



VILLAGE OF WILLIAMS BAY

250 Williams Street | PO Box 580 | Williams Bay | WI | 53191 | vi.williamsbay.wi.gov

Phone: 262-245-2700

NOTICE

STREETS & HIGHWAYS (S&H) COMMITTEE MEETING

TUESDAY, MARCH 26, 2024 AT 8:30 AM

Village Hall Council Room

250 Williams Street

Williams Bay, WI 53191

There may be a quorum of Village Trustees present, no board business will be conducted.

AGENDA

The following agenda items may be considered for Discussion, Consideration, or Action

- I. Call to Order**
- II. Roll Call**
- III. Consideration and Possible Action on Proposals for Downtown Master Plan**
- IV. Adjourn**

Jim D'Alessandro
Streets and Highways Chair

Requests from persons with disabilities, who need assistance to participate in this meeting or hearing, should be made to the Village Clerk's office in advance so the appropriate accommodations can be made.

Posted: 03/22/2024 5:00 PM

DOWNTOWN MASTER PLAN PROPOSAL

VILLAGE OF WILLIAMS BAY

22 MARCH 2024



Place
Dynamics

3090 S. Country Lane ■ New Berlin, WI 53146 ■ 262-510-2131 ■ www.placedynamics.com

insight and strategy

22 March 2024

Village of Williams Bay
David Lothspeich
Village Administrator
admin@vi.williamsby.wi.gov

RE: Proposal for Downtown Master Plan

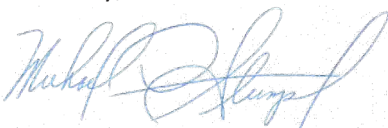
Thank you for the opportunity to submit this proposal to assist Williams Bay in preparing a downtown master plan. Place Dynamics has been providing similar services to clients across the United States and Canada for 19 years, supporting public and private sector clients. We have worked with communities from as few as 300 residents, to some of the largest cities in the country. Several examples of our work can be viewed online at:

<https://www.dropbox.com/sh/i9xwxbz15m58415/AAA5Qa2uqqgQxlbOYEtlVVgSa?dl=0>

These projects illustrate the breadth of our capabilities, including commercial (Tulsa, Indianapolis), tourism (Del Norte County, Ohio River Valley), and residential (Cincinnati, Ottawa) projects that are relevant to this plan. There are several downtown plans among the documents you will find there, including Marshfield, Ripon, Hartland, and Menasha.

This proposal outlines our qualifications along with our recommended approach. We are able to start the project upon execution of a contract. I (Michael Stumpf) will act as project manager and be the primary point of contact if we are selected for this project. I can answer any questions you may have about our proposal. I may be reached directly at (262) 510-2131, ext. 100, on my cell at (720) 413-5801, or via email at michael.stumpf@placedynamics.com. I will look forward to your decision.

Sincerely,



Michael Stumpf, Principal
Place Dynamics LLC



COMPANY PROFILE

MISSION

Place Dynamics has a mission to provide **insight and strategy** to government and nonprofit clients in economic development, market and economic research, tourism, business district vitality, and city planning.

BACKGROUND

Place Dynamics had its start in Colorado in 2005 before relocating to Wisconsin in 2009, when we incorporated as a limited liability company. We are recognized as a Service-Disabled Veteran-Owned Business (SD-VOB) and are registered in U.S. General Services Administration System for Award Management (SAM). We maintain general and professional liability, worker compensation, and business auto insurance meeting the requirements of most clients. We practice coast to coast, having worked in 33 states and provinces.

CAPABILITIES

Our core team of consultants bring at least 30 years of professional experience in fields such as economic development, commercial real estate, real estate development, city planning, and tourism. Each member of the team spent decades “in the trenches” prior to beginning a consulting career. We are pioneering the use of new sources and techniques to support data-driven and market-supported planning. We utilize advanced methods in our work, such as geographic information systems, economic and demographic modeling (IMPLAN as well as our own proprietary models), and mobile device tracking. Our analysis leads to informed decision-making and innovative strategies producing measurable results for clients.

SERVICES

Our core services are market and economic research, and strategic planning across a range of fields. Examples of the kind of work we do include:

- Economic development planning
- Entrepreneurial development
- Business incubator, coworking, and makerspace feasibility and planning
- Business or industrial park feasibility
- Industry research or target studies
- Technical support for city planning

- Market research (commercial, office, industrial, residential, and others)
- Tourism research and planning
- Lodging and hospitality feasibility studies
- Housing studies and strategies
- Downtown revitalization or business district planning
- Commercial development strategies

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PROJECT APPROACH

The following is a summary of our recommended approach to Williams Bay's Downtown Master Plan. We are able to work with the Village to adjust this approach to better meet its needs.

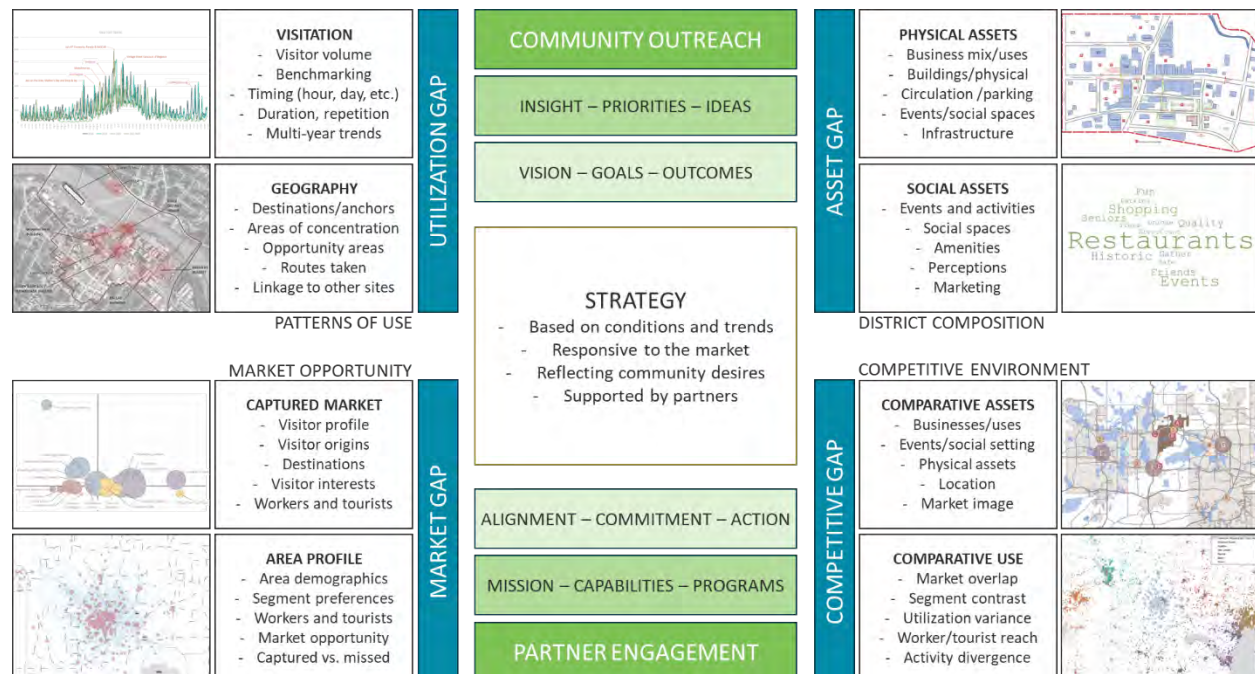
INITIATION

We will begin planning with a conference call between our team and the Village, to review the project scope, determine a schedule, and identify prior studies, planning, and data available to support the plan.

BACKGROUND

Site visit. A member of our planning team will schedule a visit to Williams Bay. The visit will accomplish three tasks: 1) conduct an assessment of the downtown district and community, inventorying and observing buildings, businesses, transportation and parking, infrastructure, and other conditions; 2) assess competition, along with significant drivers of potential customer traffic in the region; 3) interview city and economic development staff, business owners, property owners, and other stakeholders.

Market research. Our approach to market research is illustrated in the chart below. We apply mobile device tracking to a variety of data sources to understand how the district is being used, who is and who is not visiting the district, and how that is influenced by assets and competition. This research has more applications than simply for the downtown plan. The market intelligence we provide can be used by businesses to refine their strategies and marketing to reach more customers. It is also useful in business recruitment. The analysis will provide detail on both resident and tourist markets.





Community survey. We will prepare an electronic survey exploring how people interact with the district and their hopes for what it may become. We will seek the assistance of the Village and its partners in disseminating the survey link.

Parking analysis. Mobile device tracking gives us another tool to supplement existing resources in assessing parking. We can look at visitor volume during particular periods of the day (morning, lunch, afternoon, evening) We can also map where they are concentrating within the district, mapping the nexus between parking and demand generators.

VISIONING

Findings. At the conclusion of the background phase, we will prepare a brief summary of key findings, including a SWOT (strengths, weaknesses, opportunities, threats) or similar analysis.

Workshop. Place Dynamics will work with Village staff to prepare, and will conduct a workshop. We will present findings of our research and lead participants through exercises to establish a vision and rank goals and objectives for the district.

Partner meeting. After the workshop, we will meet with partners who may play a role in implementing the downtown plan. This typically includes Village staff, economic development staff, and representatives of organizations like a chamber of commerce. We will discuss the findings and build an understanding of commitments and capabilities to implement potential strategies. This is the first step in assuring the plan will not simply sit on a shelf.

PLANNING

Preliminary strategies. Place Dynamics will prepare an overall concept and strategies addressing community goals for the district. We will share these with the Village and its partners, and schedule a call to review them and discuss changes as well as issues related to implementation. Issues to be addressed include:

- Image and identity/brand – distinct from nearby places
- Tourism / destination development
- Business retention and attraction



- Business development – approaches to strengthening existing businesses
- Real estate investment
- Development standards / patterns
- Marketing and promotion
- Opportunities to serve the local community
- Amenities and open space
- Parking needs and management strategies
- Streetscape enhancements
- Signage and wayfinding

Open house workshop. Place Dynamics will conduct an open house workshop to present the proposed strategies. We will prepare several stations describing and illustrating concepts and strategies. The open house format, conducted over a period of several hours, increases participation by letting people stop in when they have time. They can interact one-on-one with a member of our staff to learn what is being proposed, and provide feedback.

Partner meeting. This meeting focuses on implementation, identifying responsibilities, the resources that will be needed, key action steps, and realistic timelines.

DOCUMENT

Draft plan. Place Dynamics will prepare a draft downtown master plan summarizing the research, community input, strategies, and implementation plan.

Presentation. We will present the draft plan in a public forum. Following the meeting, we will confer with Village staff concerning possible revision.

Final plan. We will edit the document to create a final plan.



SCHEDULE

The following schedule assumes a start at the beginning of May 2024, and is designed to complete the project within six months.

Initiation	May 2024
Background	May-July 2024
Visioning	July-August 2024
Planning	August-September 2024
Document	October 2024

EXPERIENCE

ECONOMIC DEVELOPMENT

- Economic Development Strategy, Vernon County, Wisconsin
- Trade and Marketing Strategy, Superior Trade Zone
- Manufacturing Jobs Study, Eureka, California

INDUSTRY TARGET / CLUSTER ANALYSIS

- Industry Target Study, Coos County, New Hampshire
- Industry Sectors Strategy, Spruce Grove, Alberta
- Industry Sector Strategy, Ogdensburg, New York

BUSINESS / INDUSTRIAL PARKS

- Industrial Park Site Selection and Concept Plan, Hamilton County, Iowa
- Ag-Industrial Park Feasibility Study and Plan, Webster County, Iowa
- Enterprise Logistics Park, Mt Pleasant, Wisconsin

SMALL BUSINESS DEVELOPMENT

- Small Business Toolkit, Moffat County, Colorado
- Entrepreneurial Development Strategy, Gilbert, Arizona
- Small Business Opportunity Study, Columbus, Ohio

COWORKING AND MAKERSPACES

- Southeastern Wisconsin Coworking Prospectus
- Coworking Feasibility Study, Orlando, Florida
- Coworking Feasibility Study, Idaho Falls, Idaho

BUSINESS INCUBATION STUDIES

- Food Business Incubation/Co-packing Feasibility Study, Eureka, California
- Coulee Regional Business Center, La Crosse, Wisconsin
- Business Incubator Feasibility Study, Danville, Virginia

INDUSTRY AND ECONOMIC ANALYSIS

- Ivy Tech Economic Impact Analysis, Indianapolis, Indiana
- Pharmacy Development Study, Ashland, Wisconsin
- Wine Industry Analysis, Woodinville, Washington

BUSINESS DISTRICT VITALITY

- Downtown Master Plan, Menasha, Wisconsin
- Downtown Master Plan, Marshfield, Wisconsin
- Town Center Plan, Tylertown, Mississippi

COMMERCIAL CORRIDOR DEVELOPMENT

- Commercial Corridors Strategy, Rochester, New York
- Near West Side Neighborhood Plan, Milwaukee, Wisconsin
- Market Analysis and Development Strategy, East Stroudsburg, Pennsylvania

COMMERCIAL MARKET ANALYSIS AND DEVELOPMENT

- Citywide Market Analysis and Strategy, Tulsa, Oklahoma
- Market Analysis and Strategy, Gallup, New Mexico
- Market Analysis and Strategy, Trinidad, Colorado

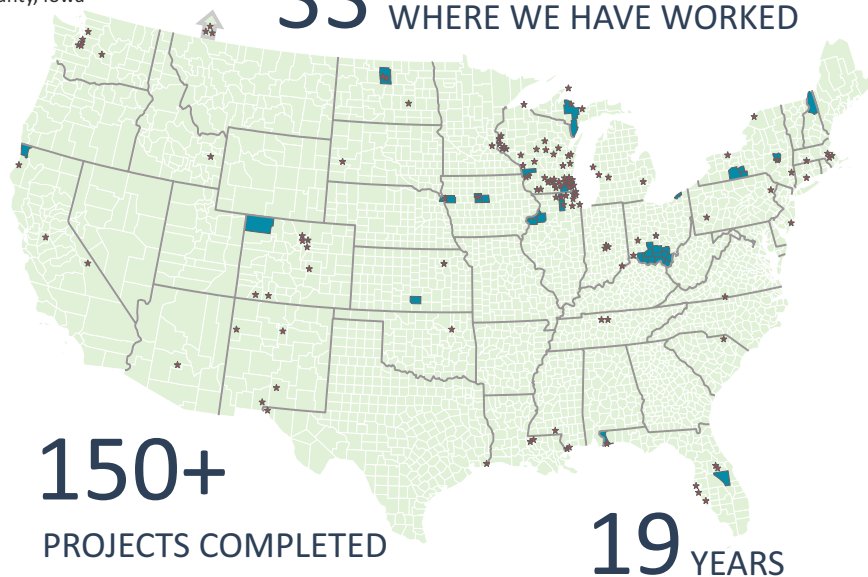
TOURISM DEVELOPMENT

- Ohio's Wilderness Tourism Strategy, Southern Ohio
- Agricultural Tourism Strategy, Del Norte County, California
- Visitor Market Research, Okeechobee County, Florida

LODGING AND HOSPITALITY

- Hotel Feasibility Study, Cheraw, South Carolina
- Hotel and Conference Center Feasibility, Kingman, Kansas
- Hotel Feasibility Study, Pointe Coupee, Louisiana

33 STATES AND PROVINCES
WHERE WE HAVE WORKED



COMPREHENSIVE / AREA PLANNING SUPPORT

- Commercial Sector Study, Lake County, Florida
- Economic Benchmarking Tool, Santa Fe, New Mexico
- Land Use Demand Forecast, Hudson, Wisconsin

HOUSING RESEARCH AND STRATEGIES

- Housing Impact Fee Analysis, St. Croix Valley, Wisconsin
- Choice Neighborhood Market Study, Cincinnati, Ohio
- Downtown Housing Demand and Fiscal Analysis, Ottawa, Illinois

PUBLIC ADMINISTRATION / MANAGEMENT CONSULTING

- Keweenaw Mountain Lodge Use Study, Copper Harbor, Wisconsin
- Sandy Beach Feasibility Study, Lake Mills, Wisconsin
- Tax Increment / Neighborhood Study, Holmen, Wisconsin

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SIMILAR WORK

DOWNTOWN MASTER PLAN

City of Marshfield, Wisconsin

Market analysis and planning to establish a shared vision and chart a clear course of actions for the City and its partners to pursue in promoting downtown revitalization.

DOWNTOWN MASTER PLAN

City of Menasha, Wisconsin

Market analysis and planning for expansion and revitalization of the historic downtown, and viable concepts for redeveloping six former industrial sites.

DOWNTOWN RENTAL AND SHORT-TERM RENTAL STUDY

City of Ottawa, Illinois

Market demand analysis for traditional and short-term rentals, along with a technical and fiscal analysis of the potential to renovate upper levels to meet the needs for housing.

COMMERCIAL CORRIDORS STRATEGY

City of Rochester, New York

Citywide strategy for the city's commercial corridors, based on a scan of all of the city's business districts, and detailed studies of eight corridor, establishing a district typology, theory of change, and approaches applied to specific issues.

HILLTOP SMALL BUSINESS OPPORTUNITY STUDY

City of Columbus, Ohio

Market and real estate analysis, regulatory and land banking review, design concepts, and business strategies to promote revitalization along two of the city's historic corridors.

MARKET ANALYSIS AND STRATEGY

International Marketplace Coalition, Indianapolis, Indiana

Market analysis and redevelopment planning for a cultural district encompassing over six square miles and 2.5 million feet of existing commercial space, including a regional mall.

TOWN CENTER MARKET ANALYSIS AND STRATEGY

Village of Ledgeview, Wisconsin

Market analysis and concept development for a new town center in an affluent suburban location.

TOWN CENTER PLAN

City of Tylertown, Mississippi

Market and design concepts to promote revitalization in an historic small city with growing tourism traffic.



BUSINESS CASE FOR RENOVATION

	\$100/sq. ft.	\$150/sq. ft.	\$200/sq. ft.	\$250/sq. ft.	\$300/sq. ft.	\$400/sq. ft.
STUDIO	Revenue	\$11,856	\$11,856	\$11,856	\$11,856	\$11,856
	Cash flow	\$7,591	\$5,849	\$2,077	\$2,367	\$626
	Revenue	\$25,452	\$25,452	\$25,452	\$25,452	\$25,452
	Cash flow	\$5,195	\$3,453	\$1,712	\$29	
1 BEDROOM	Revenue	\$14,820	\$14,820	\$14,820	\$14,820	\$14,820
	Cash flow	\$7,591	\$5,849	\$4,600	\$2,279	-\$43
	Revenue	\$38,004	\$38,004	\$38,004	\$38,004	\$38,004
	Cash flow	\$9,951	\$7,629	\$5,307	\$2,836	-\$1,770
2 BEDROOM	Revenue	\$17,784	\$17,784	\$17,784	\$17,784	\$17,784
	Cash flow	\$10,460	\$7,364	\$4,269	\$1,173	-\$1,922
	Revenue	\$21,540	\$21,540	\$21,540	\$21,540	\$21,540
	Cash flow	-\$541	-\$3,637	-\$6,732	-\$6,162	-\$12,923



REFERENCES

City of Hartland BID

Marilyn Haroldson
210 Co onwood Avenue
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414-322-9998
makflower@hotmail.com

City of Waupaca

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City of Vandalia

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Wisconsin Main Street Program

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Madison, WI 53701
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Errin.welty@wedc.org

INTERNATIONAL MARKETPLACE STRATEGY

INDIANAPOLIS, INDIANA

SIMILAR RECENT PROJECTS

Hilltop Commercial Corridors Strategy, Columbus, Ohio

Downtown Master Plan, Marshfield, Wisconsin

Town Center Plan, Tylertown, Mississippi

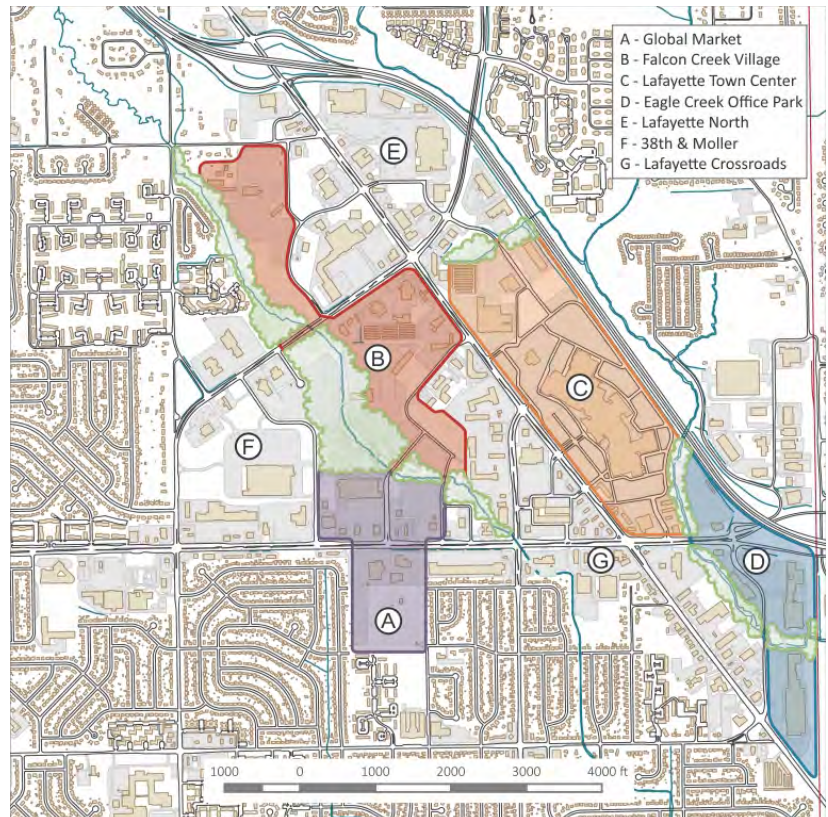
Downtown Strategic Assessment, Sioux City, Iowa

This area developed between the 1960's and 70's with over 5.5 million square feet of commercial space anchored by the Lafayette Square mall. Vacancies grew to 60 percent as new development occurred on the city's edge. This created an opportunity for ethnic shops and restaurants to move in.

LISC, the City of Indianapolis, and the nonprofit International Marketplace Coalition brought in Place Dynamics to prepare a market analysis and business plan guiding the district's transformation. Our approach is divided into three phases:

- Business development and marketing to enhance business acumen and drive additional customer traffic, later expanding to general entrepreneurship and food business startups.
- Infill development, renovation, and public improvements to transform area real estate.
- Large-scale redevelopment projects beginning as the district's turn-around gains momentum. Opportunities exist for residential, commercial, and mixed uses. The plan includes recommendations to create pedestrian-friendly pockets within an expansive suburban environment.

A market analysis drew on innovative approaches to understand the local market potential and tourism reaching more than 10 million potential visitors.



Top: Redevelopment opportunities are described in seven zones within the study area. Catalytic areas include a cultural core, a mixed use neighborhood, redevelopment of the ailing Lafayette Square Mall, and development of an office park. Bottom. ethnic businesses from over 60 cultures offer an example of a revitalized suburban commercial area.

