

# Lake Monona Waterfront Design Challenge

RFQ #10082-0-2022-BP

May 2, 2022

City of Madison, Wisconsin

Agency Landscape + Planning

with:

MSR Design

Kimley-Horn & Associates

raSmith

Middleton Construction Consulting



Agency  
Landscape + Planning

[www.agencylp.com](http://www.agencylp.com)

91 Harvey Street, Suite 2  
Cambridge, MA 02140



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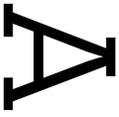
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(Team Resumes)



bpittelli@cityofmadison.com  
Brian Pittelli  
City of Madison Purchasing Services  
City-County Bldg, Room 407  
210 Martin Luther King, Jr. Blvd.  
Madison, WI 53703-3346  
Telephone: (608) 267-4969

May 2, 2022

**Re: Lake Monona Waterfront Design Challenge RFQ #10082**

Dear Brian and the Lake Monona Waterfront Ad-hoc Committee,

We are excited to offer our team, qualifications, and approach to the opportunity of the Lake Monona Waterfront Design Challenge.

Madison is a city that leads with its values, consistently seeking to maximize the potential of planning, investments, and partnerships to expand participation in public processes and generate positive social, environmental, and financial impacts through built outcomes.

The City of Madison has already demonstrated its continued commitment to its core principles through the Lake Monona Waterfront Preliminary Report. We are passionate and prepared to help shape these project drivers into the creation of a signature waterfront experience that delivers tangibly in both process and in outcome.

**Transforming American Waterfronts**

Madison's values will be at the forefront of our design process as we leverage our expertise in working with cities to reconnect with their waterfronts. Agency, as the prime consultant, has a particular passion for waterfronts — and a deep portfolio of transformational projects. The completed Chicago Riverwalk helped create an identity for the river's edge as visceral and memorable as its architectural frame. The Jacksonville Landing Design Competition envisions a world-class park that expresses the city's identity through the connection of Jacksonville's downtown to the St Johns River. And the Wilmington Waterfront Park and 9-acre waterfront master plan represents more than a decade of work with the Port of Los Angeles to reconnect long-severed communities back to the coastal waterfront. In Indianapolis, Cleveland, Council Bluffs, Des Moines, Minneapolis, and Dayton, we have led strategic planning initiatives to guide long-term investment in tens of miles of Midwestern rivers and lakefronts.

**Shaping Madison's Civic Infrastructure**

We are pleased to be in partnership with MSR Design for this effort. MSR has had the pleasure of collaborating with the City of Madison over the last fifteen years to deliver high-profile public projects that exceed their lofty process and outcome goals. These include the Madison Central Library, Madison Municipal Building, Olbrich Botanical Gardens Expansion, and Madison Public Market. Individually, these projects have helped reinvigorate historic city resources, breathe new life into public institutions



and services, and connect people with nature through direct experience, learning, and stewardship. Collectively, they are a built reflection of the convergence between existing physical ingredients and conceptual values that make Madison unique, a combination that continues to make Madison a place that people are drawn to visit, invest in, and call home.

### **A City and an Ecosystem**

A City on an isthmus, Madison is unlike most American cities, perched between two lakes of enduring beauty. This intersection of civic life and natural heritage is rich but also brings with it great challenges. Water quality and habitat degradation are key concerns for the future. Access to the water for all is compromised and unsafe thanks to many years of automobile-motivated investment. This design challenge is a great opportunity to create a new “green and blue” future for Lake Monona that capitalizes on the natural beauty of the setting while enhancing it through thoughtful environmental planning and restoration. We are thrilled to have Kimley-Horn, national experts in mobility, park-related and environmental infrastructure, working in concert with local experts raSmith.

We are eager for the next step and look forward to the opportunity to discuss with you further!

Sincerely,

Gina Ford  
Principal Landscape Architect  
Agency Landscape + Planning  
(617) 512-8702  
gina@agencylp.com

Brie Hensold  
Planning Principal  
Agency Landscape + Planning  
(202) 210-6857  
brie@agencylp.com



## 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.

Agency Landscape + Planning

COMPANY NAME

A handwritten signature in black ink that reads "Gina Ford".

SIGNATURE

5/2/2022

DATE

Gina Ford

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	ST	
Form B: Receipt of Forms and Submittal Checklist	ST	
Form C: Proposer Profile	ST	
Form D: Fee Proposal	N/A	N/A
Form E: References	ST	
Appendix A: Standard Terms & Conditions	N/A	
Appendix B: Contract for Purchase of Services	N/A	
Addendum # 1	N/A ST	
Addendum # 2	N/A ST	
Addendum #	N/A	
Addendum #	N/A	

**Agency Landscape + Planning**

VENDOR NAME

**Agency Landscape + Planning**

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.) Agency Landscape + Planning			
FEIN 82-3649724		(If FEIN is not applicable, SSN collected upon award)	
CONTACT NAME (Able to answer questions about proposal.) Gina Ford		TITLE Principal Landscape Architect	
TELEPHONE NUMBER 617-512-8702		FAX NUMBER	
EMAIL gina@agencylp.com			
ADDRESS 91 Harvey Street, Suite 2		CITY Cambridge	STATE MA
		ZIP 02140	

