

**Village of Mukwonago**  
**Downtown Development Committee**  
**Notice of Meeting & Agenda**

Thursday, **July 25, 2019**

Time: **6:00 PM**

Place: Mukwonago Municipal Building, 440 Rivercrest Court

- 1.) Call to Order
- 2.) Approval of the June 27, 2019 Minutes

Discussion and Possible Action on the Following Items

- 3.) Review RFP samples from other communities for downtown improvement requests.
- 4.) Review streetlight lighting upgrade AND pedestrian crossing preliminary plans w/cost estimate from May 2018.
- 5.) Connect Communities Update-Resources & Orientation Summary
- 6.) Objective Summary-4 Goals & Objectives Review
- 7.) Recommendations Made for Immediate Implementation-Strategic Plan Pg 23-24
- 8.) Tier 1 & Tier 2 Strategic Plan Recommendations, Strategic Plan Beginning Pg 13-14
  - A.) Budgeted Streetscaping RFP Discussion & Recommendations
- 9.) Public Participation & Service Organization Strategies
  - A.) August 14<sup>th</sup> Mukwonago Economic Summit Table-DSPSC 4 Objectives Posters
  - B.) Collaboration with Village Admin & Downtown Economic Development Initiatives including Downtown Yours Website, Facebook content, e-mail list updating & maintenance.
- 10.)Comments from the Public
- 11.)Adjournment

# MINUTES OF THE DOWNTOWN DEVELOPMENT COMMITTEE

## Village of Mukwonago

### Downtown Development Committee, (DDC) Meeting

#### Minutes of June 27, 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 and Chair Roger Walsh. Members Dave Stockwell and Douglas Yeager noted as absent and excused. Audience: Village Trustee Eric Brill.
- 3) Introduction of Village Planner/ Committee Member: Ben Kohout introduced himself to the Committee and provided a brief background on his education and planning professional experience.
- 4) Approval of Minutes for the May 29, 2019 DDC meeting; Motion (E. Pautz, K. Kettner) to approve minutes as presented; unanimously approved.
- 5) New Business – discussion and action on the following items:
  - a. Review of Downtown Strategic Plan and discussion on Tiered Recommendations – R. Walsh presented members with binders which included the Downtown Strategic Plan adopted in June, 2018 and support materials that he felt would be a starting point for this committee. Committee reviewed four segments: Business Development, Cultural and Recreation, Historic Preservation and Pedestrian Friendly Environment included in the binders. Challenges of the State Highway 83 segmentation of the downtown area were discussed. R. Walsh commented on efforts to complete a jurisdictional transfer for Highway 83 and Holz Parkway with the State. R. Walsh reported that the design maps are to be replaced and Historic Preservation Ordinance is in progress. Discussion on the mukwonagodowntown.com website and “Make Mukwonago Yours” Facebook sites are still active and to request the Development Intern to update the pages.
  - b. Review of the May 24, 2018 DSPSC Potential Streetscape Scope Items and Cost estimates. R. Walsh discussion on \$35,000 in the 2019 budget designated for the design of a downtown streetscape plan and that the Committee’s late start would make it complicated to complete it before year end. S. Kulik comment on location of funding within the Village Budget as to General Fund or restricted and available for carry over into 2020. R. Walsh to report back to the Committee on the status of the \$35,000 and its ability to be carried forward to 2020. Two estimates on the Streetscape design were included in the meeting materials that ranged from \$25,000 to \$75,000. Discussion on timeline for a Request for Proposal (RFP) process which could take 60 to 90 days. B.

Kohout to report back on RFP process and timeline. R. Goodden commented on parking stalls near Walgreens and wayfinding signage to the municipal lots. E. Pautz commented on truck route signs for Holz Parkway bypass including wayfinding truck bypass route signs. B. Kohout conversation regarding the limitations on design elements on state highways. Conversation on bump outs and locations along the Highway 83 corridor were discussed. R. Walsh commented that the RFP selected designer would assist with developing the area(s) that would utilize the bump outs and that the Village would be working proactively on the location and working on public parking options in the downtown. Discussion regarding the weight restrictions on Highway 83 and the truck route. E. Pautz commented on the inability to enforce the Holz Parkway route as it is illegal to stop trucks who did not take the alternate route.

- c. DDC 2019 Budgeted Operational and Streetscape Proposal Funding – R. Walsh reported on \$3,500 in available for the committee use.
  - d. Connect Communities – R. Walsh commented on this resource. S. Reeves commented that he has not had any contact or email other than the welcome aboard email received earlier. R Walsh indicated no activity at this time.
  - e. Available resources - discussion on small, medium and large ideas as the Committee reports to the public on what the Committee is achieving towards the strategic goals in the plan.
  - f. Service Organizations and Public Participation – August 14, 2019 there is an economic summit at Mukwonago High School and that this Committee should have a presence there. B. Kohout comment on area service organizations such as the Rotary Club who are very active in the area. R. Walsh commented that they had already addressed the Committee last month regarding benches and there are likely other groups who may be interested in plantings, banners and the like in that area. E. Pautz commented on the winter signage put up by the public works crews and could that be expanded to have them in the spring and summer. R. Walsh commented that they could put out an adopt this area concepts and see what the response may be and to reach out to groups such as the Chamber in a collaborative effort as the goals are similar.
- 6) Comments from the public: Trustee E. Brill addressed the Committee regarding \$15,000 set aside for the bump outs to start the design and permitting process which is separate from the streetscaping budget of \$35,000. R. Walsh discussion on reporting on all the possible funding that may be tied to the objectives of the Committee in the various departmental budgets.
- 7) Adjournment: Motion (E. Pautz, S. Reeves) to adjourn at 7:19 p.m.; unanimously approved.

Respectfully submitted: Sandy Kulik



# Downtown Strategic Plan

Village of Mukwonago

Waukesha and Walworth Counties, Wisconsin

June 2018





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## **Downtown Strategic Plan Steering Committee Members**

Jason Wamser - *Co-Chair Village Resident, & Village Trustee*

Tina Chitwood - *Co-Chair, Village Resident & Wisconsin Economic Development Corporation*

Eric Brill - *Village Resident & Architectural Engineer*

Doug Bruins - *Citizens Bank*

Diana Doherty - *Village Finance Director*

Ray Goodden - *Downtown Business Owner & Real Estate Broker*

Eliza Pautz - *Downtown Resident*

Mark Penzkover - *Village Trustee & Village Resident*

Sue Perkins - *Downtown Resident*

April Reszka - *Mukwonago Area Chamber of Commerce*

Roger Walsh - *Real Estate Appraiser, Downtown Property Owner & Village Resident*

John Weidl - *Village Administrator & Economic Development Director*

Fred Winchowky - *Village President & Village Resident*

A special thank you to Kyle Knott, Village Economic Development Intern

## **Executive Summary**

In September 2017, a steering committee was formed to identify the strengths and weaknesses of the Village of Mukwonago's current downtown environment and to create recommendations for downtown improvements based on those findings. Village officials, residents, business owners and community leaders comprised the Downtown Strategic Plan Steering Committee (DSPSC). This group met twice monthly over a period of nine months to discuss and prioritize information obtained through activities such as visioning exercise, community surveys, presentations and other resources. Public feedback was solicited from interested parties who attended the meetings and at a Community Open House in which we asked participants to rank the proposed initiatives according to what was important to them. The result of all these efforts was summarized in this Downtown Strategic Plan and presented to the Village Board June 20, 2018. It is the steering committee's sincere hope that the Village Board will incorporate these recommendations into its own short and long-term plans for the Village.

## **Development of the Downtown Vision**

One of the committee's initial activities was a visioning exercise which involved members of the audience. Questions were asked: "What kind of downtown should we have?" and "What does the downtown mean to you as an individual and to the community?" Themes began to emerge and provided the basis on which to categorize and prioritize numerous ideas and suggestions. A Mission Statement was adopted to capture the spirit of the exercise and to help guide the committee's task of recommending specific downtown goals and the steps needed to achieve them.

## **Adopted Mission Statement**

Make the downtown a pedestrian-friendly destination centered on historic preservation, business development and cultural and recreational opportunities while noting the importance of Goal #1 of the Comprehensive Plan; to preserve and enhance the Village's quality of life including its historical identity, its small-town atmosphere, the community events and its traditional downtown.





## Strategic Plan Introduction and Overview

This plan can serve as a guide for the Village of Mukwonago to prioritize and implement improvement projects within the four key areas identified by the committee:

- Business Development
- Culture and Recreation Opportunities
- Historic Preservation
- Pedestrian-Friendly Destination

### Why Look at Downtown?

Downtowns are the heart of any community and Mukwonago's downtown is no exception. Mukwonago's unique small town feel is often what draws residents and visitors to the Village. Providing opportunities for people to spend time downtown helps local businesses and encourages new businesses to consider investments in the Village. A thriving downtown also builds a greater sense of community and pride in the Village and aids in the growth of the community's economy. Investment in arts, culture, entertainment, history and events are all important factors in developing a strong downtown. These concepts are part of a nationwide movement called Smart Growth which supports revitalizing Main Street America. We must give people reasons to visit downtown Mukwonago again and again.

In considering all that Mukwonago's downtown has to offer, attention must also be paid to concerns such as traffic and pedestrian safety, parking issues and the preservation of Mukwonago's historical character.

### Brief History of Mukwonago

Mukwonago - which translates to Place of the Bear - was first settled in the 1700s by the Potawatomi and by the mid 1800s, saw its first European settlers who began envisioning a town. Mukwonago continued to grow as a farming community aided by the establishment of the Wisconsin Central Railroad which increased its ability to distribute crops. Additionally, diverse business development occurred as more settlers arrived in the area. One hundred years later, Mukwonago began to evolve into a tourist destination as travelers discovered its freshwater springs. In 1905, the town was incorporated into a village and by the late 1980s, Mukwonago saw its most substantial growth as subdivisions began to develop and an industrial park was built.

Throughout the Village's evolution, the downtown has struggled to hold on to its character and charm. The recommendations seek to improve upon these qualities and create a vibrant gathering place for residents and visitors.



## Key Demographics & Data

Today, Mukwonago continues to grow with approved plans for a new tax base projected at \$157 Million and 1,325 new residents within 10 years. The Village has grown in value on average 4.25% annually and the 2017 estimated population has increased to 7,878, a 23% increase since 2000.

Demographic and economic analysis provide an overview of a community's composition and helps guide planning efforts. The source of the following snapshot of the Village of Mukwonago comes from the U.S. Census Bureau 2010 survey, with some figures updated based on 2012-2016 American Community Survey 5-Year Estimates.

[https://factfinder.census.gov/faces/nav/jsf/pages/community\\_facts.xhtml](https://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml)

2010 Total Population	7,355
2017 Population Estimate	7,878
Median Age	39
Number of Companies	468
Educational Attainment (% high school graduate or higher)	97.2%
Total Housing Units	3,175
Median Household Income	\$64,011
Individuals below Poverty Level	8.7%

## Summary of Existing Conditions and Market Analysis

The DSPSC reviewed several existing Village reports and studies<sup>1</sup> in order to understand prior attempts at resolving some of the downtown issues and to evaluate whether any of the proposed solutions were still viable. According to a report called *Responsive Urbanism* by the University of Wisconsin-Milwaukee and Technische Universitat Graz-Austria, Mukwonago “has a bare-bones planning structure and a largely unrecognizable city center, with the market playing a perhaps exaggerated role in the decision-making process.” The report also stated most of the planning has been ineffectual, this is the Village’s chance to turn that around and impact the downtown and the greater community for generations to come.

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<sup>1</sup> These resources are listed in the Reference Section of this downtown plan.



## **Downtown Development Goals & Objectives**

The DSPSC was tasked to develop a comprehensive strategic plan with recommendations for groups to lead and accomplish specific goals. The DSPSC adopted a timeline to complete this report by April 2018; although with the date of the community feedback open house occurring later than originally anticipated, the group adjusted its targeted date of completion to May 2018.

The following list describes the topics and ideas discussed in the committee meetings and form the basis of the final recommendations which will be described in more detail later in the plan:

- Identifying the main features that attract people to a downtown area - whether to visit or to invest in a business opportunity?
- Repurposing land use and potentially expanding the downtown core to incorporate the waterfront
- Promoting a vision for specific areas by encouraging the highest and best use of property available for redevelopment
- Investing in public infrastructure both above-ground and below-ground (e.g. sidewalks, lighting, sewer and water upgrades, and re-routing heavy truck traffic to bypass downtown)
- Developing and implementing Architectural Enhancements and Design Guidelines
- Promoting Historic Preservation through an entity such as a Historic Preservation Commission
- Establishing zoning recommendations to allow desired businesses
- Implementing Wayfinding Signage
- Retaining, supporting and recruiting fresh retail, business mix
- Programming for events, festivals, promotion
- Analyzing parking and traffic
- Initiating a group to spearhead downtown revitalization (e.g. Business Improvement District or Community Development Authority)

## **Opportunity Assessment**

In evaluating the numerous ideas that arose through the committee's activities, the DSPSC identified the following broad areas to be addressed via the plan recommendations.



## Land Use and Urban Design

- **Downtown Boundaries:** Downtown Overlay District with arterial spokes north on 83 to Field Park, South on 83 to the railroad overpass and Southwest on ES to Indian Head Park.
- **Pedestrian Amenities:** missing sections of sidewalk to access downtown, need for pedestrian crossings with safety features added, concrete medians/bump outs, etc.
- **Transportation:** Hwy. 83 traverses through downtown including heavy truck traffic, backups at prime commuting hours and throughout the day depending on events
- **Land Use:** missing a focus on historic preservation, the positive economic impact of historic preservation on property values, and the need to capitalize on Mukwonago's Certified Local Government status
- **Streetscape:** limited by few public spaces, pocket parks, benches, bike racks, etc. and Mukwonago is in need of landmarks to denote you are both entering and within a historical pedestrian-friendly downtown area
- **Parking:** no signage directing visitors to existing public parking

### EXHIBIT 1 Ordinance No. 931

Village Center Overlay Zoning District Boundary and Sub-Districts



Sub-Districts  
Red—Retail Center  
Green—Multi-Purpose Perimeter  
Yellow—Residential Perimeter

## Redevelopment and Historic Preservation/Restoration

- **Façade Renovations:** there is no plan for cohesive image/design guidelines of downtown
- **Historic Preservation:** no active group to review plans and to promote historic preservation following Federal guidelines for evaluating the historical importance of a property (such as a Historic Preservation Commission or Landmark Commission)
- **Real Estate Market:** underutilization of second stories, vacancy rate, removal or repurposing of blight
- **Business Organization:** no group to support the downtown cause politically, technically and financially, such as through a Business Improvement District (BID) or Community Development Authority (CDA)

## Organizational Structures

- Collaboration: a structure involving private groups, non-profit organizations, consultants, municipal staff and elected leaders does not currently exist to address, or attempt to resolve, downtown issues
- Resources: without a group supporting downtown initiatives and making recommendations to the Village Board, there aren't dedicated resources to improve the downtown in the municipal operating or capital budgets

## Strategies Used to Create Downtown Master Plan

The following activities were completed by either the full committee, individual members or support staff in order to amass and evaluate information needed to prepare the Downtown Plan.