DOWNTOWN STRATEGIC ASSESSMENT SIOUX CITY, IOWA

2011

SIMILAR RECENT PROJECTS

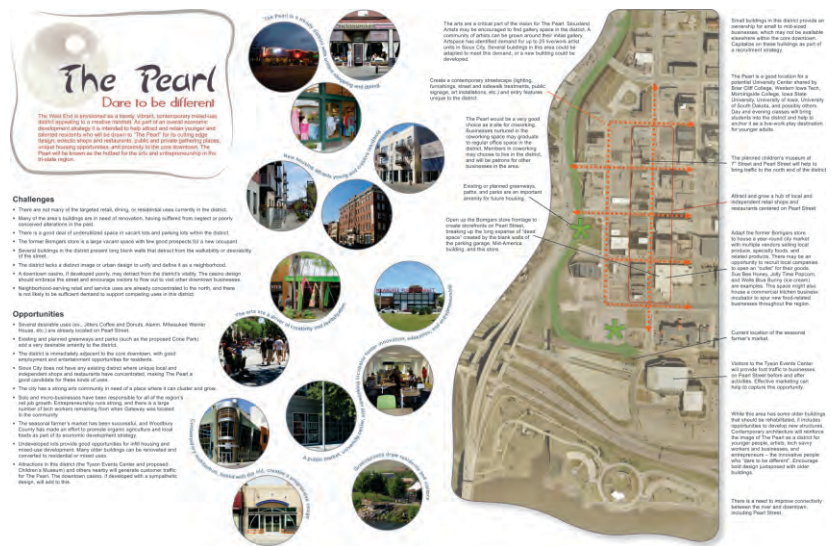
Hilltop Commercial Corridors Strategy, Columbus, Ohio
Downtown Master Plan, Marshfield, Wisconsin
Town Center Plan, Tylertown, Mississippi
Market Analysis and Strategy, East Stroudsburg, Pennsylvania

Downtown Sioux City has been making good progress on its revitalization, but was still plagued by high rates of vacancy in many of its larger buildings. In recent years, some of this space has been successfully converted to housing. As this project started, there was also a change in state law that would enable to riverboat casino to move onshore.

Place Dynamics was part of a team providing high-level guidance to the City in making sound decisions about direction and priorities for the district. We provided several suggestions:

- Shift the focus from business attraction to growing new small businesses.
- Foster entrepreneurship through a coworking platform.
- Redevelop the West End as a trendy urban neighborhood to retain young residents, with a "dare to be different" theme.
- Increase the number of amenities (such as dog parks) to support new housing.
- Develop a public market to attract visitors and to help meet the grocery needs of downtown residents.

Several investments have been made since the assessment was completed, including a new Hard Rock Casino that opened in a renovated warehouse in the West End.



Top: Conceptual plan for the West End. Bottom: Sioux City has an outstanding building stock including notable Art Deco and Prairie Style structures.

DOWNTOWN MASTER PLAN MENASHA, WISCONSIN

SIMILAR RECENT PROJECTS

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

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

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

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

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



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

HILLTOP COMMERCIAL CORRIDORS STUDY

COLUMBUS, OHIO

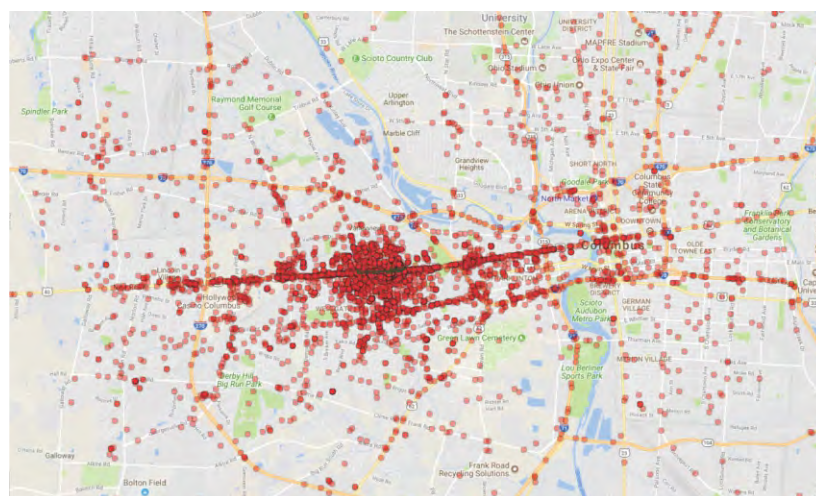
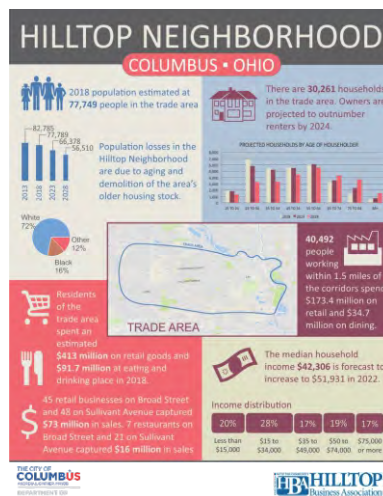
SIMILAR RECENT PROJECTS

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

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

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

The strategy identified business targets. Recommendations dealt with initiatives to support the business community, technical assistance with marketing, coaching ethnic businesses to appeal to a culturally diverse customer base, and detailed strategies for commercial entrepreneurship, including alternate approaches to business incubation. The plan identified priority redevelopment sites and recommended branding strategies.



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

TOWN CENTER PLAN TYLERTOWN, MISSISSIPPI

2010

SIMILAR RECENT PROJECTS

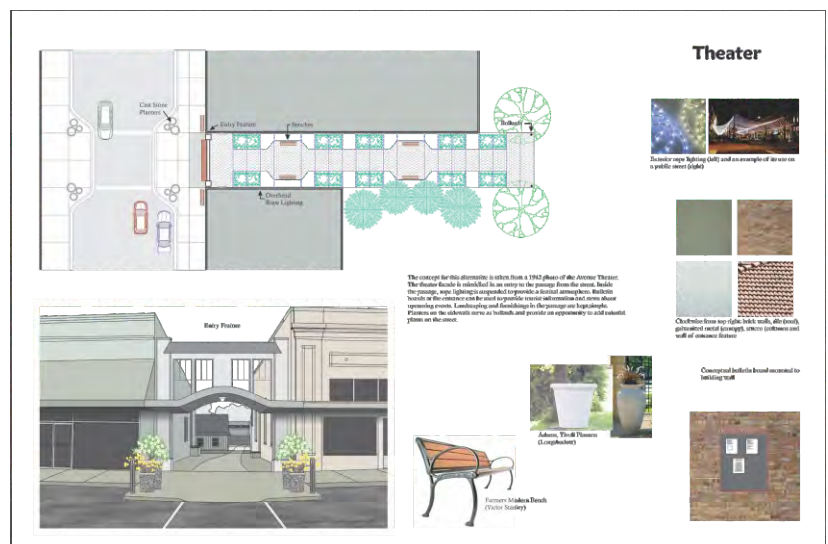
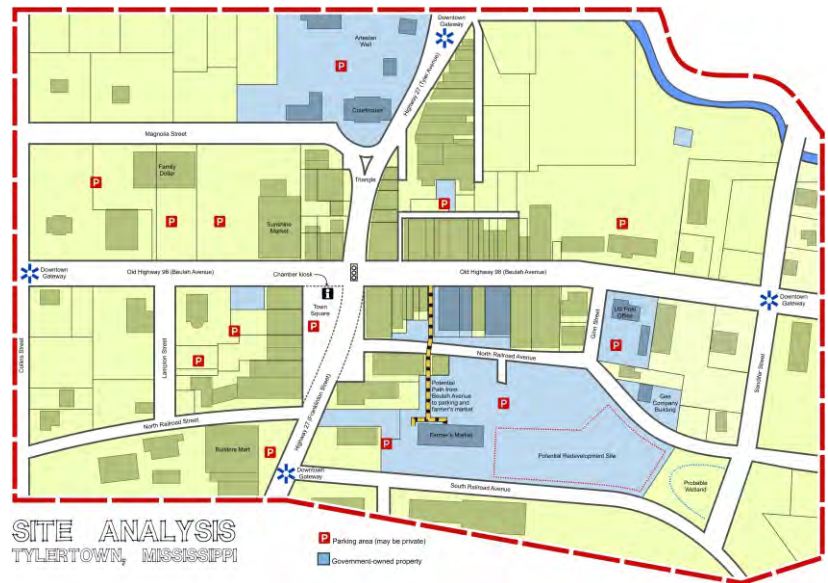
Hilltop Commercial Corridors Strategy, Columbus, Ohio
Downtown Master Plan, Marshfield, Wisconsin
Downtown Strategic Assessment, Sioux City, Iowa
Downtown Master Plan, Menasha, Wisconsin

Tylertown is a county seat with a growing tourism market. The Chamber has made great strides in business development, and has been purchasing and renovating buildings to create space for new businesses. In this case, overall district design would be the most important element needed to foster continued revitalization.

One of the district's challenges is a street pattern with long blocks and too little on-street parking. We proposed new street alignments and pedestrian passages, with new parking lot designs to improve circulation.

The plan created a public green space by shrinking a parking lot that had once been the town square. It encourages new rear building facades opening to a large parking lot visible from the state highway passing through the district. Both aspects of this strategy have been realized with great success.

The strategy seeks to create a unique setting harkening back to the historic appearance of the community. One of the more interesting approaches recreates public signs from the early 1900's and places vintage arcade games along the sidewalks. Overhead wires cannot be relocated, but their impact can be masked by stringing street lighting over the highway. Additional recommendations deal with gateway features and wayfinding to direct visitors to key destinations in the district.



Top: The site analysis inventories conditions within the district.
Bottom: One of three alternative concept boards prepared for a pedestrian passage opening to parking behind the buildings.



COST PROPOSAL

Place Dynamics will prepare the Downtown Master Plan for Williams Bay for a fixed price of \$20,000. This fee is inclusive of all travel, materials, and data to complete the project as described. The cost can be broken out as follows.

Background.....	\$7,000
Visioning	4,000
Planning.....	8,000
Document	1,000
TOTAL.....	\$20,000

Place Dynamics bills not more often than once monthly, typically on the completion of project phases. Payment is due in 30 days.

Place Dynamics maintains general and professional liability, worker compensation, and auto insurance policies and can provide documentation upon request.

Place Dynamics is recognized as a Service-Disabled Veteran-Owned Business (SDVOB) for federal contracting or grant purposes.



MICHAEL STUMPF

Principal

Education

MS Urban/Economic Geography

BS Public Administration

Northern Illinois University

Certifications

American Institute of Certified Planners (AICP) – #019408

Certified Economic Developer (CEcD) – #1782

Michael Stumpf is a community strategist with more than thirty years of experience spanning government and private consulting. He is an expert in applying market intelligence to craft effective community and economic development strategies. Through more than 150 projects in 32 states and provinces, Michael has gained extensive knowledge of varied approaches employed in differing types of urban and rural places. His work in economic development and downtown revitalization earned professional recognition.

After beginning his career in retail development, Michael spent 15 years as an economic development director in Illinois, Wisconsin, and Colorado. In 2005 he left his position as the economic development director for Boulder, Colorado, to form Place Dynamics. As an economic developer, Michael was instrumental in implementing diverse programs in commercial district vitality, business and entrepreneurial development, tourism, workforce, real estate and infrastructure, and community planning.

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

With a background in market research, Michael has helped to pioneer new approaches for commercial, industrial, tourism, and residential sectors. He has been among the first to explore the potential of mobile device tracking to understand markets and patterns of use, and created innovative tools to understand industry composition and change at the establishment level.

Experience

BUSINESS DISTRICTS AND REDEVELOPMENT

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

OFFICE/INDUSTRIAL PARK DEVELOPMENT

- Bluff Road Commercial Corridor, Whitewater, Wisconsin
- Enterprise Business Center, Racine County, Wisconsin
- Highway 14 Industrial Park, Mazomanie, Wisconsin
- Northcentral Iowa Ag-Industrial Center, Fort Dodge, IA
- Williams Value-Added Agricultural Park, Williams, Iowa
- Whitewater Business Park, Whitewater, Wisconsin

URBAN PLANNING

Michael has led or participated in many planning projects including visioning exercises and interactive workshops, comprehensive plans, neighborhood plans, and park plans.

ECONOMIC DEVELOPMENT

- Beer, Wine, Craft Spirits Industry Analysis, Woodinville, WA
- Business Climate Study, Webster County, Iowa
- Business Development Toolkit, Moffat County, Colorado
- Business Incubator Feasibility Study, Danville, Virginia
- Business Incubator Feasibility Study, Farmington Hills, MI
- Business Incubator Feasibility Study, La Crosse, Wisconsin
- Business Incubator Feasibility Study, River Falls, Wisconsin
- Business Incubator Feasibility Study, Stevens Point, Wisc.
- Business Incubator Feasibility Study, Waupaca, Wisconsin
- Commercial Business Feasibility Study, Arcadia, Michigan
- Commercial Development Program, Boone County, Illinois
- Coworking and Entrepreneurship Study, Idaho Falls, Idaho
- Coworking and Entrepreneurship Study, Southeastern WI
- Coworking Feasibility Study, Orlando, Florida
- Disaster Recovery Strategy, Schoharie County, NY
- Downtown Redevelopment Practices Survey, Wisconsin
- Economic Benchmark Analysis, Santa Fe, New Mexico
- Economic Cluster Analysis, 7-County Region, Iowa
- Economic Conditions Analysis, GM Site, Indianapolis, IN
- Economic Development Assessment, Escambia Co., FL
- Economic Development Analysis, East Stroudsburg, Penn.
- Economic Development Organizational Study, SW Colorado
- Economic Development Assessment, Pleasantville, NJ
- Economic Development Marketing, Sun Prairie, Wisconsin
- Economic Development Plan, Marquette, Michigan
- Economic Development Plan, Mazomanie, Wisconsin
- Economic Development Plan, Vernon County, Wisconsin
- Economic Development Strategy, Waupaca, Wisconsin
- Economic Development Strategy, Whitewater, Wisconsin
- Economic Impact Analysis, Industrial Project, Madison, IN
- Economic Impact Analysis, Ivy Tech, Indianapolis, IN
- Economic Impact Analysis, Shops at 44, Murrysville, PA
- Economic Recovery Planning, Bay St. Louis, Mississippi
- Economic Recovery Planning, Minot, North Dakota
- Enterprise Zone Marketing Strategy, Belvidere, Illinois
- Entrepreneurial Development Strategy, Gilbert, Arizona
- Food Innovation Center Feasibility Study, Eureka, CA
- Incentives Study, Spruce Grove, Alberta, Canada
- Industry Analysis and Marketing, Ogdensburg, NY
- Industry Target and Marketing Plan, Coos County, NH
- Industry Target and Marketing Plan, Spruce Grove, AB
- Industry Target and Marketing Plan, Stony Plain, AB
- Industry Target Study, Webster County, Iowa
- Industry, Workforce, and Real Estate Analysis, New York Southern Tier Counties
- Manufacturing Jobs and Port Study, Eureka, California
- Manufacturing Relocation Study, Chicago Region, IL
- Natural / Organic Food Industry Initiative, Boulder, CO
- Targeted Industry Market Development, Rockford, IL

TOURISM AND HOSPITALITY

Michael has performed feasibility studies for more than 20 lodging projects including hotels, resorts, golf properties, boutique inns, cabins, convention center hotels and banquet halls, and other properties, including some listed below.

- Agritourism Strategic Plan, Del Norte County, California
- Banquet and Lodging Analysis, Lake Mills, Wisconsin
- Banquet and Lodging Analysis, Menasha, Wisconsin
- Boutique Hotel Development Analysis, Ripon, Wisconsin
- Conference Center & Hotel Analysis, Kingman County, KS
- Destination Development Plan, Pagosa Springs, Colorado
- Hospitality Development Analysis, Washington (Town), NY
- Hotel Feasibility Analysis, Cheraw, South Carolina
- Hotel Feasibility Analysis, Lyons, Colorado
- Hotel Feasibility Analysis, St. Francisville, Louisiana
- Keweenaw Mountain Lodge Analysis, Copper Harbor, MI
- Local Tourism Strategy, Sioux City Metro Area, Iowa
- Retail Trade Study, Lake County, Ohio
- Rural Tourism Asset Map, Rock/Henry/Mercer Cos., IL
- Tourism Development Plan, Whitewater, Wisconsin
- Tourism Strategy, Ohio River Valley, Ohio
- Visitor Market Research, Okeechobee County, Florida
- Visual and Performing Arts Study, Ellensburg, Washington

MARKET ANALYSIS AND DEVELOPMENT STRATEGIES

The projects listed below are representative of Michael extensive experience. He has conducted the market research, site selection, and feasibility analysis for more than 80 public or private commercial development projects across the nation.

- 28th and Jay Development Impact Analysis, Boulder, CO
- Best Use Analysis, Little Chute, Wisconsin
- Commercial Market Analysis, Hartland, Wisconsin
- Cottage Grove Road Analysis and Strategy, Madison, WI
- Development Opportunities Analysis, Blair, Wisconsin
- Development Opportunities Analysis, Holmen, Wisconsin
- Development Opportunities Analysis, Hudson, Wisconsin
- Development Opportunities Analysis, Oakdale, Wisconsin
- Downtown Market Analysis and Strategy, Ripon, WI
- Economic Benchmark Application, Santa Fe, New Mexico
- Economic Impact Analysis, Monroe, Wisconsin
- Economic Impact Analysis, Stoughton, Wisconsin
- Foot Traffic Analysis, Elkhart Lake, Wisconsin
- Foot Traffic Analysis, Osceola, Wisconsin
- Foot Traffic Analysis, Ripon, Wisconsin
- Foot Traffic Analysis, Shullsburg, Wisconsin
- Foot Traffic Analysis, Waupaca, Wisconsin
- Grocery Development Study, Madison, Wisconsin
- Housing Development Site Analysis, Munising, Michigan
- Housing Needs Analysis, Whitewater, Wisconsin
- Housing Development Site Analysis, Woodstock, Illinois
- Impact Fee Review, several municipalities, Wisconsin
- Market Analysis & Recruitment Plan, Bay St. Louis, MS
- Market Analysis, Belvidere, Illinois
- Market Analysis and Strategy, Alamogordo, New Mexico
- Market Analysis and Strategy, Gallup, New Mexico
- Market Analysis and Strategy, Jamestown, North Dakota
- Market Analysis and Strategy, Mazomanie, Wisconsin
- Market Analysis and Strategy, Oakdale, Wisconsin
- Market Analysis and Strategy, Trinidad, Colorado
- Market Analysis and Strategy, Whitewater, Wisconsin
- Meeting and Hospitality Analysis, Lake Mills, Wisconsin
- Near West Side Market Analysis, Milwaukee, Wisconsin
- Northside Market Analysis, Madison, Wisconsin
- Pharmacy Study, Red Cliff Band of Chippewa, Wisconsin
- Retail Market Study and Strategy, Tulsa, Oklahoma
- Retail Trade Study, Lake County, Ohio
- Sales and Economic Impact Analysis, Murrysville, PA



ANDREW DANE

Consultant

Education

MS Urban/Regional Planning
University of Arizona

BS Conservation Biology
University of Wisconsin-Madison

Certifications

American Institute of Certified
Planners (AICP) – #025561

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

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

Andrew Dane is an urban planner with over twenty years of experience assisting both rural and urban communities as well as private industry. Andrew is a highly skilled and confident group process leader and facilitator, with extensive experience designing and leading public participation and community engagement processes. He specializes in project planning, feasibility and implementation of complex projects including downtown and neighborhood revitalization; land use planning; and economic development. Andrew has successfully secured more than \$100M in tax credits and grants for his clients.

After launching a successful landscaping company after college, Andrew spent 10 years as an economic development director for the City of South Tucson and as a Community Economic Development Educator for University of Wisconsin-Extension. Prior to joining Place Dynamics Andrew was Senior Community Development Specialist with Short Elliott Hendrickson Inc - a regional planning and engineering firm - where he provided community, economic development, and urban planning services for clients throughout the Midwest.

Andrew is actively engaged in his neighborhood and community, founding the Lawrence City Park Neighborhood Association and co-founding Neighborhood Investments, LLC, a small real estate management firm rehabilitating blighted residential and commercial properties.

Andrew contributes his expertise to Place Dynamics as a contract employee on a project basis. He and Michael have developed a strong work synergy having completed collaborated on more than two dozen projects.

