



**REQUEST FOR QUALIFICATIONS  
RFQ No. 7892-O-2007/KW**

**Water Feature at Frances Plaza  
City of Madison-State Street Design Project**

Applications Due:	Monday, January 7, 2008
Mail or deliver applications to:	Madison Arts Commission The Department of Planning & Community & Economic Development 215 Martin Luther King, Jr. Blvd. Madison, WI 53701-2985
All communications for this project:	Karin Wolf City of Madison Art Programs Administrator Tel: 608-261-9134 Email: kwolf@cityofmadison.com

**CALL TO ARTISTS**

The Madison Arts Commission is accepting applications from artists, design teams, or companies to provide a site-specific art work/fountain for the *Frances Plaza* as part of the *State Street Reconstruction Project*.

**PROJECT OVERVIEW**

*Frances Plaza* has been designated as a "special place" along State Street, a six-block long transit/pedestrian/bicycle mall connecting the UW-Madison campus and the State Capitol building. It is lined with theaters, museums, restaurants, taverns, and a variety of retail establishments. This project provides an opportunity for an artist, design team, or company to create a site-specific water feature that affirms the character of Madison and celebrates State Street as Madison's signature thoroughfare. The selected artists, design team, or company will work with the Madison Arts Commission, State Street Design Project Oversight Committee, various City departments, and stakeholders to develop the final project. A recommendation for selecting one or multiple artists, design teams, or companies will be that of the selection committee and will be based on the submitted ideas and other criteria identified below. Madison's Common Council will need to approve the final project.

## ELIGIBILITY CRITERIA

The competition is open to artists, design teams, or companies who have the vision and skills required to complete the commission to the highest standards of artistic innovative and technical expertise. An artist and a licensed structural engineer must be part of each submittal. While specific experience is not explicitly required it should be noted Frances Street Plaza commission requires individuals or teams with skills and experience commensurate with the responsibility of successfully completing a major outdoor public artwork with a substantial budget.

## BUDGET AND HONORARIUM DESIGN FEE

The total budget for this project has not been finalized, but it is expected to be between \$100,000 and \$300,000. This commission shall cover all costs associated with design, artist fees, fabrication, transportation, installation, presentation, insurances required of the Artist, tools, materials, labor and all related costs required for the completion of the artwork commission.

## HONORARIUM FOR DESIGN FEE

\$2,000 of art budget (includes design fee, presentation materials including maquette, travel expenses, meetings, promotion upon completion, etc.)

## ANTICIPATED PROJECT SCHEDULE

December 5, 2007	Phase I -Request for Qualifications released
January 7, 2008	Application deadline
January 21, 2008	Semi-finalists selected and notified
February 2008	Phase II –Invitation for Request for Proposals (RFPs) and design submissions from semi-finalists; Project orientation meeting on site
March 2008	Deadline for design submissions from semi-finalists
April 2008	Finalists presentations
May 2008	Award and notification of accepted winning design/artwork
June 2008	Artist engineering & safety review (structural and mechanical engineering and other details for approval and begin fabrication)
Summer/Fall 2008	Fabrication, installation
Fall 2008	Completion, unveiling and reception

## **SELECTION PROCESS**

### Phase I – Request for Qualifications (RFQ)

Any applicants meeting the eligibility criteria are invited to respond to this RFQ.

Semi- finalists will be selected for interviews based on a review of qualifications and completed projects.

The Selection Panel for this project will likely include representatives from stakeholder groups such the Madison Arts Commission, business or citizen groups, and City staff. This committee will select semi-finalists to proceed to Phase II.

### Phase II – Request for Proposals (RFP) – solicited from semi-finalists.

- Semi-finalists will receive a \$2000 honorarium fee for the design concept proposals that will include maquette, sketches, concept paper and detailed budget. The fee shall also cover travel and other expenses associated with any presentations and promotions required.
- Finalists will be invited to interviews with the Selection Panel to discuss their experience, their approach to public art in general, and their response to this Frances Street Plaza Art opportunity.
- A mandatory briefing session and site visit for semi-finalists will be scheduled in February 2008.
- Semi-finalists will be required to submit full project proposals and present sketches/models/design concepts to a committee and/or city officials.
- Design concepts may be publicly displayed.
- Recommendations from the Selection Panel will be forwarded to the Madison Arts Commission and to the City of Madison Common Council for final approval.
- The winning design artist/team selected for the project will enter into a professional contract after successful negotiations.

