

**Village of Mukwonago
Notice of Meeting and Agenda**

**Downtown Development Committee, DDC
Thursday, September 26, 2019**

Time: **6:00 p.m.**

Place: **Mukwonago Municipal Building/Community Room 440 River Crest Court**

1. Call to Order
2. Roll Call
3. Approval of Minutes (Corrected)
4. Referral Items
 - a.) Village Map Overview of Downtown Tabled to a later meeting
 - b.) Update on Mukwonago Area School District-High School Participation & Branding

Discussion and Possible Action on the Following Items:

5. Review and Approve Streetscape and Wayfinding RFP for Recommendation to Village Board
6. Discussion of Process to Select Finalist Design Firms & Timeline for Selection
7. Review of Downtown Yours Website, Face Book Page, & Binder
<https://mukwonagodowntown.com/>
 - a.) Recommendations for updating Downtown Yours resources for current DDC usage
 - b.) Recommendations for Administration and Management of Downtown Yours Resource- (Possible Committee Volunteers) for linkage and public engagement
 - c.) Discussion of updating materials for Downtown Yours Binder
8. Review and Discussion of Downtown Survey Sent to Local Businesses
9. Discussion of November and December Meeting Dates.
10. Comments from the Public
11. Adjournment

It is possible members of other governmental bodies of the municipality may be in attendance, at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to in this notice.

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities through appropriate aids and services. For additional information or to request this service, contact the Municipal Clerk's Office at (262) 363-6420.

Village of Mukwonago

Downtown Development Committee, (DDC) Meeting

Minutes of August 22, 2019

- 1) Call to order- Village Trustee Roger Walsh called the meeting to order at 6:03 p.m. located at Village Municipal Building, 440 River Crest Ct, Mukwonago, WI 53149
- 2) Roll Call: Members Present: Ray Goodden, Karl Kettner, Sandy Kulik, Eliza Pautz, Scott Reeves, Dave Stockwell, Douglas Yeager and Chair Roger Walsh. Staff: B.Kohout, Village Planner. Audience: Village Trustee Eric Brill.
 - a. Approval of Minutes of August 1, 2019 - Motion (Pautz, Reeves) to approve minutes as submitted; unanimously approved.
- 3) Referral Items
 - a. RFP status – Village Planner meeting – R. Walsh commented he'd met with B. Kohout, Village Planner and the action item later in the agenda can be used to continue to discuss this referral item and the copy of the draft RFP was included with the materials. The August 1, 2019 motion was to use the scope items from the Downtown Strategic Plan Steering Committee (DSPSC) and to plan based on the priorities.
 - b. Streetlighting and Hwy 83 status – DPW meeting – R. Walsh commented that he had met with the DPW Director R. Bittner that the lighting issues are on hold pending decisions on the overall streetscaping R. Bittner's recommendation was to remember to work with the Department of Transportation (DOT) on the State Highway 83 issues and keep the lines of communication open. R. Bittner also recommending that the streetscaping should not be something that may need to be removed in 5 years if the DOT is not consulted regarding the program. R. Walsh indicated that for the next meeting Highway 83 would be a discussion / action item at that time.
- 4) Summary of August 14, 2019 Mukwonago Economic Development – DDC Chair – R. Walsh commented that members of area downtown businesses commented at the summit about a reduction in foot traffic in the downtown area. Administrator Wiedl did a presentation on Tax Incremental Financing Districts at the summit that was well attended.
- 5) Update on East Troy Bike Trail – DDC Chair – R. Walsh commented that this item was on the Board agenda the previous evening and that while there was not much new information on the topic. Meetings have been held with the East Troy Chairman and the trolley group has the same ongoing concerns about liability with a bike trail next to the tracks.
- 6) Strategic Plan Highlighted Pages – an abbreviated summary of the strategic plan covering the tier 1, 2 recommendations to capture the main ideas was presented.
- 7) Request for Proposals Draft – Wayfinding & Streetscape Project Design Services – B. Kohout, Village Planner and R. Walsh met and discussed the proposal. Recommendation is to send to members for their review and for them to comment on and to try to set the next meeting date as the time to finalize the RFP. R. Walsh commented that a copy was provided to R. Bittner who inquired if the plan would including any branding logo. Discussion on the areas to be incorporated into the streetscape plan and whether it is just the downtown overlay district that

provides connectivity to other areas in the Village. Consensus to include wayfinding elements with the streetscaping in one proposal. Intention to not overload the RFP which may reduce the number of bidders but still try to provide a cohesive plan for the Village.

