



REQUEST FOR PROPOSALS
UMLAUF SCULPTURE GARDEN + MUSEUM
HISTORIC PRESERVATION, EXPANSION AND UNIFICATION PLAN

ISSUE DATE: March 20, 2023

DUE DATE: May 1, 2023

ISSUED BY: The UMLAUF Sculpture Garden + Museum, in partnership with the City of Austin Parks and Recreation Department

PROJECT TITLE: UMLAUF Sculpture Garden + Museum Historic Preservation, Expansion and Unification Plan

PROJECT OVERVIEW:

THE UMLAUF SCULPTURE GARDEN + MUSEUM, in partnership with the City of Austin Parks and Recreation Department, seeks a historic preservation architectural firm to develop a Historic Preservation, Expansion, and Unification Plan for the UMLAUF, inclusive of the existing sculpture garden and museum located at 605 Azie Morton Road and the adjacent property of the home and studio located at 506 Barton Boulevard. We are seeking a capable partner with the imagination, means, and experience to bring a truly exceptional project to life in this iconic green space in central Austin.

PROJECT DESCRIPTION:

The UMLAUF Sculpture Garden + Museum [the UMLAUF] Historic Preservation, Expansion, and Unification Plan [HPEU Plan] will be the vital first phase for the institution to improve access to and expand the use of the 5.86-acre sculpture garden, museum, and grounds, while preserving and incorporating the adjacent 1.93-acre site that includes the home of Angeline and Charles Umlauf, their private sculpture garden, and the artist's studio. The HPEU Plan shall include detailed design and implementation strategies and recommend a progressive and inclusive approach, setting the stage for the public and community to gain full access to the site and its numerous assets. The result will be to plan a cohesive, integrated, vibrant, fully accessible, unique arts and cultural destination.

The successful HPEU Plan will:

- Design a coherent vision for visitor experience with recommended outcomes, impacts, improvements, and ADA compliant and public access points throughout the site that integrate the entire campus, enabling visitors to experience the museum/garden and the residence and studio.
- Address the UMLAUF's programmatic and spatial needs through an engagement process with the Staff, Board, City, and community constituents in order to propose

viable and accessible improvements. These needs include but are not limited to exhibition, collections, programming, venue rental, administrative, and others.

- Publicly document all Staff, Board and Community Engagement process/es.
- Determine what and how any proposed improvements can be accomplished, including but not limited to determining entitlements, securing surveys, feasibility, land use, taking into account the current and future structures' intended use/s, and abiding by the Secretary of the Interior's Standards for the Treatment of Historic Properties and City requirements.
- Expand the UMLAUF's potential to serve as both a public and private venue and event space that draws national and international visitors to the City. The ability to continue to generate earned revenue is key to the City's ability to attract tourism as well as to the economic sustainability of the UMLAUF.
- Propose a forward-thinking solution to the limited availability of onsite parking, taking into account ecological impact, sustainability, and plans for the broader Zilker Park area (currently in development); outline implementation recommendations to make the experience cohesive and fully accessible.

UMLAUF BACKGROUND:

As one of Austin's greatest cultural treasures, the UMLAUF serves the city and its visitors through diverse artistic and community programming that attracts 45,000 visitors annually. However, sizable portions of the grounds are underutilized due to inaccessibility. The historic Umlauf family residence and studio, rich in history and artistic significance and sited on a bluff overlooking Barton Springs Road, have hardly been accessible at all and are not open to the public.

Charles Umlauf (1910-1994) was a celebrated and prolific American sculptor whose work is found in public institutions, outdoor locations, churches, museums, and innumerable private collections. In addition to being a renowned versatile artist, Umlauf taught for 40 years at the University of Texas, inspiring hundreds of students and future artists. He won multiple accolades and awards throughout his life, and has more public sculptures on view in Texas than any other artist. Charles Umlauf's home and studio are expected to earn a National Register of Historic Places designation in summer 2023, based on the artist's contributions to 20th century American Sculpture, from his beginnings with the Works Progress Administration projects and his apprenticeships with major sculptors Lorado Taft and Albin Polasek in Chicago, through his prodigious output in Texas and across the country.

In 1985, Charles Umlauf and his wife Angeline (Angie) Allen Umlauf (1915-2012) donated their home, Umlauf's studio and 168 sculptures to the City of Austin [COA]. By the time of Angie's passing in 2012, the number of sculptures and drawings grew to 273. With this gift and generous community support, the "UMLAUF Sculpture Garden and Museum" opened in 1991. Subsequent generous donations and acquisitions have broadened the

collection to include additional sculptures, sketches, and other objects that make up the UMLAUF's collection.

