Harbor Park Redevelopment
Kenosha, Wisconsin
Engberg Anderson participated on a team led by LDR International for the redevelopment of a 69-acre brownfield downtown/lakefront site. Previously an industrial manufacturing site, optimum use of this prime land and connection to downtown were addressed. Necessary site cleanup, financing and development sources were explored and plans for roadways, green space and architectural standards for future development were provided. Multi-unit housing, Kenosha Public Museum, Civil War Museum, green space development and a two-tiered water-edge pathway are successful built outcomes from the initial master plan. Engberg Anderson served as the architect for both museums.

REQUEST FOR PROPOSALS
SOUTH RIVERFRONT MASTER PLAN
WAUSAU, WI • MARCH 1, 2019
1 MARCH 2019

Bradley Sippel
City of Wausau
300 Main Street
Wausau, WI 53590

RE: SOUTH RIVERFRONT MASTER PLAN

On behalf of Neighborhood Planners (Andrew Dane), Design Studio Etc. (Garret Perry), Engberg Anderson Architects (Eric Ponto and Amanda Koch), and Place Dynamics (Michael Stumpf), we would like to thank you for the opportunity to submit this proposal to work in partnership with the City of Wausau as it prepares redevelopment plans for the South Riverfront. Our team comprises five (5) 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 across Wisconsin 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 a shared vision for redevelopment at this special site, which was been identified as a priority investment area. Given the stunning beauty of the Wisconsin River, the Whitewater Course, and Rib Mountain all within viewshed of the study area, our team believes there is tremendous potential for the site to not only support new higher density residential development, but other uses as well. Careful attention to parking requirements, traffic patterns, and access will be required to activate the site. Similarly, our team will look at opportunities to improve the overall visibility of the site. We are also convinced that future redevelopment has the potential to catalyze private investment to the north of the study area, where a newly created Opportunity Zone is located.

During our site visit we noted several people using the trail, despite bitterly cold temperatures. Trail access, waterfront, recreation, and proximity to downtown makes this site attractive to both residents and visitors to Wausau. 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 prepare a redevelopment plan that:

- Establishes a vision for a new neighborhood
- Encourages walking, biking, boating, birding, and nature exploration
- Strengthens physical connections to downtown and social connections among visitors
- Incentives private investment
- Identifies specific implementation strategies
What we find compelling about this project is the opportunity to continue transforming the riverfront into a recognizable district that supports a mix of shopping, dining, living, and other uses. By including Place Dynamics on our team, we will ground our process in a solid understanding of market fundamentals, enabling us to achieve a market driven vision that not only meets community needs and aspirations but is also implementable. Too many times we have seen communities work with high profile design teams divorced from economic reality, resulting in plans that “sit on shelf.”

In terms of engaging the public our team includes experts in public participation. We have a combined 100+ years of successful community engagement experience. We are trained in and follow best practices established by the International Association for Public Participation and National Charrette Institute.

In terms of producing high quality visual graphics to explore alternatives and clearly articulate intended outcomes, Engberg Andersen will work closely with our core planning team to provide illustrations, renderings, cross sections, and other tools to effectively communicate ideas to the public and other stakeholders.

Again, thank you for the opportunity to share this proposal. I will be the primary point of contact and project Manager for this project and can answer any questions you may have concerning our proposal.

Respectfully submitted,

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

Statement of Qualifications

Neighborhood Planners is a small, boutique urban planning with one employee, Andrew Dane. A description of the services provided can be found on the following page of this proposal. I have over 20 years of experience providing a broad range of urban planning and design assistance to municipalities.

Our highly experienced team, led by Neighborhood Planners, will be working directly on this assignment and are available to initiate the project immediately. The five individuals listed below comprise our entire team, and the City will be working directly with us on the project.

As Project Manager, Andrew Dane will be the primary point of contact with the City and lead public participation efforts for the study. He will be responsible for implementation planning and plan preparation. Andrew has worked closely with each member of the team on a variety of projects including private real estate development, corridor planning, urban design and economic development. See resume for professional qualifications.

Eric Ponto and Amanda Koch, Engberg Anderson, have several decades of planning and design experience executing successful urban infill and mixed use projects in Wisconsin. They are currently working with Andrew on a private real estate project in the Fox Cities. Their role includes goal setting, design concepts, graphic design/renderings, cost estimating, and implementation planning. Engberg Anderson has 37 full time employees. See resume for professional qualifications.

Garret Perry, Design Studio Etc., is an award-winning landscape architect and urban designer with 25+ years of experience engaging communities in hands-on design charrettes and public workshops. He is currently partnering with Andrew Dane and Michael Stumpf on projects in the Fox Cities. Garret’s role includes public participation, site planning, cost estimating, and implementation planning. Design Studio Etc. has one full time employee. See resume for professional qualifications.

Michael Stumpf, Place Dynamics, has over 25 years of experience in land use planning and economic development planning. Michael will provide market-based recommendations for the study. Place Dynamics has one full time employee. See resume for professional qualifications.

Mark Lee, SEH, has over 7 years of experience in environmental assessment including brownfields. He will summarize known environmental constraints for the study. SEH has 700 employees, including a large environmental group in Wisconsin.

ABOVE: Engberg Anderson regularly participates in community design workshops exploring redevelopment alternatives.
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 also 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

Our team’s unique qualifications for this project include extensive experience leading all phases of redevelopment including:

- market studies
- environmental
- community visioning
- developer recruitment
- due diligence
- design
- construction administration

Services Include:

- Urban Design
- Waterfront Planning
- Park system plans
- Park and trail planning and design
- Public engagement
- Corridor planning
- Downtown Planning
- Bike and Pedestrian Plans
- Streetscape planning and design
- Comprehensive planning
- Funding assistance
- Real Estate Development Assistance
- Neighborhood Planning

“Andrew has helped WiRED identify and pursue unique real estate opportunities outside the greater Milwaukee market. Andrew looks at real estate the same way we do: it’s not about buildings that take up space - it’s about spaces that structure lives. While I deeply appreciate his technical expertise, it is his total commitment to community building that I find so compelling. Working with Andrew has helped me evolve WiRED’s approach to real estate development and the critical role that neighborhoods play in meeting the social demands of the people that live in them.”

