



## Village of Mukwonago, WI

# Request for Proposal for Village Signage Design Project

Date Issued: April 20, 2021

### PROJECT CONTACT

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Planner

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## A. INTRODUCTION

The Village of Mukwonago is seeking a response to this Request for Proposals (RFP) from environmental graphic design consultants for the development of a comprehensive village signage program and wayfinding signage program. Such RFP also includes detailed design drawings with specific details of each type of sign - allowing the Village to move forward to construction of phase one immediately. Phase one implementation shall be vehicular wayfinding signage within the immediate downtown, and phase two shall be implementation of pedestrian wayfinding signage within the immediate downtown core. Designs for additional phases is also being requested.

**Proposals, in accordance with the specifications and scope of work below, will be accepted until Monday May 24, 2021 @5:00pm**

## B. BACKGROUND

The Village of Mukwonago is in the Southeastern part of the State of Wisconsin and has a population of just over 8,000 and is about eight square miles. Located approximately 30 minutes Southwest of Milwaukee, on Interstate 43 and State Highway 83, the community is situated at the southwestern flank of the Vernon Marsh and encircles both Upper and Lower Phantom Lakes. The lakes lie midway along the Mukwonago River from its spring source and meets the Fox River in the southwestern portion of the village.

The Winnebago tribe inhabited Waukesha County prior to the Potawatomi tribe arriving in the early 1700s to establish the Potawatomi Indian Village along the Fox River. The area was originally a Native American Village and the tribal seat of the Bear Clan of the Potawatomi Indians. The name "Mukwonago" is derived from "mequanego" which translates to *bear's den*. The spelling "Mukwonago" was adopted in 1844 because of the similarity to nearby Mequon.

Combined with the downtown and other points of interest throughout the Village, the community attracts a variety of visitor to the community. Attractions include Mukwonago River Nature Area, Old World Wisconsin, Vernon Marsh, Maxwell Street Days and East Troy Trolley, and Kettle Moraine State Forest Mukwonago River Unit to name a few. Many businesses within the area are also major attractions such as Elegant Farmer and David Allen Allen. Other entertainment and recreational destinations such as Milwaukee, Lake Geneva and Delafield, are a short distance away. More information on the Village can be found at [www.villageofmukwonago.com](http://www.villageofmukwonago.com) and [www.Mukwonagodowntown.com](http://www.Mukwonagodowntown.com).



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

The implementation of this plan includes several long term and short-term projects. Wayfinding and other downtown signage fits into one of the short-term projects for the downtown area. Through this process developed a clear desire for a brand identity for downtown and the larger village, which can be implemented in phases.

Preferred branding concepts that were supported by the committee and the public included “Place of the Bear”, Curative Waters, and Make Downtown Yours. The Village currently through various media platform also uses the statement “Where life Leisure and Business Thrive”.

In 2020 the Village began a rebranding process with a new Village logo with and emphasis of “Place of the Bear”, while the DDC is using a recently adopted logo featuring the Sewell Andrews’ home, a classic New England Greek revival structure from 1842, picking up on Mukwonago’s strong New England architectural tradition.

Village Logo:



Downtown Development Committee Logo:





### **C. GENERAL INFORMATION**

The Village of Mukwonago reserves the right to accept or reject any or all proposals and to accept only those proposals that are in the best interest of the Village.

There is no expressed or implied obligation for the Village to reimburse responding firms for any expenses incurred in preparing responses to this request. To be considered, one (1) original (so marked) and twelve (12) color copies, and one (1) electronic version of the response must be received prior to the due date and time.

Proposals will not be accepted via fax or email. Vendors accept all risk of late delivery of mailed proposals regardless of instance or fault.

During the evaluation process, the Village of Mukwonago may request additional information or clarification from responders or allow corrections of errors or omissions.

The Village reserves the right to retain all responses and to use any ideas included in a response regardless of whether that response is selected. Submission of a response indicates acceptance by the firm of the conditions contained in this Request for Proposals (RFP), unless clearly and specifically noted in the response and confirmed in the contract between the Village and the firm selected.

