



August 28, 2015

ADMINISTRATIVE OFFICE
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200 West 4th Street
Madera, CA 93637

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ADDENDUM NUMBER TWO (2)

REQUEST FOR PROPOSALS (RFP) DOWNTOWN MASTER PLAN AND
PERFORMING ARTS CENTER, RFP 06-11-2015

RESPONDERS PLEASE NOTE:

The following information is provided:

Please see the attached Pre Bid questions along with responses from the City and County of Madera.

Please see the attached Performing Arts Feasibility Study from 2002.

The deadline to submit proposals has been extended to Thursday, October 1, 2015 at 3:00 p.m.

PROPOSAL CONTACT:

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August 3, 2015

Downtown Master Plan & Performing Arts Center Pre Bid Questions

1. Page 6, Section C: Was "Waste" intended to be on that list? We frequently see "Waste Water, Storm Water, and Water Systems" requested together, so I thought the inclusion of "Waste" was accidental.

In this case, "waste" refers to "solid waste" or trash/recycling.

2. Page 6, Section C, bullet 4: What is the expected scope of this master plan in the area of; "Waste, Waste Water, Storm Water, and Water Systems Civil Engineering Issues"? Is the Civil Engineering scope just at or near the site of the Performing Arts Center or does it include the 12 blocks of downtown Madera that is part of the master plan?

The services related to infrastructure and public utilities should be undertaken for the 12 blocks of downtown that are part of the master plan. This part of the evaluation should focus on identifying major constraints to developing or redeveloping within the master plan area.

3. The master plan includes 12 city blocks of downtown Madera. What is the expected deliverable for work in this broader downtown area? Page 5 Section A, line 8; "This may include a new city hall, meeting rooms and ribbon retail as well as other uses." Page 8 Section D refers to "hold public meetings for input relating to the Master Plan and Performing Arts Center". Is a downtown infrastructure and traffic study being requested? Is a program for a new City Hall required? What other improvements to the 12 block area are anticipated to be included in this master plan?

The deliverable for the broader downtown area should include a conceptual land use plan within the study area, which is envisioned to be anchored by a new performing arts center. Within the performing arts center site, the consultant should identify opportunities for additional land uses which complement the arts center and enhance its viability. The potential to construct a new city-hall as one of these additional uses has been preliminarily identified. The consultant should anticipate working with the MCCAP to identify alternate uses which could be developed on the site.

Beyond the art center property, the conceptual land use plan should identify complimentary land uses, taking advantage of vacant and under-utilized properties within the area. The conceptual plan should include open spaces and pedestrian connectivity and a conceptual design theme for the area.

A complete traffic study is not required. A summary of trip generation characteristics of the conceptual land use(s) and approximate change from existing land uses should be included. For this level of analysis, existing and future trip generation may be based on trip generation tables as opposed to field counts.

4. Clarification: Page 7 Insurance Requirements calls for a Project Specific Professional Practice Insurance Policy; "The policy shall be initiated by the beginning of the Design Development Phase". The current contract only extends to the Schematic Design Phase. Please confirm that MCCAP is not requesting that the consultant put in place a "Project Specific Professional Practice Insurance Policy" at this time.

The consultant may be required to provide evidence of professional liability coverage generally. A "Project Specific Professional Practice Insurance Policy" will not be required at this time.

5. Page 6, Section C, bullet 3: What is meant by "Scope of Work for Bid Documents"?

The reference to "Scope of Work for Bid Documents" may be disregarded. Bid documents will not be prepared as the result of the preparation of schematic design.

6. Has there been completed any feasibility study for this project that identifies the anticipated revenue, attendance levels or ticket sales along with operating costs for the Performing Arts Center?

A feasibility study was completed in August, 2002. That study envisioned a 500 seat theater, a place for the visual arts, and a banquet facility. It did not address anticipated revenue or operating costs.

At this time, the Madera Unified School District has expressed interest in using the theater for school performances and events. That would make them a major user of the facility. For that, the school board is considering providing the maintenance and operations for the facility.

For general community performance use, a theater with a 300 capacity would work. Then if added space would be opened around the main theater for added audience, that would be practical. If the theater had outside expansion potential, that would also be helpful. For example, we may start with a 300 seat theater that could be expanded in the future.

7. What are the goals and objectives of the request to master plan the 12 block downtown area?

Please refer to the response to Question #3 above.

8. Can you please provide some description of the desired process and deliverables required for the civic master planning portion of the project.