- Vision Session held on September 28, 2017
- DSPSC goals defined on October 12, 2017
- Invited industry experts to present on the topics of Historic Preservation, Strategic Planning and current zoning in Downtown Mukwonago
- Independent research conducted by committee members on the topics of: CDA's, BID's, Connect Communities, etc.
- Review of peer community plans and the Smart Growth America planning concepts
- Logo and tagline "Make Downtown Yours" created for the planning committee
- Social media campaign including a Facebook page and meeting information housed on the Village's website. The DSPSC considered the immediate feedback provided by Facebook users and Public Comment sessions during public meetings.
- Online community survey to evaluate the current perception of downtown by the general public and to serve as an initial gauge regarding the proposed goals defined by the DSPSC
- Hard copy media via banners, newspaper articles and brochures handed out during the Midnight Magic event, information flyer for a community feedback open house sent out with the utility bill
- An open house was held April 12, 2018 to seek community input on committee recommendations



## Objective Summary

The DSPSC identified four primary categories which they used to formulate the recommendations of the Plan. The goals and objectives of each of the four categories are outlined in this section.

### Business Development

Goals	Objectives
<b>Enhance and Support the Downtown Business District</b>	Offer an immediate central point of contact to engage with existing building and property owners, and develop an organization to lead downtown business development activities. Create incentives to support investment in downtown buildings and businesses.
<b>Support Business Attraction, Growth and Expansion Activities</b>	Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a second location. Maintain and grow existing businesses.
<b>Creation of an organizational structure to facilitate business development in downtown</b>	Be a resource for development by defining the needs of the community, educate and build ties with the business and development community, local government, civic and non-profit organizations. Develop programs to support renovation, redevelopment and repurposing of buildings to address demand challenges.



## Cultural and Recreation

Goals	Objectives
<b>A connected parks and trails system that promotes a connection to nature, recreation and downtown.</b>	A system of well-balanced parks and land and water trails that connects and directs users to downtown, engages people of all ages and backgrounds, and enhances the overall quality of life for Village residents and visitors.
<b>Events programming that promotes community engagement and cultural offerings.</b>	Capitalize on the Village’s cultural assets (Community Library, Chamber of Commerce and Red Brick Museum) and events (arts, culture and heritage) to build economic prosperity, quality of life and small-town community identity.
<b>A strong and engaged network of neighbors, community groups and volunteers.</b>	Build a strong community where residents have a sense of belonging and civic pride to support cultural and recreational efforts. This requires organizations and individuals to work together.



## Historic Preservation

<b>Goals</b>	<b>Objectives</b>
<b>Develop a group to guide and support historic preservation</b>	Create and support a community group with a focus on historic preservation.
<b>Develop downtown design guidelines</b>	Serve as a tool for commercial and residential properties to guide building renovations and new construction to support a cohesive image and branding for downtown. Guidelines will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community.
<b>Increase Community Engagement and Awareness</b>	Educate the public, create transparency about the historic preservation program, engage the public to become ambassadors of the program.





## Pedestrian Friendly Environment

Goals	Objectives
<p><b>Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway</b></p>	<p>Reduce heavy truck and thru traffic downtown for the long-term to promote a pedestrian/destination-friendly environment. Allows the Village access to fix and improve the infrastructure on and under the road.</p>
<p><b>Adopt a Truck Route that Bypasses Downtown</b></p>	<p>Reduce heavy truck and thru traffic downtown in the immediate future. Educate truck drivers of the preferred truck route being the current E. Veterans Way and Holz Parkway and not through downtown. Educate residents and visitors about the location of the downtown business district.</p>
<p><b>Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment</b></p>	<p>Downtown’s environment should be a key reason why people want to visit, shop, work and live in the center of the Village. Downtown’s environment should advance overall cleanliness, attractiveness, maintenance and repair, and safety for all. Downtown should be connected to the rest of the community through signage and sidewalks.</p>
<p><b>Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image</b></p>	<p>Downtown parking spots will receive regular, scheduled maintenance, repair, replacement and possibly other enhancements. Educate the public about the location of public parking options in downtown.</p>



## Recommendations

The following recommendations are offered based on the review of historical downtown plans, discussion of activities previously undertaken by committees and advisory groups with a focus on downtown Mukwonago, research conducted about downtown best practices and available tools, Smart Growth America, the 2017 community e-survey results, and feedback received during the 2018 community feedback open house.

Recommendations are offered, in priority order, as determined by the DSPSC and listed as Tier 1 and Tier 2 groupings. The Plan focus includes the Village Center Overlay Zoning District and the residential areas in the boundaries between Field Park on the North and Indian Head Park on the southwest as well as on Hwy. 83 to the railroad overpass in the southeast.

### Tier 1 - Recommendations

These recommendations are those that should be acted upon within a one to two-year timeframe. These recommendations are of the highest importance to the committee and the community. Additional details for each recommendation follow in the next section titled "Description."

- 1-1 | Engage a firm to create a roadway design and streetscaping enhancement plan. Such as sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways. Begin implementing crosswalk safety enhancements.
- 1-2 | Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.
- 1-3 | Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in downtown.
- 1-4 | Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.
- 1-5 | Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing commercial space in downtown.
- 1-6 | Investigate the development of a Downtown Business Owner's Association to support and enhance downtown.

## Tier 2 - Recommendations

These recommendations should be acted upon within a three to four-year timeframe, as some recommendations build off of the Tier 1 plans. Additional details for each recommendation follow in the next section titled "Description."

- 2-1 | Invest in the maintenance and replacement of pedestrian safety features and roadside amenities. Continue with pedestrian safety and crosswalk enhancements.
- 2-2 | Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements which are consistent with Recommendation 1-1 to achieve a cohesive environment.
- 2-3 | Promote and collaborate with the Library, Chamber of Commerce, Red Brick Museum and the Wisconsin Historical Society for historical and cultural events and programming.
- 2-4 | Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.
- 2-5 | Create financial support programs to encourage and support downtown building improvements and business development.
- 2-6 | Invest in wayfinding signage around the downtown and to key points of interest in the Village.
- 2-7 | Marketing of existing public parking options in downtown.
- 2-8 | Investigate the development of a Business Improvement District (BID) to support and enhance downtown.



## Recommendation Descriptions

The following details have been offered by the DSPSC for background and support for each recommendation. The estimated costs have been included for capital expense planning purposes and offer a range of cost based on committee members' history and knowledge for the items. When available, actual cost estimates have been noted.

### Recommendation 1-1

*Engage a firm to create a roadway design and streetscaping enhancement plan. Elements to be included: sidewalks, crosswalks, beautification, lighting, safety, connectivity and gateways. Begin implementing crosswalk safety enhancements.*

Mukwonago has a fair amount of historic buildings at its core, but the Hwy. 83 roadway corridor through downtown leaves a lot to be desired with many concrete surfaces, mismatched benches and lighting and limited color in the downtown. The downtown environment should be a key reason why people want to visit, shop, work and live in the center of the Village. Other considerations include:

- Overall cleanliness, attractiveness, maintenance and repair, and safety
- Connect to the rest of the community through signage and sidewalks
- Inventory existing sidewalks, crosswalks and other amenities such as benches, planters and garbage bins
- Address sidewalks, crosswalks and pedestrian safety features such as activated flashing pedestrian crossing signs, 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
- The plan should also include a comprehensive recommendation for the downtown along with a list of potential funding sources
- Regarding implementation (see Tier 2 recommendations), consider a manageable block-by-block plan instead of attempting to improve the entire district at once

This recommendation addresses enhancing the environment in downtown to be a welcoming, friendly, attractive, colorful, connected and safe environment.

❖ **Estimated Planning Cost: \$10,000-\$50,000**



## Recommendation 1-2

*Adopt an ordinance to change the trucking route onto Veterans Way/Holz Parkway to bypass downtown.*

To reduce heavy truck traffic, the DSPSC has recommended to the Village Board to adopt an ordinance diverting heavy truck traffic from Hwy 83 to Veterans Way/Holz Parkway. This should be supported by:

- Educating truck drivers of the preferred truck route
  - Installation of new signs indicating the bypass route
  - Educating residents and visitors about the option to use Veterans Way/Holz Parkway if they do not intend to stop at a business/location in downtown
  - It is important that this recommendation does not negatively impact the business community, so the DSPSC is recommending the installation of additional signage to direct traffic to the historical downtown retail center
- ❖ **Estimated Cost: \$250-\$2,000 for new signs to be installed informing drivers of new routes and limited costs associated with the Village Attorney's time spent on the project.**

## Recommendation 1-3

*Encourage opportunities for community spaces to allow for activities, community meeting and relaxation spaces in the downtown area.*

An engaged network of neighbors, community groups and volunteers should be created to develop additional cultural opportunities while capitalizing on the Village's existing assets (Red Brick Museum, Community Library) and events (arts, culture and heritage). The goal will be to articulate the unique character of downtown culture, heritage and recreational activities.

- Strengthen relationships with individuals and organizations to build a common vision and thereby maximize resources
  - Allocate additional human and fiscal resources for marketing and promoting the activities of this group
  - Encourage a connected parks and trail system that promotes a link to nature, recreation, and the downtown. Consider the goals for the Village's Comprehensive Outdoor Recreation Plan (2017) to make informed decisions pertaining to facilities and parks before making capital investment plans
- ❖ **Estimated Cost: TBD based on the amenities and resources to be developed.**

## Recommendation 1-4

*Re-establish a Historic Preservation Commission (Landmark Commission) to guide and support historic preservation and compatible redevelopment.*

In recent history, the Village had a Historic Preservation Commission (HPC) which was absorbed by Mukwonago's Plan Commission. Reinstating a HPC is a top priority activity in the Tier 1 recommendations based on the community survey, feedback from the open house as well as the committee members' research on this topic. The Village also maintains a Certified Local Government (CLG) status with the Wisconsin Historical Society (WHS). The recommended activities for this group include:

- Assess the benefits of activating the Village's CLG status
- Conduct walking tours to promote the historic features and cultural assets of downtown (in cooperation with the Red Brick Museum)
- Coordinate with the Red Brick Museum and Chamber to educate property owners about the benefits of historic preservation
- Conduct an architectural review based on newly created Design Guidelines (Tier 2 activity)
- Develop financial tools to support historic preservation and compatible redevelopment (Tier 2 activity)

❖ Estimated Cost: \$0

## Recommendation 1-5

*Engage a firm to conduct a market analysis with the goal of attracting new businesses and growing the existing economic base, and maximizing the existing commercial space in downtown.*

By engaging a firm such as the UW-Extension to conduct a market analysis, relevant market data and information can be used to support existing and new business growth. Additional areas to be addressed in this report should include:

- Industry cluster targets and a market gap-analysis
- Programs to attract locally-owned, independently-owned, niche/specialty businesses as well as existing businesses seeking a second location in downtown
- Conduct a business and building inventory
- Compare attraction prospects with existing land use and zoning ordinances within the Downtown Overlay District
- The results of the program should be communicated with existing businesses and property owners via a business outreach program (Tier 2 activity)

❖ Estimated Report Cost: \$5,000-\$10,000



## Recommendation 1-6

*Investigate the development of a Downtown Business Owner's Association (DBA) and in years 2-3 a Business Improvement District (BID) to support and enhance downtown.*

Downtown business development is most successful when led by a strategically-focused group. The DSPSC recommends the creation of an organizational structure to lead downtown business redevelopment activities and projects. Potential structures include:

- Downtown Business Owner's Association (DBA)
- Existing Village Economic Development Committee (EDC)
- A committee to be created under the Chamber of Commerce
- A Business Improvement District (see Tier 2 recommendation)
- Main Street program
- Connect Communities program

The DSPSC is not recommending the Village coordinate the ongoing management/organization for downtown business development, as this is best done in a partnership with the Village, business owners, property owners and key downtown stakeholders. The Village should continue to highlight downtown economic development efforts during the annual Economic Development Breakfast, and for the Village President to continue with business retention visits, as well as engage in discussion with the newly created entity.

❖ Estimated Cost - DBA (Tier 1): \$0

## Recommendation 2-1

*Invest in the maintenance and replacement of pedestrian safety features and roadside amenities.*

Building off of Recommendation 1-1 there will be needed maintenance as well as additional features to consider for the beautification of downtown. Elements to be assessed include but are not limited to:

- Maintaining sidewalks, crosswalks and pedestrian safety features such as activated, flashing pedestrian crossing signs, banners, street lights, benches, garbage and recycling bins, bike racks, elements that offer shade, vegetation, restrooms, water fountains and gathering spaces
- Developing an annual flower/perennials planting/tree planting and maintenance program throughout downtown with an eye toward adding more color for prolonged periods of time
- Enhance the entrances to the historical pedestrian-friendly downtown with prominent visual upgrading and/or utilizing landmarks to serve as gateways

❖ Estimated Cost: Varies depending on the elements to be installed.



## Recommendation 2-2

*Engage a firm to develop a design plan with specific guidelines focusing on exterior building improvements which are consistent with Recommendation 1-1 to achieve a cohesive environment.*

Historic buildings are critical to the fabric of downtown. The Village Historic Overlay District ordinance provides guidance for maintenance and improvements made to existing commercial and residential properties in the District. By engaging a firm to develop a Design Guidelines Plan that focuses on exterior building improvements, the fabric of downtown will be enhanced for future generations to enjoy.

The guidelines should serve as a tool for commercial and residential properties during building renovations and new construction to support a cohesive image and branding for downtown. This will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community. Incorporating the recommended roadway improvements from the previous recommendation in the Tier 1 (see Roadway Improvements and Streetscaping Enhancement Plan) will maintain compatibility with the existing environment.

The firm will also conduct an independent analysis of commercial properties for the entirety of Mukwonago's downtown and include action items, funding sources and a consideration of multi-use housing opportunities.