Experience

ECONOMIC DEVELOPMENT

- Biofuels Feasibility Study, MRRPC, Wisconsin
- Biofuels Feasibility Study, Thilmany Papers, Wisconsin
- Biofuels Due Diligence Study, Xcel Energy, Wisconsin
- Ethanol Expansion Feasibility Study, ACE Ethanol, LLC
- Biomass Feasibility Study, Bad River Tribe, Wisconsin
- Biomass Feasibility Study, Boise Forte Tribe, Minnesota
- Business Park Feasibility Study, Eau Claire, Wisconsin
- Business Retention/Expansion Study, NW Wisconsin
- Economic Development Analysis, East Stroudsburg, Penn.
- Economic Development Plan, Vernon County, Wisconsin
- Economic Development Strategy, Waupaca, Wisconsin
- Marketing Co-op Feasibility Study, Six Rivers Co-Op, Wisc.
- IMPLAN Impact Studies, Barron County, Wisconsin
- IMPLAN Impact Studies, Chippewa County, Wisconsin
- Industry, Workforce, and Real Estate Analysis, New York Southern Tier Counties
- Opportunity Zone Marketing, Menasha, Wisconsin
- Retail Market Study and Strategy, Tulsa, Oklahoma Riverside North Master Development Team, La Crosse, Wisconsin
- Strategic Business Plan, West WI Rail Transit Authority
- Value-Added Wood Product Study, MRRPC, Wisconsin
- Water System Capacity Study, Eau Claire, Wisconsin

TOURISM AND HOSPITALITY

- Arts and Crafts Economic Impact Study, NW Wisconsin
- Banquet and Lodging Analysis, Menasha, Wisconsin
- Economic Impact and Tourism Study, N. Wisc. State Fair
- Hotel Feasibility Study, Lyons Colorado
- Tourism Strategy, Ohio River Valley, Ohio
- Visitor Survey, Pagosa Springs, Colorado

BUSINESS DISTRICTS AND REDEVELOPMENT

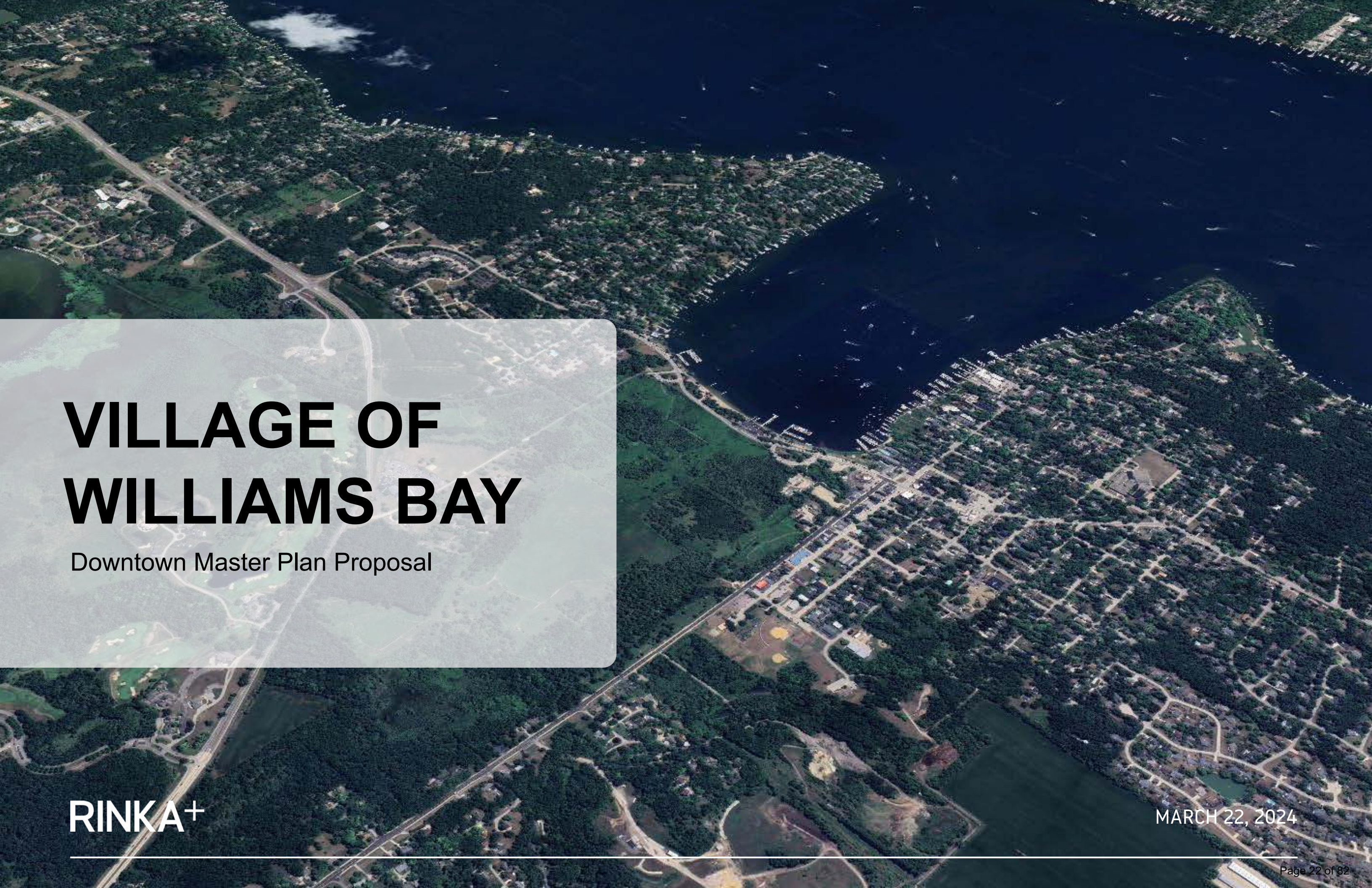
- 54th Street Preliminary Design, Edina, Minnesota
- Towers Area Market Study, Wausau, Wisconsin
- South Riverfront Master Plan, Wausau, Wisconsin
- Brownfields Historic Fill Permit, Neenah, Wisconsin
- Downtown Market Analysis, Sherwood, Wisconsin
- Downtown Parking Study, Fish Creek, Wisconsin
- Downtown Plan, Appleton, Wisconsin
- Downtown Plan, Clintonville, Wisconsin
- Downtown Plan, Marshfield, Wisconsin
- Downtown Plan, Menasha, Wisconsin
- Downtown Plan, Porter, Indiana
- Downtown Revitalization Plan, Gering, Indiana
- Downtown Plan, Sherwood, Wisconsin
- Downtown Plan, Elm Grove, Wisconsin
- Downtown Corridor Plan, East Stroudsburg, Pennsylvania
- Hilltop Small Business Study, Columbus, Ohio
- Miller's Bay Neighborhood Streetscape Design Plan, Oshkosh, Wisconsin
- Parking Study, Egg Harbor, Wisconsin
- Strategic Plan, Chippewa Falls Main Street, Wisconsin
- Waterfront Master Plan, Fish Creek, Wisconsin
- Wayfinding and Streetscape Design Plan, Fish Creek, Wisc.

LAND USE AND TRANSPORTATION PLANNING

- Arrowhead Park Master Plan, Neenah, Wisconsin
- Bicycling and Pedestrian Plan, Fish Creek, Wisconsin
- Bicycling and Pedestrian Wayfinding Plan, EC Wisconsin
- Comprehensive Outdoor Recreation Plan, Suring, Wisconsin
- Comprehensive Plan, Appleton, Wisconsin
- Comprehensive Plan, Barron County, Wisconsin
- Comprehensive Plan, Stevens Point, Wisconsin
- Comprehensive Plan, Whitehall, Wisconsin
- Comprehensive Plan Workshop, Marshfield, Wisconsin
- Cost of Community Services, Cleveland Township, Wisc.
- Energy Conservation Plan, Chippewa County, Wisconsin
- Energy Conservation Plan, Oneida Tribe, Wisconsin
- Flood Management Plan, Milwaukee, Wisconsin
- Housing Plan, City of South Tucson, Arizona
- Kinnickinnick River Corridor Plan, River Falls, Wisconsin
- Master Land Use Plan Update, La Crosse County, Wisc.
- Planning Services, Newburg, Wisconsin
- Recycling Feasibility Study, Chippewa County, Wisconsin
- River Management Plan, Kiel, Wisconsin
- Solid Waste/Recycling Plan, La Crosse, Wisconsin
- Solid Waste/Recycling Plan, Fond Du Lac Tribe, Wisconsin
- Strategic Plan, Chippewa County, Wisconsin
- Trail Master Plan, Appleton, Wisconsin
- Transportation Plan, Sherwood, Wisconsin

GRANTS AND PROJECT FUNDING

- \$100M Empowerment Zone Tax Credits, S. Tucson, Arizona
- \$7.4M USDA RD Grant/Loan, Birnamwood, Wisconsin
- \$1M Historic Tax Credit Application, Private Developer
- \$500K EDA Grant Application, Eureka, California
- \$500K HOME Grant Funds, S. Tucson, Arizona
- \$500K REAP Grant Application, ACE Ethanol, LLC
- \$500K REAP Grant Application, Fox River Energy, LLC
- \$500K TAP Grant Application, Waupaca, Wisconsin
- 500K Infrastructure Grant, Tigerton, Wisconsin
- \$400K CDBG Grant Application. S. Tucson, Arizona
- \$300K CDBG Infrastructure Grant, Lowell, Wisconsin
- \$250K CDIG Grant Application, Eau Claire, Wisconsin
- \$250K USDA RD Housing Grant, S. Tucson, Arizona
- \$250K USDA Energy Grant, Thilmany Papers, Wisconsin
- \$75K Fund for Lake Michigan Application, Fish Creek, Wisc.
- \$25K CDBG Planning Grant, Clintonville, Wisconsin
- \$25K CDBG Planning Grant, Port Washington, Wisconsin
- Tax Increment Financing Sherwood, Wisconsin
- Roadway Special Assessments, Sherwood, Wisconsin



VILLAGE OF WILLIAMS BAY

Downtown Master Plan Proposal

March 22, 2024

ATTN: David Lothspeich, Village Administrator
Village of Williams Bay
admin@vi.williamsbay.wi.gov

Dear Mr. Lothspeich,

I am delighted to present our response to the Request for Proposal for the Williams Bay Masterplan. It is with great enthusiasm that we anticipate the opportunity to collaborate with you and your stakeholders in crafting a comprehensive public improvement strategy that will unlock fresh opportunities for the residents and business owners of Williams Bay.

In our proposal, we are dedicated to addressing the evolving needs of the community by aligning a strategic Masterplan with the city's overarching vision and objectives. While numerous firms can offer planning services to design parking lots based on demand, it is our belief at RINKA that a more holistic approach is essential. Our methodology involves creatively blending parking solutions with an enhanced downtown experience, ensuring that investment not only improves the streetscape but also fosters a more connected and walkable downtown environment. By creating an integrated downtown plan, we aim to enhance the overall downtown experience, support existing businesses, and pave the way for future downtown enterprises.

RINKA boasts a top-tier creative team with a unique blend of strengths that we believe will greatly benefit Williams Bay:

Strategic Expertise: We pride ourselves on our strategic acumen and our ability to understand our clients' business objectives. Our placemaking process involves asking critical questions to uncover challenges and opportunities, enabling us to devise effective strategies. Through collaboration with stakeholders and leveraging industry partnerships, we can analyze data and assess project viability to inform actionable plans.

Placemaking Excellence: Beyond traditional planning, we are committed placemakers who inspire positive change. With a multidisciplinary team comprising architects, urban designers, and land planners, we possess the capabilities to translate vision into reality. From strategic planning to design, construction, and execution, we ensure that our projects not only inspire but also align with development proforma and financial considerations.

Commitment to Success: Our partnership signifies a commitment to excellence; we are dedicated to delivering a transformative vision for downtown Williams Bay. We are deeply invested in building lasting relationships and are eager to collaborate with you in revitalizing the downtown area, driving economic growth, and fostering community cohesion.

We are genuinely excited about the opportunity to work together and are confident that our strategic approach and expertise will make a significant contribution to the development of the Williams Bay Masterplan. Thank you for considering our proposal, and we eagerly anticipate the possibility of partnering with you.

Warm regards,



Eric Mayne, AIA, RIBA
Masterplanning Practice Leader
RINKA

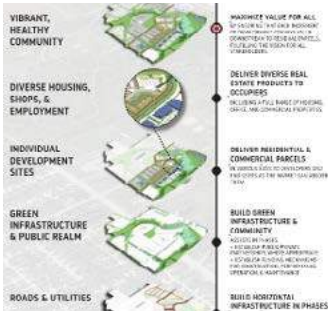


PROJECT UNDERSTANDING

We are a team of masterplanning experts who will serve as your strategic partners throughout the project. Our team possesses diverse skills and experience, ensuring that we can address the issues facing your community and produce a masterplan that compliments the comprehensive plan while providing the most impactful improvements. From initial research to final implementation, we will leverage our collective expertise to deliver outstanding results.

Existing Analysis:

We'll conduct a thorough analysis of many aspects of your community to identify opportunities and areas for improvement along to downtown corridor, considering economic, environmental, and social factors.



Identify Issues + provide thoughtful solutions:

Conducting a comprehensive assessment of parking demands and proposing innovative solutions to mitigate peak demand and create a pedestrian-friendly downtown plan takes creativity. Thoughtful consideration and an in-depth knowledge of design standards go into making great places where people want to be.



Streetscape improvements:

The reconstruction of HWY 67, a major village arterial street requires careful considerations to ensure the downtown experience is enhanced and improved as a result. Solutions that seamlessly integrate with existing infrastructure, prioritizing safety, accessibility, and aesthetic appeal.



Brand Strategy:

Public improvement projects present an opportunity to seamlessly integrate and build stronger sense of identity for Williams Bay. Our brand strategists will work alongside the masterplanning team to incorporate wayfinding and branding opportunities.



Public Engagement:

Engaging the community through listening sessions and an open house so we can get feedback and incorporate their voices and perspectives into the planning process will ensure transparency and collaboration.



Amenities Enhancement:

Enhancing your existing amenities like parks, recreational facilities, and public spaces along the lakefront to create vibrant and inclusive spaces catering to the community's diverse needs.



Redevelopment Sites:

Identifying strategic redevelopment sites within the downtown area based on factors such as accessibility, land use, and market demand, and developing tailored strategies to maximize their potential for economic and social revitalization.



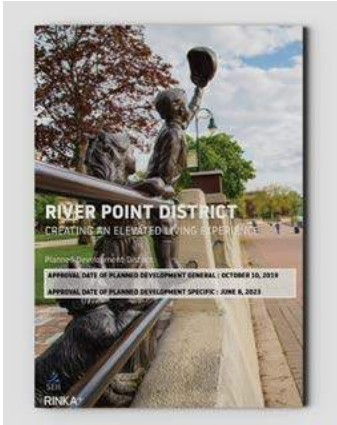
Park and Lakefront:

Designing and considering waterfront facilities to improve safety, facilitate recreational activities and enhance the overall waterfront experience, focusing on functionality and sustainability.



Final Report:

Delivering a comprehensive final report summarizing findings, recommendations, and proposed masterplan concepts, and phasing recommendations serving as a valuable resource for decision-makers in future development efforts and investment priorities.



ABOUT US

YOUR STRATEGIC PARTNERS

We are planners, architects, interior designers, and brand strategists focused on your business goals.

RECENT AWARDS

- 2024 Milwaukee Business Journal Real Estate Award - SoftwareONE
- 2024 Daily Reporter Top Projects - Woodnote Residences
- 2024 Daily Reporter Top Projects - R1VER
- 2023 Best Places to Work (Milwaukee Business Journal)
- 2023 Mayor's Design Award - Tribute Apartments
- 2023 Mayor's Design Award - R1VER Development
- 2023 ASID Gold Award - Johnson Financial Group
- 2023 ASID Gold Award - Schlitz Park
- 2023 ASID Silver Award - MIAD 4th Floor
- 2023 ASID Bronze Award - West Bend Mutual Insurance
- 2023 WCREW Peoples Choice Nominee - Greenlink Residences + Public House 55
- 2023 Daily Reporter Top Projects - Newport Shores
- 2023 Milwaukee Business Journal Real Estate Award - Associated Bank River Center
- 2023 Milwaukee Business Journal Real Estate Award - Zizzo Group
- 2023 Milwaukee Business Journal Real Estate Award - R1VER Office
- 2023 Milwaukee Business Journal Real Estate Award - Greenlink Residences + Public House 55

SERVICES

ARCHITECTURE + INTERIORS

- Visioning
- Site Analysis + Feasibility
- Master Planning
- Architecture
- Interiors
- Landscape Design
- Construction Documentation
- Construction Administration

RESEARCH + COMPLIANCE

- LEED Certification
- WELL Certification
- Historic Preservation
- Code + Compliance Analysis

BRAND + EXPLORATION MEDIA

- Brand Creation + Development
- Website Brand Presence
- Graphic + Motion Design
- Virtual Augmented Reality Experiences

100+ INDUSTRY AWARDS

“RINKA’s commitment to designs that will stand the test of time ensures a long-lasting effect on the quality of life in the city.”

- Robert Greenstreet, Former Dean of UW-Milwaukee SARUP

CONTACT

756 N. Milwaukee Street, Suite 250,
Milwaukee, WI 53202
414.431.8101

Matt Rinka, AIA
Email : mrinka@rinka.com
Website : <https://www.rinka.com>



<https://www.linkedin.com/company/rinkachung-architecture/>



<https://www.instagram.com/we.are.rinka/>

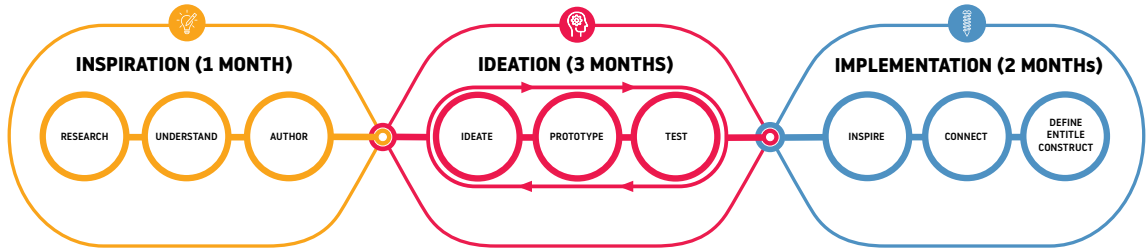


<https://www.facebook.com/We.Are.RINKA/>

RINKA, to the best of its knowledge, holds no conflicts of interest in performing services for the Village of Williams Bay.

RINKA has reviewed the Insurance and Indemnification Requirements and confirm they are accepted without modification upon entering into an agreement with the village.

TECHNICAL APPROACH + SCOPE OF WORK



METHODOLOGY AND APPROACH - RINKA PLACEMAKING PROCESS

The RINKA placemaking process is designed to be strategic in nature by gathering the right level of information and feedback from the leadership team and community stakeholders during the process to create a strong vision for Williams Bay. We break our process down into three distinct phases.

INSPIRATION (1 MONTH)

RESEARCH

The consultant design team will analyze all pertinent village-adopted plans and projects and review goals and objectives including the recently completed Williams Bay comprehensive plan. The team will develop a strong understanding of the qualities of Williams Bay Historic Downtown and will develop strategies on how address issues identified in the RFP and apply design thinking while retaining the authentic feel of this unique downtown area. We will bring research of other successful downtowns and revitalization plans and success stories from other communities for positive inspiration. This opportunity analysis will identify potential sites for parking facilities,, evaluate current infrastructure, the future WisDOT plans for the reconstruction of HWY 67, and look at the development potential for downtown sites and assess economic opportunities. This research phase will provide some preliminary goals and recommendations which the design team will itemize and work with village committees and staff to prioritize and provide further definition around.

UNDERSTAND

The consultant design team will understand the goals through public listening sessions and identify a stakeholder participation plan for the Downtown Masterplan and present it to the Village staff for feedback and approval. During this phase of the process, we may look to obtain several points of view from various stakeholders with a goal of identifying a unified understanding of what the ideal downtown plan should include and the experiences that should be improved. During this early phase the design team will also solicit feedback and form an agenda and activities for the open house public engagement meeting used to solicit feedback on the draft downtown plan concepts.

AUTHOR

The consultant design team will compile the research information gathered along with the public engagement stakeholder listening session data and identify strategic opportunity analysis to village staff for feedback. A draft placemaking narrative will be created, which will include a vision statement, design drivers and planning principles to guide the next phase of the downtown masterplan. The downtown masterplan project team will present a summary of all the inspiration phase findings to city staff.

DELIVERABLES

- Research Summary Data
- Community Engagement Listening Session and Open House Plan
- Strategic Opportunity Analysis, Placemaking Narrative, Design Drivers & Planning Principles



Example Planning Principles

IDEATION (3 MONTHS)

IDEATE

The second phase of the design process will begin at the macro scale as the project team will create place mapping diagrams. The diagrams will first study existing downtown conditions like traffic and pedestrian flows, patterns of development and use adjacencies and will identify areas for improvement. The project team will develop the relevant data maps, condition assessments, historic assets, parking inventory, traffic operations, and urban design features. These maps will expand into diagrams that conceptualize potential development sites and opportunities that align with the strategic opportunity analysis and placemaking narrative identified in the RFP like: Pedestrian Pathways, multi-use pathways and bicycle parking, downtown street scape plan, street furnishings and lighting, overhead utilities, natural features, architectural enhancements, vehicular circulation and parking recommendations, park connectivity, waterfront facilities, environmental issues and solutions, redevelopment sites and suggested uses. As well as other aspects that may be considered like expanded event and public gathering spaces, connections between key civic components within the down town study areas, new traffic patterns if applicable, potential street vacation or pedestrianized walkable streets, complete streets with pedestrian and bicycle safety improvements, wayfinding, signage and branding opportunities, and other expanded public facilities.

The design team will also conceptualize a vision for identified parcels for private developers or businesses and public/private partnership opportunities to bring vibrancy to the downtown. This idea generation is intended to be a cyclical process with feedback from village staff through ideation meetings. The process will progress in both scale and detail from larger scale thinking into more site-specific considerations. The process will generate ideas based on the inspiration phase's recommendations for the vision for downtown as well as an implementation plan with goals, objectives, and strategies to achieve the vision.

PROTOTYPE

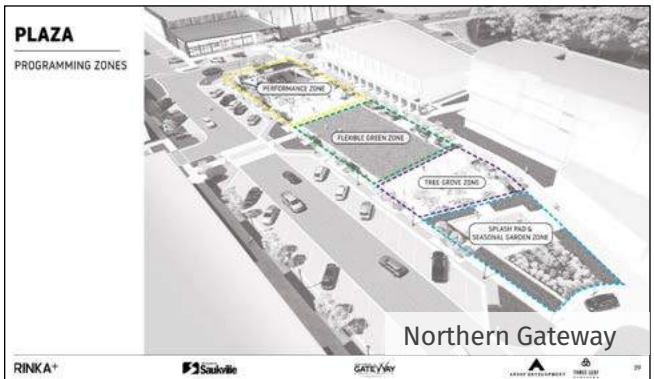
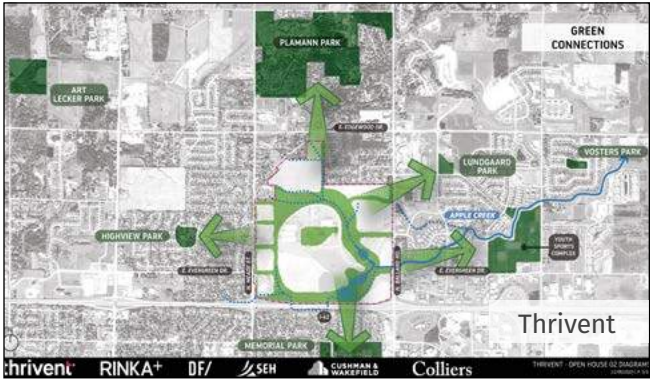
Once the consultant design team and village staff reach an acceptable framework, the project team will present the prototype to public stakeholders at an open house type meeting. The feedback and revised concepts will form the framework for the draft downtown plan. With an approved framework the team will develop an implementation plan and list of priorities, recommending priorities and next steps for consideration.

TEST

Throughout the masterplanning ideation phase, the design team will work with village staff to test, revise, and re-test the proposed framework and masterplan concepts until we have built a plan with the desired future state.