The prospective consultant certifies by submission of their proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any Federal, state or local department or agency.

### **D. Project Overview and Scope**

The Village of Mukwonago is seeking the services of a qualified firm to provide professional services for the design of Village signage. These signs include vehicular wayfinding, pedestrian wayfinding, entry signs to downtown, downtown kiosk, public parking signage, entry signs into village (both larger scale, and road side), signage for parks entrances and park signage for items such as athletic facilities, public notices, signage for bike routes, trails, and Riverwalk and signage for other municipal facilities.

Intent:

The intent of this project will provide two to three levels of design complexity. For example those signs within the downtown will have a higher level of design, and complicity, while other signs such as a village entry sign in the more rural portion of the Village will have a more simple design such as a standard DOT sign with graphics that coordinate with the larger overall design character of the community. The design must be scalable based on road speed and mode of travel. The Village of Mukwonago is looking for a sophisticated imaging that will have longevity and hold up to the test of time. There is an intent that some signage will be able to easily create or procured by our Public Works Department for installation while more significant or details signs will be manufactured and installed by a professional sign manufacture.



#### Process:

The Village is interested in an efficient and timely process for design that will lead to the manufacturing of phase one signage in the Fall of 2020. The Village anticipate staff working closely with the selected professional team. It is envisioned that at least three concept graphic styles will be presented early in the process, of which one will be selected by the committee to allow the design process to move forward.

#### Construction Drawings:

The project should provide appropriate detailed drawings to allow for immediate bid for construction to allow for detailed competitive bidding. It is the intent of the Village that implementation of these signs will occur over time as funding is available from different sources or grants. It is the Villages desire that specifications for the signs are detailed such as material thickness and any unique connection elements be detailed. There is an intent that the signage solution and detailed drawings will be “shovel ready” for manufacturers to BID on construction/ manufacturing and installation.

#### Phases:

The Village has already determined the first phases for implementation.

- Phase 1A: Implementation of vehicular way finding within the central downtown.
- Phase 1B. Implementation of pedestrian way finding within the central downtown.
- Phase 1C. Implementation of public parking signage within the central downtown.
- Phase 1D. Implementation of four main entry signs into the village.
- Phase 2. Will include expansion of Phase 1A and 1B beyond the downtown core.
- Phase 3. Will include specialized downtown signage such as gateway entry signage into downtown, kiosks, historical tabletop informational signage.
- Signage for Parks, trails bike facilities, municipal facilities, will be in future phases a funding is secured.

The family of signs should portray a consistent image for the community and to improve navigation for all modes of travel. Signage should for example guide visitors, residents, and employees to landmarks, locations of interest, Village Parks, shopping, dining, and parking opportunities. Standards for the inclusion of non-public facilities such as “landmark” individual stores or other private facilities will be required, as well as a clear written policy regarding such identification.

The Village currently has funding for the development of this signage design process and implementation of Phase 1A.

#### Goals:

The project goals are as follows:

- Create a consistent signage and wayfinding system across a range of signage mediums.



- Build upon existing logos and marketing that has been developed.
- Create a signage system that directs tourists, residents, consumers, and workforce members to area attractions, shopping/dining destinations, parking options, and mass transit stations.
- Reinforce the Village of Mukwonago’s identity as a premier business, residential, entertainment, dining and recreational destination.

**E. MINIMUM REQUIREMENTS**

In order to be considered for award of this RFP, each vendor must meet these minimum requirements:

1. Developed multiple multi-municipal systems and designs.
2. Provide at least two (2) written references from an existing or former client in the past 5 years.
3. Have worked with WI DOT and understand the requirements for placement of signage on State roadways.
4. Complete this RFP and submit their response by the deadline.

**F. REQUEST FOR PROPOSALS**

Responses to this RFP should be provided in the following numbered format as listed below. Please limit response to 10 pages or less.

