, any civil or criminal litigation or investigation pending within the last three (3) years which involves my firm or any subcontractors involved in the project.

#### F. Financial Capability

My firm has the financial stability and capability to perform the work outlined within the Scope of Services.

## Chapter 4: Project Approach

### **BACKGROUND & INTRODUCTION:**

All of our work is for the purpose of defining the built environment portion of the Madison Public Market Business Plan and our “Built Environment Solutions Team” led by Ed Linville, will work closely with the business side of the team which will help define much of the business plan feasibility. We define the entire proposal within these two teams. Although we are not responsible for tasks and work products, for the entire project approach much coordination with the business side team will inform our process. Our process and project approach will define a specific Site &/or sites and define specifically the building &/or buildings. This document defines our project approach in relation to defining the built environment portion in the overall terms of our proposal.

General Note related to all Graphics and Charts: See Appendix

All of our charts and graphics are outlined in our 2 teams in coordination with the city staff. For the most part the blue areas illustrate proposed work by the entire 2 teams. The Blue areas outlined in Purple are part of the Business team proposals. The blue areas outlined in Orange are part of this proposal and define the built environment portion. The red areas are related to city decisions and input. Although we are not responsible for all tasks and work products, much coordination with the business team and city will define our work.

### **HYPOTHESIS:**

The goal of our entire team is to develop a system that can be used to define the Madison Public Market Vision as a whole and explore major potential objectives. The system we are proposing will organize the data and potential features into a summary that will allow the city to evaluate and make decisions based on the data reported. The entire process starts with a “wide-angle lens” and as the process progresses through milestones, the potential solutions will be presented based on the data and decisions that filter through these milestones.

#### **A. Technical Approach**

*Describe proposed technical approach for executing each of the nine Work Products.*

This proposal will be responsible for Section 3.4. Work Product # 4: Conceptual Building Program and Design and 3.7. Work Product #7: Site Selection Assistance. We have broken down each of these sections into 2 parts and we list those parts as follows: Work Product #4a, Work Product #4b, Work Product #7a, and Work Product #7b.

After both of the proposals are accepted and awarded, this proposal and the other half

of our team the business team's proposal is awarded. We see it as a 7 step process. The seven steps are: Steps 1-7 are our proposed Scope of Service.

Process & Response Timeline

Step #1 - Data and Marketing collection

Step #2 - Milestone A: Outreach Data Assessment

Step #3 - Creating the guidelines

Step #4 - Milestone B: Model Development

Step #5 - Feasibility Model

Step #6 - Milestone C: Feasibility Decision

Step #7 - Write the Business Plan

Step #8 - Milestone D: Approve the Business Plan

(Refer to Appendix C: Built Environment Solutions Team - Process & Response Time-line - for the Madison Public Market Business Plan)

Step #1 Data and Marketing collection - Estimated Time Nov. 2013 - Mar. 2014.

*The business team will start with work products #1, #2, and #3*

After coordination with the business team and the completion of their work. It will be in our interest to create a report that summarizes the work and find the overlaps and items that may present a problem.

Report Finding # 1: Data from our Report will Determine:

Goals:

Location: Start to look for a site; Determine Area of the City that is best for the Market

Design: Types of spaces included in the market and size for each. Along with ideal program space requirements

Business Structure: List the potential Business structures for the market and ways to market it:

• **Deliverables of Report Finding #1 (for Milestone A)**

1a = Report will summarize 3.1 W.P. #1 - Regional Food Asset Inventory & Analysis

1b = Report will illustrate the data found in W.P.#2 & W.P.#3

1c = Report will illustrate the overlap along with differences and similarities. Data will be submitted into the appropriate category. (Built Environment or Business & Operations)

1d = Report will be our recommendations in determining the decisions made in Milestone A

Step #2 - Milestone A: Outreach Data Assessment: Estimated Time Mar. 2014.

Decision Points - (These are examples and the Decisions points may change)

#1A: Decide on one(1) area the of the city

#2A: Finalize the categories of vendors and the minimum number for each category.

- #3A: Pick two(2) Business models that include: Land - Ownership, Market - Ownership, Management - Ownership
- #4A: Pick one(1) method of Marketing

#### Summary of Milestone A:

After the decision points are completed by the city, we will provide a summary of the content that was decided.

#### • **Deliverables of Summary of Milestone A**

Document of the Summary

#### Step #3 - Creating the guidelines: - Estimated Time Apr. 2014 - June 2014.

Work Product # 3.4a - Conceptual Building Program & Design

-Part a: Determine Building program requirements for each typology.

Develop Design standards to be used.

Determine only usable methods

Work Product # 3.7a - Site Selection Assistance

-Part a: Determine Site program requirements for each typology.

Develop Site Design standards to be used.

Determine only usable Sustainable methods

*3.5 Work Product #5a Operating Structure*

*-Part a: Determine Possible Operating Models*

*Develop Operating structure standards for each ownership scenario*

*Develop marketing standards for the each ownership scenarios (Business Models)*

#### Report Finding #2 (for Milestone B)

Goals: Data from the Report Determines

Location: Narrow down site options

Design: Determine Building Program requirements.