It is recommended that the selected firm and the Village engage the public through several methodologies:

- Include downtown stakeholders and residents in several visioning as well as community workshops. Items to be addressed include the current status of properties, identification of properties suited or marketable for commercial use and areas that lend themselves to possible redevelopment
- Present results to the public for comment in informational feedback sessions
- Share design guidelines with the public via the Village's website and other resources

❖ **Estimated Cost: \$10,000-\$50,000**





### Recommendation 2-3

*Promote and collaborate with community-based organizations for historical and cultural events and programming.*

Mukwonago has existing groups, such as the Community Library, Chamber of Commerce and Red Brick Museum, that offer programs and other activities which enhance the historic and cultural identity of the Village. The DSPSC recommends developing partnerships with these groups, the newly formed Historic Preservation Commission, the Mukwonago Area School District and Education Foundation, as well as downtown property and business owners to support existing events while encouraging new activities and cultural programming in the downtown.

❖ Estimated Cost: \$0\*

*\*New events/activities may require funds for implementation and marketing.*

### Recommendation 2-4

*Marketing to highlight the uniqueness of Mukwonago and to showcase events, culture and recreational activities.*

The DSPSC recognizes the existing events and offerings by the Community Library, Chamber of Commerce, Red Brick Museum, School District, among others that provide historic and cultural benefit to Village residents and visitors. The Committee recommends actively conducting cross-promotions by each of these groups to create a strong and engaged network that will showcase activities throughout the community. The end goal is that residents have a greater sense of belonging and civic pride to support local, cultural and recreational activities.

- Promote the development of a community calendar to consolidate all planned activities and events

❖ Estimated Cost: Varies depending on the type of marketing to be deployed.

## Recommendation 2-5

*Create financial support programs to encourage and support downtown building improvements and business development.*

A part of implementing the new Design Guidelines and Market Analysis, financial support programs must be developed to encourage and support downtown building improvements and business development.

- Identify and research financial tools to support historic preservation, building improvements and compatible redevelopment (ex. Local lenders low-interest loan pool and Façade, White Box Grant and Signage Grant)
  - Identify other funding mechanisms to support business development (ex. Rent Assistance Grant, TIF, BID, housing financial assistance, Revolving Loan Fund, etc.)
  - Implementation of selected financial assistance programs to be conducted by the Village and/or newly created HPC (or BID)
  - Grants which aid in the revitalization of specific properties within downtown should also be pursued (ex. WI Economic Development Corporation's Community Development Investment Grant and Brownfield Grant)
  - Continue the existing business retention program conducted by the Village President
  - Create marketing materials to summarize all the available local and regional/state resources and business services organizations such as (SBA, SCORE, WWBIC) with property and business owners
- ❖ **Estimated Cost: Varies with the program to be created\***  
*\*Source of funds may come from the Village's General Fund, TIF, BID, etc.*

## Recommendation 2-6

### *Invest in wayfinding signage around the downtown and to key points of interest in the Village.*

Develop a plan and install a coordinated wayfinding signage system throughout the Village including Downtown and Downtown Neighborhoods (ie: Pearl Street as a destination).

A system of well-balanced parks as well as land and water trails that connect and direct users to downtown, engages people of all ages and backgrounds, while enhancing the overall quality of life for Village residents and visitors. The Village has many trails that serve a range of uses (walking, biking, East Troy Railroad Trolley, boating, canoeing and kayaking on the rivers and lakes).

- Signage will be installed to direct trail users to downtown
  - Install wayfinding signage from neighborhoods to downtown parks, public spaces and the business district
  - Downtown parking options must be signed and should present a positive and aesthetically pleasing image
- ❖ **Estimated Cost: Varies, but may range between \$10,000-\$25,000 depending on the number and style of signs to be installed.**

## Recommendation 2-7

### *Marketing of existing public parking options in downtown.*

Public parking spots exist within downtown in both public parking lots and on-street parking. These parking spaces serve visitors, daytime workers and attendees of special events.

The Chamber of Commerce, in its function as a visitors' bureau and special events coordinator, existing businesses, and other community stakeholders offer numerous tools to educate the public about the location of public parking options in downtown.

Recommendations include:

- Develop a map to share with business owners; online map resource
  - Identifying the location of all parking spaces
  - Install wayfinding/directional signage to identify the location of parking lots
  - Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown
- ❖ **Estimated Cost: TBD**

## Recommendation 2-8

Investigate the development of a Business Improvement District (BID) to support and enhance downtown.

See Recommendation 1-6.

- ❖ Estimated Cost - BID (Tier 2): Each property owner in the BID pays an annual special assessment tax.

## **Recommendations Made for Immediate Implementation**

During the development of the strategic plan the DSPSC made the following recommendations to the Village Board for immediate implementation. The committee took such action as these activities were rated important by the community survey and by prior committees focused on downtown planning. A number of the items recommended by the DSPSC are quick-wins such as: roadway design planning and reinstating the HPC, some recommendations will take longer to implement such as a reroute Hwy. 83.

### **Reroute of Hwy. 83 Around Downtown**

The DSPSC recommended the Village Board pursue negotiations with WisDOT to complete a jurisdictional transfer of Hwy. 83 through downtown on Veterans Way/Holz Parkway. The urgency in this recommendation is the goal of reducing heavy truck and thru traffic downtown for the long-term and to promote a pedestrian/destination-friendly environment. An ownership transfer of Hwy. 83 in downtown to the Village would provide the Village unimpeded access to fix and improve the oldest infrastructure in the Village both above and below the road.

- ❖ Estimated Cost: TBD

### **Ordinance to Change the Trucking Route onto Veterans Way/Holz Parkway**

See Recommendation 1-2.

### **Police Department Crosswalk Safety Enhancements**

Meetings between Village officials and WI Dept. of Transportation in March 2018 resulted in the Village being granted permission to pursue pedestrian safety enhancements on Hwy. 83. The Village will be responsible for funding 100% of the costs of the improvements. A comprehensive roadway design should be considered prior to implementation of these enhancements - see Recommendation 1-1. The downtown core area from Hwy. LO to Field Street should be the primary focus for immediate improvements.

In the interim it is recommended that an educational campaign be developed.

- A mailer to be included with the utility billings
  - Reminders that it's State Law to stop at pedestrian crossings
  - Utilizing Veterans Way/Holz Parkway as an alternative to reduce the number of non-stop vehicles through downtown
- Reinstall pedestrian crossing signs in the middle of the road on Hwy. 83 as soon as possible in the spring
- The downtown business community, residents and the Police Department continue to meet and work together to address safety issues

❖ **Estimated Project Cost: \$250,000**

## Reinstitute the Historic Preservation Commission

See Recommendation 1-4.

## Next Steps

The Downtown Strategic Plan Steering Committee would like to thank the Village Board for their thoughtful consideration of this plan's recommendations. Many hours have been spent planning, surveying, discussing and debating the information that has been summarized in this report. Village residents and business owners have provided valuable input on what is important to them and have expressed excitement over the potential changes that will impact and shape the future of Mukwonago's downtown.

Continued discussions and planning for the implementation of the plan's recommendations is vital to keep the momentum moving forward. Recommendations of capital improvements involving Village funding should be incorporated into the Village's 5-year capital plan in a manner that makes implementation feasible and cost-effective for Mukwonago's taxpayers.

Concurrently, some recommendations can be implemented by individual property owners and downtown stakeholders. Property owners are encouraged to think about the elements of this plan that they can directly impact, such as: installing bike racks, undertaking building façade improvements, and encouraging the Hwy. 83 jurisdictional transfer. Stakeholders throughout the Village can continue to voice their opinions and support for the Village's initiatives to make the downtown pedestrian-friendly and historically significant. Encouraging business development and providing cultural and recreational opportunities to continue bringing the community together is essential.



As the adopting body of this plan, the Village Board plays a significant role in ensuring the recommendations are implemented. In addition to authorizing funding when needed, the Board needs to create the ad hoc committees or stakeholder groups necessary to further explore the plan's recommendations and take the necessary steps to ensure the goals are ultimately met. In doing so, the Board will define the metrics and frequency by which they want to receive reports from the stakeholders showing their progress toward goal completion. Operating budgets may be needed to provide funding for some of the committees' activities, for example, the annual \$200 fee to join Connect Community or mailing notices to residents. The use of Village staff to serve on the committees or assist with specific tasks may need to be granted within the parameters of existing staff budgets. Other estimated costs for specific plan recommendations are listed within the Plan for inclusion in the budget when authorized by the Village Board.

To ensure we continue to receive ongoing feedback from the community, it is vitally important that the activities in this plan be conducted by citizen volunteers and key stakeholders (see the Stakeholders column in each Goals/Activities Recommendations section in the Appendix). Each of the four key areas recommended in this plan should have its own Chair(s) and committee members. The committees should be led by involved citizen volunteers and stakeholders, with a Village Trustee as an active member of each committee who can obtain assistance from Village Staff as necessary. Communication between the individual committees, Village Board and Village Staff to keep each entity apprised of activities occurring in the development of downtown is vital, so the Village's assistance in facilitating communication will be extremely helpful. In addition, the Village Board's support in authorizing the funding, and partnering with other stakeholder groups, to obtain professional services in designing or implementing specific recommendations is crucial in achieving the Plan's goals and in the ultimate success of the overall Plan.

The Downtown Strategic Plan Steering Committee members have been enthusiastically engaged in all the activities culminating in this Plan's recommendations. The number of people responding to the online survey, attending the community feedback open house, and signing up to volunteer in implementing the recommendations of the Plan, has been impressive. The Village Board is in an enviable position as the community has wholeheartedly embraced the "Make Downtown Yours" theme and the passion to continue the effort started by the steering committee is strong! The Village has an opportunity to engage interested community members to further explore the Plan recommendations and work in conjunction with the Village Board to implement them. It will be exciting to see the progress as the Plan's actions are implemented and the Downtown is transformed into a place we can all say we had a hand in shaping. Thank you again for your consideration of the Plan and the future of Downtown Mukwonago.





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## **Appendix A: DSPSC Goals Spreadsheets - with Stakeholders**





**Focus: Business Development**

**APPROVED Date: 1/25/18**

<b>~Business Development Strategic Goals~</b>	
<b>Goals</b>	<b>Objectives</b>
Enhance and Support the Downtown Business District	Offer an immediate central point of contact to engage with existing building and property owners, and develop an organization to lead downtown business development activities. Create incentives to support investment in downtown buildings and businesses.
Support Business Attraction, Growth and Expansion Activities	Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2 <sup>nd</sup> location. Maintain and grow existing businesses.
Creation of an organizational structure to facilitate business development in downtown	Be a resource for development by defining the needs of the community, educate and build ties with the business and development community, local government, civic and non-profit organizations. Develop programs to support renovation and redevelopment of product to address demand challenges.

<b>Business Development Goals</b>			
<b>Goals</b>		<b>Action/Event</b>	<b>Stakeholders</b>
<b>Enhance and Support the Downtown Business District</b>		Identify an immediate central point of contact and develop an organization to lead downtown business development activities (ex. Connect Communities group, Main Street organization, downtown business owners' association).	-Village Administrator/Economic Development Director -Economic Development Committee (EDC) -Chamber of Commerce -Downtown Business and Property Owners
		Identify and implement appropriate funding mechanisms to support business development and building improvements (ex. Façade and Signage Grant, White Box Grant, Rent Assistance Grant, TIF, BID, housing financial assistance, Revolving Loan Fund, etc.)	-Village Administrator/Economic Development Director -EDC -Future Historic Preservation Commission (To Be Determined) -Future Community Development Authority (To Be Determined) -Future organization to become the central point of contact for downtown business development -Chamber of Commerce
		Create marketing materials to summarize local and regional/state resources and business services organizations such as (SBA, SCORE, WWBIC) and share with property and business owners.	-Village Administrator/Economic Development Director -EDC -HPC (TBD) -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
<b>Support Business Attraction, Growth and Expansion Activities</b>		Engage UW-Extension to conduct a market analysis or update the existing market/gap analysis to identify target businesses and industry cluster targets for a business attraction program.	-Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce

		Conduct a downtown business and building inventory.	-Village Administrator/Economic Development Director -Planning/Zoning Administrator -Plan Commission -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		Conduct a review to compare attraction prospects with existing land use and zoning ordinances within the downtown overlay district.	-Planning/Zoning Administrator reporting to: -Village Administrator/Economic Development Director -EDC -Future downtown organization (TBD) -CDA (TBD) -Chamber of Commerce
		Develop business attraction activities with a focus on local, independently-owned businesses, niche/specialty businesses and businesses seeking a 2 <sup>nd</sup> location.	-Village Administrator/Economic Development Director -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
		Conduct a business outreach program to communicate the results of the market analysis. Survey and/or discuss growth opportunities and challenges with existing business and building owners.  Suggested discussion item: -Is the business experiencing space constraints for future growth?	-Village Administrator/Economic Development Director -EDC -CDA (TBD) -Future downtown organization (TBD) -Chamber of Commerce
<b>Creation of an organizational structure to facilitate business development in downtown</b>		Implement the creation of a Community Development Authority or other organization to support redevelopment. Review the option to convert the EDC into a CDA, RDA, BID, etc.	-Village Board -Village Administrator/Economic Development Director -EDC

		<p>Work with property owners, developers and realtors to determine which properties are suited or marketable for commercial use and identify areas that would lend themselves to possible redevelopment.</p> <p>Action Ideas:          -Host a roundtable discussion with stakeholders          -Develop a list of properties to be addressed</p>	<ul style="list-style-type: none"> <li>-CDA (TBD)</li> <li>-HPC (TBD)</li> <li>-Future downtown organization (TBD)</li> <li>-EDC</li> <li>-Plan Commission</li> <li>-Planning/Zoning Administrator</li> <li>-Village Administrator/Economic Development Director</li> <li>-Police/Fire Depts.</li> <li>-Downtown Property Owners &amp; Businesses</li> <li>-Developers/realtors</li> <li>-Chamber of Commerce</li> </ul>
		<p>Engage a planning firm to develop a Downtown Redevelopment Plan. The focus area(s) to be determined by the key sites ID'd in the previous goal. The plan should include: action items, funding sources and a consideration of multi-use housing opportunities.</p>	<ul style="list-style-type: none"> <li>-CDA (TBD)</li> <li>-HPC (TBD)</li> <li>-Future downtown organization (TBD)</li> <li>-EDC</li> <li>-Plan Commission</li> <li>-Planning/Zoning Administrator</li> <li>-Village Administrator/Economic Development Director</li> <li>-Village Board</li> <li>-Chamber of Commerce</li> </ul>
		<p>Highlight downtown economic development efforts during the annual Economic Development Breakfast.</p>	<ul style="list-style-type: none"> <li>-Village Administrator/Economic Development Director</li> </ul>
		<p>Engage in discussion that promotes increased population within the Village in addition to promoting increased daytime population in downtown.</p> <p>Discussion topics:          -Multi-use development within downtown          -Increasing residential units throughout the Village          -Increasing office units in downtown</p>	<ul style="list-style-type: none"> <li>-CDA (TBD)</li> <li>-HPC (TBD)</li> <li>-Future downtown organization (TBD)</li> <li>-EDC</li> <li>-Plan Commission</li> <li>-Planning/Zoning Administrator</li> <li>-Village Administrator/Economic Development Director</li> <li>-Village Board</li> <li>-Chamber of Commerce</li> </ul>

		Pursue grants which aid in the revitalization of specific properties within downtown districts.	-Village Administrator/Economic Development Director -CDA (TBD) -HPC (TBD) -EDC -Future downtown organization (TBD)
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**Focus: Cultural and Recreation- Events**

**APPROVED Date: 1/25/18**

<b>~Cultural and Recreation – Events Strategic Goals~</b>	
<b>Goals</b>	<b>Objectives</b>
A connected parks and trails system that promotes a connection to nature, recreation and downtown.	A system of well-balanced parks and land and water trails that connects and directs users to downtown, engages people of all ages and backgrounds, and enhances the overall quality of life for Village residents and visitors.
Events programming that promotes community engagement and cultural offerings.	Capitalize on the Village’s cultural assets (Red Brick Museum, library) and events (arts, culture and heritage) to build economic prosperity, quality of life and community identity.
A strong and engaged network of neighbors, community groups and volunteers.	Build a strong community where residents have a sense of belonging and civic pride to support cultural and recreational efforts. This requires organizations and individuals to work together.