1. Provide a brief description of previous work with municipalities and WI DOT and specifically experience with environmental graphic design, identity and brand development, destination marketing and wayfinding.
2. Explain experience as a consultant and provide two references from past contract work.
3. Describe the general project approach that would be employed to complete the project.
4. Provide a cost proposal associated with each part of the work specified. (i.e. each type of sign (vehicular wayfinding, pedestrian wayfinding, etc.)
5. Provide information regarding manufactures whom you firm has directly worked with and those specifically within travel distance to SE Wisconsin.

**G. Time Schedule**

Issue RFP	April 20, 2021
Deadline for Questions	May 12, 2021
Response to Questions	May 14, 2021
Deadline for Submittal for RFP’s	May 24, 2021
Bid Opening (not mandatory)	May 26, 2021
(Anticipated) Village Board Meeting for Approval	May 5 / 19, 2021
Project Begins	May 24, 2021
Completion	September 2021
Anticipated RFQ/Quotes for Manufacturing/ Construction/Installation of Phase 1	October 2021



**H. CONSULTANT SELECTION PROCESS**

A Selection Committee made up of Village of Mukwonago Planning, and Public Works staff, Downtown Development Committee members, and Village Board Trustees will evaluate Proposals/Bids. The Selection Committee will consider the overall quality of each vendor’s submittal and how well their proposed project strategy meets the needs of all interested parties. The following categories will be considered in the selection of the qualified vendor. If two or more vendors are deemed equally qualified the Selection Committee will host interviews with said vendors to make their final decision. Interview may be requested to be in person or virtual.

Professional qualifications - Industry experience	25%
Understanding the work; quality of proposal	25%
Proposed Approach and timeline for completing the work	20%
Pricing for products and services	15%
Past work and references	10%
Experience with WI DOT and highway standards.	5%
Total	100%

The final selection of the most qualified vendor will be carried out by the Selection Committee. The Village reserves the right to reject any and all proposals.

**I. SUBMISSION OF PROPOSALS**

The proposal is to be organized as follows:

- 1. Letter of Introduction:** Cover letter not exceeding one (1) page in length which shall include:
  - Names of the individuals who will be assigned to work on this service and their area of responsibility
  - Date the company was established
  - Itemized Pricing for all items needed to complete the project
  
- 2. Proposed Project Schedule:** The bidder shall include a proposed outline of tasks, products, and a full project schedule for the project. The estimated hours required to complete each task or product shall be given as part of the schedule.
  
- 3. Proposed Payment Schedule:** The bidder shall include a proposed payment schedule that is coordinated with the project schedule. Fifteen (15) percent of the total shall constitute the final payment
  
- 4. Inclusive Budget:** The bidder shall provide an all-inclusive budget for the project based on the proposed project schedule. The following features shall be included within the budget:
  - Cost of Labor per hour, per site
  - External and/or internal resources required.



**5. Examples:** A selection of examples of similar projects for municipalities. Examples shall show how the design team is able to provide a variety of design that adapt to the uniqueness of each community. Examples shall also show at least one example of construction specifications for signage.

**6. Qualifications:** List of qualifications and other documentation (including relevant certificates).

**7. References:** Descriptive narrative of at least two (2) references including a contact for each listing.

**8. Proof of liability insurance:** Each proposal must include proof of a minimum of one million dollars per occurrence, two million general aggregate, naming the Village of Mukwonago as additional insured must be provided before signing of the contract.

**9. Proof of Worker's Compensation Insurance:** Workers' compensation and employer's liability insurance in amounts sufficient pursuant to the laws of the State of Illinois; with combined single limits of liability not less than \$1,000,000 for bodily injury, including personal injury or death, products liability and property damage.

**10. Proof of Automobile liability insurance:** Automobile liability insurance with combined single limits of liability not less than \$1,000,000 for bodily injury, including personal injury or death and property damage.

**11. Proof of Errors and Omissions insurance:** Liability insurance with combined single limits of liability not less than \$5,000,000 for Errors and Omissions Contractor shall provide a certificate of insurance and a copy of additional insured endorsement concurrent with the execution of a contract with the Village, evidencing such coverage and, at Village's request, furnish the Village with copies of all insurance policies and with evidence of payment of premiums or fees of such policies.

