



WHITEFISH BAY COMMUNITY DEVELOPMENT AUTHORITY

MEETING NOTICE AND AGENDA

**WHITEFISH BAY VILLAGE HALL
5300 N. MARLBOROUGH DR.**

**Thursday, May 30, 2019
7:00PM**

- I. Call to Order and Roll Call
- II. General Business
 1. Approval of Minutes from the meeting held on April 25, 2019.
 2. Consultant Interviews – Consaul Commons Design Project

Interview Times are Approximate

7:00 pm – Snyder & Associates

7:30 pm – raSmith

8:00 pm – JSD Professional Services

8:30 pm – Ayres Associates
 3. Discussion/action regarding consultant selection.
- III. Adjourn

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. Contact Village Hall at (414) 962-6690. It is possible that members of and possibly a quorum of members of other Boards, Commissions, or Committees of the Village including in particular the BID Board may be in attendance in the above stated meeting to gather information; no action will be taken by any other Boards, Commissions, or Committees of the Village except by the Board, Commission, or Committee noticed above. Agendas and minutes are available on the Village website (www.wfbvillage.org)

COMMUNITY DEVELOPMENT AUTHORITY MEETING MINUTES

Thursday, April 25, 2019

6:30 pm

**VILLAGE OF WHITEFISH BAY – Village Board Room
5300 North Marlborough Drive**

I. Call to Order and Roll Call

Chairperson Ray Krueger called the meeting to order at 6:30 pm.

Present: Chairperson Ray Krueger, Village Trustee Jay Saunders, Mike Dwyer, Brian Vanevenhoven, Jim Roemer, and Peter Helfer.

Also Present: Village Manager Paul Boening, Assistant Manager Tim Blakeslee, Village Attorney Chris Jaekels, Building Services Director Joel Oestreich, Stephanie Hacker with Graef

Absent with Notice: Village President Julie Siegel

II. General Business

1. Approval of Minutes from the meeting held on March 18, 2019.

Peter Helfer moved to approve the minutes of the March 18, 2019 meeting. Mike Dwyer seconded. Motion passed 6-0.

2. Review and Discussion regarding Incentive Grant Application for proposed building addition at 417 East Silver Spring Drive. (Applicant – Lexor, LLC)

Village Manager Paul Boening recapped the application from late-2017. Tom Dixon representing Lexor, LLC reviewed his requested changes to the grant approval including the addition of a sunset period to the clawback and to protect his family from the clawback in the event they take over the business in the next several years. Saunders asked about the number of Rolex stores in the area. Dixon described the current climate of Rolex stores and that they are reducing the number to preferred locations. Stephanie Hacker with Graef asked about the downtown location and its future. Dixon said that store is too small. Saunders asked if the store is upgraded will Rolex continue to be invested. Vanevenhoven asked if the plans has been seen by Rolex. Dixon said he is in constant contact with Rolex and has shared the plans with them. Krueger asked about other Rolex locations in the area.

There was a discussion about the high quality architect for this project. There was discussion about period of clawback, what triggers the clawback, and length of the guarantee. There was a discussion about 100% ownership vs. controlling interest.

Krueger asked the CDA to go through the request by Mr. Dixon in his email point by point and then take a formal vote.

1. No issues from the CDA.
2. General consensus that this should be a guarantee 10 years.
3. General consensus for a ten year clawback and that has a carve out for family transfers.
4. No issues from the CDA.

Mike Dwyer moved that the original motion be re-approved with the modification for a negotiated agreement put together by Attorney Jaekels to include 10-year increment guarantee, a 10-year clawback, and carve out for family transfers so as to not initiate the clawback.

- 3. Review and potential recommendation to the Village Board for new parking meters on Silver Spring Drive and adjacent side streets.**

Assistant Manager Tim Blakeslee led the CDA in a discussion pertaining to the replacement of parking meters in the Silver Spring District. He summarized the key features of the proposed meters and highlighted the factors that led to the recommendation from staff. Discussion followed regarding fees, installation and maintenance. Mike Dwyer moved, seconded by Brian Vanevenhoven to recommend that the Village Board approve the parking meter replacement proposal from POM, Inc. Motion Carried, 6-0.

- 4. Adjourn: Mike Dwyer moved to adjourn at 7:55 pm. Jay Saunders seconded. Motion passed 6-0.**



COMMUNITY DEVELOPMENT AUTHORITY MEETING – STAFF REPORT

REPORT TO: Paul Boening – Village Manager
Chairperson Ray Krueger
CDA Members

REPORT FROM: Tim Blakeslee – Assistant Village Manager

DATE: 4/18/19

AGENDA ITEM: Interviews and possible recommendation of a selected firm for Professional Design Services for the Redevelopment of Consaul Commons.

ACTION REQUESTED: Motion Information Only

BACKGROUND

The Village of Whitefish Bay owns and maintains a small public space on Silver Spring Drive known as Consaul Commons. Consaul Commons is an existing 40 ft. by 100 ft. community space located between Gerhard's Kitchen and Bath Store (402 E Silver Spring Dr) to the east and The Bay Restaurant (342 E Silver Spring Dr) to the west.

A preliminary design concept for Consaul Commons was included in conjunction with the Silver Spring Drive Master Plan Update. Prior to that update, a group of BID representatives and other stakeholders prepared several preliminary design concepts. In addition, multiple renderings were submitted by the Mandel Group as part of the adjacent Beaumont Place development. However, despite community interest, there has not been a Village led project aimed at formalizing a Consaul Commons redesign.

As a result, in March 2019 the Village released an RFP for Professional Design Services for the Redevelopment of Consaul Commons. The Village received 8 proposals in response to the RFP. A review committee of Village Staff used a number of factors in narrowing down the choice of firms to interview. These factors include consultant experience, project examples, cost, and project approach. Staff unanimously selected four firms that closely matched the expectations outlined in the RFP. Potential firms and approximate interview times:

7:00 pm – Snyder & Associates
7:30 pm – raSmith
8:00 pm – JSD Professional Services
8:30 pm – Ayres Associates

The construction budget for this project has not yet been set. It is anticipated that a majority of funding for the project will be provided by the Silver Spring TID #1 fund. To date, the Community Development Authority (CDA) and Village Board have not instituted a cap on what can be invested toward the project. The CDA recommended that the design options be completed first, which will then help to inform and justify the budget of the project.

Firms have been instructed to give a 10 minute presentation, which will allow for approximately 20 additional minutes of questions and discussion. Attachment 1 includes a list of potential interview questions for each firm. The selected firm is expected to work closely with Village staff, consultants, immediate stakeholders, and Village officials to develop designs that fit seamlessly with Silver Spring Drive.

RECOMMENDED ACTION BY CDA

Following the interviews, the CDA may recommend a consultant to the Village Board for approval, schedule second interviews, or ask for additional information.

Attachments:

1. Possible Consultant Interview Questions
2. Proposals

C: Attorney Jaekels
 BID Director
 BID President



PROPOSAL FOR

Professional Design Services
Redevelopment of Consaul Commons

April 19, 2019

STATEMENT OF INTEREST

It's with great pleasure and enthusiasm that Snyder & Associates presents the following proposal for professional design services for the redevelopment of Consaul Commons. Our process as designers of built space is based on our ability to ask questions, comprehend users' requests, and apply their ideas. The master plan documents we've created during the last several decades have served as the backbone of built work. As designers, we believe the most important component of project success is our engagement with the community and our ability to ask, learn, and apply.

The high degree of use and various activities at Consaul Commons and along Silver Spring Drive illustrate a successfully managed and planned downtown. However, we understand the need to update uses, revamp designs, limit maintenance issues, improve overall connectivity, and plan for a long-range project and financial opportunities. We feel the Village and stakeholders are proceeding in an intelligent direction with the creation of a guiding plan for Consaul Commons and are confident it will position the space and surrounding businesses for long-term success.

The proposal fee of **\$27,000** is valid for one year and discussed in more detail on page 11. The table of contents below provides an overview of our proposal. Contact information for Andy Meessmann, the Project Manager for our design services, is listed below. He can be contacted at any time.

We're excited to submit this proposal and would welcome the opportunity to contribute to the future success of Consaul Commons, Silver Spring Drive, and the Village of Whitefish Bay.

Sincerely,



Andy Meessmann, PLA
Project Manager

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Andy Meessmann, PLA
Project Manager
Cell: 515.249.8371
ameessmann@snyder-associates.com

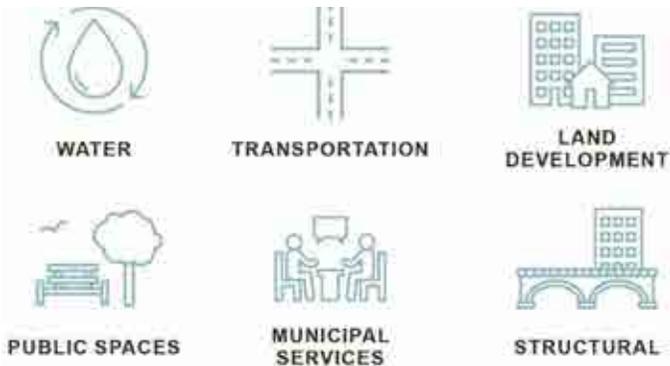
SNYDER & ASSOCIATES, INC.
5010 Voges Road
Madison, Wisconsin 53718
Office: 608.838.0444

OUR STORY

Snyder & Associates, Inc. is an Iowa-founded, multi-disciplinary planning and engineering firm serving clients throughout the Midwest and nationwide. An enduring philosophy of responsive, personal service tailored to individual client needs has guided us for over 40 years. As a community of problem solvers, we excel at pioneering sustainable, efficient solutions that help our clients achieve growth and resilience.



From historic preservation to new construction, we're committed to bringing your vision to life through creative, dependable solutions. Together, we'll explore new design, reconstruction, and repair options so you can make informed decisions. From concept through construction, we'll advocate on your behalf, working to minimize your administration and coordination need with comprehensive services spanning six sectors.

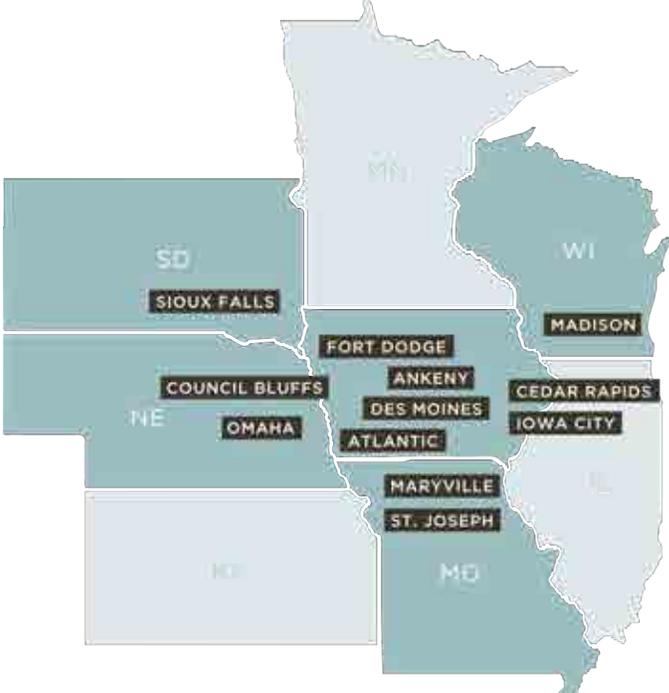


We're driven by possibility and take pride in our ability to guide project success.

Complex challenges and constrained resources don't break our stride—they inspire us.

IMPROVING THE WORLD AROUND US

At Snyder & Associates, forward-thinking, experienced people are one of our greatest strengths. They're a catalyst for positive change, pushing the boundaries of possibility to improve the communities we serve and call home. With your immediate and future needs in mind, we'll help you proactively address infrastructure challenges.



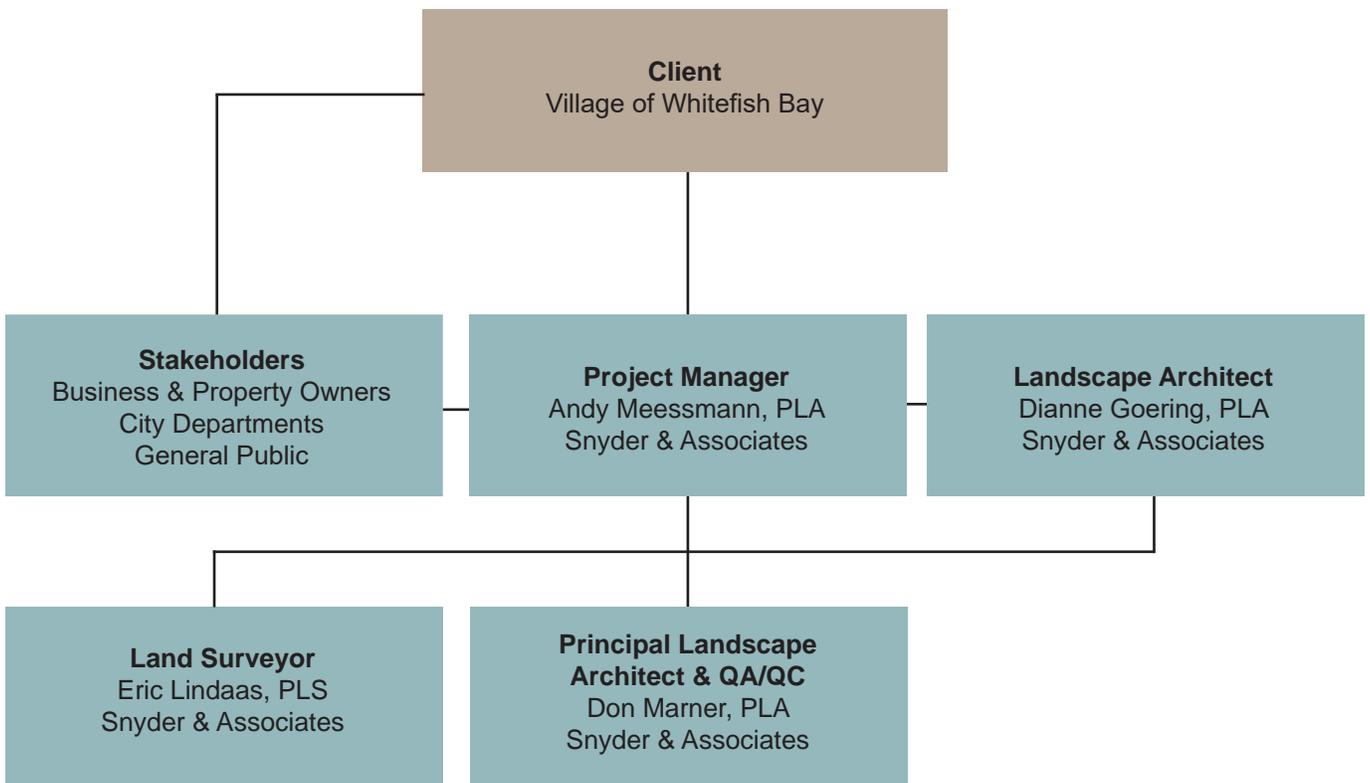
For us, it's about more than just the project at hand. It's about building long-term relationships with the people we serve and improving community quality of life.

MADISON, WISCONSIN OFFICE

Our Madison office is staffed with landscape architects, civil engineers, and market experts that will contribute to the design plans, outreach, and coordination of Consaul Commons. Our project experience spans the state of Wisconsin, giving us valuable insight into project costs, along with state, county, and city regulations. We've also worked with a variety of clients and project types throughout the Midwest that have allowed us to gain experience with innovative urban design and landscape architecture techniques and concepts.

PROJECT TEAM

The diagram below provides an overview of the project staff and workflow between each individual and organization. The pages following this diagram document key personnel who will be working closely with Village staff, along with their project experience and educational background.





ANDY MEESSMANN, PLA

Project Manager

QUALIFICATIONS

Andy's range of design experience includes master planning for large and small scale parks as well as detailed design and construction coordination. His park experience has included working with neighborhood associations, the general public, minority groups, and city staff. Features within his park designs and urban space have included shelters, playgrounds, restroom structures, custom play features, water amenities, plazas, custom seating and lighting, trails, boat launches, nature play components, pedestrian bridges, and sustainable plantings. He's worked with both the public and private sectors to design and coordinate landscape projects in Wisconsin, Nebraska, Iowa, Ohio, and the Front Range of Colorado.

SELECT PROJECT EXPERIENCE

Main Street Parkade, Cedar Falls, Iowa

Downtown Cedar Falls has had a long history of economic success and is currently undergoing an increase in multi-family and mixed-use development. With the increase in recent development and a nearly two-decade-old streetscape, the City of Cedar Falls hired Snyder & Associates to revitalize the overall downtown streetscape. The project has involved coordination with City staff, the Community Main Street Business Organization, and the public. The plan includes a redesign for sidewalk pavers, improvements for pedestrian safety, enhanced alley space, and updates for wayfinding signage and accessibility. The overarching goal of the project is to unite over six blocks of downtown with a cohesive theme that links to the past and designs for the future. The project is anticipated to break ground in 2020.

Paco Sanchez Park, Denver, Colorado

This project included a complete reinvention and overhaul of an existing and aging park on Denver's west side. The overall project cost of \$9 million was spent largely on creating highly interactive custom play features and working closely with the surrounding community to support their desire to impact the large population of children within the neighborhood. Iconic features throughout the site include a 40-foot-tall net tower climber, custom gramophone slide, steep climbing hills, and the preservation of unique site topography and vegetation. The project also involved detailed coordination among several playground manufacturers to ensure proper code compliance, desired aesthetics, and the design of play equipment.

The Orchard Town Center, Westminster, Colorado

Developed as an outdoor shopping center over 15 years ago, Vestar Development requested landscape services to update planting beds, improve hardscape areas, and coordinate construction for over 14 acres of targeted redesign. The outdoor mall, which is largely pedestrian only areas lined with shops and restaurants, receives heavy foot traffic throughout the year. The outdoor space is also frequently used for community events, concerts, and holiday celebrations. Particular attention was focused on using locally sourced hardscape materials that would withstand freeze-thaw and be salt tolerant while aesthetically aging over time with limited maintenance required. Additional efforts were focused on selecting plant materials that could withstand the harsh and unpredictable climate of the Colorado Front Range, tolerate winter salting, and survive frequent snow loads.