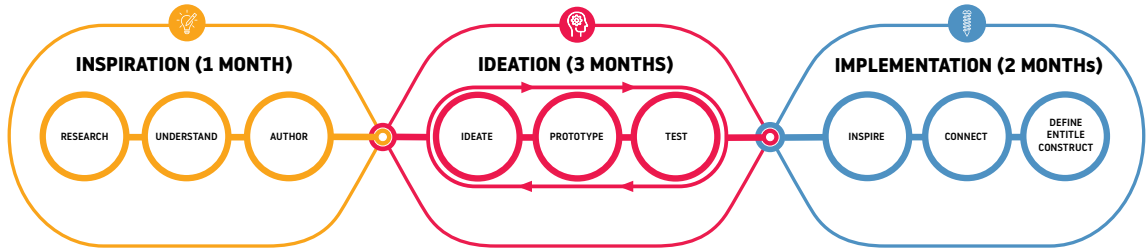
DELIVERABLES

- Place mapping, diagramming, circulation suggestions and placemaking concepts for review
- Concept Parcel Test-fits
- Opportunity Analysis Summary Data
- Community Engagement Summary Data
- Masterplan document
- Sketch level renderings to illustrate concepts
- Draft Report (incorporating previous deliverables)



Community Engagement Session

TECHNICAL APPROACH + SCOPE OF WORK (con't)



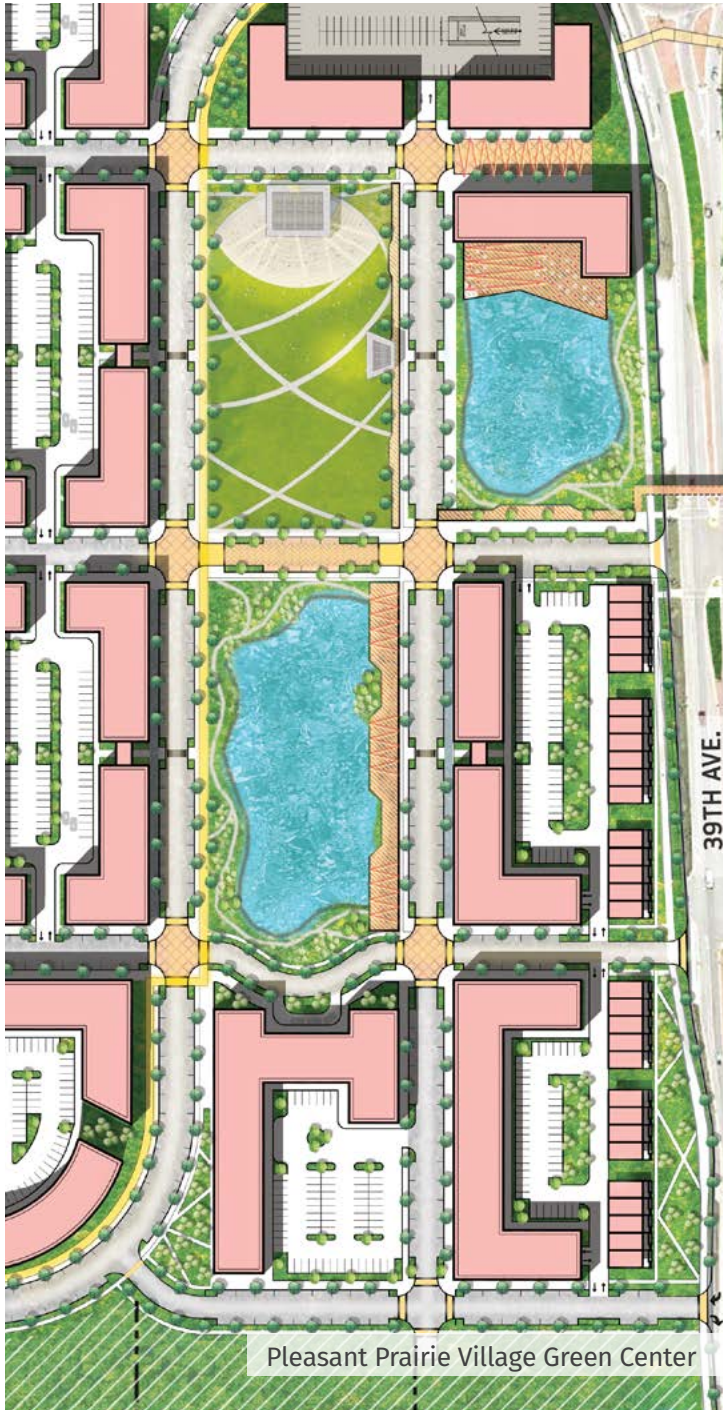
IMPLEMENTATION (2 MONTHS)

INSPIRE
At this phase we transition the masterplan document into an implementation plan that includes some specific actions and next steps. This may include suggestions to amend or modify municipal codes, acquire properties within the downtown area, complete a set of design guidelines or further public improvement projects. We will also coordinate the results of the new downtown masterplan with the existing downtown streetscape plan and make any recommendations or potential changes. We will assist in providing entitlement process, development frameworks, and commentary on the high-level feasibility of specific aspects of the plan to help build interest from developers or other private investors.

CONNECT
The project team will work with the village staff to compile a final report and execute any final edits needed to complete a visionary masterplan for the future of the Williams Bay downtown that also includes short term priorities and actional goals. The final report documents will be available as a printed document, a web document and for use by businesses, developers, other stakeholders, and the public to promote confidence about village commitment and timing.

DEFINE / ENTITLE / CONSTRUCT
Once the Final report has been approved, the project team emphasizes its long-term commitment to the city, where it shall provide recommendations for update services as phases are implemented or the masterplan changes over time. The downtown masterplan should be a living document that provides an updated framework for Williams Bay long-term vision for their Downtown.

- DELIVERABLES**
- Final Report: Downtown Masterplan for Williams Bay



Example of Rendered Siteplan



Pleasant Prairie Village Green Center

Rendering Example of Masterplan Vision



Ten Mile Park, Brown Deer

Rendering Example of Park Vision



Visioning Session



Community Feedback



CUDAHY MASTERPLAN

Cudahy, WI

STATUS

On Going

PARTNER

City of Cudahy

The Cudahy Gateway and City Center Plan focuses on the revitalization of the arrival experience to Cudahy's historic downtown center, and the relinking of underutilized areas throughout.

The primary design vision re-energizes and unifies these areas with a green connection deemed the "On-Grade Highline." This green connection features bicycle and pedestrian friendly streetscaping with opportunities for pocket parks and future walkable destinations throughout the planning area. Among those future destinations are a proposed Civic Center, a redeveloped wetland greenspace, mixed-use and residential neighborhoods, as well as commercial, and light industrial development opportunities.



RIVER POINT DISTRICT

La Crosse, WI

STATUS

Ongoing

SIZE

50-acres

PARTNERS

City of La Crosse

Bordering the Mississippi River, this masterplan development site has a rich history of past industrial uses and continued ecologically valuable wetlands.

RINKA was chosen to lead the Masterplanning and visioning for a vibrant new community and neighborhood oriented mixed-use development. The development will engage nature and introduce lively and more urban design oriented conditions to create an elevated experience for living in this region. The layered introduction of a grid addresses the site's existing surroundings and expands promoting access to large green spaces. A main street feel with pedestrian focused accessibility throughout guides the design for this unique location. River Point District aims to become a fantastic addition and destination along Wisconsin and Minnesota's border.



DREXEL TOWN SQUARE

Oak Creek, WI

STATUS
Complete

SIZE
85 Acres

PARTNER
City of Oak Creek
Wispark
Kapur

Drexel Town Square is a master development plan that created a new downtown center in Oak Creek, Wisconsin.

Reminiscent of a traditional downtown, the new development includes a new Main Street, Oak Creek's first, with a new City Hall and Library on a the town square, surrounded by retail stores, restaurants, shops, businesses and apartments. RINKA was involved in the project from multiple aspects, including a pedestrian oriented streetscape design, design for all of the public spaces, and the Town Center design which serves as the heart of the new downtown. In conjunction with many project partners, RINKA led the masterplanning design for the 85-acre site while establishing a design vision for all buildings within the core Main Street district.

AWARDS

2015 WEDA Real Estate Development + Reuse Award
2016 Milwaukee Business Journal Real Estate Award
2019 ASLA Merit Award - General Design



LAKESHORE COMMONS

Oak Creek, WI

STATUS

Under Construction

SIZE

86-acres

PARTNERS

City of Oak Creek
Kapur

Located on the shores of Lake Michigan, Lakeshore Commons is a nature-based community reimagining modern living.

Designed around sustainability and diversity, this self-sustaining community will offer a variety of housing types, active and passive amenities, and of course the natural beauty of Lake Michigan. Lakeshore Commons is built on interpersonal engagement and shared experiences, putting community connections first with paths, trails, and parks weaving throughout the community. From sipping a morning coffee, to walking kids to the playground, to a picnic with loved ones on the bluff, Lakeshore Commons is designed for a modern, active lifestyle and sustainable living.



SEARS MARKET

Milwaukee, WI

STATUS

Concept Phase

SIZE

3-Story Building & Surrounding Block

PARTNERS

HG Sears, LLC

The Milwaukee Mall is a visionary masterplan revitalizing the iconic Sears building and the surrounding area into a dynamic community hub. The design transforms the Sears building into a versatile mixed-use facility, fostering a welcoming and inclusive environment for the local community.

The Milwaukee Mall represents an innovative masterplan committed to revitalizing Milwaukee's iconic Sears building and re-imagining the adjacent area as a thriving community hub. The envisioned design prioritizes the transformation of the Sears building into a versatile mixed-use facility, seamlessly blending pedestrian-friendly streetscapes, lush greenspaces, and communal gathering areas. This holistic approach aims to craft an inclusive and dynamic environment that beckons the local community.

PROJECT STAFF + ORGANIZATION

STEVE MORALES

Partner
smorales@RINKA.com



With over 18 years of experience working on a variety of project types from masterplanning to mixed-use developments to healthcare, Steve leads multiple teams as one of RINKA’s partners.

SELECT PROJECT EXPERIENCE

- Milwaukee Bucks Entertainment District - Milwaukee, WI
- Lakefront Gateway Plaza - Milwaukee, WI
- River 1 Development - Milwaukee, WI
- Drexel Town Square - Oak Creek, WI
- White Stone Station - Menomonee Falls, WI
- 84South Development - Greenfield, WI
- Brown Deer Development - Brown Deer, WI
- Oak Creek Lake Vista Masterplan - Oak Creek, WI
- Oak Creek Lake Vista Pavilion + Bluff Shelters - Oak Creek, WI
- River Point District Masterplan - La Crosse, WI
- F3 Marina - Fort Lauderdale, FL
- Woods of Greenfield - Greenfield, WI
- Greatlife Mukwonago - Mukwonago, WI
- Menomonee Falls / EVS Masterplan - Menomonee Falls, WI
- Regency Mall Redevelopment + Masterplan - Racine, WI
- KK/BMO Mixed Use Development - Milwaukee, WI
- Schlitz Park Mixed Use Masterplan - Milwaukee, WI
- Pleasant Prairie Mixed Use Masterplan - Pleasant Prairie, WI

BACKGROUND

Master of Architecture: UW-Milwaukee
Bachelor of Science in Architectural Studies: UW-Milwaukee

ERIC MAYNE

Senior Design Director | Masterplanning Practice Leader
emayne@RINKA.com



As an internationally registered architect and urban planner with over 20 years of award-winning design experience, Eric has built an impressive portfolio that encompasses many sectors.

SELECT PROJECT EXPERIENCE

- Saukville Masterplan – Saukville, WI
- American Orthodontics – Saukville, WI
- Zizzo Offices – Milwaukee, WI
- Pleasant Prairie Masterplan – Pleasant Prairie, WI
- Riverpoint Masterplan – LaCrosse, WI
- Water’s Edge Condominiums – Caledonia, WI
- Saukville Community Masterplan - Saukville, WI
- Pleasant Prairie Community Masterplan - Pleasant Prairie, WI
- Thrivent Community Masterplan - Appleton, WI
- Riverpoint Masterplan - LaCrosse, WI
- Lakeshore Commons - Oak Creek, WI

BACKGROUND

Examination in Professional Practice, Southbank University, London Division of Architecture, England
Masters in Architecture, Bartlett School of Architecture, University College, England
Bachelor of Science in Architecture and Certificate in Urban Planning, SARUP, University of Wisconsin-Milwaukee

CREDENTIALS

AIA, Member
Royal Institute of British Architects, Member

PROJECT STAFF + ORGANIZATION (con't)

KENNY ADAMS

Placemaking Strategist
kadams@RINKA.com



Kenny leverages a multi-disciplinary background to celebrate community and landscape through problem-solving and collaboration during the planning proces.

SELECT PROJECT EXPERIENCE

- Northern Gateway Community Collective - Saukville, WI
- Thrivent Development - Appleton, WI
- R1VER Development – Milwaukee, WI
- Loomis Multi-Family - Greenfield, WI
- North Shore Athletic Village - Bayside, WI
- Water’s Edge Development - Caledonia, WI
- Village Green Center - Pleasant Prairie, WI

Kenny approaches each project with enthusiasm for learning about its community, landscape, and history. He draws inspiration from those studies and works with team leaders and project stakeholders to help establish design narratives that can help bring people together, and enhance both built and natural environments.

With experience in engineering, planning, and architecture, Kenny brings a collaborative and technical mindset that yields holistic problem solving at all scales and design phases.

BACKGROUND

- Master of Architecture: UW-Milwaukee
- Bachelor of Science in Architectural Engineering: University of Colorado - Boulder

CREDENTIALS

- Registered Engineer: Colorado

TIMELY COMPLETION OF THE PROJECT

Our team is a consolidated group of in-house experts rather than a complex web of sub-consultants. This gives us the advantage of speedy reaction times, read access to over 45 in-house design professionals, and the creative experience to drive value and achieve cost effective designs. Our team has immediate availability and projected capacity to act as your strategic partner on this impactful project for the village.

WORK ELEMENTS: SCHEDULE

WILLIAMS BAY DOWNTOWN MASTERPLAN

Schedule

LAST UPDATED 3/21/24

		May-24				Jun-24				Jul-24					Aug-24				Sep-24					Oct-24							
DESIGN PHASE		5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	7/1	7/8	7/15	7/22	7/29	8/5	8/12	8/19	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	10/28				
COMMUNITUY ENGAGEMENT					5/20	STAKEHOLDER INTERVIEWS												8/19	STAKEHOLDER INPUT						9/23	PLAN COMISSION				10/21	VILLAGE BOARD
In person Meetings						(VIRTUAL &/OR INPERSON)																									
INSPIRATION																															
Milestone Meetings			5/6 KICK-OFF				6/3 REVIEW DATA																								
	RESEARCH (existing conditions, research, assessment & data gathering)																														
	UNDERSTAND (ananyzing data, community engagement schedule)																														
	AUTHOR (placemaking narrative - Vision and Planning Principles)																														
IDEATION																															
Milestone Meetings												7/15 REIEW PRELIMINARY CONCEPTS																			
	IDEATE (preliminary concepts, diagrams, data analysis)																														
	PROTOTYPE (Preliminary Opportunity Analysis and Development plan)																														
	TEST (Revised Development Plan)																					9/16 - 10/14 DRAFT AND FINAL		DOCUMENT REVIEW							
IMPLEMENTATION																															
Milestone Meetings																															
	INSPIRE (Final Draft Report to build interest, inform stakeholders/public)																														
	CONNECT (Phasing and Feasibility, Final Document)																														
	DEFINE/INSPIRE/CONSTRUCT (Define any immediate next steps)																														

NOTES:
* Timelines are estimates, and may differ depending on start-up period and Meeting Scheduling
* Schedule assumes regular virtual progress meetings with in addition to the milestone dates identified

WORK ELEMENTS: FEE

RINKA proposes a budget Lump sum fee of **\$21,500**, excluding related project expenses itemized below. The project team anticipates spending 201 hours to complete the Williams Bay Downtown Masterplan.

Hourly Rates by Staff

RINKA	Hourly Rate
Steve Morales (Partner)	\$ 220
Eric Mayne (Masterplanning Practice Area Leader)	\$ 160
Kenny Adams (Design Professional II Masterplanning)	\$ 110
James Lieven (Design Professional I Masterplanning)	\$ 105
Anna Wainio (Branding Strategist)	\$ 95

Cost by Phase

RINKA	Total Hours	Cost
Public Engagement	32	\$ 4,400
Inspiration	38	\$ 4,520
Ideation	75	\$ 7,180
Implementation	36	\$ 4,100
Total Professional Fees	201	\$ 20,200
Reimbursable Expenses *		\$ 1,300
Total		\$ 21,500

*Reimbursable expenses –

1. Parking data collection as defined in the RFP to be carried out by an independent consultant with drone technology pending the appropriate approvals at a cost of \$150 per flight x 4 visits = \$600
2. Travel expenses – For in-person meetings noted on the project schedule all other meeting are assumed virtual meetings. Travel expenses total = \$700

“DTS was floundering until you stepped in. One of the best (and toughest) decisions I made in my career was to change design firms when we hired you. You understood what needed to be done to knit it all together. It is fun to watch the drawings become reality!”

- Jerry Franke – Former President, Wispark, LLC

CONTACT

Eric Mayne, Masterplanning Practice Area Leader
756 N. Milwaukee Street, Suite 250,
Milwaukee, WI 53202
C. 262-455-1497
emayne@rinka.com



PROPOSAL FOR:
VILLAGE OF WILLIAMS BAY
DOWNTOWN MASTER PLAN
MARCH 22, 2024



**VANDEWALLE &
ASSOCIATES INC.**

Madison Office: 120 E. Lakeside St. Madison, WI 53715 | P: 608.255.3988 F: 608.255.0814 | vandewalle.com

Milwaukee Office: 247 Freshwater Way, Suite 530, Milwaukee, WI 53204 | P: 414.988.8631

Primary Contact: Sonja Kruesel, AICP, Project Manager | Email: skruesel@vandewalle.com

Jeff Maloney, Principal-in-Charge | Email: jmaloney@vandewalle.com

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LETTER OF TRANSMITTAL



VANDEWALLE &
ASSOCIATES INC.
Shaping places, shaping change

David Lothspeich, Village Administrator
Village of Williams Bay
250 Williams Street | Williams Bay, WI 53191
admin@vi.williamsbay.wi.gov

Re: Village of Williams Bay Downtown Master Plan

Dear David and Selection Committee:

On behalf of the Vandewalle & Associates team, we are pleased to submit this proposal for the Downtown Master Plan. Our firm brings unmatched history and knowledge of the Village, the planning area, and the region that has been established through our work with the Village on zoning, current planning, project review, and Comprehensive Plan. Combined with this local knowledge, Vandewalle & Associates has been involved in downtown planning since our founding more than 40 years ago. Through our long-standing work with small to mid-sized communities we have developed a process and expertise that we can apply directly to this project. Specifically, our team's strengths include:

- **Downtown Planning Experience** – Vandewalle & Associates has helped over 20 small to mid-sized Wisconsin communities complete and implement downtown plans, including Middleton, Mount Horeb, Sun Prairie, Edgerton, Beloit, and many more.
- **Guide the Plan with Public Input** – Our years of experience guiding public engagement creates consensus around key ideas, informs major components of the plan, and builds momentum toward adoption and implementation to come.
- **Community Knowledge and Understanding** – We have worked in partnership with Williams Bay on zoning, current planning, project review, and the Comprehensive Plan. Our working relationships and regional knowledge will allow us to hit the ground running in this project.
- **Site and Real Estate Market Understanding** – Having decades of planning and real estate knowledge through successful projects in both the public and private sectors, we understand the opportunities and potential of downtowns in the commercial, residential, and mixed-use markets.
- **Urban Planning and Design** – We understand how to connect urban streetscape design with the community's vision for land use planning and economic development for a wholistic approach to Downtown Master Plans.
- **Vision and Branding** – Our team has an established record of identifying place-based assets and market strategies to create a district brand and marketing initiative. We have in-house experts with over 20 years of professional marketing experience.

Within this proposal we have detailed our project approach, work plan, schedule, and team responsibilities. Our enclosed Scope of Services has been created based on our experience with similar projects and communities, and customized to reflect the Village's Request for Proposals. We understand that our proposal exceeds the budgeted amount. Should the Village wish to reprioritize aspects of the proposal, we'd be happy to work with you to modify the specific work plan as needed. Thank you for considering the Vandewalle & Associates team, we look forward to discussing this exciting project with you.

Sincerely,

Sonja Kruesel, AICP
Project Manager
skruesel@vandewalle.com

Jeff Maloney
Principal-in-Charge
jmaloney@vandewalle.com



Urban
Planning

Vandewalle & Associates is a multi-disciplinary team of visionary urban planners, economic development specialists, and communicators working to improve quality of life and economic vibrancy in small-to-mid size communities throughout the Midwest. Working from our offices in Madison and Milwaukee Wisconsin and in the field, we have helped to plan, position, implement, and transform countless sites, corridors, downtowns, communities, and regions into forward-looking opportunities and vibrant and sustainable places for people.

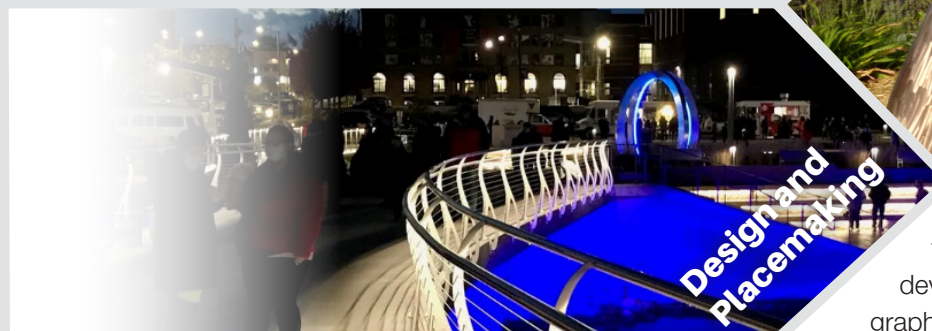
Eye Level Studio



EYE LEVEL
STUDIO™

A Division of Vandewalle & Associates

A division of Vandewalle & Associates



Design and
Placemaking



Eye Level Studio leads the design and communication arm of the leading urban planning and economic development firm. We are a team of landscape, urban, and graphic designers and storytellers, linked to a vetted consortium of lighting, mural and sculpture artists.

Firm Identification

Vandewalle & Associates, Inc.
Year Established: 1976

Milwaukee:

247 Freshwater Way
Milwaukee, WI 53204
(414) 988-8631 Phone
Website: www.vandewalle.com

Madison (primary office):

120 E Lakeside Street
Madison, WI 53715
(608) 255-3988 Phone
(608) 255-0814 Fax

Primary Contacts

Project Manager | Sonja Kruesel, AICP
(920) 988-2327 | skruesel@vandewalle.com

Principal-in-Charge | Jeff Maloney
(608) 255-3988 | jmaloney@vandewalle.com

Conflict of Interest

Vandewalle & Associates is the planner oncall for the Village of Williams Bay, there would be no conflicts of interest in completing the Downtown Master Plan.

Insurance Requirements

We have reviewed the insurance and indemnification requirements listed in Attachment 2 of the RFP and accept these requirements without any modifications.



Village of Williams Bay Public Vision Workshop



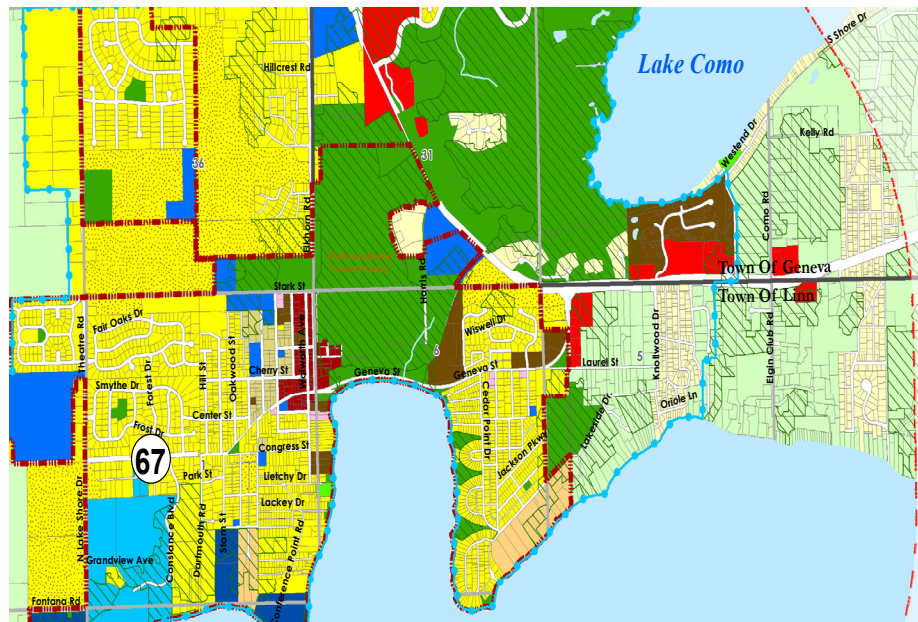
TECHNICAL APPROACH AND SCOPE OF WORK

PROJECT UNDERSTANDING & APPROACH

Vandewalle & Associates prides itself on getting projects built, not just planned. Our approach to this project will be to provide the Village with a Downtown Master Plan that will encompass the next 20 years. We aim to accomplish this in a variety of ways.