Blair Williams, President, WiRED Properties
Andrew Dane AICP, ENV SP, NCI, LEED® ND
Project Manager and Public Engagement 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 and implementation assistance for complex projects including parks, waterfronts, trails, land use, transportation, redevelopment, historic preservation, and downtown revitalization.

EDUCATION
Master of Science
Urban and Regional Planning
University of Arizona-Tucson (2002)
Bachelor of Science
Conservation Biology
University of Wisconsin-Madison (1994)

REGISTRATIONS/CERTIFICATIONS
LEED AP Neighborhood Development (LEED AP ND), U.S. Green Building Council
Charrette Facilitator (NCI), National Charrette Institute
Envision Sustainability Professional (ENV SP), Institute for Sustainable Infrastructure
Certified Plann (AICP), American Institute of Certified Planners
Integrated Community Sustainability Planning Certification (ICSP), The Natural Step

PROFESSIONAL ASSOCIATIONS
American Planning Association
Wisconsin Chapter
Institute for Sustainable Infrastructure
U.S. Green Building Council
The Natural Step, Member
Wisconsin Downtown Action Council

EXPERIENCE

Water Street Corridor Plan Menasha, WI
Retail Market Study, Columbus, OH
Corridor Revitalization Plan, Tulsa, OK
Pocket Neighborhood Dev., Eau Claire, WI
Neighborhood Revitalization, Appleton, WI
Market Analysis/Downtown Plan, Elm Grove, WI
Parking & Pedestrian Plan, Egg Harbor, WI
Downtown Plan, East Stroudsburg, PA
Business Service Center, Eureka, CA
Waterfront Redevelopment Planning, Eureka, CA

PRIORITY EXPERIENCE

BUSINESS DISTRICTS AND REDEVELOPMENT
- Master Plan, Sherwood, WI
- Downtown Master Plan, Appleton, WI
- Downtown Revitalization Plan, Clintonville, WI
- Downtown Master Plan, Marshfield, WI
- Downtown Vision Plan, Menasha, WI
- Strategic Plan, Chippewa Falls Main Street
- Downtown Plan, Porter, IN
- Downtown Revitalization Plan, Gering, IN
- Downtown Redevelopment Plan, Elm Grove, WI
- Downtown Plan, Porter, IN

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 Plan, Oshkosh, WI
- Downtown Parking Study, Fish Creek, WI
- Comprehensive Plan Workshop, Marshfield, WI
- Comprehensive Plan, Stevens Point, WI
- Comprehensive Plan, Appleton, WI
- Comprehensive Plan, Barron County, WI

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
- 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

ECONOMIC DEVELOPMENT
- Brownfields Historic Fill Permit, Neenah, WI
- Riverside North Redevelopment, La 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
- Water System Capacity Study, Eau Claire, WI
- Business Park Feasibility Study, Eau Claire, WI
- IMPLAN Impact Studies, Barron County
- IMPLAN Impact Studies, Chippewa County, WI
- BRE Study, Polk-Barron County, WI
- Value-Added Wood Product Study, MRRPC, WI
- Marketing Co-op Feasibility Study, WI

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

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- Lyons Park Creek Sustainability Review, MMSD
Eric Ponto became Partner at Engberg Anderson in 2016. A recognized designer of award-winning projects in the mixed-use, urban planning, and multi-family housing markets including The North End, The Posner Building, Dwell Bay View and Lighthorse 4041, Eric is highly regarded for his project management skills. He has cultivated long-standing relationships with his clients since joining the firm in 2002.

**Eric J. Ponto**
PARTNER

**University of Wisconsin-Milwaukee,**
*Master of Architecture, 1996*

University of Wisconsin-Milwaukee,
*Bachelor of Science - Architectural Studies, 1989*

**ACTIVITIES|AFFILIATIONS**
University of Wisconsin-Milwaukee
School of Architecture & Urban Planning Alumni Association
President, 2000 - 2011
Organized exhibition: “Unbuilt Milwaukee”
Organized roundtable discussion: “Emerging Voices in Design”
Organized roundtable discussion: “Modernism to Mediocrity?”

**ACADEMIC EXPERIENCE**
University of Wisconsin-Milwaukee,
Adjunct Professor, 2002, 2006

**AWARDS|RECOGNITION**
211-213 Broadway, Milwaukee, WI
Mayor’s Design Award, 2017

*The North End, Milwaukee, WI*

The Business Journal Real Estate Awards, Best Development Residential, First Place, 2010;
Daily Reporter Top Project, 2010

*Atelier, Milwaukee, WI*
Daily Reporter Top Project, 2017
The Business Journal Real Estate Awards, Best Development

*LightHorse 4041, Shorewood, WI*
WI Chapter of American Planning Assoc., Urban Design Award, 2013

*Toussaint Square, Milwaukee, WI*
Milwaukee Awards for Neighborhood Development

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**RELEVANT EXPERIENCE**

**The North End, Milwaukee, WI**
Master Plan
Master Plan for a 450-unit condominium development on a former leather company brownfield site along the Milwaukee River north of downtown. LEED-ND® (Neighborhood Development) certification is anticipated.

**ONE at North End (Phase I)**
ONE at North End includes 83-units (partial WHEDA financed) with 13,000 sf retail space and 144-space underground parking structure

**Portrait + Silhouette (Phase II)**
Two additional mixed-use retail and apartment buildings: Portrait contains 55-units; Silhouette is 100-units (including some WHEDA financed). Phase 2 also includes a new public park (Denim Park)

**Vignette (Phase IV)**
Vignette expands the North End with an additional 155-units, an outdoor swimming pool and grilling station, mini-bowling lanes, a fitness center, and an extension of the Riverwalk

**Chroma (Phase V)**
Chroma includes 88-units, a pet grooming center, and a rooftop clubhouse with 30’X30’ outdoor terrace and grilling station

**Historic Third Ward Riverwalk, Milwaukee, WI**
Master plan and design for this half-mile public walkway which runs along the east bank of the Milwaukee River and connects with the existing downtown Riverwalk. Built as a pile-supported wooden boardwalk over the water, this segment incorporates design elements of the area’s industrial heritage and emphasizes environmental education.

**Beer Line “B” Redevelopment Project Study, Milwaukee, WI**
Preparation of master plan and neighborhood code for 44-acre redevelopment area; includes housing, retail, Public Park and riverwalk in association with Dan Solomon. Engberg Anderson subsequently designed Trostel Housing, a 135-unit apartment/condo project on the riverfront site.