### 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 Gina Ford		TITLE Principal Landscape Architect	
TELEPHONE NUMBER 617-512-8702		FAX NUMBER	
EMAIL gina@agencylp.com			
ADDRESS 91 Harvey Street, Suite 2		CITY Cambridge	STATE MA
		ZIP 02140	

### ORDERS/BILLING CONTACT

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

CONTACT NAME Gina Ford		TITLE Principal Landscape Architect	
TELEPHONE NUMBER 617-512-8702		FAX NUMBER	
EMAIL gina@agencylp.com			
ADDRESS 91 Harvey Street, Suite 2		CITY Cambridge	STATE MA
		ZIP 02140	

### 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 type="checkbox"/>	<b>Yes</b> , we are a local vendor <b>and</b> have registered on the City of Madison website under the following category: _____ <a href="http://www.cityofmadison.com/business/localPurchasing">www.cityofmadison.com/business/localPurchasing</a>
<input checked="" type="checkbox"/>	<b>No</b> , we are not a local vendor or have not registered.



## 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 Downtown Investment Authority, City of Jacksonville		CONTACT NAME Lori Boyer	
ADDRESS 117 W. Duval Street, Suite 310		CITY Jacksonville	STATE FL
		ZIP 32202	
TELEPHONE NUMBER (904) 255-5301		FAX NUMBER	
EMAIL BoyerL@coj.net			
CONTRACT PERIOD March - July 2021 (competition)		YEAR COMPLETED 2021	TOTAL COST \$125K
DESCRIPTION OF THE PERFORMED WORK Agency led one of three teams in this three-month long competiiton to design a 6-acre park at the intersection of Downtown Jacksonville and the St Johns River. Our design proposal unites these two special and defining forces – the wild nature of the St Johns River and the vibrant culture of Jacksonville – to create a public park that could be nowhere else. This competition has strong paralells to the process at Lake Monona Waterfront Design Challenge.			

REFERENCE #2 – CLIENT INFORMATION			
COMPANY NAME City of Chicago		CONTACT NAME Michelle Woods	
ADDRESS 30 North LaSalle St., Suite 300		CITY Chicago	STATE IL
		ZIP 60602	
TELEPHONE NUMBER (312) 744-4834		FAX NUMBER	
EMAIL michelle.woods@cityofchicago.org			
CONTRACT PERIOD 2009-2015		YEAR COMPLETED opened 2015	TOTAL COST \$100M in two phases
DESCRIPTION OF THE PERFORMED WORK The charge was to build 25' of new land on the river's south side, weaving it together as a continuously connected public space. The completed segments of the Riverwalk now create an identity for the river's edge that is both visceral in experience and as memorable as its architectural frame. Gina Ford was the lead designer for the Sasaki team – working closely with Ross Barney Architects to create a cohesive overall vision for these latest phases and then leading the development of concept design through implementation for a series of key spaces – the Marina, the Cove, and the Jetty.			

Agency Landscape + Planning

COMPANY NAME



## Form E: References

RFP #:10082-0-2022-BP

REFERENCE #3 – CLIENT INFORMATION			
COMPANY NAME The Bay Park Conservancy		CONTACT NAME Bill Waddill	
ADDRESS 655 N. Tamiami Trail		CITY Sarasota	STATE FL
TELEPHONE NUMBER (941) 266-1717		ZIP 34236	
FAX NUMBER		FAX NUMBER	
EMAIL Bill.Waddill@bayparkconservancy.org			
CONTRACT PERIOD January 2018 - ongoing		YEAR COMPLETED 2019 / ongoing	TOTAL COST \$2.1M
DESCRIPTION OF THE PERFORMED WORK Graced with magnificent sunsets, expansive views of the Sarasota Bay, and rich layers of cultural history, 53-acres of publicly owned land in Sarasota was the subject of a year-long master plan and now multiple phases of park implementation driven by the Sarasota Bayfront Planning Organization. Gina Ford served as the project’s design lead through the master plan phase, working closely with the prime consultant Sasaki. Agency is now leading, as the prime consultant and design lead, all the ensuing design and implementation projects.			

REFERENCE #4 – CLIENT INFORMATION			
COMPANY NAME Visit Indy		CONTACT NAME Brad Beaubien	
ADDRESS 200 South Capitol Avenue, Suite 300		CITY Indianapolis	STATE IN
TELEPHONE NUMBER (317) 327-5133		ZIP 46225	
FAX NUMBER		FAX NUMBER	
EMAIL bbeaubien@visitindy.com			
CONTRACT PERIOD March 2018 - April 2020		YEAR COMPLETED 2020	TOTAL COST \$1.5M
DESCRIPTION OF THE PERFORMED WORK Agency was engaged by a multi-county partnership to lead an interdisciplinary team to examine the complex and interconnected issues of human activity and ecological systems along the White River corridor. Building upon 12 months of research, discovery and development by our robust team of experts, both local and national, the White River Vision Plan culminates in a document that identifies and envisions enhancements for 58 miles of the White River. The final plan highlights areas along the river slated for new destinations, recreational assets, restoration and preservation, areas chosen based on ecological, economic, historical and cultural significance and important nearby neighborhoods.			

