



City of Mequon and Village of Thiensville Community Gateway Features Request for Qualifications

Prepared by: Pa Phouala Vang

Date: October 20, 2017

RFQ NO.: 2017-1 Community
Gateway Features

Sponsor: Mequon-Thiensville
Gateway Committee

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General Project Area Map

Existing and Planned Features in Neighborhood District

Existing Land Use Map – Mequon Road

Existing Land Use Map – Cedarburg Road/Main Street

List of Online Resources (www.ci.mequon.wi.us)

Town Center Plan (2002)

Town Center Design Guidelines (2005)

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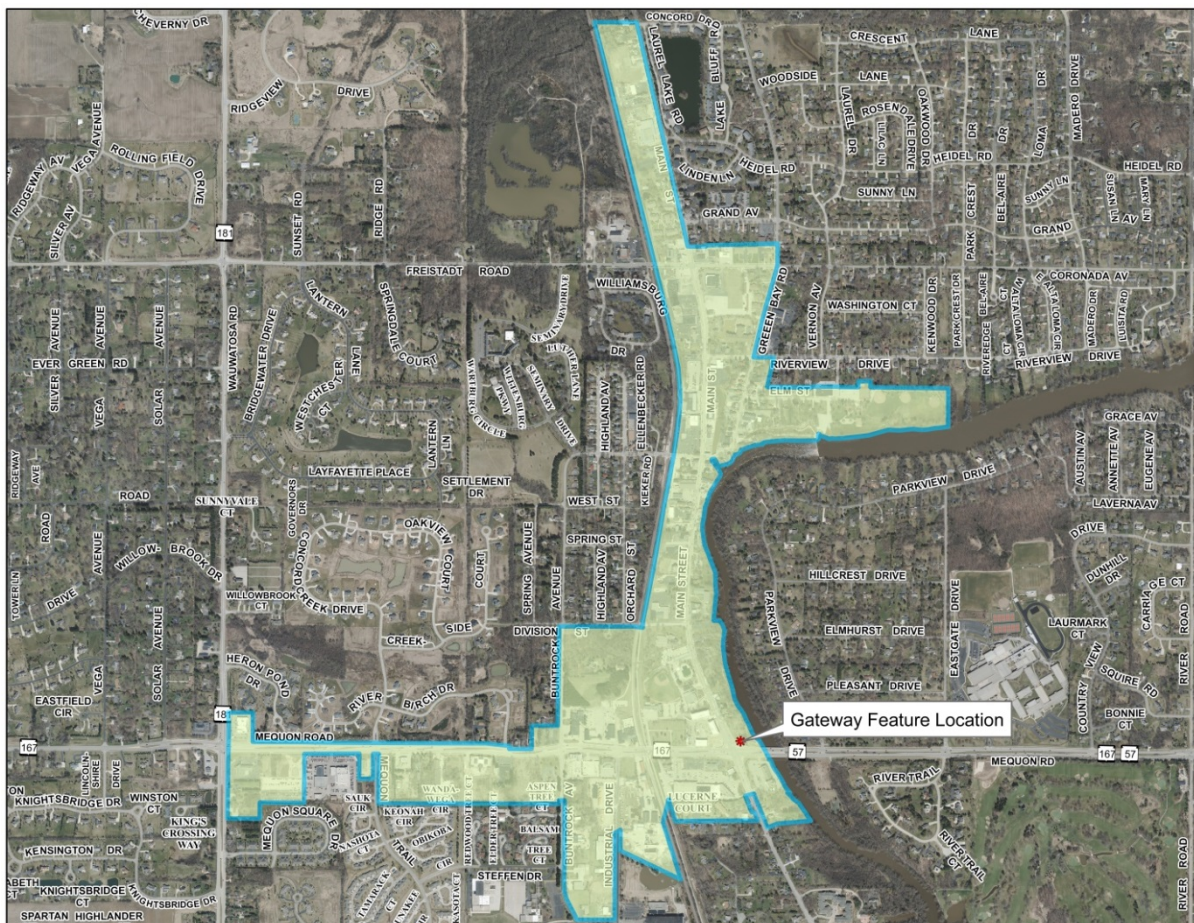
1 INTRODUCTION

The City of Mequon and the Village of Thiensville, on behalf of the Mequon-Thiensville Gateway Committee, are seeking qualified firms to submit Statement of Qualifications for the development of a neighborhood gateway feature. Mequon and Thiensville municipalities collaboratively seek to design and implement gateway features which announce to motorists, bicyclists and pedestrians that they have arrived in the new and expanding central neighborhood. The neighborhood encompasses residential, commercial and public amenities of the City of Mequon and Village of Thiensville combined. The selected firm will design features, with decorative hardscape and landscaping, to be bid out for construction and installation by July 31, 2018.