Education

MLA, Kansas State University, 2009

BSCR, Iowa State University, 2006

Professional Registration

Professional Landscape Architect

Technical Specialties

- Conceptual Design through Construction Drawings
- Urban Design
- Multi-use Trail Design
- Site Planning
- Landscape Grading Plans
- Planting Design
- Site Detail Design & Construction Coordination
- Cost Estimation
- Bid Processing
- Project Management
- Project & Marketing Photography

Affiliations

- ASLA
- Downtown Madison, Inc.
- Madison Bikes



Education

BLA, Iowa State University,
1988

Registration

Professional Landscape
Architect licensed in Iowa,
Wisconsin, Missouri,
Nebraska, South Dakota,
and Minnesota

Technical Specialties

- Site Analysis
- Master Planning
- Design Development
- Construction Documents
- Construction Administration
- Public Meetings
- Green Infrastructure & Native Plantings
- Sustainable Stormwater Practices
- Specialty Pavement Design

DON MARNER, PLA

Principal-in-Charge

QUALIFICATIONS

Mr. Marner received his landscape architect degree from Iowa State University and has over 29 years of experience. His significant expertise spans streetscape design and landscape median enhancement projects across the Midwest. Many of the streetscape projects Don has been involved with incorporate plazas, trails, lighting, specialty pavements, plantings, irrigation, banners, utilities and benches. In addition to parks and streetscapes, Don's experience also includes industrial and commercial developments.

SELECT PROJECT EXPERIENCE

Dundee Business District Streetscape, Omaha, Nebraska

This historic neighborhood was named one of the nation's ten best communities by the American Planning Association in 2011. The community was cited for its varied residential architecture, strong sense of community, and a high level of resident commitment to care for the community. Snyder & Associates was selected to provide design and construction documents for streetscape renovations and upgrades. Project design began with an extensive planning process and public outreach campaign. A significant effort was focused on developing a balanced relationship with local business owners and understanding their particular goals and desires for the District. Project improvements included increased parking, sidewalks, brick pavers, public plazas, decorative lights, benches, tables, trash receptacles, bike loops, trees, and a rain garden.

Downtown Streetscape Improvements , Maryville, Missouri

Snyder & Associates was selected to provide master planning for an approximate five-square-block area as well as corridor planning through downtown Maryville. Upon completion of the public input process, construction documents were prepared for four blocks around the courthouse square. Improvements included the redesign of a historic memorial plaza, improved parking, circulation for access to the court house and surrounding businesses, historic fencing, brick landscape columns, and the design of community entrances.

Prairie Heritage Civic Plaza, Altoona, Iowa

Snyder & Associates provided master planning along with design and construction documents for this 14-acre city park. The park also serves as a community civic center, so it was designed to accommodate a variety of events such as art fairs, farmers markets, live music, and holiday gatherings. Improvements included an entry fountain, splash grounds, waterfall, colored concrete, pavers, permeable pavers, pond, wetlands, trails, boardwalk, lighting, and plantings.

Kibbey Pocket Park, Marshalltown, Iowa

This project transformed the corner of East Main and South Second Street in Marshalltown, Iowa from a vacant lot into an attractive, urban-style green space. Design amenities include a central water fountain, pergola, public art, color plantings, and outdoor seating. A Live Wall vertical garden on the east side of the Kibbey Building provides visual interest to create a welcoming and attractive public space. Snyder & Associates provided a variety of services including the master plan design, landscape architecture, and civil engineering. Based on the master plan design, the project received an Iowa Economic Development Authority grant from the State of Iowa for the complementation of green infrastructure elements.



DIANE GOERING, PLA

Landscape Architect

QUALIFICATIONS

Diane is a licensed Landscape Architect with over 14 years of extensive landscape architecture experience that includes streetscape design and development from design through construction. Her knowledge of plant material for tough sites and creative intuition helps provide successful projects that address unique situations. In addition to landscape architecture, Diane's focus as a designer is to give form to her clients' vision through her strong graphic skills. Her graphics have been utilized extensively for presentation graphics, informational manuals, and community outreach efforts.

SELECT PROJECT EXPERIENCE

NW River District Neighborhood Revitalization Plan, Fort Dodge, Iowa

Prepared a plan with the City of Fort Dodge, Iowa to help stimulate revitalization in a neighborhood tucked between the Des Moines River and Lizard Creek. The plan was submitted to America's Best Communities, as part of a national competition, and helped the City gain semi-finalist status as well as additional funding. The neighborhood is the northwestern gateway into the City and its historic downtown. As part of the revitalization plans, streetscape realignments and enhancements were proposed. Park improvements, trails, and connection opportunities with the river and creek were also identified.

S. Riverside Dr. Streetscape Master Plan, Iowa City, Iowa

The S. Riverside Drive corridor is the central spine through the West Riverfront sub-district of Riverfront Crossings. The existing corridor is heavily auto-orientated, with segmented sidewalk sections and minimal right-of-way. Proposed improvements included increasing right-of-way as sites redeveloped in conjunction with the Districts zoning codes. Additional improvements included gateway features, enhanced intersections with improved pedestrian crossings, raised planting beds to help buffer pedestrians from vehicular traffic, bike trail enhancements, and trail head improvements.

Main Street Parkade, Cedar Falls, Iowa

Downtown Cedar Falls has had a long history of economic success and is currently undergoing an increase in multi-family and mixed-use development. With the increase in recent development and a nearly two-decade-old streetscape, the City of Cedar Falls hired Snyder & Associates to revitalize the overall downtown streetscape. The project has involved coordination with City staff, the Community Main Street Business Organization, and the public. The plan includes a redesign for sidewalk pavers, improvements for pedestrian safety, enhanced alley space, and updates for wayfinding signage and accessibility. The overarching goal of the project is to unite over six blocks of downtown with a cohesive theme that links to the past and designs for the future. The project is anticipated to break ground in 2020.

Education

BLA with a secondary major in Environmental Studies, Iowa State University 2003

Professional Registration

Professional Landscape Architect

Technical Specialties

- Landscape Design
- Green Infrastructure & Native Plantings
- Presentation Graphics
- Public Engagement
- Streetscape & Monument Design
- Comprehensive & Master Planning

Affiliations

- ASLA

PROJECT SCHEDULE

Week #	Date																		
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Consaul Commons Proposed Schedule																			
Dates identified are for suggestion only and will be negotiated with Owner upon selection.																			
TASK - 1 COMMUNITY ENGAGEMENT & SCHEMATIC DESIGN																			
Kickoff Meeting - Visioning Session	■																		
Land Survey		■																	
Schematic Concepts			■	■	■	■	■												
Staff and Stakeholder Review						■													
Revised Schematic Design							■	■	■										
Public Open house Presentation										■									
Public Village Board Meeting Presentation											■								
Ongoing Owner and Consultant Coordination	■	■	■	■	■	■	■	■	■	■	■								
TASK 2 - COMMUNITY ENGAGEMENT & DESIGN DEVELOPMENT CONCEPT																			
Design Development Concept and Drawings											■	■	■	■	■	■	■	■	■
Staff Review of Design Development Concept													■						
Revised Design Development Concept													■	■					
Staff Review														■					
Final Revised Design Development Drawings															■	■			
Presentation to Village Board and Public																■	■		
Ongoing Owner and Consultant Coordination											■	■	■	■	■	■	■	■	■
TASK 3 - MASTER PLAN REPORT																			
Master Plan Report	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
End Date 9-15-2019																			

PROJECT APPROACH & SCOPE

The overarching goal of the following tasks is to facilitate growth and improvements that create a dynamic and flexible space at Consaul Commons. Community engagement will be crucial to the success of the space and the recommendations and design that are provided for it. We'll collaborate with Village staff and stakeholders to determine pertinent issues, concerns, and desires for the site. These tasks will culminate into final design development drawings.

Because we pride ourselves on solid built work, the deliverables mentioned below can transition smoothly into construction documents, bidding, and construction administration services. Snyder & Associates is capable and well-prepared to facilitate this scope of work upon request by the Village.

Below you'll find a flexible outline of our approach that will lay the foundation of success for Consaul Commons. These tasks may change, expand, or morph as project goals are explored and identified.

TASK 1 COMMUNITY ENGAGEMENT & SCHEMATIC DESIGN

Kick Off Meeting

At the onset of the project, our team will facilitate a kick off meeting with Village staff to discuss the site's existing amenities, constraints, and opportunities. Prior to the meeting, we'll review all of the existing background information available including preliminary design concepts, feedback from adjacent business and property owners, and existing land survey.

A portion of the kick off meeting will focus on broad goals for Consaul Commons and the desired future outcome of the site. Additionally, an on-site inventory and analysis should be completed of the space with key staff and stakeholders to gather details on the physical layout and site constraints, along with any aging infrastructure and maintenance concerns. Key takeaways from this meeting will include programming needs and desires to ensure functionality of the site and how design can unify the open space with Silver Spring Drive and the surrounding streetscape.

Deliverables & Meetings:

- One meeting
- Meeting minutes
- Site visit with photos

Land Survey

Based on the information gathered from the kick off meeting and defined limits of the site, a survey will be conducted of:

- Property boundaries
- Hardscape components
- Above and below grade utilities
- Topography
- Vegetation

Deliverables:

- AutoCAD survey of site

Schematic Design – Three Concepts

Snyder & Associates will develop three schematic design options based on feedback and information gathered from the kick off meeting, site visit, and survey. The intent of all three designs is to provide a visionary approach that will lead to a design development plan (Task 2) and ultimately, construction drawings and a finalized built space.

The first draft of the designs will rely heavily on staff input and feedback from stakeholders that will be gathered during the kick off meeting. We'll develop schematic plans for three concepts that address a broad range of ideas, themes, and concepts. The plans will consider year-round use, multi-use programmable space, community character, historic significance, cost and maintenance effectiveness, and sustainability to create space that can be enjoyed by a diverse group of users.

Deliverables:

- Three schematic plans containing the following information:
 - Site inventory and analysis diagrams
 - Program space diagrams
 - Colored plan view
 - 3D massing models
 - Colored sections and elevations
 - Precedent imagery to help define programmable concepts and space
 - Cost estimate

Staff & Stakeholder Review of Schematic Design Concepts

At this point of the schematic design process, Village Staff and selected community stakeholders will review the schematic concepts and provide feedback. Snyder & Associates will update the schematic plans based on this feedback.

Deliverables:

- One meeting
- Three revised schematic plans and associated documentation

Public Open House of Schematic Design Concepts

Upon approval of the three schematic designs from Village staff and key stakeholders, Snyder & Associates will collaborate with the Village to advertise, prepare, and present the schematic concepts in an open house forum for public feedback.

Simple technology can be used to harness and compile users' comments. The web-based audience response system provided by Poll Everywhere is a technique we've used to capture participants' feedback for previous projects. This information can be stored, organized, and documented into a report to illustrate users' feedback.

The information gathered from the open house will be included in a report and incorporated into the design development concept (Task 2) of this proposal and into a final master plan report (Task 3).

Deliverables and meetings:

- One open house meeting
- Data from public meeting to be included in a written report
- Meeting notes

Public Village Board Meeting Presentation

Prior to starting the design development level drawings (Task 2), Snyder & Associates will present the schematic concepts during a public Village Board meeting. The meeting will include information and feedback gathered from the onset of the project, schematic concepts, feedback from the public open house, and an outline of next steps.

All feedback from board officials will be incorporated in the design development concept of this proposal.

Deliverables:

- One meeting
- Meeting notes

TASK 2 COMMUNITY ENGAGEMENT & DESIGN DEVELOPMENT CONCEPT

Design Development Concept

This portion of the project will incorporate all feedback from Task 1 into one revised, high-level design development plan for Consaul Commons. The intent of this level of design is to carry out a selected theme and concept into a buildable set of plans. More specifically, this task includes the process to uncover development challenges before detailed designs are created (construction documents).

Deliverables include:

- Rendered graphic site plan
- Rendered graphic elevations and sections to illustrate design
- Perspective graphics to showcase space
- Design development drawings (CAD and PDFs at 22"x34") that depict:
 - Demolition plan
 - Site plan (hardscape features such as curbs, benches, planters, pavers, etc.)
 - Dimension plan
 - Planting plan
 - Detail sheets
- Construction costs

Staff Review of Final Design Development Concept

Village Staff will review a draft set of design development drawings and graphics mentioned above. Snyder & Associates will update the plans and graphics based on staff feedback.

Deliverables:

- One meeting
- Revised design development drawings
- Revised graphics

Present to Village Board & Public

Once all revisions are incorporated into the design development drawings and graphics, Snyder & Associates will present the plans and graphics to Village staff and officials during a public Village Board meeting for final approval. Based on feedback, we'll incorporate any necessary final revisions into a final deliverable.

Deliverables:

- One meeting
- Revised design development drawings and graphics

TASK 3 MASTER PLAN REPORT

An ongoing task throughout the life of the project will be the creation of a master plan report. The intent of the report is to compile the information gathered in Task 1 and 2 into an organized written and graphic report. The report will be compiled into 8.5 x 11 standard size sheets that are easy to reproduce. Ultimately, the report will be a reference document and guide for the future of Consaul Commons and act as the backbone for future construction drawings and direction for a completed built project.

Deliverables:

- 8.5 x11 master plan report in PDF format

DELIVERABLE SUMMARY

TASK 1 COMMUNITY ENGAGEMENT & SCHEMATIC DESIGN

Kickoff Meeting

- One meeting
- Meeting minutes
- Site visit with photos

Survey

- Survey delivered in AutoCAD

Schematic Design

- Three concept plans with cost estimates

Staff & Stakeholder Review of Schematic Design Concepts

- One meeting
- Three revised schematic plans

Public Open House of Schematic Design Concepts

- One public open house meeting
- Organized report of data from public meeting
- Meeting minutes

Public Village Board Meeting Presentation

- One meeting

TASK 2 COMMUNITY ENGAGEMENT & DESIGN DEVELOPMENT CONCEPT

Design Development Concept

- Rendered graphic site plan
- Rendered graphic elevations and sections
- Perspective graphic
- Design development drawings (CAD and PDFs at 22"x34")
- Construction costs

Staff Review of Final Design Development Concept

- One meeting
- Revised design development drawings
- Revised graphics

Presentation to Village Board & Public

- One meeting
- Revised design development drawings and graphics
- Meeting minutes

TASK 3 MASTER PLAN REPORT

- 8.5 X 11 master plan report in PDF format

PROJECT FEES

The table below represents the overall cost per task based on the proposal documented within the previous pages. The costs shown below are inclusive of all labor, delivery, and other expenses that are necessary for plan completion and successful project installation according to this proposal.

Task	Costs
1 - Community Engagement & Schematic Design	\$14,850.00
2 - Community Engagement & Design Development	\$ 9,450.00
3 - Master Plan Report	\$ 2,700.00
Not to Exceed Total:	\$27,000.00

DISCLOSURES & POTENTIAL CONFLICTS OF INTEREST

Snyder & Associates has no conflicts of interest including any member of the firm related to an elected or appointed Village official or employee of the Village of Whitefish Bay at the time of this proposal.

KIBBEY POCKET PARK

Snyder & Associates was retained to prepare a master plan for the development of a pocket park space adjacent to the Kibbey Building, located on Main Street in downtown Marshalltown. A plaza space was desired next to an older, existing multi-story building that was refurbished to support retail and residential uses. While a private endeavor, this space will be open to the public and will function as a small urban park space.

Design amenities include outdoor seating, a water feature, a shade pergola with solar panels, and landscape enhancements in the form of native planting beds and a Live Wall vertical garden area. Based on this master plan design, this project was awarded an Iowa Economic Development Authority grant from the State of Iowa for the implementation of the green infrastructure elements, including a rain water harvest system to operate the water feature, permeable pavements and rain garden plantings to capture and promote storm water infiltration on-site.

Services provided included master planning, design, construction documents, and construction assistance.

CLIENT
Barb Hagstrand
CONTACT
641.485.5362

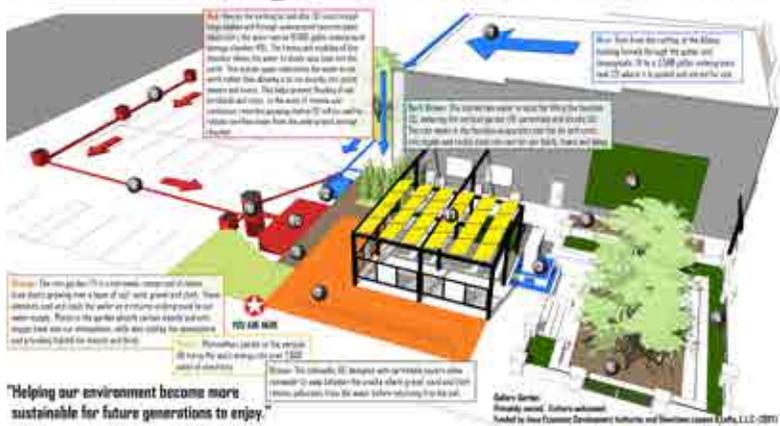
TEAM
Snyder & Associates

COMPLETION DATE
2015

SERVICES PROVIDED
Landscape Architecture
Civil Engineering
Graphic Services

DETAILED SERVICES
Master Planning
Construction Documents
Cost Opinions

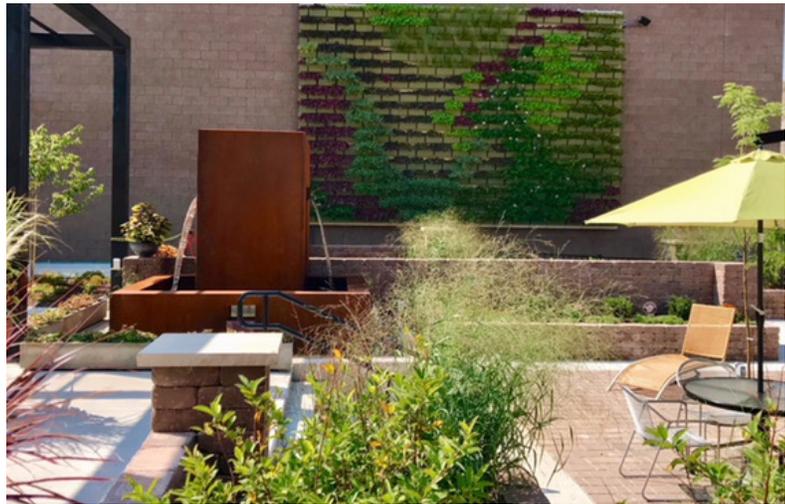
Stormwater Management "Rain Harvesting at the Gallery Garden"



Stormwater management diagram.