### Agency Landscape + Planning

COMPANY NAME



# Form E: References

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

REFERENCE #5 – CLIENT INFORMATION			
COMPANY NAME <b>Albina Vision Trust</b>		CONTACT NAME <b>Janet Bebb</b>	
ADDRESS <b>PO Box 5124</b>		CITY <b>Portland</b>	STATE ZIP <b>OR 97208</b>
TELEPHONE NUMBER <b>(503) 454-6388</b>		FAX NUMBER	
EMAIL <b>janet@albinavision.org</b>			
CONTRACT PERIOD <b>July 2020 - March 2022</b>		YEAR COMPLETED <b>2022</b>	TOTAL COST <b>\$44,750 (Agency's amount)</b>
DESCRIPTION OF THE PERFORMED WORK The Albina Vision Community Investment Plan, initiated by Albina Vision Trust Inc. (AVT), seeks to create a framework for an inclusive community while healing the wounds of previous urban development that displaced and disempowered Portland's Black community. The team is led by El Dorado. Agency assists planning and leads public realm design and landscape architecture.			

### Agency Landscape + Planning

COMPANY NAME



Chicago Riverwalk, Chicago, Illinois †



# SECTION 1: QUALIFICATIONS

# PROJECT TEAM

## Agency Landscape + Planning

Prime Consultant, Landscape  
Architecture and Planning

**Brie Hensold**  
Planning Lead



**Xi Yang**  
Landscape Associate



**Gina Ford**  
Landscape Design Lead



## MSR Design Architecture

**Traci Lesneski**  
Architecture Lead



**Chris Wingate**  
Project Designer



**Patrick Lynch**  
Project Architect



## MCC Cost Estimation

**Josh Houston**  
Vice President



**Tom Middleton**  
President



**Lydia Statz**  
Senior Transportation  
Planner



**Brian Smalkoski**  
Senior Transportation  
Planner



**Tracy Lehman**  
Senior Traffic Engineer



**Tina Myers**  
Ecologist



**Tom Mortensen**  
Site Planner



**Cory Horton**  
Senior Project  
Manager



**Laura Brusson**  
Landscape Designer



**City of  
Madison  
Parks  
Division**

Madison Community

## raSmith

Environmental Engineering,  
Ecology

## Kimley-Horn

Civil Engineering,  
Transportation

|||||| Madison Life Experience  
(has lived and/or studied In Madison)

.... Madison Professional Experience  
(has worked on projects in Madison)

## Agency in Action!

Agency will lead the process, design and management of this effort as the prime consultant.

Gina Ford and Brie Hensold founded Agency in the beginning of 2018 to create a practice solely dedicated to the issues they care about most deeply. Prior to forming Agency, Gina and Brie were principals at Sasaki where they practiced for thirty years collectively and ten years together.

For Agency, each new project is an opportunity to expand our network of people passionate about the power of design to positively transform places. We see ourselves as design facilitators, giving poetic and powerful physical form to the ideas and aspirations of our partners. We pull inspiration from the history of the place, but also from our experiences seeing many great urban parks, districts and neighborhoods around the country.

Perhaps most revealing about our process is the long-term partnerships it builds with our client teams and how consistently it moves planning ideas into implemented projects. A few examples:

- The work on the Chicago Riverwalk started as a concept design phase for six blocks in 2009 and was realized in two phases of design and construction.
- Brie's work on the Downtown Plan in Raleigh in 2015 led to Gina's work on the Moore Square renovation which opened in 2018.
- Hanafan Rivers Edge Park started as master plan in 2008 and has now been realized in two phases over ten years. A third phase — a children's play garden — is under construction now!
- The Gulf State Park Master Plan led to five distinct projects - all constructed simultaneously and aligned with the master plan vision.
- At the Bay Park in Sarasota, a master plan vision started in 2018 set the stage for now six ongoing park implementation projects!

## Our Design Partners

We are thrilled to be joined for this effort by MSR Design. No strangers to Madison, MSR is a unique ideas-driven and collaborative design practice. We deeply admire both the conceptual and beautifully crafted dimensions of their work. Our initial conversations about this site have been full of the kind of enthusiasm, curiosity and engagement we think defines a great partner. They have committed wholeheartedly to a process working closely with landscape, planning, ecology, and engineering, bringing their creative spark and experience designing civic-minded infrastructure in Madison to bear. MSR will be led by principal Traci Lesneski, project designer Chris Wingate, and project architect Patrick Lynch.

