

Village of Rochester, WI

Request for Proposal for

Village Signage Design Project

Date Issued: July 31, 2023

Proposals Due: August 24, 2023

PROJECT CONTACT:

Betty Novy, Village Administrator
Rochester Village Hall
300 W. Spring Street,
P.O. Box 65
Rochester, Wisconsin
Telephone: 262.534.1185
Email: bnovy@rochesterwi.gov

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EXHIBITS

- A. Community History and Features
- B. Current Logo and Downtown Street Banner Logo
- C. Rochester – Parks and Open Areas Map
- D. 2020 Rochester Community Profile

A. INTRODUCTION

The Village of Rochester, located in Racine County, Wisconsin, is seeking a response to this Request for Proposals (RFP) from environmental graphic design consultants for the development of a wayfinding and community identification signage program. Such RFP also includes detailed design drawings with specific details of each type of sign and location - allowing the Village to move forward to the construction phase of this project as funding becomes available.

Proposals, in accordance with the specifications and scope of work below, will be accepted until Thursday, August 24, 2023.

B. BACKGROUND

The Village of Rochester, located in western Racine County, Wisconsin, is a predominantly commuter community existing approximately 19 miles west of the City of Racine on State Highway 20; approximately 25 miles southwest of the City of Milwaukee on State Highway 36; and approximately 20 miles south of the City of Waukesha on State Highway 164. Interstate Highways I-43 and I-94 are accessible from multiple directions, most within 15 minutes of the Village.

The community, treasured for its quaint shops and restaurants in its historic downtown commercial district, also contains a thriving commercial district along State Highways 36/83 and State Highway 20; and several other pockets of commercial, agricultural, and industrial businesses scattered throughout its boundaries including American Champion Aircraft, International Production Specialists, the Ela Apple Orchard, and several gravel mining operations.

Over 1,500 acres of park and recreational sites are scattered throughout Rochester providing numerous recreational opportunities to its visitors and residents. Racine County's "Seven Waters Bike Trail" runs through the east end of the community as part of a continuous bike trail system that connects adjacent trails in Waukesha and Walworth Counties. The bike trail offers scenic views of the Fox River and other natural areas as it winds through Case Eagle and Saller Woods parks in the Village.

During a recent update of the village's park plan, one of the citizen committee's findings was that many residents and visitors aren't aware of all the recreational opportunities Rochester has to offer. The committee's recommendation to address this shortcoming was to install way-finding signs pointing to our parks and open space areas. This recommendation was also listed as an objective in the "Assessment of Future Needs" section of the "2050 Land Use Plan for the Village of Rochester".

Additionally, when developing the village's historic downtown street lighting project, there was discussion about installing way-finding signs to point visitors to additional parking on S. State Street. Since then, it has also been noted that no signs exist on State Highway 36/83 pointing to Rochester's historic downtown business district. There is also a lack of signage on Main Street pointing to municipal facilities. The only community identifier along State Highway 36 is a

small green “Rochester” sign with an arrow pointing west as drivers approach County Highway D (Main Street). Based on the current incorporated boundaries of Rochester, the “Rochester” sign should actually be installed on Highway 36 slightly north of State Highway 20.

Having acknowledged all these concerns at its July 10, 2023, meeting, the Village Board authorized this Request for Proposals to develop a way-finding and community identification sign program for Rochester. Additionally, the Village Board specified that a re-branding of the Village’s 24-year-old logo be included in the project. A brief summary of the community’s history and features; and images of the Village’s current logo and a historical logo recently installed on streetlight banners in the Village’s Downtown Historic District are attached to this RFP as **Exhibit A**. This information is provided for consideration when developing concepts for a new logo.

C. PROJECT OVERVIEW AND SCOPE.

The Village of Rochester is seeking the services of a qualified firm to provide professional services for the design of Village signage. These services include re-branding the Village’s logo and incorporating its design into new vehicular wayfinding signs, village entry signs, and directional signage to recreational and other municipal facilities along with development of a recommended location map for each type of sign. The design of a Village Flag is also requested as an optional bid item.