**Harborpark Redevelopment Plan, Kenosha, WI**
Redevelopment plan and architectural standards for 42-acres on Lake Michigan shore and adjacent to downtown; previously a Chrysler Motors industrial site, the project includes Brownfield cleanup and offers public/private opportunities for cultural, recreation, retail and housing development.

**MillerCoors Streetscaping, Milwaukee, WI**
12-block long streetscaping project along a state highway that serves as a major regional thoroughfare. Marks historic Miller Valley as a tourist destination, upgrades corporate tour facilities and enhances the neighborhood pedestrian experience.

**Riverheath, Appleton, WI**
A new development that reclaims a brownfield industrial waterfront site. The project combines multi-unit housing, office and retail space into a dense core.
Amanda enjoys working with clients to determine the best way to achieve their goals for a project while guiding them to a solution that is both functional and aesthetically pleasing. Since joining Engberg Anderson, she has been involved in multiple community charrettes and an international urban planning project. Amanda is an integral member of our design team, having worked on several complex multi-building, mixed-use projects.

Since 2012, she has taught various design courses as an Adjunct Professor at both MIAD and the UWM School of Architecture and Urban Planning.

RELEVANT EXPERIENCE

**Racine at North Beach, Racine, WI**  
Racine at North Beach is a multi-phase, mixed-use development bordered by Lake Michigan and Racine’s Root River. The development will contain approximately 470 units and numerous amenities, along with several retail spaces at street level.

**The Flats @ Grandview Commons, Madison, WI**  
Six residential buildings at two stories each, along with a community clubhouse that will be the central location for resident amenities. Catering to small families, this development will offer 94 apartment homes.

**Metrotech, Madison, WI**  
Five-story mixed-use development will feature 115 apartment homes for the independent living senior, along with first floor amenity and retail space.

**Five Fifty Ultra Lofts, Milwaukee, WI**  
Part of the new Milwaukee Bucks Arena District, Five Fifty Ultra Lofts is a mixed-use project that features 112 units and many amenities including a rooftop club room and outdoor terrace, fitness room, an indoor/outdoor lounge, storage areas on every residential floor and an on-site leasing office.

**Tannery at Edge of the River, Racine, WI**  
The first phase of the Edge of the River development, the Tannery is a multi-family renovation and addition with 129 units ranging in size from 400-square-foot micro units to large two-story lofts. The renovated building features exposed timber framing, high ceilings, and a new penthouse addition with club room and outdoor terrace. Additional amenities include a fitness room, leasing office, and direct access to Racine’s planned Riverwalk.

**The Hills Luxury Commons, Milwaukee, WI**  
Located in the historic Brewer’s Hill neighborhood, The Hills Luxury Commons is a three-phase development. Block A features a four-story mixed-use residential building with retail on the first level. Block B houses a community clubhouse and 32 apartment homes in three residential buildings. Block C includes seven townhomes, each with a private roof terrace and a two-car garage.
Garret Q. Perry has been practicing landscape architecture and community based planning for the past 23 years. His strong emphasis on timeless design, community participation and sustainable practices has created a unique and celebrated aesthetic for all of the projects that he has implemented throughout his career.

His ability to work through difficult design and social constraints and understanding and compassion for maintaining project budget has established him as respected professional in the Midwestern community. With his commitment to inspired design and innovative detailing, Garret is recognized as an award winning design leader in the landscape architecture profession.

As a Senior Landscape Architect, Garret has taken a lead role in designing many award winning park, campuses and urban projects throughout Wisconsin and Illinois. Garret’s work with design studio etc. focuses on passive and active urban parks, downtown and waterfront master plans; urban infill and redevelopment projects; design guidelines, streetscape, wayfinding and public space designs. Garret has taken a lead role on many past projects that have received awards from the Wisconsin Chapter of the American Society of Landscape Architect’s.

Garret’s representative projects:

- Haymarket Plaza - Eau Claire, WI
- Water Street Corridor Master Plan - Menasha, WI
- Barstow Street Improvements - Eau Claire, WI
- SPARK Development - Madison, WI
- Constellation Development - Madison, WI
- Granite Ridge Development - Madison, WI
- Galixie Development - Madison, WI
- Downtown Eau Claire Master Plan - Eau Claire, WI
- Elgin Recreation Center Streetscape - Elgin, IL
- Atwood Avenue - Madison, WI
- 6th Street Improvements - Antigo, WI
- Philo Road Improvements - Urbana, IL

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:
- Principal, Landscape Architect design studio etc. Madison, WI
- Principal, Landscape Architect Schreiber/Anderson Assocs. Madison, WI
- Associate, Senior Landscape Architect October 2009/
- Landscape Architectural Designer Wallace Roberts and Todd Philadelphia, PA
- Associate, Senior Landscape Architect March 1998/October 2009
- Landscape Architectural Designer November 1995/March 1998
Michael Stumpf is a community strategist with more than thirty years of experience in government and as a private consultant. Michael is an expert in applying market intelligence to craft effective community and economic development strategies.

After beginning his career in retail development, Michael spent 15 years as an economic development director for communities in Illinois, Wisconsin, and Colorado. In 2005 he left his position as the economic development director for the City of Boulder, Colorado, to form Place Dynamics.

Through more than 140 projects in 27 states and provinces, Michael has gained extensive knowledge of the alternative approaches employed in various regions of the country, and in differing types of urban and rural communities. His work in economic development and downtown revitalization has received several professional awards.

As an economic development director, Michael was instrumental in implementing business district strategies in both downtowns and emerging commercial areas. He has continued to make revitalization a large part of his consulting practice, incorporating his background in market analysis and knowledge of development. Michael has been on the board of the Wisconsin Downtown Action Council since 1996.

Michael has expertise in business location decision-making in both the retail and primary industry sectors. He has authored numerous articles on industrial site selection and retail markets. Michael applies this knowledge in helping communities to site and plan successful commercial business districts and employment centers. His retail work encompasses all types of commercial areas, mixed-use neighborhoods, and shopping centers. He has conducted the market feasibility, site selection, and development planning for business or industrial parks with public and private investment approaching $1 billion.

Michael's work in community planning has tended to focus on market-driven approaches and small area development or redevelopment plans. These have included neighborhoods, development sites, parks, and water fronts, in addition to comprehensive planning and related activities such as impact fees, economic impact analysis, and demographic or economic studies.