Please refer to the response to Question #3 above.

9. The proposal requests that we provide a fee for the civic master plan and theatre schematics. Should these two scopes of work be quoted separately in our response?

Yes. The fee proposal should be sufficiently detailed as to allow the evaluators to determine the relative time and cost of various major tasks in relation to the overall project.

10. Page 5, 2. Summary, second paragraph:

- a. Please define the scope of work and what is required in the Architectural Services to "provide a Master Planning Design of an area of downtown Madera bordered loosely by West 3rd Street on the North, West 8th Street on the South, Gateway Drive on the East, and Highway 99 on the West."
- b. Please provide specific program information and define the estimated size in terms of area and the program elements that are to be incorporated into the Master Plan Design of an area of Downtown Madera as described in the sentence "This may include a new city hall, meeting rooms, and ribbon retail as well as other uses."

Please refer to the response to Question #3 above.

11. Page 5, 2. Summary: Please provide an anticipated estimated construction cost or proposed budget of the performing arts center to base our services upon.

The planning group has not developed a proposed budget. We are looking for the bidders to give us estimated costs. It would be helpful to us to have base costs and expansion potential. We may have to complete the project in phases, so we would like to see a design that is basic with expansion potential.

We are also looking at the possibility of converting the old library on Yosemite to a gallery and perhaps connecting old library, new library and perhaps the performing arts center. We are not sure if space allows that option.

12. Page 9, Item 6: Please clarify what is required in the Architect's services under this item. "Prepare an assessment as to whether the vision of the facility can be met with available funding sources. The financial study shall be comprehensive in nature, providing alternatives and recommendations for actions."

What is the scope of services for the "financial study"?

Please refer to the response for Questions #11 above. The "financial study" should focus on estimated costs and phasing opportunities. The study should identify the extent that additional, complimentary uses can be developed in conjunction with the performing arts center to enhance its viability.

13. **Proposal should be 8-1/2 x 11 inches, printed two-sided on paper with removable bindings, bound in a single document.**

We use Tabs to organize our response, the tabs exceed the format by 1/2" (Tab Sheet is 9" x 11"), though our page size is the requested 8-1/2" x 11" - is this acceptable? Are standard 3-ring binders acceptable as a form of 'removable binding'?

Both tabs and 3 ring binders would be acceptable.

14. Architecture Provided Specialty Services

- **Site Electrical Master Plan**

Does the Site Electrical Master Planning includes Communications Master Planning

Under the Schematic Design and Project Estimates section of the Scope of Work on Page 9, an evaluation of communications infrastructure for the performing arts center site is to be included.

15. Civic. On Page 5, paragraph 5, the city hall is mentioned in a way that suggests it hasn't been located? Its is unclear. I spent some time on google and could not locate designs. Has the City established a program for this use so it can be planned for?

Please refer to the response to Question #3 above.

16. Retail. Has the City engaged an economics consultant to inform how much retail and what is the character of the retail anticipated for the master plan area?

Please refer to the response to Question #3 above.

17. Public Transit and streetscape. Does the City anticipate the need to incorporate alternative transit options in the master plan such as bike lanes, dedicated bus lanes, etc.? Is there a desire to study the transportation opportunities? Is there a pedestrian master plan available?

Please refer to the response to Question #3 above. A detailed pedestrian master plan for the master plan area is not available.

18. Economics. Has the City conducted a market study to determine the best housing products / density for this particular market?

No.

19. Parking. Is there a district parking strategy already in place for downtown? Is there an adequate parking supply available for the performing arts facility?

An analysis of parking demand and availability should be included as part of the evaluation of the performing arts center and the master plan area.

20. Operations. Is it anticipated the MCCAP will operate the Performing Arts Center?

Unknown.

21. Infrastructure. Page 9, under Schematic Design and Project Estimates, item 1 requires review and evaluation of on-site infrastructure. Is there 100% complete documentation of these existing systems available on the site and surrounding streets. Is the information coordinated?

No site specific inventory or documentation has been completed. The City adopted city-wide sewer, water, and storm drainage master plans in 2014. Also, see the response to Question #2 above.

