



REQUEST FOR PROPOSALS

WATER STREET CORRIDOR PLAN

Menasha, WI | November 28, 2018





28 NOVEMBER 2018

JOE STEPHENSON
ASSOCIATE PLANNER
100 MAIN STREET SUITE 200
MENASHA, WI 54952

RE: Water Street Corridor Proposal

On behalf of Neighborhood Planners (Andrew Dane), Design Studio Etc. (Garret Perry), Place Dynamics (Michael Stumpf), and Beyond 24 Leagues (David Pheifer, P.E.), we would like to thank you for the opportunity to submit this proposal to work in partnership with the City of Menasha as it moves forward with rehabilitation and redevelopment plans for the Water Street corridor. Our entire team consists of four (4) individuals with specialized experience selected specifically for this project.

We believe our understanding of the City, ability to facilitate complex land use discussions, knowledge of local development trends, award-winning urban design qualifications, and experience working on the Fox River canal system, make us an excellent partner on this project. Our team will provide highly competent and cost-effective planning services for the City. We are a very collaborative team and want to work closely with you and the community to develop an inspired and place specific design for the corridor.

Our team has extensive experience facilitating land use, economic development, and urban design projects. The key to success on this project is balancing a broad range of stakeholder interests. Therefore, we will initiate the project by finalizing a written Public Participation Plan which clearly spells out the overall purpose of the engagement effort, intended participants, engagement techniques, and schedule. In addition to providing a highly robust public participation process, our team will work closely with the City to design a signature streetscape and corridor that:

- Reflects the character, architectural styles, and setting of the neighborhood
- Ties downtown Menasha to the Fox River and Loop the Lake trail
- Encourages walking and biking
- Incentivizes private residential investment in the neighborhood
- Incentivizes private commercial investment along Tayco Steet
- Creates a compelling gateway into downtown
- Creates a series of special places along the waterfront, attracting both residents and visitors

Mr. Stephenson, Associate Planner
September 4, 2018

Our proposal is organized around the selection criteria identified in the RFP. Andrew Dane will be the primary point of contact and project Manager for this project. I can answer any questions you may have concerning our proposal. I may be reached directly at (920) 585-3593 or andrew@neighborhoodplanners.org.

Respectfully submitted,

A handwritten signature in black ink that reads "Andrew Dane". The signature is fluid and cursive, with the first name "Andrew" and last name "Dane" clearly legible.

Andrew F. Dane, Principal
Neighborhood Planners LLC
602 N. Lawe St., Appleton, WI 54911
andrew@neighborhoodplanners.org
920.585.3593



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Experience and Availability of Key Personnel

Andrew Dane will serve as the overall Project Manager and lead public participation efforts for the study. Andrew is trained in best practices for effective public participation through the International Association for Public Participation. He has designed and led over 200 public participation projects over his 20-year career in urban planning.

Garret Perry is an award-winning landscape architect and urban designer with 25+ years of experience engaging communities in hands-on design charrettes and public workshops. Garret has designed many of Wisconsin's iconic streetscapes and waterfronts and will lead the streetscape, open space and urban design tasks, including graphics for the community input session and final corridor plan.

Michael Stumpf has over 25 years of experience in land use planning and economic development planning. Simply coming up with pretty design solutions to a street corridor in an economically challenged neighborhood is not an option. Michael will provide market-based recommendations for the type, density, and price points for alternative housing products under consideration for the corridor. He will provide similar recommendations for the Tayco Street area, drawing upon recently completed market analysis worksheets completed for the study area.

Finally, our team includes Dave Pheifer, a professional engineer with several decades of experience evaluating retaining walls, bridges, and other municipal infrastructure. Dave's familiarity with the site and direct experience rehabilitating similar structures throughout the Fox Cities will provide highly cost effective and reliable advice for the City as it evaluates Water Street improvement alternatives.

Our highly experienced team of professionals will be working directly on this assignment and are available to hit the ground running. See project descriptions for additional details regarding our team's experience.



OVER 3,000 PLACE-BASED COMMENTS WERE PROVIDED THROUGH AN ON-LINE TOOL DEVELOPED BY ANDREW DANE FOR THE CITY OF APPLETON COMP PLAN UPDATE



Andrew Dane founded Neighborhood Planners LLC in 2018 after 20 years of community planning and development experience in both the public and private sectors.

Our passion is helping build great neighborhoods and communities. We help communities achieve their vision through thoughtful community engagement, technical problem-solving, strategy development and implementation.

Andrew is highly active in his neighborhood, having formed the Lawrence City Park Neighborhood Association. Through Neighborhood Investments LLC, he has created a platform for neighbors to invest in residential and commercial property rehabilitation.

Contact:

Andrew F. Dane, Principal
 Neighborhood Planners LLC
 602 N. Lawe St., Appleton, WI 54911
 andrew@neighborhoodplanners.org
 920.585.3593

Services Include:

- Waterfront Planning
- Park system plans
- Park and trail planning and design
- Public engagement
- Urban design
- Corridor planning
- Downtown Planning
- Bike and Pedestrian Plans
- Streetscape planning and design
- Comprehensive planning
- Funding assistance
- Real Estate Development Assistance
- Neighborhood Planning
- Comprehensive Planning
- Market Analysis
- Feasibility Studies
- Economic Development Planning
- Pocket Neighborhood Development
- Neighborhood Investment Strategies

Marshfield residents voice opinions on city's master plan



By Stephanie Buffenbinder | Posted: Sat 4:34 PM, Jan 16, 2016 | Updated: Sat 11:06 PM, Jan 16, 2016



As updates to the city of Marshfield's [master plan](#) are in motion, residents and community members met today to share their hopes and concerns.

About 70 residents and community [leaders](#) of put sticky notes on the walls to raise discussion and voice their input.

They looked at different maps to discuss where they would like new developments in the city. Residents say it all comes down to pride of where they live.

"I think we all really care about our community," Steven Okonek, a Marshfield resident. "We enjoy [working](#) together. We really try and get things done and it's great to see this many people come together to talk about the future of our city." Okonek is also running for office in Marshfield.

The Comprehensive Plan is updated every 10 years. It determines what can and cannot be done in Marshfield in regards to land use.

"This is probably one of the most important things we do in the city of Marshfield," Marshfield's Mayor, Chris Meyer said. "Having a comprehensive plan literally legally and figuratively [guides](#) our decision making for the next 20 years."



Andrew Dane AICP, ENV SP, NCI, LEED® ND

Project Manager, Public Engagement and Implementation Strategies Lead

Mr. Dane is an urban planner with extensive experience assisting both rural and urban communities as well as private industry. Andrew is a highly skilled and confident group process leader and facilitator, with extensive experience designing and leading public participation and community engagement processes. He specializes in project planning, design and implementation of complex projects including parks, waterfronts, and trails; community planning and downtown revitalization.

EDUCATION

Master of Science
Urban and Regional Planning
University of Arizona-Tucson

Bachelor of Science
Conservation Biology
University of Wisconsin-Madison

REGISTRATIONS/ CERTIFICATIONS

LEED AP Neighborhood
Development (2017), U.S. Green
Building Council

Charrette Facilitator (2014),
National Charrette Institute

ENVISION Sustainability
Professional (ENV SP) (2012),
Institute for Sustainable
Infrastructure

Certified Planner (2011), American
Institute of Certified Planners

Integrated Community Sustainability
Planning Certification (2010), The
Natural Step

PROFESSIONAL ASSOCIATIONS

Wisconsin Parks and Recreation
Association
Member

Institute for Sustainable
Infrastructure, Member

American Planning Association,
Member

The Natural Step (TNS), Member

Wisconsin Downtown Action Council
(WDAC), Member (2014-present)

EXPERIENCE

- Retail Market Study, Columbus, OH
- Corridor Revitalization Plan, Tulsa, OK
- Pocket Neighborhood Dev., Eau Claire, WI
- Neighborhood Revitalization, Appleton, WI
- Market Analysis, Elm Grove, WI
- Value Added Feasibility Study, Eureka, CA