3D rendering of the park.



Built park with native plants, a fountain, live wall, and pervious pavers.

MAIN STREET PARKADE

Downtown Cedar Falls has had a long history of economic success and is currently undergoing an increase in multi-family and mixed-use development. With the increase in recent development and a streetscape nearly two decades old, the City of Cedar Falls hired Snyder & Associates to revitalize the overall downtown streetscape.

The project has involved coordination with City staff, the Community Main Street Business Organization, and the public. Several concepts were developed and presented to gain feedback on preferred concepts, materials, and overall themes. Upon feedback of each concept, Snyder & Associates revised a master plan for an overall downtown design concept.

The overarching goal of the project is to unite over six downtown city blocks with a cohesive theme that links to the past and designs for the future. The project is anticipated to break ground in 2020.

CLIENT

City of Cedar Falls, IA

CONTACT

Stephanie Sheetz
 Stephanie.Sheetz@cedarfalls.com
 319.268.5151

TEAM

Snyder & Associates

COMPLETION DATE

Breaking ground 2020

SERVICES PROVIDED

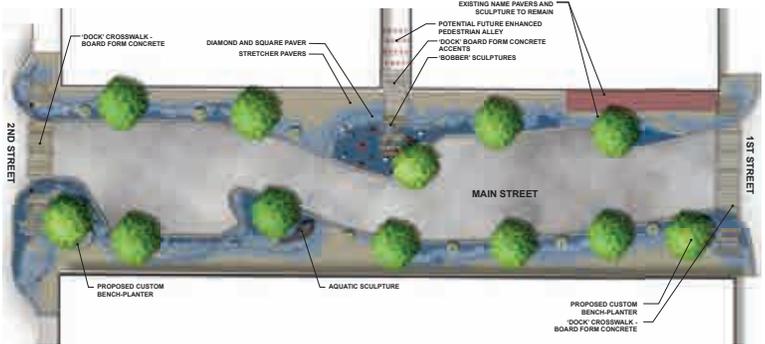
Landscape Architecture
 Civil Engineering

DETAILED SERVICES

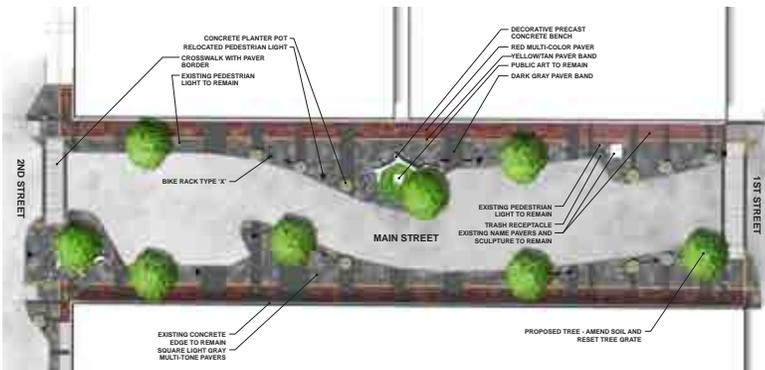
Budgetary Costs Estimating
 Public Participation Organization
 Graphic Services



Concept rendering used for a grant application.



Concept plan option rendering.



Selected concept plan rendering.

PRAIRIE HERITAGE CIVIC CENTER PLAZA

The Prairie Heritage Civic Center Plaza is an 11-acre park that's centrally located in the community and linked to surrounding residential and commercial developments through a series of trails and greenways. Primary programming elements for the park focused on community events such as outdoor concerts, art fairs, and farmer's markets. Based on programming needs, the Master Plan design incorporated entry pergolas and planters, an outdoor amphitheater, restroom building, gazebo, sculptural plaza, splash grounds, pond, wetlands, waterfall, boardwalk, trails, and landscape enhancements. Unique design elements include customized a entry fountain, colored pavement design, and permeable paver faux river drainage system.

This project won the 2010 Award of Honor as the top project in the State of Iowa in the Design Category from the American Society of Landscape Architects, Iowa Chapter.

CLIENT

City of Altoona

CONTACT

Jeff Mark
City of Altoona
515.967.5136

TEAM

Snyder & Associates

COMPLETION DATE

Fall 2009

SERVICES PROVIDED

Landscape Architecture
Civil Engineering
Survey Services

DETAILED SERVICES

Master Planning
Site Analysis
Construction Documents
Cost Opinions
Graphic Services



3D rendering of adjacent parking, plaza, and fountain.



Built fountain and plaza.



Splash pad and installed landscape.

ORCHARD TOWN CENTER

Developed as an outdoor shopping center over 15 years ago, Vestar Development requested landscape services to update planting beds, improve hardscape areas, and coordinate construction for over 14 acres of targeted redesign. The outdoor mall, which is largely pedestrian only areas lined with shops and restaurants, receives heavy foot traffic throughout the year. The outdoor space is also frequently used for community events, concerts, and holiday celebrations. Particular attention was focused on using hardscape materials that were locally sourced and could withstand freeze-thaw and salt tolerance while aesthetically aging over time with limited maintenance required. Additional efforts were focused on selecting plant materials that could withstand the harsh and unpredictable climate along the Colorado Front Range, tolerate winter salting, and survive frequent snow loads.

Design components included new paving, an outdoor stage, updated planting, a playground, site amenities, and new light fixtures.

Andy Meessmann led the overall project design and landscape architecture while at Norris Design.

CLIENT
Vestar Development

CONTACT
Jack Van Kleunen
602.866.0900

TEAM
Norris Design, 505 Design, Proof Civil Engineering

COMPLETION DATE
2014

SERVICES PROVIDED
Landscape Architecture

DETAILED SERVICES
Master Planning
Conceptual Plans
Construction Documents
Cost Estimation



Plaza space with custom seating and stage.



Annual planter pots.



Plaza space, fireplace feature, and stage.

DUNDEE BUSINESS DISTRICT STREETScape IMPROVEMENTS

This historic neighborhood was named one of the nation’s 10 best communities by the American Planning Association in 2011. The community was cited for its varied residential architecture, strong sense of community, and ongoing commitment of residents to care for the community.

In 2012, Snyder & Associates was selected to provide design and construction documents for renovations and upgrades to the streetscape, which includes both businesses and residential areas. Prior to construction documentation, Snyder & Associates helped navigate through several design concepts and options with business owners and balanced these requests with City requirements and direction. Ultimately, Snyder & Associates relied heavily on the strong and balanced dynamics of the business district and adjacent home owners to provide a well guided and agreeable set of construction documents.

Improvements include increased parking, sidewalks, brick pavers, public plazas, decorative lights, benches, tables, trash receptacles, bike loops, street trees, and rain gardens. The project was constructed in 2014 and remains a vibrant business district.

CLIENT

City of Omaha

CONTACT

Todd Pfitzer
402.444.5923

TEAM

Snyder & Associates

COMPLETION DATE

2014

SERVICES PROVIDED

- Survey
- Civil Engineering
- Electrical Engineering
- Structural Engineering
- Landscape Architecture
- Construction Observation

DETAILED SERVICES

- Preliminary Design
- Construction Documents
- Cost Opinions



3D rendering of the designed plaza space and preserved historic clock.



Built plaza space.



Enhanced streetscape and landscape.

April 19, 2019

raSmith

CREATIVITY. BEYOND ENGINEERING

Proposal for
Professional Design Services:

Redevelopment of Consaul Commons



262-781-1000
raSmith.com

16745 West Bluemound Road
Brookfield, WI 53005-5938

Cover Letter

April 19, 2019



Mr. Tim Blakeslee
Assistant Village Manager
Village of Whitefish Bay
5300 N. Marlborough Drive
Whitefish Bay, WI 53217

Re: Request for Proposals
Redevelopment of Consaul Commons—Professional Design Services

Dear Mr. Blakeslee:

Thank you for the opportunity to submit our proposal to the Village of Whitefish Bay for this exciting community project. The Village has recognized this site, located within the Silver Spring Drive Business District, as a valuable public space that can only add to the pedestrian-friendly shopping experience that already exists. The unique products and services found by shopping along Silver Spring Drive should echo a similar experience with the reimagined Consaul Commons.

We are pleased to provide this proposal to assist the Village of Whitefish Bay through a logical, intuitive and creative process to achieve the goals and build consensus for this project. We have assembled an experienced team of professionals that will assist the Village on developing a creative, dynamic and unique place that will become something very special for the community and the many people that work and shop in the area.

The landscape architects at raSmith have strong backgrounds in developing public projects in communities throughout the region. We understand the dynamics of designing public spaces that bring together multiple uses and functions. Our relative project experience and the resumes of our project team are included in this proposal, and we are confident that the proven experience of our team is a good fit for this project.

We understand that this project will involve gathering a lot of ideas from various stakeholders in order to come up with a realistic plan that gives the Village some options and ultimately clear direction on how to move forward with anticipated funding, permitting, design and the details to build the project. Our team is experienced in the public participation principles of placemaking and consensus building. The process identified in the RFP will lead to a positive outcome by creating a place of connection in the Village of Whitefish Bay.

Per the RFP, we acknowledge that our proposal pricing will be valid for at least one year. Thank you again for the opportunity to provide our proposal for this project. We are looking forward to working with the Village of Whitefish Bay and the stakeholders on the redevelopment of Consaul Commons.

Sincerely,
raSmith

A handwritten signature in blue ink, appearing to read 'Tom Mortenson', with a long horizontal flourish extending to the right.

Tom Mortenson, PLA, ASLA
Site Planner/Landscape Architect
(262) 317-3323
tom.mortensen@rasmith.com

Business Organization

raSmith is a multi-disciplinary consulting firm comprising landscape architects, civil engineers, structural engineers, land surveyors, development managers and ecologists.

Our services are focused on our public and private sector client needs in design and construction including land development, site planning and design, structural engineering, municipal engineering, transportation and traffic, surveying, construction services and geographic information systems (GIS). We work on projects nationwide from our eight locations in Wisconsin, Illinois, California and Pennsylvania.

raSmith was founded in 1978 by the current owner and CEO, Richard A. Smith, M.S., P.E. The firm employs a staff of 215.

Consaul Commons Project Manager

Tom Mortenson, PLA, ASLA
Site Planner/Landscape Architect
Assistant Director, Land Development Services
(262) 317-3323
tom.mortensen@rasmith.com



Office Locations

Brookfield, Wisconsin

16745 West Bluemound Road
Brookfield, WI 53005-5938
(262) 781-1000

Milwaukee, Wisconsin

221 South 2nd Street
Milwaukee, WI 53204-1412
(262) 781-1000

Appleton, Wisconsin

100 West Lawrence Street, Suite 412
Appleton, WI 54911-5754
(920) 731-3499

Madison, Wisconsin

5250 East Terrace Drive, Suite 108
Madison, WI 53718-8345
(608) 467-3034

Cedarburg, Wisconsin

W62 N588 Washington Avenue, Suite 201
Cedarburg, WI 53012-2074
(262) 781-1000

Mount Pleasant, Wisconsin

1100 Commerce Drive, Suite 108
Mount Pleasant, WI 53406-3700
(262) 781-1000

Naperville (Chicago), Illinois

1245 East Diehl Road, Suite 102
Naperville, IL 60563-4816
(630) 405-5722

Irvine, California

8881 Research Drive
Irvine, CA 92618
(949) 872-2378

Oakmont (Pittsburgh), Pennsylvania

333 Allegheny Avenue, Suite 202
Oakmont, PA 15139-2072
(412) 828-7604

Experience & Capabilities

Your Team of Experts

We are an experienced team of innovative site planners and landscape architects who have created dynamic public spaces throughout the region. Tom Mortensen will be the project manager to lead the team. Luke Haas and Amy Schneider will be project landscape architects.

Public Plaza/Space Experience

Throughout the years, our team has collaborated to design several well-known, urban public spaces and destination places for people to gather, hang out, dine, create memories, relax and enjoy being in great outdoor spaces. Our projects have created dynamic public spaces that provide both a regional draw and neighborhood identity. We have responded to the needs of a variety of age groups and diverse users through an understanding of how spaces can infuse a vibe that blends in with the existing vernacular of the neighborhood and local businesses. Our team believes that these places are created through an understanding of the existing place, rather than trying to mold it into a pre-conceived vision.

Together, this team has designed sites for Summerfest, Falk Memorial Plaza, Grafton Lumberyard Plaza, Belle Square mixed-use development, Elm Grove Downtown Master Plan, Madison Children's Museum Rooftop Garden and many others.

Unique & Interactive Community Space for the Village

We will look at this as a very site-specific, challenging project. We will not rely on past ideas to formulate our design strategy, but we will use our past experience and knowledge of developing dynamic public spaces to allow this design to evolve in an open, collaborative format.

The project examples within this proposal will provide further information about our past project experience.

Intended Relationship with the Village

You can be assured that our team is familiar with the community and has the experience and creativity to develop a vision for the Consaul Commons project. We interact with our clients on a personal level, making the projects that we work on very unique.

The profile of our firm's projects and the design team's resumes, included on the following pages, provide further information about our qualifications.

Out-of-the-Box Thinking for a Challenging Project Site

This type of project is not new to us; however, it is unique because it has many opportunities and challenges due to its location, spatial constraints and great potential. This project is more than just the design of a great public space—it needs to relate to the neighborhood as well as be a destination and hub for dynamic year-round public events. You need a community space that will allow for social interactions and set the Village of Whitefish Bay apart.

People Ignore Design that Ignores People

This site needs to respond to the realities and perceptual characteristics of the surroundings while still creating a place where people want to spend time. Our team will be challenged to creatively solve many of these issues in an open, collaborative format so the Village staff, its community members, and other stakeholders are included in the process.

Experience & Capabilities



Summerfest

-Milwaukee, WI

raSmith designed the site and landscape plans for the multi-phased new south gate and entry plaza, Briggs & Stratton Big Backyard Stage, BMO Harris Bank Pavilion Stage and the Marcus Amphitheater forecourt at Summerfest.

The landscape architects at raSmith worked collaboratively with a large design team and Milwaukee World Festivals, Inc., architects, engineers and contractors to develop several complex and dynamic public spaces and venues for Wisconsin's largest music festival.

The projects included new stage and performance areas/venues, a new south gateway entry, improved/expanded parking areas, bicycle parking, entry plazas, improved pedestrian-scale site amenities, and decorative stone walls along the lake walk.



Grafton Lumberyard Plaza

-Grafton, WI

raSmith assisted in the design of a public space to engage the community and create a connection between the public space and the surrounding businesses and residential living. raSmith provided landscape architecture and civil engineering services.

The plaza's design includes a stream with water features at each end. The stream buffers the gathering space from the nearby roadway and masks traffic noise. Another design feature is a retaining wall that not only addresses a significant grade change but also integrates seating and pergolas for shade.

Experience & Capabilities

St. Dominic's Prayer Garden

-Brookfield, WI

raSmith designed a series of eight themed gardens for a large, open green space surrounded by a large existing tree buffer on the campus of St. Dominic's Catholic Church in Brookfield. Each garden contains religious statuary on a stone base surrounded by plantings that relate to each garden theme.

A large terrace was designed for gatherings and events, and the layout of the walkways relate to the orientation of the front of the church and bell tower. The space is used for wedding photos, church masses, school classes and quiet reflection by the parishioners.



Falk Memorial Plaza

-Milwaukee, WI

Tragedy struck when an explosion ripped through Milwaukee industrial icon Falk Corporation. A lasting tribute was sought as a memorial for three fallen workers, their families and other injured workers.

raSmith designed the Falk Memorial Plaza that includes a memorial wall with individual plaques, three large memorial oak trees, a central raised planter, flagpoles and seat walls. The area is used for gatherings, events and is a welcoming green space within an industrial setting that is enjoyed by employees throughout the day. This memorial plaza is evidence that great design will stand the test of time.



Madison Children's Museum Rooftop Garden

-Madison, WI

raSmith provided landscape architecture, surveying, civil engineering and structural engineering services for relocating the children's museum to a unique site located off Madison's noted Capitol Square.

Landscape architecture services were integral in creating an interpretative and interactive experience for visitors at the museum's rooftop garden. A collaborative design approach was initiated with raSmith's landscape architecture group, The Kubala Washatko Architects, the Madison Children's Museum's creative staff and a green roof system supplier.

"We solve problems and we have fun doing it. We're passionate about our work and take pride in exceeding our clients' expectations."

raSmith

CREATIVITY BEYOND ENGINEERING

Experience & Capabilities



Belle Square

-La Crosse, WI

Belle Square in downtown La Crosse is an entire square block of redevelopment in the heart of the city. This urban, mixed-use development includes residential living, retail shops, a health clinic and a parking structure, all of which will cultivate a vibrant, inviting community and encourage sustainability. The landscape architects at raSmith worked with Weber Holdings (the project's developer), The Kubala Washatko Architects and CD Smith Construction on the design of this large-scale project.

The design includes a large outdoor rooftop area used by residents and businesses for recreation, gardening and relaxation. Amenities include a bocce ball court, open lawn area, raised garden areas, an outdoor kitchen with seating and grills, and a shade structure/ pergola. Cisterns capture rainfall for reuse on the rooftop landscape.

The streetscape areas feature specialty paving, outdoor dining spaces and urban-tolerant street trees. Sunken planter areas drain the sidewalks and plazas into a series of interconnected plantings that help treat and slow the stormwater runoff before entering an underground cistern, and then into the city's storm sewer system. Native and naturalized plantings in large, bold groupings create a contemporary urban landscape for this downtown development.