## Local and National Engineering Experts

We know that environmental, mobility, transportation, and engineering considerations will not only be key to success, but also places for great innovation and inspiration. We have doubled-down on this expertise, bringing both a long-time national expert collaborator (Kimley-Horn) and a deeply local engineering practice with great depth of service (raSmith). Kimley-Horn is a leader in the national trails, mobility, and transportation conversation, while also bringing traditional engineering and landscape design to the table. raSmith is a Madison-based multi-disciplinary consulting firm comprising civil engineers, structural engineers, land surveyors, development managers, landscape architects, ecologists, and construction inspectors and managers. We have the best of both worlds on this team!

We are also joined by Middleton Construction Company (MCC) for cost estimation, who bring their extensive experience working in Madison to the team.

# AGENCY

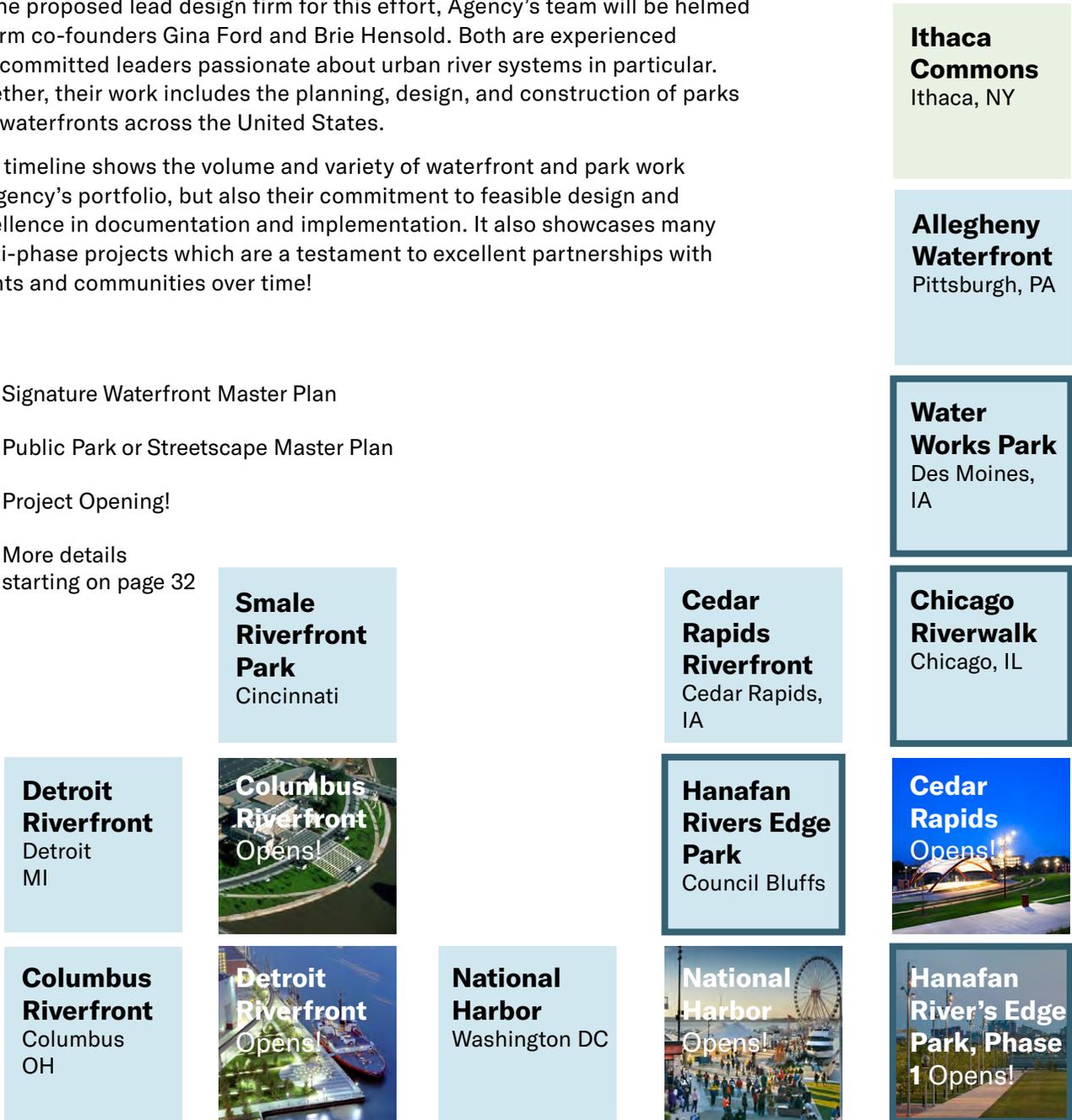
## Signature Waterfront Park Experience

As the proposed lead design firm for this effort, Agency's team will be helmed by firm co-founders Gina Ford and Brie Hensold. Both are experienced and committed leaders passionate about urban river systems in particular. Together, their work includes the planning, design, and construction of parks and waterfronts across the United States.

This timeline shows the volume and variety of waterfront and park work in Agency's portfolio, but also their commitment to feasible design and excellence in documentation and implementation. It also showcases many multi-phase projects which are a testament to excellent partnerships with clients and communities over time!