Determine Site Program Requirements

Business Structure: Develop a pro-forma model that can be easily revised with different variables

Establish the primary consumer market

This entire Report will create Design Standards for each category

#### • **Deliverables of Report Finding #2 (for Milestone B)**

2a = Site Design Standards: Report will illustrate the data characteristics of the ideal site, the ideal adaptive reuse conditions, the ideal new construction conditions.

2b = Building Design Standards: Ideals conditions for new, reuse, or a combination.

*2c = Operating Standards: Report will illustrate the data characteristics of the ideal conditions for each of the business models within the list*

*2d = Marketing Standards: Standards for the different Marketing models*

2e = Our recommendations for the decisions made in Milestone B, and any explanation needed in determining any of the standards. The standards are meant as a template for the feasibility model. Many variables can be changed and the model can react to each change.



Step #4 - Milestone B: Model Development - Estimated Time June 2014.

Decision Points (These are examples and the Decisions points may change)

#1B: Pick Three(3) Potential Sites to be used for the Public Market

#2B: Pick one(1) Business Model

#3B: Pick one(1) Marketing strategy if different than the one proposed

Summary of Milestone B:

After the decision points are completed by the city, we will provide a summary of the content that was decided.

• **Deliverables of Summary of Milestone B**

Document of the Summary

Step #5 - Feasibility Model - Estimated Time July 2014 - Oct 2014.

We see the Work products #4, #7, #5, #6, & # 8 as a model that will determine the feasibility of the chosen variables.

3.4 Work Product #4b - Part b: Develop Schematic Building Design set based on the sites chosen and an included cost estimate.

3.7 Work Product #7b - Part b: Develop Schematic Site Design set based on the sites chosen and an included cost estimate.

*3.5 Work Product #5b - Part b: Develop an operating pro-forma.*

*3.6 Work Product #6 - Develop a financial projection and fundraising plan.*

*Create a pro-forma for Cost projecting, acquisitions and schedule*

*3.8 Work Product #8 - Develop factors for Economic development and contingencies*

**Model Output: Both teams have a portion of the model to input variables.**

Step #6 - Milestone C: Feasibility Decision - Estimated Time Oct. 2014.

Report Finding 3a = Model will determine the feasibility

Report Finding 3b = An additional Report will analyze any concerns and/or assumptions. and make a “No-Go” or “Go” recommendation

(Up to 2 times of generating the model)

Decision Points

GO or NO-GO decision on the model output.

Step #7 - Write the Business Plan - Estimated Time Nov. 2014.

Writing the document with the business team as the lead will complete our scope of service.

Step #8 - Approve the Business Plan - Estimated Time Dec. 2014.

Scope of this service not included just shown for illustration purposes.

Data from the Report Determines the Goals:

City to:

Submit the Draft Business Plan

Approve a Draft Business Plan with revisions

Submit the Final Business Plan

Approve the Final Business Plan

## Look at the Future Schedule of the entire Plan and Project

### B Work Plan:

*B. Submit a work plan and schedule that outlines the proposed steps and project timeline for completing the Work Products(s). This Work Plan should include a series of "milestones" that will provide "go/no-go" decision points for the project. This Work Plan should dovetail with the cost proposal (submitted separately) and should demonstrate how the project's budget relates to the deliverables and timeline. In order to ensure effective use of the City's funds for this project, the schedule and approach should be designed to create opportunities for decisions during the process that will avoid over spending time and budget pursuing unfeasible ideas.*

This plan is explained in the Process & Response Timeline and illustrated in the Appendix C.

Also refer to Appendix D for an overview of where we see this business plan process.

*C. Submit an estimation of total work hours broken down by each work product and each individual task.*

*See Appendix E for our estimation of our total work hours*

*D. Identify roadblocks found in similar programs and your firm's approach to managing them. Summarize the critical success factors and key challenges the City will face during this preparation of this Work Product.*

*These roadblocks and all the critical success factors and key challenges the City will face during our process will be identified in the report findings and summaries. The Decisions required to move forward will be tied to the decision points within each milestone. (See Appendix C)*

*E. Indicate any information or data to be used or obtained from the City to assist in your completion of the Work Product(s). Describe expected use of City resources including assistance from City Staff.*

*We fully expect the city staff to coordinate all meetings regarding notifications and locations.*

*F. Provide any other information you think is important about your team's approach to developing a business plan for the Public Market in Madison.*

Report Findings report the summary of work to inform the City and aid in making the decisions points within the upcoming milestone. These decisions promote progress to the next step. Summaries report the summary of Decisions the City has made in the decisions points within the previous milestone, they are used in feeding the feasibility model. The variables in the decision points will have great effect on the model outcome and will determine the success of the overall plan.