## **SELECTION CRITERIA:**

1. Relevant professional artistic experience and ability to undertake the design, creation, installation and requirements of this project.
2. Design approach and artistic merit; excellence, originality, creativity, innovation, aesthetic, conceptual and technical quality represented in the CD/DVD submissions
3. Record of timely completion of projects; experience and ability in meeting deadlines and budgets and in working cooperatively with designers, contractors, engineers and project managers.
4. Record of completed projects that reflect enduring artistic quality and have operated long-term with minimal maintenance.

## **APPLICATION REQUIREMENTS**

To be considered for the Frances Plaza Water Feature Project, artists must submit one set of images and eleven copies of the application that include the following:

1. Statement of Interest.

Not to exceed two pages. Address your response to this project opportunity, experience, philosophy and statement of approach. Briefly describe your interest in a commission for the City of Madison and what you can bring to this project.

Specific proposals for artwork are not requested and will not be reviewed during this Phase I.

2. Current Resume(s) and Support Materials

Not to exceed two pages for each artist. Include artist's training and professional experience plus additional support material (not to exceed three pages) of press clippings or other relevant materials on past projects.

3. Representative Work and Documentation

Disk containing up to 10 digital JPEG images of relevant work. Briefly describe images, including budget for projects, completion dates, dimensions, media, project sponsor and other essential information.

Images must be JPEG format, 1920 pixels maximum on the longest side, 72 dpi, with compression settings resulting in the best image quality under 2MB file size, labeled in this way: lastname\_firstname\_cityprojectname\_01.jpg

4. Image Index for Representative Work

An annotated image list, clearly labeled with your full name and information and a numerical listing for each image, the title of the work, budget, year completed, dimensions and media. The image list form attached to this RFQ may be used or applicants may create their own.

5. Applicant References -

Provide a list of organizations and/or clients for whom the Applicant has commissioned work within the last 5 years. Include name, address, and phone number of contact person for each. Describe briefly the nature of the project and results.

The application deadline for this project is 2:00 p.m., January 7, 2008. Applications received after 2:00 p.m. on this date will not be considered. Applications may be modified or withdrawn prior to the time specified for the opening of the applications.

**RULES AND GUIDELINES**

Issuance of this notice does not commit the City of Madison to award any contract, to pay any costs incurred in preparation of a response, or to procure or contract for services or supplies. The Partners reserve the right to waive any minor irregularities and informalities, to reject any and all proposals for sound business reasons, to terminate the selection process, to re-advertise and to make awards in the best interest of the Project.

## **CONTRACT**

A contract with the City of Madison will be established with the awarded artist or team. If you apply as a team, name one person as the designated Team Leader. The contract will be between the City of Madison and the Team Leader.

## **OWNERSHIP AND COPYRIGHT**

Artists selected to create the artwork will be required to confirm in writing that they are the original creators of their designs, have not copied anyone else's designs and that their design does not infringe on anyone else's intellectual property rights.

The City shall have ownership and possession of all final products including all finalist concept designs and shall have the exclusive right to display the work, merchandise and make reproductions of the work. Artist may use image for non-commercial purposes.

## PROJECT DESCRIPTION

### Area Description:

**Downtown Madison** is on an isthmus between two scenic lakes with the State Capitol sitting on the highest point. Home to the University of Wisconsin-Madison, the City offers a richness of museums, libraries, cultural institutions, shopping, dining and sporting events.

**State Street** is considered the core of Madison's Downtown, physically connecting the University on one end with the State Capitol and other government buildings on the other end, with businesses and residences between the two points. State Street creates the literal and symbolic heart of Madison's high quality urban living. Closed to cars, the street pulses with pedestrians, bicyclists, and busses. It is a favorite destination for Madisonians and tourists. **The State Street Design Project** began in September of 2000 in order to reconstruct and redesign the city's signature street for the first time in a quarter century (designed by landscape architects Ken Saiki Design and engineered by MSA, Madison, Wisconsin). The design emphasized four key principles: 1) Flexibility, 2) Timelessness, 3) Maintainability and Durability, and 4) Sustainability. Reconstruction began in 2004 and is scheduled to be completed in 2008. Frances Street Plaza is a component of this final phase.