The Village of Mukwonago will not be responsible for expenses incurred in preparing and submitting the proposal. Such costs should not be included in the proposal. Contractor shall provide a certificate of insurance and a copy of additional insured endorsement concurrent with the execution of a contract with the Village, evidencing such coverage and, at Village's request, furnish the Village with copies of all insurance policies and with evidence of payment of premiums or fees of such policies. The Village of Mukwonago will not be responsible for expenses incurred in preparing and submitting the proposal. Such costs should not be included in the proposal.

**12. Conditions of Payment:** Payment by the Village for services rendered shall only be made after the services have been successfully performed. The successful contractor shall submit to the Village an itemized statement containing the cost of materials, labor



(as itemized by employee) and other miscellaneous charges. Payment shall be made only after the invoice is approved by an authorized Village representative and may be subject to approval by the Village Board prior to final payment.

### **13. Village Reservation of Rights**

The Village reserves the right, at its sole discretion, to use without limitation any and all information, concepts, and data submitted in response to this RFP, or derived by further investigation thereof. The Village further reserves the right at any time and for any reason to cancel this solicitation, to reject any or all proposals, to supplement, add to, delete from, or otherwise change this RFP if conditions dictate. The Village may seek clarifications from a business at any time and failure to respond promptly may be cause for rejection. The Village also reserves the right to interview only those businesses it determines shall provide the most advantageous services and to negotiate with one (1) or more businesses to contract terms acceptable to the Village. The Village reserves the right to negotiate with the custodial firm on the structure of the billing and/or hourly rate.

### **14. Terms and Conditions**

This RFP is issued pursuant to all applicable provisions of the Village's Purchasing Policies and Procedures. Village officials to avoid disclosure of contents that may contain confidential or proprietary information to competing firms shall open responses to this RFP in private. A summary of the results will be made available to the public. The Village will not be liable in any way for any costs incurred by respondents in replying to this RFP. Any modifications to or clarifications of this RFP will be distributed by the Village to each business that has submitted a formal Letter of Intent by the requested due date.

### **15. Confidentiality**

The Village Planner, or his designee, shall examine the proposals and other documents submitted to determine the validity of any written requests for nondisclosure of proprietary or confidential information. After award of a contract, all responses, documents, and materials submitted by the consulting firm pertinent to this RFP will be considered public information unless otherwise determined by the Village. All data, documents and other information developed as a result of these contractual services shall become the property of the Village. Based on the public nature of RFP's, a business must inform the Village, in writing, of the exact materials in the submittal, which it believes are proprietary or confidential and should not be a part of the public record in accordance with the Wisconsin Statutes. The business will be financially responsible for all expenses of the Village and the firm in defending the denial of access to such material pursuant to a Freedom of Information Act request.

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### **SUBMISSION OF PROPOSALS (Continued)**

The original and twelve (12) color copies of each individual's proposal must be submitted by 5:00 P.M. on **Monday, May 24, 2021.**

Please submit proposals to the address below:

Village of Mukwonago  
Planning Department  
Attn: John Fellows  
440 River Crest Court  
Mukwonago, WI 53149

