



SILVER CITY DISTRICT
an international experience

**Layton Boulevard West Neighbors, Inc. and the
Silver City Organizational Committee Invite
Qualified Applicants to Respond to a**

Request for Qualifications

**for the
Silver City Placemaking Project**

Issue Date: Friday, October 21, 2016

Submission Deadline: Friday December 23rd, 2016 at Midnight

Request To: Artists and Landscape Architects

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Introduction

Layton Boulevard West Neighbors and the Silver City Organizational Committee are teaming up to issue this Request for Qualifications (RFQ) inviting local artists and landscape architects to apply to design and implement “Creative Placemaking” at several spots in the Silver City neighborhood. The deadline to receive statements of qualifications is **12:00 A.M. on Friday, December 23rd, 2016**. Questions can be directed to Brianna Sas-Pérez or Celia Benton. Brianna may be reached at brianna@lbwn.org or at 414-585-8539 Celia may be reached at celia@lbwn.org or at 414-585-8536.

Applicants may submit their RFQs electronically or by mail. Electronic submissions should be emailed to celia@lbwn.org with the subject line “Silver City Placemaking Project.” Hard copies should be mailed to:

Layton Boulevard West Neighbors, Inc.
Attn: Silver City Placemaking Project
1545 S. Layton Street
Milwaukee, WI 53215

Late responses will only be accepted if an extension is granted 24 hours in advance. Responses must not be sent by facsimile. Responses and their envelopes should be clearly marked with the name and address of the respondent and the project or program title.

