



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

FRIDAY, MARCH 29, 2024 AT 9:30 AM

Village Hall Board 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: 03/26/2024 5:00 PM



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

TABLE OF CONTENTS

Letter of Transmittal	1
Business Organization	2
Technical Approach and Scope of Work	3
Project Understanding & Approach	4
Scope of Services	5
Related Technical Experience	8
V&A Experience, References, and Work Samples	9
Project Staffing and Organization	14
V&A Firm Profile	15
V&A Project Team	16
V&A Project Team Resumes	17
Timely Completion of Project	23
Workload Capacity	24
Proposed Project Timeline	24
Work Elements	25
Proposed Project Cost	26

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



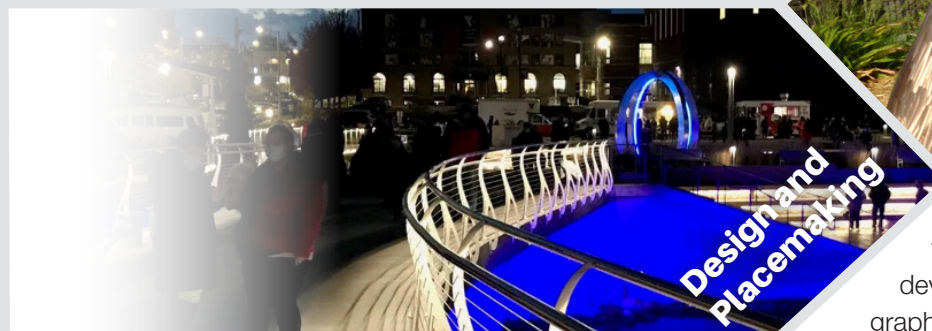
Vandewalle & Associates is a multi-disciplinary team of visionary urban planners, economic development specialists, and communicators working to improve quality of life and economic vibrancy in small-to-mid size communities throughout the Midwest. Working from our offices in Madison and Milwaukee Wisconsin 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