See separate Cost Proposal

### **3.4 WORK PRODUCT # 4: CONCEPTUAL BUILDING PROGRAM AND DESIGN**

#### **Part A Standards and Guidelines**

- a) Identify the size, design, materials, and systems needed to support a Market that will be utilized by vendors and desirable to customers as identified in Work Products #2 and 3*
- b) Explore ways, if appropriate, in which a Market building could incorporate elements of other food-related initiatives already underway, such as the Northside FEED Kitchen Incubator or Wisconsin Food Hub Cooperative*
- c) Identify “green” and “sustainable” building materials and technologies that could and should be incorporated into the facility*
- d) Prepare a program for the Market facility*
- e) For all Work Product # 3 tasks, identify items/elements of the building program and design that are needs/requirements of a facility; and, those items/elements of the building program and design that are optional, but “nice to have”*
- f) For all Work Product #4 tasks, consider both adaptive reuse of an existing structure and new construction*

#### *Deliverables*

*Through narrative and graphic information, the City should have a thorough understanding of building needed to support a Market. This information should be used to inform the other Business Plan Work Products.*

#### **Deliverables: Report Finding # 2**

#### **Part B Schematic Cost Estimates**

- a) Identify the size, design, materials, and systems needed to support a Market that will be utilized by vendors and desirable to customers as identified in Work Products #2 and 3*
- c) Identify “green” and “sustainable” building materials and technologies that could and should be incorporated into the facility*
- d) Prepare conceptual floor plans, site plans, massing studies, etc. of a Market facility*
- e) For all Work Product # 3 tasks, identify items/elements of the building program and design that are needs/requirements of a facility; and, those items/elements of the building program and design that are optional, but “nice to have”*
- f) For all Work Product #4 tasks, consider both adaptive reuse of an existing structure and new construction*
- g) Other useful information recommended by selected consultant team*

#### **Deliverables: Feasibility Model**

### **3.7 WORK PRODUCT # 7: SITE SELECTION ASSISTANCE**

#### **Part A Standards and Guidelines**

- a) Provide the City with a list of site criteria for a Market*
- b) Provide the City with a list of building criteria needed for a suitable adaptive reuse of an existing structure*
- c) Provide the City with information related to the other Work Products that would help the City make a determination about whether or not a specific site or building is appropriate for the Market*
- d) Should the City have several sites or buildings under consideration as potential locations for the Market, provide guidance on which site or building is most suitable and why*
- e) If the City identifies a specific site or building as the location for the Market during the course of this Business Plan preparation, complete the following:*
  - 1. Prepare an estimate of construction cost for the facility*
  - 2. Prepare an estimate of the annual costs to maintain and operate the facility*
  - 3. Amend the other Work Products as appropriate to recognize the selection of this location*

**Deliverables: Report Finding # 2**

#### **Part B Schematic Cost Estimates**

- a) Provide the City with a list of site criteria for a Market*
- b) Provide the City with a list of building criteria needed for a suitable adaptive reuse of an existing structure*
- c) Provide the City with information related to the other Work Products that would help the City make a determination about whether or not a specific site or building is appropriate for the Market*
- d) Should the City have several sites or buildings under consideration as potential locations for the Market, provide guidance on which site or building is most suitable and why*
- e) If the City identifies a specific site or building as the location for the Market during the course of this Business Plan preparation, complete the following:*
  - 1. Prepare an estimate of construction cost for the facility*
  - 2. Prepare an estimate of the annual costs to maintain and operate the facility*
  - 3. Amend the other Work Products as appropriate to recognize the selection of this location*

*Deliverables: Through narrative information, likely in a memo and tabular format, identification of why a site is or is not a suitable location for a Market based on information learned through the other Work Products. If a specific site is identified during the course of preparing the Business Plan, amend and add additional detail to all of the Work Products as deemed mutually appropriate by the City and consultant team.*

**Deliverables: Feasibility Model Report**

# Appendix A: Chapter 1 Required RFP Forms

## Title Page

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### RFP FORM A: SIGNATURE AFFIDAVIT

Note: This form must be returned with your proposal response.

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

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

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

**Local Preference:** (Refer to Section 1.19.8)

We are a registered local vendor  
(Mark ONLY if currently registered on  
the City website)



We intend to register as a local vendor

**Cooperative Purchasing:** (Not required for this RFP – please disregard)

Proposal Invalid Without Signature	
SIGNATURE OF PROPOSER: <i>J. David Smith</i>	DATE: <i>Aug 3, 2013</i>
NAME AND TITLE OF PROPOSER: <i>Principal</i>	COMPANY NAME: <i>LINVILLE ARCHITECTS LLC.</i>
TELEPHONE: <i>(608) 251.6696</i>	ADDRESS: <i>408 E. WILSON ST. MADISON, WISCONSIN 53703</i>
FAX NO.: <i>Na</i>	
Person to Be Contacted If There Are Questions about Your Proposal (if different from above)	
NAME:	TITLE:
TELEPHONE:	FAX NO.:



**RFP FORM B: RECEIPT FORMS and SUBMITTAL CHECKLIST**

<b>RECEIPT OF FORMS.</b>		
The undersigned hereby acknowledges the receipt of the following forms:		
Request for Proposal (Initial all <u>applicable</u> forms)	Initial to acknowledge receipt of RFP Documents	Required Submittals Checklist Initial all submitted documents
<b>RFP SECTIONS:</b>	<i>[Signature]</i>	
Section 1: General RFP Administrative Information	<i>[Signature]</i>	
Section 2: Project Vision, Purpose, and Goals	<i>[Signature]</i>	
Section 3: Scope of Services	<i>[Signature]</i>	
Section 4: Proposal Submission Requirements	<i>[Signature]</i>	
Section 5: Required Forms		
<b>ATTACHMENTS</b>		
Attachment A: Sample Contract for Purchase of Services	<i>[Signature]</i>	
Attachment B: Standard Terms and Conditions	<i>[Signature]</i>	
<b>ADDENDA</b>		
Addendum No. ___ Dated: _____	<i>[Signature]</i>	
Addendum No. ___ Dated: _____	<i>[Signature]</i>	
Addendum No. ___ Dated: _____	<i>[Signature]</i>	

**RFP FORM B: RECEIPT FORMS and SUBMITTAL CHECKLIST - Continued**

**SUBMITTALS CHECKLIST.**

The undersigned hereby acknowledges the submittal of the following forms: (Initial all applicable forms.)

Chapter 1: REQUIRED RFP FORMS RFP FORM A: Signature Affidavit RFP FORM B: Receipt Forms and Submittal Checklist RFP FORM C: Contractor Profile RFP FORM D: Proposer References	<i>S.F.</i>
Chapter 2: EXECUTIVE SUMMARY	<i>S.F.</i>
Chapter 3: QUALIFICATIONS, EXPERIENCE, REFERENCES	<i>S.F.</i>
Chapter 4: PROJECT APPROACH	<i>S.F.</i>
Chapter 5: COST PROPOSAL	<i>S.F.</i>
ELECTRONIC COPY	<i>S.F.</i>

PROPOSER: *INVILLI ARCHITECTS LLC S. S. David Smith*



**RFP FORM C: CONTRACTOR PROFILE**

1. **Proposing Company Name:** LINVILLE ARCHITECTS L.L.C.

2. FEIN \_\_\_\_\_ OR (If Sole Proprietorship, provide SSN upon award, if FEIN is N/A))

DUNN AND BRADSTREET NO. \_\_\_\_\_

3. **Form of Organization:**  Corporation  Limited Liability Company  General Partnership  
 Sole Proprietor  Unincorporated Association  Other: \_\_\_\_\_

4. **Location of Main Office:**  
ADDRESS 408 E. WILSON CITY MADISON STATE WI ZIP+4 53703

5. **Location of Office servicing City of Madison account:**  
ADDRESS 408 E WILSON CITY MADISON STATE WI ZIP+4 53703

6. **Principal Information and Contact:**  
NAME E. EDWARD LINVILLE TITLE: PRINCIPAL  
TEL (608) 251-6696 TOLL FREE TEL \_\_\_\_\_  
FAX NA E-MAIL \_\_\_\_\_

7. **Contact Person about your proposal if different from above:**  
NAME \_\_\_\_\_ TITLE: \_\_\_\_\_  
TEL \_\_\_\_\_ TOLL FREE TEL \_\_\_\_\_  
FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

8. **Orders and Billing Contacts and Mailing Address:**  
NAME E. EDWARD LINVILLE TITLE: PRINCIPAL  
TEL (608) 251-6696 TOLL FREE TEL \_\_\_\_\_  
FAX NA E-MAIL ADDRESS \_\_\_\_\_  
ADDRESS 408 E. WILSON CITY MADISON STATE WIS. ZIP+4 \_\_\_\_\_

9. **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 3.58(8) within thirty (30) days of award of contract.  
NAME NA TITLE: \_\_\_\_\_  
TEL \_\_\_\_\_ TOLL FREE TEL \_\_\_\_\_  
FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_  
ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP+4 \_\_\_\_\_

10. **Local Preference Status:**  
The City of Madison has adopted a local preference purchasing policy granting a one percent request for bid or a 5 percent request for proposal scoring preference to Dane County based suppliers. Only suppliers registered prior to the bid's due date will receive the preference. Proposers seeking to obtain local preference are required to register on the City of Madison online registration website:  
<http://www.cityofmadison.com/business/localPurchasing/index.cfm>

\_\_\_\_\_ We are a registered local vendor (Mark ONLY if currently registered on the City website) \_\_\_\_\_ We intend to register as a local vendor

# Appendix B: Resumes

## Title Page

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# E. Edward Linville ALA

## Principal

### EDUCATION:

West High School  
Davenport, Iowa

(Registration achieved via experience and mentoring  
from Marshall Erdman and Herbert Fritz)

### PROFESSIONAL REGISTRATIONS:

Licensed Architect:  
Wisconsin

### ASSOCIATIONS:

#### Member:

Association of Licensed Architects  
Downtown Design Professionals  
Madison Trust for Historic Preservation

#### Advisory:

Madison Cultural Plan Commission (2010-2012)  
Sr Lecturer- Course Instructor U.W. Madison ID IV  
Seniors Studio 2000-2007  
Featured speaker Wright Lecture Series  
Speaker/Instructor Neocon  
(National Interior Design Convention)  
Invited Design Participant Traditional Building Show  
New Orleans 2007  
Chicago 2008  
Invited project Middleton Hills Wright and Like Tour 2003

### COMMUNITY:

Member First Settlement Neighborhood Association  
Member Crowley Public Park Committee

### CONTACT INFORMATION:

elinville@linvillearchitects.com  
608.251.6696



Establishing a Design/Architectural Firm in 1981 Ed has built a Madison/Dane County Centered career based on the core principals of beauty, authenticity and nature. As these values are ever present we also recognize our responsibility to our client to achieve cost effective solutions.