Intent:

This project is to achieve two levels of design complexity. Way-finding signs within the downtown area will have a higher level of design and complexity, while other signs such as entry and directional signs on state and county highways will have a simpler design that conforms to DOT standards and coordinates 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 Rochester is looking for imaging and sign materials that will have longevity and will hold up to the test of time. Signs are to be designed in such a way that allows for easy procurement from any professional sign manufacturer. Conformance with WisDOT and Racine County Public Works sign regulations will be a crucial component of project design.

Process:

The Village is interested in an efficient and timely process for design that will lead to the ability to bid construction/ manufacturing and installation of one or more portions of the project by early 2024. The Village anticipates 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 Village Board to then allow the design process and the development of recommended locations for the installation of signage to move forward.

Construction Drawings:

The project should provide appropriate detailed drawings to allow for immediate bid of sign production and installation as soon as possible, but no later than January 31, 2024.

It is the intent of the Village that implementation of these signs will occur over time as funding becomes available from different sources or grants. As such, the drawings and plans should be easily dividable by developing sign design and specification sheets for each recommended sign location along with a map exhibit tying each sign specification sheet to its specific location(s).

It is the Village's desire that specifications for the signs address such items as material thickness and any unique connection elements. There is an intent that the signage solution and detailed drawings will be "shovel ready" for manufacturers to bid on construction/ manufacturing and installation.

The family of signs should portray a consistent image for the community and improve navigation for all modes of travel. Signage should guide visitors and residents to locations of interest, recreational areas, commercial areas, parking and municipal facilities. An example of possible locations is as follows:

- * Entering/ Leaving Rochester
- * Historic Downtown District
- * Village Hall/ Library
- * Post Office
- * Fire Station
- * Additional (Downtown) Parking
- * Pioneer Park
- * Rochester Commons Park
- * Case Eagle Park\ Dog Park
- * Saller Woods Park
- * Seven Waters Bike Trail
- * Fabulous Fox Water Trail
- * Bike Trail Parking (Case Eagle)
- * Wadewitz Nature Area
- * Honey Creek Wildlife Areas\ Parking
- * Canoe/ Kayak Launch
- * Veterans Memorial
- * Rochester Cemetery

Project goals are as follows:

- * Build upon community history and features to re-brand the Village logo.
- * Build community identity by creating a consistent entrance and wayfinding signage system that directs visitors and residents to recreational and municipal facilities, shopping/dining destinations, and parking.
- * Reinforce the Village of Rochester's identity as a recreational, shopping, and dining destination.

D. MINIMUM REQUIREMENTS

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

1. Developed multiple municipal sign 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.

E. SUBMISSION OF PROPOSALS

Responses to this RFP should be provided in the numbered format as listed below.

1. Cover letter introducing your consulting firm, the date the company was established, the names of the individuals who will be assigned to work on this project and their areas of responsibility.
2. Provide a brief description of previous work with municipalities and WI DOT and specific experience with environmental graphic design, identity and brand development, and wayfinding.
3. Proposed Project Schedule: The consulting firm 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.
4. Inclusive Budget: The consulting firm 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 specialty
 - External and/or internal resources required.
5. **As an optional bid item** and using the same budgeting approach stated above, provide a cost proposal to design a Village flag.
6. Proposed Payment Schedule: The consulting firm shall include a proposed payment schedule that is coordinated with the project schedule. Fifteen (15) percent of the total shall constitute the final payment.
7. Examples: The consulting firm shall include a selection of examples of similar projects for municipalities. Examples shall show how the design team is able to provide a variety

of designs that adapt to the uniqueness of each community. Examples shall also show at least one example of construction specifications for signage.

8. Qualifications: The consulting firm shall include a list of qualifications and other documentation (including relevant certifications).
9. References: The consulting firm shall include a descriptive narrative of at least two (2) references including a contact for each listing.
10. The consulting firm shall provide information regarding sign manufacturers whom they have directly worked with and those specifically within travel distance to SE Wisconsin.

F. TIME SCHEDULE.

Issue Request for Proposals	July 31, 2023
Deadline for Questions	August 17, 2023
Response to Questions	August 21, 2023
Deadline for Submittal of Proposals	August 24, 2023
(Anticipated) Village Board Meeting for Approval	August 28, 2023
Completion Date (As soon as possible or by):	January 31, 2024

G. GENERAL CONDITIONS.

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. All data, documents and other information developed as a result of these contractual services shall become the property of the Village. 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 vendor at any time and failure to respond promptly may be cause for rejection. The Village also reserves the right to interview only those vendors it determines shall provide the most advantageous services and to negotiate with one (1) or more vendors to contract terms acceptable to 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 signed version of the response must be received prior to the due date and time.