- Parking & Pedestrian Plan, Egg Harbor, WI
- Downtown Plan, E. Stroudsburg, PA
- EDA Grant Application, Eureka, CA

PRIOR EXPERIENCE

PARKS AND OPEN SPACE

- Waterfront Master Plan, Fish Creek, WI
- Arrowhead Park Waterfront Plan, Neenah, WI
- Trails Master Plan, Appleton, WI
- River Management Plan, Kiel, WI
- Master Land Use Plan, La Crosse Co. Landfill
- Kinnickinnick River Corridor Plan, River Falls, WI
- Comprehensive Outdoor Rec. Plan, Suring, WI
- Wayfinding and Streetscape Plan, Fish Creek, WI
- Lyons Park Creek Sustainability Review, MMSD

ENERGY & SUSTAINABILITY

- Biomass Feasibility Studies, Bad River Tribe, WI
- Recycling Optimization Study, Chippewa County
- Solid Waste/Recycling Plan, Fond Du Lac Tribe
- Solid Waste Management Plan, La Crosse Co.
- Energy Conservation Plan, Chippewa County
- Marketing Co-op Feasibility Study, WI
- Value-Added Wood Product Study, MRRPC, WI
- Biofuels Feasibility Study, MRRPC, WI
- Biofuels Feasibility Study, Thilmany Papers, WI
- Biofuels Due Diligence Study, Xcel Energy, WI
- Energy Conservation Plan, Oneida Tribe, WI
- Strategic Energy Plan, Chippewa County, WI

LAND USE AND TRANSPORTATION

- Bicycling and Pedestrian Plan, Fish Creek, WI
- Bicycling and Pedestrian Wayfinding Plan, WI
- Transportation Plan, Sherwood, WI
- 54th Street Preliminary Design, Edina, MN
- Miller's Bay Neighborhood Streetscape
- Downtown Parking Study, Fish Creek, WI
- Comprehensive Plan Workshop, Marshfield, WI
- Comprehensive Plan, Stevens Point, WI
- Comprehensive Plan, Appleton, WI
- Comprehensive Plan, Barron, WI

BUSINESS DISTRICTS AND REDEVELOPMENT

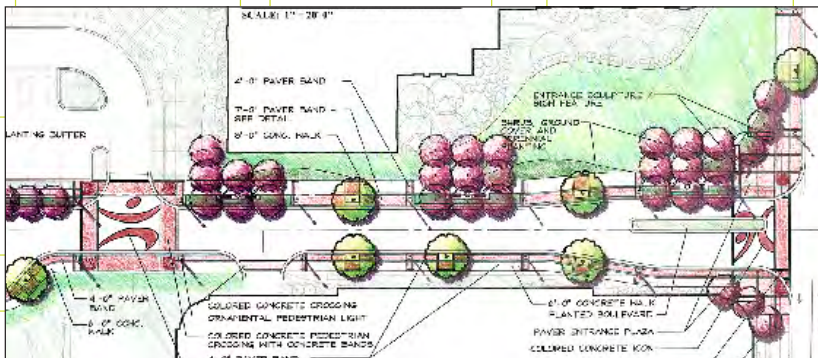
- Downtown Plan, Appleton, WI
- Downtown Plan, Clintonville, WI
- Downtown Plan, Marshfield, WI
- Downtown Plan, Menasha, WI
- Strategic Plan, Chippewa Falls Main Street
- Downtown Plan, Porter, IN
- Downtown Revitalization Plan, Gering, IN
- Downtown Plan, Sherwood, WI
- Downtown Plan, Elm Grove, WI

ECONOMIC DEVELOPMENT

- Riverside North Development Team, Crosse, WI
- Pocket Neighborhoods Dev., Eau Claire, WI
- Housing Plan, City of South Tucson, AZ
- Economic Dev. Plan, Vernon County, WI
- Economic Impact Study, N. WI State Fair
- Economic Impact of Crafts/Arts, NW WI
- Cost of Community Services, WI
- Brownfields Historic Fill Permit, Neenah, WI
- Water System Capacity Study, Eau Claire, WI
- Business Park Feasibility Study, Eau Claire, WI
- IMPLAN Impact Studies, Barron County
- IMPLAN Impact Studies, Chippewa County

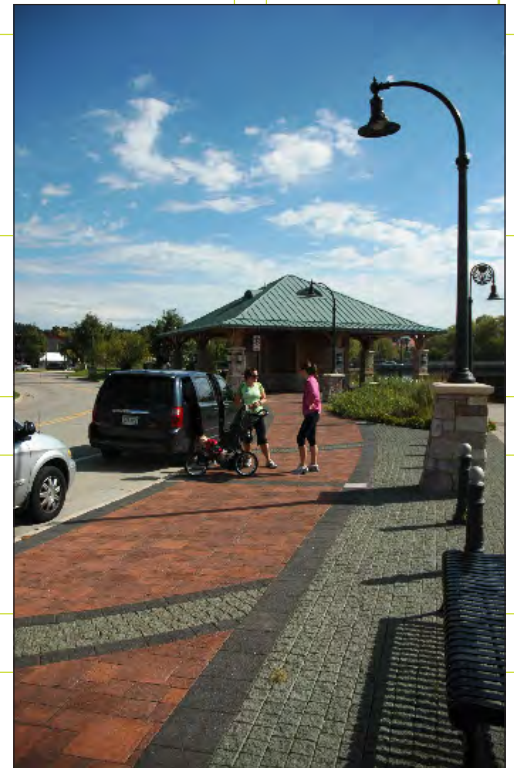
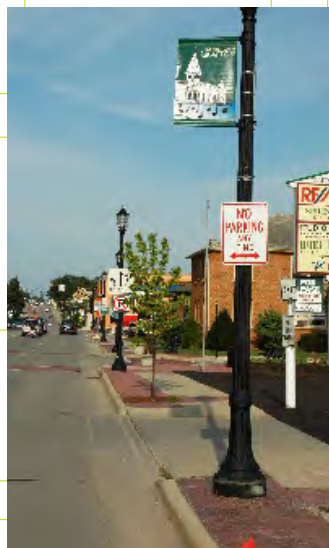
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- Northwestern Avenue - Racine, WI
- Hwy 60 Reconstruction - Grafton, WI
- Hwy 51 Corridor - McFarland, WI
- STH 18 - Cambridge, WI
- STH 89 - Waterloo, WI
- Historic Downtown Streetscape - Galena, IL
- 6th Ave Streetscape - Antigo, WI
- Philo Road Streetscape - Urbana, IL
- Elgin Recreation Center Streetscape - Elgin, IL
- Atwood Avenue - Madison, WI



Registration / Affiliations:

Licensed Landscape Architect: Wisconsin,

TNS (The Natural Step) Certified Trainer

Education:

Bachelor of Science - Landscape Architecture Ohio State University, Columbus, Ohio

Associates Degree - Ornamental Horticulture MATC, Mequon, Wisconsin

Professional Experience:

design studio etc. Madison, WI
Principal, Landscape Architect
October 2009/

Schreiber/Anderson Assocs. Madison, WI
Associate, Senior Landscape Architect
March 1998/October 2009

Wallace Roberts and Todd Philadelphia, PA
Landscape Architectural Designer
November 1995/March 1998

PLACE DYNAMICS

Insight and Strategy

Place Dynamics was formed in 2005 with the idea of bringing places to life through insight and strategy. As experts in economic and market research we understood how important it was to base decisions on good information. We simply saw too many failed plans because they did not gain a good understanding of conditions and markets on which to build their strategies. We wanted to change that.

In the years since we started we have come to be known as a premier source for detailed analysis and strategy to support economic development, land use planning, or real estate development. We have completed projects for state governments, local governments and organizations, and private developers in over half of the states, and in 2012 we entered the Canadian market.

Our preferred project is one that seeks to turn good information into actionable strategy. Place Dynamics excels at gathering and analyzing the information needed to understand conditions, trends, opportunities, and challenges. We use this knowledge to craft effective and original responses designed to get results.