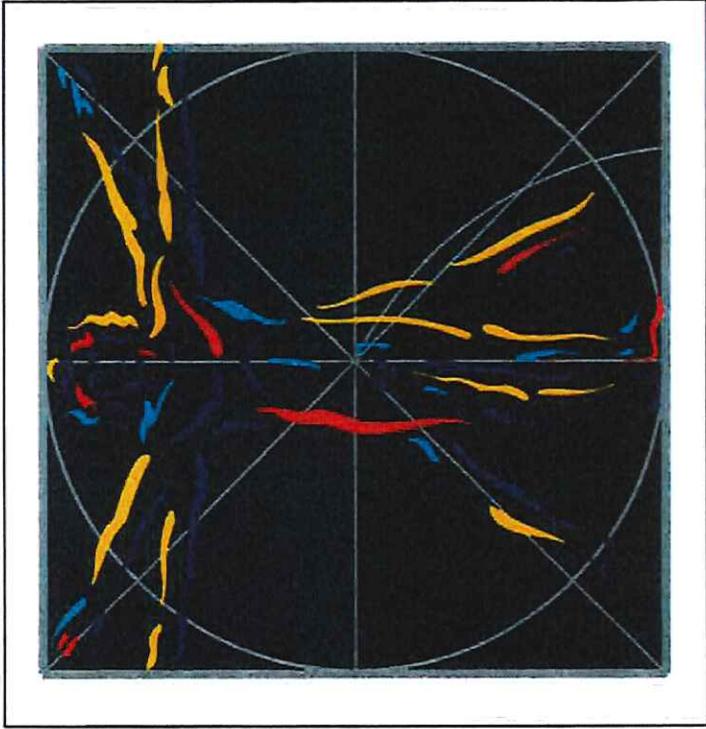
22. Existing buildings. Is there a history of the construction of all the building elements on the site? Are there drawings of the original education buildings on the site?

Unknown.

23. Funding sources. Page 9, under Schematic Design and Project Estimates, requests an assessment as to whether the vision can be met available funding sources. Have the known available funding sources been identified and itemized?

Not at this time.

FEASIBILITY STUDY



MADERA • CULTURAL • ARTS • CENTER

• Spring 2002 •

Madera Cultural Arts Center Feasibility Study Spring 2002

History:

The concept of a Cultural Arts Center for the City of Madera is not new. This idea has been discussed for many years. In fact, a feasibility study was conducted by Nancy Clute in 1996, but the project was never begun. In the Spring of 1999 a small committee was formed to explore the possibility of building a Cultural Arts Center for the City of Madera in earnest. The committee was comprised of: Nancy Clute, Rosanna Bonilla, Rochelle Noblett, Julie O'Kane, Dan Lindstrom, Ginger Latimer Jim Taubert, Jim Glynn and Jay Fowler. This group began to research other facilities in nearby cities. They visited, Merced, Fresno and Clovis to examine the design of similar buildings and to interview individuals responsible for the construction and / or management of them. The committee collected important information regarding appropriate design features that should be included and how to best structure the ownership and management of the facility.

In 2001 Larry Risinger, Gary Svanda and Ronn Dominici were added to the committee. These three new members were crucial to the project's success. They along with Nancy Clute and Jay Fowler devised a feasibility study to determine the actual need in the community for the proposed center. Just prior to Nancy's untimely death in November of 2001 they had created a list of community leaders whom they wanted to assist in the implementation of the study. Data from the study was compiled in early April of 2002.

Findings from original committee:

These buildings are best designed with the following:

1. A theater that seats between 500 and 750.
2. Male and female dressing rooms with bath for each.
3. Scene shop
4. Sewing area
5. Storage for scenes and costumes
6. A banquet hall
7. Catering kitchen
8. Snack bar
9. Large covered exterior approach
10. Meeting rooms
11. Public bathrooms with double capacity for women
12. Exhibit space
13. Gift shop
14. Office
15. State of the art sound, video and lighting technology

Successful Cultural Arts Centers are best funded and managed through joint powers agreements between a variety of agencies. Our initial design is for a four agency agreement between the County of Madera who would supply the needed land, The City of Madera who would provide the construction funds, The Madera Unified School District who would provide maintenance, and the Madera County Arts Council who would provide management for the facility.

Findings from the Feasibility Study:

Data from 41 schools, government agencies and local organizations was collected and compiled into a master data base which can be found at the end of this report. Generally, there is a great need for a facility such as the one proposed. This facility would be used by both public and private agencies in some capacity almost on a daily basis for the majority of the calendar year. If all responding agencies used the center in the ways described, a total of **71,946 people** would utilize the building annually. Although 41 different Madera based organizations responded to the study, it can be reasonably assumed that organizations not responding as well as surrounding communities such as Chowchilla, the Ranchos, and the cities of Eastern Madera County will utilize the center as well. The findings of the full study are summarized below and on page 3 of this report.