Responding firms accept all risk of late delivery of mailed proposals regardless of instance or fault. During the evaluation process, the Village of Rochester may request additional information or clarification from responders or allow corrections of errors or omissions.

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.

H. INSURANCE REQUIREMENTS.

Prior to the commencement of work, the selected firm shall furnish a certificate of insurance showing compliance with the following limitations. The selected firm agrees to comply with the provisions of Worker's Compensation laws of the state of Wisconsin.

The selected firm shall further maintain such other insurance (with limits as shown below) as shall protect the firm and the village from any claims for property damage or personal injury, including death, which may arise out of operations under this contract, and the selected firm shall furnish the owner with certificates and policies of such insurance as shown below. Insurance coverage shall be maintained until the work has been completed by the selected firm.

Below are listed the insurance coverages which must be procured by the firm at the firm's expense.

Limits	
Commercial General Liability	<ul style="list-style-type: none"> Coverage Limits of: \$ 1,000,000 Per Occurrence \$ 2,000,000 Annual or General Aggregate \$ 1,000,000 Products/Completed Operations Aggregate
Business Auto	<ul style="list-style-type: none"> Liability Coverage Limits: \$1,000,000 Combined Single Limit
Workers Compensation & Employers Liability	<ul style="list-style-type: none"> Employer Liability Limits: \$ 100,000 Bodily Injury by Accident/Each Accident \$ 500,000 Bodily Injury by Disease/Policy Limit \$ 100,000 Bodily Injury by Disease/Each Employee
Umbrella	<ul style="list-style-type: none"> Coverage Limits of \$ 2,000,000

Certificate of insurance with the Village of Rochester listed as additional insured must be sent to the village prior to commencement. Insurance must be written by a company licensed to do business in the State of Wisconsin and with an AM Best rating of not less than "A".

I. CONSULTANT SELECTION PROCESS

To avoid disclosure of contents that may contain confidential or proprietary information to competing firms, Village officials shall open responses to this RFP in private. A summary of the results will be made available to the public.

Confidentiality and Proprietary Information. Based on the public nature of RFP's, a vendor 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 State Statutes. The Village Administrator, or 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 vendor pertinent to this RFP will be considered public information unless otherwise determined by the Village. The vendor will be financially responsible for all expenses of the Village and the vendor in defending the denial of access to such material pursuant to a Freedom of Information Act request.

The Public Works Committee and Village Board of Trustees will evaluate the Proposals/Bids. The following categories will be considered in the selection of the qualified vendor. If two or more vendors are deemed equally qualified the Public Works Committee and/or Village Board of Trustees will host interviews with said vendors to make their final decision. Interviews 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 Village Board. The Village reserves the right to reject any and all proposals.

J. SUBMISSION OF PROPOSALS

PROPOSAL FOR THE VILLAGE SIGNAGE DESIGN PROJECT DUE NO LATER THAN 5:00 PM ON THURSDAY, AUGUST 24, 2023

One signed paper or electronic copy of each individual proposal must be submitted by 5:00 P.M. on Thursday, August 24, 2023.

Mail: Village of Rochester
Attn: Betty Novy, Village Administrator
300 W. Spring Street
P.O. Box 65
Rochester, WI 53167

Email: bnovy@rochesterwi.gov

Questions

For questions regarding this Request for Proposals, please contact:

Betty Novy, Village Administrator
Village of Rochester
300 W. Spring Street
P.O. Box 65
Rochester, WI 53167
bnovy@rochesterwi.gov

EXHIBIT A

COMMUNITY HISTORY AND FEATURES.

Rochester is a community rich with history being first settled by pioneers Levi Brown Godfrey and John B. Wade in 1835 when they first staked their claims at the “Upper Forks” where the Musquequack River and the Fox River (then Pishtaka River) join. The area was later established as the Town of Rochester in 1838 by an act of the Wisconsin Territorial Legislature. The territorial limits of the Town have changed in numerous ways since its establishment with portions of it detached to create the Town of Burlington in 1839; the Town of Waterford in 1852; and the Village of Rochester in 1912. In 2008, the Village and Town of Rochester consolidated to form one Village with a current estimated population of 3,822 residents that encompasses close to 18 square miles.