**Cultural and Recreation - Events Goals**

<b>Goals</b>	<b>Focus Year(s)</b>	<b>Action/Event</b>	<b>Stakeholders</b>
A connected parks and trail system that promotes a connection to nature, recreation and downtown.		Consider the goals of the Village’s Recreation Plan (2017) to make informed decisions pertaining to facilities/parks before making capital investment plans.	
		Encourage opportunities for community spaces (ex. pocket parks) within downtown to allow for additional programming and community meeting and relaxation spaces in downtown.	
		The Village has many trails that serve a range of uses (walking, biking, East Troy Rail Road Trolley, boating, canoeing and kayaking on the rivers and lakes). Signage should be installed to direct trail users to downtown. To encourage residents to travel to downtown, install wayfinding signage from neighborhoods to downtown parks, public spaces and the business district.	
		Continue to provide (and upgrade where necessary) public restrooms, water fountains and bike racks at heavily utilized parks and along key trails through a combination of permanent and portable facilities.	
Events programming that promotes community engagement and cultural offerings.		Define support for existing and new events and culture offerings (ex. fiscal, policy and staffing).	-BID (TBD) -Chamber -Red Brick Museum -Library
		Actively promote the Red Brick Museum and Library as these places provide historic and cultural development and the creative culture for residents and visitors.	-BID (TBD) -Chamber -Red Brick Museum -Library
A strong and engaged network of neighbors, community groups and volunteers.		Build capacity and strengthen relationships with individuals and organizations to address key issues together by building a common vision whereby everyone plays their part in maximizing resources to support culture, events and recreation.	-Friends of the Mukwonago River
		Articulate the unique character of downtown culture, heritage and recreational activities and allocate additional human (and fiscal) resources to marketing and promotion.	-Friends of the Mukwonago River

**Focus: Historic Preservation**

**Date Approved: 12/14/17**

<b>~Historic Preservation Strategic Goals~</b>	
<b>Goals</b>	<b>Objectives</b>
Develop a group to guide and support historic preservation	Create and support a community group with a focus on historic preservation.
Develop downtown design guidelines	Serve as a tool for commercial and residential properties to guide building renovations and new construction to support a cohesive image and branding for downtown. Guidelines will promote the preservation of the historic attributes of existing buildings while maintaining the historic authenticity of our community.
Increase Community Engagement and Awareness	Educate the public, create transparency about the historic preservation program, engagement the public to become ambassadors of the program.

Historic Preservation Goals			
Goals	Focus Year(s)	Action/Event	Stakeholders
<b>Develop a group to guide and support historic preservation and compatible redevelopment</b>		Develop a group  Action Ideas: -Historic Preservation Commission or Landmarks Commission	-Village Planning/Zoning Admin. -Historic Preservation Commission Members -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owner -Chamber of Commerce Rep.
		Assess the benefits of becoming, and submit applications to become, a BID, Connect Communities, Main Street Community, Certified Local Government	Historic Preservation Group
		Conduct architectural review based on newly created design guidelines	Historic Preservation Group
		Conduct walking tours to promote the historic features and cultural assets of downtown	-Red Brick Museum -Chamber of Commerce
		Coordinate cultural activities/events and work with the Chamber on events and work with property owners to educate about historic preservation	-Red Brick Museum -Chamber of Commerce
		Develop and facilitate financial support tools to support historic preservation and compatible redevelopment  Action Ideas: -Low-interest loan pool -Façade and signage grant	-Village Board -Village Administrator -Local Banks
		Educate commercial and residential property owners about the benefits of conducting historic preservation activities	-Historic Preservation Group -Chamber of Commerce
<b>Develop design Guidelines</b>		Guidelines will focus on building exteriors and they will promote longevity for new construction that is compatible with the existing environment	-Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.

		Define boundaries – Field Park to Indian Head Park following Main St. and south on Hwy. 83 to the rail road overpass	-Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Define the focus area – Priority area will be the Retail Center Overlay Zoning, followed by residential	-Village Planning/Zoning Admin. -Historic Preservation Commission -Village Board Rep. -Downtown Property Owners (commercial and residential) -Downtown Business Owners -Chamber of Commerce Rep.
		Guidelines will be shared in multiple methods including: user-friendly website and hard-copy paper resources. Both to be designed to educate downtown property owners, business owners and tenants regarding the contents of the guidelines	-Village Administrator -Chamber of Commerce -Historic Preservation Commission
		Public information sessions to seek feedback about the guidelines and to educate property owners	-Historic Preservation Commission



**Focus: Pedestrian Friendly Environment**

**Date: APPROVED 1/18/18**

<b>~Pedestrian Friendly Environment Strategic Goals~</b>	
<b>Goals</b>	<b>Objectives</b>
<b>Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway</b>	Reduce heavy truck traffic downtown for the long-term to promote a pedestrian friendly environment. Allows the Village access to fix and improve the infrastructure on and under the road.
<b>Adopt a Truck Route that Bypasses Downtown</b>	Reduce heavy truck traffic downtown in the immediate future. Educate truck drivers of the preferred truck route being the current E. Veterans Way and Holz Parkway and not through downtown. Educate residents and visitors about the location of the downtown business district.
<b>Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment</b>	Downtown’s environment should be a key reason why people want to visit, work, shop, and live in the center of the Village. Downtown’s environment should advance overall cleanliness, attractiveness, maintenance and repair, and safety for all. Downtown should be connected to the rest of the community through signage and sidewalks.
<b>Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image</b>	Downtown parking spots will receive regular, scheduled maintenance, repair, replacement and possibly other enhancements. Educate the public about the location of public parking options in downtown.



Pedestrian Friendly Environment Goals			
Goals	Focus Year(s)	Action/Event	Stakeholders
<b>Complete a Jurisdictional Transfer Agreement for Hwy. 83, E. Veterans Way and Holz Parkway</b>		Negotiate jurisdictional transfer agreements with Waukesha County and WisDOT to relocate Hwy. 83 from downtown to E. Veterans Way and Holz Parkway	Village Board Village Staff WisDOT Waukesha County
		Develop a plan to update the above ground and underground infrastructure in this area	Village Board Administrator Public Works Director
<b>Adopt a Truck Route that Bypasses Downtown</b>		Adopt an ordinance to change the truck route from Hwy. 83 through downtown to E. Veterans Way and Holz Parkway. Install temporary signage to redirect traffic and to promote the new route and inform that downtown businesses are open for business.	Village Board Village Attorney WisDOT
		Install signs to identify the new truck route	Public Works Director WisDOT
		Install signs that educate residents and visitors about the location of the downtown business district	Public Works Director WisDOT
<b>Enhance the Downtown Environment to be a Welcoming, Friendly, Attractive, Colorful, Connected and Safe Environment</b>		Undertake a study and devise a plan to inventory and assess existing <b><u>sidewalks, crosswalks</u></b> and to identify new amenities to be installed. Include a focus on connections between downtown and Plank Road, key points of recreation and residential hubs throughout the Village. Day and night walk-arounds to assess conditions.	Plan Commission Village Board Public Works Director
		Engage a firm to create a roadway design plan with a focus on beautification, safety and interconnectivity. The plan should address the maintenance and capital replacement of <b><u>sidewalks, crosswalks and pedestrian safety features such as activated, flashing pedestrian crossing signs, banners, street lights, benches, garbage/recycling cans, bike racks, shade, vegetation, restrooms, water fountains and gathering spaces</u></b> and the plan should identify new amenities to be installed. The plan should also include a list of potential funding sources.	Plan Commission Village Board Village Administrator Village Finance Director Public Works Director Chamber of Commerce
		The downtown community and the Police Department should work together to help plan and schedule visible coverage that helps meet public expectations.	Village Board Police Department Chamber of Commerce

		Develop a plan and install pedestrian wayfinding signage throughout the Village including Downtown as a destination	Plan Commission Village Board Public Works Director Chamber of Commerce
		Develop an annual flower/perennials planting/tree planting and maintenance program throughout downtown with an eye toward adding more color for prolonged periods of time	Plan Commission Village Board Public Works Director
		Enhance the entrances to downtown to serve as gateways into the district with prominent visual upgrading	Plan Commission Village Board Public Works Director
<b>Downtown Public Parking Must Present a Positive and Aesthetically Pleasing Image</b>		Develop a map to share with business owners identifying the location of all parking spaces in Downtown	Village Administrator Chamber of Commerce Public Works Director
		Install wayfinding/directional signage to identify the location of parking lots in downtown	Plan Commission Village Board Public Works Director
		Perform necessary maintenance (i.e. painting, directional signage) for all the parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director
		Develop and undertake a capital repair and replacement plan for parking lots and parking spaces in downtown	Plan Commission Village Board Public Works Director

# REQUEST FOR PROPOSAL

Downtown Public Space Design Opportunity  
Cudahy, Wisconsin



The City of Cudahy Community Development Authority (CDA) invites proposals for the redesign of CDA-owned property at the heart of its Lakeside Commons Downtown District to provide public amenities and public art reflecting the high standards of quality regarding design, use of materials and aesthetics established by the City of Cudahy for public spaces in the District.

**City of Cudahy**  
**5050 South Lake Drive**  
**Cudahy, WI 53110**  
[biernatb@ci.cudahy.wi.us](mailto:biernatb@ci.cudahy.wi.us)  
**(414) 769-2215**



**Intro** The City of Cudahy Community Development Authority (CDA) is soliciting proposals for the redesign of CDA-owned property at 4670-76 South Packard Avenue. The property is currently designated as public-use, vacant land.

The intersection at East Layton Avenue and South Packard Avenue in historic downtown Cudahy is a primary focal point in the District redevelopment plans being implemented by the CDA. Over the past 4 years, the CDA has been active in real estate acquisition, demolition, land sales and securing substantial private investment in redevelopment sites in the District.

The CDA has created the District's "model block," bounded by East Layton, South Packard, South Kingan and East Squire. The primary accomplishments involving this model block include over \$15,000,000 in new residential and mixed use development representing over 90 new residential units and 4,500 square feet of new retail space. These new units have brought an estimated increase of 200 people to the District resident population.

The CDA has been careful to manage the enhancements of not only the private development via design standards included in development agreements, but also in working with other city agencies and departments in establishing high standards for public improvements within the District. To date, the CDA has underwritten the relocation and burial of overhead utilities serving the model block at a cost of over \$300,000. The CDA is also underwriting the costs of reconstructing the public alley and CDA owned-parking lot in the middle of the model block to not only address complicated urban stormwater management issues through a sophisticated design, but also to incorporate enhanced aesthetic and design features as identified in adopted plans and guidelines, specifically, the adopted Comprehensive Plan and Design Guidelines, found at the following links, respectively:

[http://www.cudahy-wi.gov/Cudahy\\_Comprehensive\\_Plan\\_December\\_2009\\_with\\_graphics.pdf](http://www.cudahy-wi.gov/Cudahy_Comprehensive_Plan_December_2009_with_graphics.pdf)

[http://www.cudahy-wi.gov/Econ\\_Dvlp/Cudahy\\_Design\\_Guidelines.pdf](http://www.cudahy-wi.gov/Econ_Dvlp/Cudahy_Design_Guidelines.pdf)

**Property** The parcel consists of two lots which will be combined into one tax parcel by the CDA via Certified Survey Map. The dimensions of the combined parcel will be approximately 67' x 120' or approximately 8,040 square feet. The current condition and use of the property includes curbed planting beds comprised of a modest amount of managed landscaping, pavement and an 18-stall surface parking lot. Attached exhibits included at the end of this document provide aerial view and at-grade views of the subject property.

**Design Services Requested** The CDA has established the general concept and minimal design requirements to be included in any qualified proposal submitted:

- 1) Redesign of the parcel must emphasize its status as a public focal point in the Downtown District.
- 2) The offsite parking function is to be retained and redesigned to accommodate a minimum of 8 standard parking stalls and one ADA accessible stall.
- 3) The balance of the site shall include interactive public amenities including an electronic public messaging center and comfort amenities such as a seating area, interesting public art that invites public interaction, and enhanced landscaping with a mix of quality deciduous and coniferous plantings.



- 4) Hardscape elements should be of sympathetic design to the recently completed streetscape elements completed by the city as part of the Packard Avenue reconstruction project. Both hardscape and softscape elements should be sensitive to ongoing maintenance costs and considerations, as well as provide visual support to public celebration of seasonal changes and public holidays via lighting, displays, and other features.

Qualified respondents will effectively address the considerations listed above.

**Proposal Process** The **deadline for submittals is Friday, June 16, 2017**. Proposals will be reviewed on a first come first serve basis and should be submitted to:

City of Cudahy Community Development Authority c/o  
Brian F. Biernat  
Director of Economic Development, Inspections and Zoning  
Executive Director of the Community Development Authority  
5050 South Lake Drive  
Cudahy, WI 53110

- Submitted items must include:
- Project narrative addressing the generalized considerations identified herein and the over-arching considerations of the city's adopted comprehensive plan and design guidelines.
- Design team principals and members, and their experience including recent examples of similar, completed projects.
- Color, perspective renderings of the conceptual project proposed; concept plan showing spatial and dimensional data; proposed cost of design services broken out by categories, time, material, and budget; and a generalized estimate for construction of the proposed design.
- Proposed schedule for development of detailed plans, meetings with staff, meetings with other vendors contributing elements to the global design and use of the property, and the review and approval process.
- Proposed project schedule for construction and completion of the approved plan.