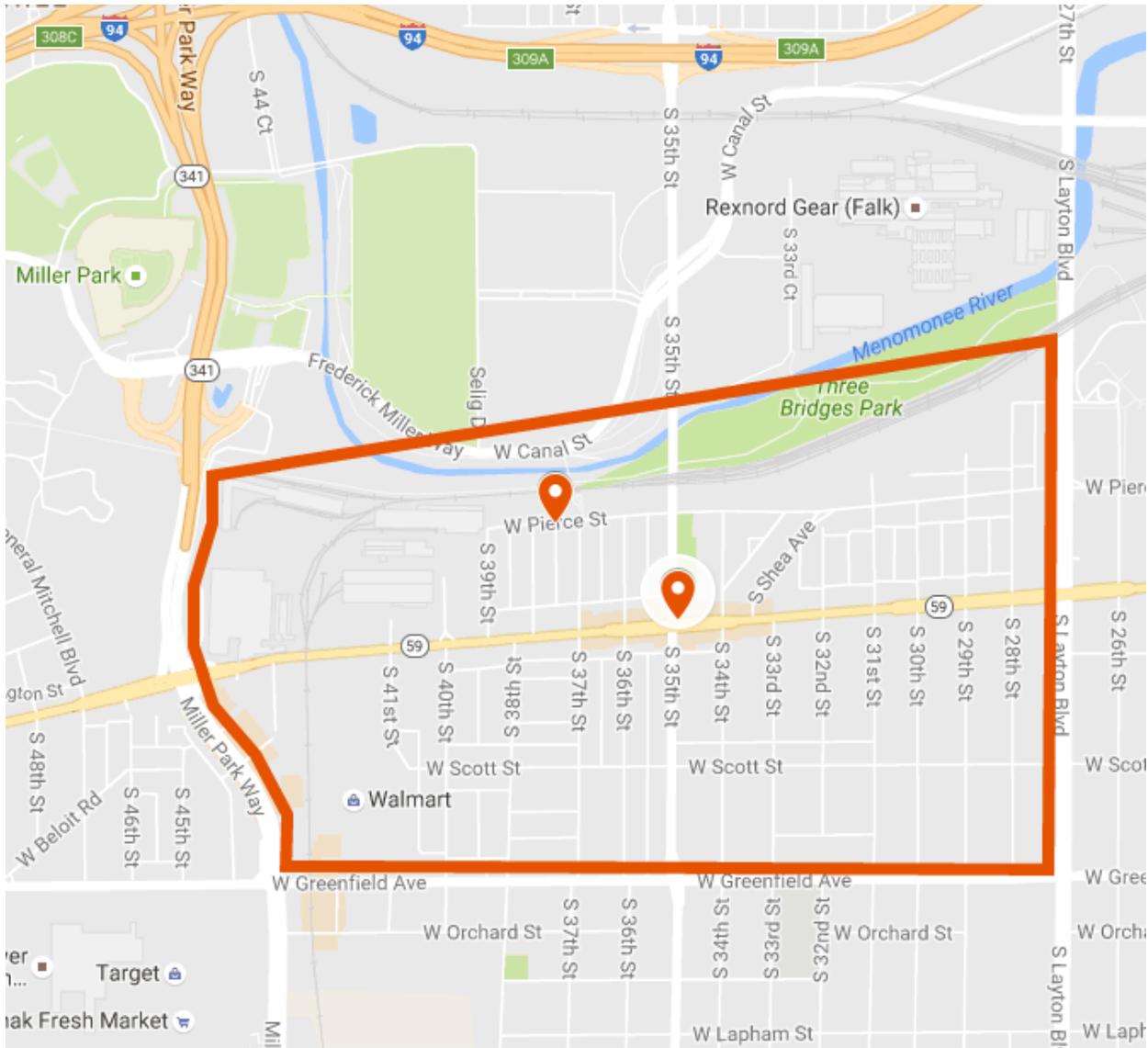
What is Placemaking

The Project for Public Spaces defines Placemaking as:

Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value. More than just promoting better urban design, Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

Project Overview

The Silver City neighborhood boundary is roughly defined as West Pierce Street on the north, South Layton Boulevard on the east, South Greenfield Avenue to the South and Miller Parkway to the West.



Silver City Neighborhood Map. Note: Markers define locations for implementing Placemaking.

The area assets include proximity to the Menomonee Valley, diverse demographics, unique local businesses and historic homes with 74% owner occupancy. Yet community feedback notes that the neighborhood lacks a sense of “place” which is amplified by an absence of signage in most areas. The neighborhood Quality of Life Plan outlines a strategy to explore the neighborhood’s identity and celebrate its rich history through the creation of public art. LBWN and the Silver City District are therefore facilitating a community-driven placemaking project throughout the neighborhood to build on its reputation as a vibrant and welcoming community.

The project will become a collective vision of our diverse community of neighbors, youth, property/business owners, and other community members and will result in the creation of permanent art installations at the corners of S. 35th Street and W. National Avenue, W. Pierce Street and S. 37th Street, and additional to be determined junctures along Pierce Street. The final project goals are to:

- Enhance neighborhood identity,
- Build community pride,
- Create a cohesive neighborhood brand built on unique assets and,
- Improve neighborhood perceptions while strengthening the business corridors.

Through both the process and final result, the enhanced Silver City district will transport people into a mindset of appreciation for the neighborhood’s history, eco-friendly amenities, and diverse cultures.

Neighborhood Tour

All interested parties are strongly encouraged to attend a **free** walking tour of the Silver City neighborhood on **Thursday, November 3rd from 4-6pm**. The tour will highlight locations for the placemaking project, discuss neighborhood history and demographics, examine neighborhood assets and amenities, and end with a neighborhood happy hour that includes a sampling of local business cuisine. Please RSVP by Tuesday, November 1st to Celia Benton, celia@lbwn.org or at 414-585-8536.

Request For Qualifications Selection Process/Scoring Criteria

The Silver City Organizational Committee will check RFQ responses against required criteria. Responses not meeting all mandatory criteria will not be considered for review. The Committee will review and rank statements of qualification based on the following criteria:

- **Threshold:** Application completeness.
- **Artistic Merit/Concept:** Strong, innovative ideas with potential to reflect community diversity and amenities.
- **Capacity/Feasibility:** Demonstrated experience and capacity to carry out projects as planned; ability to secure any and all permits/approvals required; demonstrated financial feasibility.
- **Community Engagement:** Demonstrated experience of meaningful engagement with community residents and past history of community-based partnerships.
- **Community Impact:** Past projects demonstrate clear benefit and impact to the community.
- **Resident Talent:** Artists/Landscape architects living in the neighborhood will receive preference.

NOTE: The RFQ is not a binding agreement to purchase goods or services. Responses to the RFQ will be assessed in light of the Committee review criteria and, if chosen as a finalist, will be contacted by the Committee.