In 1836, the first bridge and first public house for the accommodation of incoming settlers was built. The large, double log house, was known as "Godfrey's Tavern", and was the first public house opened in western Racine County. It was at this log tavern the celebration “Godfrey's Convention” was held. This was the first political convention ever held in the Territory of Wisconsin--which had just been organized that year. The territory comprised the present states of Wisconsin, Iowa, Minnesota and parts of the Dakotas. Milwaukee county consisted of the present counties of Milwaukee, Racine, Kenosha, Walworth and Rock. At the first session of the legislature many important matters were to be considered. The location of the capitol was to be decided upon, and certain counties were to be organized--among them Racine County.

Historical downtown Rochester is both pedestrian and bicycle friendly and still features houses and businesses dating back to the mid-1800s. Chances Restaurant, located on Main Street, is the community's best known historical landmark. The two-story brick Greek Revival building is one of the oldest operating bar and restaurants in the State of Wisconsin, continuously operated for that purpose since 1850. The structure itself was built in 1843 and was known to be a stopping point of the Underground Railroad before the Civil War.

Racine County's Case Eagle Park exists within the Village and offers a canoe/ kayak launch site on the Fox River, baseball diamonds, nature trails, and a dog park. Pioneer Park, located at the intersection of Main and Front Streets, is a popular fishing and picnic location which was recently designated as River Mile 139.7 on the “Fabulous Fox National Water Trail” . If you visit Rochester during the winter months, you will likely catch sight of a growing number of bald eagles that overwinter here.

Pioneer Park also hosts an observance ceremony following Rochester's Annual Memorial Day Parade, notably one of the nation's oldest continuously running Memorial Day parades having been conducted every year since its beginning with the recognition of the sacrifice of fallen soldiers on May 15, 1867. Soldier's graves were decorated with wreaths of wildflowers and a parade was led from “Seminary corner” to the Rochester Cemetery where a presentation consisting of speakers, choruses, soloists, and bands was followed by a gun salute from military veterans. The event known as “Decoration Day” was gradually re-termed “Memorial Day” and the official holiday was named such by federal law 100 years later in 1967.

The Rochester Cemetery, incorporated in 1846, is one of the oldest cemeteries on record in Wisconsin. Clarence “Ginger” Beaumont is buried in the Rochester Cemetery. Clarence was born in Rochester and was the first batter in the 1st World Series. In continuing with Rochester’s proud history of honoring its veterans, two soldiers of the War of 1812, Israel Markham and James Saxton, found their final resting place in the Rochester Cemetery. Rochester was also home to fourteen civil war veterans. A veteran’s memorial is also located in the Village on State Highway 20 just north of its intersection with State Highway 36.

Saller Woods and the Wadewitz Nature Camp, also Racine County Parks located in the village, offer both hiking and snow skiing trails to satisfy the outdoor enthusiast. The Honey Creek State Wildlife Area, located in the center of Rochester and extending west into Walworth County, offers over 1,500 acres of hunting and wildlife viewing opportunities. Three of its four property blocks have parking areas located in Rochester. The west end of the community also enjoys the outdoor recreational opportunities provided by DelMonte, Tahoe, Long, and Honey Lakes.

The library and village hall are located in Rochester Commons Park between W. Wade and W. Spring Streets. Rochester Commons features outdoor playground equipment, an outdoor park shelter, basketball court, and a community garden where plots are offered for rent each growing season. The Rochester Public Library proudly serves the community with a fine collection of reading, video and audio materials available to check out. Children and adult programs are offered year-round.

EXHIBIT B

CURRENT LOGO

village of Rochester

Reflections of
the Past...



Visions of
the Future.

