

SWA STATEMENT OF QUALIFICATIONS

Lake Monona Waterfront  
Design Challenge  
RFQ #10082  
City of Madison

May 2nd, 2022

Saiki + SWA



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# Forms







**Form A: Signature Affidavit**

**RFQ #:10082-0-2022-BP**

*This form must be returned with your response.*

In signing Proposals, we certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise take any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit Proposals, that Proposals have been independently arrived at, without collusion with any other Proposers, competitor or potential competitor; that Proposals have not been knowingly disclosed prior to the opening of Proposals to any other Proposers or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, submitting this Proposals, hereby agrees with all the terms, conditions, and specifications required by the City in this Request for Proposals, declares that the attached Proposals and pricing are in conformity therewith, and attests to the truthfulness of all submissions in response to this solicitation.

Proposers shall provide the information requested below. Include the legal name of the Proposers and signature of the person(s) legally authorized to bind the Proposers to a contract.

**SAIKI DESIGN, INC.**

COMPANY NAME

SIGNATURE

**05 / 02 / 2022**

DATE

**KEN SAIKI, PRESIDENT, SAIKI DESIGN**

PRINT NAME OF PERSON SIGNING





# Form B: Receipt of Forms and Submittal Checklist

## RFP #:10082-0-2022-BP

*This form must be returned with your response.*

Proposers hereby acknowledge the receipt and/or submittal of the following forms:

Forms	Initial to Acknowledge SUBMITTAL	Initial to Acknowledge RECEIPT
RFQ Description of Services/Commodities	N/A	
Form A: Signature Affidavit	KS	KS
Form B: Receipt of Forms and Submittal Checklist	KS	KS
Form C: Proposer Profile	KS	KS
Form D: Fee Proposal	N/A	N/A
Form E: References	KS	KS
Appendix A: Standard Terms & Conditions	N/A	
Appendix B: Contract for Purchase of Services	N/A	
Addendum #	N/A	
Addendum #	N/A	
Addendum #	N/A	
Addendum #	N/A	

**KEN SAIKI [KS], PRESIDENT**

VENDOR NAME

**SAIKI DESIGN, INC.**

COMPANY NAME





# Form C: Proposer Profile

## RFQ #:10082-0-2022-BP

*This form must be returned with your response.*

### COMPANY INFORMATION

COMPANY NAME (Make sure to use your complete, legal company name.) SAIKI DESIGN, INC.			
FEIN 39-1972766		(If FEIN is not applicable, SSN collected upon award)	
CONTACT NAME (Able to answer questions about proposal.) Ken Saiki		TITLE President	
TELEPHONE NUMBER 608-405-8148		FAX NUMBER	
EMAIL ksaiki@saiki.design			
ADDRESS 1110 South Park Street		CITY Madison	STATE WI
			ZIP 53715

### AFFIRMATIVE ACTION CONTACT

The successful Contractor, who employs more than 15 employees and whose aggregate annual business with the City for the calendar year, in which the contract takes effect, is more than twenty-five thousand dollars (\$25,000), will be required to comply with the City of Madison Affirmative Action Ordinance, Section 39.02(9) within thirty (30) days of award of contract.

CONTACT NAME		TITLE	
TELEPHONE NUMBER 608-405-8148		FAX NUMBER	
EMAIL			
ADDRESS		CITY	STATE
			ZIP

### ORDERS/BILLING CONTACT

Address where City purchase orders/contracts are to be mailed and person the department contacts concerning orders and billing.

CONTACT NAME Abbie Moilien		TITLE Vice President	
TELEPHONE NUMBER 608-405-8149		FAX NUMBER	
EMAIL amoilien@saiki.design			
ADDRESS 1110 South Park Street		CITY Madison	STATE WI
			ZIP 53715

### LOCAL VENDOR STATUS

The City of Madison has adopted a local preference purchasing policy granting a scoring preference to local suppliers. Only suppliers registered as of the bid's due date will receive preference. Learn more and register at the City of Madison website.

CHECK ONLY ONE:	
<input checked="" type="checkbox"/>	<b>Yes, we are a local vendor <i>and</i> have registered on the City of Madison website under the following category:</b> <u>Business &amp; Professional Services</u> <a href="http://www.cityofmadison.com/business/localPurchasing">www.cityofmadison.com/business/localPurchasing</a>
<input type="checkbox"/>	<b>No, we are not a local vendor or have not registered.</b>





## Form E: Proposer References

**RFQ #:10082-0-2022-BP**

*This form must be returned with your response.*

For Proposer: Provide company name, address, contact person and information on up to five (5) or more master plan projects with scope and requirements similar to the Lake Monona Waterfront.

REFERENCE #1 – CLIENT INFORMATION			
COMPANY NAME City of Madison - Engineering Green Infrastructure & Flood Mitigation		CONTACT NAME Sarah Lerner, GIS Specialist / Project Manager	
ADDRESS 215 Martin Luther King, Jr. Blvd., Suite 017	CITY Madison	STATE WI	ZIP 53701
TELEPHONE NUMBER 608-261-8592	FAX NUMBER		
EMAIL slerner@cityofmadison.com			
CONTRACT PERIOD 2010-2018	YEAR COMPLETED 2018	TOTAL COST Approx. \$14M for MP Implementation	
DESCRIPTION OF THE PERFORMED WORK A significant planning effort that resulted in a shoreline and park development plan for James Madison Park. The public engagement process followed the City's Racial Equity and Social Justice Initiative (RESJI) to optimize public participation. In addition to public meetings, the planning team met with a stakeholder committee and advocacy organizations. Other tools included an online survey and continuously updated web site; questionnaires, and impromptu "pop up" sessions in the park. The plan includes recommendations for a new park shelter, reorganization of parking, play fields, play spaces and courts, a completely renovated shoreline with expanded beach, boat docks, on-site watercraft vendor, a leasable space for a coffee shop, improved access and dockage for a local rowing club using the existing boathouse, landscape management and storm water management enhancements to the park watershed and to the regional storm sewer system within the park.			

REFERENCE #2 – CLIENT INFORMATION			
COMPANY NAME City of Madison - Engineering		CONTACT NAME Christy Bachmann, P.E., Principal Engineer	
ADDRESS 215 Martin Luther King, Jr. Blvd., Suite 017	CITY Madison	STATE WI	ZIP 53701
TELEPHONE NUMBER 608-266-4095	FAX NUMBER		
EMAIL cbachmann@cityofmadison.com			
CONTRACT PERIOD 2014-2015	YEAR COMPLETED 2015	TOTAL COST undetermined	
DESCRIPTION OF THE PERFORMED WORK A complete reconstruction of the iconic State Street corridor including streetscape design, urban tree planting and plant health strategies, street furniture selection and integrated public art. The 700-800 block phase included close coordination with UW-Madison related to the integration of the corridor with East Campus Mall, Library Mall and Alumni Park; a grand staircase was designed to connect Bascom Hill to the State Street corridor and the State Capitol in a grand gesture to physically tie "town and gown". The project included many custom pavement designs and details, the integration of Philosopher's Stones public art and integration with Lisa Link Peace Park, a separate project through which Saiki Design crafted a timeless, elegant public park and plaza space.			

SAIKI DESIGN, INC.

COMPANY NAME





## Form E: References

**RFP #:10082-0-2022-BP**

REFERENCE #3 – CLIENT INFORMATION			
COMPANY NAME City of Madison - Planning		CONTACT NAME Ben Zellers, Planner	
ADDRESS 215 Martin Luther King, Jr. Blvd., Suite 017		CITY Madison	STATE   ZIP WI   53701
TELEPHONE NUMBER 608-266-4866		FAX NUMBER	
EMAIL bzellers@cityofmadison.com			
CONTRACT PERIOD 2016-2018		YEAR COMPLETED 2018	TOTAL COST (Entire street Aprox. \$19M reconstruction)
DESCRIPTION OF THE PERFORMED WORK Reconstruction of Wingra Park Entrance Renovation and Monroe Street Plaza (formerly Crazylegs Plaza). The project was designed, bid and constructed within City of Madison standards. Saiki Design was responsible for leading site planning and design, coordination with neighborhoods and public artists, producing construction documents and providing construction administration.			

REFERENCE #4 – CLIENT INFORMATION			
COMPANY NAME City of Madison - Madison Arts Program		CONTACT NAME Karin Wolf, Madison Arts Program Administrator	
ADDRESS 215 Martin Luther King, Jr. Blvd., Suite 017		CITY Madison	STATE   ZIP WI   53701
TELEPHONE NUMBER 608-261-9134		FAX NUMBER	
EMAIL kwolf@cityofmadison.com			
CONTRACT PERIOD 2010-2020		YEAR COMPLETED 2015	TOTAL COST Aprox. \$1.5M fpr landscape + integrated public art
DESCRIPTION OF THE PERFORMED WORK A Wisconsin DOT project with significant impacts on City of Madison infrastructure and neighborhoods in the Verona Road / Beltline area. Saiki Design provided integrated public art design and selection for art tile mosaics and a sculptural "light box". Saiki Design was responsible for coordination with multiple stakeholder groups and allied professionals and producing construction documents.			

SAIKI DESIGN, INC.

COMPANY NAME





## Form E: References

**RFP #:10082-0-2022-BP**

REFERENCE #5 – CLIENT INFORMATION			
COMPANY NAME City of Dubuque - Engineering		CONTACT NAME Deron Muehring, City Engineer	
ADDRESS 50 West 13th Street		CITY Dubuque	STATE IA
		ZIP 52001	
TELEPHONE NUMBER 563-589-4276		FAX NUMBER	
EMAIL dmuehrin@cityofdubuque.org			
CONTRACT PERIOD 2008-Ongoing		YEAR COMPLETED In Progress	TOTAL COST \$227M+, Phased Implementation
DESCRIPTION OF THE PERFORMED WORK Bee Branch Creek Restoration is a complex project that balances the functional requirements of stormwater conveyance and storage in an area prone to large flood events with the creation of a usable public greenspace in a historically underserved neighborhood in Dubuque. Saiki Design was commissioned to provide a comprehensive plan in 2008 which included planning, community visioning, development of the corridor's character, theme, and landscape vocabulary. On the heels of the planning effort, the City initiated a series of design and construction document packages for multiple phases and sub-areas of the plan. Saiki Design was involved in site design and planting and landscape restoration for all phases as well as construction oversight. The team developed a publicly vetted master plan that responded to the City's needs and desires, allowing the corridor to transition from unprogrammed greenspace to a pedestrian district. The plan also connected the corridor to a regional pedestrian and bicycle infrastructure system as well as to specific community amenities and assets identified by residents.			