2 PURPOSE

The City of Mequon and Village of Thiensville have established clear policy objectives and tools to promote new growth, expand and redevelop opportunities in the mixed-use traditional neighborhood district. The area is along Mequon Road from the Milwaukee River to Wauwatosa Road and from Mequon Road north to Concord Road, as shown on the map below.

EXHIBIT A: NEIGHBORHOOD DISTRICT BOUNDARY MAP



The selected design firm will design a gateway feature at the northeast corner of the Mequon and Cedarburg Road intersection (see attachment titled 'General Project Area Map') to signify the point of arrival to the center of this neighborhood. The purpose of such improvement is to provide the following:

1. Place-Making
 - Serve as identification of point of arrival into the center of Mequon-Thiensville and provide direction to the Village of Thiensville historic Main Street.
 - Acknowledge a distinct neighborhood & unique sense of place while creating consistency between the two communities of Mequon and Thiensville.
 - Create a sense of anticipation.
 - Capture the attention of vehicular traffic passing by and encourage future visits to the unique neighborhood with amenities including the many businesses, civic activities and recreational opportunities.
2. Implement Policy Objectives
 - Connect and foster pedestrian and bicycle activity along the public street(s), to the Milwaukee River and Ozaukee Interurban Trail.
 - Further implement Town Center goals and Civic Campus design opportunities.
 - Enhance the vitality of the business district.
3. Design Objectives
 - Beautify the intersection and enhance the entry point into the district and historic Main Street in a way that is complementary and reflective of characters of both districts.
 - Create a sense of welcoming and long-term value for the residents, business owners and visitors of Mequon and Thiensville.
 - Establish and foster the architectural tone for the district.
 - Create pedestrian access and interest to areas of the greater district.

3 QUALIFICATIONS

Qualified firms are encouraged to collaborate with other consulting firms to work as a team as necessary. A lead consultant shall be identified to manage the design project, serve as the liaison to the Gateway Committee and oversee all deliverables.

Statement of Qualifications shall include the following:

1. Experience of the firm in performing similar design projects, preferably gateway and entryway features for public entities. Alternatively, if there are no design projects for public entities, please provide similar design work from other projects.
2. Cite specific projects by providing the general description, the portfolio for design, name of client, location, photographs of completed work, timeframe of when project was completed and range of cost associated with design work projects.

3. Qualifications or resumes of the key staff persons to be assigned to project. List their scope of work within the project, their experience and any special skills.
4. Two to three references for which the firm or individual performed similar work. Please include name, title, telephone number and email.
5. An overview of the organization structure, size, date of organization and locations for all firms.
6. Please acknowledge if the firm wishes to construct the project.

4 DESIGN OBJECTIVES

The gateway features shall announce a point of arrival into a special and distinct neighborhood that is the center of the two communities. Through various planning projects, several design concepts have addressed the gateway feature. In addition, both public and private investments have been implemented in the neighborhood. The attachment titled 'Existing and Planned Features in Neighborhood District' provides an understanding of the design expectation of the communities and the theme of existing features. The examples are meant to provide the designer with an understanding of the overall existing and planned improvements to the greater area and are by no means meant to limit the design proposal. The Committee anticipates that the bid items listed under A. Principal Features are approximately \$300,000 - \$500,000. A cost effective project design is essential for the project. The following outlines the desired principal gateway features with design guidelines and alternate bid items:

1. Principal Features. All Principal Feature items shall be incorporated into the proposed design. The gateway feature **shall** include the following elements:
 - An open structural feature, archway, memorial or structural artwork that announces arrival and encouraged visits to the neighborhood.
 - Plaza at the northeast corner of the Mequon and Cedarburg Road Intersection that acts as an entry point, provides comfort at an otherwise high traffic volume intersection and creates connectivity to the river.
 - Structural features to separate pedestrians from vehicles at northeast corner of Mequon and Cedarburg Road intersection.
 - Improved pedestrian access points from the gateway feature site to the surrounding points of interest in the district.
 - Landscape where appropriate with consideration of ease of maintenance, hardiness and in coordination with existing natural landscape.
 - Street and pedestrian lighting at the northeast corner of Mequon and Cedarburg Road intersection.
 - Directional and wayfinding features that direct pedestrian and vehicular traffic to the amenities of the district.
2. Design Guidelines. The design of the gateway feature shall:
 - Express an interpretation of the river through the use of materials, sculptural elements, landscaping treatments, paving art.