Respondents to the study:

MHS Coyote Theater Company
MHS Band
MHS Vocal Music Department
Mountain Vista High School
Furman High School
Martin Luther King Jr. Middle School
Madera Adult Education
John Adams school
Eastin Arcola School
Lincoln School
Millview School
James Monroe School
Ripperdan School
Washington School
Madera County Office of Education
Madera County Action Committee
Madera Downtown Association
Madera Farm Bureau
Our House Residential Care
Realtors Assoc.
Kiwanis Club
California Motocross Assoc.
United Way of Madera County
City of Madera
Public Works
City Clerk
Planning Division
Police Department
Human Resources
Parks Department
Madera County Historical Society
Breakfast Lions
First American Title
Latinos Unidas
Young Ladies Institutes
Second Take
Pro Fine Artist
Valley west Christian Church
Madera County Animal Shelter
ADS Inc.
Madera County Arts Council

Summary of the Feasibility Study is found in the chart below.

Room	Uses	Days used per year
Theater	Traveling dramatic performances Awards Assemblies Local theatrical performances Community theater Band concerts Choir performances Recitals Motivational speakers Fund raisers Talent Shows Large meetings Trainings	204
Banquet Room	Dinner meetings Holiday and retirement parties Awards dinners Dinner theater Banquets Festivals Recitals Interviews In-services Fundraisers Training Wedding receptions	105
Catering Kitchen	Dinner meetings Holiday and retirement parties Awards dinners Banquets Festivals Recitals Fundraisers Training Wedding receptions	139
Class/Meeting Room	Adult Education Classes Assemblies Rehearsals Interviews Graduation tasks Staff development Meetings Competitions Recreational classes	946
Workshop	Set design and construction Art classes	191
Exhibit Space	Art Exhibits Promotional displays Informational display	492

Feasibility Study Data Base

	Theater	Banquet Rm	Catering Kitchen	Class/Mtg Rm.	Wrkshp	Exhibit Space	No. of People	Time of Day	How Often
MHS Coyote Theater									
Fall Theater Production	X		X				400	9-12 am	8/yr
Rehearsal for show	X				X		40	6-11 pm	
Winter Shakespeare	X						200	6-10 pm	4 wks/yr
Spring Musical	X	X	X				500	9-12 am	2/yr
								6-11 pm	10/yr
Actor's Showcase	X		X				100	eve	2/yr
Perf. Arts Academy Perf.	X						150	eve	2/yr
CTC Awards Night	X	X	X				80	eve	1/yr
Children's Theater	X				X		200	am & pm	8/yr
Acting Workshop	X				X		25	eve	8/yr
Shakespeare Theater	X	X	X	X	X		400	all day	1/yr
MHS Band									
Concerts	X						200	eve	3/yr.
Solo Ensembles	X	X		X			110	all day	1/yr
Local County Festivals	X	X		X			110	all day	1/yr
Band Banquet		X	X				200	eve	1/yr
Fund raisers	X	X	X				200+	all day	2/yr
Rehearsal/Commun. Band				X			50	eve	weekly
Guest Perf. Concerts	X						400	eve	1/yr
MHS Vocal Music									
Choir Concerts	X		X				200	eve	3/yr
Guitar Concerts	X						200	eve	2/yr
Choral Festival	X	X	X	X			200	all day	2/yr
Children's Theater Proj.	X			X	X		200	am/pm	1/yr
Elementary Choral Fest.	X				X		200	am	1/yr
Solo Recitals	X		X				200	eve	3/yr
Student Recitals	X	X	X				200	eve	1/yr
Mountain Vista HS									
Motivational Assemblies	X						200	8:00 - 4:00	2/yr
Furman HS									
Mock Interview Training				X	X		120	am	6/yr