- 8) Village Map Overview of Downtown & Discussion of Conceptual Re-Development Areas – Discussion on whether to table for a later meeting but send any re-development comments out to attempt to come up with an agreement on concept. B. Kohout asked that the RFP be reviewed and any issues be noted in the document for re-discussion at next meeting. Motion (Pautz, Kettner) to table to a later meeting; unanimously approved.
- 9) Comments from the Public – None.
- 10) Adjournment – Motion (Reeves, Pautz) to adjourn at 7:18 p.m.; unanimously approved.

Respectfully submitted: Sandy Kulik

DRAFT

DRAFT RFP REQUEST (proposed changes)

Downtown Roadway Design-
Streetscaping Enhancement Plan with
Recreational and Wayfinding Signage
Design Services



Village of Mukwonago
440 River Crest Court, Mukwonago, WI 53149

August 15, 2019 (TBD)

Summary

The Village of Mukwonago would like to invite all qualified designers, landscape architects, graphic artists, and/or other professionals to submit proposals to create a Downtown Village roadway design and streetscaping enhancement plan that includes recreational and wayfinding signage.

There is a need to address a non-descript Village Center district and perceived need to address hard to find public parking.

The Roadway/Streetscape Design Services and Signage Project will provide the Village with design guidelines and technical specifications that conceptually envision practical and effective elements to promote a sense of place. In addition, to wayfinding signage for the Downtown District including public parking and Historic District(s), the Design Plan should/shall address connectivity to recreational network, parks, physical features, institutional locations.

The Village plans to pursue the fabrication and installation of the streetscape and signage elements separately, as such these services are not part of this scope of work.

The Streetscape Design Services and Wayfinding Signage shall:

1. Address the intent of the Downtown District as a vibrant central core of the Village, with cohesive signage that captures the character and uniqueness of the Downtown District.
2. Address the intent of the Village wide events and recreational network (including parks, trails, and physical features) as a regional draw and asset, emphasizing connection and usability.
3. Provide greater visibility and identification of a downtown and associated public parking resources.

The Village of Mukwonago is located in the Southeastern part of the State of Wisconsin and has a population of just over 8,000. Located approximately 30 minutes West of Milwaukee, on Interstate 43 and State Highway 83, combined with the Mukwonago River, and in proximity to Phantom Lake, Mukwonago's Downtown and surrounding park locations make it very unique and attractive for various modes of visitor, recreation and park uses. More information on the Village and the Downtown can be found at mukwonagodowntown.com and www.villageofmukwonago.com.

The Downtown Strategic Plan was created by the Downtown Strategic Plan Committee. (DSPSC) The DSPSC and Plan process included Village Trustees, Administration/Economic Development, Staff, Local Business Owners, Chamber of Commerce, Community Members, public meetings, surveys, and an Open House. The Plan was approved by the Village Board of Trustees which then created the Downtown

Development Committee, (DDC), to assist in implementing the Strategic Plan.

Project Information

The Village of Mukwonago has identified a lack of cohesive downtown streetscape treatments that announce you have arrived within the Village Center. Moreover, the lack of color, common elements, perceived safe pedestrian crossing opportunities (State Highway 83), lighting elements, benches, planters, garbage receptacles, handicap parking opportunities within the Downtown area that detract from the visitor and resident experience in the Village.

The Village Center lacks common elements that announce one has arrived. Incorporating downtown streetscape elements and common signage style are sought to better address these items. The Village of Mukwonago has identified a lack of wayfinding signage for transportation (municipal parking) and recreational uses. Moreover, the presence of suboptimal signage at public parking lots and throughout the downtown detract from the visitor and resident experience in the Village.

The Downtown Strategic Plan Tier 1 Road Design and Streetscaping Enhancement recommendations can be summarized into the following generalized categories of needed streetscape improvements:

- 1) Crosswalks,
- 2) Beautification,
- 3) Lighting,
- 4) Safety,
- 5) Connectivity,
- 6) Gateways.