These core values naturally leads us to Organic Architecture and continues to inform our design decisions.

Believing we have a responsibility to the community that we live, learn, and prosper in we continue to design the new, respect and enhance the old, and vision the future. In this way our work adds our thread to the fabric that shows us the pattern of what we represent as a culture and community.

In this way we continue to bring passion to our work and join it with real world answers.





E. Edward Linville ALA  
Principal

PROJECT EXPERIENCE:

Hospitality

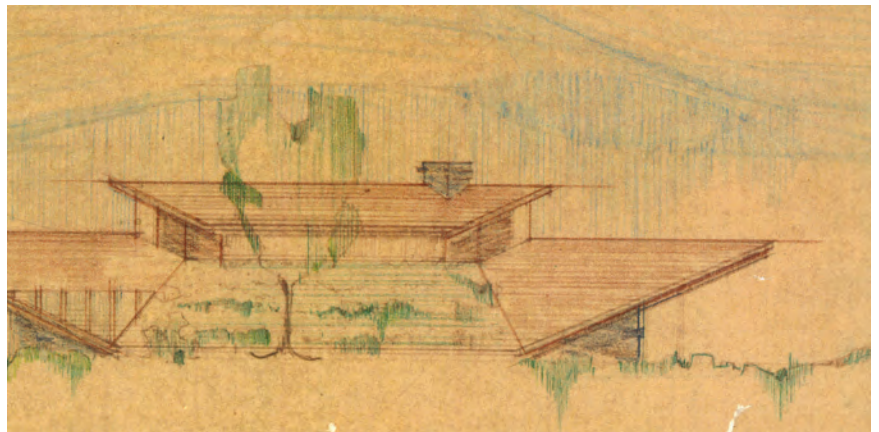
Bluephie's, Madison  
Cool Beans Coffee Cafe, Madison  
The Eldorado Grill, Madison  
Hubbard Avenue Diner, Middleton  
Ian's Pizza, Madison  
Market Street Diner, Sun Prairie  
Monty's Blue Plate Diner, Madison  
R & R Kelly's Fitchburg  
Sa-Bai Thong, Madison  
Sa-Bai Thong West, Madison

Commercial

Coldwell Banker, Fitchburg  
Eye Contact, Madison  
Great Wisconsin Credit Union, Fitchburg  
Hair Off State, Madison  
Home Savings Bank, Madison  
Middleton Hills Center, Middleton  
Park East Condos, Madison  
Riverwalk, Waukesha  
Summit Credit Union, Madison  
Summit Credit Union, Sun Prairie  
Summit Credit Union, Westport  
tuscan Place, Madison  
Wegner LLP, Madison  
Yarmouth Crossing, Fitchburg



Candinus Residence



Hunt Residence



Home Savings East



## DOWNTOWN PROFESSIONAL PLANNING GROUP

### Background

Our consulting group consists of eight professional Architects, Planners, Site Designers and Landscape Architects. We have devoted the past four years working on various projects such as The Downtown Professional Planning Group Downtown Plan and Report and BRT Recommendations Plan and Report on behalf of Downtown Madison Inc, and associated groups

### Qualifications

The professionals participating in this group have proven success in their careers and their commitment to the built environment and the community at large.

Resume:

**Peter W. Frautschi, CNU-A,**

<p><b>EXPERIENCE HIGHLIGHTS</b></p>	<p><b>1994- Co-founded Neighborhoods By Design Madison, WI</b>  <i>Vice President</i></p> <ul style="list-style-type: none"> <li>■ Non-profit organization dedicated to public education and local inclusion of New Urbanism principles in planning. Grass roots support to gain approvals of Middleton Hills. Charrette and work to integrate New Urban principles in the High Point-Raymond Neighborhood Plan (Madison).</li> </ul> <p><b>1995-Present Founded Community By Design, Inc Madison, WI</b>  <i>President</i></p> <ul style="list-style-type: none"> <li>■ Founded development consulting firm to specialize in developing New Urban and Traditional Neighborhood Design Communities. Areas of expertise include design, financial analysis, procurement of approvals and financing, construction oversight of diverse, mixed use projects.</li> <li>■ <b>Midtown Commons</b> was the first New Urban community in Madison, intended to serve as an “affordable” contrast to Middleton Hills. It has been extremely successful and is currently nearing completion.</li> </ul> <p style="padding-left: 40px;"><b>“In my years on the Council I believe this is the best development we have ever seen on the periphery of the city without any exceptions. I think it is innovative. I think it is bold. And I think it is something that Mr. Frautschi deserves a great deal of credit for, and I hope others take notice of it and I hope this development is extremely successful and I think it will be.”</b>  Ald. Ken Golden, November 30<sup>th</sup>, 1999</p> <ul style="list-style-type: none"> <li>■ <b>Weston Place Condominiums</b>, a 12 story mixed-use building along Segoe Rd, near Hilldale,</li> <li>■ <b>Mendota Square</b>, a redevelopment of a former Kmart Property along East Washington Avenue, bringing a neighborhood grocery to the area.</li> </ul> <p><b>1998-Present Own or control several Real Estate Development, Sales or Investment Companies- Community By Design, Inc, Midtown Properties, LLC., PWF Properties LLC., Madtown Properties Inc., W.C. Development Corp., L87, LLC., Former: 3800 East Washington Avenue, LLC., Mendota Square, LLC. Prudential Community Realty, Midtown Center Development Company,</b></p>
<p><b>EDUCATION</b></p>	<p><b>1987-91 University of Minnesota- College of Architecture and Landscape Architecture Minneapolis, MN</b></p> <ul style="list-style-type: none"> <li>■ <u>Master of Architecture</u>. Thesis topic- “Pedestrian Pocket” neighborhood redevelopment project for Harriet Island neighborhood adjacent to downtown St. Paul.</li> <li>■ Note: Course work and thesis completed in 1991. National Program Rank- 8<sup>th</sup>.</li> </ul> <p><b>1993-95 University of Wisconsin- Graduate School of Business- Dept. of Real Estate Investment Analysis and Appraisal- Madison, WI.</b></p> <ul style="list-style-type: none"> <li>■ <u>Master of Science- Business</u>. The “Grasskamp program.” National Program Rank- 3<sup>rd</sup>.</li> </ul>
<p><b>OTHER</b></p>	<ul style="list-style-type: none"> <li>■ Member of the Congress of the New Urbanism since 1995. Signor of the Charter</li> <li>■ Former Member of Dane County Better Urban Infill/Great Neighborhoods program’s “Smart Codes” Working Group.</li> <li>■ Former Member of the Dane County Great Neighborhoods Advisory Panel</li> <li>■ Former Neighborhood Design Center. Volunteer and Advisor</li> <li>■ Dane County United Way- Alexis De Toqueville Society</li> <li>■ Speaker/presenter at numerous New Urbanism/ sustainable development related seminars and charrettes</li> </ul>

## JEFF MANZETTI - STUDIO 2919, LLC

8383 GREENWAY BLVD. SUITE 600  
608.217.9611, JEFFMANZETTI@MAC.COM

### *Education:*

#### **Illinois Institute of Technology**

Chicago, IL. May 2007  
Masters of Architecture -Graduated with Honors "Cum Laude"  
Minor: Materials Science and Engineering

#### **Boston Architectural Center**

Boston, MA. September-May, 2003-2005  
Masters of Architecture (Transferred to IIT)

#### **University of Minnesota**

Minneapolis, MN. June 2002 – August 2002  
Making and Modulations Towards the Practice of Architecture

#### **University Of Wisconsin-Stevens Point**

Stevens Point, WI. May 2002  
Bachelor of Science in Interior Architecture

### *Academic Teaching Experience:*

#### **Boston Architectural College**

Boston, MA. Fall 2003-Spring 2005, 2 Full Academic Years  
Graduate Teaching Assistant

This position was more like the traditional "Teaching Assistant." I actively participated in assisting the professor. Content and subject areas were fully researched for each class. Other duties included: Grading papers, quizzes, and projects, administrative tasks,

#### **Boston Architectural College**

Boston, MA. Fall 2003-Spring 2005, 2 Full Academic Years  
Undergraduate Teaching Assistant

This position required significant time as an instructor proxy. Formal teacher-student interaction was vital. Leading full class sessions with lecture and discussions were required. Developing teaching strategies, grading, holding office hours, developing content and a curriculum based on class guidelines were principal duties.

#### **Mount Horeb Area School District and Verona Area School District**

Mount Horeb, WI. and Verona, WI. Fall 2002-Spring 2003, 1 Full Academic Year  
Substitute Teacher

Serving as a substitute teacher in a high school environment teaches you a lot about yourself. To succeed each day I was forced to create ever changing strategies to teach students and accomplish many different outlined tasks. I gained an incredible amount of experience in just one short year. I learned more about the students and the candid interrelationships they had with each other, the subject matter, their teacher I was substituting for, and the educational system and process.

#### **Stevens Point Area Senior High (SPASH)**

Stevens Point, WI. Fall 2001-Spring 2002, 1 Full Academic Year  
Technology Consultant; teaching CAD programs to teachers and students

This was a unique position, I was hired as a "technology consultant" for the school district. My job responsibilities were to create lesson plans for the Tech. Ed. department. The department wanted to offer classes in Computer aided drafting (CAD). I would meet once a day with 2 or 3 teachers and develop a daily lesson plan that could be used the following day. I would teach the teachers how to use a specific program, (AutoCAD, Inventor, Architectural Desktop, etc...) lesson by lesson. Then they would teach the lesson in the following class, where I would sit in, walk around and help students with that days' CAD charrette.

### *Professional Positions*

#### **Studio 2919, LLC, Middleton, WI**

Design Business Owner, Oct 2010-Present  
Currently own and operate a small drafting and design business that focuses on drawing production. Clients include Architects, Land Owners, Developers, and Builders. Projects include providing Construction drawings, renderings, schematic design drawings, and master planning documents for neighborhood developments and other property owners.