The UMLAUF is a non-profit 501c3 museum whose mission is to exhibit the work of Charles Umlauf and other visual and performing artists in a museum and a garden setting, providing educational and cultural experiences that encourage the understanding and appreciation of the intersection of nature, sculpture, and the arts. The UMLAUF provides a cultural, artistic, and educational oasis for children, adults, and families throughout the year by providing family and community activities where people can enjoy nature, art, culture, and the historic value of sculptor Charles Umlauf and other visual and performing artists. From youth programs to monthly Family Days, UMLAUF After Dark evenings, museum tours, Insights series of free public lectures, community and public school outreach, festivals, and exhibitions, the community gathers at the UMLAUF to enjoy the beauty of the garden and to learn the value of art in nature. The UMLAUF also operates a vital offsite outreach program that brings trained art educators into the classrooms of students in Title 1 schools throughout Austin.

Since 1991, the Museum site has been owned by the City of Austin and managed by the UMLAUF Sculpture Garden + Museum; the relationship was formalized through a 100-year Management and Operating agreement (2014). The UMLAUF hires all staff, operates and maintains the museum and facilities, conducts a wide array of programming, and engages in fundraising and private event rentals to support the Mission. Over the past 5 years, the UMLAUF has welcomed more than 200,000 visitors. Data indicates that in 2019, approximately 35% of our visitors came from Texas communities outside Austin, 15% come from other states in the U.S., and 5% come from other countries. 45% of visitors are Austinites.

PROPOSAL QUALIFICATIONS:

Because the area to be addressed includes both the existing property at 605 Azie Morton Road and the private home/studio site at 506 Barton Blvd, we recommend a pre-proposal site visit with the UMLAUF staff. Firms may sign up for one of two available group tours to view the properties. Firms that intend to make a site visit must notify the UMLAUF Executive Assistant by email, at amara.klemann@umlaufsculpture.org with the following information:

- The tour date planned to attend
- The expected number of people attending
- The name, email and phone number of the Firm's main contact person
- The name of the Firm they are representing

Available Tour Dates:

- April 5th 2-4 PM
- April 12th 2-4 PM

Experience

Major disciplines that should be represented on the Firm's team:

1. Historic Preservation
2. Interpretive Planning
3. Architecture
4. Landscape Architecture
5. Civil Engineering
6. Sustainable site and building design, inclusive of floodplain and drainage expertise
7. Transportation and Parking expertise
8. Registered Accessibility Specialist

Evaluation Criteria

Proposals for the HPEU Plan will be evaluated based on, but not limited to, the following criteria:

1. 20% - Experience completing similar historic projects
2. 15% - Confidence, based on prior projects, that the Firm will capably and expeditiously complete a thorough, innovative, and aspirational HPEU Plan within the allotted timeline
3. 10% - Experience with community engagement, preferably in Austin, Texas
4. 10% - Experience with major projects occurring in environmentally sensitive neighborhoods
5. 10% - Ability to assemble a team with the appropriate specialties
6. 10% - Commitment to sustainable design standards
7. 10% - Commitment to Minority/Women Owned Business Enterprise participation
8. 10% - Conservative pricing structure, appropriate for non-profit funding
9. 5% - Completeness of application

PROPOSAL FORMAT

The proposal should be organized in the following format and informational sequence:

- A. **Tab 1 – Executive Summary**: Provide an Executive Summary of three (3) pages or less, which gives a compelling summation of the Proposal.
- B. **Tab 2 – Authorized Negotiator**: Include the name, address, and telephone number of the person in your organization authorized to negotiate Contract terms and render binding business decisions on Contract matters.
- C. **Tab 3 – Business Organization**: State full name and address of your organization and identify the parent company if you are a subsidiary. Specify the branch office or other subordinate element which will perform, or assist in performing, work

herein. Indicate whether you operate as a partnership, corporation, or individual. Include the state in which incorporated or licensed to operate.