Charmant Hotel

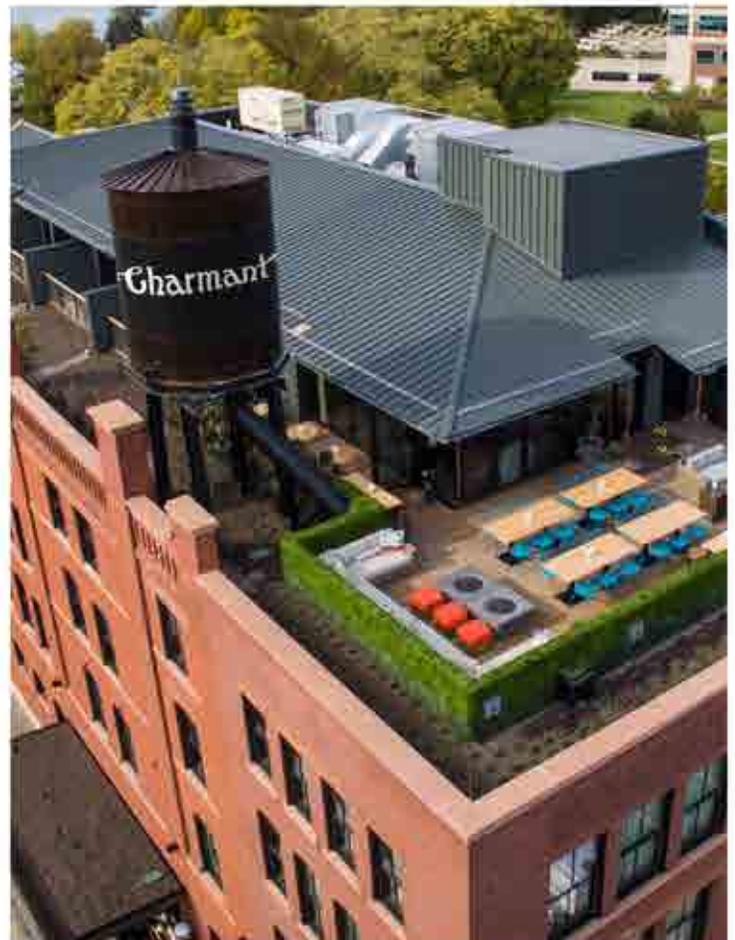
-La Crosse, WI

The new Charmant Hotel is located in downtown La Crosse across from beautiful Riverside Park along the Mississippi River. The building was a former candy factory that is now a luxury boutique hotel. raSmith provided landscape architecture and structural services.

The landscape architects at raSmith worked closely with the architect and the owner/developer to design a site that respected its history while providing an upscale, contemporary look and function.

The streetscape design was a challenge because of the existing flow and function of the roads and intersection. Several options were explored and the design team met with city staff to develop a street layout that accommodated a valet/drop-off area while still allowing for street parking. Granite street pavers and curbs were used to provide a historic element and aesthetic to the streetscape. The sidewalks were designed using granite cobbles that worked well with the existing brick on the building facade, and old, reclaimed clay pavers were used as an "entry rug" below the canopy at the main entrance. An outdoor dining area was included on the west side of the hotel.

The rooftop garden areas were designed for gatherings and as individual, private outdoor spaces outside of the penthouse rooms. The main gathering area includes an outdoor bar, a fireplace, flat-panel television, seating areas, plantings and tie downs for canopies. The individual garden areas provide views out to the city and to the river and have irrigated planting areas to provide color and texture to the outdoor spaces.



Experience & Capabilities



Mayfair Reserve

-Wauwatosa, WI

Mayfair Reserve is a multi-family residential community developed in an urban setting on a former auto dealership lot.

The landscape architects at raSmith worked closely with the developer on numerous scenarios for the outdoor living spaces. The final design features a pool courtyard with a resort-style swimming pool, masonry gas fire pit, grilling station, pergola, raised masonry planters, and extensive landscape. Additionally, the passive courtyard includes a water feature, grilling station, pergolas and multiple seating areas.

Site design proved challenging due to many constraints such as access, terrain and adjacent land uses. For example, an architectural stone wall softened the relationship of the building's front to the street frontage. Mixed plantings such as bold perennials, grasses and trees provided a pedestrian-scale transition between the building and the road.



Colectivo Coffee Roasters

-Bay View, WI

raSmith provided sustainable site design and landscape architecture design services for a new 27,600-square-foot cafe and wholesale bakery on a one-acre urban redevelopment site.

With the exception of a narrow area of landscaping located between the parking lot and sidewalk, the site was completely impervious.

raSmith integrated innovative, sustainable design elements including a dry stream bed, rainwater harvesting and green roof plantings. Additional site improvements included a new parking lot, loading dock, building utility services, public transit shelter, outdoor plazas and seating areas, and raised planters.

Experience & Capabilities

Tom Mortensen, PLA, ASLA—Project Manager



Professional Registrations

Professional Landscape Architect, State of Wisconsin, #69
Registered Landscape Architect, State of Arizona, #47459

Professional Affiliations

American Society of Landscape Architects
Wisconsin Park and Recreation Association

Presentations

"Collaborative Design Techniques for Stormwater Management," Lecture & Half-Day Workshop, Greater New Orleans Foundation, April 2017
"Water, Site & Landscape—Lessons from Nature," Midwest Renewable Energy Fair, Amherst, 2016
"Nature Ignores Design that Ignores Nature," Multiple Presentation Sites, 2014-2015
"Integrating Native Landscape and Stormwater," American Society of Landscape Architects, Wisconsin Chapter, March 2012
"Milwaukee River Greenway Master Plan" Wisconsin Green Building Alliance SE2 Conference, September 2010; Fox-Wolf Watershed Alliance Conference, May 2011; Green Building Conference, Brookfield, 2011
"Integrating Native Landscapes on Retail and Commercial Projects," Schlitz Audubon Society, November 2011

Classes Taught

"Native Landscapes for Stormwater," UWM School for Continuing Education - Water Technology Certification, April 2011–present
"Urban Streetscape Design Principles," Marquette University, 2009
"Parking Lot Design," University of Wisconsin-Madison, 2007

Publications

"What does the Land Say?" *Tribal Business Journal*, May 2016
"(How to Write) RFPs and RFQs," *Parks & Rec Business*, February 2012
"Sustainable Design Requires a Team Approach," *Midwest Real Estate News*, August 2006

Tom Mortensen has more than 30 years of experience in the landscape architecture, planning, design and construction professions. Tom's experience includes expertise in the areas of site planning, urban redevelopment, park and public open space design, memorials and public plazas, retail developments, restoration plans and native and naturalized planting design.

Prior to joining raSmith, he owned and operated his own highly respected design firm which provided landscape architecture, site planning and consultation on municipal projects, park planning, regional and urban planning, as well as residential and commercial design projects throughout the Midwest.

Tom has given presentations to the Wisconsin State Bar, The Audubon Society, The Wisconsin Chapter of The American Society of Landscape Architects and at the SE2 Conference for the Wisconsin Green Building Alliance on topics pertaining to site design, rainfall integration, native and naturalized landscapes and site development. He also teaches classes at the UWM School of Continuing Education for the Water Technology Certification.

Public Plazas & Spaces

Summerfest, Milwaukee World Festivals, Milwaukee, WI
Colectivo Coffee Roasters, Milwaukee, WI
Belle Square Mixed-Use Development, La Crosse, WI
Falk Corporation Memorial Plaza, Milwaukee, WI
Kilbourn Tower Plaza, Milwaukee, WI
Marling Lumber Property Redevelopment, Madison, WI
Madison Children's Museum Rooftop Gardens, Madison, WI
St. Dominic's Prayer Gardens, Brookfield, WI
1522 Prospect Avenue Rooftop Terrace, Milwaukee, WI
Grafton Lumberyard Plaza, Grafton, WI
Veterans Administration, Tranquility Garden Renovation, Wilmington, DA
Veterans Administration, Courtyard Master Plan for Rehabilitation and Recreation, Tomah, WI
Veterans Administration, Zablocki Community Living Center, Milwaukee, WI
Veterans Administration, Community Living Center, Tomah, WI

Master Planning

Conceptual Downtown Gateway Master Plan, West Bend, WI
Downtown Master Plan, Jefferson, WI
Washington Park Revitalization Plan, Milwaukee County, WI
Brown County Fairgrounds Master Plan, WI
Camp Lake Park Master Plan, Salem, WI
DeKoven Park Master Plan, Racine, WI
Kohl Park Master Plan, Milwaukee County Parks, WI
Jones Park Master Plan, Appleton, WI
Lubahn Park Master Plan, City of Jefferson, WI
Merrill River Trail Concept Plan, Merrill, WI
Muskego Beach Master Plan, Muskego, WI



Experience & Capabilities

Luke Haas, PLA—Landscape Architect



Education

B.S. Landscape Architecture, University of Wisconsin-Madison, 2005

Professional Registrations

Professional Landscape Architect, State of Wisconsin, #668

Registered Landscape Architect, State of Pennsylvania, #3139

Registered Landscape Architect, State of Texas, #3041

Luke has more than 10 years of experience in the landscape architecture field. As a licensed landscape architect, he has worked on a variety of projects throughout his career including courtyards and plazas, streetscapes, comprehensive plans for commercial and multi-family residential developments and community parks.

Luke is able to conduct site inventory/analysis and create conceptual and final detailed landscape plans, color Photoshop renderings and 3D Sketchup design models. He has knowledge regarding zoning and development standards for cities, villages and towns, and has conducted research and submitted applications for permits in connection with project approvals. Luke has also created project proposals and budgets along with construction budgets, including costs of materials and labor.

Luke has multiple years of experience managing the design and construction of projects, including the management of outside consultants, contractors/subcontractors, and has completed site visits both during construction and after project completion for as-built inspections. He also has shown he can effectively communicate with clients regarding design preferences, contracts and budgets.

Public Plazas & Spaces

Falk Corporation Memorial Plaza, Milwaukee, WI
Belle Square Mixed-Use Development, La Crosse, WI
Mayfair Reserve Multi-Family Residential, Wauwatosa, WI
Florida Lofts, Milwaukee, WI
Gilbert Riverfront Trail, Menasha, WI
Hartford Park, Hartford, WI
Coonen Neighborhood Park, Combined Locks, WI
Van Zeeland Park, Combined Locks, WI
Centennial Plaza, West Allis, WI

Additional Landscape Architecture

Urban Landscape Design Guide, Code Update & Brochure, Milwaukee, WI
The Fortress, Milwaukee, WI
Charmant Hotel Streetscape, La Crosse, WI
Coakley Brothers Interiors, Milwaukee, WI
Prairie's Edge Multi-Family Development, Port Washington, WI
The Corridor Commercial/Retail, Brookfield, WI
Mainstreet Transitional Care Facility, San Antonio, TX
Mainstreet Transitional Care Facility, Round Rock, TX
Mainstreet Transitional Care Facility, Phoenix, AZ
Artis Senior Living, Bethel, PA
Dickson Hollow Senior Living Campus, Presbyterian Homes, Menomonee Falls, WI
Fairway Knoll Senior Living, Germantown, WI
Heritage Senior Living, Delafield, Kimberly and Muskego, WI

Experience & Capabilities

Amy L. Schneider, PLA—Landscape Architect



Education

B.S. Natural Resources: Forest Science, Recreational Resources Management, University of Wisconsin-Madison, 2002

Professional Affiliations

Society of Wetland Scientists

Professional Training/Certifications

Professional Wetland Scientist (PWS), 2015
Plant Identification — Wetland Grasses, Rushes and Sedges, UW-Extension, 2014
Critical Methods in Wetland Delineation, UW-Extension, 2016, 2015, 2014, 2013, 2012, 2010, 2009
Advanced Wetland Delineator Training, UW-Extension, 2013, 2008
Basic Wetland Delineator Training, UW-Extension, 2008
Temporary Traffic Control for Prescribed Burns, WisDOT, 2013
Advanced Wetland Plant Identification, Natural Resource Conservation Service, 2012
Firefighter Training, S-130, National Wildfire Coordinating Group, 2011
Introduction to Wildland Fire Behavior, S-190, National Wildfire Coordinating Group, 2011
Human Factors in Wildland Fire Service, L-180, National Wildfire Coordinating Group, 2011
Natural Lawn and Prairie Restoration Burn Permit and Safety Training, Madison Fire Department, 2010

Amy has been involved in all phases of landscape design from creating initial concept sketches to producing construction documents for residential, commercial, institutional and industrial projects. She has experience working with clients, contractors and consultants, and has presented her plans at public meetings, conducted site reviews, prepared punch lists during construction and has installed landscape projects.

Amy has worked in the Pacific Northwest and in the Midwest, quickly learning the regional plant palette, environment and climate and understanding the local municipal codes. Her training as an ecologist and landscape architect, as well as her experience installing landscapes, lends to her holistic design approach.

Public Plazas & Spaces

Falk Corporation Memorial Plaza, Milwaukee, WI
Arrowhead Park, Eugene, OR
Bayview Park Historic Bandshell Relocation, Ashland, WI
Frank Kinney Park, Eugene, OR
Grafton Little League Park, Grafton, WI
Lilly Heights Park, Brookfield, WI
Lutz Park, Appleton, WI
Meadowbrook Park, Village of Howard, WI
Pewaukee Sports Complex, Pewaukee, WI
Sheboygan Falls Park, Sheboygan, WI
Sussex Village Park, Sussex, WI
The Meadows of Brookfield Neighborhood Park, Brookfield, WI

Additional Landscape Architecture

Colectivo Coffee, Milwaukee and Wauwatosa, WI
Prairie Lakes, Sun Prairie, WI
Blue Lotus Farm & Retreat Center, Newburg, WI
Rest Haven Memorial, Eugene, OR
Artis Senior Living, Mequon, WI
Forest County Potawatomi Health & Wellness Rehab, Crandon, WI
JEA Senior Living, Brookfield, WI
Mainstreet Transitional Care, San Antonio, TX, Phoenix, AZ, Surprise, AZ, Round Rock, TX
Sauk Prairie Memorial Hospital, Prairie du Sac, WI

Project Approach & Schedule

raSmith has visited the site to take photographs and to gain a better perspective on the existing conditions, site access, and surrounding area. We have also thoroughly read the RFP and understand the goals, expectations and responsibilities for the project.

Site Analysis/Observation

Timeframe: May–June 2019

As landscape architects, we have made some observations regarding the existing site conditions and potential improvements. Following are some of our team's initial observations and ideas based on our site visit:

- The site currently has 3 large shade trees that will need to be removed or creatively included as part of the design. raSmith will create both concepts for review with Village staff and stakeholders.
- The site is a pedestrian route between Silver Spring Drive and the apartments, school and the neighborhood to the north.
- The clock is a focal point along Silver Spring Drive but could be relocated to avoid the visual conflicts between signage and light poles near the street. The clock is currently not working and would need to be functional if kept in the design.
- The building facades of Gerhard's Kitchen & Bath Store and The Bay that border the site are in good condition.
- The raised grass area divides the site and reduces its programmable area.

A limited survey will be conducted of the project site in order to facilitate the conceptual designs.

Public Involvement/Visioning Sessions

Timeframe: June–August 2019

Our team will guide the process and facilitate input sessions with assistance from Village staff and stakeholders. We will work closely with Village staff to set up meetings, schedules, design milestones and the public information meetings. We will look to engage the public with multiple strategies that will



reach a wide variety of users and could include a sign/poster board for written comments at the project location, social media posts, interactive meetings, etc. We anticipate that Village staff will attend and participate in the public meeting and provide the meeting facility.

Conceptual Designs/Dynamic Color Graphics

Timeframe: June–August 2019

Our team will collaborate with Village staff and the stakeholders to develop plans using dynamic color graphics, cross sections and 3D renderings to help convey the design options. Throughout the process, we will communicate with Village staff via direct meetings, phone, email and, if necessary, technology such as online meetings and Skype.



The initial three concept plans will explore a variety of options and will include budgetary estimates to help guide the design. The initial plans will be developed based on the site analysis and the ideas and input from the initial visioning sessions. Due to the existing constraints of the site, it will be important to develop three viable options that have unique attributes and amenities that all meet the goals of the project.

Final Conceptual Designs

Timeframe: August–September 2019

Once a final plan has been synthesized from the three alternative concepts and stakeholder input, we will provide color plans and 3D rendering(s) of the completed site plan along with all supplemental documentation, including proposed uses, cost estimates, phasing and implementation, maintenance considerations, grant funding opportunities, public comment sheets and meeting notes from all the planning sessions.

Cost & Conflicts of Interest

Provided below are costs for this project, including the costs for each service and a breakdown of labor costs, including position, hours and hourly rates.

	Senior Landscape Architect	Landscape Architect	Landscape Technician	Land Surveyor	Comments
Task Description	\$153 / hr.	\$136 / hr.	\$109 / hr.	\$129 / hr.	
SITE ANALYSIS / OBSERVATION					
Kick-off Meeting (M)	1	1			
Document & Plan Review		2			Review existing plans and documents provided by the village
Survey				16	Limited topographic survey
Site Analysis	2	6			Visit site, analyze current conditions and compare to the project vision.
PUBLIC INVOLVMENT / VISIONING SESSIONS					
Public Engagement Methods		4	4		Creatively work with the public using different information gathering methods and social media outlets.
One (1) Presentation to Village Staff (M)	1	1			
One (1) Public Input Meeting (M)	2	2			
Review Input, Meet with Village Staff (M)		1			
CONCEPTUAL PLANS					
Three (3) Concept Plans	3	14	24		Use dynamic color graphics and 3D renderings to convey design concepts.
Three (3) Budgetary Estimates	1	1	4		Preliminary cost estimates.
Review Concepts with Village Staff (M)		1			
FINAL CONCEPTUAL PLAN					
Final Concept Plan	1	6	16		Use dynamic color graphics and 3D renderings to convey design concept.
Review Concept with Village Staff (M)		1			
Final Revisions / Final Plan & Graphics		2	12		
Final Budgetary Estimate		1			Preliminary cost estimate.
One (1) Presentation to Village Staff (M)	1	1			
	12	44	60	16	
	\$1,836.00	\$5,984.00	\$6,540.00	\$2,064.00	
TOTAL FEE				\$16,424.00	
NOTES:					
Public involvement / visioning sessions will run concurrently with conceptual plan production.					
All travel time will be billed at 50% hourly rates and is included in fees.					
Unless specified elsewhere in this proposal, no additional services beyond those described in the proposal are included at this time.					
Construction drawings are not included in this proposal.					
Additional meetings, presentations and / or appearances above and beyond those listed above are not included in this proposal.					