3090 S. Country Lane
New Berlin • WI • 53146
262-510-2131 (Wisconsin)
720-440-2131 (Colorado)
www.placedynamics.com

Founded in 2006

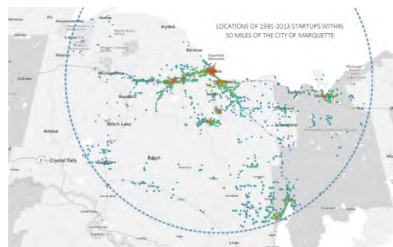
Michael Stumpf, Principal

Registered as a Wisconsin
Limited Liability Corporation

Veteran-Owned Business

ECONOMIC DEVELOPMENT

Economic Development Planning
Entrepreneurship and Small Business
Cluster and Target Industry Analysis
Business/Industrial Park Planning
Incubation and Coworking Strategies
Tourism Studies and Strategies
Real Estate Development Planning
Economic and Fiscal Analysis



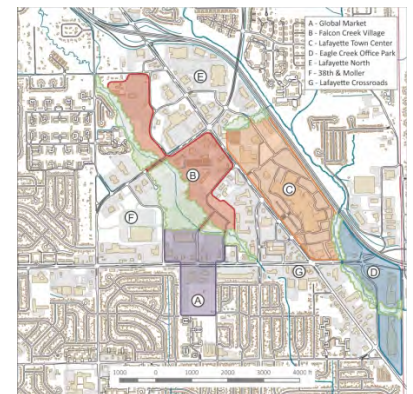
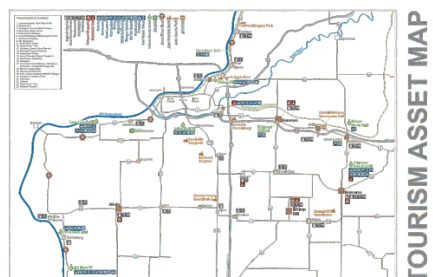
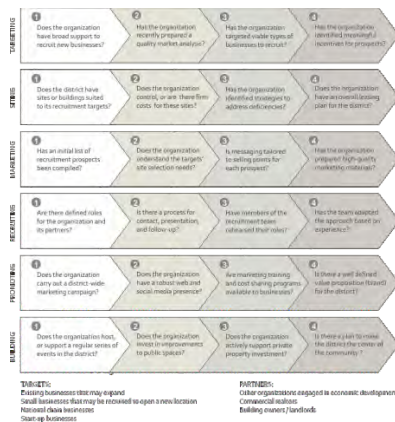
MARKET RESEARCH

Retail Market Analysis
Lodging/Dining Market Analysis
Office/Industrial Market Analysis
Housing Market Analysis and Studies
Market and Fiscal Feasibility Studies
Demographic Analysis
Survey Research



COMMUNITY PLANNING

Downtown Revitalization
Commercial Corridor Planning
Real Estate Redevelopment and Reuse
Neighborhood Development Planning
Disaster Preparedness and Recovery
Land Use Planning

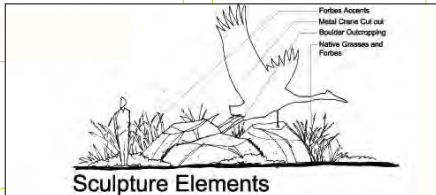
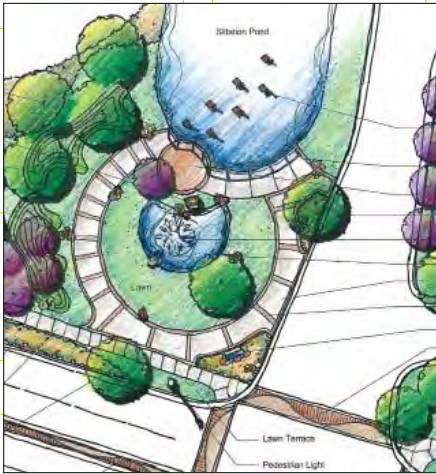


Past Performance on Similar Projects

Highway 51 Master Plan McFarland, Wisconsin

design studio etc.

- The Village of McFarland's Urban Forestry Committee collaborated with a team of landscape architects to complete the Landscape Master Plan for the Hwy 51 Corridor for the Village of McFarland. The Landscape Master Plan was recommended to be completed in The Villages Comprehensive Master Plan.
- The corridor is over two and one half miles long made up of mixed uses and aesthetic. The corridor had an array of complex issues that needed to be addressed in order for the final implementation to be successful. The two repeating issues that were high on the priority list for both the Urban Forestry Committee and the community were to develop an identity for McFarland and to try to disguise, screen or block the existing oil tanks along the corridor.
- The Village has strong connection to Lake Waubesa and the natural systems connected to the lake. Because of this the design theme was to have the landscape resemble that of a lake bed. The arrangement of plantings and the placement of amenities were to resemble one's view of a lake map. The native grasses will be incorporated to represent the weed bed lines. Berms will be located to represent the typical topographic changes of the lake. Boulders will be placed to symbolize sand and rock bars. Bands of trees will be placed to represent architectural elements such as docks and piers. The tree bands will act as a very vertical architectural element in the landscape. Finally, sculptural elements will be placed in a random fashion through out the landscape that resemble the indigenous waterfowl that resides on the lake. These sculptures will be quite large and colorful and also will assist in diverting the eye away from the oil tanks and concentrated on the attractive landscape for the corridor.
- The intersection of Voges Road and Hwy 51 is the main gateway into McFarland and the starting point of the landscape theme. Entrance signs resembling light towers were designed and placed on both the west and east corners of the intersections to create a dramatic and clear welcoming feature for McFarland. Banner poles in varying heights will flank the signs and be adorned with colorful banners that match the color theme of the surrounding plantings. The signs will be complimented with a more formal display of perennials and annuals. These beds will eventually transition into the native grass and forbes plantings that continue down Hwy 51.



* Work on this project was completed while at SAA

The main emphasis of BID #37 is to encourage job creation and redevelopment in the Corridor. One of the best ways to illustrate this change is through streetscape improvements. By applying the design guideline improvements to highly visible areas and targeted redevelopment areas, BID #37 intends to show a commitment to the Corridor and community and create a welcome mat for new development.

The intent of the streetscape design guidelines is to define the aesthetic changes which need to occur in order to attract new business and development. The guidelines will develop a common theme to be applied to all streetscape improvements, emphasizing the unique history and heritage of the Corridor. A family of amenities will be selected to complement and express the Corridor theme. Additional areas, such as pocket parks and gathering spaces will be designed to support the streetscape and to further illustrate the theme. The completed design guidelines will provide BID #37 a vocabulary that can be used when continuing with implementation plans.

Highlight elements in the plan:

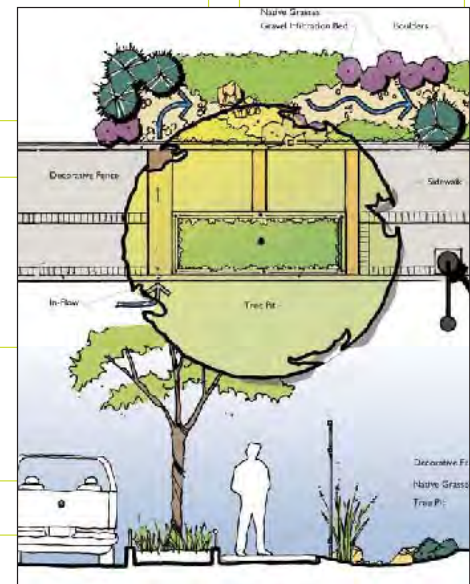
- Upgraded ornamental rail overpasses as a thematic element and artistic piece for the corridor
- Alternative green applications in the streetscape design to capture and detain stormwater
- Left over green space in R.O.W used as pocket parks and informal gathering spaces
- Bus shelters as sculpture
- A sculpture walk with gathering nodes that highlight the work of artists in the corridor.