### Key

- Signature Waterfront Master Plan
- Public Park or Streetscape Master Plan
- Project Opening!
- More details starting on page 32



2000

2010

1997

Gina joins Sasaki and becomes an apprentice to master waterfront designer, Stu Dawson

2007

Gina begins leading the design of waterfront and park projects as a principal. Gina served as the lead designer of all of the projects shown.

2008

Gina and Brie meet while working on the Cedar Rapids Flood Recovery Planning.

**Bonnet Springs Park**  
Lakeland, FL

**Boulevard Crossing Park**  
Atlanta, GA

**Lawn on D**  
Boston, MA

**Wilmington Waterfront Park**  
Los Angeles, CA

**Independence Park**  
Charlotte, NC

**Jacksonville Landing**  
Jacksonville, FL

**Moore Square**  
Raleigh, NC

**Gulf State Park**  
Orange Beach, AL

**Sarasota Bay Park**  
Sarasota, FL

**Hanafan Rivers Edge Park, Phase 3**  
Council Bluffs

**Zidell Yards**  
Portland, OR

**High Line Canal Vision**  
Denver, CO

**White River Vision Plan**  
Indianapolis, IN

**Upper Harbor Terminal**  
Minneapolis, MN

**Rebuild by Design**  
New Jersey Shore

**Hanafan River's Edge Park, Phase 2 Opens!**

**High Line Canal Framework**  
Denver, CO

**Wharf Park**  
Nashville, TN



**Lawn on D Opens!**



**Ithaca Opens!**



**Moore Square Opens!**

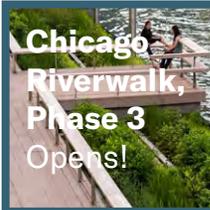


**Independence Park\*, Phase 1 Opens!**

**Albina Community Vision Plan**  
Portland, OR



**Chicago Riverwalk, Phase 2 Opens!**



**Chicago Riverwalk, Phase 3 Opens!**



**Gulf State Park Opens!**



**Sarasota Bay Park Phase 1 Opens!**

**Jacksonville Shipyard West**  
Jacksonville, FL

## 2020

### 2018

Gina and Brie create Agency Landscape + Planning to dedicate their full energies to planning and designing community-engaged public work.

# Agency Landscape + Planning

Team Lead, Landscape Architecture, Planning, and Engagement

Agency is the capacity of human beings to act, to make choices. Planning can remove barriers. Design is an act of optimism. Optimism and action are much needed, today more than ever. At Agency Landscape + Planning, we believe in the power of people to initiate and make purposeful, positive change.

Agency is a **women-owned small business (WOSB) and certified DBE/WBE practice**. Our work engages the full spectrum of design services—from strategic planning to complex public realm implementation. It is tied together by a commitment to public sector work with deep community engagement. We have a significant practice dedicated to urban planning, from the regional to district scale, and a team of twelve designers and planners.

Agency is a mission-driven practice dedicated to addressing social equity, cultural vitality and environmental resilience through design excellence, strategic planning and community engagement. Co-founders **Brie Hensold and Gina Ford** have worked together for over a decade.

Agency's team is currently comprised of approximately 20 employees including 2 owners, a core senior leadership team with between 10-20 years of experience each, 5 licensed landscape architects and a broad support team with both technical, graphic and engagement skills. We are selective in pursuing projects that are mission-aligned, are feasible within our given capacity, inclusive of community engagement and led with passion and commitment on the client side.





### **Gina Ford / Principal Landscape Architect**

Gina Ford is a landscape architect, co-founder and principal of Agency Landscape + Planning. Underpinning her two decades of practice are a commitment to the design and planning of public places and the perpetuation of the value of landscape architecture via thought leadership, teaching, writing and lecturing. Her work has received awards from the American Society of Landscape Architects, the American Planning Association and the American Institute of Architects, among others.



### **Brie Hensold / Principal Planner**

Brie Hensold is an urban planner, co-founder and principal of Agency Landscape + Planning. With a passion for understanding and improving communities and places, Brie brings a systems-based approach that celebrates diverse perspectives. She has extensive experience developing creative and meaningful community engagement processes. Brie's work encompasses multiple scales, from downtown plans to citywide park systems to resilience strategies. She is a Design Critic in the Department of Urban Planning and Design at the Harvard Graduate School of Design where she also leads an executive education class in resilient cities.



### **Xi Yang / Landscape Associate**

Xi is a landscape architect with experience designing urban landscapes at multiple scales. A firm believer in the influences our built environment has on society and the individual psyche, Xi strives to create ecologically sensitive design that enhances physical and mental well-being, flexibility and diversity of uses. Xi holds a Master of Landscape Architecture degree from RISD. She has studied and practiced nationally and internationally, exploring design and building processes in close collaboration with culturally diverse communities.