Disclosures & Potential Conflicts of Interest

raSmith is not aware of primary or secondary conflicts of interest with the Village of Whitefish Bay. Additionally, raSmith staff members are not related to an elected/appointed Village official or an employee of the Village.



COVER LETTER

April 19, 2019

Mr. Tim Blakeslee,
Assistant Village Manager
Village of Whitefish Bay
5300 N Marlborough Drive
Whitefish Bay, WI 53217

Re: Response to Request for Proposals for Professional Design Services For the Redevelopment of Consaul Commons

Dear Mr. Blakeslee:

On behalf of the JSD Professional Services Team, we are pleased to submit this proposal for professional landscape architectural design and planning services for Consaul Commons. Our team is very interested in assisting the Village with designing a flexible, playful and engaging urban place that complements the vision of the Silver Springs Drive Master Plan.

Our design team emphasizes a collaborative approach through integrating communication, public engagement, thorough research, creative design and sustainable programmatic implementation. As designers, we believe that true sustainability requires considering all aspects of a project's planning, development, and impact. Our goal is to support your efforts for creating an exciting, memorable downtown experience for Village residents, businesses and visitors.

We are a highly qualified team with expertise in landscape architecture, civil engineering, surveying and planning. Most importantly, we have broad and deep experience in all aspects of the development process from stakeholder and community engagement through the construction administration phase of the project.

We trust you will find our qualifications match your project needs, and look forward to further discussing our experience and project approach. We are excited about working with the Village of Whitefish Bay. You have my personal commitment that we will deliver successful results with the goal of exceeding your expectations. Please feel free to contact me at 608-848-5060 or dave.jenkins@jسدinc.com if you have any questions or require any additional information.

Sincerely,



Dave M. Jenkins
Owner/President
JSD Professional Services, Inc.
161 Horizon Drive, Suite 101
Verona, WI 53593

Proposal pricing valid until April 19, 2020

PROPOSAL OF PROFESSIONAL SERVICES FOR
THE REDEVELOPMENT OF
CONSAUL COMMONS
LANDSCAPE ARCHITECTURE

Whitefish Bay, Wisconsin





1
**BUSINESS
ORGANIZATION**



BUSINESS ORGANIZATION

WHO WE ARE

JSD Professional Services, Inc. (JSD) was established in 1998 as Jenkins Survey and Design. Today, JSD's staff of 65 professionals include civil engineers, planners, landscape architects, land surveyors, environmental specialists, and construction managers. With Wisconsin offices in Verona, Waukesha, Appleton, Kenosha, Weston, as well as Chicago, IL and Coeur d'Alene, ID, JSD provides a complete package of development services including planning, design, and construction administration from inception to completion.

COMMITMENT TO SERVICE

Our reputation is built on trust, service, and true teamwork. We are very proud of our unprecedented customer service and appreciate the continued trust we have from our clients - some for over 20 years. At JSD we believe that every member of the project team must take personal ownership and become a stakeholder to provide the highest quality of service.

EXCELLENCE

We maintain excellent communications and are responsive to our client's ever changing needs. JSD also maintains high standards in plan production having won numerous awards for design excellence. With a strong commitment to client satisfaction, JSD provides practical and cost-effective solutions for each project.

WHAT WE DO

For over 20 years, our staff has provided creative master planning and design services for a variety of clients. Our team of professionals has successfully integrated this relationship with municipalities, local and regional public institutions, private non-profits and for profit organizations to develop, expand, renovate and improve recreational facilities and building sites throughout the State of Wisconsin.

Our team approach focuses on creating a value-based relationship with our clients and stakeholders by integrating creativity, expertise, and experience. Equally important is understanding the various opportunities and constraints within a project that can dictate cost, schedule and design. We feel one of our greatest strengths is assisting our client through the approval, entitlement, and permit processes. Our complete package of professional services and staff help streamline the design process and help complete projects within the given time-frame, without added delay or cost.

JSD's public sector clients include park and recreation agencies, school districts, and municipalities. We are very familiar with these types of projects and how to work effectively with established design requirements and key stakeholders who are typically involved. Our project team's relevant experience includes:

- Land Surveying
- Inventory and Analysis
- Public Engagement
- Urban Plaza Design
- Streetscape Design
- Passive Recreation Park Design
- Creative Play Area Development
- Therapy & Educational Gardens
- Nature Trails & Greenways
- Site Planning
- Comprehensive Master Plans
- Municipal Review/Inspection Services
- Grading and Utility Solutions
- Creative Stormwater Management Solutions
- Native Area Restoration/Management
- Grant Writing
- Construction Documents
- Permitting
- Construction Observation
- Contract Administration

JSD Professional Services, Inc. will manage and lead the Team to deliver the highest and best quality product.

WHERE WE'RE LOCATED

Madison Regional Office:
161 Horizon Drive, Suite 101
Verona, Wisconsin 53593
P: 608-848-5060

Kenosha Regional Office:
6520 67th Street
Kenosha, Wisconsin 53142
P: 262-925-8367

Milwaukee Regional Office:
W238 N1610 Busse Road, Suite 100
Waukesha, Wisconsin 53188
P: 262-513-0666

Wausau Regional Office:
7402 Stone Ridge Drive, Suite 4
Weston, Wisconsin 54476
P: 715-298-6330

Idaho Regional Office:
418 East Lakeside Avenue, Suite 207
Coeur d'Alene, ID 83814
P: 847-682-9420

Chicago Regional Office:
1400 East Touhy Avenue, Suite 215
Des Plaines, IL 60018
P: 312-644-3379

Fox Valley Regional Office:
3215 West Lawrence Street, Suite 6
Appleton, Wisconsin 54914
P: 920-733-2800

Your Project Manager will be Lori Vierow and her contact information is as follows:

Chicago Regional Office
1400 E. Touhy Avenue, Suite 215
Des Plaines, IL 60018
312-644-3379
lori.vierow@jsdinc.com

Your local contact, and Assistant Manager, will be Kevin Yeska. His contact information is as follows:

Madison Regional Office
161 Horizon Drive, Suite 101
Verona, WI 53593
608-848-5060
kevin.yeska@jsdinc.com



EXPERIENCE AND
CAPABILITIES

2



EXPERIENCE AND CAPABILITIES

QUALIFICATIONS

Our assigned staff members have assisted communities throughout the Midwest with the development of concept master plans, cost estimates, graphic renderings, construction documents, technical specifications, contract administration, surveying services, and civil engineering services.

The following documents the responsibilities and experience of the Key Team Members for your project.

Senior Landscape Architect: Lori Vierow, PLA, ASLA, LEED AP BD+C

Director of Surveying: Todd Buhr, P.L.S.

Project Consultant/Senior Landscape Designer: Kevin Yeska

Landscape Architect: Sarah Dreier, PLA, ASLA, CPSI, LEED Green Associate

Landscape Designer: Kurt Schmidt

Senior Landscape Architect: Lori Vierow - Lori has over 25 years of experience in providing planning, design and implementation services for a wide variety of public and private sector clients. Lori has led the coordination of numerous project teams from the initial site analysis through project completion. Her professional experience also includes extensive public facilitation and working with clients and communities to develop park and plaza designs that are unique and tailored to fit each community. Lori has also authored successful Illinois Department of Natural Resources grants, Baseball Tomorrow Fund, and Illinois Museum grants for recreation agencies.

Lori will serve as your Project Manager, and she will be your primary point of contact throughout the design process. She will be responsible for the day to day management of project tasks, each project deliverable and our project team members. As project manager, she will be responsible for the public facilitation, development of design alternatives, the final plan development, quality control and overall team management. Her assignment will ensure that coordination efforts are aggressively pursued, that the project remains on schedule and on budget, and that the Village of Whitefish Bay is fully informed and involved.

Project Consultant/Senior Landscape Designer: Kevin Yeska - Kevin's creative mind-set allows him to conceptualize a design idea and transform it into a working construction document with the help of a strong design team, approachable client communication and various rendering softwares. His designs present the client, and the general public, with a contemporary "pop", as he likes to call it! Additionally, Mr. Yeska has experience in site layout and municipal requirements relating to site access, parking accommodations, and designing open green spaces, all of which aid in establishing a "sense of place" for the design.

Director of Surveying: Todd Buhr - Todd manages JSD survey operations for all regional locations. His duties include performing and coordinating survey project workload between offices, staffing, QA/QC, department and capital improvement budgets and company standards. Mr. Buhr has over 26 years of land survey coordination, project management and staff management experience in the public and private sector.

Todd's background using LEAN manufacturing principles has made JSD's surveying operations efficient and cost effective in the market. His expertise is in managing and performing land surveying tasks on transportation project plats, right-of-way plats, large utility corridor projects with major private utility companies, airport surveys, stadium projects, private development, railroad surveys, condominiums, subdivisions, municipal projects, and construction observation projects.

Landscape Architect: Sarah Dreier - With over ten years of experience, Sarah fulfills the role of Landscape Architect for JSD's landscape architecture division, contributing her abilities on a variety of projects throughout the office. Sarah's experience with both public and private-sector clients has yielded skills that facilitate an enriched project process. Sarah provides critical thought and design leadership to a range of planning and design projects at JSD.

Landscape Designer: Kurt Schmidt - Kurt has experience in large scale master planning, site planning, hardscape design, and athletic facilities, with a commitment to providing high quality design and attention to detail from initial conception through construction. He also has experience creating both plan and 3-D presentation graphics as an effective means to communicating design intent.





"Building Relationships with a Commitment to Client Satisfaction through Trust, Quality and Experience"

Lori M. Vierow, PLA, ASLA, LEED AP BD+C
Senior Landscape Architect

With over twenty-five years of experience, Ms. Vierow fulfills the role of Senior Landscape Architect. Lori's experience includes the development of master plans and construction documents for projects ranging from public parks, recreational facilities, municipal plazas, and urban streetscapes, to residential, commercial, and sustainable developments. She also has extensive experience coordinating project teams from the initial site analysis through project completion, as well as, working with clients and communities to develop open space master plans and park master plans that are unique and tailored to fit each community.

Education/Registration

Iowa State University, Ames, Iowa
B.S. in Landscape Architecture, 1992

Registered Landscape Architect: State of Illinois #157-001163
Registered Landscape Architect: State of Wisconsin #774-14
LEED AP BD+C #10318178

Professional Experience

Municipal & Recreation Design

- Burning Bush Trails Park, River Trails Park District
- Twin Lakes Park, Salt Creek Rural Park District
- Pioneer Park, Broadview Park District
- Cornish Park, Algonquin, IL*
- Frankfort Historic Streetscape, Frankfort, IL*
- Logan Square Plaza, Chicago, IL*
- Veteran's Memorial Plaza, Elk Grove Village, IL*
- Veteran's Memorial Plaza, Oswego, IL*
- Heritage Park, Village of Homer Glen*
- Carolshire Park, Carol Stream Park District*
- Little League Ballfield Master Plan, City of Markham*
- O'Neil Park Master Plan, Bloomington Parks, Recreation and Community Arts Department*
- Deerpath Park: Dragon Area, Vernon Hills Rural Park District*
- Grealish Park Tennis Courts, Salt Creek Rural Park District*
- Eagle View Park, Bloomington Parks, Recreation and Community Arts Department*
- Longfellow Park, Park District of Oak Park*

Grant Writing/Administration Experience

- Carolshire Park | Carol Stream Park District
- Little League Ballfield | City of Markham*
- Burning Bush Trails Park | River Trails Park District*

*Work completed while at a previous firm.



"Building Relationships with a Commitment to Client Satisfaction through Trust, Quality and Experience"

Kevin Yeska
Project Consultant/Senior Landscape Designer

Mr. Yeska holds a Bachelor of Science Degree from the University of Wisconsin – Madison in Landscape Architecture. He serves as a Project Consultant with expertise in commercial, institutional, and residential design. Kevin's creative mind-set allows him to conceptualize a design idea and transform it into a working construction document with the help of a strong design team, approachable client communication and various rendering softwares. His designs present the client, and the general public, with a contemporary "pop", as he likes to call it! Additionally, Mr. Yeska has experience in site layout and municipal requirements relating to site access, parking accommodations, and designing open green spaces, all of which aid in establishing a "sense of place" for the design.

Education/Registration

University of Wisconsin - Madison, Madison, WI
B.S. in Landscape Architecture, 2013

Professional Experience

Mixed Use

- 316 West Washington – Hovde Property, Madison, WI
- 433 West Washington, Madison, WI
- Sugar Creek Commons, Verona, WI
- Union Corners, Madison, WI
- City Center – 550 Junction Road, Madison, WI
- @Edge Live/Work, Fitchburg, WI
- Novation Campus – Artisan Village, Fitchburg, WI

Institutional Design

- Verona Area School District High School Master Planning, Verona, WI
- Oregon School Districts Master Plan Improvements, Oregon, WI
- Madison Area Technical College Culinary Expansion, Madison, WI
- Bethel Lutheran Church, Madison, WI

Municipal Design

- Madison Metropolitan Sewage District, Madison, WI
- Green County Health and Human Services, Monroe, WI



"Building Relationships with a Commitment to Client Satisfaction through Trust, Quality and Experience"

Sarah C. Dreier, PLA, CPSI, LEED Green Associate
Landscape Architect

With over ten years of experience, Sarah fulfills the role of Landscape Architect for JSD's landscape architecture division, contributing her ability a variety of projects throughout the office. Sarah is a proven thinker, collaborator, and leader who works well with others. Sarah's experience with both public- and private-sector clients has yielded skills that facilitate an enriched project process. Sarah provides critical thought and design leadership to a range of planning and design projects at JSD.

Education/Registration

Iowa State University, Ames, Iowa
B.S. in Landscape Architecture, 2006

Registered Landscape Architect: State of Illinois #157-001690
LEED Green Associate: #10289129
Certified Playground Safety Inspector: #41454-0421

Professional Experience

Municipal Design

- Consulting Landscape Architect/Planning Services, Village of Homer Glen, IL
- Barrington Early Learning Center, Barrington 220 School District*
- Orrington Plaza, City of Evanston*
- Hellenic Museum, City of Chicago*
- Ridgemoor Country Club, Village of Norridge*

Park & Recreation Design

- Burning Bush Trails Park, River Trails Park District
- Heritage Park, Village of Homer Glen*
- Jelke Creek Bird Sanctuary, Dundee Township*
- McCarty Park, City of Aurora Parks, Recreation & Open Space Department*
- Larson Park, Sycamore Park District*
- Lewis Park, Tinley Park Park District*

Grant Writing

- Phillips Park, City of Aurora Parks, Recreation & Open Space Department*
- Harr Park, Burbank Park District*
- Larson Park, Sycamore Park District*
- Chamberlain Park, Genoa Township Park District*
- Memorial Park, Midlothian Park District*
- Hodgkins Park, Hodgkins Park District*

*Work completed while at a previous firm.



"Building Relationships with a Commitment to Client Satisfaction through Trust, Quality and Experience"

Kurt Schmidt
Landscape Designer/Planner

Kurt holds a Bachelor of Science Degree from the University of Wisconsin – Madison in Landscape Architecture. He serves as a landscape site designer and development planner with experience in neighborhood/town center planning as well as mixed-use, commercial, residential, institutional, open space, streetscape, and urban site design and planning. Kurt's design style and strong hand graphics allow him to quickly transform an idea into a visual representation for his client or the public. His creative style presents the client and all user groups with a contemporary design vision, and graphics that are legible, connect with people, and guide the project to implementation.

Education

University of Wisconsin - Madison (2009-2013)
University of Minnesota - Twin Cities (2008-2009)
B.S. in Landscape Architecture, 2013
Certificate in Environmental Studies, 2013

Professional Experience

Commercial

- Kettle Park West Development, Stoughton, WI
- Summit Credit Union Headquarters, Cottage Grove, WI
- Prairie Towne Center, Madison, WI

Mixed-Use

- Artisan Village - Novation Campus, Fitchburg, WI
- Sugar Creek Commons, Verona, WI
- @Edge Development, Fitchburg, WI
- Woodland Crest Development, Waunakee, WI

Residential/Senior Living

- The Highlands of Netherwood, Oregon, WI
- Oakmont Senior Living, Verona, WI

Institutional Design

- Verona Area School District High School Master Planning and Site Design, Verona, WI



Todd Buhr, PLS
Director of Surveying

"Building Relationships with a Commitment to Client Satisfaction through Trust, Quality and Experience"

Todd manages JSD survey operations for all regional locations. His duties include performing and coordinating survey project workload between offices, staffing, QA/QC, department and capital improvement budgets and company standards. Mr. Buhr has over 26 years of land survey coordination, project management and staff management experience in the public and private sector.

Todd's background using LEAN manufacturing principles has made JSD's surveying operations efficient and cost effective in the market. His expertise is in managing and performing land surveying tasks on transportation project plats, right-of-way plats, large utility corridor projects with major private utility companies, airport surveys, stadium projects, private development, railroad surveys, condominiums, subdivisions, municipal projects, and construction observation projects.