- Use preferred materials including Lannon stone, metal (steel and aluminum).
- Be unique to the Town Center and be visible from 360 degrees.
- Be pedestrian-scaled and proportionate to the site.
- Not obstruct traffic sight-lines and not substantially impair sight-lines to the river.
- Provide a location to commemorate designer and donors.
- Include the existing Community Events monument sign (shown below) into the final design. Minor modifications are permitted if necessary to incorporate the existing sign, provided that the plaque and electronic sign board remains in place.

EXHIBIT B: COMMUNITY EVENTS SIGN



3. Alternate Bid. Alternate Bid items are elements that are subsidiary and may be included in the final design. The items can be incorporated or removed from the final design based on budgetary or timing constraints:
 - Completion of sidewalk, street trees and curb and gutter on east side of Cedarburg Road and extension of sidewalk on Mequon Road to Milwaukee River bridge.

- Improvements to the Milwaukee River bridge such as median improvements, landscaping, sidewalks, lighting and bridge wall enhancements.
- Lighting enhancements on Cedarburg Road.
- Crosswalks on Cedarburg Road.
- Improved pedestrian access within the Mequon and Cedarburg Road intersection.
- Complementary corner features throughout the Mequon & Cedarburg Road intersection of varying design and scale which carries the overall theme of the area.

5 SCHEDULE

The desired overall schedule for this project is as follows:

Solicitation Date: October 20, 2017

Submission Date: November 16, 2017
Time: 3:00 p.m., CST

- Submittal of the Statement of Qualifications in a sealed envelope shall include the following:
 - Ten (10) bound paper color copies.
 - One (1) PDF electronic copy (USB flash drive).
- Sealed submissions shall be submitted to:

Pa Phouala Vang, Planner
Community Development
Title: RFQ No. 2017-1 Consulting Services for
Community Gateway Features
Mequon City Hall – 11333 N Cedarburg Road, Mequon, WI 53092
- Statement of Qualifications submitted via fax or email is prohibited and will be rejected. Statement of Qualifications submitted in error of delivery or delayed will be rejected. Submissions not in compliance with the above provisions may be rejected.

City Review and Presentation: November 17, 2017 – December 5, 2017

- Review and evaluation of Statement of Qualifications
- Presentation to Gateway Committee by Selected Top Firms
 - The top firms will be expected to present qualifications to the Gateway Committee. As part of such, the firms shall present a general Project Management Plan for the project that includes a clear outline of the

proposed scope of work and objectives as it relates to the total project and the deliverable services. The preliminary Project Management Plan shall estimate the number of hours, costs, necessary staffing and resources required to support the tasks and shall point to any anticipated problem areas, along with proposed solutions to such problem areas. Costs related to additional services shall be included.

Notice of Selection to Selected Firm:	December 8, 2017
Contract Development:	December 2017 – January 2018
Contract Award:	January 2018
Design Development:	January 2018 – March 2018
Construction Bid:	March 2018 – April 2018

6 DESIGN DEVELOPMENT

Once selected, the major elements of work of the design firm include the development of a final design for gateway features through the evaluation of the following:

1. Knowledge and understanding of the inventory of existing and planned community features in area of influence and various planning documents.
2. Knowledge and understanding of site conditions, both current and planned, for the proposed location of the feature at NE corner of Mequon and Cedarburg Road and its surrounding conditions.
3. Work with and present to the Mequon-Thiensville Gateway Committee and the City of Mequon and Village of Thiensville elected officials to achieve consensus for the final gateway features.
4. Development of the final design includes meetings to address the following:
 - Design development with the Mequon-Thiensville Gateway Committee.
 - Presentation of final design to the Mequon-Thiensville Gateway Committee and the City of Mequon and Village of Thiensville elected officials and/or representatives.
 - Additional staff coordination meetings should be expected, as necessary.