**Review** Proposals will be reviewed in terms of:

- Completeness of the submittal in addressing the general criteria and considerations of the CDA.
- Over-all value and desirability of the proposal.
- Quality, appropriateness, functionality, and initial and long term cost estimates of the proposed design.



City staff will initially review all proposals received. Qualified proposals will be scheduled for consideration at the June 27, 2017 regular meeting of the CDA for review and approval along with comments from the Director based on the criteria above. The Director reserves the right to reject submissions that, in his sole determination, do not satisfactorily meet the minimum requirements of this RFP.

**Other Approvals** Respondents to this RFP should understand that the city may have additional vendors participating in this project whose individual projects or elements may have an impact or otherwise result in special considerations vis-à-vis the global design. The city expects the successful respondent to provide the role of prime designer of the global project and as such, may require additional vendors to work with the selected respondent who will be responsible for coordinating integration of special considerations into the overall design.

**Questions** All questions should be directed to Economic Development Director Brian Biernat at [biernatb@ci.cudahy.wi.us](mailto:biernatb@ci.cudahy.wi.us) or (414) 769-2215.

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The Community Development Authority reserves the right to reject any and all proposals for any reason at its sole discretion, to negotiate terms and conditions of the eventual contract with the vendor awarded the contract rights, and to impose additional restrictions or requirements, if necessary. The contents of this packet are for informational purposes only and the representations made herein, though thought to be accurate, are without warranty. Respondents should rely exclusively on their own investigations and analyses. The Community Development Authority will honor confidentiality requests to the extent possible. If portions of your proposal are proprietary, please mark items as such. Note: Unauthorized contact regarding this Request for Proposals with any City staff, Elected Officials, Community Development Authority Members, or Planning Commission Members may result in disqualification (This statement relates to contact used to gain an unprofessional or unethical advantage).

## **EXHIBITS– Aerial and at-grade photos of the subject property:**











## Request for Proposals

### LANDSCAPE ARCHITECTURAL SERVICES FOR DOWNTOWN PLAZA

The City of Middleton, Wisconsin

**Issue Date: January 17, 2018**

#### **INTRODUCTION**

The City of Middleton is seeking proposals from qualified firms that are interested in providing landscape architectural services for a downtown plaza in Middleton.

Firms will be selected for this project based on the stated Selection Criteria. Only firms submitting proposals by the deadline date will be considered.

**The proposals are due by Wednesday, February 7, 2018 at 4:00 pm to:**

City of Middleton  
Abby Attoun, Director of Community Development  
7426 Hubbard Avenue  
Middleton, WI 53562  
(608) 821-8343  
[aattoun@ci.middleton.wi.us](mailto:aattoun@ci.middleton.wi.us)

## BACKGROUND

On October 17, 2017, the Middleton Common Council approved a purchase agreement with Middleton Town Square, LLC for the acquisition of 4 parcels for a downtown plaza.



The four buildings that existed on the plaza properties have now been demolished and the site has been filled with more than 4 feet of clean soil over the original site soils.



## **SCOPE OF WORK**

### **Phase I: Public Input / Programming / Concept Designs / Cost Estimates**

The first phase of this process will entail gathering impressions and input from users and stakeholders and developing alternative schemes for the development of the downtown plaza that offer maximum design quality and experience balanced with the best value.

1. Programming/input sessions with relevant stakeholders including attendance at four (4) public input sessions (two (2) general public input sessions, one (1) business input session, one (1) input session for City officials), for purposes of gathering input on programming and design
2. Review of written document provided by the Public Input Facilitator
3. Development of a minimum of three (3) alternative concepts and estimated costs, based on information-gathering sessions and input from stakeholders.
4. Public presentation of three (3) alternative concepts.

### **Phase II: Design**

The second phase will entail the development of the alternative chosen at the completion of Phase I through detailed design development and construction plans.

1. Detailed design work as required to finalize the chosen alternative from Phase I.
2. Periodic meetings with the Downtown Plaza Core Team to make progress reports.
3. Development of construction plans.

## **SUBMISSION REQUIREMENTS**

Firms are requested to submit proposals not to exceed 30 pages to the City of Middleton by 4:00 P.M. local time Wednesday, February 7, 2018, at Middleton City Hall, 7426 Hubbard Ave, Middleton, WI. 53562. The selected firm will be notified following Council approval. The City will require the following items as part of the proposal:

1. General overview of the design approach and preliminary schedule
  - Describe your understanding of the project, the scope of services as you understand them, and your approach to the project's selection criteria
  - Explain how your firm will work with the Downtown Plaza Core Team, City staff, and other stakeholders collaboratively throughout the design process to ensure that the City obtains the best possible combination of design quality and value.
  - Explain how your firm will incorporate public input into your designs.
  
2. Overview of firm and assigned team
  - Similar project history of assigned team including locations, cost of construction, innovative design techniques, and sustainable features
  - Current workload of team members and location of current projects
  - Please identify the individual who will assume overall leadership for the project and responsibility for the contract.
  
3. Identify relevant project experience including designs for public plazas and open spaces, renovations to existing plazas and open spaces, and other projects that entailed a public process

Please list a minimum of three (3) projects and your team members' specific roles:

- Name of Client/Owner
  - Description of Project
  - Please specifically cite examples of how your design solutions encouraged active use of the space; and how your design was developed with cold weather usage and aesthetics in mind
  - Please include the estimated budget provided to the client and the actual construction costs
  - Completion date
  - Client references
4. Submit a fee proposal for design services for the total scope of work that is based upon the scope and schedule in this RFP

Fee proposals must include the following:

- Not-to-exceed cost of services for Scope of Work, Phase I
- Not-to-exceed cost of services for Scope of Work, Phase II

## **SELECTION CRITERIA**

The City of Middleton reserves the right to reject any and/or all proposals and to waive informalities in any and/or all proposals. The Plan Commission will recommend a firm to the Common Council after receiving a recommendation from the Downtown Plaza Advisory Committee.

Proposals will be evaluated based on the following criteria:

1. Demonstrated experience with completed urban landscape projects that involved integrating public input into a program and a final design
2. Demonstrated success in developing designs for public urban park and plaza spaces that are actively used
3. Experience designing urban parks and plazas for cold weather environments, for winter use, and with attractive aesthetics under winter conditions
4. Demonstrated success in developing designs for completed public spaces that effectively responded to capital cost and future operating, maintenance, and life-cycle cost limitations

## **PROJECT SCHEDULE**

The City of Middleton anticipates a schedule as follows:

### 2018:

February 7 – Deadline to submit proposals.

March 20 – Common Council selects a design firm.

April / May – Public input process.

August 31 – Deadline to submit three concepts to the City.

September 25 – Public presentation and public input session on the concepts.

October 16 – Concept selected.

December 31 – Deadline to submit final plans.

## **GENERAL INFORMATION**

All work shall comply with the requirements of federal, state and local laws, professional architectural and engineering standards, current building codes, and

other regulations that may apply. All buildings/areas must comply with current ADA regulations.

**INSURANCE REQUIREMENTS:**

Designer and their consultants are required to carry their own Professional Liability, Auto and Worker's Compensation Insurance. The Designer and their consultants are to furnish proof of insurance of at least \$1,000,000.00 per occurrence protection, to the City, against any accident claims that may be made by the owners and or employees of said Designer or Consultant prior to starting. Designer and consultants must show proof of insurance as part of the proposal.

**USE OF STAFF RESOURCES BY CONSULTANT**

Clearly identify any expectations you will have of City staff in the delivery of your services and any City resources that you will expect the City to provide to you at no cost in order to complete the project.

The City of Middleton reserves the right to waive any informality or to reject any and/or all proposals.



## **Request for Proposals Design Services**

### **Traverse City Downtown Development Authority Sara Hardy Downtown Farmers Market Design & Engineering Services**

#### **Introduction**

The Traverse City Downtown Development Authority (DDA) is seeking proposals for design and engineering for the Sara Hardy Downtown Farmers Market space.

#### **Background**

The DDA is planning improvements to the Sara Hardy Downtown Farmers Market space, located in parking Lot B along the Grandview Parkway between Cass and Union Streets. In 2014, the DDA hired Avenue ISR to conduct a survey with various stakeholder groups including Downtown business and property owners, market vendors and market customers to create a vision for the Sara Hardy Downtown Farmers Market.

#### **Specific Design/Development Criteria**

##### **High Priorities**

- Maintain the current location.
- Improve booth and aisle configuration to relieve congestion and allow for better pedestrian flow.
- Overall, expand the market area to the North, further into the parking lot; keep shopper aisles wide.
- Provide expanded covered structures for shoppers and vendor booths; ensure that these do not block sight lines to the natural surroundings that are a positive for shoppers
- Provide a clearer/safer means to cross Union Street for those parking in Lots Z and X.
- Provide signage and other information tools (app, handouts) to show layout of market, location of convenient parking, access to existing public restrooms, etc.

##### **Lower/Medium Priorities**

- If meeting/resting areas are provided, make them available at the edges of the Market and definitely away from any congested areas.
- If music is offered, similarly place it at the edge of the Market

## REQUEST FOR PROPOSAL

Sara Hardy Downtown Farmers Market Design & Engineering Services

Page 2 of 5

- Consider using signage or other means to improve traffic flow through Lot T to relieve vehicle congestion.

The DDA does envision the space to continue to service parking in some capacity. Thus, the DDA is requesting proposals from design and engineering consultants to develop designs, prepare bidding documents, assist with bidding, and perform construction administration and construction engineering for the project.

The full Vision Statement and Final Report from Avenue ISR may be viewed at <http://www.downtowntc.com/news/article79.html>

### **Scope of Work**

The scope of work shall generally include the following:

- Phase I: Preliminary schematic designs of three concepts
  - Concepts are to address minimum to maximum changes/improvements that meet the criteria of the vision and include cost estimate
- Phase II: Design Development, Final Engineering, and Construction Documents
- Phase III: Preparation of Bidding Documents

Additional design consideration should include, but not be limited to, the following:

- Customary civil engineering services for the location and utilities
- Customary engineering services including, but not limited to, structural, mechanical, and electrical relating to relocation of HVAC systems, irrigation systems, construction over existing drywells, and lighting.
- Landscape design
- Utility relocations as may be required
- The consultant will be responsible for any topographic surveying and mapping required to complete the project.
- Final Engineering Design
- Coordination/Meetings with City Boards and Commissions.
- Temporary and permanent systems/plans to address site and adjacent site environmental issues as identified in the environmental report prepared by AKT Peerless
- Consideration for barrier free access and connections to adjacent buildings
- Construction Document Phase Services
- Cost estimates
- Prepare construction documents based on approved design development documents.
- Bidding services for competitive bidding for one (1) or more construction contracts.
- Construction Administration
- Construction Engineering, Surveying and Testing
- Other services that may be required or recommended.

### **Submission of Proposals**



## REQUEST FOR PROPOSAL

### Sara Hardy Downtown Farmers Market Design & Engineering Services

Page 3 of 5

Interested firms must submit four copies of sealed proposals which should include, at a minimum, the following information:

1. Narrative in which the firm delineates their understanding of what is being requested by the DDA in this proposal including the items of work they will accomplish for the DDA, noting any work items they may feel should normally be accomplished under or related to this request, but in their opinion are beyond the scope of what is being requested and therefore not part of this proposal.
2. The methodology, approach or work plan, including timelines, which would be used to complete the project.
3. Proposal Sheet with "Not to Exceed" project cost.

**Sealed proposals must be submitted to Rob Bacigalupi, DDA Executive Director, 303 East State Street, Suite C, Traverse City, Michigan, 49684 no later than 10:30 a.m., October 10, 2014. "Sara Hardy Downtown Farmers Market Services" shall be clearly marked on the outside of the sealed envelope. A digital copy is also required to be included on USB or Disk. Submittals via telefax or email will not be accepted. Questions may be addressed to Rob Bacigalupi, DDA, 231-922-2050 or rob@downtowntc.com.**

### **Evaluation of Proposals**

All proposals received shall be subject to evaluation by the DDA. This evaluation will be conducted in the manner appropriate, as may be deemed by the DDA, for the selection of a firm for the purpose of entering into a contract to perform this project. Price alone shall not be the basis for the award of this work, but shall be only one of the components considered. The DDA does not intend to award a contract for this work solely on the basis of any response made to this request. The following facts, along with other items, will be considered:

1. The firm's understanding of the project scope and quality of the firm's project approach.
2. The cost and time scheduled as proposed.

**All proposals submitted must include "not to exceed" cost figures for the Sara Hardy Downtown Farmers Market Design Services.**

### **Insurance**

The Firm is required to provide and maintain at all times during this project the following insurance. Certified copies, setting forth the limits and coverage, shall be furnished to the DDA Executive Director before commencing with any work. The policy shall contain endorsements stating that a 10-day notice will be given to the City prior to termination or any change in the policy and shall describe the project and provide coverage for the following terms:

- A. Comprehensive General Liability Insurance with limits of liability not less than \$1,000,000 per occurrence and/or aggregate combined single limit with the City and DDA listed as an additional insured. Professional liability insurance coverage in the amount of \$1,000,000 minimum.

## REQUEST FOR PROPOSAL

### Sara Hardy Downtown Farmers Market Design & Engineering Services

Page 4 of 5

- B. Motor Vehicle Liability Insurance, including applicable no-fault coverage, combined single limit bodily injury and property damage shall be maintained during the life of the contract. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.
- C. Workers Compensation Insurance, including Employers' Liability Coverage in accordance with all applicable statutes of the State of Michigan.
- D. If any of the insurance is canceled, the Firm shall cease operations, and shall not resume until new insurance is obtained.

### **Supplemental Information and Requirements**

The DDA and City of Traverse City reserve the right to waive any informality or defect in any proposal, to accept any proposal or parts thereof or to reject any or all proposals, should it deem it to be in the best interest of the DDA and City of Traverse City to do so. The DDA reserves the right to revise the contents of the proposal and to negotiate all aspects of this proposal and any future agreement with the successful firm of the DDA's choice. The DDA further accepts no responsibility for expenses which may be incurred in the preparation of such proposals. The selected firm shall be expected to comply with all applicable State and Federal laws in the performance of services. Submittals to the DDA are considered public information. The DDA has the right to disclose information contained in the submittals. The City further reserves the right to photocopy, circulate or otherwise distribute any material submitted in response to the Request for Proposal (R.F.P.). Original materials which the consultant may wish returned shall be clearly marked to be returned to them.