SAIKI DESIGN, INC.

COMPANY NAME



# Letter of Interest



Buffalo Bayou Park. Houston, TX



**SWA Houston**

02 May 2022

The Jones on Main  
712 Main Street, 6<sup>th</sup> Floor  
Houston, Texas  
77002  
+1.713.868.1676  
www.swagroup.com

Brian Pittelli  
City of Madison Purchasing Services  
City-County Bldg, Room 407  
210 Martin Luther King, Jr. Blvd.

RE: Lake Monona Waterfront Design Challenge RFQ # 10082.

Dear Brian Pittelli,

Saiki + SWA are pleased to present our response to the Lake Monona Design Challenge Request for Qualifications. We fully recognize the impact that a comprehensive master plan will have for the Lake Monona Waterfront. A tremendous opportunity exists to positively impact quality of life for the Madison Community and beyond. If well executed, we believe this project has the potential to become a beacon of responsible, equitable, and sustainable design and it will undoubtedly serve as a benchmark for other communities around the country.

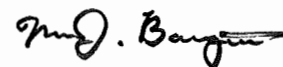
We are confident that our design team has the experience and unparalleled knowledge to not only meet, but to exceed project expectations. Our team is uniquely prepared and highly motivated to help the Lake Monona waterfront realize its full potential. As residents and former graduates from the University of Wisconsin-Madison, we take great pride in the opportunity to represent our state and city to the best of our abilities. While some have remained and others have sought more distant opportunities, we have all embraced the Wisconsin Idea to continue applying our place-based foundation of knowledge outside the classroom towards improving the health, welfare, and safety of society. This approach has continually rewarded us with recognized successes and lasting relationships. We now look forward to utilizing our decades of experience to showcase the best of what the Lake Monona Waterfront has to offer.

Our included response complies with the provisions contained within the issued RFQ. We have assembled a collaborative team of creative problem solvers to address all technical challenges while creating an iconic waterfront destination. The Saiki + SWA partnership will lead all visioning efforts in the design of the master plan. Ken Saiki Design will serve as the primary project contact and local project representative. Together, we couldn't be more excited to get started and are very much looking forward to your response.

Kind Regards,



**Ken Saiki**  
Landscape Architect, President  
Ken Saiki Design



**Matt Baumgarten**  
Design Principal  
SWA Group - Houston

**swa**



# Section 1 Qualifications







## Saiki + SWA

To best leverage the full expertise of both firms, we have joined forces as a consortium that will share responsibilities and execute all aspects of the work. This consortium approach will result in big ideas, national and local experience, and a personal touch that neither firm could replicate alone. Given Saiki's immediate proximity and decades of local design excellence they will serve as the primary point of contact for the project. Additional details on the partnership and their shared values can be found below.

**Saiki.** Organized in 1989, Saiki Design is an office with over 100 years of combined staff experience in landscape architecture. Our staff includes professional landscape architects, LEED accredited professionals, public artists, master gardeners, and designers with degrees in landscape architecture.

We treat all of our projects as unique challenges. We do not apply previously developed solutions, although we lean heavily upon the collective wisdom and experience of our own staff, our collaborators and clients. We know that we are practicing in a world that is changing; therefore, we are committed to continued learning and teaching.

**SWA.** For over 60 years, SWA Group has been recognized as design leaders in the fields of landscape architecture, planning, and urban design. We have received over 900 awards and have worked in 47 states and more than 60 countries. Our principals are among the industry's most talented and experienced designers and planners. Emerging in 1959 as the west coast office of Sasaki, Walker and Associated, the firm first assumed the SWA Group name in 1975.

Despite being one of the largest firms of its type, SWA is organized into smaller studio-based offices that enhance creativity and client responsiveness. Over 75% of our work has historically come from repeat clients. In addition to bringing strong aesthetic, functional, and social design ideas to our projects, we're also committed to integrating principles of environmental sustainability. At the core of our work is a passion for imaginative, solution-oriented design that adds value to land, buildings, cities, regions, and to people's lives.





## DESIGN SERVICES AND LEADERSHIP

### Planning

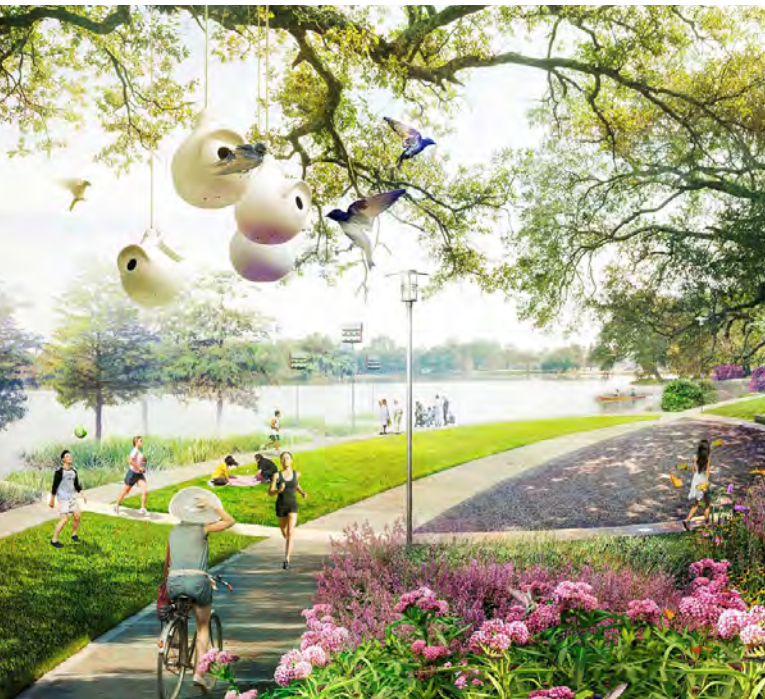
We each produce comprehensive land plans and master plans for large land areas. Because our work is site-based, we are able to create plans that sensitively make the best use of terrain, landform, natural systems, landscape and urban spaces, and integrate those elements with the required infrastructure, buildings, and other improvements. We apply these same skills to projects involving the use and restoration of waterways and other natural systems.

### Urban Design

We offer master planning, preparation of design guidelines, and full design services for urban projects. These urban design and planning services can be applied to entire districts, as well as street systems, city blocks, public parks and plaza spaces, waterfronts, and the smallest of urban areas. We are skilled at addressing both the redevelopment of an urban area—including infill development and land use changes—as well as the design of new urban environments.

### Sustainability

Together, we are committed to sustainability in all aspects of our design practice: our people, our offices, and most importantly, our projects. Truly sustainable design must provide for a long-term balance between environmental, economic, social and aesthetic needs. Beauty and livability are key aspects of lasting, sustainable projects. We believe that true sustainability is about creating places that go beyond neutrality, contributing in a restorative, regenerative and productive way.



## METHODOLOGY

Our approach towards Master Planning projects involves the following key steps.

### Listen

The first and most important step is to listen; listen to the client's goals, project team members, government agencies, and the community at large. A thorough project team engagement and workshopping process is the central component of the project. Our project will generate a vision that is built on common consensus and responds to realistic development opportunities for the site. We will do so in a manner that is founded on an understanding of the project needs and integrates design excellence, engineering intelligence, regulatory savvy, and market-wisdom.

### Synthesize

Through visioning sessions and data gathering, we seek to find shared interests and goals. This provides new strategies to forge connections between the community and surrounding environment. Using SWA's nation-wide and global experience, the team will benchmark current trends in waterfront development and bring a broad perspective and innovative ideas to Madison's lakefront.

### Create

As studio-based designers with decades of experience, we acknowledge that our creative process evolves and is directly tied to each project we undertake. However, we know that the most successful projects have a common theme of strong collaboration, research, and respect. Keeping this in mind, we begin our process with an open mindset and empathetic approach in attempt to gain understanding of the problem. As a result, our work is built on user-driven needs and spatial identity.

## SHARED VALUES

Our team members have a collective reputation as pragmatic problem solvers with a talent to design adaptable and dynamic landscapes. The following principles guide our work and are described here to help explain our philosophical approach to project planning, design, and implementation:

### Establishing Identity

Our team believes in the uniqueness of place. Community places in particular can impact the things we do, how we

grow up, our interactions with others...they help define who we are! We recognize a strong place attachment is formed through meaningful connections. For this reason, our projects are always rooted in the cultural, social, and environmental history of the site. We build on existing community values and incorporate new placemaking techniques in a holistic way so that our landscapes may become a fully integrated part of our communities.

### High-Performance Infrastructure

To promote long-term sustainability and realize cost efficiencies, we look for opportunities to incorporate flexible, "soft" infrastructure into critical city networks like water, transportation, and energy. Additionally, we view historically neglected or highly industrial spaces such as highway interchanges, brownfields, canals, rivers, transportation corridors, as opportunities for intervention and re-use. Our team believes that high quality landscape architecture and planning accounts for proper stormwater management techniques, natural systems restoration, and habitat expansion. The bottom line: as environmental stewards, we consistently strive to adapt, reuse, or create new infrastructure networks to leave our communities healthier and more biologically diverse than how we found them.

### Urbanism, Landscape & Architecture

As designers, we know that urban massing shapes space and defines our places. As part of the master plan, we will study existing massing relationships and consider how new forms may affect these relationships. This calls for an acute understanding of urban typologies and their contributions to our urban fabric. We intend to investigate at a series of scales to ensure our proposed plans not only meet desired functions, but are appropriate to the context of Madison.