**Experience**

**Business Districts and Redevelopment**

- 124th St and Lisbon Rd Redevelopment Plan, Brookfield, WI
- Allen Creek / Union St. Redevelopment Plan, Evansville, WI
- Commercial Corridor Plans, Appleton, Wisconsin
- Commercial Corridors Study, Rochester, New York
- Downtown Concept Plan, Port Arthur, Texas
- Downtown Plan, Appleton, Wisconsin
- Downtown Plan, Belvidere, Illinois
- Downtown Plan, Boulder, Colorado
- Downtown Plan, Clintonville, Wisconsin
- Downtown Plan, Elm Grove, Wisconsin
- Downtown Plan, Marshfield, Wisconsin
- Downtown Plan, Mazomanie, Wisconsin
- Downtown Plan, Menasha, Wisconsin
- Downtown Plan, Whitewater, Wisconsin
- Downtown Redevelopment Sites, Janesville, Wisconsin
- Downtown Strategic Assessment, Sioux City, Iowa
- Fox River Corridor Redevelopment Plan, Appleton, WI
- Hawthorn Mellody Redevelopment, Whitewater, WI
- Hilltop Small Business Study, Columbus, Ohio
- International Marketplace, Indianapolis, Indiana
- Interstate 94 Corridor Plan, Raymond, Wisconsin
- James Street Redevelopment Plan, Whitewater, WI
- Jefferson Street Redevelopment Plan, Whitewater, WI
- Layton Boulevard Strategy, Milwaukee, WI
- Near West Side Strategy, Milwaukee, Wisconsin
- Oneida Street Corridor Plan, Appleton, Wisconsin
- Richmond Street Corridor Plan, Milwaukee, Wisconsin
- Superior Trade Zone Strategy, Michigan
- Town Center Plan, Ledgeview, Wisconsin
- Town Center Plan, Raymond, Wisconsin
- Town Center Plan, Tylertown, Mississippi
- Washington Av Redevelopment Workshop, Madison, WI
- Whitewater Hotel Redevelopment, Whitewater, WI
- Wisconsin Avenue Corridor Plan, Appleton, Wisconsin
Mark R. Lee
Environmental Scientist

Mr. Lee is a scientist with 7 years of experience working with a focus on environmental assessment, due diligence, permitting and compliance work. Mark has worked with a wide variety of clients ranging from government entities to private industrial. He has prepared Phase I and Phase II Environmental Site Assessments, Quality Assurance Project Plans (QAPP), Stormwater Pollution Prevention Plans, Spill Prevention Control and Countermeasure Plans, Site Health and Safety Plans and permits.

EXPERIENCE

Phase I Environmental Site Assessment (ESA) (Confidential Client) – Eau Claire County, Wisconsin
Scientist/Site Assessor for a Phase I ESA for an approximately 655 acre agricultural site for proposed future industrial development. Mark was responsible for the site reconnaissance, interviews, record reviews, and report preparation.

Phase I Environmental Site Assessments (Confidential Client) – North Dakota
Scientist/Site Assessor for a Phase I ESA for an industrial client. The ESA was completed on a 50 acre agricultural parcel for development as an industrial site. The subject property presented concern due to the numerous privately owned pipelines crossing the property. Mark was responsible for the interviews, records review and report preparation.

Phase I Environmental Site Assessments (City of Superior) – Superior, Wisconsin
Scientist/Site Assessor for three Phase I ESAs for the City for a 29 acre property and a 4.5 acre property, both owned by a Railroad, and a Right-of-Way connecting the two properties. Mark was responsible for the site reconnaissance of the three sites and performed the interviews, records review, and report preparation for the three sites. The records review required extensive effort to document all of the contaminated sites located on the Railroad properties due to the historic practices of the Railroad.

Phase I Environmental Site Assessment (Confidential Client) – Chippewa Falls, Wisconsin
Project Manager/Scientist/Site Assessor for a Phase I ESA for a 28 acre salvage yard. The salvage yard had been operating since the 1970’s and historically drained vehicles of all fluids on site prior to placing the cars in the lot. Mark was responsible for managing the project, interviews, record reviews, and report preparation.

Phase II Environmental Site Assessment (Confidential Client) – Jackson County, Wisconsin
Lead Scientist for a Phase II ESA for a 1,450 acre property. The investigation took place across 15 separate sites on the property to investigate potential soil and groundwater contamination. Mark was responsible for obtaining site access, coordinating with the drillers and field personnel, and completing the final report.
Proposed Approach

This section of the proposal includes a project plan which addresses the requirements set forth in the City’s RFP. Our team does not anticipate the need for any physical space and/or equipment, other than helping coordinate space for proposed workshops and public meetings. The total number of public meetings in the proposed project budget is three (3). This number does not include staff meeting, either in-person or remote.

Task One: Project Kick Off

Andrew Dane, Garrett Perry, and Eric Ponto will attend the kick off meeting with City staff. Michael Stumpf will call in. Prior to the meeting our team will prepare a 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 (etc.)
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; discuss results of prior market studies and expectations for additional market analysis
h. Site tour

Task 1 Deliverables:
• Written public participation plan
• Schedule
• Site tour written summary annotated to project site map

Task Two: South Riverfront Today Report

Our multi-disciplinary team will prepare a succinct, highly graphical and easy to read South Riverfront 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 study area prior to moving on to the conceptual design phase. The report will include the following analysis:

• Physical conditions/setting
• Existing and proposed connectivity
• Review of known environmental constraints
• Market conditions
• Community outlook
• Prior related planning & City’s goals for the project

2.1 Stakeholder Interviews

Interview stakeholders in person, including but not limited to the County, WPS, Farmers Market, and Whitewater/Kayak Corporation.

2.1 Market Study

Prepare a market study for the redevelopment area. Given the overall budget for the project, our team proposes focusing the market study on likely uses including residential, retail, and eating + dining.