The design firm services shall include the following:

1. A Preliminary Design Plan shall include the development of various alternatives that meet the Scope and Design Objectives for the gateway features. The design shall address height, width, scale, materials, color, associated hardscape and landscape features and any other proposed elements and estimated cost of elements. Site, landscape and

lighting plans along with renderings shall be submitted at a reasonable scale and include all information necessary to make an informed decision.

2. Preliminary Site, Grading/Drainage, Landscape and Utility Plan. The Preliminary Design Plan shall also include the development of site and grading/drainage, landscaping and utility plan for area of sign and adjacent features including, but not limited to, site preparation, grading, drainage, utilities and the hardscape and landscape features associated with the feature.
3. A cost proposal with estimated line item materials and expenditures for construction of preliminary design and finalized line item materials and expenditures for construction of final design.
4. Final Design Plan.
5. Bid Manual Document.
6. A Final Project Management Plan shall address how the lead consultant will manage and control all tasks and associated activities, including a timeline (task-by-task) in order to complete the project on time. Certain milestones shall be established to ensure the work is properly performed and met on a timely basis.

7 CONSTRUCTION AND PUBLIC BID

The final design for the gateway features will be bid for construction under a separate announcement and municipal process.

1. The initial contract will be negotiated for the execution of design services. If the Project is authorized for construction, then construction of the Project will publically bid.
2. The City will negotiate a scope of services for construction of the Project.

8 QUESTIONS/INQUIRIES

Questions pertaining to this request shall be submitted in writing within email communication from proposer to Director Kim Tollefson at DCD1@ci.mequon.wi.us. All questions shall be submitted by **October 30, 2017**. All answers to all inquiries will be returned to all interested parties in order to ensure that all proposers are operating with the same information. All answers to all inquiries will be made by the City of Mequon by **November 6, 2017**.

9 NOTICE

The City will conduct a fair and extensive evaluation based on the criteria listed as part of this RFQ. The City reserves the right to modify and waive and all informalities and technicalities or to reject any and all proposals and/or parts thereof, and to accept the proposal which it deems most favorable to the City.

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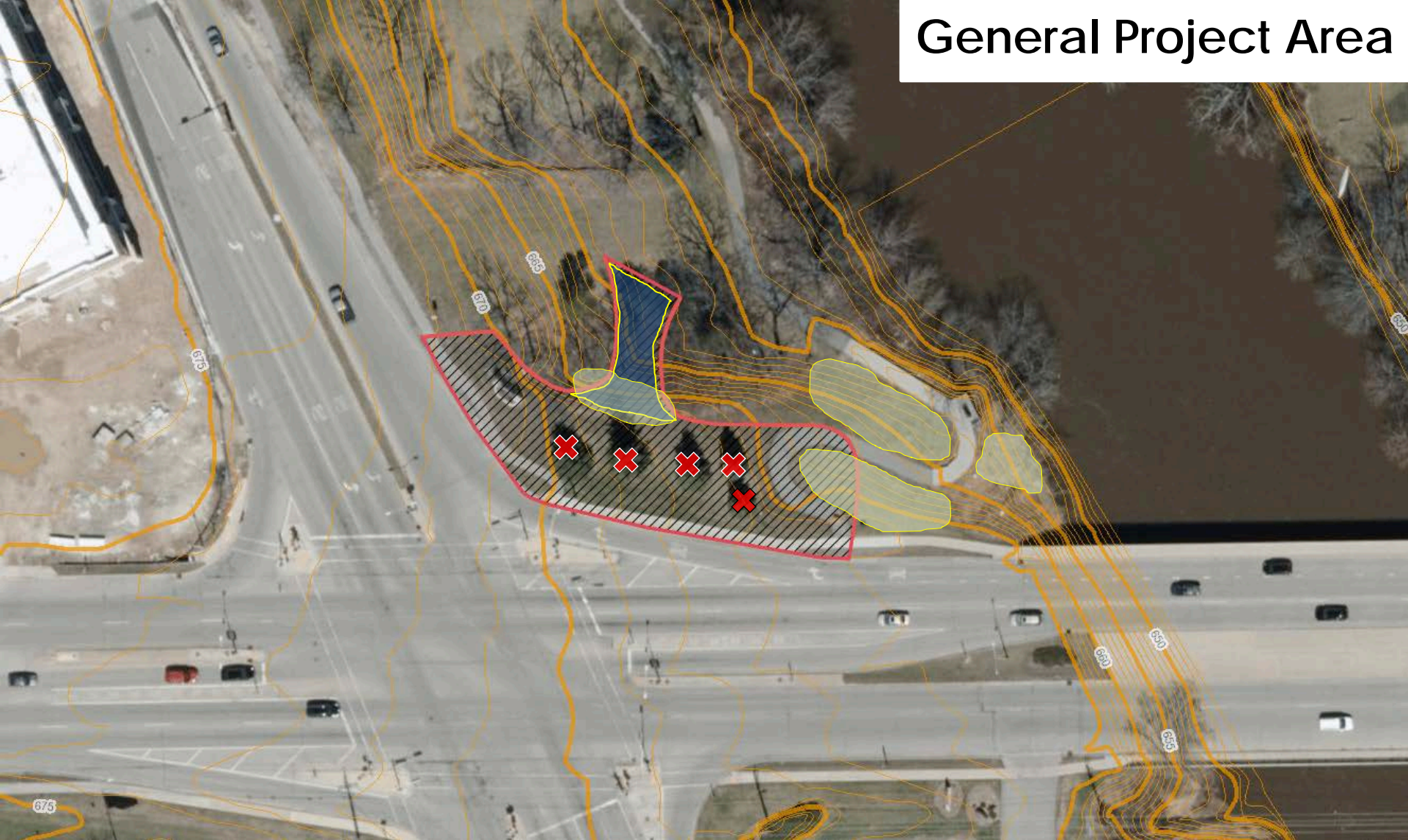
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General Project Area