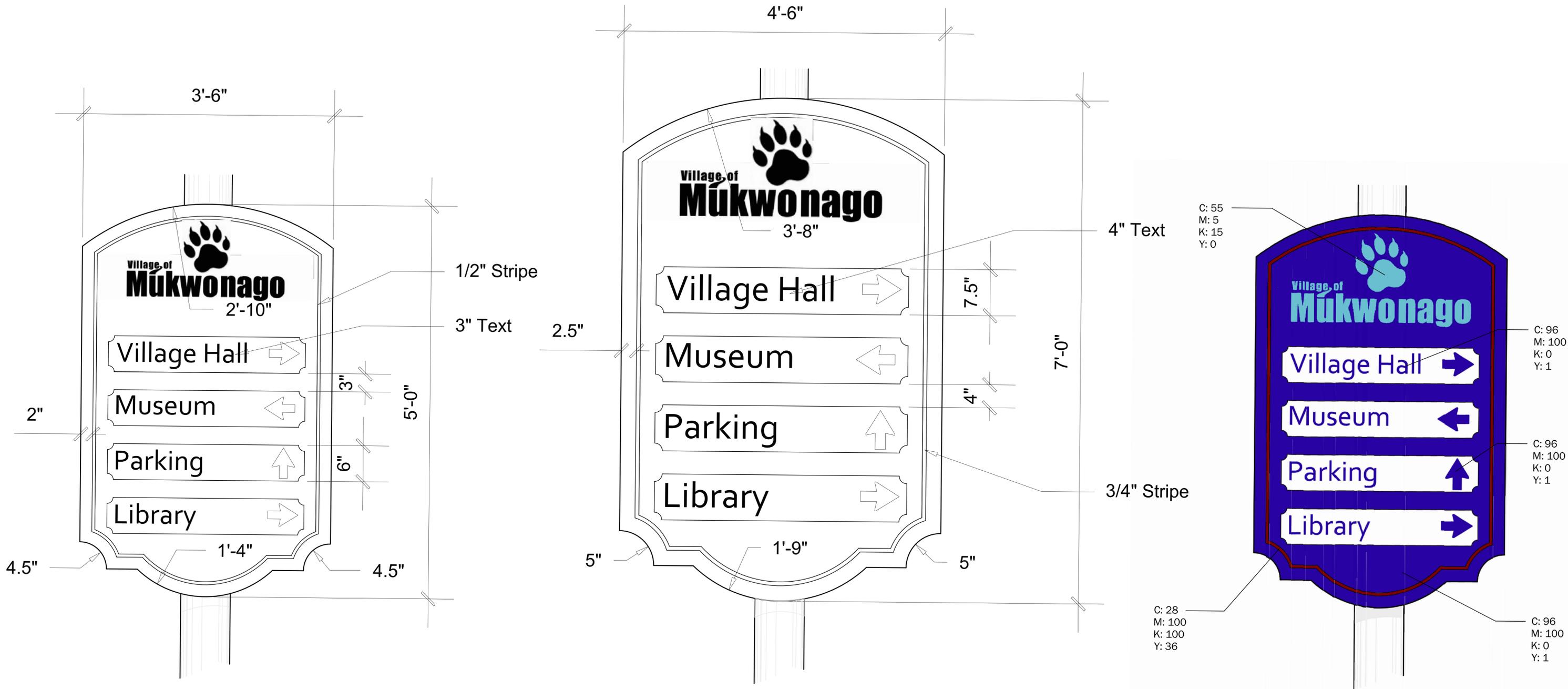
**Proposals submitted by e-mail will not be accepted.**

### **Questions**

For questions regarding this Request for Proposals, please contact:

John Fellows, Assoc. AIA, CPM, AICP  
Planner  
Village of Mukwonago  
407 Grant Street  
440 River Crest Court  
Mukwonago, WI 53149  
262.363.6420 x 2111  
[jfellows@villageofmukwonago.com](mailto:jfellows@villageofmukwonago.com)