Signage needs can be summarized into the following generalized categories of needed wayfinding improvements:

- 1) Village wide park wayfinding signage,
- 2) Village wide recreation opportunities signage (trailheads, fishing and boating spots and along the paths)
- 3) Downtown pedestrian wayfinding signage
- 4) Historic District wayfinding signage
- 5) Downtown public parking signage

Goals:

Streetscape

The Village has identified the following goals of the Streetscape Project:

- Propose ideas for banners, street lights, benches, garbage/recycling cans, bike racks, shade, vegetation, restrooms, water fountains, gathering spaces and gateways
- Connect and enhance Indianhead Park on the southern boundary of downtown
- Incorporate elements that promote the concept of being welcoming, attractive, colorful, connected and safe

Wayfinding Signage

The Village has identified the following goals of the Wayfinding and Signage Project:

- Strategic placement geared primarily towards pedestrians
- Highly user friendly for visitors and residents alike
- Providing a clear “Gateway” concept that one is entering the downtown district
- Graphically consistent
- Create a sense of place related to the Village’s Downtown Downton District and recreation system

Scope of Work:

Streetscape Proposal

1. Review existing streetscape element conditions
2. Meet and work with the review committee and staff
3. Provide a minimum of at least two design alternatives or variations for review by the Project Committee. Full details on all recommended elements. The details should include the following elements:
 - a. Color Schemes
 - b. Cut Sheets for any recommended amenities (lighting, benches, planters, etc.)
 - c. Materials
 - d. Base map of Village Center (as defined) showing all elements incorporated
 - e. 3-D illustrative typical section representing full immersion into completed project with selected elements.
 - f. Preferred concept recommendation from firm and explanations.
 - g. Build out cost estimate (based on regional comparisons).

Wayfinding Signage

Upon selection, the successful candidate or team will perform the following tasks as part of the scope of work:

1. Review existing signage
2. Meet and work with the review committee and staff
3. Provide a minimum of at least two design alternatives or variations for review by the Project Committee. Full signage design suites are required for the (1) park entrances and trail system, (2) downtown pedestrian level, and (3) downtown public parking categories outlined in the summary. The suite should include the following elements:
 - a. Uniform symbology, text, color, and scale
 - b. Color schemes
 - c. A hierarchy of signs for each category
 - d. A version of the Village of Mukwonago logo
 - e. The signs must be reproducible for future fabrication
 - f. All signs must meet industry standards for vehicular clearance, reflectivity, lighting, safety standards as well as applicable federal and state DOT regulations
 - g. Recommendations on materials which take into account maintenance and replacement costs
4. Provide maps detailing location, placement, and quantity recommendations for each of the three categories. Maps should include both Village wide and downtown specific scales.
5. Provide an overview of fabrication and installation guidelines and pricing estimates for the Village to consider as the project moves forward.
6. Cost estimates, including installation (based on regional comparisons).
7. **Provide Public Participation & Engagement Recommendations and Services.**

Professional Requirements

The successful team, at a minimum, will possess the following qualifications:

- Graphic design experience with wayfinding signage, streetscape design and branding.
- Public sector contracting experience.
- Project management experience, ensuring delivery within scope, according to schedule, and within budget.
- Transportation sign regulation knowledge, MUTCD experience.
- Recreational signage experience.
- Familiarity with relevant materials, fabrication and maintenance needs, and experience working with fabricators.
- Familiarity with Wisconsin DOT or other DOT standards for streetscape

allowances

The successful team will ideally also possess the following:

- Experience working with tourism industries.
- Experience working with parks departments.

RFP Submission Requirements

1. Team Profile and Information
 - a. Short narrative of the firm or team profile(s), identifying the principles of the firm, key personnel who will be responsible for the project work, and similar project experience.
 - b. A narrative of the team and company culture, design philosophy and approach, process, and an explanation of why the proposer's team is the most qualified firm to provide the requested services.
 - c. A sample portfolio of relevant experience including artwork, design and photographs of previously implemented projects similar in nature, if available, with project budgets.
 - d. An overview of a typical scope of work and any relevant rate sheets.
2. Proposal
 - a. A narrative that demonstrates understanding of the project proposal, expression of the firm's interest in the work.
 - b. Provide a succinct, but detailed description of the process and products that would be delivered based on the Scope of Work section of this RFP, including the following elements:
 - i. Specifics regarding streetscape element placement
 - ii. A style suite that outlines appropriate design/location matches
 - iii. Signage location recommendations
 - iv. Specifics regarding signage placement
 - c. Submit a schedule for completing the scope of work.
 - d. Submit a total project budget for completing the scope of work.
3. References & Samples
 - a. Three references, including current contact information, from any combination of the following:
 - Public sector client
 - Private development corporation or agency
 - Private art installation of commissioned projects
 - b. Provide digital copies of two example work products that most closely match the product desired in this RFP.

Evaluation Criteria

- Experience with designing wayfinding signage and similar signage systems, including technical expertise and industry experience.
- Experience with designing streetscape elements allowable within Wisconsin DOT right of ways.
- Proven ability to work with a local signage committee and municipality.
- Approach and project understanding.
- Quality, completeness, and clarity of submission.
- Plan budget and value to the Village.
- Special consideration for firms or teams who demonstrate a keen knowledge of the Village of Mukwonago may be considered in lieu of other selection criteria or in addition to above criteria.