- D. **Tab 4 – Project Work Plan and Project Management Structure:** Explain your approach to the overall project and goals as presented in the Scope of Work (see below) of this Request for Proposal.
- a. In a narrative not to exceed ten (10) pages, outline the elements, tasks and milestones of your Project Work Plan that specifically address the following points:
 - i. Your Firm’s ideal vision for the future expanded UMLAUF Sculpture Garden + Museum and why it represents the highest and best vision for this project
 - ii. A detailed summary of how the HPEU Plan will be accomplished within a **9-month** period from the date of the signed contract, including an overall approach to performing the work, how existing plans and data will be incorporated into the project, how considerations of sustainability and equity will be incorporated throughout the plan, your team’s understanding of the techniques and sequencing required, and a description of the Firm’s work plan by tasks.
 - iii. Include any displays, graphs, and charts you consider necessary as related to the Scope of Work and your plan for accomplishment.
 - iv. If available, submit one (1) example of a Project Work Plan, or similar organizational document, from a previous planning project.
- E. **Tab 5 – Public Engagement Plan:** Define your understanding and grasp of the overall goals for public engagement and outreach as presented in the Scope of Work of this Request for Proposal.
- a. In a narrative not to exceed three (3) pages, specifically indicate:
 - i. The major elements of your proposed Public Engagement Plan.
 - ii. Describe your strategy for engaging diverse communities.
 - b. If available, provide a one (1) page summation of a Public Engagement Plan from a previous planning project and its impact on the project.
- F. **Tab 6 – Personnel and Prior Experience:** The UMLAUF is interested in the history and success of the Firm with projects of similar programs, budgets, and/or clients. Provide a summary of personnel and prior experience, including:
- a. An organizational chart including the principal, project manager, architects, engineers, marketing personnel, and community engagement specialists.
 - b. Resumes of the principal participants involved in the project.
 - c. A list of all current projects and development commitments for the next 24 months.

- d. A summary of the experience of the Firm, similar historic rehabilitation projects that the Firm has been involved with, and any previous experience with COA projects.
 - i. For the lead principal, provide the following information to demonstrate experience with projects of similar scope and budget. Provide two (2) examples of previous projects, including the following information:
 - 1. Provide the project title and year. Provide a link to a URL or FTP site with links to the plans and a physical address.
 - 2. Provide a point of contact as reference for prior projects including name, title, present address, and phone number of principal person for whom prior projects were accomplished.
 - ii. For sub-consultant Firms, provide the following information to demonstrate experience with projects of similar scope and budget. Provide at least one (1) example of previous projects, including the following information:
 - 1. Provide the project title and year. Provide a link to a URL or FTP site with links to the plans.
 - 2. Provide a point of contact as reference for prior projects including name, title, present address, and phone number of principal person for whom prior projects were accomplished.

G. **Tab 7 – Cost Proposal:** Information described in the following subsections is required from each Proposer. Your method of costing may or may not be used but should be described.

- a. Distribution of work tasks. Itemize to show the following for each category of personnel with separate hourly rates:
 - i. Manager, senior consultant, analyst, subcontractor, etc.
 - ii. Estimated hours for each category of personnel
 - iii. Rate applied for each category of personnel
 - iv. Total cost
- b. Itemized cost of supplies and materials
- c. Other itemized direct costs
- d. If applicable, general and administrative burden. Indicate based used, percentage and total cost relative to this procurement.
Total cost schedule

PROPRIETARY INFORMATION:

All material submitted to the UMLAUF becomes public property and is subject to the Texas Open Records Act upon receipt. If a Firm does not desire proprietary information

in the proposal to be disclosed, each page must be identified and marked proprietary at time of submission. The UMLAUF will, to the extent allowed by law, endeavor to protect such information from disclosure. The final decision as to what information must be disclosed, however, lies with the Texas Attorney General. Failure to identify proprietary information will result in all unmarked sections being deemed non-proprietary and available upon public request.

PROPOSAL PREPARATION COSTS:

All costs directly or indirectly related to preparation of a proposal, or any oral presentation required to supplement and/or clarify a proposal which may be required by the UMLAUF shall be the sole responsibility of the Proposer.

CONTRACT PAYMENT AND RETAINAGE:

- a. The Contract shall be prepared under the direction of the UMLAUF, using City contracts as a guide, and shall incorporate all applicable provisions. A firm fixed price or Not to Exceed Contract is contemplated, with progress payments as mutually determined to be appropriate.
- b. Ten percent (10%) of the total contractual price will be retained until submission and acceptance of the final work products. These payments shall be based upon milestones completed as proposed by the Proposer.
- c. The Firm's invoice shall indicate the amount due. Upon final acceptance of the work, the Firm shall submit an invoice for the retainage to the UMLAUF and payment will be made as specified in the Contract. Payment of the retainage by the UMLAUF shall not constitute nor be deemed a waiver or release by the UMLAUF of any of its rights and remedies against the Firm for recovery of amounts improperly invoiced or for defective, incomplete, or non-conforming work under the Contract.