Exhibit from Downtown Master Plan for Future Wayfinding Singage



PEDESTRIAN SIGN

VEHICULAR SIGN

COLOR COMPOSITION

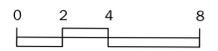
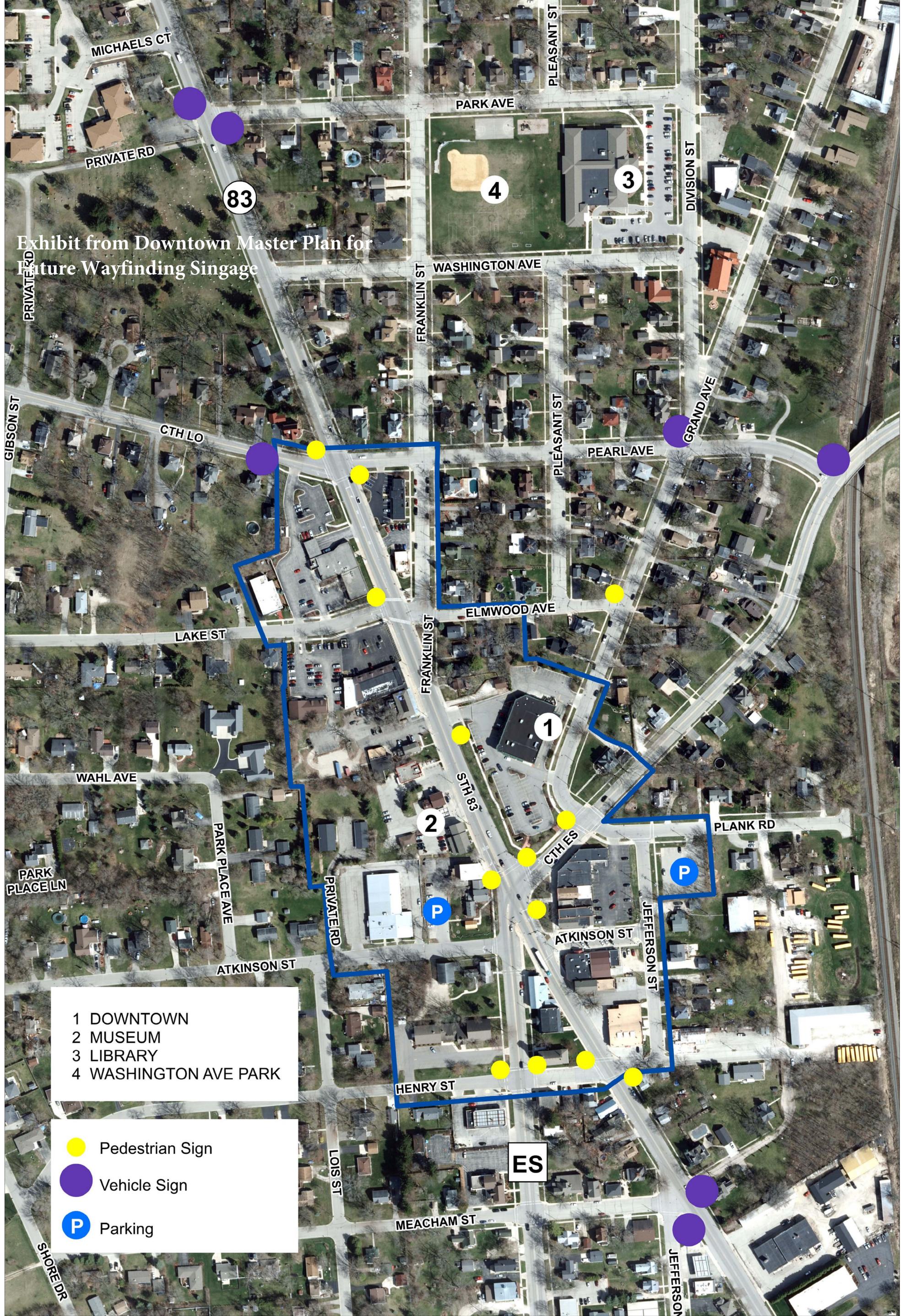


Exhibit from Downtown Master Plan for  
Future Wayfinding Singage



- 1 DOWNTOWN
- 2 MUSEUM
- 3 LIBRARY
- 4 WASHINGTON AVE PARK

- Pedestrian Sign
- Vehicle Sign
- P Parking

Downtown Master Plan - Downtown Wayfinding Plan

Mukwonago, Wisconsin

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# Exhibit from Downtown Master Plan for Future Wayfinding Singage



- 1 DOWNTOWN
- 2 MUSEUM
- 3 LIBRARY
- 4 WASHINGTON AVE PARK
- 5 PHANTOM GLEN PARK
- 6 MINIWAUKAN PARK
- 7 INDIANHEAD PARK
- 8 VILLAGE HALL
- 9 MINOR PARK
- 10 HIGH SCHOOL
- 11 FIELD PARK
- 12 POLICE STATION

- Pedestrian Sign
- Vehicle Sign
- Parking

## Downtown Master Plan - City Wide Wayfinding Plan

Mukwonago, Wisconsin

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