To view more information about the State Street Design Project, plans and specifications for construction that are specific to the water feature look on-line at link to state street site:

<http://www.cityofmadison.com/planning/statestreet/statestreet.htm>

link to State Street Design Project:

<http://www.cityofmadison.com/planning/statestreet/designconcepts.pdf>

link to plans and specifications for construction:

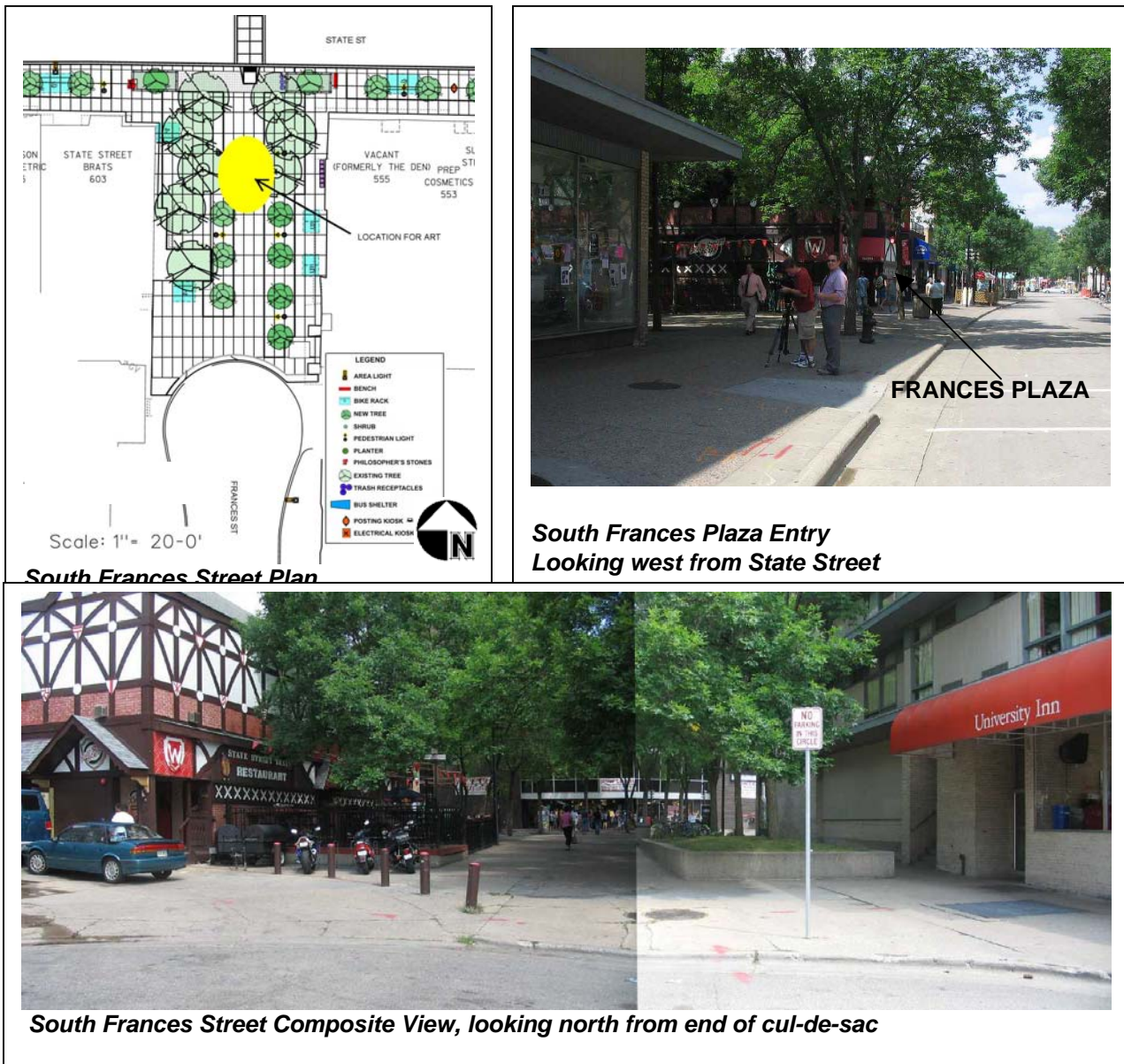
<http://www.cityofmadison.com/business/PW/contracts/docAndSpecs.cfm?ContractNumber=5982>