2.3 Prepare South Riverfront Today Report

Prepare a summary of existing conditions including but not limited to:

• Physical conditions/setting
• Existing and proposed connectivity
• Review of known environmental constraints
• Market study results and key recommendations
• Summary of prior related planning efforts
• Summary of stakeholder & City’s goals for the project

Task 2 Deliverables:

• Market Study (1)
• South Riverfront Today Report (1)
• Digital base map (1)
• Figure ground base map (1)

Task Three: South Riverfront Design Workshop

Andrew Dane, Garret Perry, and Eric Ponto will lead a design workshop resulting in up to three (3) alternative public space and redevelopment frameworks. The workshop will build off of the recently completed Toole studies and other downtown planning documents.

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 redevelopment of the study area including road configuration options, active transportation infrastructure, green space, 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 South Riverfront Today Report
b. Meet with City Staff and the Ad Hoc Advisory (if applicable)

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

a. Present South Riverfront Today Report
b. Visual preference exercise
c. Identify and discuss development objectives, connectivity 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 Conceptual Designs
b. Discuss and explain key attributes of each including potential advantages & disadvantages
c. Receive feedback on concept designs

Task 3 Deliverables:

• South Riverfront design objectives
• Visual preference exercise results
• Streetscape and land use framework alternatives (2)
• Alternative renderings based on highest/best use
• Workshop presentation boards
• Workshop summary

Task Four: Prepare and present draft Redevelopment Plan

This task begins with a review and discussion of the results of the Design Workshop completed in Task 3. Our team will meet with City staff and the advisory committee to evaluate and select a preferred public space and redevelopment plan alternative for further refinement. We will estimate development costs and prepare a simple 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 South Riverfront 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 South Riverfront Plan including cost estimates

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

4.4 Present draft plan to community

4.5 Receive feedback from community

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 South Riverfront 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 public space amenities, active transportation improvements, activity programming, connectivity and access to adjacent parks and waterfront, redevelopment concepts, 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 South Riverfront. A few highlight areas the design team will investigate are:

- Adjacent railroad lines and industrial history
- Greenscape and creation of areas for more personal interaction with the space.
- Potential for more access to the river
- Adding amenities of attraction for the waterfront area

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 South Riverfront Plan
5.3 Present final South Riverfront 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 South Riverfront Plan (10 copies) including zoning recommendations, implementation strategy, return on investment analysis, and funding mechanisms

Garret Perry’s award winning design for Burlington, WI
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 downtowns, public waterfronts and neighborhoods.

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 stakeholder impact of this project, our team recommends that an ad-hoc advisory committee be utilized for this project. The committee would serve as a sounding board throughout the planning process and ultimately recommend plan adoption by the Plan Commission or City Council.

Our team is trained in several planning methods and approaches which can help inform a robust public participation process. Approaches we’ve used to engage the public include:

- Design Workshops
- Surveys + Visual Preferences
- SWOT + Affinity Group Diagramming
- On-line polling + commenting
- Visioning Workshop + Open Houses
- Stakeholder Interviews + Focus Groups
- Walking + Biking Tours
- Developer Panels
- LEED for Neighborhood Development
- ENVISION Sustainable Infrastructure Planning
- The Natural Step

“People still talk about those meetings and what a great process it was. Everyone felt involved and had a sense of ownership. They really felt like they were listened to.”

Barb McKesson, Board Member, Town of Gibraltar (Fish Creek, WI)
## Schedule

Neighborhood Planners can work with the City of Wausau 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 APRIL 1 2019 start date.

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Project Kick Off</td>
<td>APRIL 2019</td>
</tr>
<tr>
<td>South Riverfront Today Report</td>
<td>MAY 2019</td>
</tr>
<tr>
<td>Design Workshop</td>
<td>MAY 2019</td>
</tr>
<tr>
<td>South Riverfront Plan</td>
<td>SEPTEMBER</td>
</tr>
<tr>
<td>South Riverfront Plan</td>
<td>DECEMBER</td>
</tr>
<tr>
<td>Adoption</td>
<td>JANUARY 2020</td>
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Over 3,000 place-based comments were provided through an on-line tool employed by Andrew Dane for the City of Appleton’s Downtown Plan and Comprehensive Plan update. This on-line technique was coupled with walking tours, workshops design charrettes, open houses, and visioning workshops to engage over 5,000 residents.
Cost Analysis and Budget

Hourly Billing Rates

Andrew Dane, Neighborhood Planners, $100/HR

Eric Ponto, Engberg Anderson, $160/HR

Amanda, Koch, $120/HR

Additional Engberg Anderson staff rates if required, $75-$120

(Graphic designers, architects, project production, etc.)

Garret Perry, Design Studio Etc., $100/HR

Michael Stumpf, Place Dynamics, $100/HR

Mark Lee, SEH, $80/HR

Other Costs

TRAVEL. Our team does not charge for travel.

START UP COSTS. Our team does not have any start up costs associated

MEETING ATTENDANCE. Our team does not charge for meeting attendance. Public workshops and presentations will be billed at the hourly rates identified above.

Garret Perry’s design for Phoenix 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.
### Itemized Budget

<table>
<thead>
<tr>
<th>TASK</th>
<th>Dane</th>
<th>Ponto</th>
<th>Koch</th>
<th>Graphic Designer</th>
<th>Perry</th>
<th>Stumpf</th>
<th>Lee</th>
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<tr>
<td><strong>HOURS</strong></td>
<td>100</td>
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<td>120</td>
<td>75</td>
<td>100</td>
<td>100</td>
<td>80</td>
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<td><strong>COST</strong></td>
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<td>$3,600</td>
<td>$640</td>
</tr>
</tbody>
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#### Task Breakdown

1. **Project Kick Off**
   - HRS: 2
   - COST: $200

2. **South Riverfront Today**
   - T: Report
   - HRS: 16
   - COST: $1,600

3. **South Riverfront Design**
   - T: Workshop
   - HRS: 24
   - COST: $2,400

4. **Prepare & Present Draft Redev. Plan**
   - HRS: 24
   - COST: $1,800

5. **Prepare & Present Final Redev. Plan**
   - HRS: 12
   - COST: $1,200

**TOTALS**
- 62 HRS
- 26 HRS
- 20 HRS
- 48 HRS
- 82 HRS
- 36 HRS
- 8 HRS

**SUBTOTALS**
- $720
- $5,440
- $4,880
- $8,520
- $9,240
- $28,800

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Redevelopment planning in Milwaukee
Claims, Licensure, and Non-Discrimination Violations

None of the firms or individuals included in this proposal have any current licensure or non-discrimination claims against them, nor have they had any in the past five years, with one exception. Engberg Anderson has had (2) settled claims in the last 5 years with Milwaukee area developers.
Work Samples & References

Marshfield Downtown Plan

Brief Project Overview
Andrew led public involvement activities and served as the lead land use planner on this project. Michael Stumpf, Place Dyamics was the lead author of the report.

