



MILWAUKEE DOWNTOWN

Business Improvement District #21 600 East Wells Street Milwaukee, Wisconsin 53202
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July 13, 2016

“LIGHTING THE AVENUE”

WEST WISCONSIN AVENUE LIGHTING INITIATIVE

REQUEST FOR PROPOSALS (RFP)

ADDENDUM NO. 1

NOTICE TO CONTRACTORS intending to submit a proposal for the “Lighting The Avenue” West Wisconsin Avenue Lighting Initiative, which appeared in the *Daily Reporter* with a proposal submittal deadline date of Monday, August 1, 2016 at 3:00PM.

1. The existing page 1 of the RFP document shall be removed and replaced with the revised attached Page 1. The revised page will reflect the change in the proposal submittal deadline date to Monday, August 15, 2016, at 3:00 PM.
2. The existing page 3 of the RFP document shall be removed and replaced with the revised attached Page 3. The revised page includes an additional bullet point in Section 3.0 that includes a FTP link that contains plans with the current and existing condition information that is available for the existing pole and electrical system infrastructure: <ftp://ftp.milwaukee.gov/pub/dpw/Street-Lighting/LightingTheAvenue/>
3. The existing page 4 of the RFP document shall be removed and replaced with the revised attached Page 4. The revised page will reflect the change in the Amps in the project area from 10 Amps to 20 Amps.
4. The existing page 6 of the RFP document shall be removed and replaced with the revised attached Page 6. The revised page will reflect the change in the proposal submittal deadline date to Monday, August 15, 2016, at 3:00 PM.
5. The existing page 7 of the RFP document shall be removed and replaced with the revised attached Page 7. The revised page will modify a portion of Section 6.0 related to the way the proposed budget shall be generally formatted in the submission packet.
6. The existing page 8 of the RFP document shall be removed and replaced with the revised attached page 8. The revised page 8 will include additional details in Section 10.0 on project components the initial project budget is intended to include. The revised page 8 will also reflect the change in Section 11.0 to allow for questions and clarifications to be received no later than Friday, July 22, 2016 rather the original date of July 15, 2016.

Sincerely,

Matt Dorner
Milwaukee Downtown, Business Improvement District #21

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**“Lighting the Avenue”
West Wisconsin Avenue Lighting Initiative
Request for Proposal**

Issued on June 21, 2016 and updated on July 12, 2016 for:

“Lighting the Avenue”, a West Wisconsin Avenue Lighting Initiative

Proposals Must Be Submitted by No Later than 3:00pm on Monday, August 15, 2016

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“Lighting the Avenue”

West Wisconsin Avenue Lighting Initiative

Request for Proposal

Wisconsin Avenue is also identified as a catalytic project area in the 2010 Downtown Master Plan and one of the specifically enumerated recommendations is to continue to improve the streetscape along this main corridor. New lighting installations align with and will further implement the Downtown Master Plan.

2.0 Challenge Statement

Wisconsin Avenue is Milwaukee’s historic *main* street. However, as downtown has developed over the decades there has been a gradual re-orientation of significant commercial uses along major north-south corridors which has pulled some attention, energy, and vibrancy away from the east-west orientated Wisconsin Avenue. The 2010 Downtown Master Plan acknowledges the successful redevelopment in other areas of downtown and the impact it has had on Wisconsin Avenue. Therefore, the Plan emphasizes the necessity to reinvest and refocus on the historic core of downtown Milwaukee

In addition, when compared to the historic entertainment uses and theaters that formerly lined West Wisconsin Avenue, today the Street is relatively dimly lit. While lighting is improving in the area, portions of the corridor still lack adequate and quality lighting. Appropriate lighting is important to making the area feel safe, welcoming, and to foster the type of environment that attracts people and positive activity.

With these challenges, our aim is to leverage the recent and upcoming investments in the area and create an interesting lighting project to help continue to improve the environment along West Wisconsin. While the lighting installations described above help to provide a direction for a year-round lighting solution, designers are able to submit other lighting solutions that are not overhead and use lighting in different ways to accomplish the goals discussed throughout this document.