The selection of the successful firm shall be made without regard to race, color, sex, age, religion, sexual preferences, handicap, political affiliation, veteran status, or national origin. The DDA is an Equal Opportunity Employer.

The selected Firm will be required to enter into a Consultant Agreement for this project. A sample agreement is attached.

Any questions regarding this request for proposal shall be submitted in writing to the DDA Executive Director at least seven (7) days prior to the deadline for submitting the request for proposal. Written answers to questions, which in the opinion of the DDA may change or substantially clarify the request for proposal, will be submitted to all prospective firms.

**REQUEST FOR PROPOSAL**

**Sara Hardy Downtown Farmers Market Design & Engineering Services**

Page 5 of 5

**PROPOSAL SHEET**

**TITLE:** REQUEST FOR PROPOSAL: Sara Hardy Downtown Farmers Market Design & Engineering Services

**DUE DATE:** 10:30 a.m., Tuesday, October 10, 2014

Having carefully examined the attached R.F.P. and any other applicable information, the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this proposal.

The undersigned understands and agrees that they must be licensed to do business as Professional Engineers in the State of Michigan. The undersigned submits this proposal and agrees to meet or exceed all requirements and specifications listed on the R.F.P., unless otherwise indicated in writing and attached hereto.

The undersigned certifies, as of the date of this proposal, not to be in arrears to the Downtown Development Authority or City of Traverse City for debt or contract or is in any way a defaulter as provided for in Section 152, Chapter XVI of the Charter of the City of Traverse City. The undersigned understands and agrees, if selected to be awarded this work, to enter into an agreement with the DDA to supply this work.

The undersigned understands that the DDA reserves the right to accept any or all proposals in whole or in part and to waive irregularities in any proposal in the interest of the DDA and City.

The Proposal will be evaluated and awarded on the basis of best value to the DDA. The decision criteria to be used, but will not be limited to, is price, accessories, options and overall capability to meet the needs of the DDA and City.

The undersigned agrees that the proposal may not be withdrawn for a period of 60 days from the actual date of the opening of proposals.

**Phase I:** \$ \_\_\_\_\_

**Phase II & III:** % of Chosen Concept Cost Estimate % \_\_\_\_\_

**Not to Exceed Engineering Services Cost** \$ \_\_\_\_\_

Submitted by:

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Name & Title - print)

\_\_\_\_\_  
(Company Name)

\_\_\_\_\_  
(Company Address)

\_\_\_\_\_  
(Telephone Number)

\_\_\_\_\_  
(City, State, Zip Code)

# REQUEST FOR PROPOSALS

## Recreational and Downtown Wayfinding & Signage Project Design Services



**City of Wisconsin Rapids**

444 West Grand Avenue, Wisconsin Rapids, WI 54495

March 2019

## Summary

The City of Wisconsin Rapids would like to invite all qualified designers, landscape architects, graphic artists, and/or other professionals to submit proposals for the design of a citywide park, trail, and downtown pedestrian and parking wayfinding system.

The Wayfinding and Signage Project Design Services will provide the City with design guidelines and technical specifications for future park and wayfinding signs throughout the park/recreational network and Downtown Riverfront District. The City plans to pursue the fabrication and installation of the signage separately, as such these services are not part of this scope of work.

The Wayfinding and Signage Project Design Services shall (1) address the intent of the citywide recreational network (including parks and trails) as a regional draw and asset, emphasizing connection and usability, (2) address the intent of the Downtown Riverfront District as a vibrant central core of the City, with cohesive branding that captures the character and uniqueness of the Downtown Riverfront District, and (3) provide greater visibility of downtown public parking resources.

The City of Wisconsin Rapids is located in the geographic center of the State of Wisconsin and has a population of just under 19,000, with an immediate regional population of approximately 45,000. Located on the Wisconsin River, Wisconsin Rapids' riverfront and downtown make it very unique and attractive for various modes of recreation and park uses. More information on the City can be found at [www.wirapids.org](http://www.wirapids.org).

## Project Information

The City of Wisconsin Rapids has identified a lack of consistent wayfinding signage for transportation and recreational uses. Moreover, the presence of suboptimal signage at public parking lots and trailheads downtown detract from the visitor and resident experience in the City.

City staff, other local organizations and community members have developed various recommendations that can be summarized into the following generalized categories of needed wayfinding improvements:

- 1) Citywide park entrance signage updates
- 2) Citywide recreation trail signage (trailheads and along the paths)
- 3) Downtown pedestrian wayfinding signage
- 4) Downtown public parking signage

## **Goals**

The City 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
- Complementary to existing and newly installed City entrance signage
- Graphically consistent
- Create a sense of place related to the City's Downtown Riverfront District and recreation system

## **Scope of Work**

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

1. Review existing signage and previous sign design recommendations
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 City of Wisconsin Rapids 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 citywide and downtown specific scales.
5. Provide an overview of fabrication and installation guidelines and pricing estimates for the City to consider as the project moves forward.

## **Professional Requirements**

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

- Graphic design experience with wayfinding signage 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.

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. Signage location recommendations
  - ii. Specifics regarding signage placement
  - iii. A style suite that outlines appropriate design/location matches
- 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.
- 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 City.
- Special consideration for firms or teams who demonstrate a keen knowledge of the City of Wisconsin Rapids may be considered in lieu of other selection criteria or in addition to above criteria.

## Submittal Deadline

Interested teams must submit required materials by Thursday, April 25, 2019, to [mpetz@wirapids.org](mailto:mpetz@wirapids.org), or by mail or in person to:

Subject line: Wayfinding RFP

Madelin Petz  
Community Development Department  
City of Wisconsin Rapids  
444 W Grand Ave  
Wisconsin Rapids, WI 54495

Inquiries or questions regarding the RFP can also be sent to Madelin Petz, Community Development Specialist, at [mpetz@wirapids.org](mailto:mpetz@wirapids.org).

### General Disclaimers

1. The City of Wisconsin Rapids 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 City of Wisconsin Rapids 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 City of Wisconsin Rapids as permitted by law.



## ESTIMATED CONSTRUCTION COST

*Project Name: Rochester Street Bump Outs*

*Client Name: Village of Mukwonago*

*Project # 12-00000.100*

*Revised: 05/23/2018*

Item #	Description	Unit	Quantity	Unit Price	Total
1	Traffic Control	L.S.	1	\$5,000.00	\$5,000.00
2	Inlet Sediment Guards	EA.	6	\$38.00	\$228.00
3	Sawcutting	L.F.	350	\$2.50	\$875.00
4	Full Depth Asphalt Removal	S.Y.	275	\$10.00	\$2,750.00
5	Remove Curb and Gutter	L.F.	220	\$15.00	\$3,300.00
6	30-Inch Curb and Gutter	L.F.	325	\$20.00	\$6,500.00
7	Stamped Colored Concrete	S.F.	1,100	\$20.00	\$22,000.00
8	Construct Curb Ramp to ADA Specifications	EA.	5	\$600.00	\$3,000.00
9	Crushed Aggregate Base Course (if needed)	TON	25	\$28.00	\$700.00
10	2'x5' Detectable Warning Field	EA.	5	\$400.00	\$2,000.00
11	6' Bench	EA.	3	\$750.00	\$2,250.00
12	Asphalt Pavement Replacement	TON	45	\$72.00	\$3,240.00
13	Street Lighting	LS	1	\$93,000.00	\$93,000.00
14	Pedestrian Lighting	LS	1	\$25,700.00	\$25,700.00
15	Pedestrian Lighting Installation	LS	1	\$15,950.00	\$15,950.00
	Sub Total				\$186,493.00
	Contingency, Legal, Administrative and Engineering			25%	\$46,623.25
	Estimated Total Project Cost				\$233,116.25



**PIEPERLINE** (a D/B/A of MP Systems, Inc.)

**DONOVAN CONSTRUCTION** (a D/B/A of MP Systems, Inc.)

DATE: May 14, 2018

TO: Ron Bittner

SUBJECT: Village of Mukwonago – Streetlight Budget

Dear Ron,

MP Systems is pleased to provide a proposal for the electrical work and associated material and equipment for the above referenced project. Our proposal is based on the AIA-A401 Subcontract Agreement and a conversation between you and me.

Budget price is as follows: **\$93,000.00**

We have **included** in our budget price:

- (8) Direct Buried Coach Style Street lights capable of accommodating banners and flower pots. See attached cut sheets.
- (1500) Feet HDPE Conduit via directional bore and wire sized appropriate for light fixture. See attached map.
- Installation of electrical service
- Lighting control cabinet or panel.
- Topsoil and seed restoration around poles and bore pits

We have **not included**:

- Permits
- DBE Requirements
- Surveying or staking.
- Restoration.
- Rock Excavation.
- Utility or electrical service charges for new / relocated service.
- Erosion control.
- Traffic control. City to provide barrels and lane closures.
- Hard surface removal/replacement.

This pricing is valid for 30 days from date of receipt. If you should have any questions, please feel free to email me at [Melissa.skiffington@pieperpower.com](mailto:Melissa.skiffington@pieperpower.com), or call (414) 349-9697 cell.

Sincerely,  
Melissa Skiffington

*Melissa Skiffington*

**PIEPERLINE** (a D/B/A of MP Systems, Inc.)

MN Office  
13735 Aberdeen St. NE  
Ham Lake, MN 55304-6784  
Telephone: 651-484-9632  
Fax: 651-484-9652

Corporate Office  
5477 South Westridge Court  
New Berlin, WI 53151  
Telephone: 262-246-0280

SAFETY: **Working Together for Tomorrow**

Page 1 of 1

Please read the reverse side for Lien Notice required by Wisconsin Law and for conditions and terms.



*the distributor you can depend on...*

# SUBMITTAL DRAWINGS VILLAGE OF MUKWONAGO POLES

## Pieper Line



[www.vikingelectric.com](http://www.vikingelectric.com)

**Eric Svoboda / Lighting Specialist**

[eric.svoboda@vikingelectric.com](mailto:eric.svoboda@vikingelectric.com)

P: 414-475-6900

F: 414-475-6607

Kenosha - 9016 58th Place, Ste 800 / 262-605-6915

Madison - 5262 Femrite Dr / 608-216-3000

Milwaukee - 2900 N 112th St / 414-475-6900



# SOLID STATE AREA LIGHTING

## CMP SERIES-LED

### SPECIFICATIONS

#### LUMINAIRE

High Impact clear polycarbonate diffusing lenses provided with durable corrosion resistant cast aluminum housing. Top is hinged for access. Luminaire base has 3" I.D. opening for tenon. All hardware is stainless steel.

#### LED POWER ARRAY™

Three-dimensional array of individual LED Tubes fastened to a retaining plate. Each LED Tube consists of circuit board populated with a multiple of LED's and is mechanically fastened to a radial aluminum heat sink. An acrylic Lens and end cap protects the LED Tube's internal components.

**ANGLED POWER ARRAY™:** Micro-Reflectors mounted around each LED control the raw light output. LED Tubes are uniquely aimed horizontally and vertically and combined to produce highly efficient IES Distribution Types II, III, IV and V. Used in conjunction with a clear patterned diffusing lenses.

**VERTICAL POWER ARRAY™ WITH GLASS REFRACTOR:** LED Tubes are aligned vertically and arranged radially to produce an even raw light distribution that simulates standard light sources. Array is secured within a 6" Prismatic Glass Refractor which provides the optical control. Used in conjunction with clear smooth or clear patterned lenses.

**VERTICAL POWER ARRAY™:** LED Tubes are aligned vertically and arranged radially to produce an even raw light distribution that simulates standard light sources. Produces a minimal glare, symmetric diffuse light distribution. Used in conjunction with opal diffusing lenses.

#### LED EMITTERS

High Output LED's are driven at 350mA for nominal 1 Watt output each. LED's are available in standard Neutral White (4000K), or optional Cool White (5000K) or Warm White (3000K). Consult Factory for other LED options.

#### LED DRIVER

UL and CUL recognized High Power Factor, Constant Current LED drivers operate on input voltages from 120-277VAC, 50/60hz. Consult Factory for 347-480VAC. Driver is mechanically fastened to a retaining bracket. Main power quick disconnect provided. Driver has a minimum 4KV of internal surge protection, 10KV & 20KV Surge Protector optional. Dimming and High-Low Driver options available.

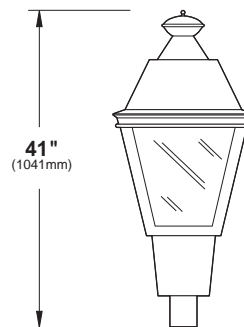
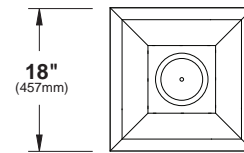
#### FINISH

Polyester powder coat incorporates four step iron phosphate process to pretreat metal surface for maximum adhesion. Top coat is baked at 400°F for maximum hardness and exterior durability.



CMP

PATENT PENDING



2013135

# CMP SERIES - LED

## S P E C I F I C A T I O N S

### OPTIONAL STYLES

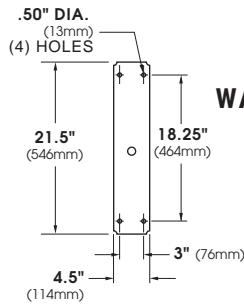
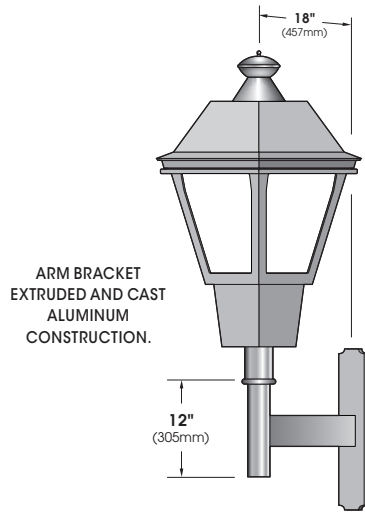


CMPN



CMPL

### WALL MOUNT



WALL PLATE

### LED POWER ARRAY™ MODULES

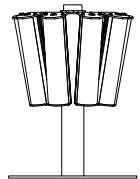


**CMP-LED**  
E.P.A. = 3.15

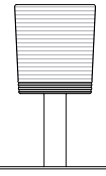
**ANGLED ARRAY**  
Available in:  
10 Array 80 LED Max.