Education/Registration

Northwestern Technical College, Green Bay, WI
Professional Land Surveyor, WI #2614

Professional Experience

Municipal

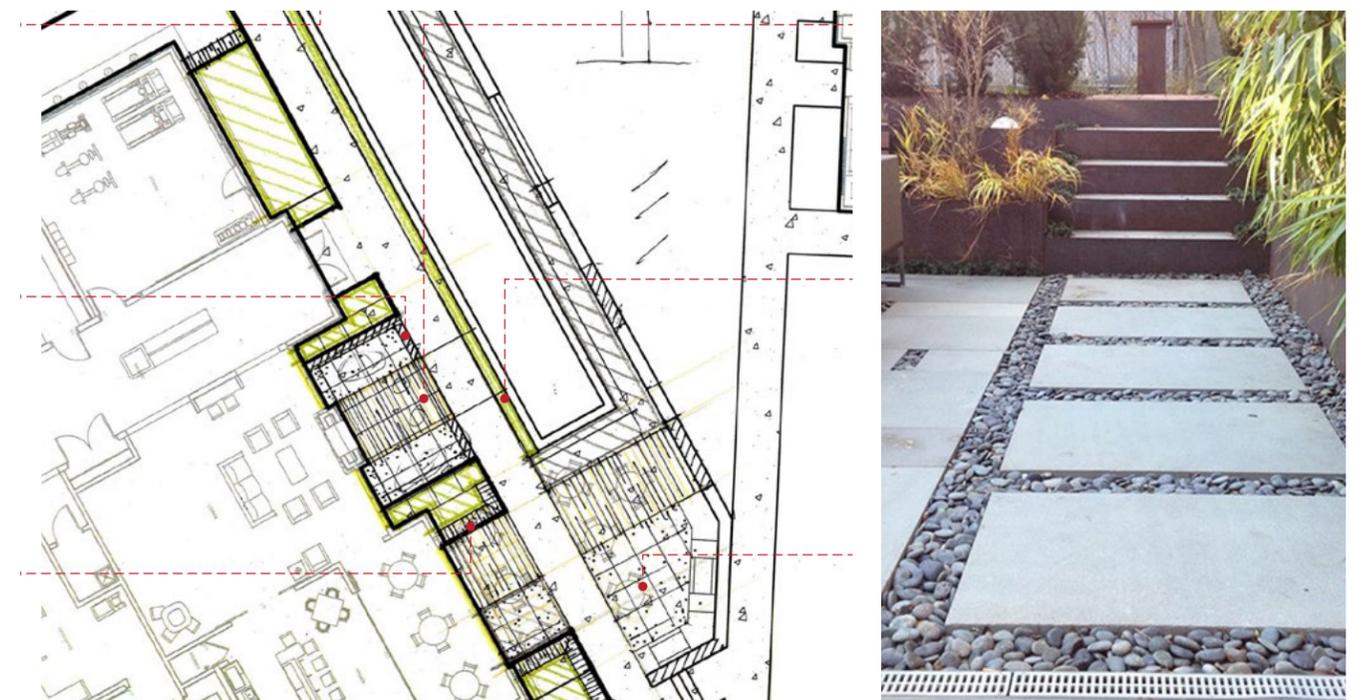
- Milton Business Park, Milton, WI
- Edgerton Business Park, Edgerton, WI
- CTH C (Martin St.) Sharon, WI
- Main Street., Evansville, WI
- CTH M, Evansville, WI
- CTH G, Broadhead, WI
- Garland St., West Salem, WI
- Fassett Cemetery, Edgerton, WI

institutional

- University of Wisconsin-Madison, Madison, WI
- University of Wisconsin-Whitewater, Whitewater, WI
- Madison College, Madison, WI
- Edgewood College, Madison, WI
- Northern Wisconsin Veterans Memorial Cemetery, Spooner, WI

Utility

- Caldron Falls Dam, Caldron Falls, WI
- Grandfather Falls Dam, Grandfather Falls, WI
- Pulliam Power Plant, Green Bay, WI
- Weston Power Plant, Wausau, WI

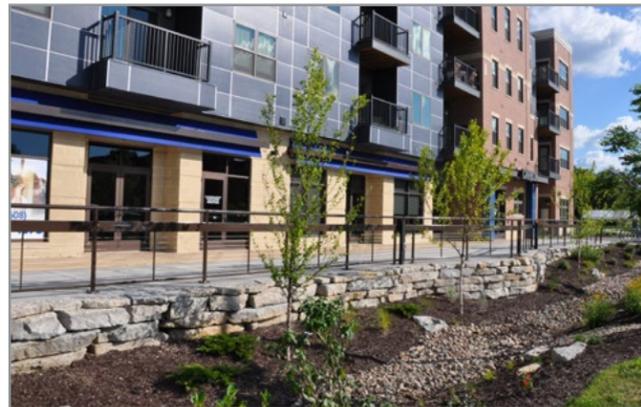


CLIENT: Gorman & Company
SIZE: 7.5 Acres
COMPLETED: 2016

CARBON AT UNION CORNERS

Madison, Wisconsin

MIXED-USE



Carbon at Union Corners is a master plan development consisting of a medical clinic and three mixed-used residential buildings. The site is located along the East Washington corridor, yet delicately placed adjacent to single family residential homes in the Starkweather/Emerson East neighborhoods. Once fully developed, this project will serve the community as a hub for activities including, but not limited to, weekday farmer's markets, outdoor concerts and venue for group social gatherings.

JSD provided survey, civil engineering, planning and landscape architectural services for the schematic design/General Development Plan and also prepared construction drawings for the four-story mixed-use apartment buildings along Winnebago Street. In a collaborative effort with the owner and architectural team, our landscape architects created an integrated site design featuring a plaza, streetscape terrace, and various outdoor seating spaces for commercial tenants and the public. Stormwater management was creatively integrated into a Riverwalk theme and features native plant species and a meandering stream bed that connected to multiple sites within the development.

JSD also provided support and coordination for the City of Madison Urban Design Commission and Plan Commission review and approval processes. Construction drawings, documentation, and administration throughout the construction phase was also included in our services.



CLIENT: Village of Frankfort
COMPLETED: 2015

VILLAGE OF FRANKFORT STREETSCAPE

Algonquin, Illinois

MUNICIPAL



Prior to her work at JSD, Lori collaborated with the Village of Frankfort to design and establish model landscape enhancements to be utilized throughout the Village's downtown core area. With the goal of placemaking in mind, Lori designed innovative landscape treatments that would help to unify the downtown area, enhance the pedestrian atmosphere and encourage pedestrian activity, and add texture and color to the streetscape. Landscape improvements were focused on providing new splashes of color and strategically placed planting displays in beds and pots to add scale, texture to brighten and soften the pedestrian atmosphere. Abundant ornamental plantings were developed at key intersections throughout the historic downtown district to aid in identification of place and frame intersections. Concrete walk areas were replaced with decorative paving, and moveable pots and hanging baskets were strategically placed and designed at building entries and along walkways. Overall, the addition of landscape improvements within the downtown core served as an important tool for economic development by increasing pedestrian traffic, bringing more residents and visitors into downtown shops and restaurants.

Lori also coordinated the bidding and installation of the final design.

Create the Vision >> Tell the Story

JSD Professional Services, Inc.
• Engineers • Surveyors • Planners

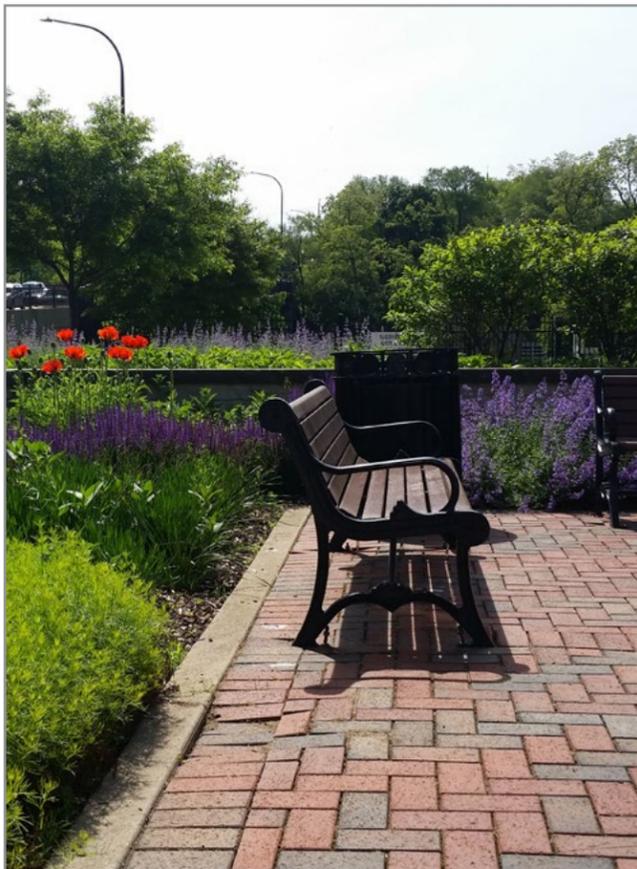
Create the Vision >> Tell the Story

JSD Professional Services, Inc.
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CLIENT: Village of Algonquin
SIZE: 2.43 Acres
COMPLETED: 2006

CORNISH PARK

Algonquin, Illinois
MUNICIPAL



Cornish Park, home to Algonquin's signature clock tower, is a 2.43-acre park located next to the Fox River. Prior to joining JSD, Lori Vierow assisted the Village with the development of Cornish Park. Recognizing that the park creates a link between the downtown business district and residential neighborhoods as well as the Fox River, connectivity and movement between places was the primary focus of the park's design. The park includes a paved entry plaza, formal gardens, and a water feature that is centered on the iconic 20-foot masonry clock tower. A path system with lighted pedestrian bridge provides internal site connectivity where the park is currently divided by Crystal Creek.

Other amenities include a boat launch and fishing station, creative play area for ages 2-12 with overlook plaza, micro soccer/ice skating area, a heated washroom/storage facility, a native prairie demonstration meadow, and ornamental landscape plantings. The success of the Cornish Park design has made the Fox River a hub for playing, eating, and enjoying the outdoors.

CLIENT: Hovde Properties
SIZE: 6,200 SF
DURATION: 2014-2016

316 WEST WASHINGTON AVE

Madison, Wisconsin
COMMERCIAL/URBAN DESIGN



This exciting urban plaza renovation is located at 316 West Washington Avenue in downtown Madison. The urban space was redesigned by JSD's landscape architecture group in collaboration with Dimension IV Architects. JSD was tasked with expanding the interior spaces of two 1st floor retail tenants out into the 6,200 SF plaza. Concurrently, the 50-year old, multi-story office building was in need of an extreme "face lift", therefore, large stone building facade panels were replaced with windows and additional accent features.

A nine-story digital waterfall serves as the focal point at the main entrance to the building. Recognizing its importance, JSD provided multiple view corridors to this artistic masterpiece and successfully translated the digital light panels into the surface concrete with flush mounted LED lights. Other key features include a unique tree bosque seating area to relax under while observing the bustling downtown atmosphere. Architectural pavers, ornamental grasses, and upright deciduous trees were used to direct the user's eye towards the building's grand entrance while decreasing the overall scale of Hovde Properties multi-story building.

Create the Vision  Tell the Story

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Create the Vision  Tell the Story

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CLIENT: Oregon School Districts
 SIZE: 3.30 Acres
 DURATION: 2014 - 2016

**OREGON SCHOOL DISTRICTS - PV/NK
 ELEMENTARY SCHOOL** Oregon, Wisconsin
EDUCATIONAL



A "sea of asphalt", parking lot striping, and hopscotch chalk marks once occupied the space between Prairie View Elementary and Nethwood Knoll Elementary in the small community of Oregon, WI. JSD's team of planners and landscape architects were tasked with facilitating community charettes and stakeholder meetings to develop a final concept plan that would eliminate the disconnect between schools and provide a space for outdoor learning and interactive play.

The centerpiece of the design is a 120-seat amphitheater serving as a gathering space for classrooms during school hours and evening performances. Site challenges included providing ADA accessible routes, safe wayfinding opportunities adjacent to parent drop off zones and low maintenance improvements to better serve faculty staff.

JSD assisted in surveying the existing and proposed infrastructures, creatively incorporated stormwater management practices and provided landscape architectural design services through concept development to plan documentation



CLIENT: City of Aurora Parks & Recreation Department
 SIZE: 2.95 Acres
 COMPLETED: 2008

MCCARTY PARK STREETSCAPE
 Aurora, Illinois
MUNICIPAL



Prior to joining JSD, Sarah Dreier was part of the landscape design team for the renovation of McCarty Park Streetscape. McCarty Park is the City of Aurora's first park space, dedicated in 1832, and a gateway to the City's downtown. The park and streetscape were partially funded through a DECA grant and had immense support from Mayor Weisner, Alderwomen Garza, and state representative Linda Chapa LaVia. The key components of the streetscape include custom limestone walls and metal entryway arches with the park name inscribed. Lush plantings adorn both main entries of the park on Galena Boulevard and East New York Street.

The re-design of the park features a historically accurate interactive water feature consistent with the 1832 design, which displayed a fountain centrally located within the park. The new water feature was designed with sustainability in mind, including utilizing recycled glass materials for ornamental banding, native plantings, local stone, water reclamation, and energy efficient pathway lighting.

Create the Vision >> Tell the Story



Create the Vision >> Tell the Story



CLIENT: City of Rhinelander
 SIZE: 29.20 Acres
 DURATION: 2019-Ongoing
 CONSTRUCTION COST: (Not Realized)

HODAG PARK MASTER PLAN

Rhinelander, Wisconsin

PARKS & RECREATION

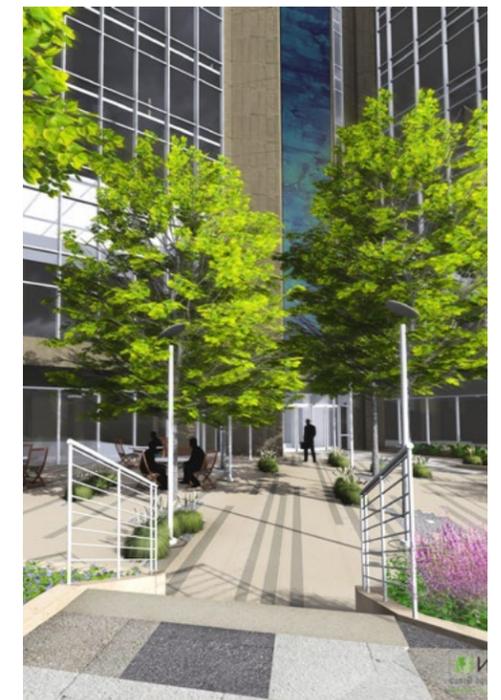


Hodag Park, a 25.2-acre park is located on the Boom Lake waterfront in Rhinelander, WI. Recognizing that the location and setting of the park provide a tremendous opportunity to design a unique variety of recreational amenities and community gathering spaces, the primary focus of the Hodag Park Master Plan was to provide enhanced connectivity both internal and external to the park, year-round recreation opportunities, and encourage and facilitate civic engagement.

Currently Hodag Park is the largest park in Rhinelander, and also one of the largest public waterfronts in north central Wisconsin. The Master Plan of the park included revised entrances, roads and parking layouts; additional trail segments and new trails; improved water access facilities including a kayak/canoe/boat launch, terrace on the water, multiple fishing docks, and restoration of the vegetative shoreline in specific areas along the shore path. The Master Plan also included amenities such as a central pavilion/gathering space, ice rink, stage and seating area, splash pad, wedding venue, updated beach access, and much more.

Throughout the planning and design processes, JSD worked collaboratively, hand-in-hand with both the City of Rhinelander staff and community residents and leaders to develop a unified vision and identify community needs to create a successful park master plan.

CLIENT CONTACT: Daniel Guild, Chief Administrative Officer
 City of Rhinelander, WI
 #715-906-7692
 Email: cityadministrator@rhinelandercityhall.org



Create the Vision **>>>** Tell the Story

JSD Professional Services, Inc.
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3

PROJECT
SCHEDULE



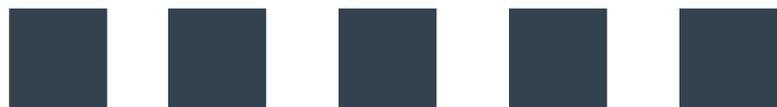
PROJECT SCHEDULE

MILESTONES

JSD is comfortable performing the given scope within the estimated Schedule Of Events outlined by the Village. We understand a September 15, 2019 completion date for our scope is established. We will coordinate project deliverables with Village staff and accommodate their schedule to meet as needed during each task as listed below.

- TASK A On-Site Kick Off Meeting**May 15 - May 24, 2019
1. Kick-Off Meeting with Staff
 2. Identify Stakeholders
 4. Gather information on desired Consaul Commons programs and services
- TASK B Site Inventory, Analysis and Design Survey**.....May 27 - May 31, 2019
1. Review existing facilities, programs/services, and previous planning efforts
 2. Analyze site ownership, proximity to existing facilities and user, size, expansion capability, access, and parking
 3. Conduct Design Survey
- TASK C Concept Plans and Opinions of Probable Construction Costs**.....June 3 - June 14, 2019
1. Develop three (3) concept plans/renderings to include the following:
 - i. Learning opportunities, culture, resources, and sociable neighborhood amenities
 - ii. Stakeholder "Themes, Aspects, and Elements" to the greatest extent practical
 2. Three (3) Cost Estimates
- TASK D Public Presentation**.....June 17 - August 5, 2019
1. Staff Concept Presentation
 2. Open House Graphics Development and Advertisement
 3. Public Open House and Stakeholder Gathering
 4. Village Board Meeting - Concept Presentation (August 5)
- TASK E Master Plan Refinement and Public Presentation**.....August 6 - September 15, 2019
1. Staff Concept Review Meeting
 2. Refine the Approved Concept Into One (1) Final Master Plan, Associated Cost Estimate, and Narrative
 3. Create a 3D Renderings of the Proposed Master Plan
 4. Develop a Final Dimensioned Site Plan
 5. Village Board Meeting - Final Presentation (September 2)
 6. Completion Date (September 15)





4
PROJECT
APPROACH



SCOPE

As part of the Silver Springs Drive Master Plan, Consaul Commons has been identified as an opportunity for social, cultural, and “sense of place” development for the residents and visitors of Whitefish Bay. The existing urban plaza is envisioned to serve as a neighborhood and regional gathering place which provides a variety of both passive and active recreational opportunities for community engagement.

In addition, the redevelopment of Consaul Commons will benefit the community in a multitude of ways, including:

- Strengthening the historic downtown district by providing a community gathering space
- Increasing pedestrian walkability through creative vehicular calming measures
- Extending the footprint of the urban plaza across Silver Springs Drive to increase connectivity for both pedestrians and business owners; and
- Developing partnerships with adjacent landowners

It is our understanding that the Village desires to engage a consultant to solicit public feedback, develop specific plans, and prepare cost opinions for the redesign of Consaul Commons. The scope of work will include:

Task A - On-Site Kick Off Meeting:

Meeting with City staff, JSD will review existing amenities or site constraints and receive direction regarding site specific requirements. We will also gain full concurrence on roles, discuss the project schedule and the detailed work plan required, obtain all available background data for the site, and establish a firm working partnership with all individuals who will be involved in the Master Plan. We will discuss project needs, goals, and the future vision of Consaul Commons.