3.0 Project Scope: Location, Parameters, Assumptions, Conditions

The following are various information points for consideration as a submitter evaluates its lighting proposal.

- The initial project area is West Wisconsin Avenue with a general focus on the blocks between the Milwaukee River and west to 6th Street. However, a submittal can choose to scale down the project area based on the specifics of individual proposal ideas. (For example, a proposal may decide to start with a key intersection(s)).
- In order to control costs, proposals should consider utilizing existing infrastructure as much as possible (e.g. similar to the method that the Downtown Holiday lights utilize the existing pole infrastructure at Wisconsin Avenue intersections).
- Following is a link to the FTP site for current and existing condition information that is available for to existing pole and electrical system infrastructure:
<ftp://ftp.milwaukee.gov/pub/dpw/Street-Lighting/LightingTheAvenue/>
- Any overhead lighting proposal must not interfere with truck and public transit on Wisconsin Avenue (A minimum clearance of 18 feet from the lowest point and 6 to 8 feet horizontal clearance from any building or structure must be provided).

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- Any overhead lighting proposal that utilizes the existing pole infrastructure at the intersections shall be interchangeable to accommodate the seasonal Downtown Holiday Lights installation. The all-season lighting would then be reinstalled after the Holiday season.
- Secondary Voltage of the existing electrical systems along West Wisconsin Avenue in the project area is 120 volt and 20 Amp circuit. Per the National Electrical Code, the circuits can be loaded to 80% or 16 Amp. Electrical Code shall be followed for all installations.
- West Wisconsin Avenue is approximately 45 feet wide from curb to curb.
- Submitters should consider other impending changes in the area. For example, the owners of the Shops of Grand Avenue are planning interior and exterior changes that may open up the building to West Wisconsin Avenue. The plans for the Shops of Grand Avenue also envision a new entrance at the intersection with Old World Third Street that engages with the public realm. The plans also call for activating the existing alleyways.
- In general, the City of Milwaukee and downtown organizations are encouraging more street level activation through the introduction of outdoor seating, public art, and other placemaking activities. It is felt that outdoor lighting can be an important component to help foster these activities.
- This Request for Proposal is available on www.WisconsinAve.com. In addition, below are some photos that have helped inspire and loosely shape the stakeholder discussion around a lighting project.

Project Orientation Map



4.0 Goals

Stakeholders have a set of goals that are shaping the desired outcomes for the lighting project.

Create a new experience & enhance the sense of place on West Wisconsin Avenue

Our goal is help re-create West Wisconsin as a destination, a place where people come and want to stay, rather than pass through. Through a lighting project we intend to:

- Improve the pedestrian experience, particularly in the evenings along West Wisconsin Avenue.
- Make walking the corridor more comfortable and stimulating both during the night and day.
- Create an experience that residents and visitors alike will seek out and revisit.
- Create a festive and memorable atmosphere, different from any other street.

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The Selection Team will also host a Pre-Proposal meeting for parties interested in submitting a lighting proposal to this RFP. The Pre-Proposal meeting will involve a description of the RFP and provide an opportunity for attendees to pose questions for clarification. The Pre-Proposal meeting is scheduled for **Friday, July 8, 2016 at 11:00am** and will be held in the first floor meeting room at the Frank P. Zeidler Municipal Building located at 841 North Broadway, Milwaukee, WI 53202.

Proposers shall submit one (1) original Proposal and ten (10) copies of the Proposal no later than **3:00 P.M. Central Time on Monday, August 15, 2016**. Proposals received after the due date/time shall be returned to the sender. The one (1) original proposal shall be marked original and bear all original signatures. The other ten (10) may be copies.

Proposals shall be submitted by the aforementioned deadline to:

Matt Dorner
Economic Development Director
Milwaukee Downtown, Business Improvement District #21
600 East Wells Street
Milwaukee, WI 53202

In addition, submittals should also be sent and received electronically by **Monday, August 15, 2016 at 3:00PM**. Submittals should be emailed to mdorner@milwaukeedowntown.com.