Reference

Brenna Holly

ICC Executive Director

414-444-4706



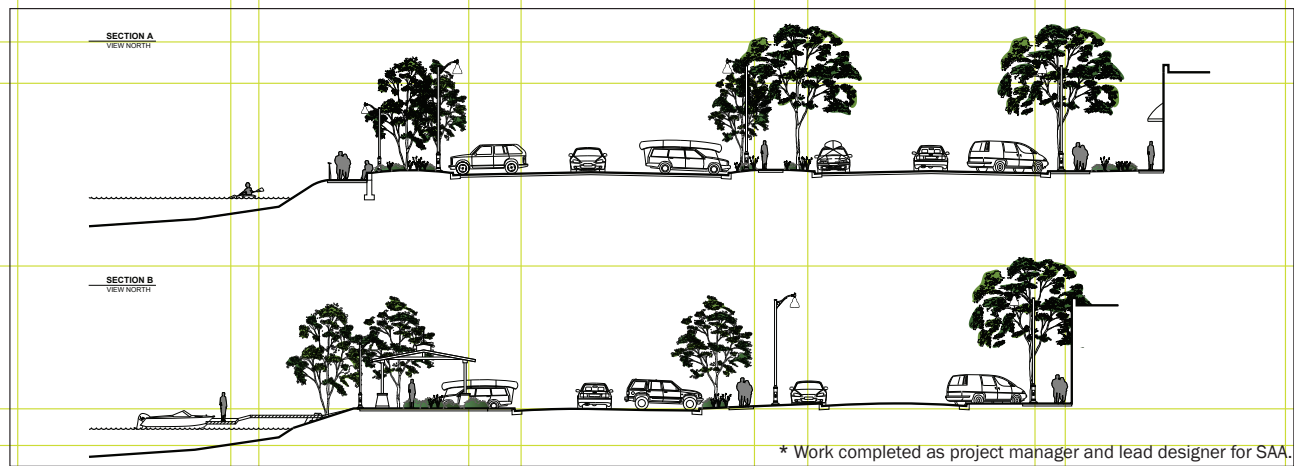
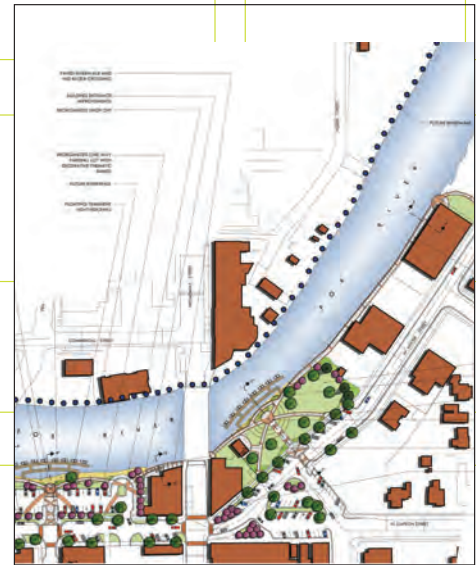
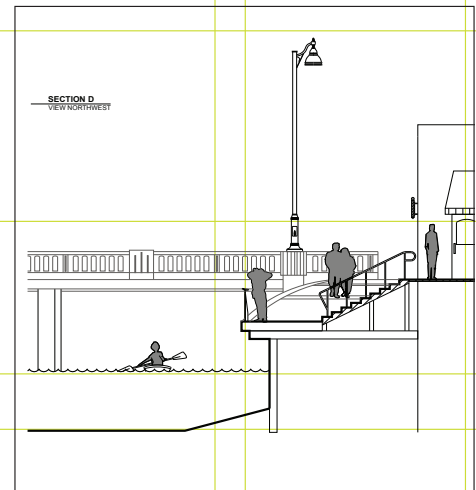
*Work on this project was completed while at SAA

Berlin Downtown Waterfront Master Plan - Berlin, WI design studio etc.

Berlin Wisconsin is a small historic community located along the Fox River in Central Wisconsin. Berlin's exceptional downtown architecture and recent streetscape improvements wrap around an urban green space that was identified by the city staff for planning improvements. The intent of the process was to establish the city as a strong tourist attraction for the region and create a pedestrian amenity for the downtown. Due to its proximity to the Fox River, the city has experienced flooding in the spring of 2007 caused deterioration to its urban river edge. In 2009 the city partnered with a team of landscape architects and engineers to evaluate the possibilities of establishing a urban park along the banks of the Fox River and develop a master plan for the urban green space. The design team proposed a work plan arranged around three primary phases of work; Information and Data Gathering and Shoreline Evaluation; Preparation of a Preliminary Comprehensive Riverwalk Design Master Plan; and a Final Comprehensive Riverfront Master Plan.

The design process emphasized consensus building, hands-on participation by the committee members, strong graphic presentation to communicate ideas, and a detailed consideration of urban design materials, methods of construction and long-term maintenance. The final riverfront Plan included a Riverwalk, creating linkages to the downtown, parking areas, trails and recreational land uses, and improved public access to the Fox River. The Final Master Plan incorporated seating pockets, fishing and boating access and a large public gathering green spaces. The urban green space was accented with native plantings pedestrian amenities and ornamental lighting that complimented the unique Fox River eco-system. The improved pedestrian connectivity, the walkway character, amenity enhancements and integration of public art and heritage interpretive signs created an urban space to stimulate economic development to the downtown.

Mary Lou Neubauer - Assistant City Administrator & Zoning/Planning
108 N Capron St.
Berlin, WI 54923
920-361-5400



* Work completed as project manager and lead designer for SAA.

etc etc etc etc etc etc etc design studio

330 West Lakeside Street Madison, WI. 53715 608 . 358 . 6344 designstudioetc.com

Philo Road Streetscape Urbana, Illinois

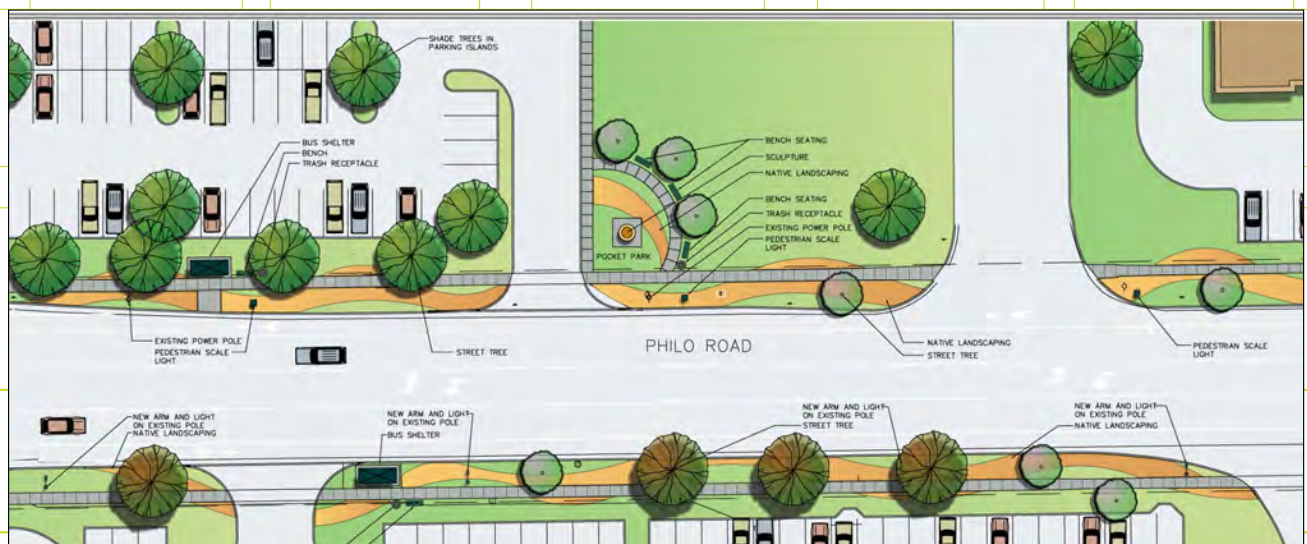
design studio etc.

Philo Road is a one mile long north/south arterial road, located in southeast Urbana, Illinois. The corridor has been a retail hub for the city however recent events brought on an exodus of many of the anchor businesses, leaving behind a blighted and unsafe landscape. Over the past five years, the Department of Public Works has procured funding to assist in road, lighting and bike path improvements in the southern half of the corridor.