### **Laura Brusson / Landscape Designer**

Laura Brusson is a landscape designer passionate about the interconnectivity of human experience, environmental health, and the magic of place. Laura has worn many hats before finding landscape architecture, including conducting research in evolutionary biology and working in ecological restoration. Originally from France, Laura has a Bachelors in Evolutionary Biology and Environmental Studies from the University of Wisconsin-Madison, where she spent multiple summers restoring prairie habitats in the surrounding area. She also holds a Masters in Landscape Architecture from the University of Texas at Austin, where she was awarded the ASLA Certificate of Honor.

# MSR DESIGN

## Madison's Civic Infrastructure + Collaborative Planning



- 1 Madison Public Library - Central
- 2 Madison Municipal Building
- 3 Frautschi Family Learning Center at Olbrich Botanical Gardens
- 4 Warner Beach Competition Winner

### Collaborating with the City of Madison

MSR Design cherishes its fifteen year collaborative relationship with the City of Madison to deliver design processes and designed outcomes that create inspirational, inclusive, and performative civic infrastructure. Our work with you includes the renovation and expansion of Madison Public Library's Central Library, adaptive reuse and restoration of the Madison Municipal Building, Olbrich Botanical Gardens' new Frautschi Family Learning Center, and the new Madison Public Market, about to start construction. We also designed the winning proposal for the Reimagining Warner Beach design competition. We have a deep affinity for Madison and will work to continue to steward your built and natural environments and dedication to public services through the design of compelling civic infrastructure.



### Collaboration with Lead Landscape and Planning Firms

For the last 41 years, MSR Design has focused on creating great places where people can gather, celebrate, contemplate, and engage in activities that promote health, well-being, community, and the environment. We understand that generational project opportunities at the scale of this design competition are best served when we collaborate with the expanded expertise of lead landscape and planning firms. We are no stranger to this role, successfully serving as a collaborative subconsultant on a design competition proposal to reenvision the Minneapolis riverfront that was selected as a finalist. We look forward to continuing to serve Madison through collaboration with this inspirational team of waterfront landscape, planning, and engineering experts.



2



## Rejuvenating Civic Services and Buildings

The Madison Public Library's Central Library (Image 1) and Madison Municipal Building (Image 2) helped transform existing public service buildings into adaptable, vibrant community amenities. The LEED Gold Madison Central Library transformed its existing 45-year old shell that had fallen out of favor into a rejuvenated community hub that redefined how the library provided services.

The LEED Platinum Madison Municipal Building involved the renovation of the historic 1927 federal courts and USPS building into a welcoming, intuitive center for all of the city's citizens. The project demonstrates the daily value of municipal government through art, visual transparency of the city's work, and the uncovered authentic beauty of the historic structure.

4



## Recreation, Remediation, and Education along Lake Monona and Lake Mendota

The LEED Platinum Frautschi Family Learning Center (Image 3) is a recently completed expansion of the Olbrich Botanical Gardens complex located on the northern shore of Lake Monona. The project protects the lake by capturing rainfall and reusing it in the new production greenhouse.

MSR Design won the design contest to reimagine Warner beach (Image 4). Our proposal tripled the beach's effective shoreline along a 1/4-mile stretch of Lake Mendota as a replicable approach to build ecological resilience and improve the health of the lake. The increase in lake edge expands experiential opportunities for visitors and nurtures a natural affinity for the water's edge.



## The Resilient River - Minneapolis Riverfront Design Competition Finalist

MSR Design acted as a collaborative subconsultant for the lead China-based landscape and planning firm Turenscape. A selected finalist, the team's competition proposal celebrated and catalyzed the river's resiliency, power of nature to heal, and relevance of the river in the life of the people of Minneapolis.

MSR Design's past role on the Minneapolis Riverfront Design Competition mirrors our current role on this Lake Monona Waterfront Design Challenge team. We are energized by what the Agency Landscape + Planning team offers this project and will ground this expansive design talent and waterfront planning expertise in MSR Design's history, knowledge, and passion for working in and with the City of Madison.

# MSR Design

## Architecture and Urban Design

MSR Design creates transformative and human-centric, award-winning architecture and interior design. Since 1981, our firm has produced work of enduring value, tailoring our design solutions to each client, resulting in a diverse mix of sustainable, equitable, healthy, beautiful projects.

MSR Design has designed dozens of high-performing projects that meet Living Building Challenge (including LBC Petal certification of our new studio space), LEED (including two LEED Platinum certified projects), or other sustainable design standards. We also received an AIA Committee on the Environment (COTE) Top Ten Award for the Minnesota Landscape Arboretum's Tashjian Bee and Pollinator Discovery Center.

MSR Design was the first Minnesota architecture firm to attain an ILFI Just 2.0 label. A nutrition label for socially just and equitable organizations, Just provides a transparency platform for organizations to disclose their operations, including how they treat their employees and where they make financial and community investments.

### **Certified Women's Business Enterprise**

The Women's Business Development Center-Midwest (WBDC-Midwest), a regional certifying partner of the Women's Business Enterprise National Council (WBENC), has certified MSR Design as a Women's Business Enterprise (WBE).