Submittal Deadline

Interested teams must submit required materials by **TBD**, to bkohout@villageofmukwonago.com, or by mail or in person to:

Subject line:
Streetscape/Wayfinding Benjamin
Kohout
Village Planning Department
Village of Mukwonago
440 River Crest Court
Mukwonago, WI 53149

Inquiries or questions regarding the RFP can also be sent to Benjamin Kohout, Village Planner, at bkohout@villageofmukwonago.com.

General Disclaimers

1. The Village of Mukwonago is not liable for any costs incurred by the inspector and/or assigns in responding to this Request for Proposal, or for any costs associated with the discussions required for clarification of items related to the proposal, including interviews.
2. The Village of Mukwonago reserves the right to reject any and all submittals, waive any irregularities, reissue all or part of this Request for Proposal, and not award any contract, all at its own discretion and without penalty.
3. All materials that are prepared, acquired, created or utilized to fulfill the Request for Proposals shall become the property of the Village of Mukwonago as permitted by law.

MUKWONAGO DOWNTOWN

Business Survey 2019



The Village of Mukwonago is asking for your voluntary participation in a Downtown Business survey.

The purpose of this survey is to find out how the Village can get involved for positive change in the Downtown. The results of this survey will be used in a report for recommendation of action to the Village Board. This report will explain what various stakeholders want to see done to existing buildings and where potential new properties are located.

This survey will be given to all businesses in the area designated as Downtown Mukwonago. By completing this survey, you will be able to share your unique perspective on revitalizing the Downtown. This data will provide information on what the Village can fund as well as the necessary information for applying to grants.

Please complete this survey in its entirety as accurately and honestly as possible (roughly 5- 10 minutes). Your answers will not be confidential, but your personal information will not be shared.



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2019 Mukwonago Downtown Businesses Survey

Date: _____

1. Business Name: _____

2. Name of participants and contact info:

Participant:

Contact (email or phone):

3. What category of business are you? (circle all that apply)

a. Retail

b. Restaurant

c. Service

d. Finance/Insurance

e. Real estate

f. Other _____

4. How many people are employed at your Mukwonago store? _____

5. Where do your employees typically live?

6. What are the top reasons for locating or keeping your business in Mukwonago? (circle all that apply)

a. Proximity to I-43 and other highways b. Access to Waukesha Co. Airport/Mitchell International

c. Access to well-trained employees d. Proximity to College and Universities

e. Access to customers f. Access to business support services

g. Access to Suppliers h. Access to metropolitan amenities

i. Quality housing j. Quality of Life (recreation, schools)

k. Cost of doing business l. Access to local services (Fire, Police, and Utilities)

m. Other _____



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7. What types of marketing do you find to be the most effective (local newspapers, social media, website flyers, etc.)? _____

8. Are there any issues with the service of utilities to your business (gas, electric, telephone/internet, water, sewer)?

9. What major obstacles or issues do you experience or believe the downtown as a whole is experiencing (availability/cost of utilities, availability/quality of employees, cashflow/working capital, city/county/state codes or regulations, competition, technical issues, cost of rent/property, current economic conditions, customer traffic, general operation costs etc.)?

10. Please describe your immediate business needs that could be addressed by the Village or other entities?

11. Where do you envision your business growth in the next 1 to 2 years?

12. What investment or improvement have you completed in the past 2 years (new/additional employees, promotion activities, remodeling, technology etc.)?



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13. Are there any constraints to expansion/improvements (financing, need financing incentives, insufficient building space, insufficient land area, parking, building and zoning regulations, etc.)?

14. Which special events in downtown increase foot traffic in your business sales volume?

15. What changes to the Downtown could enhance the image of Downtown Mukwonago as a destination for both visitors and residents (façade improvements, landscaping, public art, etc.)?

16. Which projects would you like to see in our downtown? (circle all that apply)

a. Green Space

b. Additional Parking

c. Public Art

d. Cooperative Marketing

e. Lodging

f. Gateways

g. Farmer's Market

h. Pedestrian Connections (bike lanes/sidewalk)

i. Community Events

j. Public Space

n. Other _____

17. What is your overall opinion of Mukwonago as a place to do business?

18. Can we follow-up with you if any further questions arise? YES NO

19. Any other comments or thoughts you may have regarding how the Village or any other organization can assist growth in your business/the downtown?