**GLASS REFRACTOR w/  
VERTICAL ARRAY**  
Available in:  
6 Array 36LED Max.

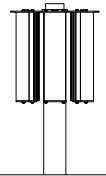
**VERTICAL ARRAY**  
Available in:  
8 Array 64 LED Max.  
10 Array 80 LED Max.



**APA - Angled Array**  
Base mount



**GRV - Glass Refractor**  
w/ Vertical Array  
Base mount



**VPA - Vertical Array**  
Base mount

CMPN-APA-II/V-60LED-CW-350MA-MT-PT VPA - Vertical Array  
RAL9005-T(BLK)-CPA

(Specifications subject to change without prior notice.)

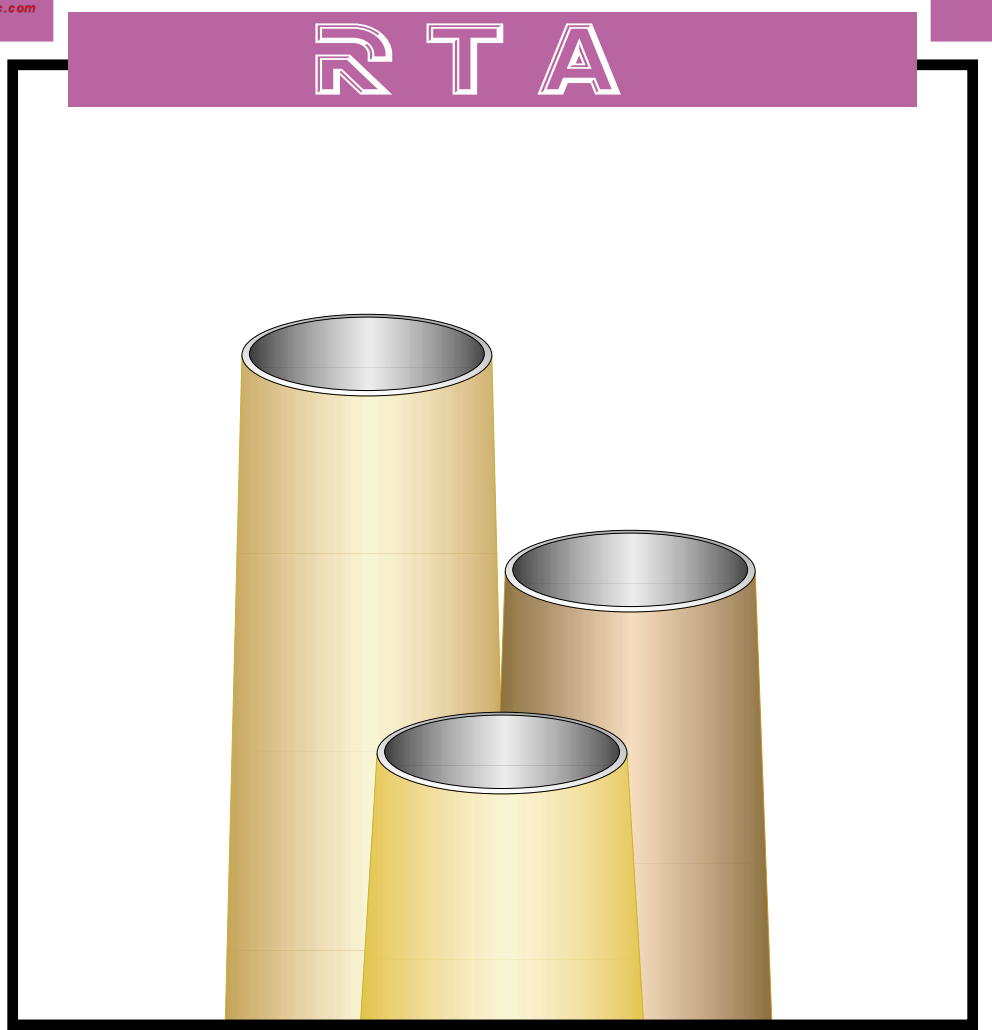
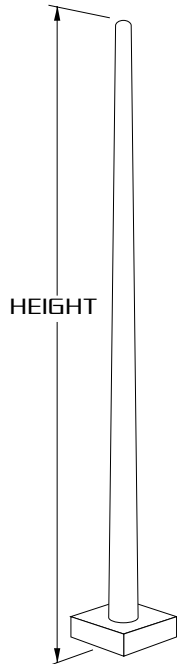
PATENT PENDING

## O R D E R I N G I N F O R M A T I O N

LUMINAIRE	OPTICS	# of LED's	COLOR	VOLTAGE	MOUNTING	FINISH	OPTIONS
<b>LUMINAIRE</b>	<b>Confirm optics</b>	<b>LED</b>		<b>VOLTAGE</b>	<b>MOUNTING</b>	<b>FINISH</b>	<b>OPTIONS</b>
<input type="checkbox"/> CMPN-LED	<input type="checkbox"/> ANGLLED POWER ARRAY (CLEAR PATTERNED LENS)	<b>No. LEDs</b>	<b>COLOR</b>		<b>ARM MOUNT</b>	<b>STANDARD TEXTURED FINISH</b>	<b>LENS OPTIONS:</b>
<input type="checkbox"/> CMPL-LED	<input type="checkbox"/> APA - II	<input type="checkbox"/> 80LED (89 Watts)	<input type="checkbox"/> NW (4000K)*	<input type="checkbox"/> 120	<input type="checkbox"/> 1	<input type="checkbox"/> BLACK RAL-9005-T	<input type="checkbox"/> CLEAR PATTERNED POLYCARBONATE... CPP (STANDARD LENS)
	<input type="checkbox"/> APA - III	<input type="checkbox"/> 60LED (67 Watts)	<input type="checkbox"/> CW (5000K)	<input type="checkbox"/> 208	<input type="checkbox"/> 2-180	<input type="checkbox"/> WHITE RAL-9003-T	<input type="checkbox"/> CLEAR SMOOTH POLYCARBONATE... CP
	<input type="checkbox"/> APA - IV	<input type="checkbox"/> 40LED (45 Watts)	<input type="checkbox"/> WW (3000K)	<input type="checkbox"/> 240	<input type="checkbox"/> 2-90	<input type="checkbox"/> GREY RAL-7004-T	<input type="checkbox"/> OPAL SMOOTH ACRYLIC... WP
	<input type="checkbox"/> APA - V		OTHER LED COLORS AVAILABLE CONSULT FACTORY	<input type="checkbox"/> 277	<input type="checkbox"/> 3-90	<input type="checkbox"/> DARK BRONZE RAL-8019-T	<input type="checkbox"/> CLEAR PATTERNED ACRYLIC... CPA
	<b>GLASS REFRACTOR (CLEAR PATTERNED OR CLEAR SMOOTH LENS)</b>	<input type="checkbox"/> 36LED (41 Watts)		<input type="checkbox"/> 347	<input type="checkbox"/> 3-120	<input type="checkbox"/> GREEN RAL-6005-T	<input type="checkbox"/> CLEAR SMOOTH ACRYLIC... CA
	<input type="checkbox"/> GRV - III			<input type="checkbox"/> 480	<input type="checkbox"/> 4-90		<input type="checkbox"/> OPAL SMOOTH POLYCARBONATE... WA
	<input type="checkbox"/> GRV - V				<b>WALL MOUNT</b>		<input type="checkbox"/> HOUSE SIDE SHIELD... HS
	<b>VERTICAL POWER ARRAY (OPAL LENS)</b>	<input type="checkbox"/> 80LED (89 Watts)			<input type="checkbox"/> WM		<input type="checkbox"/> DIMMABLE DRIVER(S) (0-10V)... DIM
	<input type="checkbox"/> VPA - SYM	<input type="checkbox"/> 64LED (72 Watts)			<input type="checkbox"/> PT		<input type="checkbox"/> HIGH-LOW DIMMING FOR HARDWIRED SWITCHING OR NON-INTEGRATED MOTION SENSOR... HLSW
		<input type="checkbox"/> 48LED (53 Watts)					<input type="checkbox"/> PHOTO CELL + VOLTAGE (EXAMPLE: PC120V)... PC+V
							<input type="checkbox"/> 10KV SURGE PROTECTOR... 10SP
							<input type="checkbox"/> 20KV SURGE PROTECTOR (277V & 480V Only)... 20SP



RTA



## ROUND TAPERED ALUMINUM



### SPECIFICATIONS

- SHAFT:** SPUN TAPERED FROM 6063 ALLOY ALUMINUM TUBING. HEAT TREATED TO PRODUCE A T6 TEMPER. SHAFT INCLUDES A PERIPHERALLY REINFORCED HAND HOLE FURNISHED WITH COVER. SHAFT IS FURNISHED WITH GROUND LUG LOCATED ON CAST ALUMINUM BASE PLATE.
- BASE PLATE:** CAST ALUMINUM CONSTRUCTED OF A-356 ALUMINUM ALLOY HEAT TREATED TO PRODUCE A T6 TEMPER. STRUCTURALLY ENGINEERED BASE INCLUDES EIGHT HEAVY WALL REINFORCING VERTICAL GUSSETS. BASE TELESCOPES AND IS CIRCUMFERENTIALLY WELDED TO SHAFT AT BOTH THE OUTSIDE TOP AND INSIDE BOTTOM OF THE BASE.
- ANCHORAGE:** [4] ANCHOR BOLTS FABRICATED FROM HOT ROLLED STEEL BAR. MINIMUM YIELD STRENGTH OF 50,000 P.S.I. BOLTS HAVE "L" BEND ON ONE END AND ARE THREADED ON THE OTHER END. BOLTS ARE FULLY GALVANIZED AND ARE FURNISHED WITH TWO NUTS AND TWO WASHERS.
- BASE COVER:** FABRICATED FROM HEAVY WALL ALUMINUM CONSTRUCTION. TWO PIECE COVER ENTIRELY CONCEALS BASE
- FINISH:** POLYESTER POWDER COAT-STATE OF THE ART 20 PSI PRESSURE POWER WASH AT 140° TEMPERATURE INCORPORATES FOUR STEP IRON PHOSPHATE PROCESS TO CLEANSE AND PRETREAT THE METAL SURFACE FOR MAXIMUM PAINT ADHESION. ELECTROSTATICALLY APPLIED TEXTURED POLYESTER POWDER TOPCOAT IS BAKED AT 400° TEMPERATURE FOR MAXIMUM HARDNESS AND EXTERIOR DURABILITY.



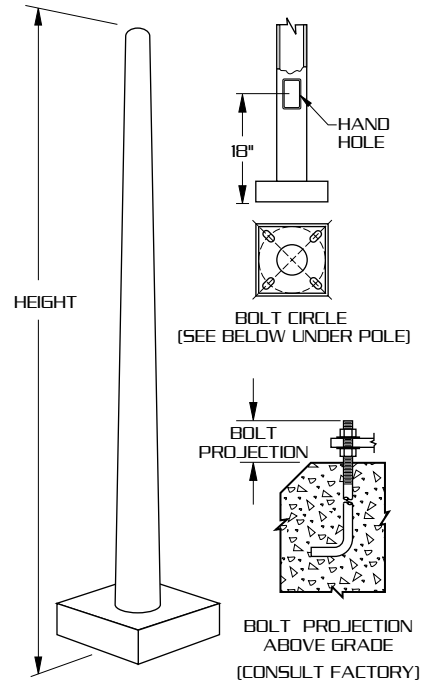
# RTA SERIES

## ENGINEERING DATA

### Maximum EPA - Square Feet

Catalog Number	Maximum Fixt. wgt.	100 MPH	90 MPH	80 MPH	70 MPH
RTA 1443-125	50	2.2	3.0	4.5	6.2
RTA 1643-125	50	1.1	1.8	2.9	4.4
RTA 1853-188	100	4.1	5.6	7.6	10.8
RTA 2064-188	200	5.6	7.5	10.1	14.2
RTA 2574-188	225	5.7	7.3	9.5	13.6
RTA 3084-188	200	5.6	7.4	9.9	13.5
RTA 3584-188	100	3.8	5.1	7.0	9.3
RTA 4084-250	200	4.2	5.4	7.6	10.7

All above design calculations are based on sustained wind forces plus additional 1.3 wind gust  
 (Example: Pole rated at 80 MPH withstands 104 MPH gusts)



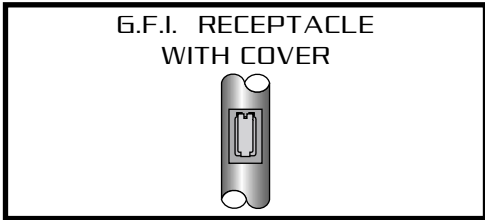
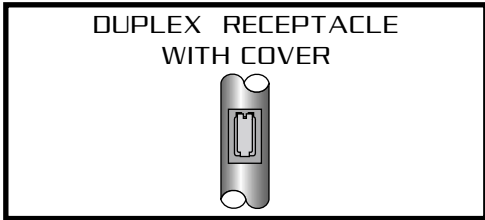
## ORDERING INFORMATION