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



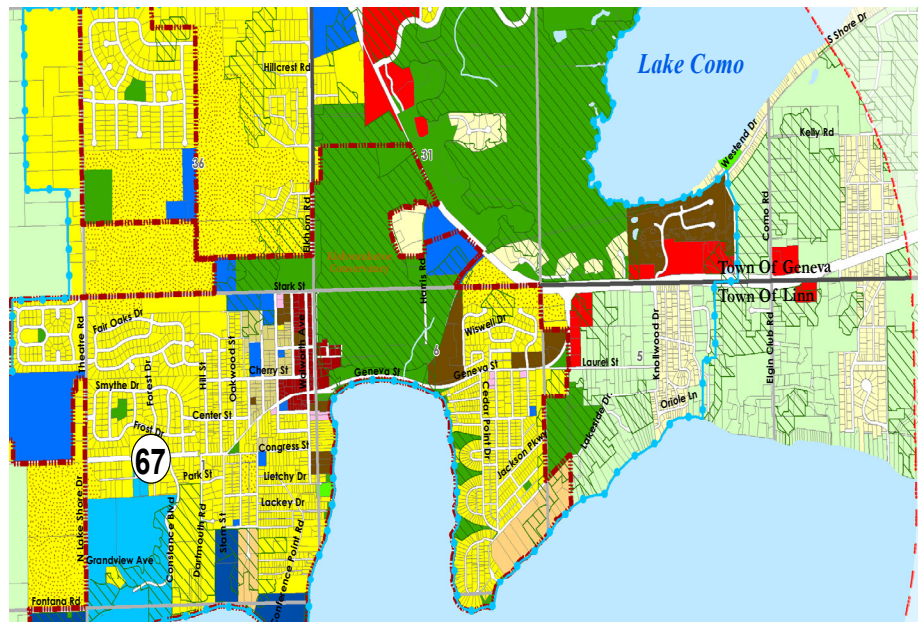
TECHNICAL APPROACH AND SCOPE OF WORK

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

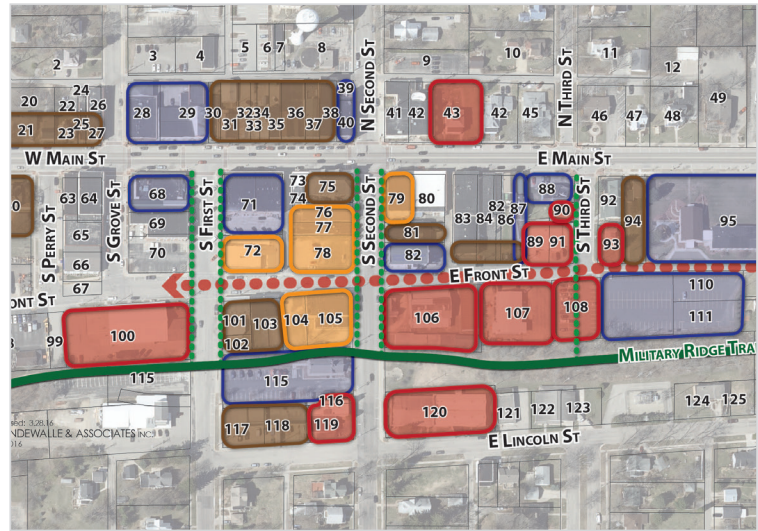
Work Element 2. Existing Conditions and Opportunity Analysis

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

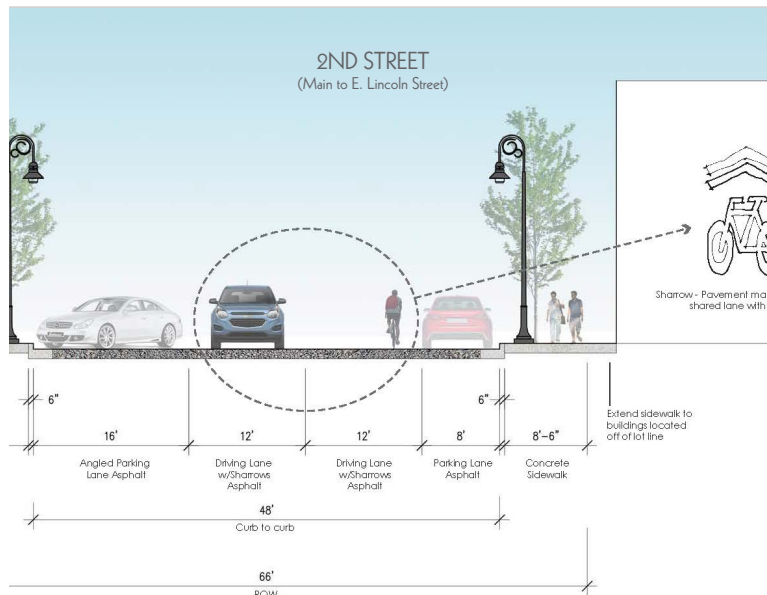
- c. Complete an Inventory of Existing Parking & Identify Parking Opportunities – Conduct a high level analysis using aerial photographs of existing off-street parking spots in the downtown area, existing street parking spots in the downtown area, and identifying priority locations for increasing parking 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.