We will utilize this on site meeting to introduce ourselves to key stakeholders involved and meet existing landowners adjacent to Consaul Commons. The key stakeholders are those individuals or groups with a vested interest in the programs and services offered or that could be offered by the Village, including the Village’s Community Development Authority (CDA) and Merchants of Whitefish Bay (Whitefish Bay Business Improvement District).

Task A Deliverables:

- Project Kick-off Meeting Summary

Task B - Site Inventory, Analysis and Design Survey

JSD will visit the project site with Village staff to assess and evaluate the existing site conditions, ownership, proximity to existing facilities and users, expansion capabilities, access, and parking. We will also review circulation, view corridors, visual character, topography, drainage, existing vegetation, site constraints, and infrastructure that exist, which may affect the proposed plan through an in-depth on-site analysis. The site will be analyzed in terms of physical constraints and opportunities that could be a factor in the proper location and configuration of new program elements.

Our team will also:

- Review the user and user demand of the present facilities; and
- Conduct an in-depth review of previous planning efforts, including the Village’s adopted plans and initiatives, existing facilities, programs and services, pertinent surveys, easements, lease agreements.

Our survey team will prepare a boundary, topographic, and utility survey for the subject area. In order to determine the

drainage patterns surrounding the project perimeter, we recommend a 25’ increase in extends east and west into the neighboring properties and to also extend the survey limits to the south right-of-way line of East Silver Spring Drive.

In addition, as a supplement to the ground survey we will use a Trimble SX10 to scan the surface level and vertical elements within the defined project area to generate a 3-Dimensional model of the existing site conditions. This information will later be utilized in Task E to produce Bird’s Eye and Street View renderings.

Task B Deliverables:

- Site Inventory and Analysis
- Summary Of Key Findings, Opportunities And Constraints
- Design Survey

Task C - Concept Plans and Opinion of Probable Construction Costs

Our Team will conduct an internal design charrette to develop three (3) preliminary concept plans including necessary precedent imagery exhibits. The preliminary concept plans will be based on information received from Village staff and previous community/stakeholder engagement exercises. We will utilize the “Themes, Aspects, and Elements” categories recently developed by the Owners and Tenants to program the three (3) plans in a way that complement the uses. Our concepts will work to contrast one another in a way that allows staff, stakeholders and the public to see a range of possibilities with the space, which can then be refined within Task E. The conceptual master plans and supplementary exhibits will be rendered to convey appropriate season interests (winter and/or summer) as necessary.

Opinion of probable construction cost estimates will be considered throughout the development of the concept plan to ensure the most effective use of capital improvement dollars and as a basis for developing the budget.

Task C Deliverables:

- Three (3) Preliminary Concept Plans
- Three (3) Opinion of Probable Construction Cost Estimates

Task D - Public Presentation

The Public Outreach and Participation process will be outlined as part of the project kick-off meeting. The Village of Whitefish Bay is deeply committed to creating an open process to ensure residents, user groups, associations, and other stakeholders have the opportunity to identify existing site challenges, environmental constraints, desired improvements and their preferred future vision for Consaul Commons.

JSD will meet with Village staff to present the concept plans and presentation materials prior to public presentation and gain feedback. Upon approval and authorization, we will develop graphics for social media, flyers, and handouts to advertise the Public Open House.

The Public Open House will be held at a location selected by the Village either on-site, during a special event, or at another accessible public location. The meeting format will allow residents to ask questions and offer input. Comments received will be documented and distributed to the Village in summary format.

Following the public participation session, JSD will present the three (3) concept plans at one (1) Village Board meeting to gather Trustee feedback.

Task D Deliverables:

- Advertisement Graphics
- Public Open House Meeting Summary
- Village Board Meeting Summary

Task E - Master Plan Refinement and Public Presentation

We will meet with staff to review the feedback gained from the Village Board meeting and work to develop one (1) final concept plan which detail the ultimate vision for the future development of Consaul Commons. Our project team will present the final concept plan to select Village staff and Board. We will also develop and deliver the following prior to completion of this task:

Task E Deliverables:

- Color Renderings of the Approved Master Plan
- Narrative Describing Elements and Key Principles of Design
- Final Opinion of Probable Construction Cost Estimate
- Utilize the Existing Conditions Survey Information, Including Information Gathered from a Trimble Sx10 Scanner to Produce a 3-Dimensional Bird's Eye View and Street Level Rendering of the Existing and Proposed Improvements
- Schematic Design Site Plan Drawing Showing Dimensions and Locations of all Design and Natural Elements Utilizing CAD Software





5
COST



COST

TOTAL FEE

Thank you for allowing JSD the opportunity to submit this proposal for Professional Design Services for the redevelopment of Consaul Commons. Fees for professional services described within the submittal are budgeted per the following Fee Schedule. We believe that this scope of work represents a thorough and well-coordinated approach to the development of your project. If requested, we will modify our scope of work and fees as needed to address your project requirements.

Task	Fee
TASK A On-Site Kick Off Meeting	\$ 1,000
- On-Site Meeting and Summary (Two JSD Representatives)	8 hours
TASK B Site Inventory, Analysis and Design Survey	\$ 5,500
- Existing Documentation Research & Review	4 hours
- Site Inventory & Analysis	10 hours
- Field Survey, Trimble SX10 Scan, and Mapping	30 hours
TASK C Concept Plans and Opinion of Probable Construction Costs	\$ 6,500
- Three (3) Preliminary Concept Plans	45 hours
- Three (3) Construction Cost Estimates	9 hours
TASK D Public Presentation	\$ 3,500
- Initial Staff Review Meeting (One JSD Representative)	5 hours
- Advertisement Graphics Development	6 hours
- Public Open House Meeting (Two JSD Representatives)	10 hours
- Village Board Meeting	5 hours
TASK E Master Plan Refinement and Public Presentation	\$ 7,500
- Staff Review Meeting (One JSD Representative)	5 hours
- Final Master Plan Development	12 hours
- Final Master Plan Construction Cost Estimates	3 hours
- 3-Dimensional Model and Renderings (Street View and Bird's Eye)	24 hours
- Schematic Site Plan	8 hours
- Village Board Meeting	5 hours
Total Fee:	\$ 24,000

Hourly Rates

<u>Classification</u>	<u>Fee</u>	<u>Classification</u>	<u>Fee</u>
Principal, Associate	\$220.00	Senior Landscape Architect	\$145.00
Project Consultant	\$160.00	Senior Landscape Designer	\$125.00
Project Engineer	\$145.00	Landscape Designer	\$115.00
Staff Engineer	\$120.00	Project Surveyor	\$125.00
Senior Planner	\$145.00	Survey Technician	\$70.00
Staff Planner	\$120.00	Office Support	\$85.00





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PROPOSAL



Design Services for the Redevelopment of Consaul Commons

Village of Whitefish Bay

April 17, 2019

Hire *Smart*[®]

AYRES
ASSOCIATES

April 17, 2019

Village of Whitefish Bay
Attn: Tim Blakeslee, Assistant Village Manager
5300 N Marlborough Drive
Whitefish Bay, WI 53217

Re: Redevelopment of Consaul Commons

Dear Review Committee:

We are excited by the proposed redesign of Consaul Commons in Whitefish Bay, Wisconsin. Community parks and public spaces have been a significant part of our work experience for more than 40 years. We understand the purpose of this project is to develop a new design for an existing public plaza through engagement with project stakeholders, the community, and existing businesses. The plaza space is part of the successful, dynamic, and well-loved Silver Springs Drive Business District. This project is expected to begin with conceptual design and end with the development of construction drawings. Design objectives for the project were clearly outlined in the RFP.

We have the know-how to help you identify and navigate community desires for a project. Recently Ayres helped Sheboygan redesign an existing community gathering space in one of their most historic parks. Ayres developed a phased concept plan to meet the community goals and also helped the community navigate a discussion of preserving, restoring, and respecting the site's history.

We pride ourselves on developing creative and unique designs for our clients, but we do so with a realistic understanding of the potential maintenance impacts and costs associated with a design. Most of the work we design gets built, which means we understand construction and cost limitations on a project. We can work with you to help you achieve your project goals within your budget.

In the following pages you'll find we've outlined our experience on similar types of projects. We have also described an approach we feel will provide you with the outcome you desire for Consaul Commons. However, if after review, you feel the approach proposed does not meet the intention of the project, Ayres will be happy to work with you to develop one that is right for your community.

Thank you for the opportunity to provide our proposal. We look forward to speaking with you more about your exciting project. We also agree that our proposal pricing will remain valid for 1 year.

Sincerely,

Ayres Associates Inc

Jacob Blue, PLA
Landscape Architect/Project Manager
608.443.1200
Direct: 608.441.3564
BlueJ@AyresAssociates.com

Bruce Morrow, PLA, LEED AP
Manager – Landscape Architect (Authorized signee)
608.255.0800
Direct: 608.441.3573
MorrowB@AyresAssociates.com





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2. Business Organization

Your project would be managed by Jacob Blue, PLA/Ecologist with Ayres Associates. In addition to managing several planning projects in the Midwest, he has managed projects around the country. His work includes community engagement, team building, consensus building, and creative design but is most distinguished by its focus on achieving ecological integrity in the built environment. Jacob is backed by Ayres' internal team of planners, landscape architects, engineers, environmental scientists, and traffic and roadway design professionals.

Ayres Associates' staff members approach each project knowing the services we provide bring noticeable improvements for the communities for which we work and improve lives in the process. Through years of successful projects, we know that assigning qualified staff to your project and providing good communication are vital for maintaining trust and confidence.

Key Staff resumes are provided in this section.



About Ayres Associates



Creating

Ayres Associates is a multispecialty architectural, engineering, and design firm that has assisted public and private clients since 1959, offering services in landscape architecture, architecture, environmental engineering, surveying, grant writing, planning, geospatial mapping, and GIS, as well as transportation, traffic, civil, structural, water resources, and river engineering. Our project managers build long-term relationships with clients while reliably solving problems, stretching dollars, and navigating regulations.



Vibrant

Ayres Associates was founded by Owen Ayres, a structural engineer who instituted many of the practices our company follows today. He believed in working with clients as a partner; in offering smart, creative solutions to their needs; and in conducting business with the utmost integrity. He believed in providing employees not only a challenging work environment but also the opportunity to advance and invest in their own company.

Our clients are served by more than 300 employees through our 12 offices in Wisconsin, Colorado, Florida, and Wyoming. Ayres can deliver consultant services for your entire project, from early planning and concept development through construction.



Spaces

The Ayres staff brings a reputation for leadership in planning and design of trails, gateways, urban spaces, parks, and other open spaces, as well as providing expertise in ecology and restoration.

Project Manager/Main Contact:
Jacob Blue, PLA
5201 E. Terrace Drive, Suite 200
Madison, WI 53718
BlueJ@AyresAssociates.com
608.441.3564

Why This Team?

It's true that many firms can provide design services. Five factors set us apart from our peers:

- 1. Commitment to working with clients as a partner.** Our project managers not only have the technical skills but also interpersonal skills that make them team players, not vendors.
- 2. Commitment to stretching your resources.** Budgets can be tight; we work with our clients to come up with creative solutions to maximize a project budget and minimize maintenance costs for years to come.
- 3. Commitment to working through project surprises.** If your schedule changes, or if the unexpected occurs – we're there to get the project back on track.
- 4. Commitment to our clients.** We don't chase projects, which leads to a "here today, gone tomorrow" business practice. It's our intention to be your partner for the long term, which allows us to understand your community, anticipate your needs, and look for opportunities that make the most of your resources.
- 5. Commitment to helping you work through regulations.** Our previous work with regulatory agencies and knowledge of state and federal requirements help our clients cut through red tape and keep projects moving.



**BRUCE MORROW, PLA,
LEED AP**

Principal in Charge

Education

MRP, Planning, Washington
State University, 1994

BSLA, Landscape Architecture,
Washington State University,
1992

BA, Economics, Kalamazoo
College, 1982

Years of Experience

23

Bruce manages our landscape architecture staff in Madison and Eau Claire, placing a high value on recognizing and fully taking advantage of the strengths of his team. He has been providing planning, design, and implementation services since 1995. Working with public and private clients, his projects range in size from individual site developments to large city center master plans.

Related Project Experience

- Mead Library Plaza, Sheboygan
- Pottery Plaza, Edgerton
- Sturtevant Durand Avenue Planning and Visioning, Sturtevant
- Kinnickinnic Corners Catalytic District Planning, St. Francis
- Rock Falls Reliant Site Redevelopment
- Madison College Campus Planning and Design, Madison
- Beloit City Center Master Plan Update
- North Barstow and Phoenix Park Redevelopment, Eau Claire
- River Prairie Development, Altoona
- Villager Mall Redevelopment, Madison
- Riverlife Redevelopment, Wausau
- Beloit Memorial High School Campus Master Plan
- Westlawn Revitalization, Milwaukee
- Edgewood College Regina Hall Plaza, Madison



JACOB BLUE, PLA

Project Manager

Education

MS, Landscape Architecture,
University of Wisconsin-
Madison, 2000

BLA, Landscape Architecture,
Pennsylvania State University-
State College, PA, 1997

Years of Experience

18

Jacob's work is focused on creative and inspiring design solutions based on nature and maximizing ecosystem services for human health and well-being, as well as ecological stability and function. A classically trained as well as a seasoned field ecologist, Jacob is uniquely experienced in blending the practical needs of site planning and design with the processes of nature. In addition to designing and managing his own projects, he is a sought-out expert for other design professionals who desire a more ecological outcome in their design. His work often centers on resolving nature-based, design aesthetic, and ecosystem functional conflicts

Related Project Experience

- Harbor View Plaza, Milwaukee
- Mead Library Plaza, Sheboygan
- Beloit City Center Master Plan Update
- Sturtevant Durand Avenue Planning and Visioning, Sturtevant
- Kinnickinnic Corners Catalytic District Planning, St. Francis
- North Barstow and Phoenix Park Redevelopment, Eau Claire
- Edgewood College Regina Hall Plaza, Madison
- Beloit Memorial High School Campus Master Plan
- Madison College Campus Planning and Wayfinding
- River Prairie Development, Altoona
- Westlawn Revitalization, Milwaukee



CAITLIN BLUE, PLA
Landscape Architect/
Graphic Designer

Education

MLA, Landscape Architect,
University of Minnesota College
of Design, 2011
BS, Zoology and Biological
Aspects of Conservation, UW-
Madison, 2006

Years of Experience
10

As a landscape architect and an ecologist with experience in ecosystem monitoring and restoration, Caitlin always strives to harmonize ecology, infrastructure, and community in her design solutions. She enjoys working on projects across multiple scales, ranging from site-scale parks, streetscapes, and residential areas to large-scale ecological restoration and urban planning frameworks. The common theme that unites these projects is her focus on reintroducing elements of the natural environment like native plants and locally sourced materials to the urban landscape to create inviting and functional public spaces.

Caitlin is also a skilled illustrator who enjoys using the Adobe Creative Suite as well as AutoCAD, ArcGIS, and SketchUp to bring design to life at every stage of its development, from initial concept sketches to construction detailing.

Related Project Experience

- Harbor View Plaza, Milwaukee
- Mead Library Plaza, Sheboygan
- Caledonia Conservancy, King’s Corner Master Plan, Caledonia
- Sturtevant Durand Avenue Planning and Visioning, Sturtevant
- Kinnickinnic Corners Catalytic District Planning, St. Francis
- Beloit City Center Master Plan Update
- Edgewood College Regina Hall Plaza, Madison
- River Prairie Development, Altoona



Brian Glaszcz, PLS
Surveyor

Education

AAS, Civil Engineering
Technology, Milwaukee Area
Technical College; BS, Industrial
Technology, University of North
Dakota, 1994

Years of Experience
11

Brian joined Ayres Associates’ survey staff in 2018, bringing 10 years of experience with transmission line planning, design, construction, and maintenance; substation scanning; municipal infrastructure; landfill surveys; commercial developments; construction layout; subdivision layout; topographic surveys; as-built surveys; and level loops.

Brian has created legal descriptions for new parcels, and he has developed surveys, exhibits, and terrain surfaces using AutoCAD. He has performed third-party quality control surveys on civil and Wisconsin Department of Transportation projects and provided survey support on large environmental remediation projects. Brian performs bathymetric surveys and performs all aspects of boundary surveys (ALTA, certified survey map, and plat of survey).

Related Project Experience

- 84th South Commercial Development Survey, Greenfield, WI
- Ballpark Commons Development Survey, Franklin, WI
- Greenfield Forest Home Avenue/STH 24 Wisconsin Department of Transportation, SE
- 400 American Parkway Survey, Madison
- 5233 W Terrace Drive Survey, Madison
- Ann Avenue Survey, Menomonee Falls





3. Experience/Capabilities

The quality of our services is demonstrated by the extent of repeat business we enjoy from our clients; we believe this is a true reflection of our clients' satisfaction toward our overall performance. Approximately 87% of our 2017 revenues were from clients we had served within the previous five years.

Our experience has shown us that close and open communication with our clients is the foundation for a successful working relationship. We place a high priority on understanding our clients' needs, openly addressing issues, involving clients in decision-making, and resolving project concerns. In every project we undertake, our goal is always client satisfaction.

Experience/Qualifications Chart

	Concept Design & Visioning	Public Engagement	Stakeholder Coordination	Construction Design/Implem.	Urban/ Streetscape Design	Parklet Design	Play space	Green Design/ Unique Stormwater Mgmt
Mead Library Plaza, Sheboygan	◆		◆	◆	◆			
Harbor View Plaza, Milwaukee	◆	◆	◆	◆	◆		◆	
Paramount Plaza, Grafton	◆	◆	◆	◆	◆	◆		
River Prairie Development, Altoona	◆	◆	◆	◆	◆	◆	◆	◆
Pottery Plaza, Edgerton	◆	◆	◆	◆	◆	◆		
Warf Plaza	◆	◆	◆	◆	◆			
Regina Hall, Edgewood College	◆		◆	◆	◆			◆
Sturtevant Streetscape	◆	◆	◆		◆			
St. Francis Streetscape	◆	◆	◆		◆			
Gardner Street Redesign, S. Beloit	◆	◆	◆		◆			
4th Street Redesign, Beloit	◆	◆	◆		◆			
The Gantry, Beloit	◆		◆	◆	◆	◆		
Madison College Campus Master Plan	◆	◆	◆	◆	◆			◆
Beloit Memorial High School Campus Master Plan, Beloit	◆		◆		◆			
Dekalb Pouch Pocket, Dekalb	◆	◆	◆	◆	◆	◆		
Westlawn Development, Milwaukee	◆	◆	◆	◆	◆		◆	◆
Shawano Downtown Plaza	◆	◆	◆		◆	◆		



Mead Library Plaza, Sheboygan, WI

Ayres redesigned the existing library plaza to revitalize the space while preserving the historic Lawrence Halprin fountain. The redesigned plaza, which repurposed art panels from an outdated clock to help define the gathering space, serves as the western terminus of the City’s art district. The design integrates the plaza with the street and improves the connection to the iconic fountain by pulling some of the fountain design elements into the plaza. The project is under construction and set to reopen in August 2019.