LEED Platinum certified Madison Municipal Building  
An American Public Works Association National Project of the Year



LEED Silver certified Madison Public Library Central Library  
An American Public Works Association National Project of the Year

website  
[msrdesign.com](http://msrdesign.com)

years in business

**41**

LEED certified projects

**24**

women ownership

**62%**

total parks projects

**30**

total waterfront projects

**40**

total awards

**223**

awards for parks and waterfront projects

**64**



### **Traci Engel Lesneski / Principal Architect**

Traci is CEO and president of MSR Design. She has led MSR Design’s work with the City of Madison for the past 15 years, beginning with the transformational renovation and expansion of Madison Public Library’s Central Library. Traci promotes an integrated design approach—equally valuing human well-being, equity, building performance, aesthetics, and delight. Recent building projects Traci has led include the award-winning 24/7 visual culture, arts, and media creative hub for Haverford College in Pennsylvania, as well as the Olbrich Botanical Gardens Frautschi Learning Center and renovation of the historic Madison Municipal Building for the City of Madison, both LEED Platinum certified projects. Traci regularly contributes articles to publications and lectures nationally and internationally about the built environment’s role in fostering well-being, promoting learning, and creating inclusive and cohesive communities.



### **Chris Wingate / Project Designer**

Chris is passionate about developing and applying a design-centric approach to sustainability that focuses on clarity of concept, design rigor, and inspiring visualization. He leads MSR Design’s research and development of new design tools and processes and oversees a student research partnership with the University of Minnesota, where he also teaches sustainable design. Chris is a regular speaker at AIA and USGBC conferences, focusing on his expertise at blending sustainable performance analysis into the design process. He embodied this approach in his work as lead designer on the recently completed Olbrich Botanical Gardens Frautschi Family Learning Center and Greenhouse. He has received numerous awards for his research and design work, including an AIA COTE Top Ten Award.



### **Patrick Lynch / Project Architect**

Patrick is an associate with MSR Design and registered architect. He has been practicing architecture for nine years, driven by the unique possibilities that arise from each project’s complexity and the opportunities for tailored design investigations. With practice experience in Wisconsin, Minnesota, and California on a range of project types (including riverfront visitor centers, outdoor pavilions, furniture design, residential renovations, and commercial tenant improvements), Patrick is an advocate for design on all project types and sizes. He led the design of our winning proposal for the Reimagining Warner Beach Design Competition.

# OUR ENGINEERING TEAM

## Local and National Perspectives

### Kimley Horn & Associates

#### National Experts in Mobility and Transportation

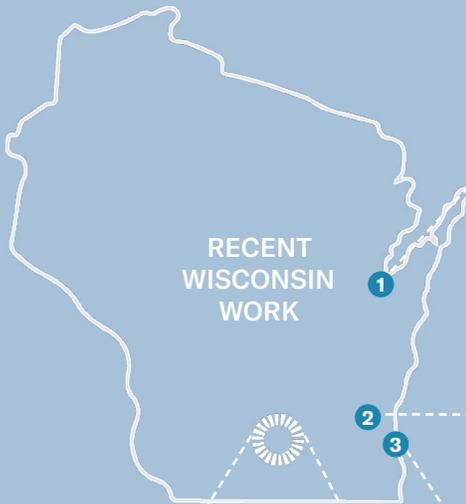
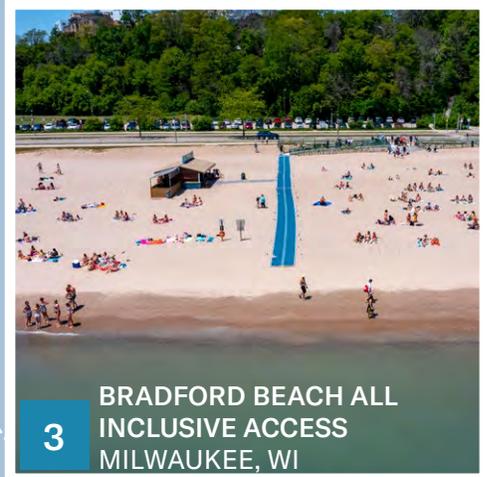
Agency and Kimley Horn have a long relationship and deep portfolio of working together on public parks and urban waterfront. Here are just a few of our collaborations - many of which are ongoing and some which have spanned scales.



# raSmith

## Grounded Local Experience and Knowledge

In looking for a locally-based partner to help ground our environmental thinking, we got rave reviews from recent clients of raSmith. raSmith offers creative solutions to projects across Wisconsin as well as having a large and diverse body of engineering and environmental work around Madison.