General Project Area



Trees to be removed



Area of redbuds to be transplanted or remain

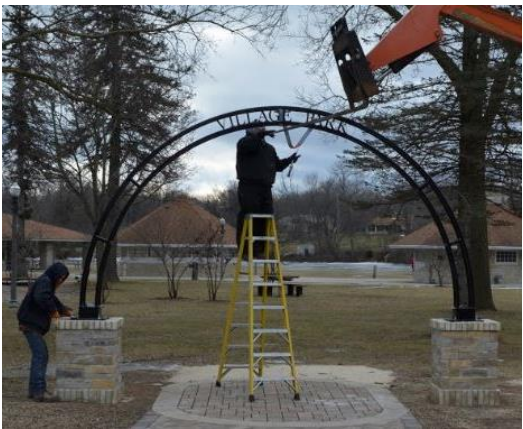
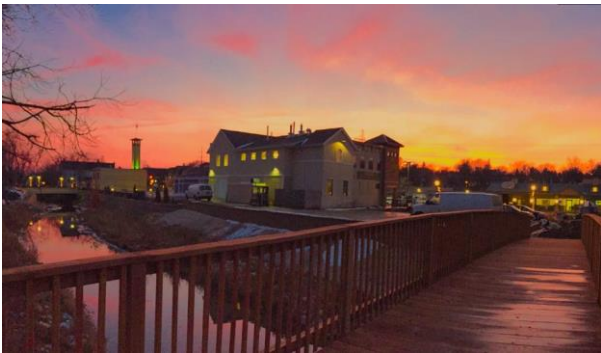