### Keeping it Real

We have planned, designed, and built hundreds of award-winning projects both nationally and internationally. We are planners, architects, and engineers who plan to build - when we draw, we are thinking of the details. Our work is both innovative and practical, respective of site context, community, and cost.



# Consultant Introduction

## LOCAL ROOTS/GLOBAL REACH

Our understanding of the project scope and challenges has led us to assemble our proposed team for this competition. This is not a partnership of convenience, but a collaboration based on previous relationships, mutual respect and business principles, local knowledge, wide-ranging experience, expertise, and defined by success.

Most of our consultant team are Madison-based companies and individuals. We are your neighbors who are passionate about the city and its lakes. We have been practicing here for decades but our areas of practice reach well beyond the city limits, regionally, nationally, and internationally.

## Ken Saiki Design - Landscape Architecture + Visioning

Saiki provides award winning landscape architecture and sustainable site design to both public and private clientele throughout the State of Wisconsin and the upper Midwest.

## SWA - Landscape Architecture + Visioning + Planning

SWA is the largest planning and landscape architecture firm in the country. They bring a deep experience in waterfront and public space to inspire us to reach for extraordinary solutions. While they will come to Madison from elsewhere, their design leadership has vested Wisconsin interests are all proud Badger alumni.

## Baird - Civil Engineering + Shoreline Vegetation

Baird is an international waterfront specialist based in Madison. Their work can be found world-wide and here in Madison within various waterways.

## Toole Design - Multi Modal Design

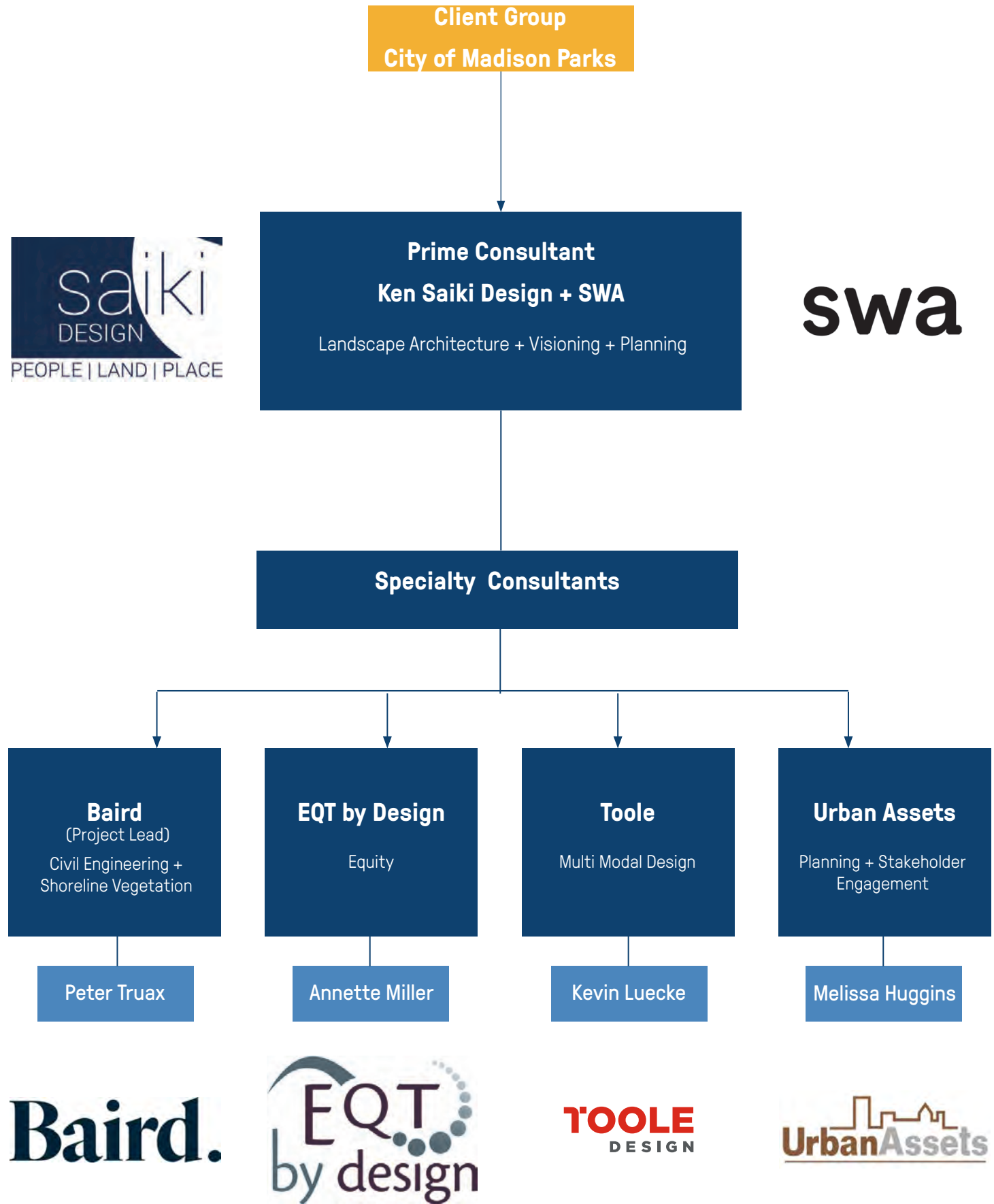
Toole Design is an international multi-modal transportation, planning and landscape architecture practice with locations throughout the United States and Canada, including their E. Washington Avenue location.

## Urban Assets - Planning + Stakeholder Engagement

Urban Assets will work with us to share their depth of knowledge during the competition phase and to hold our feet to the fire to ensure solutions address the needs and desires of our entire community.

## EQT by Design - Equity

EQT brings 25+ years of experience in equity-centered community engagement, strategic planning, change management, and organizational culture design within government, community, and the corporate and nonprofit sectors. Their strength lies in elevating historically marginalized voices and perspectives to further equity-centered policy and systems change, as well helping systems redesign, build, and implement strategic initiatives focused on an equity-centered change management strategy.





# Key Staff Experience

Key staff that will be assigned to the project have a passion and depth of expertise that is directly related to Lake Monona Design Challenge. Our team includes proud professionals that live in the Madison area or from Wisconsin and are often nationally recognized as innovative experts in their field. We have also worked hard to create a project team that is inclusive and diverse. We know through experience that bringing a variety of voices to the work will not only generate more creative ideas, but will also result in a more successful place that is embraced by a diversity of users, and communities.

## Principal Design Team



### Ken Saiki. President. Saiki Design, Landscape Architect (30 Years)

Ken Saiki established Saiki Design in 1989 with the goal of creating a firm dedicated to landscape architecture as a profession and a process. Saiki Design has grown to become Wisconsin's largest firm devoted completely to landscape architecture, with multiple state and national design accolades to its credit. While much of Ken's work focuses on urban and campus architecture, he approaches design challenges of any scale and typology with a creative approach to problem resolution. Ken is a well-known figure in the landscape architecture community, having served on the City of Madison's Zoning Re-write Advisory Committee, the Lisa Link Peace Park Advisory Committee, and the Urban Design Commission, as well as mentoring and cooperating to help the profession flourish.

#### Relevant Projects

James Madison Park Master Plan. Madison, WI  
 State Street Reconstruction. Madison, WI  
 Library Mall Reconstruction. Madison, WI



### Matt Baumgarten, ASLA. SWA, Design Principal

Matt Baumgarten is an Principal with SWA Group working on award winning domestic and international projects from SWA's Houston office since 2005. After graduating from the University of Wisconsin-Madison with a Bachelor of Science degree in landscape architecture, he has been pursuing his passion for natural systems through large scale environmental analysis, planning and site specific design work. Particular interests include ecological restoration, watershed planning, innovative storm water management practices, park design, and the creation of multi-use trail facilities.

#### Relevant Projects

Baton Rouge Lakes Master Plan, Baton Rouge, LA  
 Bayou Greenways, Houston, TX  
 Shenzhen Bay Waterfront, Shenzhen, China



### Tim Peterson, FASLA. SWA, Landscape Architect (34 Years)

Tim Peterson is a landscape architect specializing in design control and construction phase services, working closely with the client and contractors from the bidding phase through final punch list inspections. His experience gave him the ability to understand design at a practical level—to understand what can be built, in how long; to forecast budgets—and taught him the importance of building strong relationships with contractors ("key in our industry"). Since joining SWA, he has performed construction phase services on numerous award winning projects.

#### Relevant Projects

Buffalo Bayou Park, Houston, TX  
 Cross Creek Ranch Polishing Pond, Houston, TX  
 Flewe3llen Creek Restoration, Houston, TX

## Design Team



### Caleb Barth. W.F. Baird & Associates, Civil Engineer (12 Years)

As an engineer with Baird, Mr. Barth has been extensively involved in a variety of multi-disciplinary projects in the Great Lakes, Atlantic Coast, Gulf of Mexico, Caribbean, Africa, and Australia. Mr. Barth is experienced in the design of port and harbor infrastructure, waterfronts, and a variety of hard and soft solutions for coastal erosion. As project manager, Mr. Barth has led teams of multi-disciplinary teams and delivered projects from concept to construction on budget. Mr. Barth is experienced in constructibility reviews, cost estimating, permitting, and construction field support.

#### Relevant Projects

James Madison Park Master Plan. Madison, WI  
 South Shore Breakwater Rehabilitation. Milwaukee, WI  
 Lake Superior Shoreline Restoration. Marquette, MI



### Kevin Luecke. Toole Design, Transportation Planner (10+ Years)

Kevin is a multimodal transportation planner with a broad background in active transportation planning and policy. Kevin has worked to improve bicycling and walking in communities large and small through people-centered planning. Kevin has managed projects that have recommended hundreds of miles of bicycle and pedestrian facilities, researched pedestrian and bicycle issues for the Federal Highway Administration, produced Pedestrian Safety Action Plans, and conducted numerous public outreach events to engage citizens in various planning activities.