Addressing Key Issues in Williams Bay: There are a wide array of issues that exist today that are also key opportunities for the future. Through this project, our focus will be to address each one and explore how it could be turned into a future asset for the community. This includes a detailed evaluation of existing conditions and market opportunities, the development of a vision for the future that corresponds to unified set of opportunities for the future, and comprehensive recommendations and strategies for how the vision could be realized in the future. Specifically, we will address the following set of core issues as identified within the RFP.

- **Streetscape** – In conjunction with the transportation analysis and recommendations, special attention will be given to street-level improvements to help bolster the streetscape experience for residents, visitors, and employees. This includes detailed graphical depictions of existing and recommended new landscaping, lighting, public art, and wayfinding throughout the planning area. Our goal will be to establish the area's unified theme and foster greater aesthetic and transportation opportunities for all users of the streetscape throughout the planning area.
- **Parking Facilities** – Exploring ways to efficiently utilize existing public and private parking areas and develop recommendations for future public parking facilities that serve key assets in the downtown. Additionally, exploring connected, multi-modal, and accessible transportation network in the planning area will be another focus area. The recommendations of the plan will present ways to provide safety for all users, an analysis and understanding of public and private parking remedies, and improvements for those walking and biking to, from, and within downtown.
- **Land Use Characteristics** – An understanding of the existing land use pattern; potential redevelopment sites; potential environmental issues; opportunities for expanded or new public spaces; new connections between land uses, assets, and destinations; the potential geographical expansion of the downtown footprint; and building consensus around community facility transitions.



Village of Williams Bay Future Land Use Map

Implementation Strategies: For a great number of our clients, we provide ongoing assistance with plan implementation including everything from developer and business recruitment to financial strategies involving grants and TIF to innovative mechanisms to public space and streetscape improvements. In particular, we are working on several projects aimed at creating more mixed-use development, affordable housing, and increasing sustainability in both public and private projects. As a result, we have the experience and skills to craft an implementation strategy that is both extensive in its reach and practical in its application.

SCOPE OF SERVICES

With a foundation and long-standing history of work with the Village, we have the local knowledge to hit the ground running to craft a catalytic Downtown Plan that reflects the Village's key priorities for the area. Having worked on many downtown plans throughout Wisconsin, our team of experts will guide the Village with visionary concepts that will inform the Village's planning for the State Hwy 67 reconstruction project and guide future development efforts within the Downtown.

Work Element 1. Community Engagement and Meeting Attendance

A variety of formats will be used to engage Village staff, stakeholders, the Plan Commission, the Village Board, and the public to obtain input on community vision ideas relative to the planning area throughout the project. A kick-off meeting and regular village staff check-in meetings throughout the project offer continuous lines of communication, opportunities to prepare and plan for events, and opportunities for input and feedback as project materials are developed. We recommend the appointment of a small steering committee to participate in regular project guidance and communication.

- a. Kick Off Meeting – One virtual meeting with key Village representatives to obtain initial project feedback and discuss project schedules and deliverables. (1 Virtual Meeting)
- b. Village Staff Meetings and Project Communications – Regularly scheduled check-in calls/meetings and ongoing email correspondence. (4 Virtual Meetings)
- c. Joint Plan Commission/ Village Board Input Meeting – meeting to review the project scope and obtain feedback on issues and opportunities for the planning area. (1 In-Person Meeting)
- d. Stakeholder Focus Group Meeting – meeting with stakeholders to gather site-specific information on existing conditions and future vision for the planning area. (1 In-Person Meeting)
- e. Individual Stakeholder Interviews – Two individual meetings with additional project stakeholders such as the Wisconsin Department of Transportation (WisDOT) to discuss plan development and impacts. (2 Virtual Meetings)



Public Open House

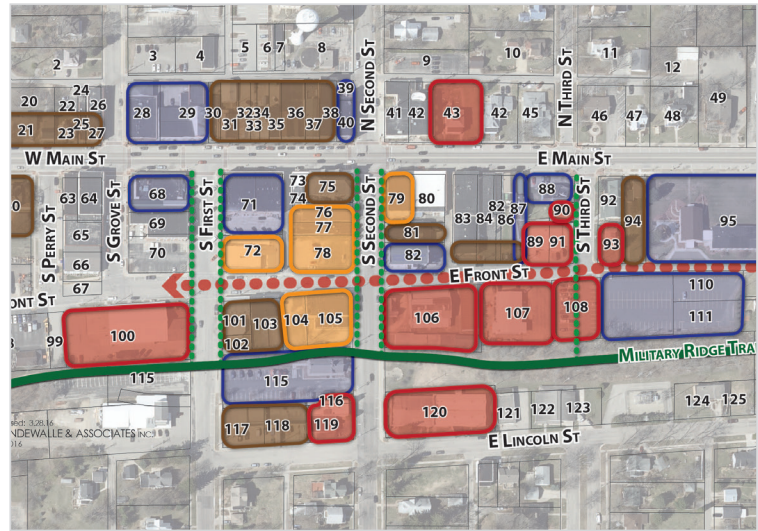
Work Element 2. Existing Conditions and Opportunity Analysis

The project will begin with a review of existing plans and relevant documents, and an evaluation of existing conditions within the planning area. This will also include conducting a general assessment of housing and commercial retail needs and trends in the planning area's real estate market. A review of existing available public and private parking stalls will be documented along with conceptual ideas for parking reorganization and identification of new parking opportunities. The expected deliverable from these efforts will be a graphical summary with succinct supporting text to aid in clear communication and use of the documents for future implementation efforts.

- a. Review and Summarize Existing Plans & Recommendations – Compile, review, and summarize relevant plans including recently completed and/or ongoing Village-led and private sector-led projects. Identify key recommendations that remain relevant to the planning study.
- b. Conduct an Existing Conditions Inventory & Analysis – Data gathering using aerial photographs, County and Village planning and land records.

SCOPE OF SERVICES

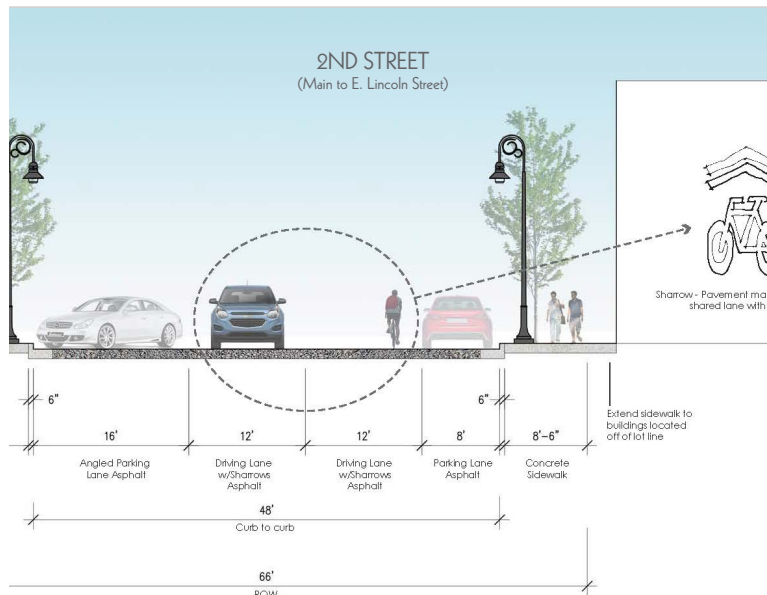
- c. Complete an Inventory of Existing Parking & Identify Parking Opportunities – Conduct a high level analysis using aerial photographs of existing off-street parking spots in the downtown area, existing street parking spots in the downtown area, and identifying priority locations for increasing parking capacity near key destinations.
- d. Develop an Opportunity Analysis Graphic with Summary Text – Conduct a high-level demographic, market, and real estate trend assessment that includes an inventory of existing businesses, projects, and conditions. This will be done using some of base data collected and analyzed for the Comprehensive Plan, combined with market reports generated by ESRI Business Analyst, County assessment data, and local real estate (sale, construction, etc.) data. This assessment will also determine key opportunities for the downtown area, including potential redevelopment sites, public amenities, and parking arrangements.



Mount Horeb Downtown Redevelopment Plan

Work Element 3. Streetscape Design Layout

Using upfront input received during the community engagement phase, including information regarding the WisDOT reconstruction of State Hwy 67, and opportunities identified in the Opportunity Analysis Phase, a streetscape layout design will be developed. The design will consider traffic patterns such as one-way streets, parking areas, and streetscape design elements such as sidewalks, curb-bump outs, and intersection and pavement treatments. A streetscape amenities palette will be developed including elements such as street lighting, street furniture, and other decorative and wayfinding elements. The deliverables are anticipated to support and inform elements for consideration ahead of the Phase 2 State Hwy 67 reconstruction.



Mount Horeb Downtown Plan Streetscape Section

- a. Develop Streetscape Cross Section and Plan View – Provide a plan view and a typical cross section version of a streetscape design for the planning area which can be used to inform elements for consideration ahead of the Phase 2 State Hwy 67 reconstruction.
- b. Develop Streetscape Amenities Palette – Provide graphic images as recommendations for a unified streetscape amenities palette to include features such as street lighting, street furniture and other decorative and wayfinding elements.

SCOPE OF SERVICES

Work Element 4. Redevelopment Sites Opportunity Analysis

The redevelopment sites opportunity analysis will review properties within the planning area to identify market opportunities, identify parking reorganization opportunities, and potential redevelopment sites and recommendations with a graphic map summary format and supporting text. An implementation strategy will provide direction for implementation action steps such as actions, policies, and projects the Village and its partners need to undertake to bring the area's vision to life (zoning, capital planning, marketing, financing, coordination, partnerships, etc.).

- a. Develop Graphic Summary of Redevelopment Site Analysis – Engaging graphic plan view of the planning area identifying potential redevelopment sites and key opportunities with supporting images and text.
- b. Create Implementation Action Plan – Tabulate summary of recommended implementation action steps.

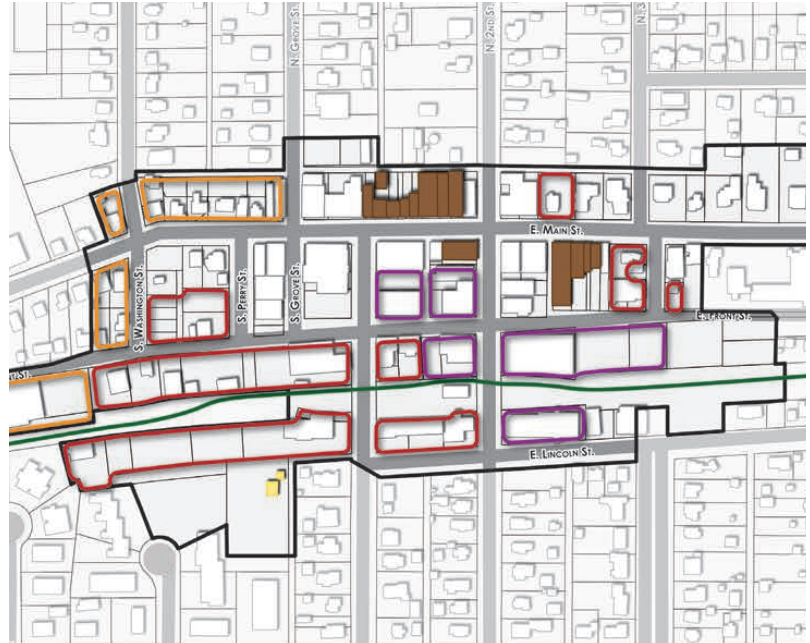
Work Element 5. Document Completion & Adoption

Building upon the community input received, the existing conditions inventory, the opportunity analysis, the streetscape layout design, and the redevelopment sites opportunity analysis, a final document will be compiled to be presented as the Williams Bay Downtown Master Plan.

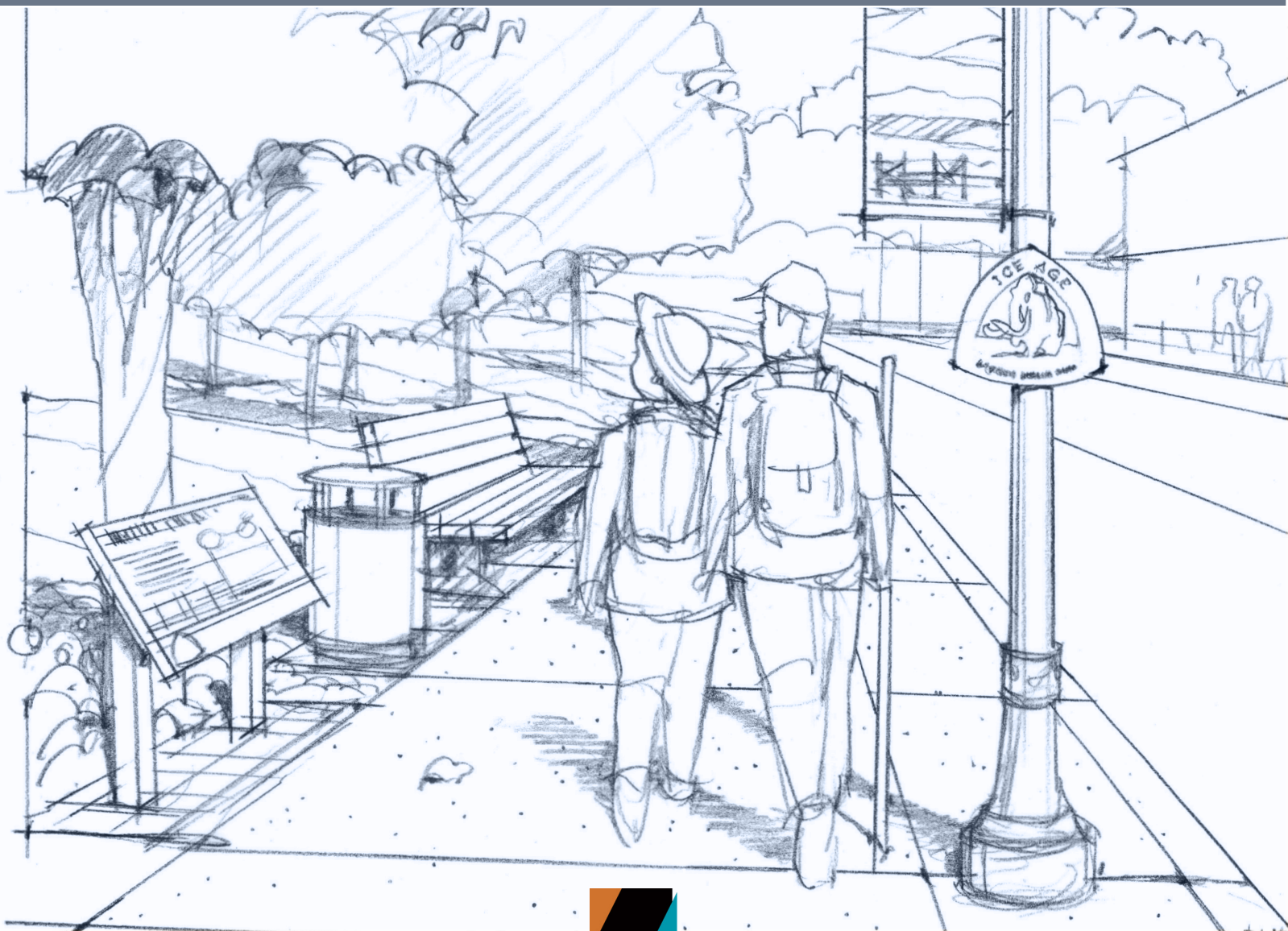
- a. Complete Final Report – The final report is expected to be delivered as a graphic-heavy document with supporting text in order to convey all information developed through the course of the project in an easy-to-digest document. The final report will include work products development in Work Elements 1-4.
- b. Joint Plan Commission & Village Board Adoption Plan Meeting – Attend one in-person meeting held jointly between the Plan Commission and Village Board to review findings of the report and to consider final acceptance of the project document.

Optional Tasks

- a. Community Visioning Workshop (In-Person) – Facilitated community-wide visioning workshop to solicit input and feedback on downtown needs and opportunities.
- b. Joint Plan Commission & Village Board Draft Plan Meeting (In-Person) – A review of the draft plan to provide additional comments and direction prior to the final approval.
- c. Concept Redevelopment Site Plan and Visual Rendering Sketch – Selection of a priority redevelopment site and creation of a concept site plan and visual rendering sketch to provide an inspiring vision for a catalytic development in the planning area.
- d. Lakefront Park Concept Plan – Creation of a concept plan for Edgewater Park that will enhance existing community events and study compatible opportunities for other uses of the park.



**Mount Horeb Downtown Plan
Rehabilitation & Development Opportunities**



RELATED TECHNICAL EXPERIENCE



Watertown Main Street Main Street Transformation

The upcoming full reconstruction of Main St is planned by WisDOT and the intent of this project is to provide design recommendations in coordination with these efforts and develop a [vision for Downtown Watertown](#).

The “new” Main Street can transform Watertown into a vibrant city ready to stake its claim as a top place to live and do business. This vision for downtown Watertown and the enhancement of the reconstruction of Main Street includes developing the City’s preferred configuration of Main Street, identifying the components of the new streetscape, activating the public spaces near Main Street, enhancing the appearance of downtown, and getting people to Main Street and nearby destinations. Objectives include:

- Welcome visitors to a unique place
- Portray, create, and strengthen the unique downtown Watertown Identity
- Create spaces for visitors to pause, rest, gather and socialize, read
- Increase visitor comfort and enhance the visitor experience

The Main Street Design communicates the City’s preferences for curb configuration, bump-out locations and types, vehicle and pedestrian flow, traffic calming, small gathering place, and locations for features, street trees, benches and trash receptacles, block identification, and planters. These proposed enhancements reflect the City’s vision for a pedestrian-friendly and attractive Main Street. This includes curb configurations and bump-outs, crosswalks, amenity areas, street furniture and feature locations, and accommodating truck and traffic flow needs.

The Streetscape Components include what will inhabit the new Main Street and pedestrian areas - a consistent palette of features and “street furniture” that will reflect the desired aesthetic of downtown, the spirit of Watertown, and its history. Components include entry features, lighting, kiosk, block identity features, wayfinding signage, parking lot identity features, benches, trash receptacles, street trees, planters and bike racks.

The Public Spaces reach beyond Main Street and its components and identifies opportunities, in the core blocks of downtown, to create public spaces for gathering, pedestrian connections, and enhance the experience for all users of downtown Watertown. This includes event venues and street closures, art and enhancements and naming and enhancement of public parking lots.

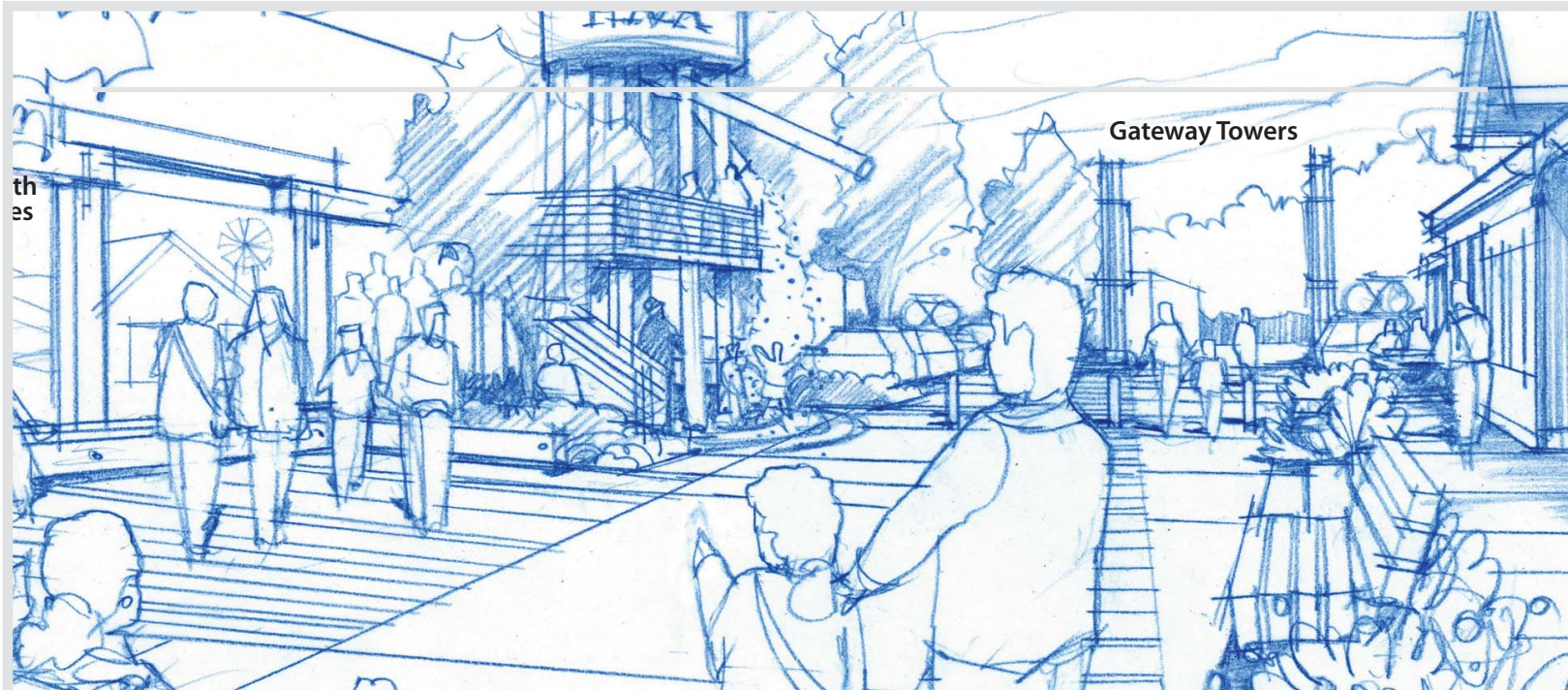
The Wayfinding System lays out plans for a new wayfinding system that includes the most significant destinations, primary routes, and locations for wayfinding signage for both the downtown heart of the City as well as prominent destinations outside of downtown. This included downtown and community wayfinding plans as well as signage designs.



REFERENCE:

Mason Becker, Strategic Initiatives
and Development Coordinator
P: (920) 567-8181
E: MBecker@watertownwi.gov

DATES: 2023-2024



Mount Horeb Downtown Plan

Opportunity Analysis + Downtown Plan

Vandewalle & Associates worked with the City and the MHAEDC to develop the [Downtown Redevelopment Plan](#) and Downtown Tax Increment District. The Plan included a series of graphics depicting multiple redevelopment opportunities and concrete implementation steps to help the Village, MHAEDC and Chamber work in close coordination to attract new businesses and visitors to create a regional destination. Also included was a detailed list and cost estimate for new and enhanced public facilities needed to support and catalyze the private reinvestment. Vandewalle has continued to work side by side with these partners to create incentive programs including façade and building improvement grants as well as private, low-interest loan program in conjunction with local banks. In addition, we help to negotiate and structure TIF development agreements for major redevelopment projects with terms that are fair and equitable to both parties. We also identified and helped procure state funding programs that have brought \$500,000 to support private redevelopment efforts as well \$600,000 in state funds to directly contribute to Village infrastructure improvements. The result has been visually and economically stunning while also respecting and enhancing the downtown core's historic character.