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### **Iconica**, Madison, WI (Limited Time Employee)

Architect I, April 2012 - October 2012

Created drawings, models, and 3D graphics for RFP's and other presentations. Used Sketch-up, BIM, Adobe Photoshop, Indesign & Illustrator to help solve design concepts and ideas. Worked on construction drawing generation and picked up revisions and redlines, and communicated progress within specific architectural phases in a team orientated structure.

### **Otis Koglin Wilson** Chicago, IL

Project Architect- 2007-2008

Architect-worked on Health Clubs in Illinois and Minnesota

### **E.R. Racek Associates** Boston, MA.

Architectural Intern 2004-2005

Involved in all architectural phases, mainly schematics and documentation.

Helped administer and resolve fees and billing for the firm.

Major projects worked on include: designing a town house development, a façade for a industrial company, and space planning for a high rise building.

### **Windsor Homes Inc.** Madison, WI.

Truss Designer 2003

Designed and engineered trusses, roof plans, and schedules.

Worked on in house projects and with independent contractors.

Overlooked all production and delivery schedule of trusses.

### **Excel Engineering Inc.** Fond du Lac, WI.

Intern 2001

Work as part of a team with Architects and Engineers.

Built Models, worked with AutoCAD, took field measurements, and designed presentation boards.

### *Licensure and Certification*

IDP/ARE Candidate

LEED Certification Candidate

Working towards License in Wisconsin

### *Professional Societies and Memberships*

**AIA** (American Institute of Architects) Associate member

Currently Wisconsin Chapter

Formally a member of Boston Society of Architects

I would like to be more involve in the AIA-TAP and using BIM

**IDP** Intern Development Program Member

**ACSA** (Association of Collegiate Schools of Architecture) Member

**USGBC** (United States Green Building Council) Associate Member

### *Publications/Competitions*

**Competition Submission:** AuthentiCity: The Madison Design Competition at CNU 19

Published on CNU website and received overall 2nd place.

**Manuscript Submission:** Linking the New Architectural Paradigm; Diagrams. To Anytime Corp.

New York, NY. as part of submission process for LOG issue. Not chosen or published.

### *Skills*

**Professional:** Skilled on a MAC or Windows platform, Microsoft Suite or IWork, and various architecture billing software. Proficient at Managing Construction Administration Phase Projects from Bid Phase thru Occupancy. Experience in managing the project through both digital and hard copy submittals, reviewing and checking shop drawings, project manuals, samples, mockups and documentation as well as issuing addenda, construction set, and bulletins. Able to draft in AutoCAD, ArchiCAD, and Revit. Able to

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model in various software including Sketchup, and 3D Studio MAX, some experience Rhino

**Academic:** residential, commercial, retail, high-end hospitality, health care, and office design, lighting design, large-scale design, space planning, fully composite high-rise buildings, concrete, masonry steel, and wood construction. Hand Rendering: marker, colored pencil, charcoal, watercolor, CAD and 3D Rendering: BIM, AutoCAD, Sketch-up, Interior Live 3D, 3D Studio MAX. BIM: ArchiCAD, Revit. Master's Thesis project included extensive urban planning design for a transportation network in Madison, WI.

**Interests:** Art, Art and Architectural History, Architectural Theory, Materials Science and Engineering, Architectural Illustration, 3D, CADD, & Digital Rendering, Building Energy Analysis, Integrative Design Practice, Sustainable Design Techniques, Landscape Design, Urban planning, Transportation Planning, Graphic Design, Woodworking, Teaching Forum Seminar/Studio's and Listening to Individual Students and their life background stories and cultural point of view.

# Appendix C: Built Environment Solutions Team Process & Response Time–line for the Madison Public Market Business Plan

## Title Page

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# BUILT ENVIRONMENT SOLUTIONS TEAM • PROCESS & RESPONSE TIME-LINE • FOR THE MADISON PUBLIC MARKET BUSINESS PLAN

• BUILT ENVIRONMENT PROPOSAL BASED ON THE FOLLOWING PROCESS BELOW •

## KEY: - DEFINITIONS -

**RED ITEMS REQUIRE CITY ACTION**

Green arrow = Progress to Step

Red arrow = Back-Track to previous Milestone (Change Data) Proposal allows only 2 Feasibility Models Calculated