Request For Qualifications Submission Requirements

All interested applicants need to submit the following items when responding to the Request for Qualifications:

- A signed Statement of Interest from an individual or project team. Electronic submissions may include electronic signatures. Statement of Interest should include:
 - What interests you about this project?
 - What themes/concepts might you explore if you are invited to submit a full Request For Proposals?
 - What is your experience collaborating with diverse community groups?
- A resume outlining experience for each applicant.
- Three professional references.
- Optional: A portfolio of past projects.

Request For Proposals Submission Requirements

The Committee will choose 2-3 finalists from the RFQ to receive a stipend to respond to the Request for Proposals (RFP). Finalists will have four months to complete the full proposal, and will be required to present their vision at a community meeting in April/May 2017 (date to be scheduled). The Committee will then choose the winning design based on a scoring matrix which includes community feedback, compliance with project goals, uniqueness of design, project implementation costs (NOTE: the Committee is still underwriting for project funds) and additional components. Project implementation should be completed by September 2017, and the winning artist/landscape architect(s) are required to attend a project unveiling and celebration. RFP applicants must submit the following:

- Cover Letter.
- Introduction to the artist/landscape artist and/or project team.
- Explanation of approach including a narrative and design illustrating the concept.
- Project schedule.
- Compensation or fee structures.
- Materials budget.
- Time and materials with a “not to exceed” amount.
- Presentation of project vision at a community meeting (date to be determined).

Winner Requirements

The person or team chosen to complete Placemaking in Silver City will be required to:

- Provide regular updates to the project Committee.
- Fabricate and install final project in accordance with the approved design development and construction documents.
- Manage project costs to ensure adherence to final approved budget.
- Ensure all project permits are secured.
- Present at the final project unveiling.
- Provide contact information for any future maintenance needs.

Project Timeline (Subject to Change)

Placemaking Walking Tour and Happy Hour	November 3rd, 2016, 4-6pm
Request for Qualifications Due	December 23, 2016
Committee to Review Submissions	January 16, 2016
Finalists Chosen to Submit a Full Request for Proposals	January 30, 2016
Community Input Meeting	April/May 2016 (Date TBD)
Committee Chooses Final Project Artist(s)/Landscape Artist(s)	May 15, 2017
Project Completed	September 30, 2017
Project Celebration	October 2017 (Date TBD)

Conflict of Interest Statement

Artscape defines a conflict of interest as:

“A conflict of interest exists wherever an individual could benefit directly or indirectly from access to information or from a decision over which they may have influence and also includes a perceived conflict where someone might reasonably perceive there to be such benefit and influence. A conflict of interest occurs when a staff member or consultant attempts to promote a

private or personal interest that results in an interference with the objective exercise of their job responsibilities, or gains any advantage by virtue of his/her position with Artscape. Conflicts of interest may be real, potential or perceived.”

Any RFQ applicants should disclose conflicts of interest, in writing, to the review committee who will consider the nature of the respondent’s responsibilities and the degree of potential or apparent conflict in deciding the course of action that the respondent needs to take to remedy the conflict of interest.

About the Project Partners

Layton Boulevard West, Inc. (LBWN) builds strong and healthy neighborhoods in the City of Milwaukee by stabilizing and revitalizing the Silver City, Burnham Park and Layton Park communities. These south side neighborhoods are some of Milwaukee’s most diverse and economically vibrant.

In 1995, the School Sisters of St. Francis (SSSF) founded LBWN to serve as the neighborhood organization for the community surrounding their international motherhouse, starting by organizing ice cream socials to bring neighbors together.

To achieve the goal of stabilizing and revitalizing the Layton Boulevard West neighborhoods, LBWN empowers neighbors, business owners and other stakeholders to invest their time, energy or money in our community’s continued growth. This investment takes on many forms including buying a home, opening a business, or visiting any of our neighborhood’s wonderful attractions. The Neighborhood Quality of Life Plan represents the shared vision of the hundreds of neighbors who participated in its creation and serves as the roadmap for LBWN’s continued revitalization strategies.

The Silver City Organizational Committee is a group of neighborhood businesses, property owners, residents and other stakeholders that collaborate on projects benefitting the Silver City Business District – mainly National Avenue and Pierce Street within the neighborhood boundaries. The Committee’s vision for Silver City is to have welcoming, walkable, clean and safe commercial corridors that are active with pedestrian activity and have a strong sense of place and community identity.