#### Relevant Projects

Madison Complete Green Streets, Madison, WI  
 Milwaukee Pedestrian Plan, Milwaukee, WI



### Melissa R. Huggins, AICP. Urban Assets, Planner (25 Years)

Melissa is the Founder and Principal of Urban Assets and has spent the last 25 years successfully working with the public and private sectors, grassroots organizations, and major institutions on a variety of planning and engagement initiatives, including award-winning planning and urban design projects. She excels at guiding inclusive engagement processes that go beyond the expected to build long-term community trust and understanding. Melissa's deep knowledge of city planning processes, community dynamics and development strategies drive projects to the highest levels of success.

#### Relevant Projects

Lake Monona Waterfront Feasibility Report, Madison, WI  
 James Madison Park Master Plan, Madison, WI  
 Comiskey Park Master Plan, Dubuque, IA



### Annette Miller. Urban Assets, Planning + Stakeholder Engagement

Anette brings 25+ years of experience in equity-centered community engagement, strategic planning, change management, and organizational culture design within government, community, and the corporate and nonprofit sectors. Her strength lies in elevating historically marginalized voices and perspectives to further equity-centered policy and systems change, as well helping systems redesign, build, and implement strategic initiatives focused on an equity-centered change management strategy. EQT aims to inform, engage, disrupt, and facilitate action centered around equity and justice.

#### Relevant Projects

Library Mall, Madison, WI  
 Complete Green Streets, Madison, WI  
 Law Park, Madison, WI  
 Oscar Mayer Redevelopment Project, Madison, WI



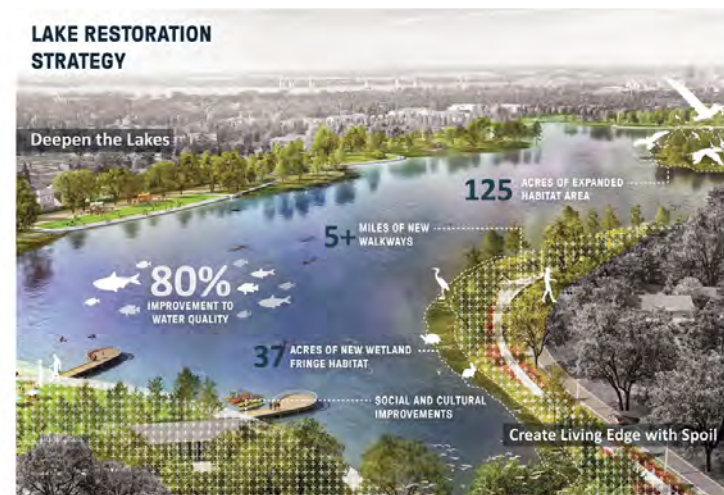
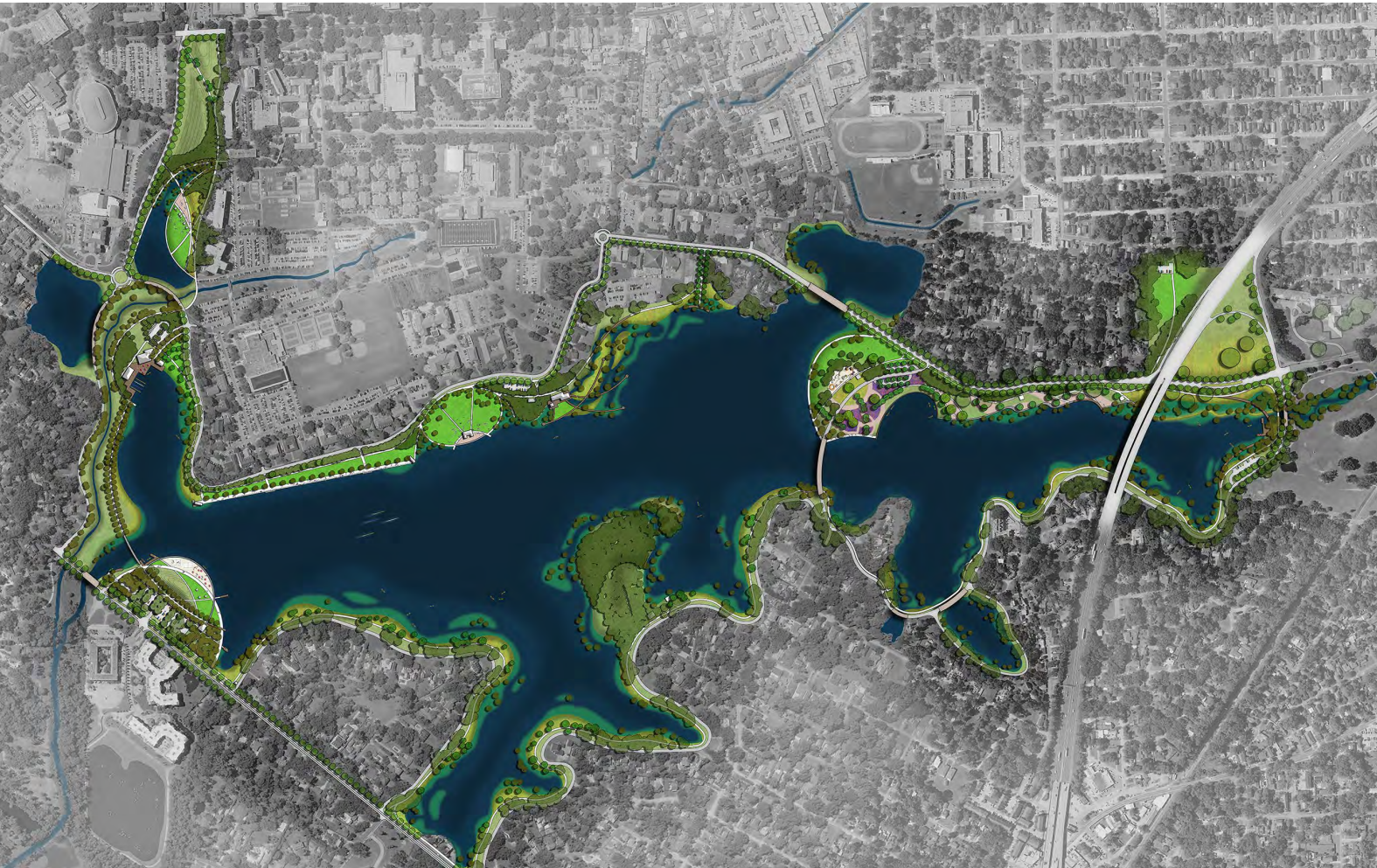
# Section 2 Previous Experience





# Master Plan Vision

## Baton Rouge Lakes. Baton Rouge, LA



**Client:** Baton Rouge Area Foundation (BRAAF)

**Size:** 275 Acres

**Scope:** Master Planning Design

**Overview:** As a centerpiece for the City and LSU, the Baton Rouge Lakes have a long history as a nature-based recreational amenity compromised by failing ecological underpinnings. Originally a Tupelo Cypress Swamp, Bayou Duplantier was cleared of forest and then dammed in 1929 to create what eventually became today's 275 acre, six lake open space system. From inception and accelerating through time, degenerating water quality resulting from inadequate depths, elevated water temperatures, dissolved oxygen levels, and nutrient loading have put the lakes on the precipice of ecological collapse. SWA completed a Master Plan comprised of a three phase implementation process that astutely addresses and integrates environmental and social concerns identified through a series of four public engagement workshops and the advice of leading technical experts.

*Thoughtful planning expresses place and leads to signature waterfront spaces.*

swa

## Fort Wayne Riverfront. Fort Wayne, IN

Reconnecting Fort Wayne to its riverfront reawakens an appreciate for its civic heritage and reinvigorates its downtown.



## Houston Green Loop. Houston, TX

Highway reconstruction funding is leveraged to accentuate Houston's waterfront experience.





# Racial Equity & Social Justice

## Atlanta Freedom Park. Atlanta, GA.



**Client:** Freedom Park Conservancy

**Size:** 130 Acres

**Scope:** Master Planning Design

**Overview:** Born out of protest and civil disobedience in late 20th-century Atlanta, Freedom Park is founded on discourse, citizen empowerment, and civic engagement. The master plan ushers a new era of Freedom Park's evolution from former infrastructural "scar tissue" into more potent "connective tissue" that engenders unique cultural exchange, civic activism, care for natural environment, and a richer park experience. As the project was planned during the COVID-19 pandemic, a robust series of online and in-person meetings, presentations, surveys, and outreach programs helped give voice to public priorities and shape the "People's Plan" for Freedom Park. The park's design framework embeds the park's legacy of civic action into the Master Plan. Three primary criteria — education, procession and assembly — were prioritized to help shape and guide the narrative of future improvements. More than 70 projects were identified for the Master Plan. Projects were then grouped into signature projects to focus near-term fundraising and design efforts.

*Diverse users come together in community-centric spaces and form cultural connection.*

swa

## Alief Community Center. Houston, TX

The City of Houston re-unites neighborhoods and brings city services together in a resilient cultural hub.



## Ricardo Lara Linear Park. Los Angeles, CA

A linear park reunites a neighborhood divided by urban renewal transportation infrastructure.





# Sense of Place

## Nelson Mandela Park. Netherlands



**Client:** Gemeente Rotterdam

**Size:** 18 Acres

**Scope:** Master Planning Design

**Overview:** Identified by the City as one of its “Big Five” open space projects, the conceptual master plan for Park Maashaven will create a much-needed central open space for the city’s south district: an industrial area along the waterfront that is home to a growing and increasingly diverse population. Here, the city seeks to transcend its current paradigm of landscape art and environmental performance to also embrace the multi-cultural milieu. An active community engagement process will inform the design of the new park, resulting in a place that is attractive and responsive to its heterogeneous stakeholders and that will provide a catalyst for future development in this urban district. Inspired by the natural hydrology and tidal vegetation systems of the river, Nelson Mandela Park celebrates the maritime heritage of Rotterdam, while harnessing the coast for the benefit of the future. The community and ecology driven approach give the park a unique identity within Rotterdam’s park system and waterfront.