Feasibility Study Data Base

	Theater	Banquet Rm	Catering Kitchen	Class/Mtg Rm.	Wrkshp	Exhibit Space	No. of People	Time of Day	How Often
Furman HS (cont.)									
Interviews		X		X			120	all day	3/yr
Awards Assembly	X						75	eve	1/yr
Graduation Tasks				X			40	am	16/yr
Companies on Tour	X						75	am/pm	1/yr
P.E. Fitness Plan		X		X			150	am	2/yr
Student Appreciation		X	X				45	eve	1/yr
Dollars for Scholarships	X						65	eve	1/yr
All Standards Tests				X	X		100	all day	6/yr
Art Workshop				X	X		25	8:00-3:00	Weekly
Martin Luther King									
King Celebration		X	X				200	eve	1/yr
Cesar Chavez Day		X	X				200	eve	1/yr
Staff Development			X	X	X		100	8:00-3:00	3/yr
Harvest Festival		X	X				200	eve	1/yr
Veteran's Memorial			X				200	eve	1/yr
Music in the Park	X						200	eve	1/yr
Juneteenth Day	X						200	eve	1/yr
Band Performance	X						200	eve	1/yr
Choir Performance	X						200	eve	1/yr
Drama Performance	X						200	eve	1/yr
Madera Adult School									
ADA Classes				X			25	8am-9pm	week days
Fee Based Classes				X			25	eve	week days
John Adams School									
Staff Meetings				X	X		40	pm	3/yr
Staff In-services		X		X	X		25-70	am/pm	2/yr
Concerts	X						250	eve	2/yr
Fundraisers	X	X	X				300	eve	1/yr
Plays	X						150-200	eve	1/yr
GATE/enrichment classes	X			X	X		30-50	3:00-5:00	weekly
Parent Ed Meetings	X		X	X	X		100+	6:00-9:00	6/yr

Feasibility Study Data Base

	Theater	Banquet Rm	Catering Kitchen	Class/Mtg Rm.	Wrkshp	Exhibit Space	No. of People	Time of Day	How Often
Eastin-Arcola School									
8th Grade Parent Night	X	X	X				200	eve	1/yr
Winter Program	X		X				400	eve	1/yr
PTA				X			75	eve	10/yr
Lincoln School									
Community Performance	X						200	eve	1/yr
Multi-School Perf.	X						200	eve	1/yr
Millview School									
Christmas Program	X						400	eve	1/yr
Cinco de Mayo	X						400	eve	1/yr
Staff Development			X	X			50	eve	3/yr
James Monroe School									
West. History Drama	X						300	eve	3/yr
Talent Show	X						500+	am/pm/eve	1/yr
Fundraiser		X	X	X			500+	eve	2/yr
Staff Development		X	x	x			50+	8:00-3:00	3/yr
Ripperdan School									
8th Grade Promotion	X		X	X			200	eve	1/yr
Winter Program	X		X	X			400	eve	1/yr
Talent Show	X		X	X			200	eve	1/yr
Staff Development			X	X			25	8:00-3:00	3/yr
Washington School									
Christmas Program	X						300	eve	1/yr
Christmas Dinner		X	X				250	eve	1/yr
Talent Show	X						300	eve	1/yr
Parent Meetings					X		100	eve	1/yr
Business Partner Dinner		X	X				200	eve	1/yr
Band/Choir Perf.	X						300	eve	3/yr
District Competitions				X	X		200	8:00-3:00	2/yr
Madera Cnty Off. of Ed.									
Staff Development		X	X	X	X		100	8:00-5:00	4/yr
Mad. Cnty Action Comm.									
Large Meetings w/breakouts		X		X	X		150	8:00-5:00	3/yr

Feasibility Study Data Base

	Theater	Banquet Rm	Catering Kitchen	Class/Mtg Rm.	Wrkshp	Exhibit Space	No. of People	Time of Day	How Often
Madera Downtown Assoc.									
Merchant Meetings	X			X			35	am	2/yr
Fundraiser			X				500	eve	1/yr
Display to Promote Madera						X			
Madera Farm Bureau									
Wine tasting Event	X	x	x			X	500-1000	am/pm	2/yr
Meetings				X			20-50	am/pm	6/yr
Winemakers Events		X	X			X	75-150	eve	4/yr
Our House Resid. Care									
In-service									
Art/Music Show				X			60	pm	12/yr
Halloween Party		X		X		X	30	am	4/yr
Valentines Dance		X					250	eve	1/yr
Christmas Party		X					80	eve	1/yr
Kiwanis Club							150	eve	1/yr
Dinner Theater	X	X	X				40-50	eve	2/yr
Comedy Theater	X	X	X				500	eve	1/yr
Meetings			X				20-50	noon	weekly
Boy of the Year Award			X	X			30-60	eve	1/yr
Parade Awards	X						100-200	pm	2/yr
Calif. Motocross Assoc.									
Awards Banquet		X	X				300	eve	2/yr
United Way/Mad. Cnty									
Board Meetings				X			15	noon	12/yr
Dinner/Dance		X	X				400	eve	2/yr
Training				X			15	8:00-5:00	3/yr
City of Madera									
Workshops		X	X		X		50-100	8:00-5:00	2/yr
Meetings				X		X	250	8:00-5:00	2/yr
Meetings				X		X	40-40	8:00-5:00	4/yr
Public Works:									
Pot-lucks		X	X				20-30	noon/eve	3/yr
Training				X			15	early am	12/yr