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.

Results/Implementation
Following completion of the study, the City constructed an urban green street and public plaza downtown. Additional infill housing is also being pursued for the redevelopment areas identified in the plan.

Public Engagement Strategies
On-line survey/downtown walking tours/open house during Christmas parade/visual preference exercise/visioning workshop

Key Recommendations
Catalytic projects included a green street corridor economic development recommendations, and an urban plaza. Strategies and an implementation plan were grounded in a custom market analysis and review of key downtown strengths and weaknesses.

Contact Information
Reference for Andrew Dane and Mike Stumpf

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

“I’ve had the pleasure of working with Andrew on a couple of planning projects over the past few years. Working with Andrew is a truly collaborative process and he has always been open to incorporating our ideas into the projects we’ve worked on together. His facilitation and consensus-building skills brought out some great ideas from the community that were instrumental in how our plans were developed. After working with Andrew on a recent update to the downtown master plan, the City had a much clearer vision for how to develop our 2nd Street Corridor and downtown plaza. Shortly after the adoption of that plan, we were able to develop the first two blocks of the corridor. In the summer of 2018, the Wenzel Family Plaza, a multigenerational gathering space adjacent to the 2nd Street corridor, was dedicated and open to the public.”

-Josh Miller, City of Marshfield
SEH teamed with Place Dynamics to 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 infill 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**

- Market analysis
- Land use and transportation planning
- Downtown planning
- Public participation

**Example of forces and issues facing downtown Marshfield, Wis.**

**Reference**

Jason Angell  
Planning and Economic Director  
City of Marshfield  
715.486.2074  
jason.angell@ci.marshfield.wi.us
Appleton Downtown Plan

Brief Project Overview
Andrew served as project manager responsible for leading public involvement efforts and integrating market analysis and planning recommendations into the final Plan. The Downtown Plan and Comprehensive Plan update included urban design concepts, downtown business retention and expansion recommendations, public art and creative placemaking, riverfront analysis and linkages, land use and streetscape recommendations.

Results/Implementation
Following completion of the study, the City moved forward with the following initiatives identified in the study:

- Downtown Mixed-Use Library
- Reconstruction of Jones Park
- Ellen Korte Peace Park
- New riverfront trails and pedestrian bridges
- Multi-family adaptive reuse of Zuelke Building
- Wayfinding Signage
- Public Arts Commission

Public Engagement Strategies
On-line commenting platform with over 3,000 responses/downtown walking tours/downtown biking tour/design charrette/open house/artist focus groups/developer interviews/visioning workshop

Key Recommendations
The plan recommended the City pursue a mixed-use library and additional downtown infill multi-family housing. The plan recommended the City strengthen efforts to make downtown more walkable while also strengthening adjacent neighborhoods.

Contact Information
Reference for Andrew Dane
Jennifer Stephany
Executive Director
Appleton Downtown Incorporated
jennifer@appletondowntown.org
920.954.9112

Chapter 14 Downtown Plan
Executive Summary
City of Appleton Comprehensive Plan 2010-2030
Appleton, Wisconsin

Jones Park framework plan highlights strategies to increase connectivity between downtown Appleton and the Fox River. Inset photos illustrate opportunities to brand the riverfront through the use of lighting, and to create destination social gathering places for the community.
KEY STRATEGIES

1.1 Continue development of entry features on major routes into the downtown.

1.3 Implement appropriate streetscaping throughout the downtown.

1.4 Install sculpture, murals, and other art in public locations throughout the downtown.

1.5 Continue to encourage quality urban design throughout the downtown.

2.1 Continue to encourage mixed-use and mid-density housing, riverfront parks and trails.

2.3 Promote development of neighborhood parks.

3.1 Encourage mixed-use and mid-density redevelopment in mixed-use areas.

3.2 Preserve and enhance historic industries.

3.3 Promote development of neighborhood parks.

3.4 Evaluate the need to amend the Zoning Code and evaluate other tools to facilitate redevelopment in under-utilized sites on the edge downtown.

3.5 As future housing is added downtown, support for a new mixed-use library, downtown housing, riverfront parks and trails.

3.6 Enhance the image of downtown north of College Avenue.

3.7 Support green energy and sustainable infrastructure development.

3.8 Promote a broad spectrum of housing types within the downtown study area.

3.9 Fund and implement a "Quiet Zone" to strengthen downtown’s draw as a unique destination for visitors.

3.10 Promote well-designed transitional areas.

3.11 Coordinate efforts with the Appleton Area School District (AASD) and nearby residents.

3.12 Enhance the image of downtown north of College Avenue.

4.1 Sustain and grow the retail niches which should reflect the importance of the district to the community. A mix of strategies will ensure access to restaurants, services, and entertainment. This environment should be particularly appealing.

4.2 Add depth to retail nodes beyond College Avenue.

4.3 Protect the existing retail blocks on College Avenue.

4.4 Add depth to retail nodes beyond College Avenue.

4.5 Create opportunities for smaller offices and business development in the downtown side streets and fronting Soldier’s Square Avenue by encouraging new businesses on.

4.6 Create opportunities for smaller offices and business development in the downtown side streets and fronting Soldier’s Square Avenue by encouraging new businesses on.

4.7 Create opportunities for smaller offices and business development in the downtown side streets and fronting Soldier’s Square Avenue by encouraging new businesses on.

4.8 Support private sector efforts to redevelop larger employers in the downtown north of College Avenue.

KEY STRATEGIES

CITY CENTER PERSPECTIVE

Andrew Dane collaborated with Engberg Anderson to prepare Appleton’s Downtown Plan. The plan generated broad based community support for a new mixed-use library, downtown housing, riverfront parks and trails.
Project Scope

The North End started as a masterplan exercise for a 7.5 acre, toxic former tannery site. Engberg Anderson worked from this master planning phase in 2002 through completion of the fifth and final phase in August of 2018.