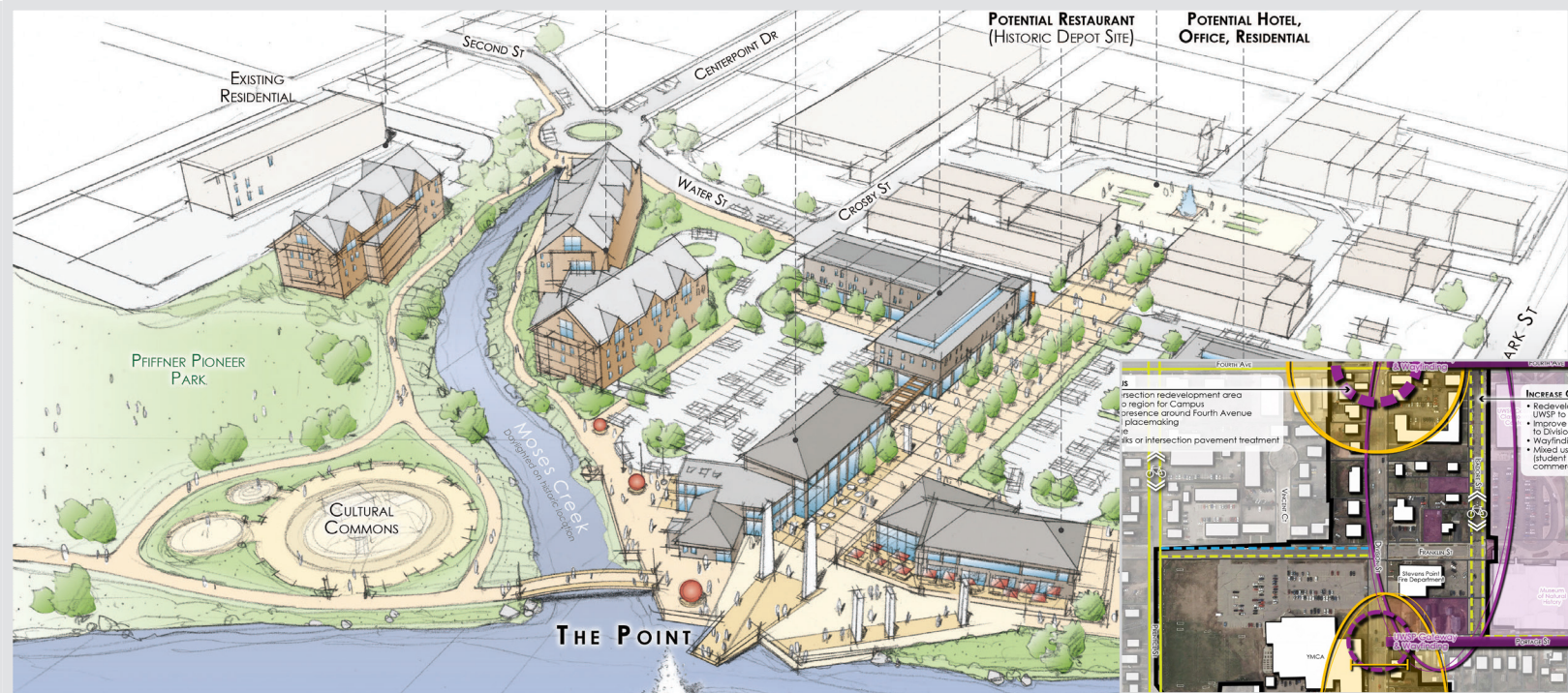


REFERENCE:

Nicholas Owen, Village Administrator
P: (608) 437-9409
E: nic.owen@mounthorebwi.info

DATES: 2017





Stevens Point Downtown & Division Street Targeted Area Master Plan

Because of the increasing costs of land and utilities, there are fewer opportunities for new or greenfield real estate development that makes financial sense in Stevens Point. Development and growth opportunities in the city now focus more on redevelopment, placemaking, adaptive reuse, and ensuring connections among the established plans and projects of large property owners, including Sentry Insurance and the University of Wisconsin-Stevens Point.

Vandewalle & Associates worked with the Redevelopment Authority of the City of Stevens Point to develop master plans for the [Downtown](#) and [Division Street corridor](#). While the resulting analysis, strategies, and action items are separated into a distinct plan document for each targeted area, both plans share a common long-term vision and many high-level recommendations. These recommendations provide a framework under which additional planning and decision-making may occur, as well as a logical sequence of actions that ultimately serve to implement the community's long-term economic development and quality of life goals.

In addition to establishing priorities for the city's future land use, transportation network, park and open spaces, and major development projects, the plan guides near-term implementation of real estate and infrastructure investments and planning and economic development activities. It builds on prior plans and modern trends, along with recent and ongoing development activity. Further, it was developed with input from the local and broader community, reflecting the needs and desires of the populace and enlisting their support for the resulting recommendations.

The City is currently working with V&A to update and adopt the Downtown Master Plan and redevelopment planning for a former Shopko site.

REFERENCE:

Ryan Kernosky, MPA, Director of
Community Development
P: (715) 346-1568
E: rkernosky@stevenspoint.com

DATES: 2019 and 2024





Slinger Downtown Plan

Opportunity Analysis + Downtown Vision

Despite the economic recovery of the 2010s and the strong appeal of the Slinger School District, the Village of Slinger had not seen a high level of economic activity and investment in recent years. The Village contracted with Vandewalle & Associates to develop an economic development strategy for the Village, including new and existing business parks, the languishing downtown, and the busy Highway 60 corridor.

Beginning with an Economic Opportunity Analysis adopted in 2016, which uncovered Slinger's unique economic assets and opportunities, Vandewalle & Associates has guided Village of Slinger's economic development and revitalization planning for the past five years. This has included the development of the [Downtown Vision and Strategy](#) to craft a future vision for the downtown, advance downtown revitalization through catalytic site identification and reuse planning, make recommendations for improvements to the public realm, and provide a detailed and actionable implementation strategy. This plan was adopted in conjunction with other ongoing efforts led by Vandewalle & Associates to promote economic development in the downtown and Village has a whole.

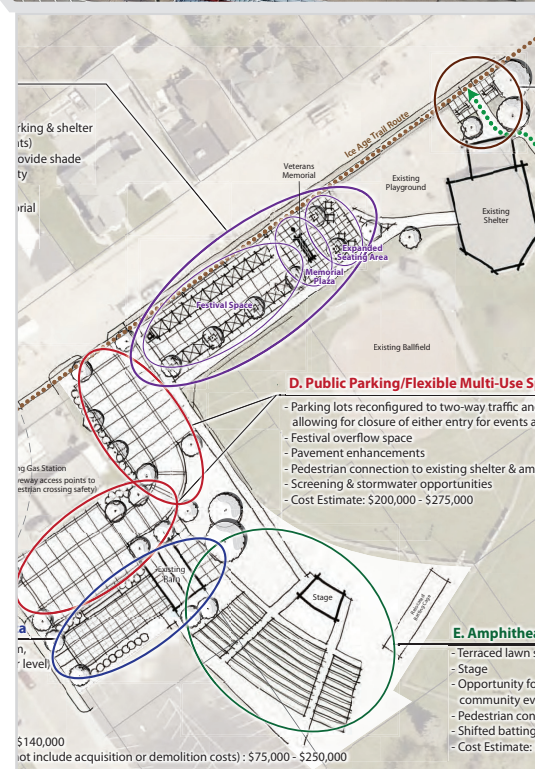
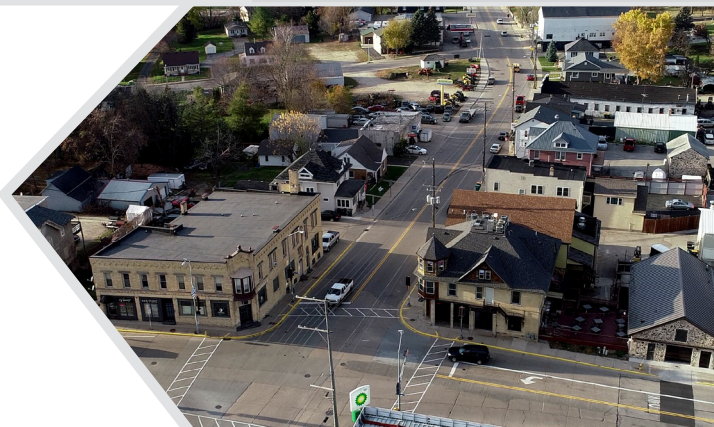
REFERENCE:

Margaret Wilber, Village Administrator
P: (262) 644-5265, ext 118
E: mwilber@vi.slinger.wi.gov

DATES: 2016 - Present

VANDEWALLE & ASSOCIATES INC.

EYE LEVEL STUDIO
A Division of Vandewalle & Associates





Viroqua Main Street Pedestrian Safety and Placemaking Improvements

Connecting People to Downtown

City received a state grant to make pedestrian safety improvements on Main Street in the heart of the downtown that also serves as a busy state highway. Viroqua is top tourist destination in Wisconsin's Driftless region, boasting several local food, crafts, and arts establishments. Vandewalle's role was to identify current and future redevelopment sites, parking needs, and circulation patterns as a basis for evaluating various improvement alternatives prepared by Strand Associates Engineers. In addition, we prepared goals and concepts for beautifying and further activating Main and other downtown streets. We conducted direct outreach to downtown merchants and property owners as well as hosting two well-attended, virtual public meetings in the midst of the pandemic.

As part of the plan process, we prepared streetscape enhancement goals and concepts based on existing community/downtown assets and the City's rich history; elements included street furniture, planters, trees, public art, and enhanced lighting; enhanced sidewalks and crosswalk paving/markings and signals; wayfinding and informational kiosks; and activity areas for outdoor dining, gathering and small performances.

Based on our impact analysis and public input, the City Council unanimously approved one of the alternatives, which also was accepted by the state DOT and is currently under final design with construction scheduled for 2024.

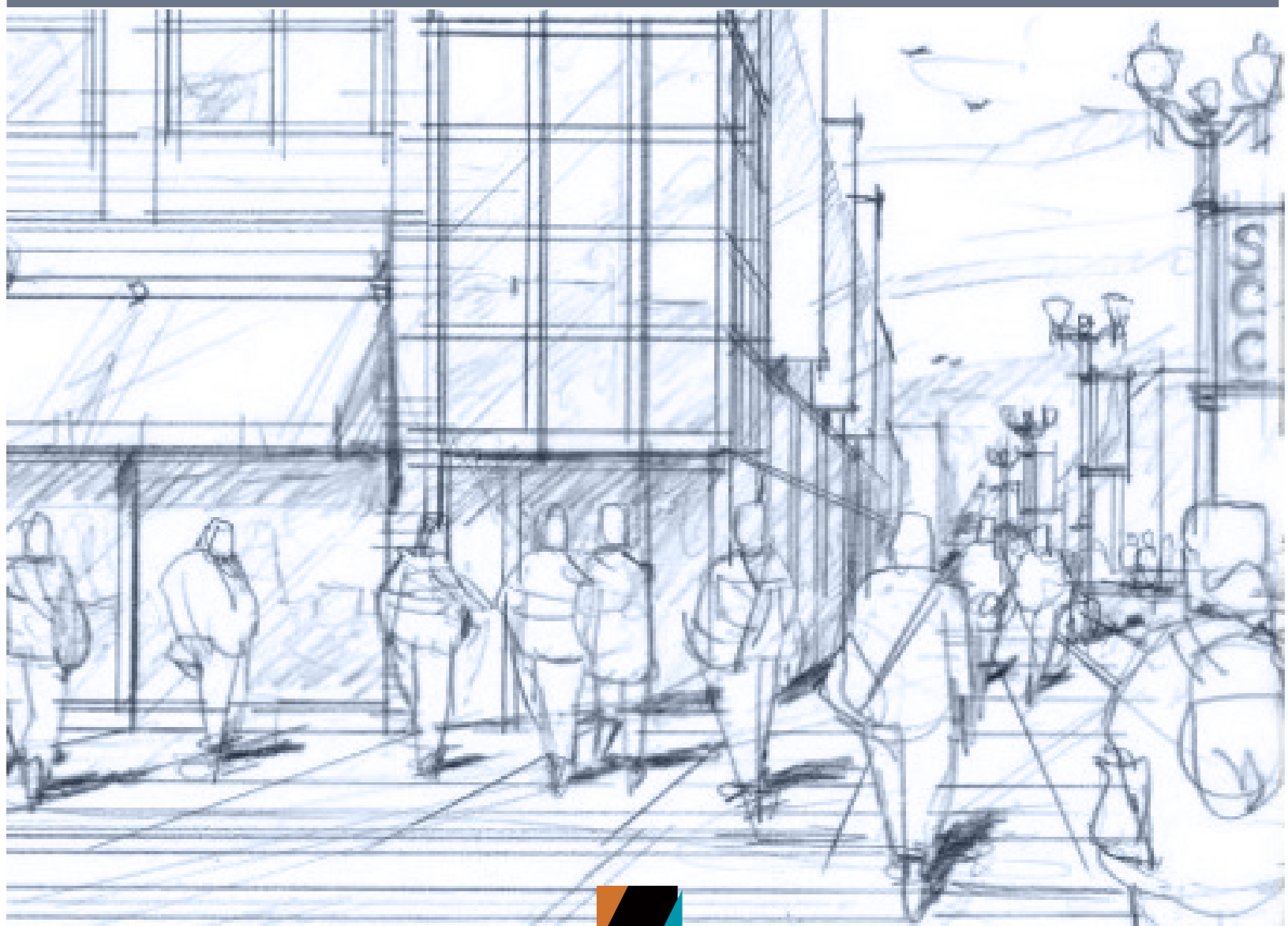
REFERENCE:

Nathan Torres, City Administrator
P: (608) 637-7154
E: ntorres@viroqua-wisconsin.com

DATES: 2021-present

VANDEWALLE & ASSOCIATES INC.

EYE LEVEL STUDIO™
A Division of Vandewalle & Associates



PROJECT STAFFING + ORGANIZATION

FIRM PROFILE: VANDEWALLE & ASSOCIATES



VANDEWALLE & ASSOCIATES: WHO WE ARE TOP-LEVEL TEAMS TURNING ASSETS INTO ECONOMIC OPPORTUNITIES, TRANSFORMATIONAL PROJECTS, AND IMPACTFUL SOLUTIONS

Vandewalle & Associates is a collection of passionate professionals with expertise in disciplines that converge to best impact change and make places work better for people.

Tools we use:

- Urban design and architecture
- Downtown and corridor planning
- Multi-layered asset analysis
- Community planning
- Economic strategy
- TIF planning and assistance
- Development financial analysis
- Market analysis
- Redevelopment
- Marketing
- Project & community branding
- Real estate expertise
- Public-private partnerships
- Graphic storytelling
- Multilingual community outreach

Established in 1976, V&A has been a Midwest leader in place-based analysis, economic strategies, visioning, planning, and implementation for more than four decades. We work in partnership with our clients to identify core, place-based opportunities and translate them into strategic plans and innovative projects.

The Vandewalle & Associates team is guided by one purpose: to impact lives and bring positive change by rebuilding communities and retooling economies to foster inclusion and equity, better living experiences, new jobs, and higher quality of life. We are driven to find new and better ways to uncover new opportunities, making more of each place's assets and resources than was thought possible.



2 offices
40+ years



KEY PERSONNEL

Decades of Experience. From a firm of 20 in-house experts, Vandewalle & Associates has assembled an experienced project team that works together seamlessly. Our broad range of backgrounds and areas of expertise expands the perspective we bring to each project and the integration and involvement of principals into projects grounds our work in decades of experience. Firm leadership will take an active role in all phases of the project and work closely with all team members to ensure top-quality deliverables and project management.

We pride ourselves on our ability to provide cost-effective, just-in-time solutions that are responsive to constantly evolving project needs and deadlines, which may arise on a moment's notice. All of the Project Team members will be available and have the capacity to complete the project.

PROJECT TEAM MEMBERS & ROLES

SONJA KRUESEL, AICP



ROLE: Project Manager, Community Knowledge, Public Engagement

JEFF MALONEY



ROLE: Principal-in-Charge, Design and Graphic Management

SCOTT HEACOCK



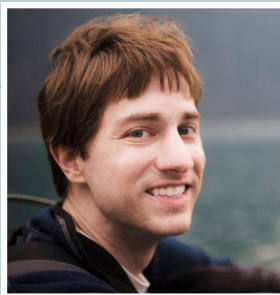
ROLE: Assistant Planner, Project Administration

SCOTT HARRINGTON, AICP



ROLE: Principal Planner, Redevelopment Planning, Vision and Implementation

DAN ECKBERG, AICP



ROLE: GIS Planner, Graphic Development and Assistance

ELONA BARTNICK



ROLE: Associate Designer, Site Layout, Urban Design

SONJA KRUESEL, AICP

ASSOCIATE PLANNER



Sonja brings 10 years of professional leadership in municipal planning and zoning, along with a passion for community development and Midwest places. Having served previously as City Planner / Planning Director for both the cities of Monona and Fitchburg, WI, she has experience in comprehensive planning, project leadership and management, and strategic planning across a variety of geographies and socioeconomic contexts. She also brings technical expertise in the implementation of park and open space plans and policies, TIF, environmental issues, municipal zoning, subdivision regulations, housing, real estate, greenfield development, urban redevelopment/ revitalization, form-based regulation, and farmland preservation zoning.

Working as Planning Director for both cities, Sonja served alongside the Vandewalle & Associates team on Comprehensive Plans and key projects such as the catalytic Monona Waterfront Redevelopment.

In her current role as an Associate Planner at Vandewalle & Associates she enjoys guiding projects from concept to occupancy and facilitating communication with developers, elected officials, and the public. Sonja leads municipal planning and development review for over ten clients in southeastern Wisconsin including interim zoning administrator services on an as needed basis. In addition, she has led Comprehensive Plan efforts, completed major Urban Service Area Amendment applications, and other strategic initiatives.

PROJECT AWARDS

- Plenary Panel Speaker “Forwarding Equity” APA Upper Midwest Planning Conference (2019)
- Speaker “Strategies for Market-Ready Redevelopment” APA Upper Midwest Planning Conference (2015)
- Fitchburg Mayoral Award for Outstanding City Department (2020)
- Wisconsin County Code Administrators Scholarship Recipient (2012)



Vandewalle & Associates Madison Office

Phone: 608.255.3988

skruesel@vandewalle.com

YEARS WITH FIRM

- 4 years

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin -
Madison, Wisconsin
- B.A. Geography, History,
Environmental Studies
University of Wisconsin -
Madison, Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of
Certified Planners
- Member, American Planning
Association (APA) & Wisconsin
Chapter (APA-WI)



JEFF MALONEY PRINCIPAL DESIGNER

Jeff Maloney is a Principal Urban Designer specializing in urban redevelopment, mixed-use neighborhood design, and streetscape/riverwalk design. Jeff has over two decades of experience leading design and public processes for redevelopment projects by envisioning site reinvestment opportunities through place-based assets, preparing site plans, and recommending and designing associated public improvements. He works closely with municipal staff to implement projects including development recruitment, TIF District establishment, and grant funding procurement. He also has experience guiding private projects through the entitlement process, focusing on site design, landscape architecture, and site rezoning.

As the lead designer, project manager, and implementation specialist for communities of various populations throughout the Midwest, Jeff is able to prioritize community needs to create a revitalization strategy and associated public improvement program.

As an example, Jeff's work in Racine's RootWorks and Uptown areas include detailed urban design strategies for public and private space development within areas fraught with disinvestment and higher than average unemployment and poverty rates as well as a disproportionate level of brownfield sites. Plans and implementation focus on creating a sense of place that complements planned new investment, while also honoring the existing urban fabric and meeting the needs of residents. In his work in urban redevelopment planning and design, Jeff has led public meeting outreach and interactive discussions.

Jeff has worked in recent years with public and private sector clients throughout the Midwest, including Middleton, Racine, Hartford, Sussex, Wauwatosa, Milwaukee Regional Medical Center, and the Milwaukee County Research Park.

In addition to both design work and redevelopment projects, Jeff holds a keen awareness of visual communication. He possesses the ability to visually explain complex planning concepts and continuously develops new methods in graphic communication. Jeff also oversees design team workflow and daily graphic production.



Vandewalle & Associates Madison Office

Phone: 608.255.3988

jmaloney@vandewalle.com

YEARS WITH FIRM

- 25 years

EDUCATION

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

PROFESSIONAL LICENSES & MEMBERSHIPS

- Associate, American Society of
Landscape Architects National and
State Chapters
- Member, University of Wisconsin
Landscape Architecture Department
Alumni Committee



SCOTT HEACOCK ASSISTANT PLANNER

Assistant Planner Scott Heacock joined Vandewalle & Associates in early 2023 after graduating from the University of Wisconsin-Madison with a Masters in Urban and Regional Planning. A native of a small town in the Fox Valley, he is passionate about helping Wisconsin municipalities identify unique opportunities to make their community a better place for everyone.

Scott has worked for state, local, and nonprofit organizations developing sound public policy and advancing issues of housing and economic equality, as well as equity inclusion. In his previous work with the Wisconsin State Legislature, Scott honed a skillset for public engagement and policy analysis. He regularly met with constituents and interest groups to listen to their thoughts on how state level issues affected them locally. In that role he also managed diverse policy portfolios, developed press strategies, and provided recommendations on pending legislation. Scott draws on this experience and others to assist clients with accessing state and federal grants, navigating bureaucratic processes, and connecting the dots between complex problems and core values during public engagement.

During his time at Vandewalle & Associates, he has assisted communities with a full range of planning services. He has worked on Brownfield Redevelopment and Reuse Plans, Comprehensive Plans, Park and Open Space Plans, TIF Project Plans, Urban Sewer Service Area Amendments, State of WI Grant Applications, Zoning Code Updates, and many others. He is passionate about delivering actionable results that set communities up for success.



**Vandewalle & Associates
Madison Office**
Phone: 608.255.3988
sheacock@vandewalle.com

YEARS WITH FIRM

- 1 year

EDUCATION

- M.S. Urban and Regional Planning
University of Wisconsin - Madison,
Wisconsin
Specialization: Community
Development and Affordable
Housing
- B.S. Political Science, Certificate
Environmental Studies
University of Wisconsin - Madison,
Wisconsin

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Planning
Association, National and Wisconsin
Chapters



SCOTT HARRINGTON, AICP PRINCIPAL PLANNER

Scott Harrington is a Principal Planner and project manager at Vandewalle & Associates, contributing special expertise in the creation and implementation of urban redevelopment initiatives. Since 1986, Scott has worked on the front lines in a number of cities in the Midwest, Southern and Western U.S. He is well-versed in the complex processes of management, community participation, financing and negotiations required to craft and implement long-range planning and large-scale revitalization efforts. His ease among elected bodies, plan commissions, the public, and government finance is second to none.