*Essence of place is clearly understood, protected, and built upon to create spiritual connectivity.*

swa

## OCT Boa’an Cultural Park. Shenzhen, China

An “Eco-water” inspired park honors Qianhai’s past and celebrates its green future.



## Shenzhen Bay. Shenzhen, China

An ecologically based coastal restoration creates a gateway park from Hong Kong to mainland China.





# Community Connections

## Bee Branch Creek Restoration. Dubuque, IA



**Client:** City of Dubuque Iowa

**Size:** 32 Acres

**Scope:** Corridor Planning. Corridor Site Design  
Planting & Landscape Restoration. Corridor  
Materials Selection & Detailing.

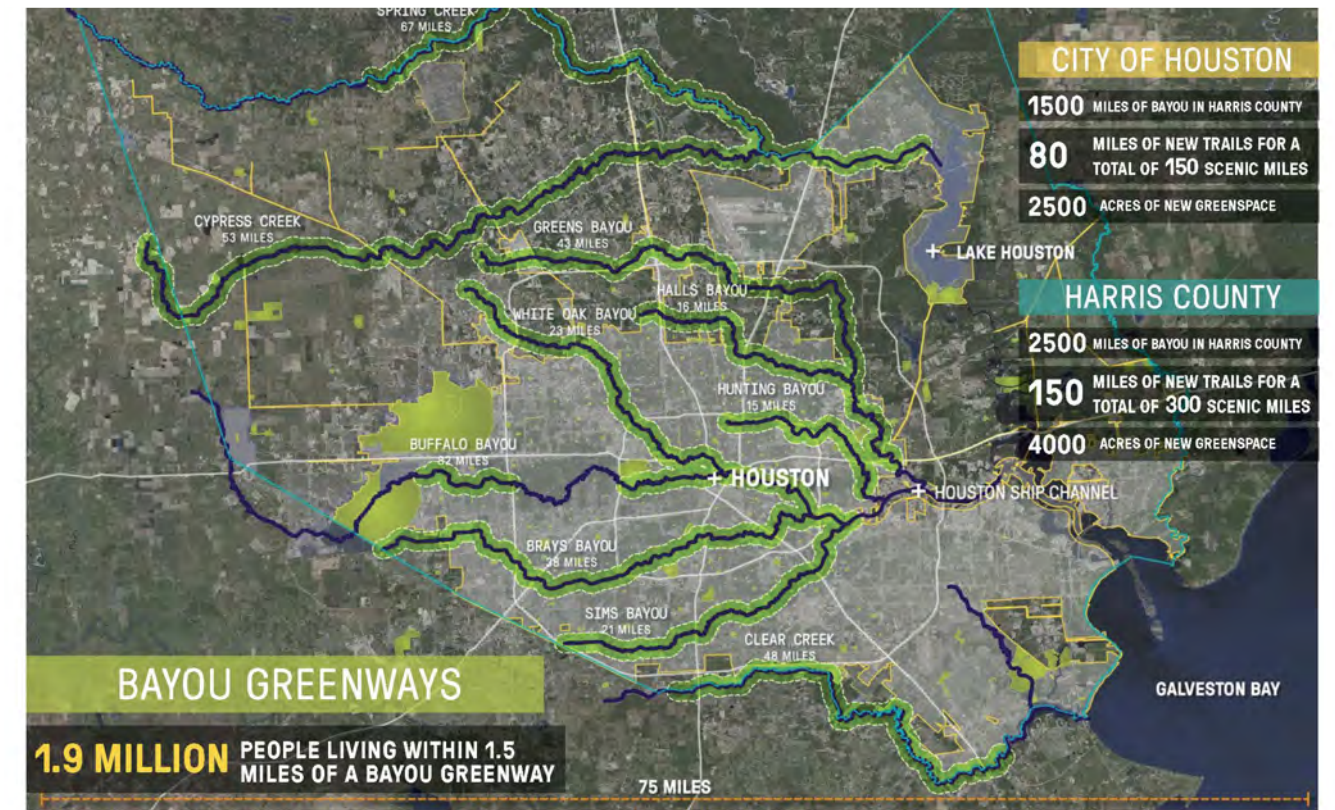
**Overview:** This pivotal project balanced the functional requirements of stormwater conveyance and storage in an area prone to large flood events with the creation of a usable public greenspaces. The catalyst was the removal of a large portion of the existing city storm infrastructure to create a linear corridor with an open channel for stormwater management and conveyance. Saiki Design was primarily responsible for master planning and development of the corridor's character, theme and landscape vocabulary.

The team developed a publicly vetted master plan that transitioned the floodway to useable open space over the course of nearly ten years and multiple project phases. The project area connects to city-wide and regional pedestrian and bicycle infrastructure systems and includes paths, nodes, play areas, an amphitheatre for community events, overlooks and interactive water and stormwater management features.

Clearly articulated access is afforded to community members near and far.

## Bayou Greenways. Houston, TX

Houston's 150-mile-long greenway plan brings 6 out of 10 residents to within 1.5 miles of nature based open space.



## Mason Park Bridge. Houston, TX

A Signature pedestrian bridge connects divided neighborhoods and parks across a volatile waterway.





# Water Access

## Hunters Point South Waterfront Park. New York, NY



**Overview:** Hunter's Point South Waterfront Park is an international model of urban ecology and a world laboratory for innovative sustainable thinking. What was once a barren post-industrial site has been transformed into a world-class park that is both urbane and otherworldly. The site is waterfront and city; gateway and sanctuary; blank slate and pentimento. These readings suggest an approach to the landscape that enhances what is unique about the site, while framing a new multi-layered identity as a recreational and cultural paradigm.

**Client:** Port Authority  
**Scope:** Master Planning

*Active and passive uses engage the water's edge in a safe and barrier free way.*

## Riverside Park South. New York, NY

New greenspace and multi-purpose infrastructure reconnects Manhattan's urban edge to it's waterfront.



## Lake Superior. Marquette, MI (Baird)

Shoreline restoration work stabilizes a civic edge and creates new recreation opportunities.





## Guthrie Green & Tulsa Arts Streetscape. Tulsa, OK



**Client:** George Kaiser Family Foundation

**Size:** 2.7 Acres

**Scope:** Landscape Architecture

**Overview:** Guthrie Green transforms a former truck loading facility into a lively new urban park offering gardens, interactive fountains, a lawn amphitheater, an outdoor stage with vine-covered “green rooms”, and an 11,200-square foot cafe pavilion. The project offers an outdoor -living room- to serve the district’s increasing numbers of artists, urban professionals, students, families and visitors. The design supports a strong connection to nearby buildings and destinations including a new TV station, museum spaces, artist studios, a local historic theater, and the ONEOK Ballpark. Sustainable design approaches included installing a ground-source heat pump system under the park. Supported by public-private funding as well as ARRA and State Energy grants, the grid of 500-foot deep wells provides heating and cooling for non-profit tenants in nearby buildings, offsetting the need for traditional energy sources.

## Galveston Island State Park. Galveston, TX

Resilient park design addresses 50-year climate change projections along the Gulf of Mexico.

- ① EQUESTRIAN DROP-OFF & CAMPING (SEASONAL) GROUP CAMPING
- ② RV CAMPING (MULTI-USE)
- ③ PRIMITIVE CAMPING
- ④ PRIMITIVE CAMPING & SECONDARY DAY-USE TENT PLATFORM
- ⑤ DAY-USE AREA
- ⑥ DAY-USE PARKING
- ⑦ OVERFLOW PARKING
- ⑧ NEW HEADQUARTERS
- ⑨ BOARDWALK
- ⑩ NATURAL SURFACE NATURE TRAIL
- ⑪ BUFFER PLANTING & BERMS
- ⑫ WETLAND
- ⑬ EXISTING RESTROOM
- ⑭ NEW RESTROOM



swa GALVESTON ISLAND STATE PARK  
DESIGN DEVELOPMENT

## Markham Square Water Quality Demonstration Park. Conway, AR

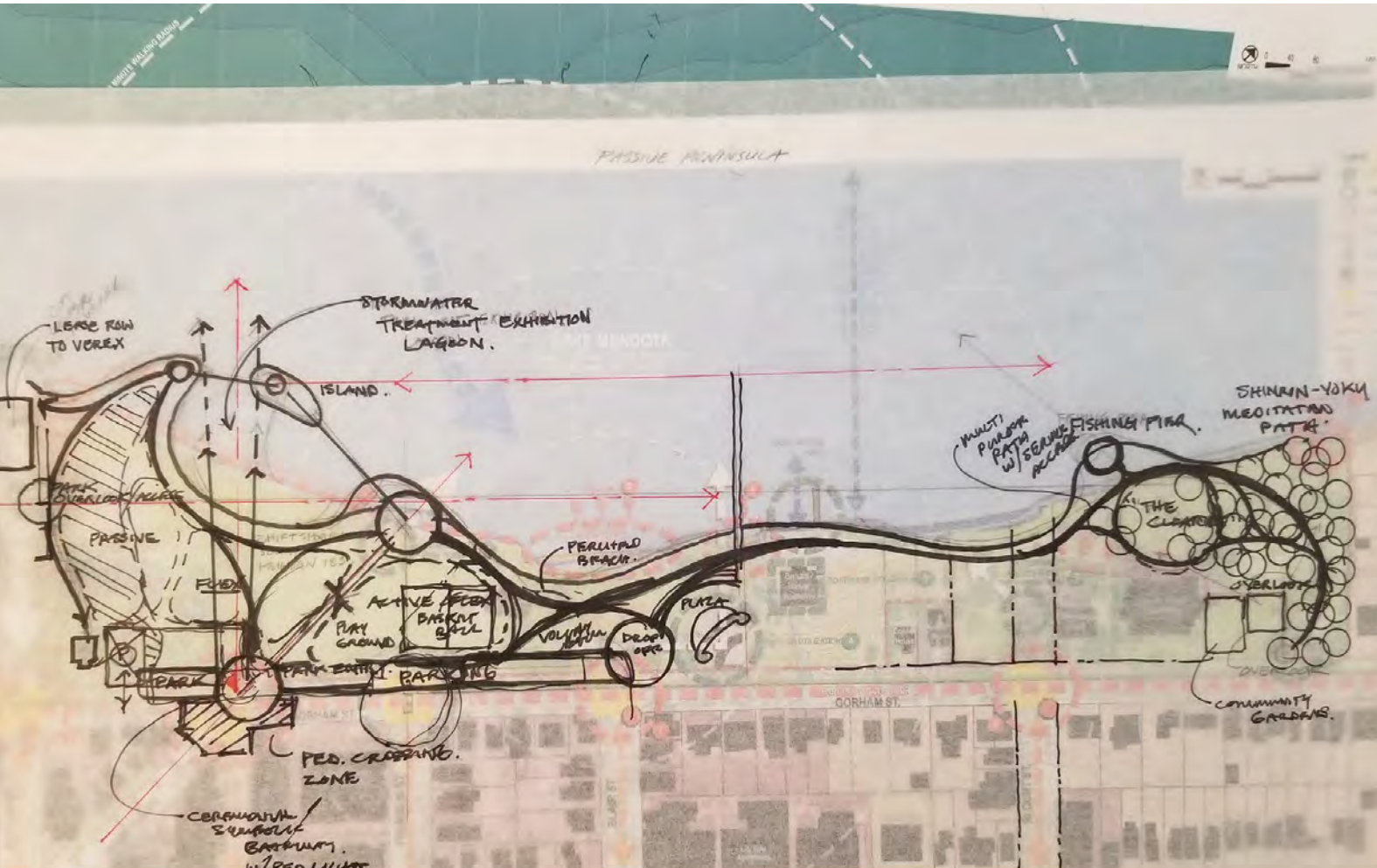
A water quality demonstration project uses low impact design principals to create a community park.