Design Input

The project’s prominence and city assistance on the funding, required working with multiple stakeholders on design issues. Early meetings with the city, including working sessions with Peter Park, helped shape the masterplan for the 7.5 acre site. When design work started it was anticipated the site would contain 450 apartments. In 2006, the housing boom convinced the developer, Mandel Group (Mandel), to change the mix to 395 condos with 88 apartments and street level retail. By the time the first phase was opened the housing market was collapsing. This led to a switch back to apartments. In the interim, multiple test fits were explored from a high-end food service design, equipment, and supply house to a bank headquarters and even corporate office towers. Over the 16 years it took the project to come to fruition the design team needed to be flexible and responsive to the changing environment and vision.

The design process with the Mandel was interactive, starting with Mandel initiating tours of their existing properties, from which the design team evaluated what improvements could be incorporated into the new project. The site has a number of complex design issues relating to infrastructure- relocation of a major MMSD deep tunnel component and bridging over a second. New roads, Riverwalk, site utilities extensions, and new street infrastructure (lighting, street trees, decorative paving) honed the the team’s ability to work with multiple stakeholders and design partners and resulted in a complete transformation of the site.

Contact Information
Reference for Eric Ponto / Amanda Koch

Phillip Aiello, Senior VP Development
Mandel Group
330 E Kilbourn Drive Suite 600
Milwaukee, WI 53202
414.270.2759 (office)
414.305.2143 (cell)
3. COMPARABLE PROJECT

The North End 2002

The North End 2018
Innovation

When the master plan process for the North End was started the 7.5 acre site contained a toxic tannery that abruptly closed. The complex contained 29 buildings, some built on the edge of the river on a failing dock wall.

When we completed the fifth and final phase in August of this year the site had been transformed into a vibrant neighborhood. A series of new roads connected the 649 upscale apartment units, 43,800 square feet of retail and a new public park back into the city fabric. Almost a quarter mile of new Riverwalk has turned this section of the river to an inviting and active destination. It has become a model for how to approach a large former industrial site.
Collaboration

The project consisted of multiple phases and each became a collaboration with other design professionals. Another design team, with whom we worked collaboratively, completed the third phase of the development based on our master plan to ensure continuity in design of connecting streets and Riverwalk components. We also worked collaboratively with other design professionals on retail buildouts within the buildings that we designed. The project did have specific goals for small business enterprises that required collaboration with multiple small businesses. Because of the complexity and number of SBE participants the developer utilized Cross Management Services to coordinate and track the involvement and to ensure goals were met.

The North End 2002

The North End 2018
Brief Project Overview
Engberg Anderson led planning and design of a new mixed-use neighborhood in downtown Appleton along the Fox River.

Results/Implementation
To date over 170 apartment units have been delivered or under construction, as well as 31,000 square feet of retail and restaurants.

Public Engagement Strategies
Stakeholder interviews/focus groups/neighborhood meetings

Key Recommendations
The development plan identified several multi-family buildings, a public ice rink and plaza, music venue, retail, and eating and dining.

Contact Information
Reference for Eric Ponto

Mark Geall, President
Tanesay Development
181 S Riverheath Way Suite 200
info@tanesay.com
312.846.6313

Phase 3 of Riverheath includes a new mixed-use building and public amenities including an outdoor ice rink and plaza.
Aimed at providing Appleton with a vibrant, interconnected community environment, RiverHeath is a new development that will reclaim a dormant industrial waterfront site. The site, comprised of 15 acres along the Fox River at the heart of Appleton, is within walking distance of Lawrence University and College Avenue.

The first to be completed, Townhome buildings A1-A7, are located on 16-acres on the south west side of the Riverheath site. The townhomes are 2,400 sf of living space.

### Status
- Completed 2009 | Master Plan
- Completed 2014 | Building C1
- Completed 2014 | Building B4

### Size
- 2,400 sf townhomes
- 70,000 sf B4

### Construction Cost
- $25 million
Engberg Anderson participated on a team led by LDR International for the redevelopment of a 69-acre brownfield downtown/lakefront site. Previously an industrial manufacturing site, optimum use of this prime land and connection to downtown were addressed. Necessary site cleanup, financing and development sources were explored and plans for roadways, green space and architectural standards for future development were provided. Multi-unit housing, Kenosha Public Museum, Civil War Museum, green space development and a two tiered water-edge pathway are successful built outcomes from the initial master plan. Engberg Anderson served as the architect for both museums.
**Gulf Coast Public Market** is planned for four acres owned by the Dickinson Economic Development Corp. The $12 million project will feature the market, an outdoor public gathering area, splash pad and small, locally owned businesses. Designed to be a community gathering space, a regional destination and an economic engine for Dickinson, the market has an estimated 2020 completion date with a ground breaking slated for 2019. Engberg Anderson is working with Public Market Development to provide planning, and A/E design services. (ABOVE + RIGHT)

**Windsor Locks Market.** Engberg Anderson is currently in the planning stages of a new public market in Windsor Locks, Connecticut. The market is expected to become a social as well as commercial center at the heart of the revitalized Main Street. Its location between Springfield and Hartford, adjacent to the new commuter rail station on Main Street, makes it ideal for attracting regional customers. Public Market Development recommended in January that the operation, which would cost about $12 million, be housed in a 37,000-square-foot building, with 30,000 square feet available for vendors to lease. (BELOW)

1. NEW ROUNDABOUT
2. FUTURE COMMERCIAL BLDGS
3. HISTORIC CASTLE HOUSE
4. MONTGOMERY MILL REDEV.
5. HISTORIC TRAIN STATION
6. NEW HARTFORD LINE RAIL STATION
7. WINDSOR LOCKS CANAL
8. CONNECTICUT RIVER
9. WINDSOR LOCKS CANAL TRAIL
10. PESCI PARK

A. MARKET PLAZA
B. RESTAURANT/RETAIL TERRACE
C. EXPOSED UNDERGROUND RIVER/WATER FEATURE
D. TRAIL TO CASTLE
E. PEDESTRIAN WALKWAY/CANAL OVERLOOK
F. CANAL BRIDGE
G. PICNIC PARK
H. AMPHITHEATER
I. PESCI PARK CONNECTION
J. NEW PARKING RAMP W/ HOUSING AND GREEN ROOF ABOVE

**WINDSOR LOCKS MARKET**

Windsor Locks Market. Engberg Anderson is currently in the planning stages of a new public market in Windsor Locks, Connecticut. The market is expected to become a social as well as commercial center at the heart of the revitalized Main Street. Its location between Springfield and Hartford, adjacent to the new commuter rail station on Main Street, makes it ideal for attracting regional customers. Public Market Development recommended in January that the operation, which would cost about $12 million, be housed in a 37,000-square-foot building, with 30,000 square feet available for vendors to lease. (BELOW)
In 2011 the city of Eau Claire hired a team of Landscape Architects and Engineers to complete a downtown master plan and 30% design plans (Preliminary Plans) for the downtown riverfront district. The areas of investigation and design were Barstow Street, Eau Claire Street, a new riverfront plaza, City Hall and Library Plaza and a trail and river access along the entire western edge of Chippewa River. The intent of the design process was to develop a common theme and pattern that unifies the entire downtown riverfront district, strengthens the local businesses, selects furnishings and amenities that strengthens and conveys the design theme and to create a strong access and connection of residents, business owners and patrons to the Chippewa and Eau Claire Rivers.