These negative perceptions lead Community Development, Economic Development and Public Works to seek out a partnership with a consulting firm began to develop beautification plans for the corridor. A major component of the design process was an intensely interactive public participation process involving community members, business owners and city staff.

Using the complete streets model the new streetscape is organized with undulating bands of native grasses and perennials, spotted with indigenous ornamental and shade trees. Scattered throughout the landscape beds are native outcroppings of limestone boulders. The landscape composition is intended to replicate the once impressive prairies that made their home in southern Illinois. The landscape will not only create aesthetic value but will also add a functional value to the corridor. Terraces are graded into bio-swales to accept storm water from parking lots and adjacent properties.

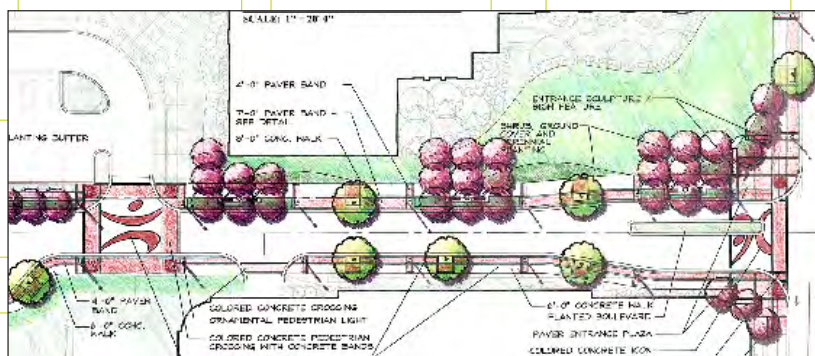
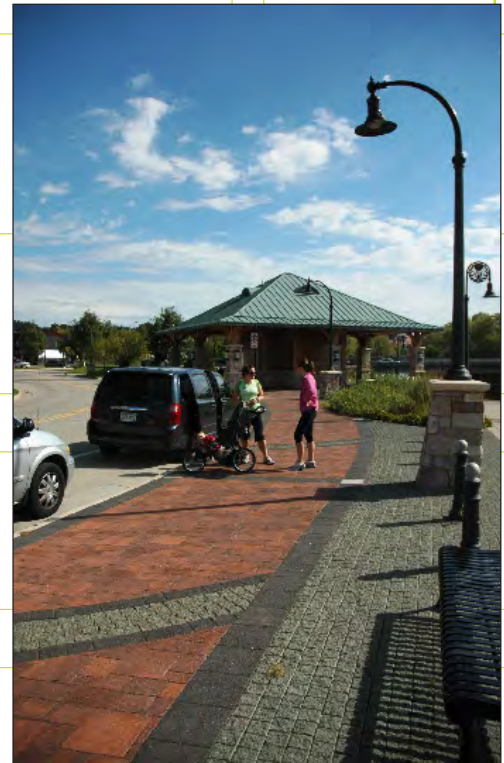
Construction documents for the northern third of the corridor (Florida to Windsor) were completed in November of 2008. Final construction was completed in summer of 2009 and has made a dramatic change to the retail environment in the area. Funding is still being sought after to complete the entire project.



* Work on this project was completed while at SAA

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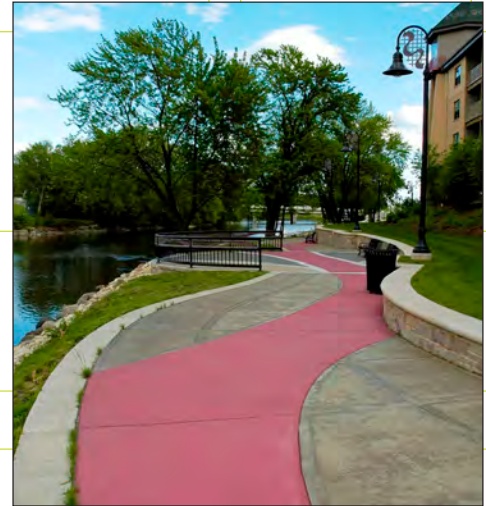
The Burlington Riverfront is located on the confluence of the Fox and White Rivers in downtown Burlington Wisconsin. Following an intense master planning process the land was purchased by the city to allow for redevelopment and to create a park that would encourage pedestrian access to the river.

The city staff and many community members were engaged in an intense public participation process to identify the parks program, establish a design theme and ultimately assisting in developing the park's final design. The theme was an interpretation of the city grid with the river winding through it.

Once completing the concept plans, Garrett lead the team in developing the construction documents to implement the final plan. A graceful winding riverwalk traversed the river's edge creating viewing and resting points along the river for patrons to take in the scenery of the river. The river walk was complimented by ornamental pedestrian lighting, decorative benches and trash receptacles and accented with large massings of ornamental plantings. A large picnic pavilion and comfort station was the center piece for entertainment in the park. Splaying out from the pavilion and overlooking the river was a large performance plaza constructed of multicolored bands of colored concrete.

The final phase of the park was completed in 2002 and is celebrated and heavily used by the community and all persons that have visited the site.

The park has received much attention and is recognized as a model for economic development for the midwest. The Burlington Riverfront project was recognized by the WASLA and received an Honor award for its creativity and design.



* Work on this project was completed while at SAA

Phoenix Park Eau Claire, Wisconsin

design studio etc.

Phoenix Park sits on the confluence of the Chippewa and Eau Claire rivers in downtown Eau Claire. The recently acquired Brownfield site from Excel Energy set the stage to create a urban park that would revitalize the ailing downtown. Garret led the design team in developing concept plans and final Master Plan and the park and was the lead designer for both phase on construction documents. The city staff and many community members were engaged in an intense public participation process to flush out design ideas and develop the final design theme. The theme had a very natural emphasis with the idea that the greening of the site will repairs the years of abuse and damage.

Once completing the concept plans, Garret lead the team in developing the construction documents to implement the final plan. An intense native planting plan wrap around native materials and thematic elements create a space that is enjoyed by thousands of patrons each year. The Phoenix design theme was incorporated in to many of the site amenities including railings, pedestrian lighting and banners. The theme was also incorporated into the paving patterns, cross walks and planting patterns throughout the site. Three areas were design to encourage people congregation. Confluence plaza celebrated the confluence of the Eau Claire and Chippewa Rivers. Celebration Plaza is a table top plaza set in to the middle of Riverfront Terrace and held a large scale image of the rising phoenix. A large amphitheater was et into the hillside overlooking the Chippewa River with a labyrinth as the main stage

The final phase of the park was completed in 2007 and is celebrated and embraced by the community and all person that have visited the site. The park has received much attention and is recognized as a model for economic development. Phoenix Park recently received WASLA's highest award, Award of Excellence.



* Work on this project was completed while at SAA

Reference for Andrew Dane (project completed while with SEH)

Josh Miller, Community Planning & Economic Development Director
Marshfield, WI
josh.miller@ci.marshfield.wi.us
715.486.2075

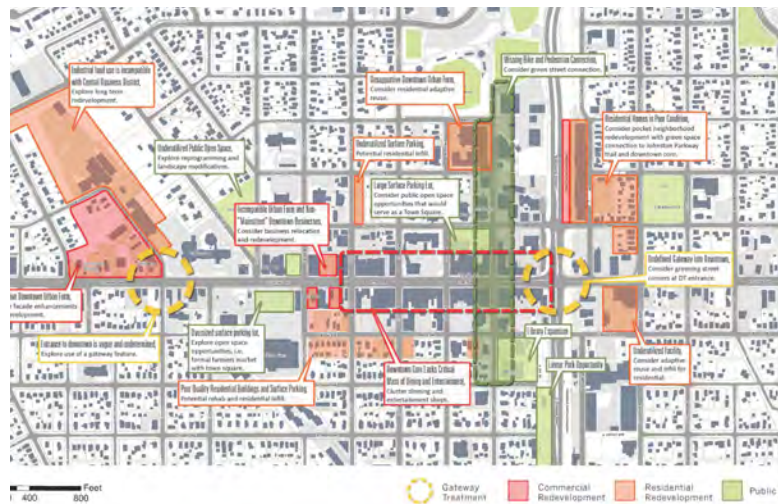
Marshfield Downtown Plan



Andrew led public involvement activities and served as the lead land use planner on this project, which has since led to construction of an urban green street and public plaza downtown. In partnership with Place Dynamics Andrew helped update the City's Downtown Master Plan. The updated Plan focused on key redevelopment opportunities for downtown Marshfield, including a downtown plaza, a mix of in-fill housing products, hotel, office and concentrated retail and restaurant opportunities.