SCOPE OF WORK:

The successful Firm will be engaged by the UMLAUF to complete the following deliverables that include but are not limited to:

- 1. **Project Organization:** Create a Work Plan that identifies the following project areas at a minimum:
 - a. Detailed project description; communications protocol; milestone schedule.
 - b. Organization of the project team including the designation of a primary point of contact.
 - c. Other actions required for the completion of the HPEU Plan.
 - d. The Work Plan should consider Zilker Park's existing planning process and synergies between the UMLAUF and the broader future for Zilker Park.

2. Inclusive Outreach and Community Engagement Report that is structured to allow for outreach and engagement of key stakeholders. The engagement report shall include strategies to engage the communities of color and organizations. Additionally, the plan should engage the broader groups with interests in the arts, historic preservation, public history, heritage tourism, and education. The consultant shall lead a community engagement process that is in coordination and cooperation with the UMLAUF and Parks and Recreation Department [PARD] and is consistent with the City of Austin's Public Participation Principles and PARD Community Engagement Operations and Procedures.

The report will be based on strategies for inclusive public participation, input collection and analysis, and presentation materials in collaboration with the City liaison and PARD's Communications and Engagement Unit. The proposal shall be provided by the Firm and should include metrics that were used to quantify success. PARD will review and provide feedback consistent with City of Austin community engagement standards along with reporting requirements to ensure continued alignment. Final plan for engagement will be posted on the project webpage and will be a component of the final plan.

- a. Goals of engagement and measure of success will be as follows:
 - i. Education - Engagement activities should result in community members being informed and educated about the history of the UMLAUF, potential interpretive themes and programs, and the planning and implementation process.
 - ii. Diverse community representation - There should be representation of diverse groups of community members, including but not limited to, neighborhood and community groups, area residents, area businesses, historic preservation advocates, and the arts community. Participants should be representative of the demographics of Austin.
 - iii. Consultation - Engagement activities should be designed in a way that gathers input from community members to inform the plan.
- b. Engagement activities may include:
 - i. Online and/or intercept survey: The consultant may conduct a survey to gather feedback on the goals and principles.
 - ii. Small Group and Public Meetings for project introduction and information gathering. Typical projects entail the following structure: Focus group meetings to garner detailed information including interpretation, programming, infrastructure, transportation, historic preservation, neighborhood connectivity, environmental concerns, and any other relevant issues informing the preservation and activation of the site.

- iii. Additional Engagement and Outreach — The Firm may propose additional community engagement strategies such as a community advisory group
- b. Sample engagement structure
 - i. Internal kick-off meeting with COA/PARD Technical Advisory Group, composed of representatives from PARD and the UMLAUF. These members will support the process by providing access to data in their respective departments and ensure that their respective departments' goals, policies, plans, and constraints are understood and considered during the planning process by the selected Firm.
 - ii. **Public meeting #1** to introduce process and gather contacts
 - iii. Small group meetings, focus group meetings, and survey
 - iv. **Public meeting #2** to reflect feedback, present initial findings, and introduce themes and storylines
 - v. Feedback period
 - vi. **Public meeting #3** to reflect feedback, present findings, and preview plans
 - vii. Release of draft report online with feedback period (can be done in conjunction with an event)
 - viii. Release of final report (can be done in conjunction with an event)
- c. Documentation of Public Process
 - i. Prepare a contact list of stakeholders and interested parties for record-keeping, consultation, and notification purposes. PARD will maintain the database of community members.
 - ii. Prepare and maintain every meeting presentation and all meeting materials, sign-in sheets, and meeting minutes. All meeting promotional materials may be required to have Spanish translation. Provide to UMLAUF for posting on the website 48 hours prior to meeting. Meeting material will also be included in an appendix of the final plan.
 - iii. Maintain every piece of public feedback, including, but not limited to, feedback from meetings, online surveys, emails, and phone calls, to be documented in an appendix of the final plan.
 - iv. Assist in preparation of PARD notifications on upcoming public meetings (6-8 weeks in advance), boards, commissions, City Council, including monthly project updates. Press releases shall be reviewed and disseminated by the PARD Communication and Engagement Unit.
 - v. A summary of the public process and how it was achieved in the public engagement plan will be provided as a component of the final report.

3. A completed Historic Preservation, Expansion, and Unification Plan: Plan will guide the future site and the report that results from this effort shall be used as a

roadmap and design for the preservation, expansion, and unification of the overall site in the long-term, and will also facilitate execution of early phases in the near term. The HPEU Plan will also be used as a promotional tool to generate public interest, support, and funding for future redevelopment and partnerships.