HISTORIC DOWNTOWN STREET BANNER LOGO

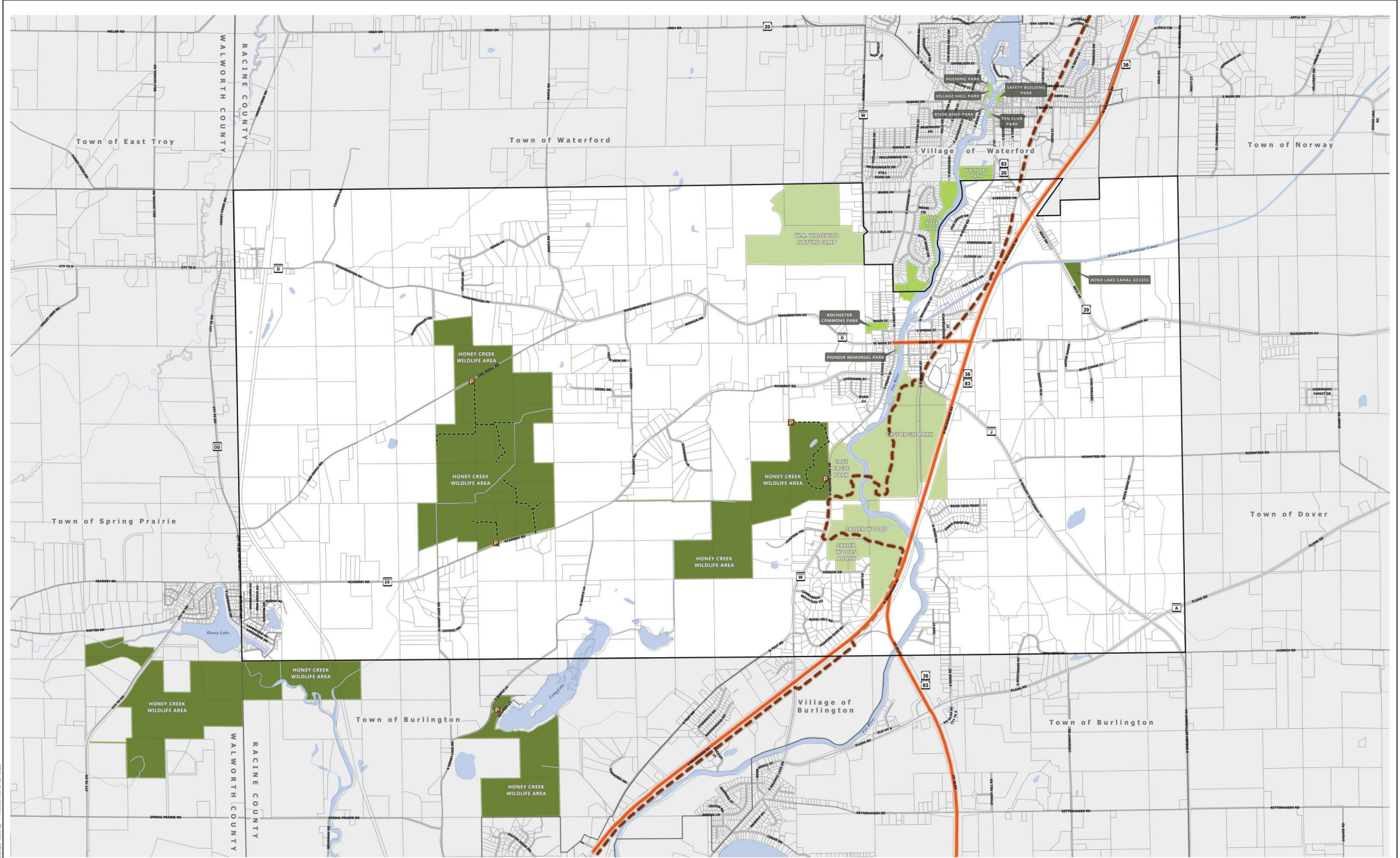


PARKS AND OPEN AREAS

EXHIBIT C

Village of Rochester
Racine County, Wisconsin

2020



Source: Base data from Racine County GIS, 2020. WCDMA 2020. Spatial Reference: NAD 1983 StatePlane Wisconsin South 8301 4801



BAXTER & WOODMAN
CONSULTING ENGINEERS

- Municipal Owned Open Area
- County Owned Open Area
- State Owned Open Area
- Bicycle Lane / Paved Shoulder
- Bicycle Off-Street Path
- Nature Trails (Honey Creek Wildlife Area)
- Parking Lot
- Rochester Village Limits
- Parcel Lines