Strategies and an implementation plan were grounded in a custom market analysis and review of key downtown strengths and weaknesses.

The Plan update included extensive public participation including a visioning workshop, two open houses, a community survey and online public involvement through use of Mind Mixer.



SERVICES

- Park planning and design
- Charrettes
- Community engagement/public involvement
- Funding assistance
- Landscape architecture and design

Reference for Andrew Dane (project completed while with SEH)

Michael Kading, Parks and Recreation Director
Neenah, WI
mkading@ci.neenah.wi.us
920.868.1714

Arrowhead Park Conceptual Design and Master Plan



SERVICES

- Park Planning and Design
- Architecture
- Civil engineering
- Community engagement/
public involvement
- Environmental engineering
- Funding assistance
- Highway design
- Mechanical/electrical
engineering
- Planning and landscape
architecture
- Structural engineering
- Transportation planning
- Water engineering

While working for Short Elliott Hendrickson Inc (SEH), Andrew led public engagement and planning for 30 acre Arrowhead Park on Little Lake Butte Des Morts near downtown Neenah.

The intent is to create a waterfront park that doesn't just serve local interests but becomes a regional lakefront destination. The design program for the park focuses on increased access to the park from downtown Neenah and multiple waterfront destinations that are defining user activity within the park. A strong emphasis was put on creating a landscape planting palette that is unique with a large array of prairie grasses and native vegetation.

The Master Plan was developed with an overall goal of not only creating a destination but also enhancing the image of downtown Neenah including the downtown and adjacent residential neighborhoods.

The park program includes two playground areas, creation of outdoor rooms through landscape treatments and grading and an activity building with restrooms, concession and rentals. Additional elements include a 600 foot long boardwalk, 250 foot long pier, a canoe/kayak livery and public plaza. Ecological enhancements will reshape the shoreline and provide aquatic habitat improvements for fish, birds and other wildlife.

Andrew helped the City secure \$420,000 in grant funding toward plan implementation.

Reference for Andrew Dane (project completed while with SEH)

Beth Hagen, Clerk/Treasurer/Administrator
Town of Gibraltar (Fish Creek), WI
clerk@townofgibraltar.us
920.868.1714

Fish Creek Waterfront Master Plan

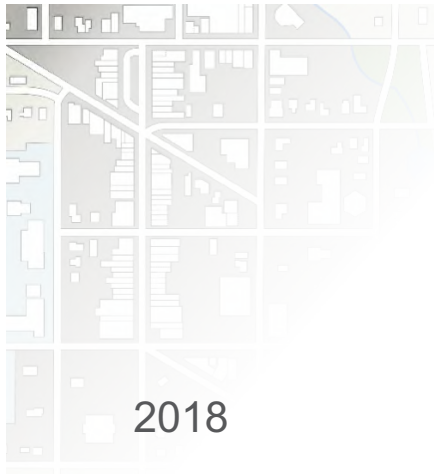


SERVICES

- Park planning and design
- Charrettes
- Civil engineering
- Community engagement/
public involvement
- Conceptual design
- Environmental engineering
- Highway design
- Landscape architecture
- Mechanical/electrical
engineering
- Natural resources
- Structural engineering
- Surveying
- Urban and waterfront planning
and design

Andrew led the waterfront planning efforts, which resulted in acquisition of a new beach property, doubling the size of the town's publically accessible shoreline a the beach. Fish Creek is a tourist community with high standards for its public amenities and a thriving downtown shopping district. The Plan seeks to maintain community charm while identifying critical park investments and improvements which will increase resident and visitor access to the waterfront.

Following completion of the Plan, the town moved forward with final design plans for streetscape along STH 42, a newly designed beach, a public parking lot, and community wayfinding signage.



2018

DOWNTOWN MASTER PLAN MENASHA, WISCONSIN

SIMILAR RECENT PROJECTS

International Marketplace Strategy, Indianapolis, Indiana
Downtown Master Plan, Marshfield, Wisconsin
Town Center Plan, Tylertown, Mississippi
Downtown Strategic Assessment, Sioux City, Iowa

Downtown Menasha straddles the Fox River at a point where the drop in the river could generate power for the industries that located there in the 1800's. At the same time, a canal and locks were constructed to allow boats to pass. As industry left, the City has struggled to define a new role for the district.

Place Dynamics was retained to create a new vision for the district. We used a combination of approaches to engage the community in creating the strategy, which seeks to expand the core commercial area and tie it more closely with the river, to retain industries that remain an important source of employment, to transition vacant sites to a combination of mixed use and public recreational spaces, and to target opportunity sites for near-term redevelopment.

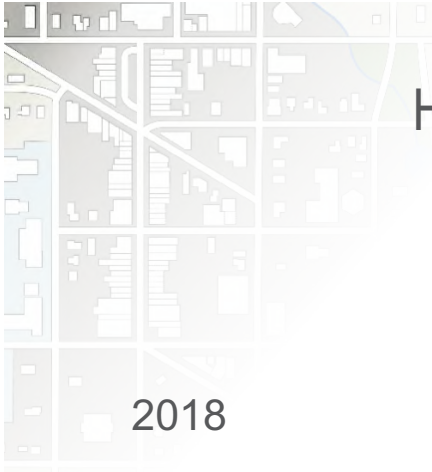
The plan addresses implementation through a series of recommendations concerning priorities, tools for redevelopment and business promotion, policy guidelines concerning land use and development incentives, and strategies to encourage redevelopment, property investments, and business growth.

The plan was adopted in 2017. The City of Menasha has begun the process of implementation, working with potential developers on two of its priority sites, and initiating the planning process for one of its waterfront districts.



TRADITIONAL "MAIN STREET" MIXED USE	OFFICE OR OFFICE PARK	HIGH DENSITY MIXED USE	MEDIUM DENSITY RESIDENTIAL	LOW DENSITY RESIDENTIAL
<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>	<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>	<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>	<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>	<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>
LOW DENSITY COMMERCIAL	PUBLIC PARK OR GREENWAY	HIGH DENSITY RESIDENTIAL	ROWHOUSE RESIDENTIAL	
<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>	<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>	<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>	<p>Development in this land use category will focus on the historic town of Menasha, Wisconsin, with a focus on historic buildings and historic streets. The plan is to create a historic district in the town, and to use historic buildings as a focus for development. The plan is to create a historic district in the town, and to use historic buildings as a focus for development.</p>	

Top: The land use plan envisions significant redevelopment that will transition riverfront sites from industrial to a mix of new uses. Bottom: Character, density, and uses are described for each of the land uses proposed in the plan.