# Public Space

## James Madison Park Master Plan. Madison, WI (Saiki)



**Client:** City of Madison  
**Size:** 12.63 Acres  
**Scope:** Planning and Community Engagement

**Overview:** James Madison Park is a beloved and highly used 12.36-acre community park in downtown Madison along the shores of Lake Mendota and adjacent the University of Wisconsin, State Capitol and State Street districts. The master plan public engagement process, led by Urban Assets and City Parks Division landscape architect Sarah Lerner, followed the City's Racial Equity and Social Justice Initiative (RESJI) to optimize public participation.

The master plan includes recommendations for a new park shelter, reorganization of parking, play fields, play spaces and courts, a completely renovated shoreline with expanded beach, boat docks, on-site watercraft vendor, a leasable space for a coffee shop, improved access and dockage for a local rowing club using the existing boathouse, landscape management and storm water management enhancements to the park watershed and to the regional storm sewer system within the park.

Appropriately scaled upon space is thoughtfully designed for public gathering and programming need.

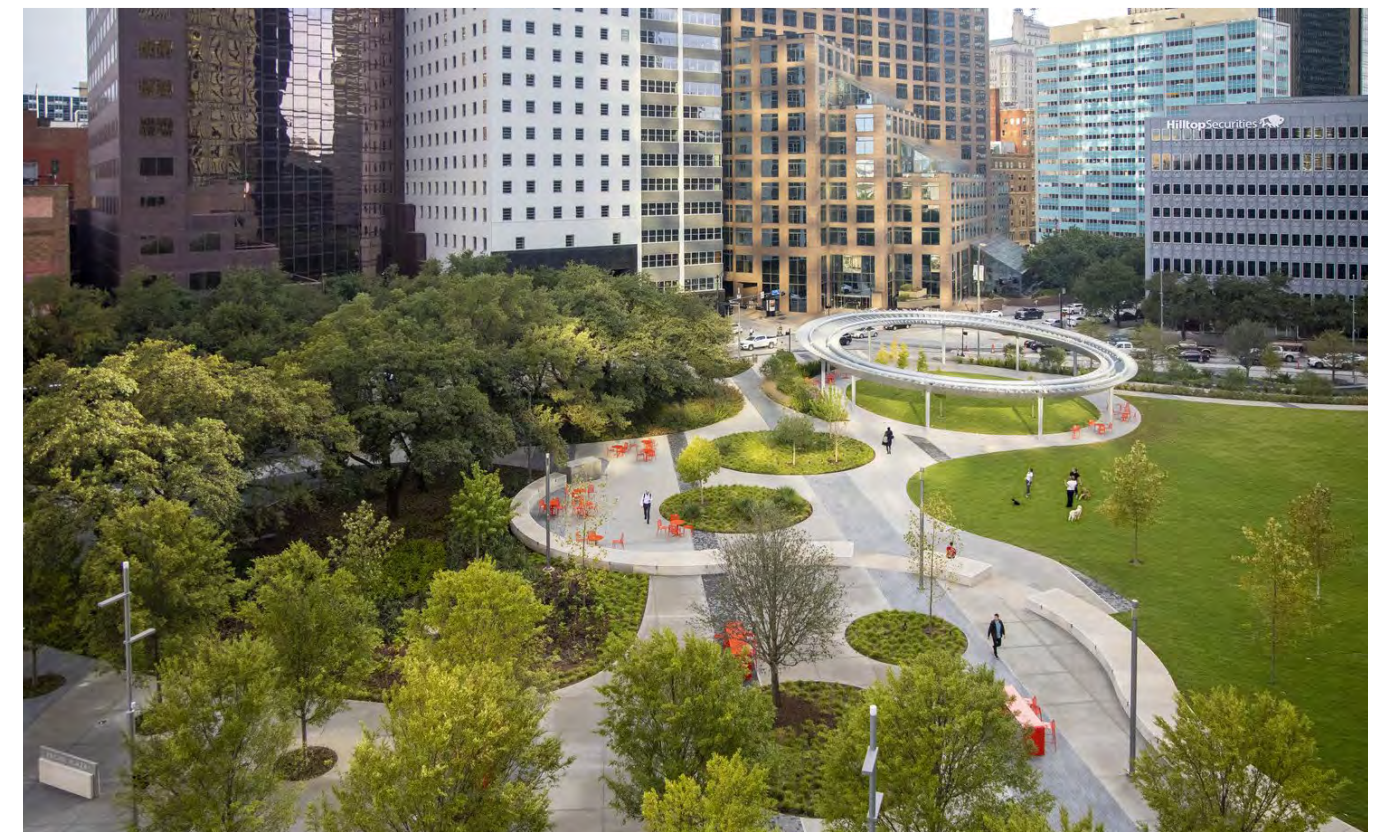
## Evelyn's Park. Houston, TX

Sensory experiences throughout a series of sophisticatedly themed gardens inform a 5-acre park.



## Pacific Plaza. Dallas, TX

A bespoke neighborhood park enriches the heart of downtown Dallas.





# Public Art

## Atlanta Connector. Atlanta, GA



**Client:** Midtown Alliance

**Size:** 5 Miles

**Scope:** Planning

**Overview:** SWA worked with the Midtown and Downtown Development District of Atlanta to develop a vision, and urban design plan for the 5 mile Interstate 75/85 Connector that divides the city. -The Connector- is famous for its snarl of traffic and frequent flooding that brings urban Atlanta to a standstill. The Connector also creates an inhospitable urban environment that reduces walkability, diminishes transit ridership, and presents a bleak image of the City to visitors. SWA's vision plan seeks to repair and reconnect the core of Atlanta, while pressing the national discussion about the nature of highway infrastructure and its place in the city. By re-branding Atlanta's Interstate 75/85 Connector as a linear gallery, the "Museum of Freeway Art", the urban freeway is redefined as public space that becomes a catalyst for energizing its margins, the adjacent neighborhoods, and the city as a whole.

*Special moments connect with community history and express sense of place.*

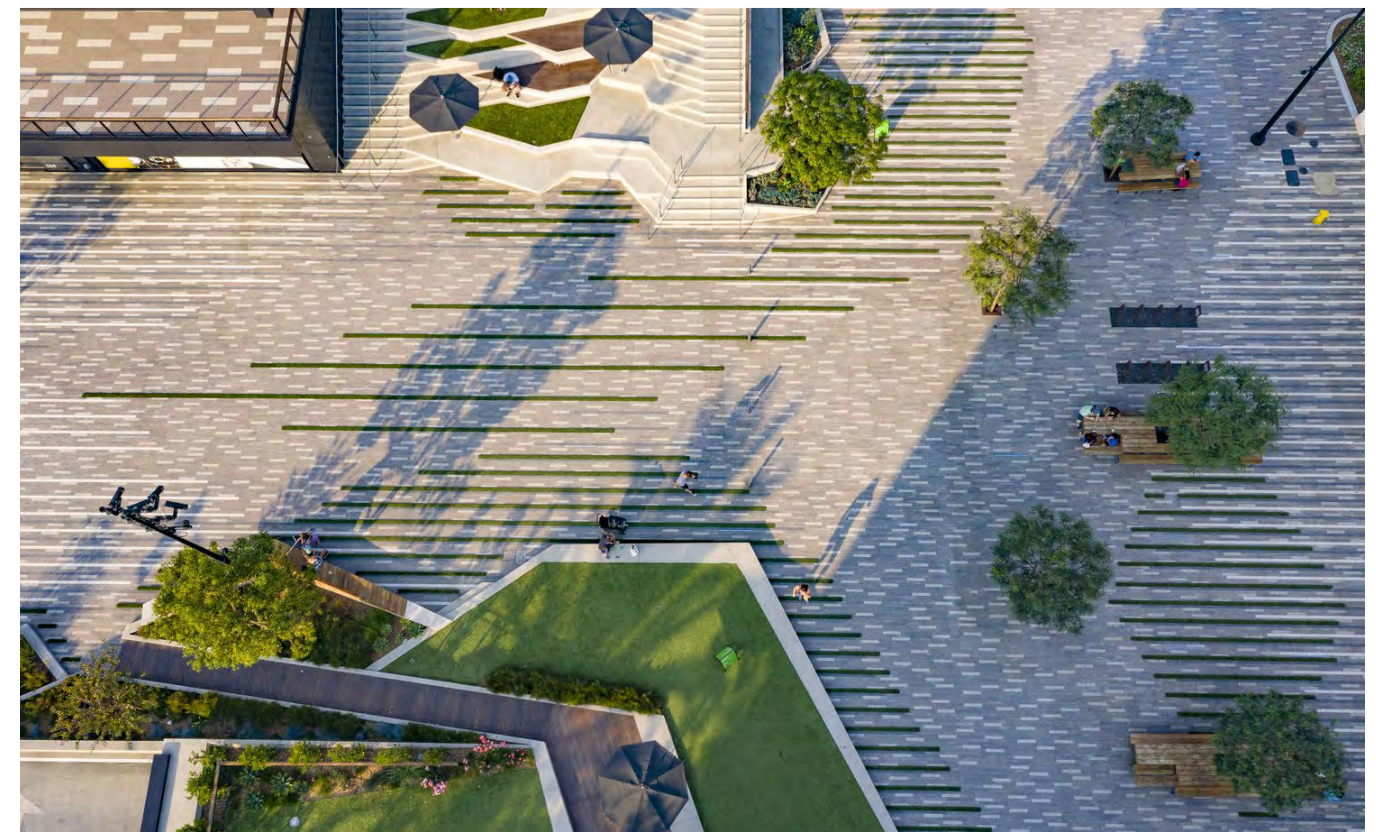
## Creek Harbour. UAE

Public art enlivens a waterfront in an unexpected way.