Harbor View Plaza, Milwaukee, WI

As the result of winning a design competition, Ayres designed and developed construction documents for a public plaza in the heart of Milwaukee's industrial dominant inner harbor that draws its inspiration from the surrounding character and history of the area. The design converts the site into a welcoming, comfortable, and functional public space that allows people to enjoy the waterfront and will serve as the gateway to the future riverwalk development. The project is currently under construction.

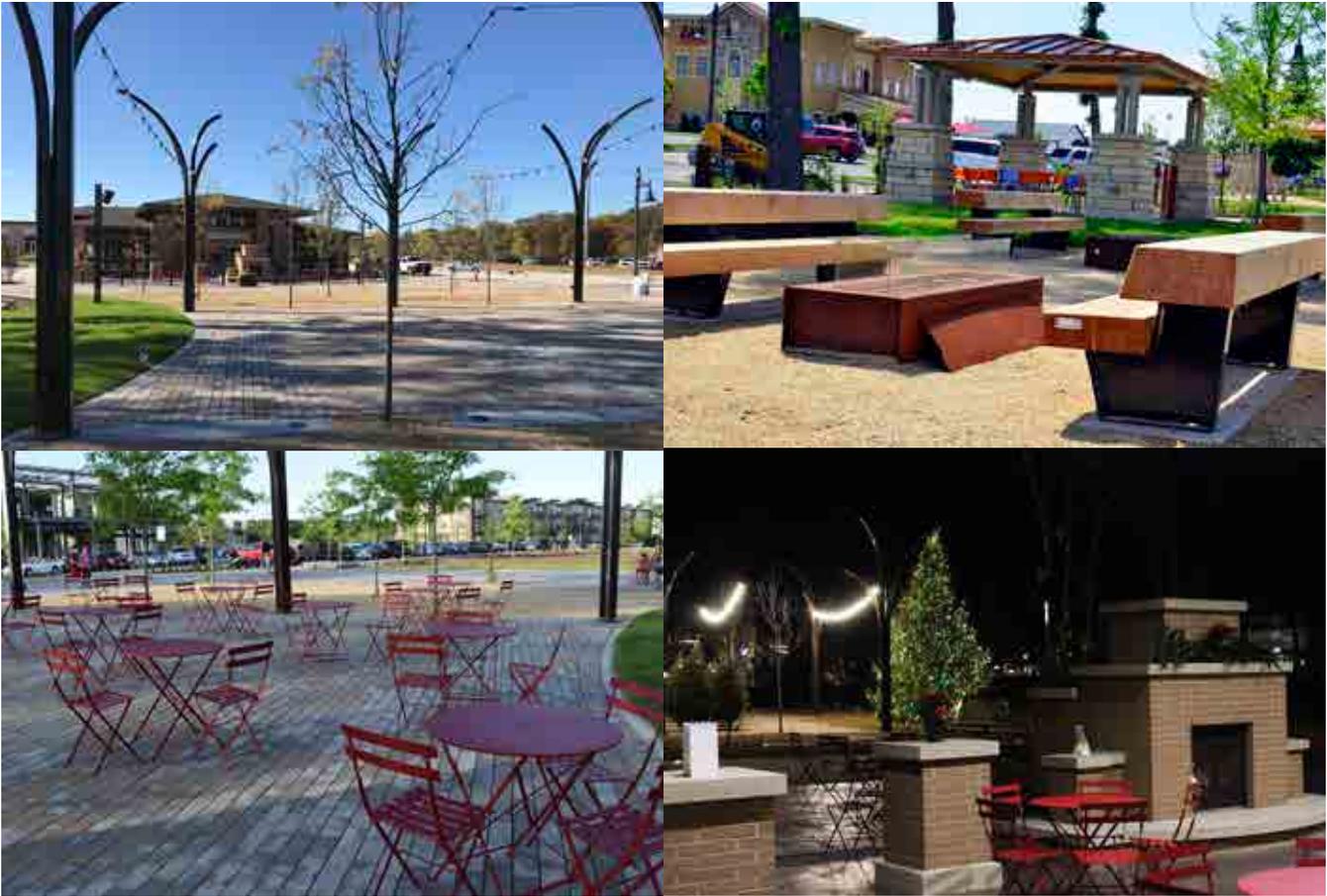




Paramount Plaza, Grafton, WI

This landmark urban plaza in historic Grafton celebrates the Village’s strong ties to the African-American jazz and blues recording industry in the 1920s and 1930s when Paramount Records recorded in Grafton. The unique “piano key” Walk of Fame with inscribed artists’ names works with water features, sculpture, lighting, and other elements to create a theme that defines the character of this downtown space.





River Prairie Development, Altoona, WI

The City of Altoona retained Ayres to assist with planning and design for a new destination spot in Altoona called River Prairie. Design of the 80-acre property included site civil and roadway design, traffic engineering, and landscape architecture services. Services also included **public participation**, plans and specifications, bidding documents and assistance, construction staging, utility coordination, resident inspection, and construction staking. **Pedestrian-oriented design** was emphasized, and gateway signage, public space opportunities, and landscape options were considered early in the design phase.

A guiding principle from the start of the project was the placemaking concept of the “**Power of 10**,” which states that people are more likely to spend time in a space if it provides at least 10 things for them to do. The planning phase involved inviting scores of community members to focus groups to work toward conceptualizing those 10 things to do. The goal was to provide features that are functional, beautiful, and provide interesting opportunities to interact with the space.

The American Council of Engineering Companies of Wisconsin gave Ayres Associates an Engineering Excellence Best of State Award for the project in 2019.

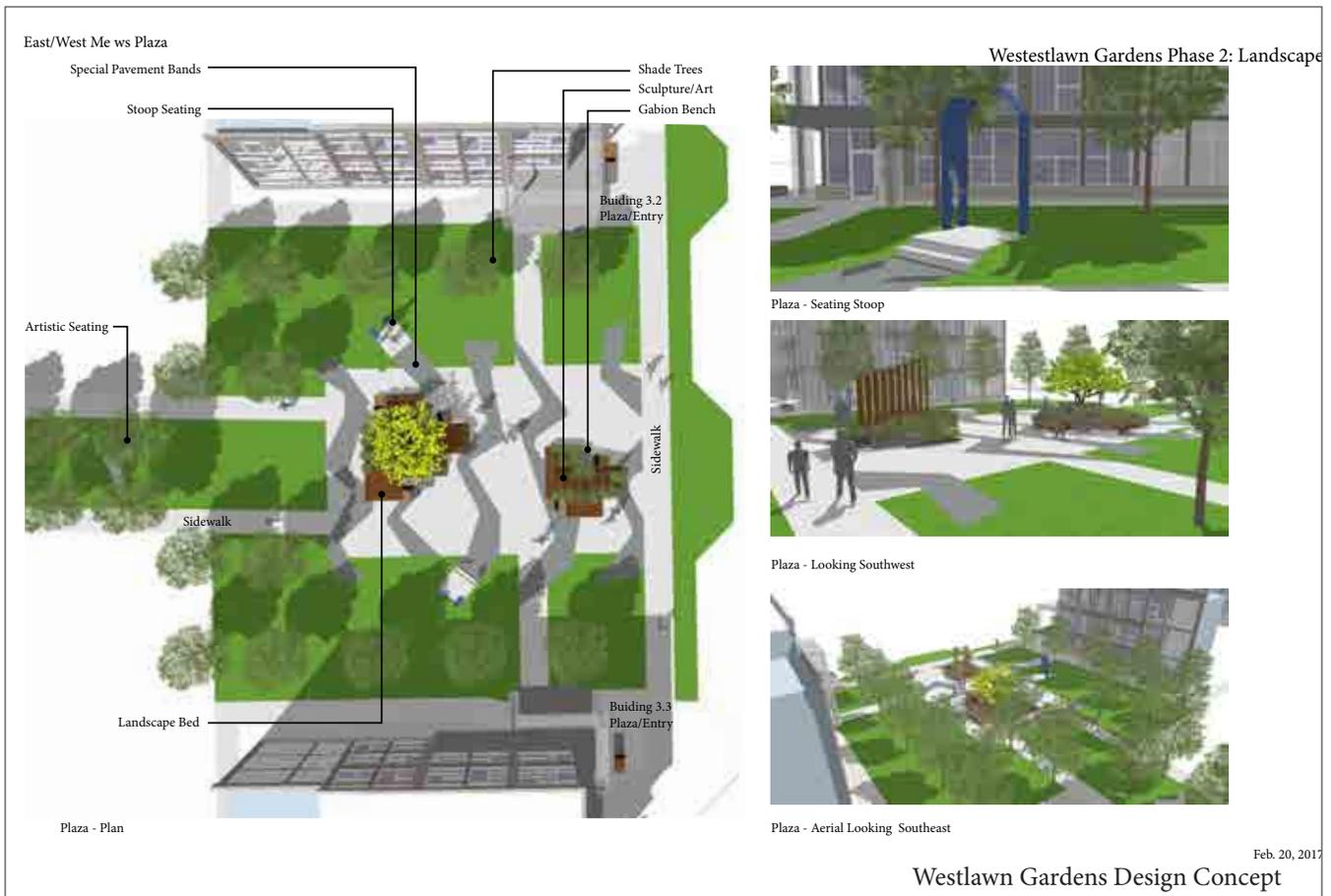


4. Project Schedule

Ayres proposes the following four-month schedule to complete all tasks required for the Village of Whitefish Bay Consaul Commons Design project assuming a start time of May 2019. The proposed schedule is flexible and can change if needed to fully meet your expectations. We have no current workload conflicts and are prepared to begin the project immediately.

Project Schedule

2019					
TASK	MAY	JUN	JUL	AUG	SEP
Inventory & Analysis (31 hours)					
Kick-off meeting	*				
Inventory & analysis plan					
Meeting summaries					
Survey (25 hours)					
2018 Civil 3D file					
Concept Alternatives (86 hours)					
Review meeting		*			
Three (3) rendered concept alternatives					
Design intent graphics					
Opinion of probable cost					
Meeting summaries					
Public Input (45 hours)					
City officials presentation			*		
Public meeting			*		
Meeting materials/boards					
Meeting summaries					
Preferred Concept (75 hours)					
Review meeting				*	
City officials presentation					*
Rendered preferred concept					
Support graphic					
Bird's eye rendering					
Street-level rendering					
CAD file					
Opinion of probable cost					
Meeting summaries					



5. Project Approach

Every project is unique. The approach to finding solutions, however, follows several basic steps. As your consultant, we first work with you to understand your goals for a project and then provide you with several alternatives to consider that will meet your needs. In the following pages we detail the steps we feel will be needed to create the dynamic space you are seeking.

Understanding and Approach

Based on the outlined request for services described in the RFP, we understand that the Village seeks the services of a landscape architecture consultant to leverage the existing brand of the area to elevate Consaul Commons to be active year-round and support surrounding uses. Using Village input and background research, Ayres will develop three unique concept alternatives for the site. Based on Village and public feedback, Ayres will develop a preferred concept alternative. Throughout the process, the concepts will be supported with graphics or precedent imagery, and include engineer's opinions of probable cost for construction. The estimates will be based on recently constructed similar projects designed by Ayres. We may also speak directly with contractors or manufacturers to obtain up-to-date pricing for materials or services.

Concept Development

Project Kickoff – This phase of work will be initiated with a project/site walk-through and tour with project representatives of the Village of Whitefish Bay and other stakeholders identified by the Village. (Here after this group will be described as the *Project Design Team*.) During the walk-through the team will review on-site opportunities and constraints. Based on this visit and our observations we will develop a site analysis drawing summarizing the redesign opportunities, needs, and constraints. This drawing will be shared with the Project Design Team for review and comment.

Inventory & Analysis – Shortly after the project kickoff Ayres will assemble and review project base information, provided by the Village, such as surveys, easements, and lease agreements, architectural and landscape plans, planning documents, and previous site concepts. Ayres will complete a topographic survey of the project area as follows:

- Background Data Collection – contact Diggers Hotline for marking on-site utilities including system maps and engineering drawings provided by the utility owners.
- Conduct field survey, as necessary, to fulfill the requirements of a design topo survey, which will include a site bench mark, spot elevations sufficient to create an accurate ground surface model at 1' contours, to include high and low points of existing ground, back of curb, flow line and flange, curb returns, edge

of asphalt, buildings and visible structures and appurtenances. Topo limits will include the outermost back of curb to back of curb on the north and south sides adjacent to the property.

- Provide any measure down information for any storm and sanitary structures within topo limits.
- Determine parcel boundary and right of way of E. Silver Spring Drive and the alley on the north side of the parcel.
- Complete the fieldwork and draft a model of the existing ground surfaces

Concept Alternatives – Following the completion of the topographic survey and review of the Site Inventory & Analysis drawing by the Project Design Team, Ayres will prepare three distinct Concept Alternatives for the redesign of Consaul Commons. Design ideas will explore different public plaza arrangements, seating, hardscape areas, planting and even public art or play opportunities. We understand, based on the RFP, that portions of the site are currently used by adjacent businesses for outdoor dining and seating, and we recognize the desire, as expressed in the RFP, to maintain this outdoor seating while preserving the space as publicly accessible. The concept alternatives are expected to be color-rendered, plan-view, scaled drawings of the project site supported with precedent imagery, graphics, or sketches illustrating the design intent, aesthetic outcome, or proposed materials in the project. An opinion of probable construction cost will accompany each of the three concepts.

Digital copies of the three Concept Alternatives will be shared with the Project Design Team for review. The Ayres' project manager for the project, will meet with the Project Design Team in Whitefish Bay to review the three concept alternatives.

Presentation of Concept Alternatives – Ayres will present the three Concept Alternatives with accompanying Opinions of Probable Cost for Construction for each alternative to Village officials for feedback and comment. Ayres will prepare reasonable, minor revisions to the three Concept Alternatives based on the feedback from Village officials, prior to presentation at the Public Input Meeting.

Following the presentation to Village officials and working with the Project Design Team, Ayres will

identify a date and location for a public input meeting. This meeting is intended to provide the community an opportunity to review the three Concept Alternatives and provide insight about the design features or arrangement they prefer. Ayres will prepare a form for community members to use to provide specific feedback on the concepts.

We anticipate the Village will advertise the meeting and identify a location for the meeting. Depending on the meeting venue, Ayres can have printed and mounted boards ready for the meeting. Following the Public Input Meeting, Ayres will meet with the Project Design Team to review the public feedback and identify the attributes and expectations for the Preferred Concept.

Preferred Concept – Ayres will prepare a single Preferred Concept based on the feedback and comments collected during the Public Input Meeting and the follow-up review meeting with the Project Design Team. The Preferred Concept will be prepared as a color-rendered, plan-view, scaled drawing of the desired features and layout of Consaul Commons. Supporting the plan drawing will be precedent imagery of similar spaces, aesthetic intent, or desired materials. In addition, Ayres will digitally model the site and using the digital model prepare two concept renderings of the Preferred Concept. The renderings will include a bird’s eye rendering of the proposed outcomes as well as a street-view of the expected design. Digital copies of this material will be

shared with the Project Design Team for review and comment. The Ayres’ project manager will meet with the Project Design Team in Whitefish Bay to review the Preferred Concept material.

Presentation of the Preferred Concept – Ayres will present the Preferred Concept, renderings, and a revised Opinion of Probable Cost for Construction to Village Officials for comment and feedback. Comment and feedback will be directly incorporated into the development of the first stage of construction documentation.

Assumptions

In the preparation of the preceding scope of services we made the following assumptions. If these assumptions are incorrect, we would be happy to review our scope and fee with you to identify how best to provide these services to you.

1. Available background information and reports pertinent to the project will be provided by the Village of Whitefish Bay.
2. Village will provide a title report for the parcel to note any potential easements.
3. Roadway design is not included in this scope of services.
4. Construction documents, permitting, bidding, and construction services are not included in this scope of services.





6. Cost and Disclosure

Our team is committed to providing quality service and design for this project. The staff assigned to this project have a documented history of providing successful professional design services to clients across the state and region. In consideration of the preceding scope of services, our proposed fees are a lump sum of \$28,242. An estimated breakdown of tasks by hours is below.

Thank you for your consideration. If we can be of further assistance in providing any additional information on our qualifications, please give us a call.

TASK	Staff/Anticipated Hours				TOTAL
	Principal	Project Manager	Landscape Architect	Survey	
Inventory & Analysis (31 hours)		8	23		31
Survey (25 hours)				25	25
Concept Alternatives (86 hours)	6	24	56		86
Public Input (45 hours)	9	18	18		45
Preferred Concept (75 hours)	4	16	55		75
Total	19	66	152	25	262

Disclosure

Ayres Associates strives to provide high-quality, ethical consulting services to our clients. We pledge to provide this level of service for all of our projects.

Our process to determine potential conflicts of interest starts before we even pursue a project. First, we screen project pursuits to determine if there is a potential conflict of interest. If our staff members have questions regarding potential conflicts, we bring the matter to the attention of existing and potential clients to determine if they foresee any conflicts. Because Ayres Associates has responsibility for planning and designing a variety of projects, it is important that our firm be free of conflicts of interest to maintain the confidence and respect of our clients and to provide the highest level of professional service.

The team being proposed for your project does not foresee any conflicts of interest with the Village of Whitefish Bay or any of the stakeholder groups.