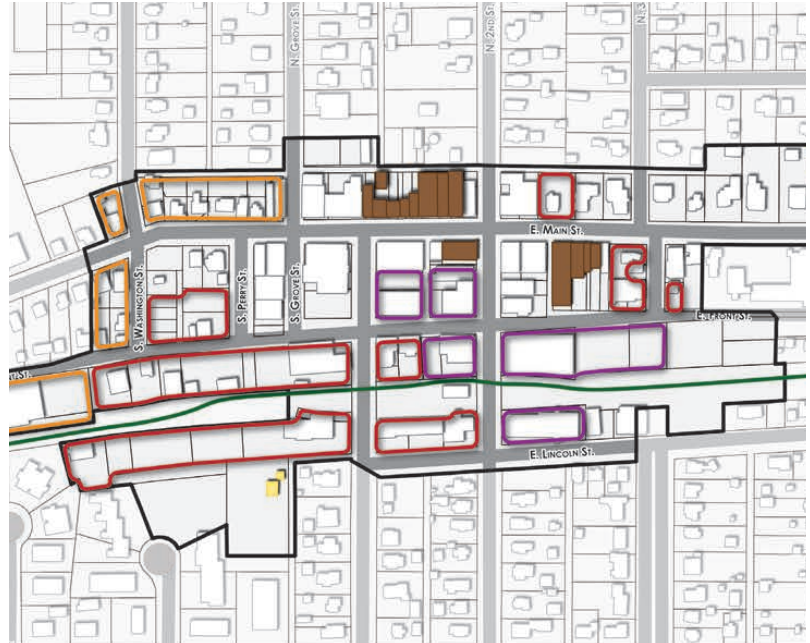
Work Element 5. Document Completion & Adoption

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.

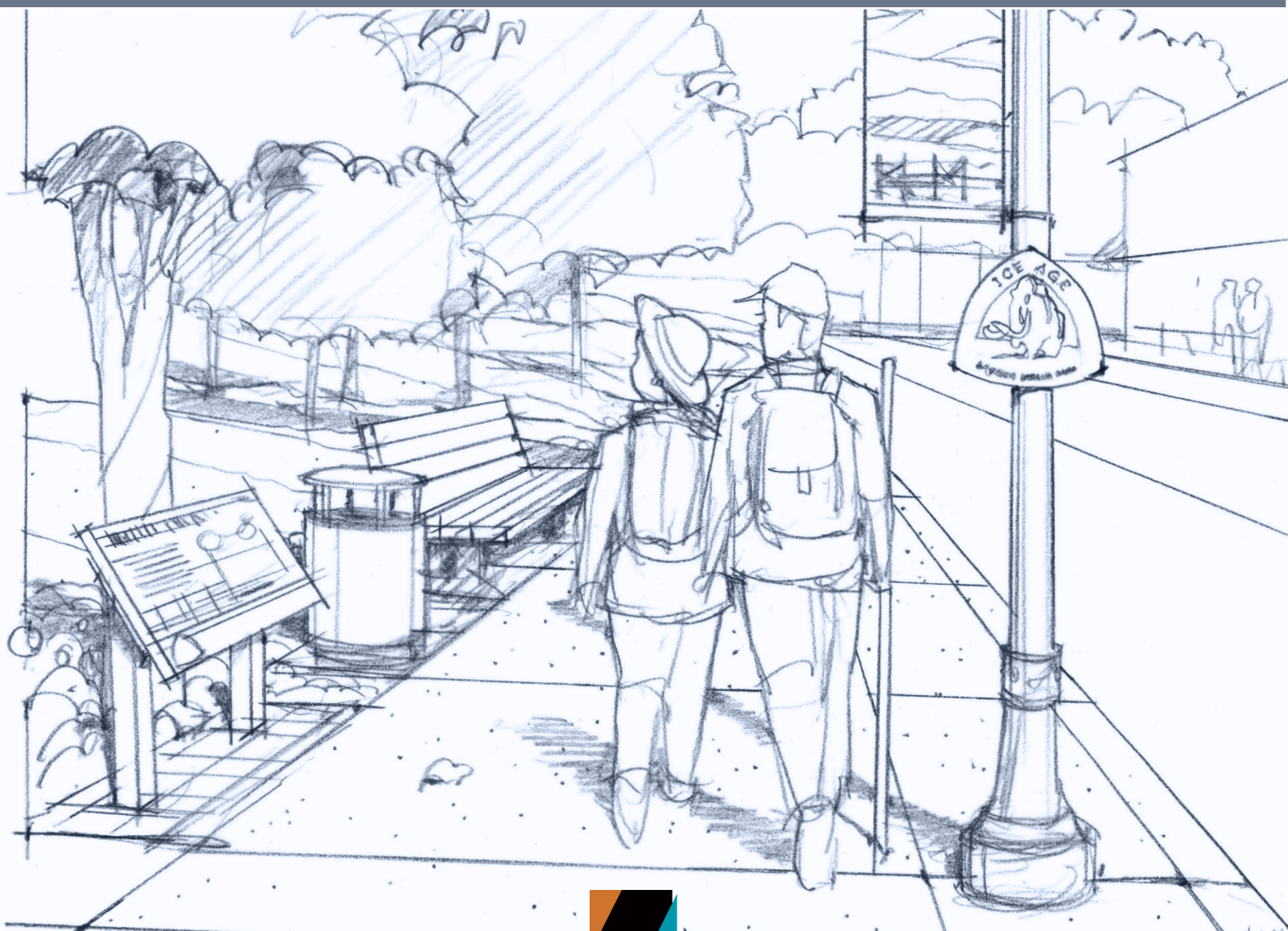
- a. Complete Final Report – The final report is expected to be delivered as a graphic-heavy document with supporting text in order to convey all information developed through the course of the project in an easy-to-digest document. The final report will include work products development in Work Elements 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:

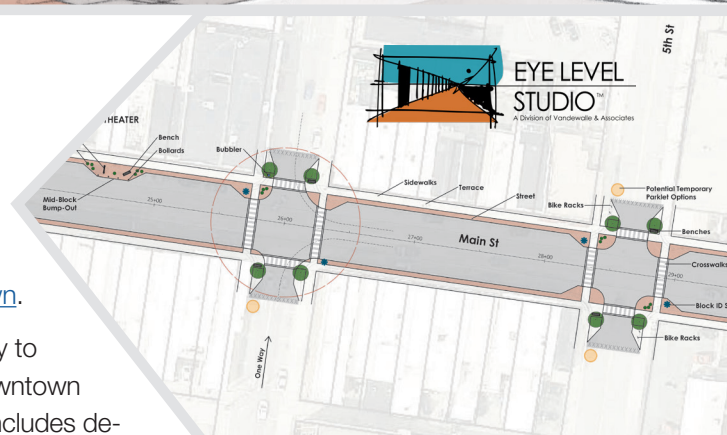
- Welcome visitors to a unique place
- Portray, create, and strengthen the unique downtown Watertown Identity
- Create spaces for visitors to pause, rest, gather and socialize, read
- Increase visitor comfort and enhance the visitor experience

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.

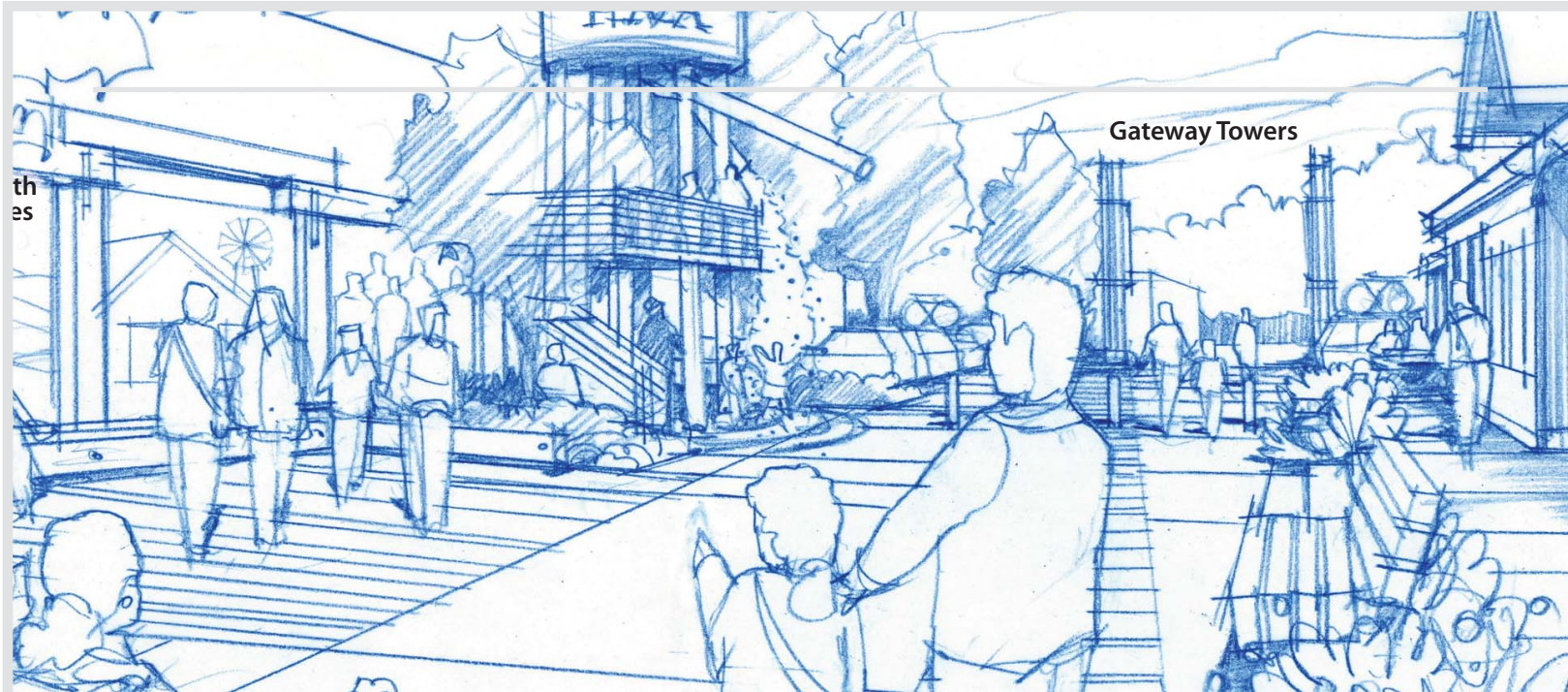
The Wayfinding System lays out plans for a new wayfinding system that includes the most significant destinations, primary routes, and locations for wayfinding signage for both the downtown heart of the City as well as prominent destinations outside of downtown. This included downtown and community wayfinding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