VILLAGE OF ROCHESTER COMMUNITY PROFILE



Village of Rochester,
Racine County,
Wisconsin

Rochester Village Hall,
300 W. Spring St.,
Rochester, WI 53167
<http://rochesterwi.gov>

Welcome to Rochester, Wisconsin

The Village of Rochester, found in western Racine County, Wisconsin is a community rich with history being first established as the Town of Rochester in 1838 by an act of the Wisconsin Territorial Legislature. The territorial limits of the Town changed in numerous ways since its establishment with portions of it detached to create the Town of Burlington in 1839; the Town of Waterford in 1852; and the Village of Rochester in 1912. In 2008, the Village and Town of Rochester consolidated to form one Village with an estimated population of 3,800 residents (2018) that encompasses about 18 square miles.



Historic downtown Rochester is both pedestrian and bicycle friendly and features many houses and businesses dating back to the mid-1800s. Numerous other housing options exist throughout the Village including both urban and rural subdivisions, small lake and riverfront cottages, condominiums, farmettes, and large estate size parcels. Rochester is also home to several 100+ year family farms.



Chances Restaurant, located on Main Street, is the community's best known historical landmark. The two-story brick Greek Revival building is one of the oldest operating bar and restaurants in the State of Wisconsin, continuously operated for that purpose since 1850. The structure itself was built in 1843 and was known to be a stopping point of the Underground Railroad before the Civil War.

Racine County's "Seven Waters Bike Trail" intersects with E. Main Street in the Village and is part of a continuous bike trail that connects adjacent trails in Waukesha and Walworth Counties. The bike trail offers scenic views of the Fox River and many other natural areas as it winds through Main Street, Case Eagle Park, and Saller Woods Park in the Village. Over 1,500 acres of park and recreational sites are scattered throughout Rochester providing numerous recreational opportunities to its visitors and residents.





Case Eagle Park offers a canoe/ kayak launch site on the Fox River, baseball diamonds, nature trails, and a dog park. If you visit the park during the winter months, you just might catch sight of a growing number of bald eagles that overwinter there. Saller Woods and the Wadewitz Nature Camp offer both hiking and snow skiing trails to satisfy the outdoor enthusiast.

The Honey Creek Wildlife Area, located in the center of Rochester, offers over 1,000 acres of hunting and wildlife viewing opportunities. The west end of the community also enjoys the outdoor recreational opportunities provided by DelMonte, Tahoe, and Honey Lakes.

The Rochester Public Library proudly serves the community with a fine collection of reading, video and audio materials available to check out. Children and adult programs are offered year-round, with specific emphasis on summer time programming for the kids when they are on break from school. The library and village hall are located in Rochester Commons Park between W. Wade and W. Spring Streets, which also features outdoor playground equipment, an outdoor park shelter, and a community garden where plots are offered for rent each growing season.



Annual Events:

Rochester's claim to fame is conducting the nation's oldest continuously running Memorial Day parade, the first one conducted as an observance of an annual cemetery decoration practice known as "Decoration Day" in 1865. The widely attended parade begins at the Rochester Fire Station on Academy Road and terminates in Pioneer Park, located at the intersections of Main and Front Streets, with a memorial service dedicated to the armed services.



Another annual event hosted by the community is its annual “Day in the Country” celebration held the third Saturday in September.

The event features arts and crafts vendors, live music, children’s activities, a 5K Run/Walk beginning at Case Eagle Park, food vendors, and numerous other activities.

Municipal

Village Government:

The Village of Rochester is managed by an elected non-partisan Board of seven members: one president and six trustees. In Wisconsin's Village form of government, officials are elected "at large". Any qualified elector of the municipality is able to run for any seat.

In odd years, the President and three trustees are up for election. In even years, the other three trustees are up for election. Terms are for two years.

Most administrative functions of the Village are performed at the Rochester Village Hall. This is where information on public services and public records can be found. The Zoning Administrator and Building Inspector also have office hours scheduled at this location.

Services:

Law Enforcement

Police services are provided by the Racine County Sheriff's Department. Emergency calls are processed through the 9-1-1 system.

Fire & Emergency Medical Services.

Established in 1927, the Rochester Volunteer Fire & Rescue Company has a long history of serving Rochester and surrounding communities.