Of primary importance is providing people with aesthetically pleasing public art that enhances our public space in a meaningful way. Public Art has been incorporated into the State Street Design plan from its inception, including "Philosophers Grove," an area where Mifflin intersects with State Street. In creating "Philosophers Grove," sculptor Jill Sebastian created 44 cylindrical bronze and granite forms cut at various angles. A concentration of the Philosopher's Stones creates a physical gathering place at one end of State Street to bring people together. The same forms that Sebastian created at the top of State Street have been integrated throughout the streetscape and will extend all the way down State Street to the Lake Street intersection, including some Philosopher's Stones that will be placed in Francis Plaza. It is intended that these forms will ultimately be etched with images and quotations.

**Frances Plaza** traditionally serves as a pedestrian threshold to State Street. The Plaza is located two blocks away from The Kohl Center, a large University of Wisconsin-Madison sporting arena that houses basketball and ice hockey games as well as concerts and other special events. Capacity for the Kohl Center is slightly over 17,000. On days that the Kohl Center is being utilized, Frances Plaza receives its heaviest use as a pedestrian passageway. Throughout the year, parking facility customers using the over 2,500 parking spaces in structures off of Frances Street are likely to enter State Street via Frances Plaza. University Students also frequently use the plaza en route to and from the campus area. Library Mall, the central campus pedestrian mall, is two blocks west of Frances Street. An array of commercial, dining, and cultural establishments exist to the east.

The State Street Design Project Oversight Committee has identified a central area in Frances Plaza for the commissioned art work/water feature/fountain, and utilities will be located in that area. A clearance of 11 feet must be maintained for emergency vehicles requiring access on and off of State Street. The committee is interested in artwork appropriate to the scale of the site.

**Exterior Site Context:** (yellow area indicates possible location of art)



- The City leases to the restaurant/bar *State Street Brats*, an area on the west side of Frances Plaza for use as its outdoor dining enclosure. This area extends approximately 22 feet into the plaza.

- The east side of Frances Plaza is framed by an exterior cream-colored, brick wall *the University Inn*.
- The north end of Frances Plaza connects with State Street. This location is often used as an informal performance spot for local street musicians and performers. The redesign of this plaza and inclusion of a fountain/art feature should not inhibit the Plaza's use as an accessible location for spontaneous creative expression.
- The south end of Frances Plaza punctuates the cul-de-sac which terminates public vehicle use (other than emergency and maintenance vehicles) of Frances Street before its juncture with State Street.

### **Conceptual Considerations for the Water Feature/Fountain:**

The Madison Arts Commission is interested in artwork with a water feature/fountain:

1. That will help support the City of Madison's goal of highlighting Frances Plaza as one of the "special places" along State Street.
2. That will be aesthetically pleasing in the winter months when the water feature is not operational. Artist must demonstrate adequate consideration of Wisconsin's freeze/thaw conditions in choice of materials and technology.
3. That will minimize operational/maintenance costs and energy needs, including all mechanical equipment.

### **Potential Materials:**

The Madison Arts Commission is interested a feature utilizing materials compatible with the State Street Design Project that are permanent, durable, vandal-resistant and require minimal maintenance. Amenities and materials for the State Street project include: 1) granite streetforms, similar to the forms in the Philosopher's Grove at the top of State Street 2) sidewalk surface, which is an exposed aggregate with a reddish tint; 3) benches and bike racks, black metal; 4) raised planter beds, black granite curbing with a rock face finish; 5) tree species within Frances Plaza consist of a grove of Callery Pear (proposed), and Honey Locust (existing) at the north and west ends of the site.

### **Conceptual Requirements**

The artwork must conform to public safety standards and address issues of vandalism and maintenance to the City's satisfaction. Artists should allocate budget for engineering drawings of their work including structural engineering stamped by a licensed structural engineer who must be part of the design team.

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**IMAGE LIST**

Use this form, or create your own, including  
the same information in the same order.

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*Artist Name*

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*Mailing Address*

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*City, State, Zip*

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*Daytime Tel. No.* *Fax No.*

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*Email Address* *Website Address*

Slide #	Artist	Title of Work/ Client	Budget	Year Completed	Dimensions	Medium