MODEL NO. : RTA	POLES	MOUNTING	FINISH	OPTIONS
<b>MODEL NO. :</b> <b>RTA</b>	<b>POLES</b>	<b>MOUNTING</b>	<b>FINISH</b>	<b>OPTIONS</b>
<b>POLE HEIGHT</b>	<b>SHAFT SIZE</b>	<b>WALL THICKNESS</b>	<b>BOLT CIRCLE</b>	<b>ANCHORAGE</b>
<input type="checkbox"/> 1443-125 14'	4.0X3.0	.125	10 1/4"	3/4"X18"X3"
<input type="checkbox"/> 1643-125 16'	4.0X3.0	.125	11 3/4"	3/4"X18"X3"
<input type="checkbox"/> 1853-188 18'	5.0X3.0	.188	11 3/4"	1"X36"X4"
<input type="checkbox"/> 2064-188 20'	6.0X4.0	.188	13"	1"X36"X4"
<input type="checkbox"/> 2574-188 25'	7.0X4.0	.188	13"	1"X36"X4"
<input type="checkbox"/> 3084-188 30'	8.0X4.0	.188	13"	1"X36"X4"
<input type="checkbox"/> 3584-188 35'	8.0X4.0	.188	13"	1"X36"X4"
<input type="checkbox"/> 4084-250 40'	8.0X4.0	.188	13"	1"X36"X4"
<input type="checkbox"/> OTHER HEIGHTS SPECIFY _____				
<b>RTA153DB-63-188=15' round tapered alum pole</b>		<input type="checkbox"/> 2 3/8"X4" TENON <b>PT23</b>	<input type="checkbox"/> BLACK RAL-9005-T	<input type="checkbox"/> DUPLEX RECEPTACLE <b>DUP</b>
		<input type="checkbox"/> 2 7/8"X4" TENON <b>PT27</b>	<input type="checkbox"/> WHITE RAL-9003-T	<input type="checkbox"/> GFI RECEPTACLE <b>GFI</b>
		<input type="checkbox"/> OTHER TENON MT _____	<input type="checkbox"/> GREY RAL-7004-T	<input type="checkbox"/> 3 WAY ADAPTER <b>T3120</b>
		<b>DRILL MOUNT</b>	<input type="checkbox"/> DRK BRONZE RAL-8019-T	<input type="checkbox"/> 4 WAY ADAPTER <b>T490</b>
		<input type="checkbox"/> 1.....	<input type="checkbox"/> GREEN RAL-6005-T	<input type="checkbox"/> ROUND BASE COVER <b>RBC</b>
		<input type="checkbox"/> 2-180...	<b>OPTION:</b>	<input type="checkbox"/> 1/2" COUPLING <b>CPLN1/2</b>
		<input type="checkbox"/> 2-90...	<input type="checkbox"/> BRONZE ANODIZED AZ313	<input type="checkbox"/> 3/4" COUPLING <b>CPLN3/4</b>
		<input type="checkbox"/> 3-90...	<input type="checkbox"/> NATURAL ANODIZED AZ	<input type="checkbox"/> 2" COUPLING <b>CPLN2</b>
		<input type="checkbox"/> 3-120...	<input type="checkbox"/> BLACK ANODIZED AZBK	(SPECIFY COUPLING LOCATION)
		2-90, 3-90, 4-90 REQUIRES <b>PT27</b> AND <b>T490</b> ADAPTER	FOR SMOOTH FINISH REMOVE SUFFIX "T" (EXAMPLE: RAL-9500)	SEE ACCESSORIES SECTION FOR OTHER OPTIONS.
		3-120 REQUIRES <b>PT27</b> AND <b>T3120</b> ADAPTER	SEE WEBSITE FOR ADDITIONAL COLORS	



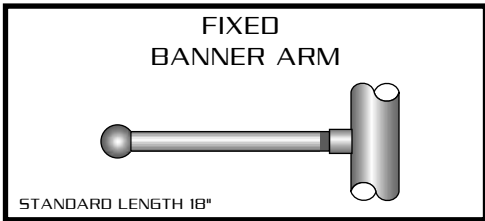
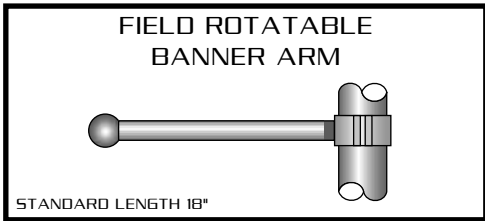
# ACCESSORIES

**DUP**



**GFI**

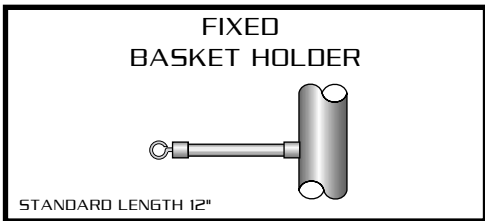
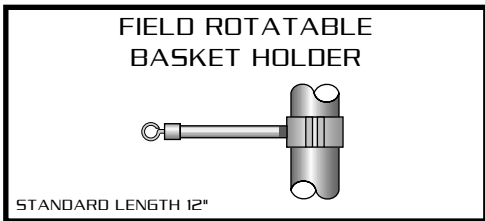
**RBA**



FBA24=24" banner arm

**FBA**

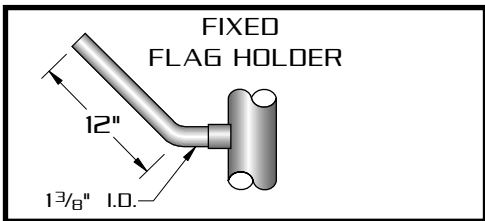
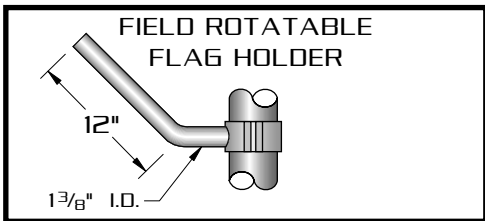
**RBH**



FBA24=24" planter arm

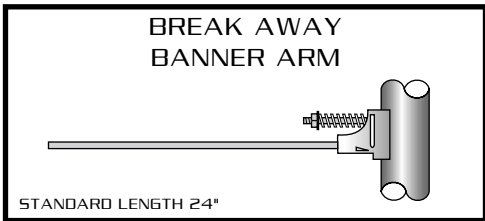
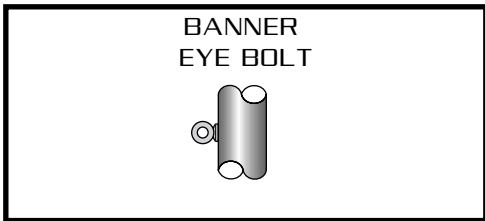
**FBH**

**RFH**



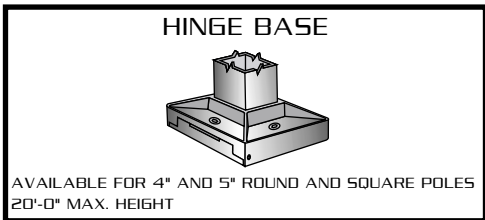
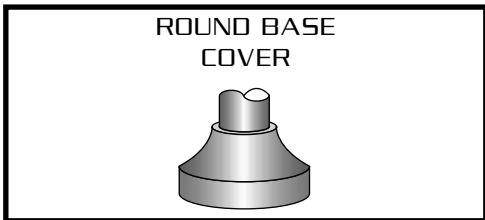
**FFH**

**BEB**



**BBA**

**RBC**



**HNB**



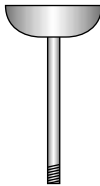


# ACCESSORIES

**SM**

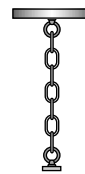
**STEM MOUNT AND SWIVEL CANOPY**

4'-0" MAX.  
3/8" I.P.S.  
THREADED 1" EACH END  
75 LBS. MAX.  
45° SWIVEL ACTION



**CHAIN MOUNT**

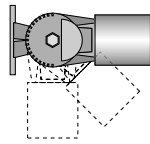
[4'-0" MAX.]



**CM**

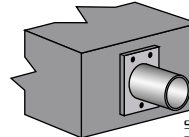
**NKLE23  
NKLE27**

**ADJUSTABLE KNUCKLE FITTER**



**NKLE23** FITS OVER 2.375 O.D. SET SCREWS PROVIDED TO SECURE FITTER TO POLE TENON  
**NKLE27** FITS OVER 2.875 O.D.

**STREET ARM ADAPTOR**



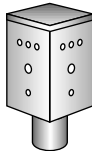
FITS OVER 2.375 O.D. ARM SET SCREWS PROVIDED TO SECURE ADAPTOR TO STREET ARM

**ST23**

**T490**

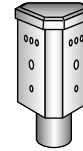
**TOP 4 WAY FITTER ADAPTOR**

FITS OVER 2.375 O.D. X 4" TENON (DRILLED AS REQUIRED)  
SET SCREWS PROVIDED TO SECURE FITTER TO POLE TENON.  
THRU BOLT PROVIDED TO PREVENT WINDMILLING



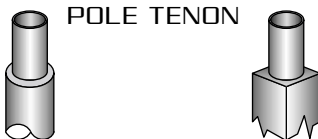
**TOP 3 WAY FITTER ADAPTOR**

FITS OVER 2.375 O.D. X 4" TENON  
SET SCREWS PROVIDED TO SECURE FITTER TO POLE TENON.  
THRU BOLT PROVIDED TO PREVENT WINDMILLING



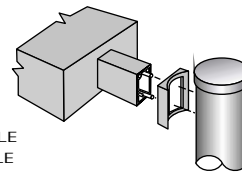
**T3120**

**PT27  
PT23**



**PT23** 2.375 O.D. X 4" TENON  
**PT27** 2.875 O.D. X 4" TENON

**ROUND POLE ADAPTOR**

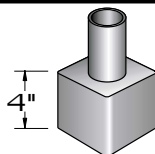


**RPA4** FITS 4" DIA. POLE  
**RPA5** FITS 5" DIA. POLE  
**RPA6** FITS 6" DIA. POLE

**RPA4  
RPA5  
RPA6**

**RST4  
RST5  
RST6**

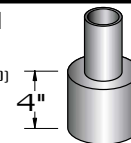
**REMOVABLE TENON FOR SQUARE POLES**  
(2.375 O.D. X 4" TENON PROVIDED)



**RST4** FITS 4" SQ. POLE  
**RST5** FITS 5" SQ. POLE  
**RST6** FITS 6" SQ. POLE

4"  
SET SCREWS PROVIDED TO SECURE REMOVABLE TENON TO POLE

**REMOVABLE TENON FOR ROUND POLES**  
(2.375 O.D. X 4" TENON PROVIDED)



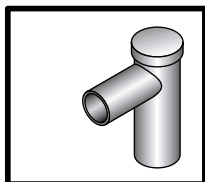
**RRT4** FITS 4" DIA. POLE  
**RRT5** FITS 5" DIA. POLE  
**RRT6** FITS 6" DIA. POLE

4"  
SET SCREWS PROVIDED TO SECURE REMOVABLE TENON TO POLE

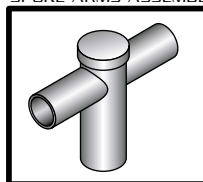
**RRT4  
RRT5  
RRT6**

## SPOKE ARMS

SPOKE ARMS ASSEMBLIES MOUNT OVER 2.375" O.D. TENON - 2.375 O.D. X 4" ARMS PROVIDED



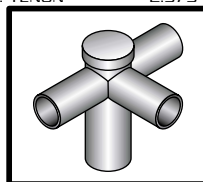
**SAT1**



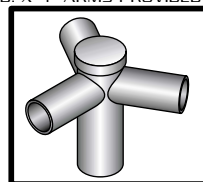
**SAT2-180**



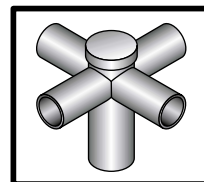
**SAT2-90**



**SAT3-90**



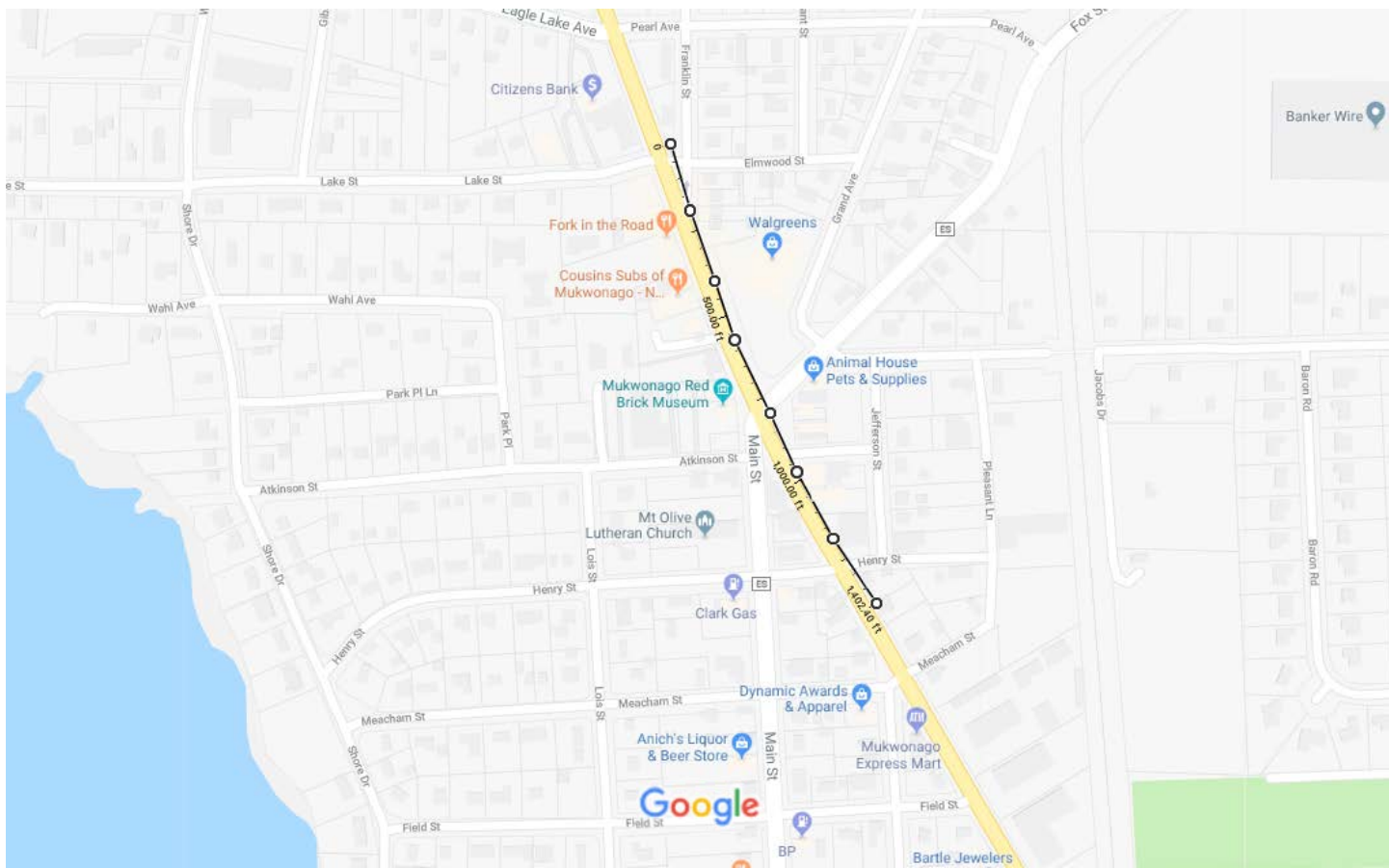
**SAT3-120**



**SAT4-90**

SET SCREWS PROVIDED TO SECURE SPOKE ARM ASSEMBLY TO POLE TENON

# Google Maps street lights Mukwonago



Map data ©2018 Google 200 ft

Measure distance  
Total distance: 1,402.40 ft (427.45 m)