Utilities:

Gas/ Electric: WE Energies

Phone/ Internet: TDS Telecom; Spectrum Cable

Sewer: Village of Rochester Sewer Utility or a Private Onsite System (depending on location)

Water: Private wells.

Weekly Curbside Recycling and Garbage Collection

ASDA Environmental is the Village's contracted provider of these services.

2020 PROPERTY TAX RATES (per \$1,000 of assessed value)

	<u>Rate</u>
Waterford Schools	\$16.31
Burlington Schools	\$13.60
Honey Lake Protection & Rehabilitation District	\$15.77
Honey Lake- Honey Lake Streets & Lights	\$17.48
Village Portion of Tax Rate:	\$2.62

Demographics and Housing



VILLAGE OF ROCHESTER POPULATION BY AGE: 2020		
Total	3,765	%
Under 5 years	37	1.0%
5 to 9 years	128	3.4%
10 to 14 years	211	5.6%
15 to 19 years	306	8.1%
20 to 24 years	399	10.6%
25 to 34 years	327	8.7%
35 to 44 years	439	11.7%
45 to 54 years	669	17.8%
55 to 59 years	339	9.0%
60 to 64 years	316	8.4%
65 to 74 years	395	10.5%
75 to 84 years	168	4.5%
85 years and older	31	0.8%
Median age	45.4	
Source: U.S. Census Bureau		

POPULATION BY GENDER: 2020		
	Male	Female
Source: U.S. Census Bureau	1,964	1,801

Village of Rochester Community Profile 2020

POPULATION BY RACE: 2020		
Total population	3,765	
White	3,552	94.3%
Hispanic or Latino	133	3.5%
Asian	36	1.0%
Two or more races	34	0.9%
Black or African American	10	0.3%
Source: US Census Bureau		

EDUCATIONAL ATTAINMENT: 2020	
Population 25 years and over	
Less than high school graduate	3.5%
High school graduate (includes equivalency)	25.1%
Some college or associates degree	40.5%
Bachelor's degree	18.2%
Graduate or professional degree	12.7%
Source: US Census Bureau	

HOUSEHOLD INCOME: 2020	
Median	\$91,667
Source: US Census Bureau	

HOUSING CHARACTERISTICS: 2020	
Total Housing Units	1,566
Occupied Housing Units	1,513
Vacant Housing Units	53
Single Family Units	1,239
Rental Units	327
Median Home Value	\$342,300
Median Rent	\$1,250*
Source: US Census Bureau	* Alternative Source: Rent Cafe

Village of Rochester Community Profile 2020

VILLAGE OF ROCHESTER RESIDENTIAL SALES 2019 & 2020

RESIDENTIAL LOT SALES

Private Well/ Private Septic	Lot Size	Sales Price
Royal Hill	1.41 acre	\$74,500.00
Westwood Circle	1.70 acre	\$92,500.00
Ridge Lane	5.01 acres	\$147,000.00
Delmonte Drive	.3 acre	\$23,000.00

Private Well/ Public Sewer	Lot Size	Sales Price
None.		

CONDOMINIUM SALES

"The Settlement of Rochester"

Oak Hill Circle (4 sales)	1,626 sq ft	\$260,350.00 - \$299,900.00
Oak Hill Circle (4 sales)	1,691 sq ft	\$269,900.00 - \$289,900.00
Oak Hill Circle (1 sale)	2,826 sq ft	\$349,950.00

SINGLE FAMILY HOMES

3 Bedroom 1.5 Bath- Ranch Style- Public Sewer- Lot sizes 12,000 sq ft to 19,000 sq ft

Timber Lane	1,192 sq ft	\$269,900.00
Fox Knoll	1,490 sq ft	\$240,000.00

3 Bedroom 2 Bath - Ranch Style- Private Septic- 1 to 1.27 acre lot sizes

Seidel Drive	1,964 sq ft	\$350,000.00
Hunters Glen	3,477 sq ft	\$455,000.00
Coyote Trail	2,602 sq ft	\$460,000.00

4 Bedroom 2.5 Bath- Two Story- Private Septic- 1 to 1.5 acre lot sizes

Academy Road	4,274 sq ft	\$575,000.00
Hunters Glen	4,070 sq ft	\$435,000.00
Camelback	4,697 sq ft	\$490,000.00