The judging and selection will occur with announcement of the selected project in August 2016.

6.0 Submission

The proposal must include:

- Cover Letter – A letter of commitment signed by an authorized representative of the prime consultant company/organization that it is committed to providing and delivering the proposed services per the desired or negotiated schedule.

- Written Summary – Include a brief narrative stating the general understanding of the services to be provided, clearly referencing the firm’s (and any sub-consultant) qualifications and experience on projects of a similar scope.

Also, include a written narrative that thoroughly describes and explains your firm’s proposal and its components.

- Plans and Visual Depictions – Include site plans or diagrams, as well as renderings, elevations, cross-sections, Photo-shopped pictures and/or any other imagery to best depict the lighting project.

- Detailed Scope of Services – Describe the overall approach to the project, specific techniques that will be used, and the specific expertise that will be employed to complete the submitted project.

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Please detail the expected public and internal staff involvement approaches that will be used as part of the project.

- Staffing Plan and Key Personnel Qualifications - Identify the project manager and key personnel who will provide the proposed services, including clearly stating their roles, areas of responsibility, and principal tasks per staff person.
- Project Schedule – Assuming the selected proposer is notified in August 2016; provide a timeframe from completing the design engineering to installation.
- Budget – A project budget for capital and operating costs with expenses categorized into the following (or comparable) is to accompany the submission:
 - Full design and engineering fee for Phase 1 project (if applicable)
 - Design fee for conceptual full built out (if applicable)
 - Lighting materials and fabrication costs (e.g. proposed lighting fixtures and components and infrastructure needed to implement the project)
 - Installation cost
 - Other – any item not included in the aforementioned budget categories
 - Estimated operating electrical costs

7.0 Selection of Project

The submittals will be judged by the Selection Team based on the individual project’s ability to address the goals of helping to create a new destination and adding excitement to West Wisconsin Avenue.

The project must also be mindful of cost, practical and flexible. The project should be scalable beyond a first phase, but yet look complete after the installation of the first phase. The project should also be energy efficient.

The selection of a winning project is at the complete discretion of the Selection Team.

8.0 Selection Team

The selection team will be comprised of representatives from the City of Milwaukee Department of City Development, City of Milwaukee Department of Public Works, Westtown Association, WAM DC, Milwaukee Downtown, BID#21, local Alderman, local business or property owner, local resident, and a design professional.

9.0 Project Implementation

The Lighting the Avenue initiative will require the creation of a “Project Implementation Team” composed of representative from the Selection Team, the selected proposer, and other members as needed to oversee the preparation of final plans and specifications for the project.

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It is expected that following the selection of a project, the Project Implementation Team would convene to layout a timeline for implementing the first phase of the lighting proposal with an initial installation goal of late summer/fall 2016, although the specific installation schedule will be analyzed following the selection of a project.

10.0 Funding

The partner organizations and the City of Milwaukee have established an initial preliminary budget of \$100,000 to implement the selected lighting project. The project budget should include but not be limited to the design, engineering, fabrication, and installation of what could be the phase 1 project and the conceptual design work for the larger project.

11.0 Questions and Clarifications

The Selection Team will not respond to oral requests. Only written requests, including questions and/or RFP or project clarifications, will be acceptable (mail, email and/or email attachments will be accepted). All written requests for clarification in response to the RFP, including any significant ambiguity, error, conflict, discrepancy, omissions or other deficiency in this RFP, must be received no later than **Friday, July 22, 2016**. Please submit these requests in writing via mail or e-mail to:

Matt Dorner
Economic Development Director
Milwaukee Downtown, Business Improvement District #21
600 East Wells Street
Milwaukee, WI 53202
mdorner@milwaukeedowntown.com

Responses to questions and requests for RFP clarifications as well as any RFP revisions, addenda, and/or amendments will be sent out via email to all firms who provided their contact information stating that they are planning to submit a proposal in response to this RFP. These will also be posted online where the RFP is available: www.WisconsinAve.com.

Please email mdorner@milwaukeedowntown.com to provide your firm’s complete contact information and state your intention to submit a proposal in response to this RFP.