Potential area of work for sightline and/or access to river

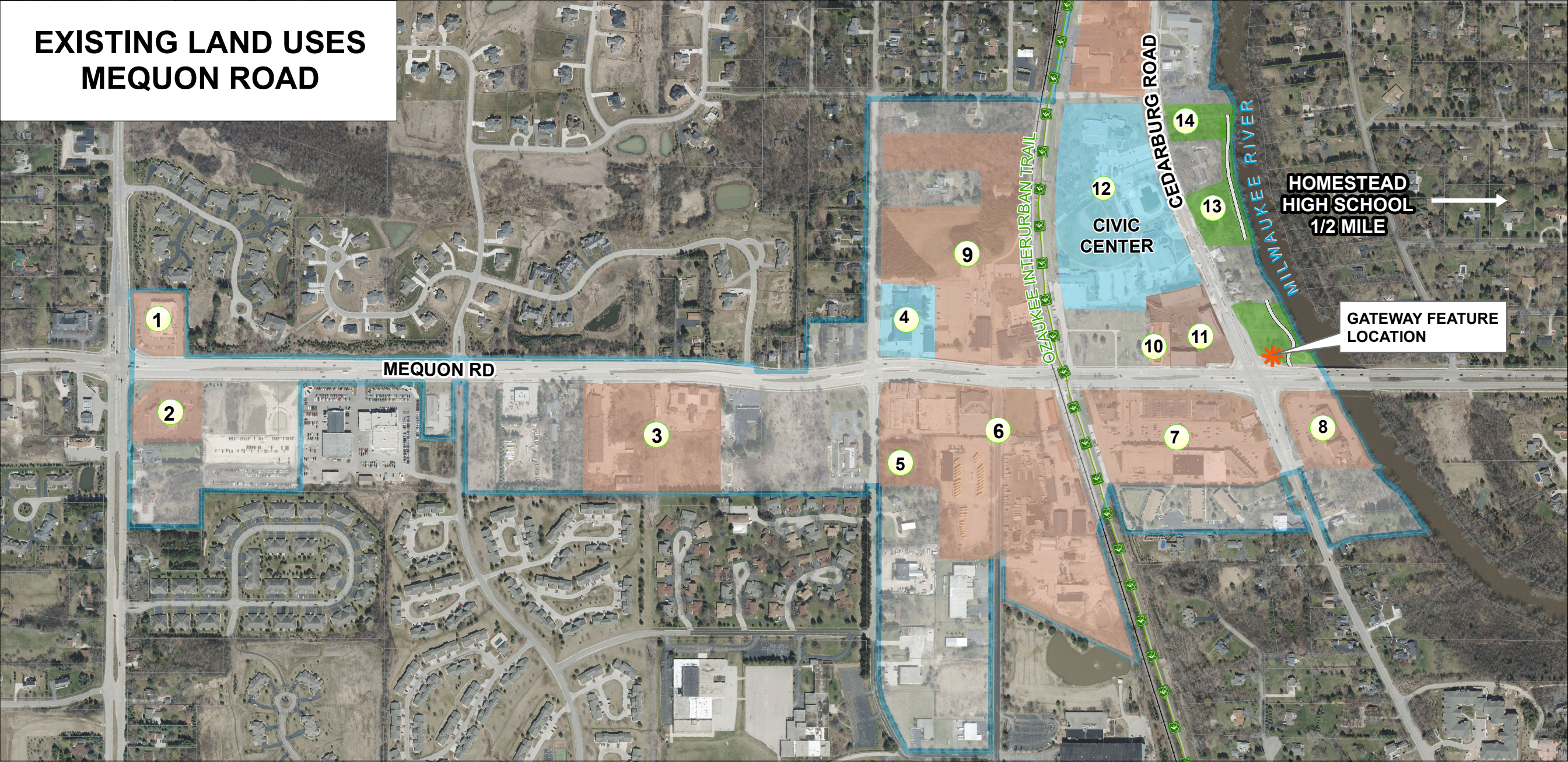
*Trees to be protected will be tagged on site.