Given his diverse background, Scott leads and assists with a wide variety of projects at Vandewalle & Associates including everything from regional economic positioning initiatives, to municipal comprehensive plans and zoning regulations, to redevelopment strategies for downtowns, county-wide economic development strategies, corridors and sites. Recently, Scott has served as the principal in charge of several projects focused on revitalizing urban corridors and neighborhoods. These include “The Current”, a \$45-million riverfront redevelopment in Monona; the visioning and master planning for the Alliant Energy Center and surrounding “Destination District” in Madison; the East Washington Capital Gateway Corridor in Madison; Northwest Gateway in Downtown Fayetteville, North Carolina; Downtown and North Division Street Corridor in Stevens Point; Janesville Town Square; Downtown Mount Horeb; and Downtown Slinger. His projects have included a wide range of interactive methods and forums for engaging the public – including pop-up events, keypad polling, online surveys, charrettes, and visual preference surveys – as well as engaging historically under-represented communities through bi-lingual staff and by partnering with community organizations.

PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association, National, Wisconsin, and Illinois Chapters
- Former Member, Technical Advisory Committee to Legislature on Intergovernmental Coordination, Florida Department of Community Affairs
- Former Board Member, Colorado Chapter of the American Planning Association
- Presenter, “Market-Ready Redevelopment” American Planning Association Upper Midwest Conference (2015)
- Presenter, “Using Charrettes as a Planning Tool” WCCMA & WAMCAM Annual Conference (2010)
- Presenter, “Content Sensitive Design and Corridor Planning” Innovations in Transportation Conference (2008)
- Presenter, “Preserving Neighborhood Character” American Planning Association National Conference (1996, 2002)
- Co-author, “Innovative Water Conservation Ratemaking,” Florida Water Resources Journal (August 1995)



Vandewalle & Associates Madison Office

Phone: 608.255.3988

sharrington@vandewalle.com

YEARS WITH FIRM

- 20 years

EDUCATION

- M.U.P. Urban Planning
University of Michigan - Ann Arbor,
Michigan
- B.S. Natural Resources
University of Michigan - Ann Arbor,
Michigan

PROJECT AWARDS

- Outstanding Urban Design from the Wisconsin Chapter of the American Planning Association in 2010 – for the City of Madison East Washington Avenue Capitol Gateway Corridor Plan
- Award of Merit from the American Society of Landscape Architects for Urban Planning and Design – for the Gulf Stream, Florida Design Manual



DAN ECKBERG, AICP GIS PLANNER

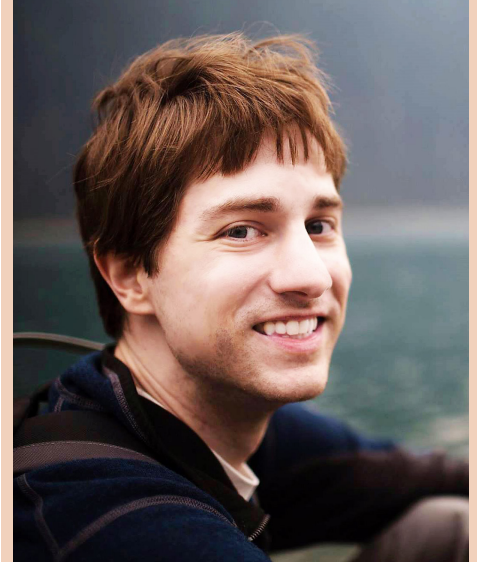
Dan Eckberg is a GIS Planner whose primary responsibilities include map creation and spatial data acquisition, organization, manipulation, and analysis.

Dan utilizes extensive experience with ESRI's ArcDesktop GIS software, including Python scripting, to apply cartographic techniques to a range of planning projects. These include conducting and writing a formal analysis of potential Fire Station sites for the City of Watertown, mapping Environmental Justice populations and developing novel approaches for ensuring NEPA compliance for WisDOT highway studies, evaluating bike trail routes for the Village of Oregon, analyzing demographics of food deserts in Freeport, IL, geocoding survey results for city development projects, designing and creating a database of possible Brownfield sites for the City of Janesville, managing Urban Service Area applications, producing numerous Comprehensive Plan maps, and preparing Official Zoning Maps for nearly a dozen Wisconsin communities.

Dan has also worked on several large-scale highway corridor impact analysis studies with Vandewalle & Associates. These include the US 14 project in Rock County, the Wis 23 project in Fond du Lac County, the Wis 29 project in Marathon County, the US 51 project in Dane County, and the US 41 Interstate conversion between Green Bay and Milwaukee. Dan's work on these projects has focused on preparing mosaics of local and regional maps from a broad variety of sources into corridor-wide maps which compile data depicting soils, natural resources, existing land use and adopted land use plans from towns, villages, cities, counties, and regional and federal agencies. These maps are the focus of the Expert Panel analysis of highway alternatives for the Indirect and Cumulative Effects portion of the DEIS and EIS phases of WisDOT's analysis under NEPA and WEPA.

Dan is a licensed commercial Unmanned Aircraft System (drone) pilot registered with the FAA and is able to provide clients with high quality aerial video footage.

Previously Dan held an internship with U-PLAN, a community planning group for the Frogtown/Rondo neighborhood of St. Paul, MN where he helped design a traffic impact analysis for the neighborhood using the CommunityViz extension of ArcGIS.



Vandewalle & Associates Madison Office

Phone: 608.255.3988

deckberg@vandewalle.com

YEARS WITH FIRM

- 14 years

EDUCATION

- B.A. Geography (City Systems)
Minor - Geographic Information Systems
University of Minnesota -
Minneapolis, Minnesota

AWARDS & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Excellence in Planning Award,
"Madison Metropolitan School District Enrollment Projections: 2017-2037 - APA-WI Chapter, 2017
- Guest Lecturer (Applications of GIS in Planning) – University of Wisconsin-Madison, 2012



ELONA BARTNICK LEAD ASSOCIATE DESIGNER

Elona Bartnick is an Associate Urban Designer involved in a broad range of projects at Vandewalle & Associates. She is skilled in the areas of site analysis, site planning and design, neighborhood design, landscape architecture, and graphic communication. These skills are utilized and communicated through computer graphics, CAD design, SketchUp modeling, GIS analysis, and hand illustration.

In her time at Vandewalle & Associates, Elona has contributed to a diverse range of projects, including assisting in land and development plans for mixed-use and traditional neighborhood projects. She has worked on a number of redevelopment and downtown master plans identifying areas that would benefit from reinvestment and revitalization and developing guidelines and site design for future redevelopment. Her involvement in comprehensive plan development includes creating regional and local asset and opportunity analysis, future growth or redevelopment scenarios and site designs, and additional graphics specific to each plan. Elona's landscape architecture experience focuses on design and construction documents for hardscape and planting plans for parks, streetscapes, naturalized areas, roadway planting schemes, riverfronts, and urban design elements.

Projects that Elona has been and continues to be involved in include: Grandview Commons Neighborhood in Madison, Wisconsin; Fitchburg Technology Campus in Fitchburg, Wisconsin; Brookfield, Wisconsin and Lake Geneva, Wisconsin Comprehensive Plans; Marshfield Zoning Ordinance; Harwood Heights, Illinois Streetscape; Ripon, Wisconsin Downtown Master Plan; Thrive-Madison Region and Quad Cities Region Assets and Opportunities Analysis; and Middleton, Racine, and Sturgeon Bay, Wisconsin; and Waterloo, Iowa Redevelopment and Implementation.



Vandewalle & Associates Madison Office

Phone: 608.255.3988
ebartnick@vandewalle.com

YEARS WITH FIRM

- 20 years

EDUCATION

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

PROFESSIONAL LICENSES/ MEMBERSHIPS

- Associate, American Society of
Landscape Architects National
and State Chapters



TIMELY COMPLETION OF PROJECT

PROPOSED PROJECT TIMELINE

Workload Capacity. Our team is prepared to meet the capacity needs of this project. We will bring the collective capabilities of our multi-disciplinary team to bear to advance this project expeditiously. All members of our Project Team are available and have capacity to complete this project in the 6-month timeframe as identified in the RFP.

Project Timeline. We have provided a timeline for the development of the new Downtown Master Plan that will result in final adoption in September 2024, but which also builds in additional time to ensure a quality planning process and final deliverable. This timeline ensures that the Village is provided with ample time to shape the direction and content of the draft plan authentically so that the final Plan is a true reflection of the community and a working document that helps guide policy and decision making.

Village of Williams Bay Downtown Master Plan		Project Timeline					
		Months					
		Apr	May	Jun	Jul	Aug	Sept
		2024					
WE 1: Community Engagement & Meeting Attendance							
1.A	Kick Off Meeting (1 Virtual Meeting)						
1.B	Village Staff Meetings (4 Virtual Meetings) and Project Communications						
1.C	Joint Plan Commission & Village Board Input Meeting (1 In-Person Meeting)						
1.D	Stakeholder Focus Group Meeting (1 In-Person Meeting)						
1.E	Individual Stakeholder Interviews (2 Virtual Meetings)						
WE 2: Existing Conditions & Opportunity Analysis							
2.A	Review and Summarize Existing Plans and Recommendations						
2.B	Conduct an Existing Conditions Inventory & Analysis						
2.C	Complete an Inventory of Existing Parking & Identify Parking Opportunities						
2.D	Develop an Opportunity Analysis Graphic with Summary Text						
WE 3: Streetscape Design Layout							
3.A	Develop Streetscape Cross Section and Plan View						
3.B	Develop Streetscape Amenities Palette						
WE 4: Redevelopment Sites Opportunity Analysis							
4.A	Develop Graphic Summary of Redevelopment Site Analysis						
4.B	Create Implementation Action Plan Summary						
WE 5: Document Completion & Adoption							
5.A	Complete Final Report						
5.B	Joint Plan Commission & Village Board Adoption Plan Meeting (1 In-Person Meeting)						



WORK ELEMENTS / COST PROPOSAL

COST PROPOSAL

In an effort to be transparent, we have developed the following proposed project budget including our hourly rates, hours planned for each task, and all other expenses associated with the work we will perform. We have completed several comparable projects over the past few years in similar communities as detailed within our Technical Experience section. Those projects also utilized a comparable approach and scope to the one proposed for this project. We believe that this approach works well and that our client communities have found it to be of great value.

The Proposed Project Budget below provides estimates for each task and an overall cost. While the actual cost of individual tasks may ultimately be more or less than the amount presented in this proposed budget, the total project cost for completing the work described in the Scope of Services will not exceed a lump sum fee amount of \$28,515, not including any optional tasks. We understand that this budget is larger than what the Village may have available for this project. V&A is willing and able to negotiate with the Village to come to a mutually desirable cost arrangement that best fits your needs and desires.

Tasks beyond those identified in the final contract can be completed through an additional scope and budget or Work Order and billed on a time and materials basis.

If selected, our goal with this project, like yours, is to develop a new Downtown Master Plan that will guide the positive transformation of this area over the next 20 years.

Village of Williams Bay Downtown Master Plan Proposed Cost of Services		HOURS BY POSITION					Total V&A Labor	Travel Costs	TOTAL COSTS
		Principal Planner Scott Harrington \$225	Associate Planner Sonja Kruesel \$150	Assistant Planner Scott Heacock \$95	Principal Designer Jeff Maloney \$200	Lead Urban Designer Elona Barthick \$150			
Tasks from Scope of Services									
WE 1: Community Engagement & Meeting Attendance									\$9,130
1.A	Kick Off Meeting (1 Virtual Meeting)		8	8		4	\$2,560	\$130	\$2,690
1.B	Village Staff Meetings (4 Virtual Meetings) and Project Communications		6	6		4	\$2,070		\$2,070
1.C	Joint Plan Commission & Village Board Input Meeting (1 In-Person Meeting)		6	8			\$1,660	\$130	\$1,790
1.D	Stakeholder Focus Group Meeting (1 In-Person Meeting)		6	8			\$1,660	\$130	\$1,790
1.E	Individual Stakeholder Interviews (2 Virtual Meetings)		2	2		2	\$790		\$790
WE 2: Existing Conditions & Opportunity Analysis									\$6,290
2.A	Review and Summarize Existing Plans and Recommendations		1	4			\$530		\$530
2.B	Conduct an Existing Conditions Inventory & Analysis		2	6	2		\$1,270		\$1,270
2.C	Complete an Inventory of Existing Parking & Identify Parking Opportunities	1	2	4	2		\$1,305		\$1,305
2.D	Develop an Opportunity Analysis Graphic with Summary Text	1	4	8	2	8	\$3,185		\$3,185
WE 3: Streetscape Design Layout									\$5,200
3.A	Develop Streetscape Cross Section and Plan View		1		6	16	\$3,750		\$3,750
3.B	Develop Streetscape Amenities Palette		1		2	6	\$1,450		\$1,450
WE 4: Redevelopment Sites Opportunity Analysis									\$4,155
4.A	Develop Graphic Summary of Redevelopment Site Analysis	1	4	8	2	8	\$3,185		\$3,185
4.B	Create Implementation Action Plan Summary			6	2		\$970		\$970
WE 5: Document Completion & Adoption									\$3,740
5.A	Complete Final Report		4	16	2		\$2,520		\$2,520
5.B	Joint Plan Commission & Village Board Adoption Plan Meeting (1 In-Person Meeting)		6	2			\$1,090	\$130	\$1,220
TOTAL PROJECT COSTS									\$28,515
	Total Hours	3	53	86	20	48			
OPTIONAL TASKS									
A	Community Visioning Workshop	2	8	12	6	6	\$4,890	\$195	\$5,085
B	Joint Plan Commission & Village Board Draft Plan Meeting (1 In-Person Meeting)		8	2			\$1,390	\$195	\$1,585
C	Concept Redevelopment Site Plan and Visual Rendering Sketch (Per Site)				10	20	\$5,000		\$5,000
D	Lakefront Park Concept Plan				2	10	\$1,900		\$1,900



VILLAGE OF WILLIAMS BAY

Request For Proposal (RFP)

Professional Services to Develop A Downtown Master Plan For Williams Bay

1. **Purpose:** The Village of Williams Bay, Wisconsin, (Village) is hereby soliciting consultant proposals for professional services to provide a Master Plan for downtown, lakefront and surrounding area. This request invites qualified consultants to submit proposals for accomplishments of the items of work described below under Preliminary Scope of Services. Proposals shall be prepared and submitted in accordance with the requirements described in this Request for Proposals (RFP). Once the firm is selected, a contract will be negotiated based on a mutually agreed upon scope of services.
2. **Project Description:** The study area is defined by the lakefront to the south, Harris Road to the east, Williams Street to the west and Stark Street to the north (as depicted on the enclosed boundary map). The Village budget for this project is up to \$20,000. The selected Consultant will develop a Downtown Master Plan that builds upon and compliments the Village's Comprehensive Plan with focus on public improvements, including parking, streetscape, park and lakefront. The Consultant will complete utilize the existing Streetscape Plan and Parking Census to evaluate traffic and pedestrian traffic flow and analyze the availability of existing parking, both private and public, and how that compares to the future demand projected for Downtown Williams Bay. The study will require the Consultant to work with Village Staff as well as the Village's Committees.
3. **Proposal Submission:** Responses to the RFP (electronic PDF) must be received by the Village of Williams Bay by March 22, 2024 no later than 4:00 PM. Send response to David Lothspeich, Village Administrator admin@vi.williamsbay.wi.gov

During the proposal evaluation, the Village reserves the right to request additional written information to assist in the evaluation of proposals.

Proposals and written responses to the Village's request for additional information shall be signed by the proposer (if an individual), by an officer of the proposing firm, or by a designated agent empowered to bind the firm in a contract.

Upon receipt, the proposals shall become the property of the Village of Williams Bay for disposition or usage by the Village of Williams Bay at its discretion.

4. **Proposal Content:** To standardize responses and simplify the comparison and evaluation of responses, all statements must be organized in the manner set forth below, separated into sections, and appropriately labeled. All information and materials requested shall be provided in the proposal under a single cover.
 - a. **Business Organization.** The full name and address of the firm's organization and the branch office that will perform the services described herein shall be stated. The Principal-in-Charge of the branch office shall be identified. A statement shall be included from the firm that to the best of its knowledge, there are no circumstances that shall cause a conflict of interest in performing services for the Village of Williams Bay. A statement shall be included that the Insurance and Indemnification Requirements included as Attachment 1 have been read and understood; and will be accepted by the Consultant without modification upon entering into an agreement with the Village of Williams Bay.

- b. **Technical Approach and Scope of Work.** The responding firm shall state its understanding of the project as outlined in the Scope of Services. The approach in rendering the services required, including the use of sub-consultants, shall be detailed in a proposed Scope of Services.
 - c. **Related Technical Experience.** Descriptions of a minimum of two (2) and a maximum of five (5) projects of similar size and nature shall be submitted. The project description must contain the scope of services performed, location and reference (contact person).
 - d. **Project Staffing and Organization.** Qualifications of the project manager and personnel, including anticipated sub-consultants, with specialized skills shall be highlighted. A list of sub-consultants that will be used and the work they will perform. Resumes for all key personnel listed shall be included and show the following:
 - 1. Name, specialty, and job title
 - 2. Years of relevant experience with firm (and previous employers)
 - 3. Academic degree(s), discipline, and year degree(s) received.
 - 4. Professional registrations
 - 5. Office location where employed.
 - 6. A synopsis of experience, training or other qualities that reflect the individual's related experience and expected contribution to the project.
 - e. **Timely Completion of the Project.** Discuss the consultant's and anticipated sub-consultant's current workload and its ability to complete the project in a timely manner.
 - f. **Work Elements.** Provide a matrix of work elements that would be included, personnel classifications and hours you feel would be appropriate for the work requested. Provide a range of total estimated fees for the professional services requested, including sub-consultants.
 - g. **Additional Information.** Provide any additional information regarding your firm's experience and capabilities that you feel would be important to the success of the project.
5. **Scope of Services:** A proposed Scope of Services is included as Attachment 1. The proposed Scope of Services is not intended to be a detailed scope of work that will be required as a part of the final professional services agreement, but is intended to provide general information to firms wishing to submit proposals. It is the intent of the Village to draw upon the expertise and experience of firms submitting proposals as to their recommendations as to exact tasks of work to accomplish Village goals. The Village will negotiate the detailed Scope of Services with the successful firm should the Village elect to proceed with the project.
6. **Insurance Requirements:** Attachment No. 2, Insurance and Indemnification Requirements, describes the minimum insurance the consultant must have in order to enter into a professional services contract with the Village of Williams Bay. All firms that submit proposals in response to this RFP will be required to accept and comply with Attachment No. 2, Insurance and Indemnification Requirements if selected. These requirements are not subject to negotiation.
7. **Form of Contract:** The Village of Williams Bay standard form of contract will be used for this professional services agreement. A copy of the standard form of contract will be provided upon request. The contents of this RFP, of a proposal submitted in response thereto, and of the Village's official response to a question, objection, or request for clarification or interpretation regarding the RFP, and of any exception to the RFP submitted by the successful proposer and accepted by the Village, shall become part of the contractual obligation and shall be deemed incorporated by reference into the ensuing contract.
8. **Contact Person:** Any questions concerning the proposals should be directed in writing to David Lothspeich, Village Administrator. admin@vi.williamsbay.wi.gov.

- 9. Proposer Questions, and Requests for Clarification or Interpretation:** After issuance of an RFP, persons or entities who intend to respond to such RFP by submission of a competitive proposal, and who have questions regarding the RFP, or who object to any term, provision, or requirement of the RFP, or who desire clarification or interpretation of any term, provision, or requirement of the RFP, may submit such questions, objections, or requests for clarification or interpretation to the Contact Person named above no later than seven calendar days prior to the proposal due date. Such questions, objections, requests for clarification or interpretation shall be submitted in writing and shall clearly identify the individual or entity submitting same, including the name, address, telephone number, and e-mail address of such person or entity.
- 10. Village's Response to Proposer Questions, Objections, and Requests for Clarification or Interpretation**
Issuance of Addenda to RFP: David Lothspeich, Village Engineering Supervisor, will respond in writing to all questions, objections, requests for clarification or interpretation presented to the Village as provided above or raised or presented at the pre-submittal conference as provided above. Only the Village's written responses shall be considered the Village's official response binding upon the Village. In addition to making a written response, the Village may issue addenda amending the RFP by changing, deleting, or adding terms, provisions, or requirements to the RFP. Written answers to all written inquiries will be sent to all firms that have been sent this RFP and posted on the Village website. In no case will verbal communications override written responses or requirements of this RFP.
- 11. Cost of Responding to this RFP:** The Village will not pay for any information requested in the RFP or any cost incurred in submitting proposals, responding to additional questions, or participating in the interview process.
- 12. Evaluation and Selection Process:** Proposals will be evaluated by a selection committee established by the Village using the Selection Criteria included in Attachment 3 to identify the firm or firms best qualified to meet the Village's needs on this project. The firms deemed best qualified by the selection committee will be invited for additional presentations and interviews. However, the Village reserves the right to request interviews of any, all, or none of the consultants.
- 13. Rejection of Proposals:** The Village reserves the right to reject any or all proposals in whole or in part and to waive irregularities in proposals received. All firms submitting proposals will receive a written response from the Village as to which firm the Village selected to proceed with contract negotiation and award for services related to this RFP.
- 14. Village Board of Evaluation and Selection Committee Recommendation as to Best Proposal – Opportunity for Input by the Public:** When the evaluation and selection committee's recommendation comes before the Village Board for consideration, the Village Board may request that the proposer whose proposal is recommended for selection appear before the Board to give a presentation or to answer questions regarding its proposal. Competing proposers will not be allowed to speak at that time unless a prior request has been made by such a proposer and permission to speak granted by the President, or unless a Village Board member requests that the competing proposer be allowed to speak and the Board consents to such request. Members of the public may likewise be allowed to speak regarding the selected proposal.
- 15.** The Village reserves the right to select another consultant to complete the Scope of Services if at any phase of project development the Village determines that the selected consultant is not performing work in accordance with executed Village agreements.
- 16. Award of Contract:** Award of contract, if any, will be to the consultant deemed best qualified by the Village, in accordance with the selection criteria, to perform the services outlined in this RFP.
- 17. Assignment of Contract Prohibited Unless Approved in Writing by the Village:** No contract awarded pursuant to RFP shall be assignable by the successful proposer without the written consent of the Village Board.

ATTACHMENT I

SCOPE OF SERVICES DOWNTOWN MASTER PLAN

1. Preliminary Scope of Services

A final scope of services will be developed by the Village and the respondent submitting the selected proposal (“The Consultant”) following selection. This document only presents a preliminary scope to generally communicate the Village’s expectations. All respondents will be held strictly to the service and capability representations made in this RFP process and the RFP will be referred to in the final contracting document.

Process.

The consultant team is anticipated to evaluate existing resources, analyze the marketplace, gather stakeholder input (a minimum three (3) public input sessions anticipated, one with stakeholders, one with Plan Commission and one with Village Board), prepare and present alternative concepts, refine the preferred alternative, prepare an implementation plan, and document the final recommendations in the Downtown Master Plan report. The project is anticipated to be guided by a diverse group of stakeholders, including elected and appointed officials, property owners, business owners, Williams Bay residents and representatives of other local taxing bodies, State and County officials.

Short and Long-term Vision & Comprehensive Strategies.