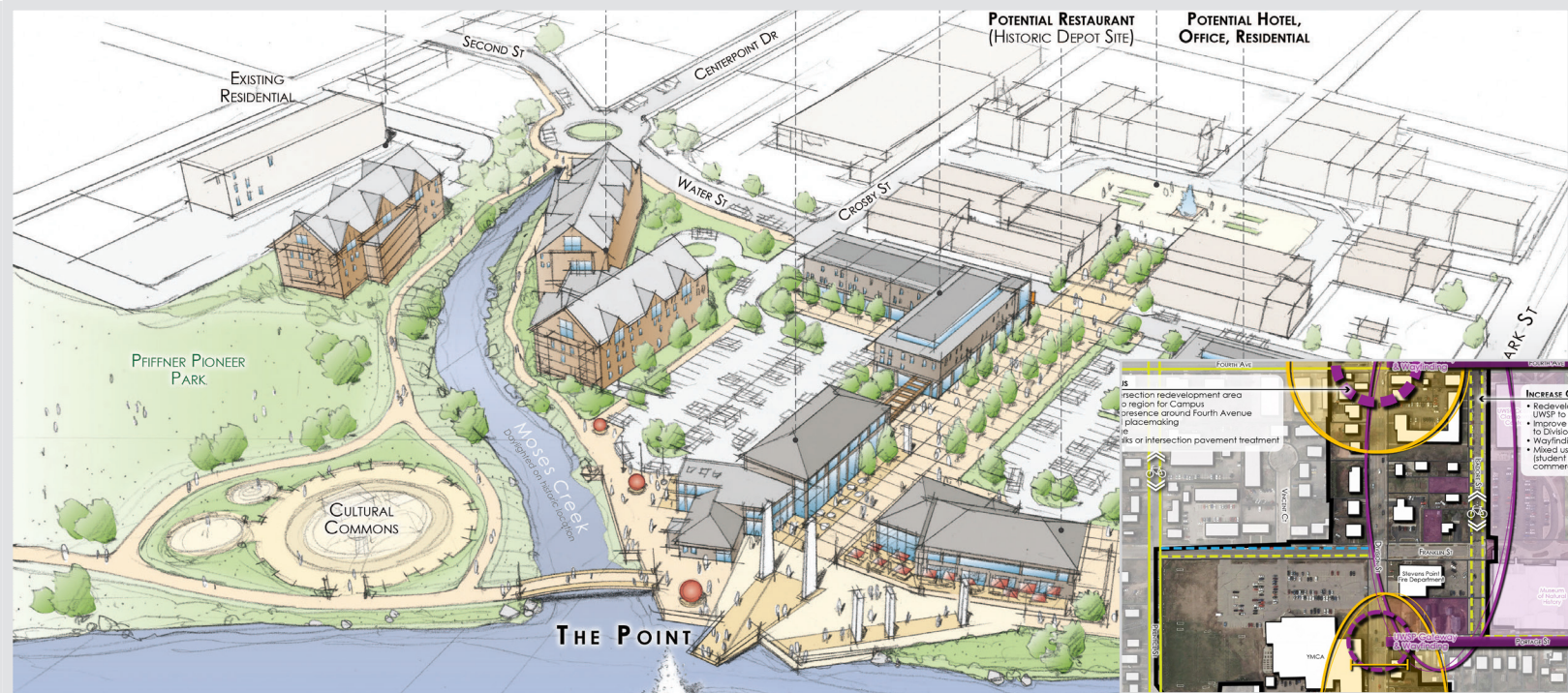


REFERENCE:

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







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.