HILLTOP COMMERCIAL CORRIDORS STUDY COLUMBUS, OHIO

2018

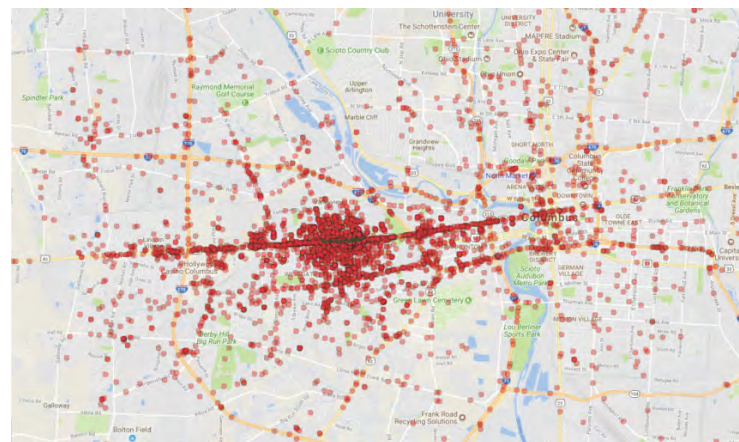
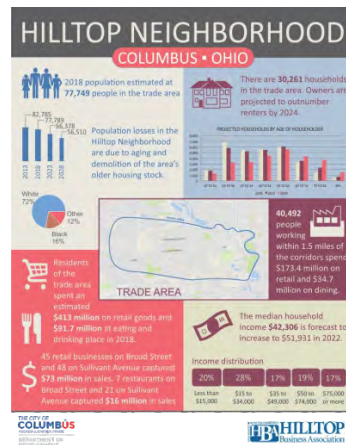
SIMILAR RECENT PROJECTS

Near West Side Neighborhood Strategy, Milwaukee, Wisconsin
International Marketplace Strategy, Indianapolis, Indiana
Downtown Master Plan, Menasha, Wisconsin
Downtown Strategic Assessment, Sioux City, Iowa

The two corridors that were the focus of this study once thrived with businesses serving area residents, but emptied as development moved to the suburban fringe. Broad Street gateway to downtown Columbus, with an intact traditional business district that transitions to a strip commercial. Sullivant Avenue is more successful in meeting neighborhood shopping needs and lunchtime needs of the area workforce. We found the greatest challenge to be the continuing loss of population. There also is a need to address crime, abandoned and foreclosed properties, and area perceptions.

Broad Street will support redevelopment at strategic sites. It is possible to build on the large number of medical offices in the corridor. The concentration of Asian, Middle Eastern, Latino, and African businesses on Sullivant Avenue enable it to be branded as an international district that can draw visitors from across the metropolitan area.

The strategy identified business targets. Recommendations dealt with initiatives to support the business community, branding efforts in the corridors, technical assistance with marketing, coaching ethnic businesses to better appeal to a more culturally diverse customer base, and detailed strategies for commercial business entrepreneurship, including alternate approaches to business incubation.



Top: Examples of some of the promotional materials prepared to help market the district. Bottom: Mapping of visitors' location prior to coming into the Broad Street corridor.

Demonstrated Understanding of the Project

As noted in the RFP, re-positioning the Water Street Corridor as a key gateway into downtown provides an opportunity to induce private investment in the neighborhood while also attracting outside visitors.

The cumulative effect of a successful project along this corridor would significantly strengthen the City's brand as "your place on the water." Our team understands that the City needs both an attractive and inviting physical streetscape, as well as significant new private investment in order to justify a high degree of public investment in the corridor. Our understanding is that in order for this catalyst site to succeed, the corridor plan must serve as a guide for future land use and zoning decisions, while also providing an overall physical vision for the district. For this reason, we have put together a team that combines strong public participation skills, market assessment, and urban design. Finally, we feel the Plan must provide strong return on investment and market strategy insights in order to drive an effective implementation strategy.



Garret Perry's design for Pheonix Park served as THE catalyst for redevelopment of this key waterfront district just north of historic downtown, leading to new housing development and highly successful event space which brings many visitors to the river for Thursday evening concert series.

Familiarity of the Fox Valley Region

Two members of our team live and work in the Fox Valley. Andrew Dane lives in Appleton and is active in several local non-profits including serving as President of the Fox Cities Greenways Inc in 2017-2018. Dave Pheifer grew up in the Fox Cities and is a passionate scuba diver with extensive knowledge of the Fox River canal system through several decades of work with Pheifer Brothers Construction. A few of the projects we have worked on in the region:

- Menasha Downtown Vision Plan
- Appleton Downtown Plan
- Sherwood Master Plan
- East Central Wisconsin Wayfinding Strategy
- Appleton Trails Master Plan
- Grand Chute Village Center Master Plan
- Village Center Community Building - Grand Chute
- Workers Water Street Park – Sheboygan
- Bellevue Dog Park
- Centennial Centre Master Plan – Hobart
- Centennial Center Public Park - Hobart



Experience and Creativity in conducting Public Outreach

Our team has extensive experience facilitating public participation in a variety of settings. Andrew Dane has built his reputation helping communities across Wisconsin reconnect and revitalize their communities through embracing their public waterfronts and downtowns. He recently helped Fish Creek gain public support for a two-fold expansion of their public beach, which included purchase of a private residence. He led public participation efforts for the City of Appleton's Downtown Master Plan and Trails Master Plan, helping craft a shared vision for downtown Appleton and its connection to its waterfront. Following this work, the City moved ahead with plans to build a mixed-use library downtown, reconstruction of Jones Park linking downtown to the Fox River, and final design of Ellen Korte Peace Park and several new riverfront trails and pedestrian bridges.

Andrew helped the City of Neenah identify a shared vision for Arrowhead Park, a 30-acre waterfront adjacent the downtown. Located on a former landfill, the park is subject to the Public Trust Doctrine, and Andrew coordinated meetings with WDNR officials in order to plan for a broad range of allowable uses including art space, banquet facilities, equipment rentals, renewable energy, fishing piers, museum, coffee shop. As a result of this work, the City has moved ahead with designs to incorporate a mix of unique public and private amenities in the park.

Our proposed public participation strategy begins with a public participation plan. Our team is trained in and follows best practices adopted by the International Association for Public Participation (IAP2). Upon project award, we will sit down with City staff to finalize a written public participation plan which will clearly define:

- **Specific purpose of the public participation effort.** This statement will go beyond the determination that public ideas, desires, and concerns be gathered and considered to identify specifically how and to what extent that feedback will be used to influence the public decision-making process.
- **Intended participants in the public participation process,** including under-represented groups which are reflective of the broader community's age, ethnicity, socioeconomic, and gender makeup.
- **A summary of the specific methods and planned activities for engaging the community in this project,** including any proposed changes to this scope of work. Our team has over 75 years combined experience employing a variety of participation methods including design charrettes, walking tours, focus groups, surveys, etc...

Based on the complexity and neighborhood impact of this project, our team strongly recommends that an ad-hoc advisory committee be utilized for this project.

Deliverable: Written public participation plan, posted to project website and shared with media outlets.

Project Approach, Schedule, Budget

As requested in the RFP our team will provide the following professional services:

- Existing conditions analysis
- Street right of way suggestions/alignment
- Shore wall suggestions
- Proposed trails
- Land-use plan and implementation strategy
- Conceptual designs
- Recreation suggestions
- Possible grant dollars available
- Facilitating public engagement

Our overall approach to the project is to work closely with neighborhood residents, City staff and elected leaders to identify a shared vision for the corridor. Our intent is to build from, rather than re-hash, the large amount of public input which has already been received for this corridor through recently completed visioning workshops. Our approach includes six tasks: Project Kick Off, Neighborhood Design Workshop, Water Street Today Report, Design Workshop, Draft Corridor Plan, and Final Corridor Plan.

The **Project Kick Off** will get the design team more familiar with City staff, ad-hoc advisory committee members (if applicable) and the desired goals and outcomes for the project. We will tour the corridor to better understand the opportunities and constraints related to the site. We will gather base map information and collaborate with staff to define goals, schedule, project scope and public input process. The **Water Street Today Report** will summarize existing conditions within the corridor, update market study findings, and summarize results of previous public engagement efforts relevant to the corridor. The **Corridor Design Workshop** is an opportunity to engage directly with those individuals and organizations most directly impacted by the project itself, to explain the overall planning process and establish buy-in for the study. Neighborhood and community input will be crucial to the success and implementation of this project. The Corridor Design Workshop includes two public input meetings over a 1 ½ day period. It will include the completion of refined concept alternatives with a summary of public feedback on the alternatives. Following the Workshop our team will develop a **Draft Corridor Plan** based on the preferred alternative, including estimates of probable cost. The last phase will be to develop a **Final Corridor Plan** and present it to the City.