## Pacific Plaza. Culver City, CA

A bespoke neighborhood park enriches the heart of downtown Dallas.





# Education

## California Academy of Sciences. San Fransisco, CA



**Client:** Stantec Architecture

**Size:** 9.5 Acres

**Scope:** Planning and Landscape Architecture

**Overview:** The new Academy of Sciences building was designed to house multiple previous buildings including the Steinhart Aquarium and Morrison Planetarium in one consolidated building with a smaller overall footprint and with the extra space re-established as gardens for the park. The design lifts the natural landscape three stories up as the dramatic living roof with seven mounds with slopes as steep as 60 degrees conforming to the uses below. The 2.5-acre roof is one of the world's leading green roof research facilities, emphasizing habitat quality and connectivity. The project cites reductions in energy consumption and water usage and stands as an example of technical and natural systems coming together in a harmonious way. SWA provided full landscape architectural services for the new Academy of Sciences and the public was carefully listened to and considered during the process. The Academy has received double LEED Platinum certification.

*Interpretative moments are embedded into open spaces to foster strong connection to place.*

swa

## Buffalo Bend Park. Houston, TX

A nature-based park utilizes found object design to creatively manage stormwater and educate residents.



## Cross Creek Ranch Polishing Pond. Houston, TX

Stormwater management from tap to tributary results in a 3 mile long creek restoration and 50 acre polishing pond.





# Economic Opportunity

## Buffalo Bayou Park. Houston, TX



**Client:** Buffalo Bayou Partnership

**Size:** 1.2 Miles

**Scope:** Planning and Landscape Architecture

### Overview:

The renewed 160-acre Buffalo Bayou Park is a critical urban green space that has been tested by three major floods since its opening in 2015, including by Hurricane Harvey. The park sets a new precedent for resilient open-space design, planning, and operations in climate-sensitive and flood-prone coastal areas. Over 15 miles of pedestrian and bike paths, including four pedestrian bridges, offer opportunities to explore the restored ecology of the bayou while promoting healthy activities for Houston's growing population. Large event lawns, protected gardens, nature play areas, and flexible plazas provide the infrastructure to support year-round events.

*Exceptional design visioning creates economic opportunity and leads to critical fundraising.*

swa

## Hennepin Avenue. Minneapolis, MN

Multimodal design, seasonal ambiance, and historical underpinnings drive the rehabilitation of a civic space.



## Belgrade Waterfront Park. Belgrade, Serbia

The largest regeneration project in Serbia's history creates a world class waterfront destination.





# Section 3 Technical Approach



Jacksonville Waterfront. Jacksonville, FL



## INTRODUCTION

We understand this competition is a high profile undertaking by the City. We understand there is an engaged constituency watching, and while the competition phase process is largely behind closed doors, the results will be public and highly scrutinized. Our design approach, informed by our team's inventory and analysis of the site, our collective working experience, and our personal experiences as members of the community will encourage us to produce creative, site-specific, and thoughtful design solutions.

Our team understands the competition approach the City has initiated. Our team is "all in" related to effort, potential fee, actual cost, and commitment needed to complete this phase of work. We look forward to the final selection process and acknowledge the importance that this project will have on the City of Madison for decades to come. The following project outline is based on the 14-week timeframe allocated to the initial Lake Monona Design Competition beginning in June – July 2022.

## Existing Conditions Synthesis

The Lake Monona Waterfront Preliminary Report provides a solid foundation to bring together master planning needs with potential design interventions. The Saiki + SWA team has intentionally formed a partnership that coalesces around local roots and global reach. Consisting of team members who are intimately familiar with the city of Madison, SWA will bring bold ideas and international waterfront experience to the table. Saiki Design will push forward the team's sustainable mission and emphasize a community-driven approach to site design. Together, the team will produce an initial needs assessment that will include the following:

- Procure all available data to understand the physical and cultural characteristics of the project site and its surroundings,
- Identify key environmental, cultural, economic and political factors affecting the team's approach to the project,
- Re-state regulatory constraints that could significantly encumber expressed programming desires,

- Identify information gaps that can be easily rectified within the project timeframe as well as gaps that will need to be addressed at a future date,
- Begin an eye level and aerial photographic survey that will inform future before and after master plan recommendations,
- Synthesize beneficial and non-beneficial relationships between overlapping systems into an opportunities and constraints diagram. This diagram will be the basis for explaining the proposed design recommendations depicted in the final master plan.

## Framework Planning

Based on information gathered from the Existing Condition Synthesis, the team will begin to study the design of critical project systems needed to create a dynamic waterfront experience. A series of internal design charrettes will produce Framework Diagrams that will establish a basis for key design features. Proper framework and implementation planning can afford appropriate considerations for recreation amenities such as open space programs, public art, and accessibility and connectivity issues. Potential adjacencies such as the Convention Center expansion will also be considered to inform the overall waterfront experience.

Anticipated outcomes from this step will include the following frameworks and precedents:

- Open space utilization, activation and programming
- Circulation planning
  - Internal and external access points
  - Vehicular and pedestrian integration
  - Bikeway
  - Parking areas
  - Motorized and non-motorized boating
  - Multi-modal points of connection and portals
  - Maintenance access and event routing
- Landscape typologies
- Site grading potential
  - Shoreline stabilization
  - Subsurface opportunities



- Hydrology
  - Critical design elevations
  - Stormwater management
  - Water quality features
- Architectural features
- Public art
- Sustainable features
- Utility needs
- Project case studies

## Educational Outreach

Following Framework Planning efforts, the design team intends to engage the University of Wisconsin-Madison Department of Planning and Landscape Architecture in a design charrette. Building on community engagement efforts, the team will present findings to date and discuss preliminary design ideas with students and faculty. Resulting work will occur over a 2-week period and summary documentation will be included as part of the final submission.

## Draft Master Plan

As prime consultants, the Saiki + SWA team's notable experience in the realms of landscape architecture, urban design, and planning enables us to think about design interventions at all scales, from big-picture planning

solutions to highly detailed design. We also take great pride in proper construction implementation and the longevity of our designs. This is because we consider aspects like materiality, costing, and logistics from the onset, ensuring that our designs can be brought to reality. All of these considerations will be incorporated into our final deliverables to the City.

The design team will produce an overall master plan graphic, enlargements, and illustrations/sections/details to depict key design concepts. The plan will explain how the guiding principles are addressed and how community input has been incorporated. Additional guidance will be given for overall operations, maintenance, and phasing. The SWA imaging department will create video content and potential marketing exhibits. Final deliverables will include:

- Illustrative master plan and perspectives
- Enlargement plans and details
- Order of magnitude maintenance diagram
- Pilot project recommendations
- High level project phasing priorities
- Recommended roles, responsibilities, and considerations for short- and long-term management

As proposed, this design approach will create a waterfront experience that expresses the best of Madison: a family-friendly destination that promotes cultural connections and embraces big nature.



# Section 4 Equitable & Inclusive Design



Belgrade Waterfront. Belgrade, Serbia





## INCLUSIVE DESIGN

Exceptional projects are the result of an engaged community, a timely need, a diversity of perspectives, and a through design process. The creation of equitable and inclusive projects can be viewed through a similar perspective. Significant public projects like the Lake Monona Waterfront Master Plan represent potential opportunities to greatly improve quality of life or to repair underperforming spaces. Incorporating the needs and desires of the full cross section of a community leads to a project that is of its place and socially resilient through time.

## Scope of Work

The project team strongly believes in the power of equitable and inclusive design as evidenced by their work portfolios. Waterfront planning, public park design, and greenway planning are often our most expressive community commons. These project typologies are a core component of each of our company missions for social responsibility. We strategically pursue and skillfully craft our work to maximize social benefits. A completed design that is lacking in people or wildlife is a missed opportunity. A space biased by singular usership becomes uncomfortably isolated and vulnerable. Our greatest successes are defined by spaces occupied by a diversity of ages, genders, races, and life interests.

## Continual Discourse

As a starting point, equitable projects are often the result of multiple public meeting forums and community workshops. These sessions should focus on creating an awareness of needs, documenting results, and demonstrating accountability within final designs. A method of consistent discourse should be provided throughout the project to avoid misinterpretation or evolving needs.

Each project typically has its own unique challenges and consensus building can be difficult. Compromise is best achieved by tracking progress throughout a project and using data driven metrics to provide a living baseline for discussion. We believe inclusion does not stop after the workshop, but rather engagement is an ongoing necessity for success.

## Project Continuity

In the case of Lake Monona, we are familiar with the Public Engagement that has occurred to date and are prepared to incorporate its findings within our Master Plan submission. To further enhance and leverage its results, EQT by Design has joined our team to continue their previous work. During each of their projects, EQT designs and executes comprehensive strategies centered around engaging underrepresented populations through an equity lens. This ensures solutions incorporate the voices and perspectives of diverse community members. We fully intend to continue engaging the community where appropriate before and after the design competition to maximize equity and inclusivity.