The design team partnered with city staff to develop a strong and interactive public participation process. A number of public meetings were held to show design progress and to receive feedback from residents and property owners. A separate business group was organized to give private input to the design team. Many of the comments and recommendations coming from the public meetings and the business owner meetings were incorporated into the final plans. In addition to the plans, an estimate of probable cost and a phasing and implementation plan were completed.

The estimate and phasing plan are a strong tool the city is currently using to plan for future project implementation and procuring public and private funding for the projects.

The final plans and theme were well received by the community, user groups and business owners, ultimately resulting in a unanimous approval and adoption by city council. The plans and details were used to develop construction documents for Barstow Street, the first described in the Phasing and implementation plan. The themes develop in the preliminary plans are strongly affecting development and architectural patterns in the downtown.
Haymarket Plaza is a 1.3-acre urban park located on the confluence of the Eau Claire and Chippewa rivers. This urban space is nestled between a new mixed-use development that houses UW Eau Claire students and the city’s new Performing Arts Center. The design and theme of the park is based around the swirling eddy’s that occur where the two rivers meet. The paving patterns, the shapes of seating walls and the organization of amenities all convey the pattern of an eddy in the rivers. A new pedestrian bridge, with thematic lighting to match the red cedar bridge, will connect to the city’s poplar and much used Phoenix Park. The bridge will make a much-needed connection to the city’s bike and pedestrian systems. This will be a central hub for activity in the downtown.

The space has been designed to hold large events such as concerts, movie night, food truck dining and western carnivals but also, be intimate for the everyday user. The plaza has a strong connection to the arts so many opportunities for sculptures, murals and whimsical art lighting have been designed into the space. A central interactive fountain will see much use in the summer months. In the winter the fountain will be the new home of the city’s 40-foot Christmas. Connected to the fountain is the bean lounge. This will be the hangout spot for all the UW students hanging out at the plaza. The bean will be paved with foe wood decking and have modern seating in the shapes of oversized sipping stones.

The central green will have precast panels that will hold the names of all the artist associated with Eau Claire. Built into the precast panels will be multicolored light panels that match the color theme of the Performing Art Center and the pedestrian bridge. The last attraction that will make this a unique and year-round space are fire walls. These will be 30” high cast-in-place wall that will hold a natural gas flame in the center. The walls will be clad with mosaic tiles by local artists.

The budget for the plaza, bridge and river walk is 4.5 million dollars. The plaza is expected to start construction in June of 2018 and be completed in spring of 2019.
In 2011 the city of Eau Claire hired a team of Landscape Architects and Engineers to complete 30% design plans (Preliminary Plans) for the downtown riverfront district. The areas of investigation and design were Barstow Street, Eau Claire Street, a new riverfront plaza, City Hall and Library Plaza and a trail and river access along the entire western edge of Chippewa River. The intent of the design process was to develop a common theme and pattern that unifies the entire downtown riverfront district, strengthens the local businesses, selects furnishings and amenities that strengthens and conveys the design theme and to create a strong access and connection of residents, business owners and patrons to the Chippewa and Eau Claire Rivers.

The design team partnered with city staff to develop a strong and interactive public participation process. A number of public meetings were held to show design progress and to receive feedback from residents and property owners. A separate business group was organized to give private input to the design team. Many of the comments and recommendations coming from the public meetings and the business owner meetings were incorporated into the final plans. In addition to the plans, an estimate of probable cost and a phasing and implementation plan were completed.

The estimate and phasing plan are a strong tool the city is currently using to plan for future project implementation and procuring public and private funding for the projects.

The final plans and theme were well received by the community, user groups and business owners, ultimately resulting in a unanimous approval and adoption by city council. The plans and details were used to develop construction documents for Barstow Street, the first described in the Phasing and implementation plan. The themes develop in the preliminary plans are strongly affecting development and architectural patterns in the downtown.
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
Garret was the lead designer for the project team, which included the engineering firm Ruekert-Mielke and Kubala Washatco Architects on the design documents, cost estimate and implementation strategy of Hart Park, a nature-based urban park along the Menomonee River in Wauwatosa, WI. The area was amended by the Milwaukee Metropolitan Sewer District (MMSD) to increase stormwater collection and reduce flooding downstream. The city took advantage of these changes to develop a nature-based park that emphasized green and sustainable practices throughout the park.

Coordination of public process and plan review allowed the design of a comprehensive park that incorporates numerous progressive and functional features throughout the site. The site lies in a floodplain. Design solutions to accommodate and maximize the space to deal with flooding issues including protective berms, use of pervious surfaces, and a native plant palette.

Recommendations were made for multiuse paths, streetscape improvements, riparian restoration and enhancement areas, skate park, amphitheater gathering areas, and educational storm water play areas along with a number of creative and insightful elements throughout the park. The Oak Leaf Trail is a major spine through the park and design standards were maintained to WisDOT and Federal design standards. Bike trail location was improved to increase views to the Menomonee River. Amenities were added along bike trail to compliment bike activity.

* Work on this project was completed while at SAA
**SIGNATURE BLOCK**

Note: Please return this page with your proposal.

The undersigned, an authorized agent of his/her company, hereby certifies:
- (X) familiarization with all terms, conditions, and specifications herein stated,
- (X) company is qualified to perform work and services as proposed,
- (X) that the proposal submitted is valid until June 1, 2019________ (date).

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<th>Andrew Dane</th>
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