Existing & Planned Features in Neighborhood District



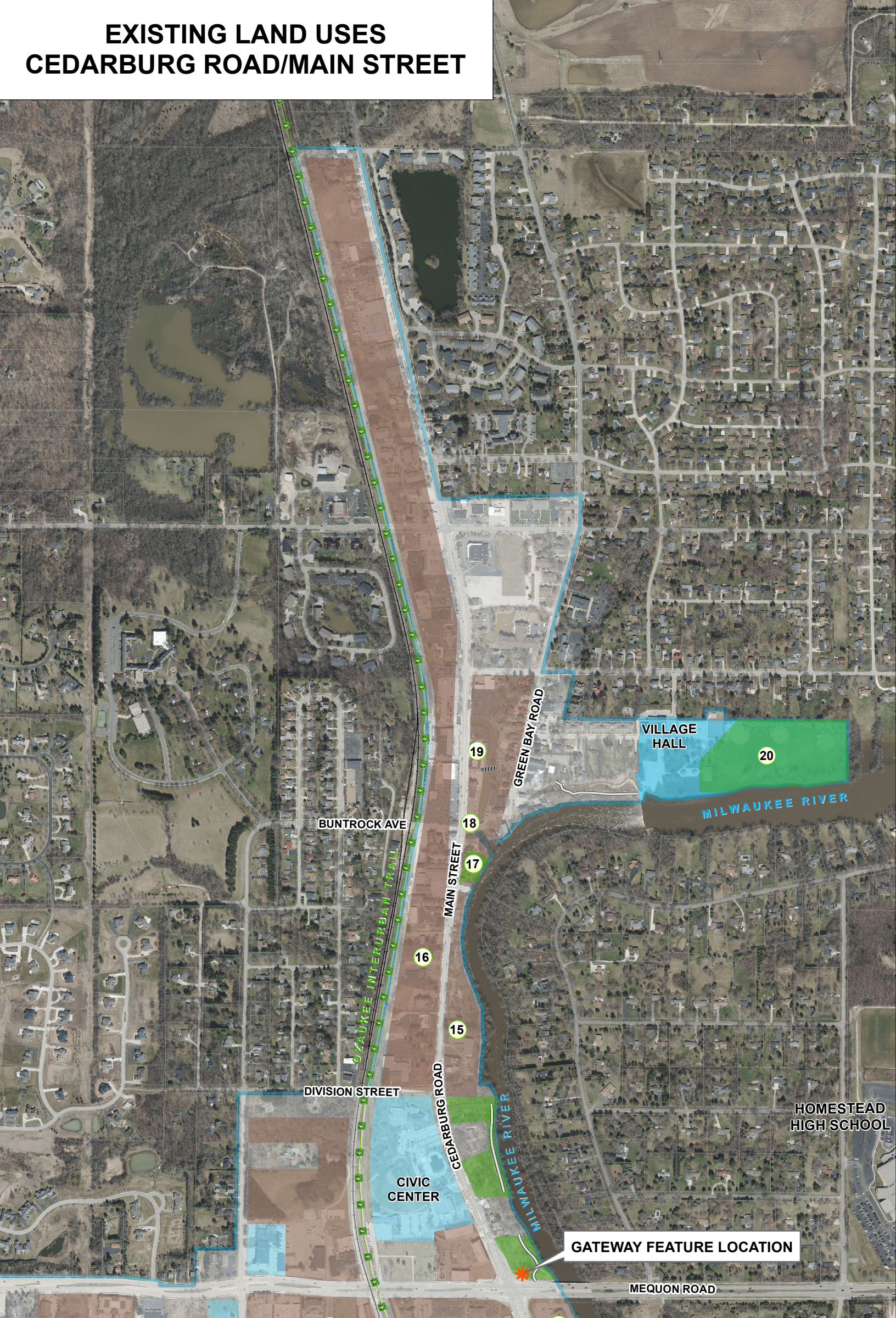
EXISTING LAND USES MEQUON ROAD





-  Gateway Feature Location
-  Mequon-Thiensille Rotary Riverwalk
-  Ozaukee Interurban Trail
-  Neighborhood Boudary Area


- | | | | | | |
|---|--|----|---|----|---|
| 1 | COMMERCIAL | 6 | MIXED-USE: APPROVAL PENDING | 11 | MIXED-USE: BUILT |
| 2 | COMMERCIAL | 7 | COMMERCIAL | 12 | CIVIC CENTER: POOL, LIBRARY, BASEBALL FIELD |
| 3 | MIXED-USE: BUILT | 8 | COMMERCIAL | 13 | RIVERFRONT PARK, ROTARY RIVERWALK |
| 4 | PUBLIC SAFETY & FIRE DEPARTMENT: BUILT | 9 | MIXED-USED: CONSTRUCTION TO START FALL 2017 | 14 | ISHAM DAY HOUSE: HISTORIC LANDMARK |
| 5 | RESIDENTIAL: BUILT | 10 | AMERICAN LEGION | | |


EXISTING LAND USES CEDARBURG ROAD/MAIN STREET




 Gateway Feaure Location

 Ozaukee Interurban Trail

 Mequon-Thiensille Rotary Riverwalk

 Dianne's Bridge

 Neighborhood Boundary Area

- 15 COMMERCIAL
- 16 COMMERCIAL
- 17 MOLYNEUX PARK
- 18 FIRE STATION
- 19 COMMERCIAL
- 20 VILLAGE PARK/FARMER'S MARKET