RFP-PROPOSED WORK ITEMS IN BLUE

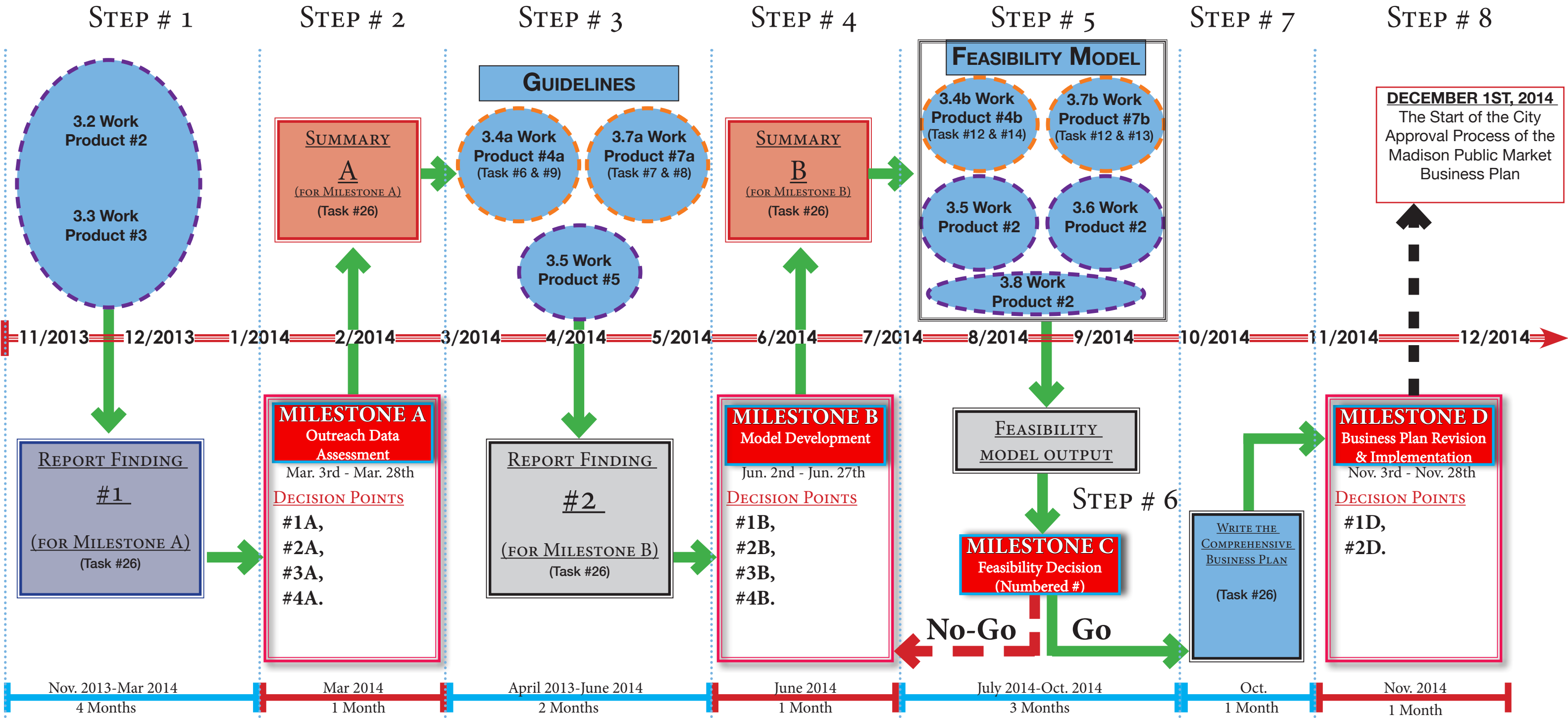
BLUE AREAS OUTLINED IN ORANGE ARE FOR ITEMS COVERED BY THE BUILT ENVIRONMENT TEAM

BLUE AREAS OUTLINED IN PURPLE ARE FOR ITEMS COVERED BY THE BUSINESS TEAM. (NOT RESPONSIBLE FOR)

REPORT FINDINGS ARE NUMBERED (#) AND REPORT THE SUMMARY OF WORK TO INFORM THE CITY AND AID IN MAKING THE DECISIONS POINTS WITHIN THE UPCOMING MILESTONE. THESE REPORTS ARE DONE BY THE BUILT ENVIRONMENT TEAM

SUMMARIES ARE LETTERED (A) AND REPORT THE SUMMARY OF DECISIONS THE CITY HAS MADE IN THE DECISIONS POINTS WITHIN THE PREVIOUS MILESTONE, THEY ARE USED IN UPCOMING WORK. THESE REPORTS ARE DONE BY THE BUILT ENVIRONMENT TEAM

NOTE: OUR PURPOSE IS TO DEFINE THE BUILT ENVIRONMENT PORTION OF THE MADISON PUBLIC MARKET BUSINESS PLAN AND OUR "BUILT ENVIRONMENT SOLUTIONS TEAM'S" WORK WILL BE INFORMED BY THE PUBLIC, THE CITY, & THE BUSINESS PLAN TEAM TO DEFINE THE PLAN FEASIBILITY. THE BLUE AREAS OUTLINED IN PURPLE ARE PART OF THE BUSINESS TEAM PROPOSALS. ALTHOUGH WE ARE NOT RESPONSIBLE FOR OTHER'S TASKS AND WORK PRODUCTS, MUTUAL COORDINATION WILL ASSIST OUR PROCESS AS DEFINED IN THIS CHART. THIS PROCESS WILL DEFINE A SPECIFIC SITE &/OR SITES AND DEFINE MORE SPECIFICALLY THE BUILDING &/OR BUILDINGS.



# Appendix D: Madison Public Market Suggested Schedule

## Title Page

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# MADISON PUBLIC MARKET SUGGESTED SCHEDULE