Feasibility Study Data Base

	Theater	Banquet Rm	Catering Kitchen	Class/Mtg Rm.	Wrkshp	Exhibit Space	No. of People	Time of Day	How Often
City of Madera (cont)									
Public Info. Mtg	X			X			2-3 + public	all day	2 /yr
City Clerk:									
City Council Meeting				X	X		25-50	am & pm	2 /yr
Retirement Party		X	X				100	eve	1 /yr
Div. mtg. - City Clerk				X			20	mid am	2 /yr
Div. mug - Lg. of Cities				X			?	am	?
Planning Division:									
Public Hearings	X				X	X	100+	eve	1 /yr
Police Dept.:									
Awards Banquet		X					100-200	eve	1 /yr
Retirement Dinner		X					200	eve	1 /yr
Training				X			30-50	8:00-5:00	2 /yr
Conference				X			20-30	8:00-5:00	1 /yr
Human Resources:									
Training/workshops	X	X		X	X		100	8:00-5:00	4 /yr
Exam. administration				X	X		20-40	8:00-5:00	?
Conference				X	X		20	8:00-5:00	4 /yr
Recreation									
Community Theater	X						100	eve	4 /yr
Dinner theater	X	X	X				200	eve	2 /yr
Youth talent show	X				X		150	eve	2 /yr
Recreational classes				X			50	am & pm	weekly
Fundraising						X	200	am & pm	weekly
Youth/Sr./Adult art exhibit						X	100	am & pm	2 /yr
Holiday craft bazaar	X	X					300	am & pm	3 /yr
Youth (teen center) operation	X			X	X				
Public input meetings				X	X		20	pm	3 /yr
DAP & Rehab workshops				X	X		30	am	2 /yr
Mad. Cnty Historical. Soc.									
Dinner Meeting		X	X				100	1:00-5:00	1 /yr
Realtor's Association									
Meetings		X		X			40	eve	12 /yr

Feasibility Study Data Base

	Theater	Banquet Rm.	Catering Kitchen	Class/Mtg Rm.	Wkshp	Exhibit Space	No. of People	Time of Day	How Often
Realtor's Association (cont)									
Training		X							
Breakfast Lions									
Weekly meetings			X	X			45	6:00 AM	52/yr
Special functions		X	X				80	eve	2/yr
First Amer. Title									
Meetings for Title		X	x	x	X		80+	pm	2/yr
Latinos Unidas									
Club Meetings				X					
Flor y Conto						X			
Latinas Unidas (cont.)									
Euclida sale									
Young Ladies Inst.									
Spiritual		X	X		X		40	eve	12/yr
Second Take									
Musical Concerts	X	X	X				100+	pm	2/yr
Pro Fine Artist									
Exhibit		X							
Valley West Christ. Church									
Wedding receptions	X	X	X	X	X		200+		
Workshops	X	X	X	X	X		200+		
Mad. Cnty. Animal Shelter									
Training/Workshops				X	X		100	7:00 AM	3/yr
Central State Conferences				X	X		100	6:00 PM	3/yr
Animal Presentations	X			X			100	8:00 AM	12/yr
Programs	X			X			100	2:00 PM	12/yr
ADS Inc.									
Awards dinner		X	X				200	7:00 PM	1/yr
Christmas Dinner		X	X				200	7:00 PM	1/yr
Mad. Cnty Arts Council									
Board Meetings				X			25		
Art Classes				X	X		25		
Conferences	X		X				100		

Feasibility Study Data Base

	Theater	Banquet Rm	Catering Kitchen	Class/Mtg Rm.	Wrkshp	Exhibit Space	No. of People	Time of Day	How Often
Mad. Cnty Arts Council (cont.)									
Circle Gallery gift shop						X			365
Exhibitions						X	75-100		365
Fund raisers		X					350		
Musical/Theatrical events	X		X			X			12/yr
Storage space (600 sq. ft.)									365
Office space (600 sq. ft.)									365
Totals	204	105	139	946	191	492	71,946		