## Professional Practice

As design professionals, we also pursue diversity and inclusion within our own internal business practices. For example, SWA believes that the practice of landscape architecture should work to advance social equity. They consistently seek to support change that we can enact within our profession to consciously and proactively assist the communities in which we work. Through an internal committee known as RISE (Respect, Inclusion, and Social Equity) SWA strives to create a more inclusive, socially impactful, and equitable practice that reflects and supports the communities we serve. SWA is continually working toward three key goals:

- Elevate BIPOC (Black, Indigenous, and Persons of Color) communities through our work in landscape architecture.
- Expand diversity within our professional networks.
- Cultivate SWA's culture to become more just, equitable, and diverse.



# Section 5 Project Understanding



Shunde Waterfront. Shunde, China.





Straz Center, Carthage College, Kenosha, WI

## UNDERSTANDING OF SCOPE AND CHALLENGES

The Lake Monona Waterfront project area is tasked with addressing the large-scale community issues of forging connections and a sense of identity within a fragmented series of spaces in Madison's public realm. The issues and challenges for this design lie within highly technical regulatory, ecological, and physical construction environments. The aspirations for a signature solution are no less than what we should demand for our cities, and the challenge to reach across the design table to include potential users and stakeholders of diverse backgrounds is a high bar to which our team is committed to reach.

### Master Plan Objective

A recognized master plan is often defined by its visionary thinking and ambition. A successful master plan is one that seamlessly synthesizes complex systems into viable design solutions that are constructible and enduring. Bold design ideas are easily forgotten if not grounded in reality, while technically driven solutions can become mundane if lacking a core vision. The success of the Lake Monona

Design Competition will be defined by its ability to turn a strong vision into a functioning reality. Our design team is fully prepared and excited to meet this challenge. We will focus on addressing the following topics to create a cohesive master plan.

### Community Engagement and Inclusiveness

#### Water as Place

Water is a community organizer for civilizations throughout the world. Whether placid, flowing, scarce or abundant, its presence gives life, generates value, and fosters identity. As members of the Madison community, our team uniquely understands the immeasurable value that Lake Monona has for the City of Madison and beyond. As global practitioners, we also recognize the immense potential it still holds. The greatest waterfronts reflect ALL their people and the communities that have inspired them - our master plan proposal will be an expression of its people.

#### Existing Precedent

In addition to our own formative experiences at Lake



The Rose Garden at Olbrich Botanical Gardens, Madison, WI

Monona, we have thoroughly reviewed and are familiar with the community engagement that has already occurred for this project. We recognize the stated needs to diversify the waterfront experience and broaden its cross section of user types and to maximize cultural connectivity. In addition to the community's requested programming needs, users should feel safe, comfortable, and inspired to engage within their civic space. Therefore, physical design recommendations will be provided and augmented with considerations for general waterfront operations.

#### Ecological Community

Community is not solely a human-centric concept. The preservation and expansion of desired lake flora and fauna will be a key emphasis in the rating of success for this project. Given Madison's current and future environmental concerns and the city's advocacy for nature, close examination and recommendations for maximizing biodiversity will be a core element in the team's proposed master plan. We aim to give a voice to the wildlife that co-exist on site and within its broader ecosystem.

#### Community Sponsorship

Ambitious design plans require enthusiasm as well as

funding sources. Based on the RFQ, we understand there are funds for an initial phase but additional fundraising will be required for the full master plan vision. Our team is experienced with this framework as many of our projects require public/private partnerships to achieve their ultimate goals. Our master planning efforts are often structured with potential phasing in mind and how to best leverage incremental funding from potential stakeholders. We also have an in-house imaging group that is tasked with creating marketing collateral to assist our clients with videography needs and marketing perspectives if requested.

#### Historic Perspective

The competition references Madison's history with touchstones reaching back tens of thousands of years. We have a respectful and ongoing relationship with Madison's Ho Chunk Nation and understand the impact of this relationship on the land and water. Our team also has strong knowledge of John Nolen's impact on our City, as we have produced work for the rehabilitation master plan and implementation of improvements based on Nolan's plan for the Wisconsin State Capitol Park. We are steeped in our community's reverence of Frank Lloyd Wright's work and



have participated in the master plan for the rehabilitation of his studio at Taliesin, as well as landmark buildings like the First Unitarian Meeting House and the supporting facilities at the Wingspread Conference Center in Racine.

## Connectivity

### Breaking Barriers

Given the site context, basic physical connectivity will be a primary point of emphasis. Limited shoreline expansion, high speed traffic, railroad infrastructure, and elevation changes present formidable barriers. The design team is well versed in addressing these challenges through our work in major international centers and waterfronts. In each case, the design solution was best approached as an exercise in evaluating site constraints, regulatory requirements, available technology, order of magnitude costs, and desired carrying capacities. Understanding the nature of this design competition, the team will produce good, better, and best design matrixes that weigh project priorities against potential technical and financial limitations. Design solutions shall be ADA compliant and we will emphasize a universal design approach to maximize lake access for all.

### Alternative Transit

Emphasis will also be placed on the feasibility and advocacy of multi-modal transit options. While still relevant, historic passenger car park and drive models have limited capacities, can negatively subdivide open spaces, and inadequately address equitable access. The design team will study alternate transit options and build on Madison's renowned bikeway plan. We will create recommendations that consider points of connection for existing infrastructure, provide recommendations for safe and efficient site access at all thresholds, and deliver thoughtful connectivity to regional destinations. We also recognize the competing functional and aesthetic concerns along John Nolan Drive. Our team is prepared to extensively study and provide balanced recommendations for this important segment.

### Sensory Landscapes

Sense of place is often determined by one's profound appreciation for their immediate environment. While "connection" is typically defined by physical connectivity of a design project, the activation of all five senses can be equally impactful and important. Quiet mornings, skyline

views, cold winds on a winter day, and the smells and tastes of community festivals will create lasting memories that define the Lake Monona Waterfront. The future master plan should improve physical connectivity while also advocating for a full sensory experience.

## Ecology

### Watershed Perspective

It is essential to view topics of lake water quality, stormwater management, and aquatic restoration through both a watershed and a site-specific approach. Based on the draft Lake Monona Waterfront report we recognize that site design parameters are subject to forces outside the immediate project boundaries. Given our previous waterfront experience and the significant nature of this waterfront edge we anticipate the need for further study of the watershed to inform specific project interventions. We have found that limited watershed actions directly adjacent or distant to a project site can have an incremental or even profound impact on a master plan design approach. In particular, SWA's work with flooding and water quality issues in the the gulf coast region will help address regulatory and restrictive hydrology constraints.

### Subsurface Perspective

The splendor of a clear day with an open water vista can be unparalleled. The muck and turbidity of a suffering subsurface aquatic environment can be equally alarming. Lake Monona is a composition of its component visible and invisible parts. The design team recognizes the importance of limnology in the successful execution of a long-term aquatic environment. Particular focus will be given to functional water depths, point source drainage solutions, and the effect of lake hydrology on existing and proposed site features. As one of the most biologically productive ecologies, careful consideration will be given to the preservation, restoration, and resilience of aquatic plantings.

### Ecotone

The edge between two ecologies is often an ecologically rich habitat. The design team will seek to maximize this ecotone effect between systems and provide greater project biodiversity. Design solutions will consider functioning native subsurface and above water systems that have educational and quantifiable impacts. Like all



The Edgewater Hotel, Madison, WI

other animals, people are naturally drawn to the water's edge. By enriching ecological edges, community members will add a social richness that is informed by and creates greater advocacy for sustainable practices.

## Architectural Identity

### Bold Visions

In its simplest form, architecture addresses basic human needs. But, when aspirational, architecture can determine identity and expand placemaking. The state capital is perhaps Madison's best illustration of this concept. The presence of the Monona Convention Center is also of the aspirational variety, and the immediate context benefits from the additional functional and site-specific design considerations. We recognize that the potential expansion and phasing of the Convention Center would create a new opportunities for placemaking. The design team's experience with urban landmarks and cap park planning projects will serve as informative precedents for this waterfront, as we understand that cohesive design and planning is essential for landmark objects located along to the project site.

### Walk in the Park

In addition to expanding the biological ecotone, further articulation of the architectural edge of the project site is needed. Places to pause, contemplate, rest, relax or gather should be thoughtfully planned throughout the park procession. Much of the community input to date has focused on basic human needs and a desire for small group gathering spaces. Thus, the creation of small structures and thoughtful overlooks or plaza spaces will become essential elements for park enjoyment. We anticipate these spaces will have a cohesive aesthetic, be flexible in use, and utilize durable materials. They should be embedded in the land form, engage the water, and expand and contract depending on intended use. Their architectural character should be sympathetic to existing landmarks, but not overpowering.

## Engineering Integrity

### Site Variables

Variable climate and ambitious design work require sound technical underpinnings. The design team is comprised of experts attuned to the site conditions and globally recognized for waterfront engineering. All design elements shall consider site conditions such as longshore current influence, lake fetch, freeze/thaw impacts, and existing soils. Each will be viewed through the lens of ensuring structural stability and maximizing material longevity. Protecting the shoreline and new features will be a primary objective accomplished by using hard and soft approaches to stabilize the lake edge and attenuate waves.

### Utilities

Water, sewer, drainage, and electrical requirements will need to properly tie into existing infrastructure in a cost effective and feasible way. Basic capacities will be vetted and all efforts will be taken to implement sustainable practices and low resource use applications. As buried costs, these elements shall be smartly planned for efficiencies. Projected needs and phasing will also be considered to avoid potential future conflicts and additional costs.

### Flexible Design

Design considerations will be given to daily, seasonal, and special event access. Each of these moments in time can positively or negatively impact user experience. They will also have significant bearing on site carrying capacity and project longevity.





Dallas  
Dubai  
Houston  
Laguna Beach  
Los Angeles  
New York SWA/Balsley  
San Francisco  
Sausalito  
Shanghai

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