Proposed Scope of Work

Task One: Project Kick Off

Andrew Dane, Garret Perry, and Dave Pheifer will attend the kick off meeting with City staff. Prior to the meeting our team will prepare a large digital base map of the study area to facilitate in-person discussion of challenges and opportunities within the corridor. In consultation with City staff Project Manager, Andrew Dane will prepare an agenda for the Kick Off meeting.

1.1 Project Kick Off Meeting with Staff

- a. Introductions
- b. Project expectations from staff
- c. Expectations from Mayor, Council, RDA, PC
- d. Finalize public participation plan
- e. Identification of advisory committee (if applicable)
- f. Discuss schedule and key milestones, including bi-weekly project coordination meetings
- g. Review City's relevant roadway, landscape, and site design requirements
- h. Site tour

Task 1 Deliverables:

- Written public participation plan
- Schedule
- Site tour written summary annotated to project site map

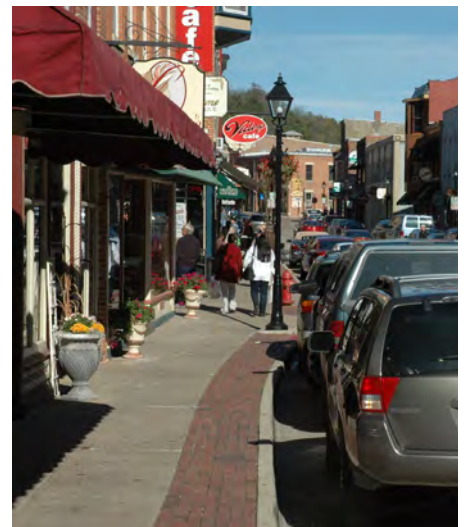
Task Two: Water Street Today Corridor Report

Our multi-disciplinary team will prepare a succinct, highly graphical and easy to read Water Street Today report summarizing existing physical, land use, circulation, market, and community conditions. This 6-8 page report will be used to create a shared framework of understanding around the key issues and opportunities impacting the corridor prior to moving on to the conceptual design phase. The report will include the following analysis:

- Physical conditions
 - o Road and retaining wall
 - o Housing stock
- Land use & transportation
 - o Existing land use
 - o Existing circulation
- Market conditions
 - o Housing market
 - o Housing opportunities
- Community outlook



All of the photos in this section of the proposal are from Garret Perry's award winning portfolio of built projects.



- o Prior planning & City's goals for the project

Task 2 Deliverables:

- Water Street Corridor Today Report (1)
- Digital base map (1)
- Figure ground base map (1)

Task Three: Water Street Corridor Design Workshop

Garret Perry and Andrew Dane will lead a 1 ½ day design workshop resulting in two (2) alternative streetscape and land use frameworks. The workshop will build off of the recently completed Downtown Vision Plan which identifies block level land uses, waterfront amenities, roadway modifications, and bicycle/pedestrian enhancements for the study area; as well as results of the 2016 Menasha Lock Visioning Workshop Summary Report.

The workshop will engage neighborhood residents, City staff, elected officials, and other stakeholders in an intensive, hands-on series of meetings in order to generate alternatives for reconstruction of Water Street including road configuration options, active transportation infrastructure, green space, and adjacent infill and redevelopment opportunities. Hands-on drawing, graphical presentations, image boards, simulation cards, vignette sketches, density drawings, and voting exercises will be used to ensure a highly productive and engaging series of meetings. The following tasks will be refined based upon input from the City:

3.1 Design Workshop Planning Meeting

- a. Presentation of Water Street Corridor Today Report
- b. Meet with City Staff and the Ad Hoc Advisory

3.2 Day 1 – Neighborhood + Advisory Committee Meeting (5pm-7pm)

- a. Present Water Street Today Report
- b. Visual preference exercise
- c. Identify and discuss development objectives, street alignment objectives, streetscape objectives, green space bike/pedestrian, and vehicular circulation objectives

3.3 Day 2 – Public Meeting (3pm – 7pm)

- a. Present up to three alternative Corridor Concept Designs
- b. Discuss and explain key attributes of each including potential advantages & disadvantages
- c. Receive feedback on concept designs

Task 3 Deliverables:

- Corridor design objectives
- Visual preference exercise results
- Streetscape and land use framework alternatives (2)
- Workshop presentation boards
- Workshop summary

Task Four: Prepare and present draft Corridor Plan

This task begins with a review and discussion of the results of the Design Workshop completed in Task 4. Our team will meet with City staff and the advisory committee to evaluate and select a preferred streetscape and land use alternative for further refinement. As part of this task, our team will assess the market, competition, and other factors to identify the residential and commercial uses best suited to the site. We will estimate development costs and prepare a development pro forma and projected cash flow to assess the project's financial feasibility and potential return on investment. Finally, we will prepare a draft Corridor Plan for presentation to the public.

4.1 Meeting with City staff/advisory committee to discuss results of Design Workshop

- a. Identification of alternative selection criteria
- b. Selection of preferred alternative

4.2 Prepare draft corridor plan including cost estimates

4.3 Present draft plan to City staff and ad hoc advisory committee

4.4 Present draft plan to neighborhood

4.5 Receive feedback from neighborhood

Task 4 Deliverables:

Draft concept plan (1) for overall site including but not limited to (1)

- Streetscape treatments

- Infill and redevelopment site plans
- Improvements and alterations to the existing retaining walls
- Bike trail connections
- Parks and open space treatments
- Outdoor seating
- Privacy landscape and structures for outdoor seating
- Performance space and outdoor movie space
- Sculpture and public art opportunities
- Informal play elements
- Site landscaping

Draft zoning recommendations

Task Five: Prepare final Corridor Plan

This task begins with a review and discussion of the results of the Task 5 public meeting. Our team will facilitate a meeting with City staff and the advisory committee to identify final street design cross sections and alignment, streetscape amenities, active transportation improvements, open space and activity programming for the corridor, improvements to the lock site, connectivity and access to the canal, land use concepts, related off site real estate development opportunities, phasing recommendations, and funding mechanisms. The design team will develop a common theme or pattern for the corridor that expresses the unique identity or brand for the corridor. All elements of design will incorporate “The Theme” in some form and become a unifying agent for the corridor. A few highlight areas the design team will investigate are:

- Water Street improvements from Tayco Street to Lush Street - look in to softening the canal edge with greenscape and creation of areas for more personal interaction with the space.
- Potential for more access to the canal
- Water Street from Lush to Barlow Street - continue the design pattern on Water Street and look into alternative used for the additional greenspace against the canal
- Create a pedestrian connection from Water street to the Lock Site and pedestrian and bike connections to local and regional trails systems
- Adding amenities of attraction for the Lock Site such as children’s adventure and or water play with a

maritime theme, Band shell or performance stage and improving opportunities for event and gathering space

- Investigate commercial property along Tayco Street between Water and Kaukauna Street for potential for mixed use development, event space, and retail
- Applying the corridor theme to Kaukauna Street

The process for completing this task includes:

5.1 Discuss results of previous task with staff and ad hoc advisory committee

5.2 Prepare final Corridor Plan

5.3. Present final Corridor Plan to City leaders

5.4 Finalize plan and submit to City

Task 5 Deliverables:

- Project base maps
- Project meeting agendas and summaries
- Plans, sketches, announcements, PowerPoint presentations and related documents for supporting public engagement activities
- Final colored Concept Plan and landscape plans (1)
- Final Concept Image boards (2)
- Final Concept vignette and elevations board (1)
- Rendering to illustrate proposed building massing and density (1)
- Final Corridor Plan (10 copies) including zoning recommendations, implementation strategy, return on investment analysis, and funding mechanisms



Schedule and budget

Neighborhood Planners can work with the City of Menasha to determine a final project schedule that takes into consideration factors like the scheduling of regular City meetings, holidays or other activities that may impact availability, grant or budget deadlines, design deadlines, and other issues. The following is a proposed schedule, based on an anticipated 15 December start date.

Project Kick Off	December 2018
Water Street Corridor Today Report	December 2019
Design Workshop	Late January/Early February 2019
Draft Corridor Plan	February 22nd 2019
Final Corridor Plan	March 22nd 2019

Our proposed budget, inclusive of all time, travel, and printing costs is \$23,500.