An Opportunity Analysis may be conducted to examine resources, stakeholder interest, and market place conditions. Development of Alternative Strategies are encouraged based on a conceptual framework created with the selection of a preferred strategy by the stakeholders for further refinement. The preferred strategy will be presented to the Planning Commission and Village Board. Upon approval, the findings and recommendations will be documented in the Downtown Master Plan report for presentation to the Village Board for final approval.

Project Goal and Objectives

Project goals and objectives are anticipated to be established for the Master Plan. The goal and these objectives will be utilized to develop the preferred concept plan. Project Goals strengthening and enhancing Downtown’s unique qualities to ensure that it remains a centerpiece of Williams Bay’s image and identity, as a high-quality destination for visitors, and an engaging live / work / play / shop environment for community residents and their families. Project Objectives to retain existing successful businesses to attract and encourage new businesses to Downtown. Strategies to strengthen the consumer base to strengthen the confidence of potential commercial investors to develop in the business district. Opportunities to broaden and enhance downtown’s appeal, to increase the opportunities for more residents to utilize Downtown for their daily commerce needs. Opportunities to strengthen Downtown’s identity and hospitality strategies for Downtown to strongly distinguish it’s attributes from the surrounding commercial choices to ensure that Williams Bay remains a high quality commercial destination within the region. Enhance Open Space to create improved open spaces and adding public amenities that also benefit the environment. Identify the high-quality standards that are expected from Downtown investors and facilitate the desired the patterns of development.

Perform an opportunity analysis conducting background research and analysis to identify and understand marketplace dynamics, stakeholder interests, and available resources identifying the best opportunities exist where the three dimensions overlap. The components of the Analysis to include:

Marketplace.

Market Conditions Summary.

Stakeholder Interests. Understanding stakeholder interests and identifying broad consensus regarding key issues, problems, recommended strategies, and implementation procedures,

Stakeholder Interviews. Solicit input, including personal interviews, from a variety of project stakeholders, including property owners, merchants, public officials, and residents. In addition, input from school, Kishwaukee. Include a summary of the resources and comments.

- ❖ General Land Use Information and Zoning
 - ❖ Pedestrian Pathways Conditions
 - Identify opportunities and potential locations for additional multi-use pathways and bicycle parking within the downtown study area.
- ❖ Downtown Streetscape Plan - Street Furnishings / Lighting
 - √ Review existing Downtown Streetscape Plan and provide recommendations on potential changes coordinated with the study results.
- ❖ Overhead and Underground Utilities
- ❖ Topography and Natural Features
- ❖ Architecture
- ❖ Vehicular Circulation / Parking
 - √ Existing Conditions, Data Collection and Analysis
 - Confirm the existing and approved uses/development, on- and off-street parking inventory, taking into account changes resulting if streetscape improvements and entitled development projects become reality.
 - Conduct field observations to determine occupancy rates in the public and private parking spaces between 8 a.m. and 7 p.m. during both weekdays and weekends and circulation and queuing on the streets. Including an assessment of seasonal fluctuation, and special events.
 - Identify and interview and/or conduct a public input meeting with downtown stakeholders (including adjacent residents and businesses (owners and operators) to identify key areas of interest and concern. Provide summary of input received.
 - √ Future Parking Demand
 - Develop mid- and long-term scenarios for a reasonable build-out of the downtown under current zoning and future development scenarios parking demand.
 - √ Parking Recommendations
 - Recommend short-, mid-, and long-term strategies to provide parking availability during peak periods, including, but not limited to, permit pricing, enforcement strategies and technologies, and changes to existing time limits.
 - Identify options for increasing the existing supply of parking, including, but not limited to, restriping or reconfiguring existing parking, potential alternative locations for parking and opportunities for joint development on private property.

Business Retention and Recruitment.

- New Development / Redevelopment
- Financing - Tax Increment Financing (TIF) District
- Recommendations: Short-term Opportunities

Conclusions.

- Image and Identity.
- Improved motorist and pedestrian access to and barrier free circulation within Downtown. conveniently located and accessible on- and off-street parking facilities.
- New and improved activities and destinations that appeal to parents and children.
- Improved sidewalks, streetscapes, landscaping, and community gathering places.
- Enhanced signage and wayfinding.

2. Implementation Recommendations.

Implementation Action Plan. Include specific actions that should be taken by the Village to support the Downtown Master Plan goals, objectives, and recommended revitalization actions. Example actions may include: adopting the Master Plan as public policy; review of municipal codes and policies and modify as necessary to align with the Master Plan goals, objectives, and recommended revitalization strategies; design Guidelines to support the intent of the Master Plan; review properties in the Downtown and immediate surrounding area for possible zoning change or Village acquisition.

Confirm the Village's role in the implementation process, including: planning / design / engineering / facilitation of public and private sector development ownership / infrastructure construction / management property assembly developer recruitment / assistance, business development, coordinate Village plans and improvements that include water/sewer replacement and possible Streetscape improvements with WisDOT plans for the reconstruction of the roadway and scheduled for STH 67 (west).

Confirm and prioritize public improvement projects. Explore alternative strategies for developer participation in designing, financing, and constructing public improvements. Evaluate plan review, zoning review, and public meeting procedures to ensure that consensus can be reached on desirable new projects in the timeliest manner possible.

Confirm entitlement and development procedures for priority revitalization opportunities to promote confidence about Village commitment and timing.

Public Improvements. Identify the type, character, construction costs of public infrastructure and amenities that will inspire investor confidence and help to stimulate private market investment.

3. Meetings and Progress Reports.

The Consultant will be expected to meet with the Williams Bay Committee(s) several times during the course of the study (a minimum of 3 stakeholder meetings anticipated). In addition, regular meetings with Village staff will occur over the course of the project, on an as-needed basis (staff meetings can be attended remotely). The Consultant will be expected to present the final recommendations of the study to the Village Committee(s), Village Plan Commission and Village Board following the completion of the study. The Consultant should estimate the number of meetings they will need to attend and should include that in their fee estimate for this proposal.

The Consultant will be expected to release progress reports at the completion of each task. Each progress report and the final report will detail all assumptions.

4. Deliverables.

The Consultant will be responsible for preparing a DRAFT report and a Final Report for Village Staff and the Williams Bay Plan Commission and Village Board. The Village desires that the project be completed within six (6) months. Include an approximate time schedule for completion of the study.

ATTACHMENT II

VILLAGE STANDARD PROFESSIONAL SERVICES – MAJOR INSURANCE & INDEMNIFICATION REQUIREMENTS

For purposes of this Attachment and all provisions included herein, the term "Consultant" means and includes the Consultant, its officers, agents, employees, subcontractors, sub-consultants and others under the control of Consultant, and the term "VILLAGE" means and includes the Village of Williams Bay, Wisconsin its elected and appointed officials, and its agents, employees and volunteers.

1. GENERAL

The Consultant shall purchase and maintain insurance to protect the Consultant and the Village of Williams Bay, Wisconsin (VILLAGE) throughout the duration of the Agreement. Said insurance shall be provided by an insurance company(ies), "admitted" and "nonadmitted" to do business in the State of Wisconsin, having no less than an A. M. Best Rating of "B+." All policies, except professional liability, shall be written on a per occurrence basis, not a claims-made basis, and in form and amounts and with companies satisfactory to the VILLAGE. Certificates of Insurance confirming adequate insurance coverage shall be submitted to the VILLAGE prior to Agreement execution or commencement of work and/or services.

2. INSURANCE REQUIREMENTS

A. WORKER'S COMPENSATION & EMPLOYER'S LIABILITY INSURANCE: The Consultant shall procure and maintain, during the life of this Agreement, Worker's Compensation Insurance, including Employer's Liability Coverage, in accordance with all applicable statutes of the State of Wisconsin. The coverage limits shall include \$500,000 each accident for Bodily Injury by Accident, \$500,000 each employee for Bodily Injury by Disease, and \$500,000 policy limit for Bodily Injury by Disease.

B. COMMERCIAL GENERAL LIABILITY INSURANCE: The Consultant shall procure and maintain, during the life of this Agreement, Commercial General Liability insurance on a per occurrence basis with limits of liability not less than \$1,000,000 per occurrence and/or aggregate combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (a) Contractual Liability, (b) Premises and Operations, (c) Products and Completed Operations, (d) Independent Contractors Coverage, and (e) Personal and Advertising Injury.

Coverage shall be no less comprehensive and no more restrictive than the coverage provided by a standard form Commercial General Liability Policy (ISO CG 0001 including standard exclusions or a non-ISO equivalent form). Any additional exclusions shall be submitted with the Certificate of Insurance and shall be subject to the review and approval of the VILLAGE.

C. PROFESSIONAL LIABILITY INSURANCE: The Consultant shall procure and maintain, during the life of this Agreement, Professional Errors and Omissions Insurance with limits not less than \$1,000,000 per claim and in the aggregate. The Consultant will notify the VILLAGE if claims made erode the Policy Limits below those required above.

D. AGENTS AND SUBCONTRACTORS: The Consultant shall require that any of its agents and subcontractors who perform work and/or services pursuant to the provisions of this Agreement to purchase and maintain the same types of insurance as are required of the Consultant.

- E. ADDITIONAL INSURED & GOVERNMENTAL IMMUNITY: Except for Workers Compensation and Professional Liability, the policies providing the coverage's specified in paragraphs B, C, and D above shall include the VILLAGE Additional Insured and Governmental Immunities Endorsements. Copies of these endorsements are attached.
- F. CANCELLATION & MATERIAL CHANGES: The insurance policies providing the coverages specified in paragraphs B, C, D and E above shall include the VILLAGE's Cancellation and Material Changes Endorsement. A copy of this endorsement is attached.
- G. PROOF OF INSURANCE: The Consultant shall provide to the VILLAGE a Certificate(s) of Insurance evidencing all required insurance coverage as provided in paragraphs A through H above utilizing the latest version of the ACORD form. The Certificate(s) of Insurance shall specify under "Description of Operations/Locations/Vehicle/Special Items" the title of the Agreement and that "Where required, Additional Insured, Governmental Immunities, and Cancellation and Material Change endorsements have been included as per attached." These endorsements shall be attached to the Certificate(s) of Insurance so as to evidence their inclusion in the coverages required.

3. INDEMNIFICATION REQUIREMENTS

For professional services rendered, to the fullest extent permitted by law, Consultant agrees to defend, pay on behalf of, indemnify, and hold harmless the VILLAGE against any and all claims, demands, suits, damages or losses, together with any and all outlay and expense connected therewith, including, but not limited to, attorneys' fees and court costs and economic damages that may be asserted or claimed against, recovered from or suffered by the VILLAGE that arise out of any negligent act, error or omission of the Consultant, except to the extent caused by or resulting from the negligent act or omission of the VILLAGE or the VILLAGE'S employees, consultants, agents or others for whom the VILLAGE is responsible.

Consultant's obligation to indemnify the VILLAGE contained in this Agreement is not limited by the amount or type of damages, compensation or benefits payable under any workers' compensation acts, disability benefit acts, or other employee benefits acts.

The VILLAGE shall not be liable or in any way responsible for any injury, damage, liability, claim, loss or expense incurred by Consultant arising out of or in any way connected or associated with Consultant's work, except to the extent caused by or resulting from the negligent act or omission of the VILLAGE or the VILLAGE'S employees, consultants, agents or others for whom the VILLAGE is responsible. Consultant expressly assumes responsibility for any and all damage caused to VILLAGE property arising out of or in any way connected or associated with Consultant's work. Consultant shall ensure that its activities on VILLAGE property will be performed and supervised by adequately trained and qualified personnel, and Consultant will observe all applicable safety rules.

4. WAIVER OF SUBROGATION

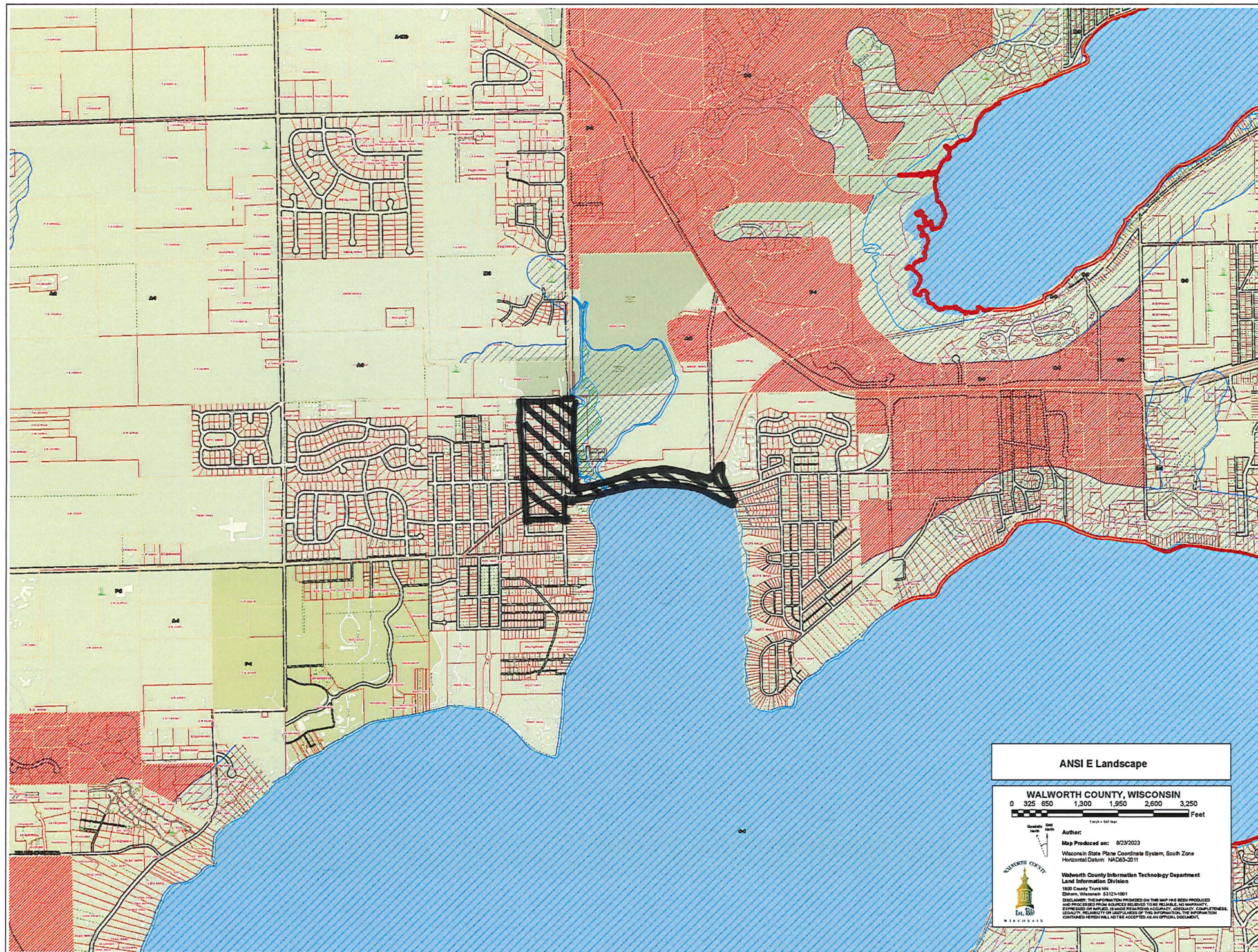
To the fullest extent permitted by law, Consultant hereby releases the VILLAGE, its elected and appointed officials, its agents, employees and volunteers and others working on its behalf from and against any and all liability or responsibility to the Consultant or anyone claiming through or under the Consultant by way of subrogation or otherwise, for any loss without regard to the fault of the VILLAGE or the type of loss involved, including loss due to occupational injury. This provision shall be applicable and in full force and effect only with respect to loss or damage occurring during the time of this Agreement. The Consultant's policies of insurance shall contain a clause or endorsement to the effect that such releases shall not adversely affect or impair such policies or prejudice the right of the Consultant to recover thereunder.

ATTACHMENT III

SELECTION CRITERIA

The consultant Selection Committee established by the Village for this project will evaluate each firm in accordance with the following criteria to identify the firm or firms best qualified to meet the Village's needs on this project. The firms deemed best qualified by the Selection Committee will be invited for additional presentations and interviews. However, the Village reserves the right to request interviews of any, all, or none of the consultants.

<u>Item</u>	<u>Description</u>	<u>Rating Ranges</u>
1.	Experience, Qualifications and Expertise Firm's experience with similar projects, qualifications and expertise of key personnel and sub-consultants.	(0 – 30)
2.	Capabilities and Resources Projects currently under contract involving equipment and key personnel that would also handle this project along with estimated time of completion. Availability and responsiveness of staff in local area.	(0 – 20)
3.	Project Overview Convey your understanding of the project objectives. Identify major problems that you perceive at this time. Describe the overall approach you will use to overcome these problems and efficiently complete this project.	(0 - 20)
4.	References Information on other organizations for which your firm has provided comparable consulting services.	(0 – 5)
5.	Quality and Thoroughness of Proposal	(0 – 10)
6.	Geographic Location of your Firm	(0 – 5)
7.	Additional Factors a. Village Experience b. Other related information	(0 – 5)
8.	Work Elements Appropriateness of estimated staff hours and cost in relation to objectives and methodology for project.	(0 – 5)



Village of Williams Bay Downtown Master Plan Q&A

1. Parking: One of the central themes highlighted in the RFP concerns parking demand and the need for a masterplan that fosters an optimal live, work, and play environment with convenient parking and barrier-free pedestrian experiences. Specifically:

a. Could you please confirm whether parking data was collected during the comprehensive planning process and if this data will be made available to our team? *The only data that I'm aware of is the attached Parking Estimate Table.*

b. The RFP mentions the necessity for periodic data collection to understand peak demand, demand during special events, and typical seasonal demand. To streamline costs, we propose employing an individual to utilize drone technology for capturing images of the study area during these times for data gathering purposes. We would appreciate your insights on whether this approach aligns with the project's needs and if we should include it in our fee and process planning. *This sounds like a very efficient way to collect data and we would just need to make sure that the drones are allowed/coordinated with the required agencies. I would include and consider breaking out as an individual line-item cost in case not accepted or permitted.*

2. Timeline: Could you provide clarity on the expected timeline for the downtown masterplan study? *The RFP references completion with 6 months after the award date. If this timeline is not something that you feel comfortable with, please indicate so in your proposal and consider including a Gantt chart or schedule to support the time-line.*

3. Q&A: Are you able to share any of the questions and answers posed by other consultants regarding this RFP? *Please see Q&A below.*

1. It does not appear that much of the 2004 Downtown Streetscape Plan has been implemented. Can you share reasons for this? Was it primarily a matter of funding, political will/change of priority, or other? Depending on the reason/background, have the barriers to that changed such that implementation will be more successful with this effort? *I believe that it was primarily funding limitations and other priorities.*

2. The RFP indicates a 6-month turnaround time. If a consultant can complete the effort in a shorter timeframe will that be acceptable or is the timeline tied to anything like funding stream, availability for meeting attendance, etc. that would become the basis for the project schedule? *The 6-month deliverable schedule was meant as a backstop to have the review completed in time for consideration of funding for implementation during the budget review cycle for following year 2025. If the project can be completed in a shorter time frame there would not be concerns.*

3. The RFP indicates that \$20,000 is budgeted for the project. Is there any potential to assemble additional funding if the scope of work warrants more time/fee? *This is the \$ amount budgeted and if there are reasons that the Village Board agrees with the budget could possibly be increased.*

From: David Lothspeich
Sent: Friday, March 15, 2024 3:31 PM
To: David Lothspeich <admin@vi.williamsbay.wi.gov>
Cc: Tina Kolls <clerk@vi.williamsbay.wi.gov>
Subject: RE: Village of Williams Bay Downtown Master Plan RFP - Q&A #1

Dear Planning and Zoning Consultants,

The Village of Williams Bay, WI is soliciting proposals for professional services to develop a Downtown Master Plan. The following Q&A was shared with a prospective planning group and is being provided to all so that everyone has the same information and opportunity. I would add that the budgeted amount referenced in the RFP is for the Master Planning services and additional projects as noted below would be considered as separate from and in addition to the development of the Master Plan.

- Can you please confirm whether the scope of work is construction document level, with cost estimates or concept plan level? *Limited to concepts.*
- Can you please confirm if visual renderings of downtown concept plans is sought, or if facilitation of goals and objectives are sought in order to further refine a preferred concept plan later on? *Visual renderings may be a separate request after the concept plan is finalized.*
- What refinements to existing renderings and concepts are sought that may be different from the Streetscape Plan completed in 2004? To be determined through the Master Plan process. *Recommendations in written descriptions with possible sketch level renderings.*
- Does the City intend to implement any of the streetscaping improvements from 2004 Streetscaping Plan? To be determined after the Master Plan Process. *The goal is to have an agreed upon plan to avoid conflicts between the Master Plan and Streetscape to have Streetscape Plan implemented and, if possible, coordinated with the STH 67 reconstruction.*
- Could the desired wayfinding signage and entry signage be attached to existing light poles? To be determined in the Master Plan process. *Proposing options with recommendations and will need to confirm ownership of light poles and if the owner not the Village that owner's policies.*
- Regarding the desired parking improvements, can you please confirm whether the scope of work is construction level or concept level? *Concept level.*
- With regards to parking recommendations, is the zoning code expected to be reviewed? To be determined through the Master Plan Process. *The Master Plan should take the existing zoning into account with recommendations for amendments if necessary.*
- Is there a construction budget for any implementation of the planned parking and/or streetscaping improvements? *Not at this time, the implementation would be at least a couple of years following the finalization of the Master Plan and the Village would consider adding improvements to our Five Year Capital Plan and possible round of borrowed funds.*
- Regarding the overhead and underground utilities mentioned on page 5, are you seeking recommendations or estimated costs for any relocation? *Recommendations with very high level, order of magnitude, cost estimates.*
- Regarding Architecture , are you seeking further refined standards, such as zoning design guidelines and standards or merely recommendations on themes/concepts or something else? *The Master Plan would be limited to themes/concepts with possible next step zoning design guidelines as a separate and additional project.*

- Regarding the Business Retention and Recruitment services sought on page 5, can you please confirm whether the scope of work includes establishing boundaries for a TIF district, as mentioned in the Comprehensive Plan from 2023? *The scope does not include work for exploring the establishment of a TID. The Village has made an initial exploration of a possible TID that would include the Downtown with estimated increment to serve as a starting point.*
- Regarding Image and Identity mentioned on page 5, are you seeking marketing design work or recommendations on how to capitalize on strengths? *Master Plan would be limited to recommendations on how to capitalize on strengths. Next possible step that would be in addition to and separate from the Master Plan would be possible marketing design work.*

As a reminder, responses to the RFP (electronic PDF) must be received by the Village of Williams Bay by **March 22, 2024 no later than 4:00 PM**. Send response to David Lothspeich, Village Administrator admin@vi.williamsbay.wi.gov

Thank you again for your consideration.

Dave

David Lothspeich
Village Administrator
Village of Williams Bay, WI
262-245-2700

Downtown Master Plan Email Lists

02/20/2024

Southern Wisconsin - SEWRPC Planning List

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List compiled by the Southeastern Wisconsin Regional Planning Commission (SEWRPC). This list does not constitute any endorsement of consultants by SEWRPC, it is only an indication that the firms on the list offer municipal planning services.

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