The completed HPEU Plan for the UMLAUF must meet the Secretary of the Interior's "Professional Qualifications Standards." The Secretary of the Interior's Standards for the Treatment of Historic Properties amount to common sense historic preservation principles in non-technical language. They promote historic preservation best practices that will help to protect the nation's irreplaceable cultural resources. The Standards offer four distinct approaches to the treatment of historic properties—preservation, rehabilitation, restoration, and reconstruction—with accompanying guidelines for each. The Standards are a series of concepts about maintaining, repairing, and replacing historic materials, as well as designing new additions or making alterations. The guidelines offer general design and technical recommendations to assist in applying the Standards to a specific property. Together, they provide a framework and guidance for decision-making about work or changes to a historic property. For more information: <https://www.nps.gov/tps/standards.htm>

Plan elements include, but are not limited to:

- a. Background
 - i. UMLAUF Mission and Vision statements
 - ii. Existing information about the site, its visitors, and partnerships
 - iii. Existing plans, management structure, and operating budget
 - iv. Current programs and activities
 - v. Asset assessment, reviewing physical and intellectual assets currently available for public and community education
- b. Report on Staff, Board and Volunteer programmatic and spatial needs assessment
 - i. Document information gained from discovery process with staff, Board, and Volunteers regarding goals and needs for programmatic improvements and access
- c. Comparative Facility Report and analysis of heritage tourism potential
 - i. Provide information on comparative facilities across the United States and other regional small museums/sculpture gardens.
 - ii. Review potential visitor numbers, programs, operations and maintenance budget and structure, parking and traffic mitigation, funding sources, and revenue generation.
 - iii. Foundational Information Significance statements describing the national, state, and local significance of the artist, building, and site.
 - iv. Explore the site's context within the development of the Zilker neighborhood, the City of Austin and the State of Texas. Explore the

artist's significance within his field and within the context of his life. As in keeping with the UMLAUF Mission, context and use of the site shall extend beyond Umlauf to address 20th, 21st century and contemporary art as well as performing arts possibilities.

- d. Audience Analysis identifying existing and targeted audiences, and specific needs associated with each group. The team should anticipate an emphasis on attracting and engaging a diverse and expanded audience that includes race, ethnicity, gender identity, age, income, and other factors.
- e. Visitor Experience Objectives outlining the ways various audiences may connect with the educational mission and resources of the site.
- f. Operational Implication Assessment, reviewing factors affecting design, expansion, interpretation, and education including topics such as long-range service-wide initiatives, entitlements and zoning of both properties (605 Azie Morton Road and 506 Barton Blvd), ADA compliance and upgrades, environmental issues, critical resource issues, issues related to staffing and funding, employee development, use of technologies, dynamics of neighboring communities, and concerns of stakeholders not previously voiced
- g. Conceptual design of expanded site, updates and/or creation of new facilities, including:
 - i. Buildings
 - ii. Grounds
 - iii. Potential usage(s) of the property/facilities
 - iv. Historic preservation strategy and components
 - v. ADA compliance
 - vi. Proposed solutions for parking and visitor access
 - vii. Other potential aspects of visitor experience
- h. Implementation Strategy and Timeline - A phased approach with prioritized actions and goals.
- i. Architecture and Design recommendations for the overall site plan with renderings of the overall future site, with both a digital and physical model that can be shared with the public and used for the next phase of planning and financing.
- j. Programs and Partnerships Plan, describing areas of education, outreach, and public programs, cooperative community partnerships, and volunteer management
- k. An Implementation Budget, a complete and phased estimate of anticipated expenditures required for implementation of all the proposed initiatives. The Firm shall have the ability to produce high quality illustrative media in a variety of forms that effectively convey the content and spirit of the design.

CITY OF AUSTIN / UMLAUF RESPONSIBILITIES

1. Create a Technical Advisory Group (TAG)/Working Group in collaboration with Austin Parks and Recreation Department to assist the Firm with relevant City departments' goals, policies, plans, and constraints.
2. Develop and maintain a webpage to post project information (content provided by the Firm).
3. Access to online survey tool(s). **Proposer will develop the online survey,** approve and disseminate all press releases, notifications, meeting invitations, and other communications to the public.
4. Assign a project manager to coordinate with the Consultant on project organization, schedule of meetings, and other deliverables. The project manager will provide oversight and administration of the contract.

SUBMITTAL

Interested Firms should submit a hard copy and an electronic copy of their proposal to:

UMLAUF Sculpture Garden + Museum
c/o Amanda Valbracht, Director of Operations & Administration
605 Azie Morton Rd.
Austin, Texas 78704
amanda.valbracht@umlaufsculpture.org

Electronic proposals must be submitted no later than 5 p.m. on **May 1st, 2023**.

Questions related to this RFP can be directed to Amanda Valbracht at amanda.valbracht@umlaufsculpture.org.