2-Family Townhouses – Public Sewer – Lot sizes 13,000 sq ft to 16,000 sq ft

Stephanie Street	2,248 sq ft	\$260,000.00
Musquequack Street	2,184 sq ft	\$213,700.00

Source: Village of Rochester Assessor's Office

Education

Primary Education



Waterford Union High School



BURLINGTON AREA SCHOOL DISTRICT



School District	Grades Served	Students Enrolled	Student/Teacher Ratio
Waterford Graded School District	K - 8	1,482	14.1
Waterford Union High School	9-12	977	13.73
Burlington Area School District	K - 12	2,967	13.1

Higher Education

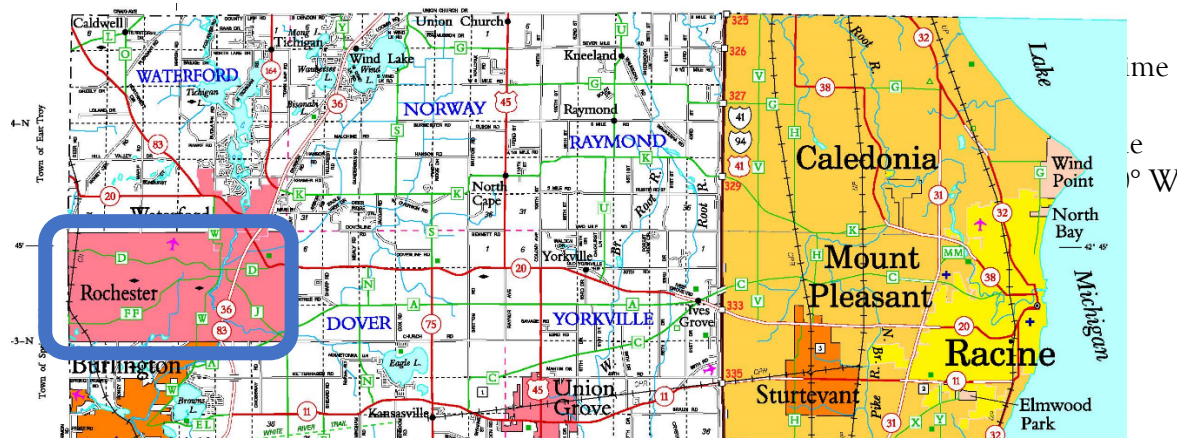


Rochester's proximity to Milwaukee, Racine, Kenosha and Waukesha means convenient access to many great higher educational institutions, including:

College/ University	Distance from Rochester
Alverno College, Milwaukee	23.1 miles
Carroll University, Waukesha	19.8 miles
Carthage College, Kenosha	28.4 miles
Gateway Technical College, Racine	23.6 miles
Marquette University, Milwaukee	29.0 miles
Milwaukee School of Engineering	30.5 miles
Milwaukee Area Technical College	29.4 miles
University of Wisconsin - Milwaukee	33.4 miles
University of Wisconsin - Parkside (Kenosha)	24.9 miles
University of Wisconsin - Whitewater	31.2 miles
Waukesha County Technical College	27.8 miles

Location

Village of Rochester, Racine County, Wisconsin.



#

Nearby State Highways	
Highway 83	Two-lane highway going through Waterford and Rochester offering access to Mukwonago and Interstate 43 to the northwest, and Burlington to the south.
Highway 36	Four-lane highway through Wind Lake, Waterford and Rochester offering access to Milwaukee to the northeast and Burlington & Lake Geneva to the South.
Highway 20	Two-lane highway through Waterford offering access to East Troy and Interstate 43 to the West, and Racine and I-94 to the east.
Highway 164	Two-lane highway through the Town of Waterford offering access to Big Bend, Interstate 43, and Waukesha to the North.
Approximate Highway Distance to Cities	
Burlington	5 miles
Racine	19 miles
Milwaukee	25 miles
Kenosha	30 miles
Beloit	55 miles
Madison	80 miles
Chicago	85 miles
International Airports*	
Mitchell International, Milwaukee, WI	30 miles
O'Hare International Chicago, IL	85 miles
*Smaller public use airports located in Burlington, East Troy, Racine, Rochester, and Kenosha	