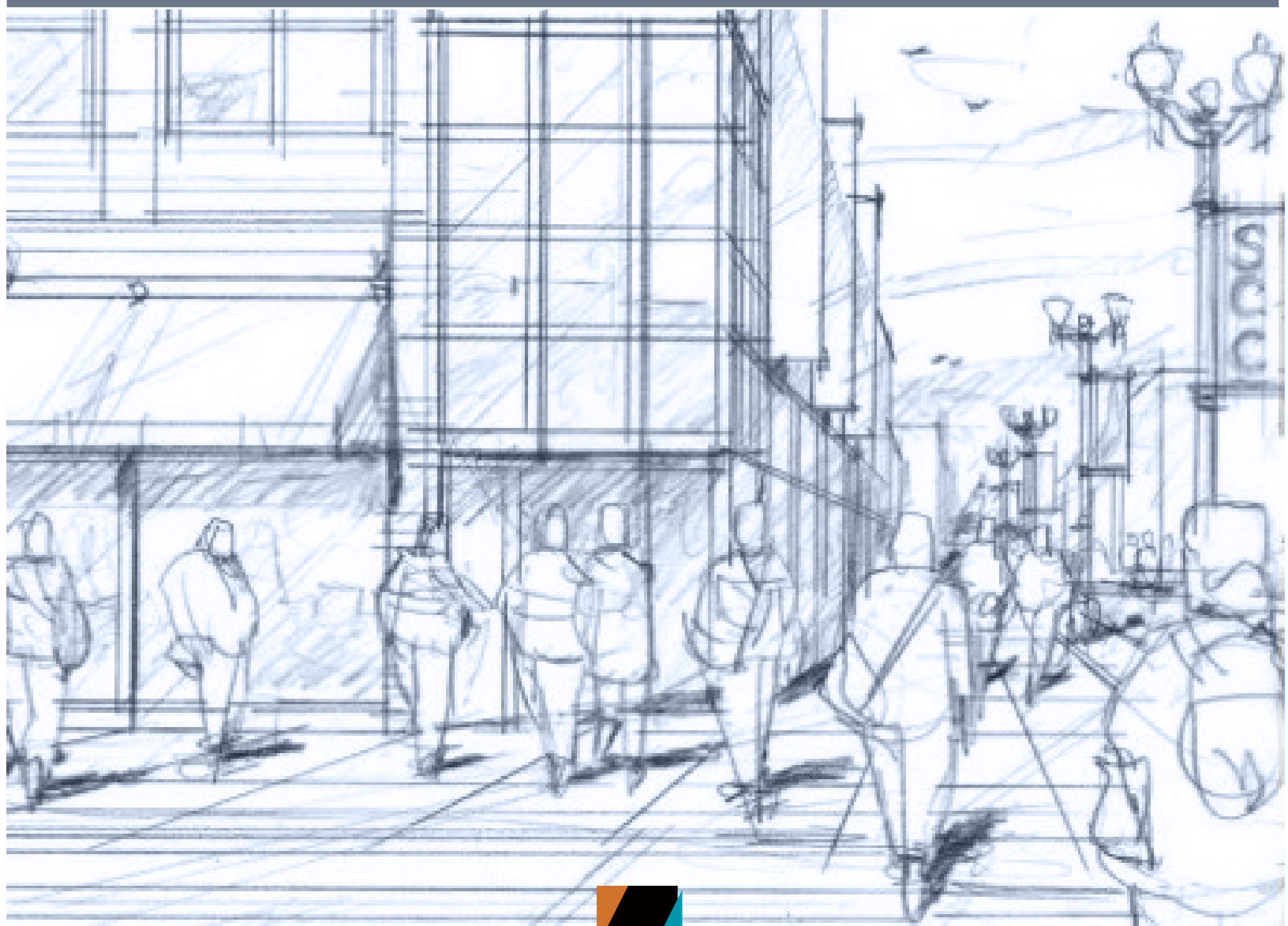
REFERENCE:

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



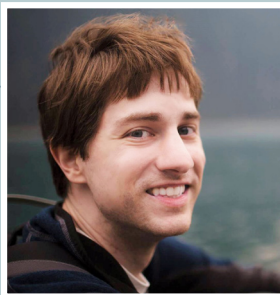
ROLE: Assistant Planner, Project Administration

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

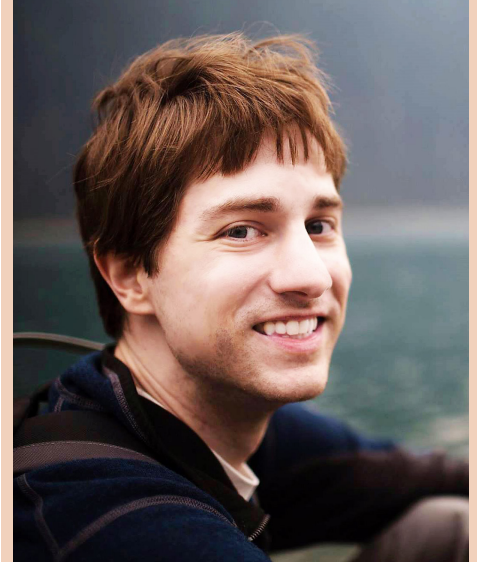
Dan Eckberg is a GIS Planner whose primary responsibilities include map creation and spatial data acquisition, organization, manipulation, and analysis.

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, geo-coding 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