RECENT MADISON WORK



# Kimley Horn

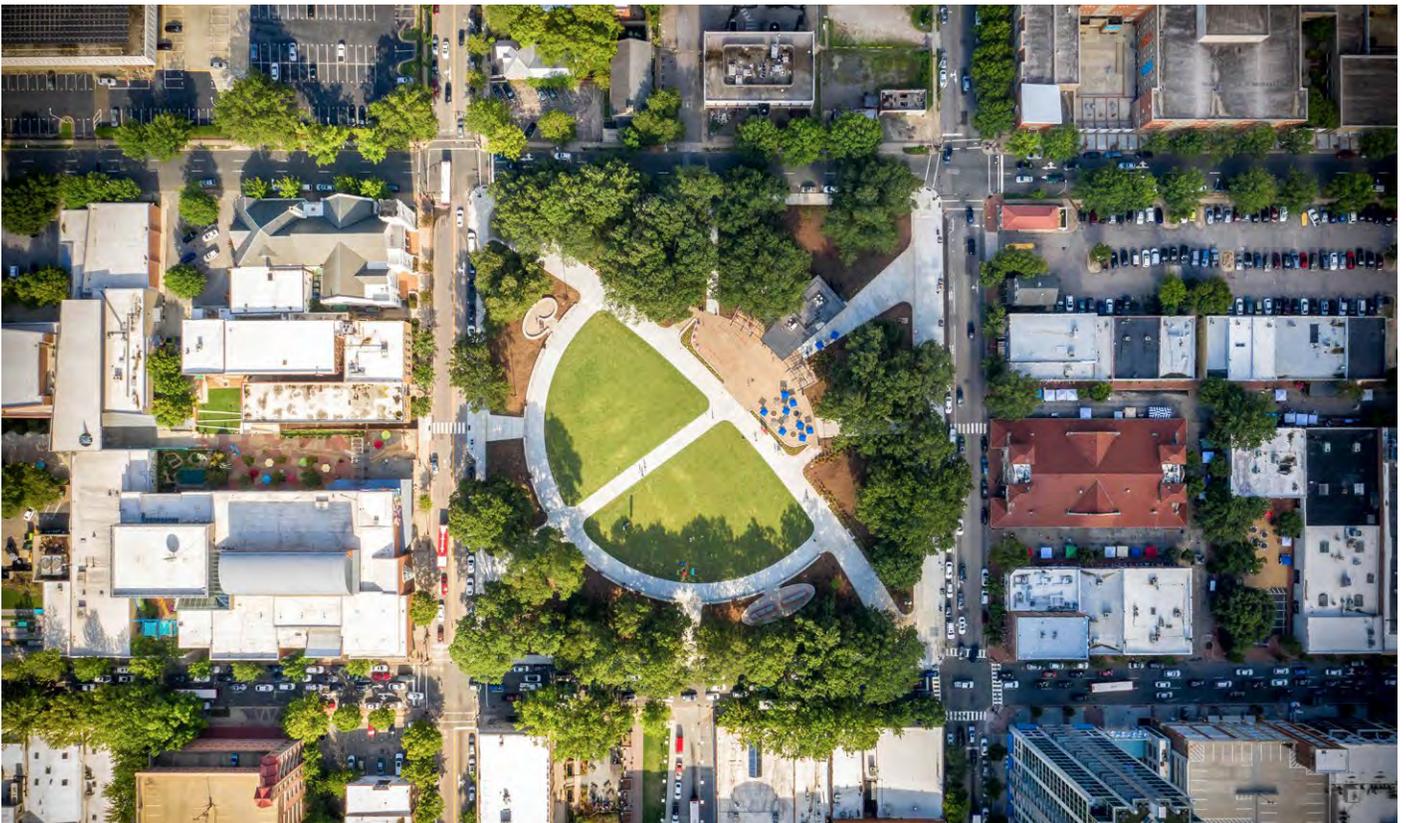
## Mobility Planning and Engineering Services

Kimley-Horn is a full-service engineering and planning firm comprising transportation planners; civil, structural, electrical, and roadway engineers; environmental professionals; and construction phase experts. Their national firm is home to more than 5,500 staff in 100+ offices across the United States. They are organized as one company with multiple locations and their organization structure is focused on providing high-quality client service. Most recently, in 2022 Kimley-Horn was ranked 22 on Fortune's 100 Best Companies to Work For list. Kimley-Horn brings the resources of a large national firm combined with the understanding of a small local organization.

Working as a coordinated team, their experienced staff delivers dependable work — projects that can be successfully developed, permitted, and built on time and within budget, taking advantage of the industry's best proven techniques and technologies.

Kimley Horn's planning and design services include the following:

- Multimodal transportation planning
- Traffic engineering and analysis
- Master planning and site design
- Civil engineering
- Roadway, utility, and drainage design
- Landscape architecture and urban design
- Greenway, bicycle, and pedestrian facility design
- Environmental services and permitting
- Parking layout and design
- Stormwater management
- Public participation programs



Kimley-Horn provided engineering and mobility services in collaboration with Agency for Moore Square in Raleigh



**Lydia Statz, AICP / Senior Transportation Planner**

Lydia specializes in transportation and mobility planning and has had the privilege to work in more than a dozen states and a wide variety of communities throughout her time with Kimley-Horn. She specializes in systems-level transportation planning to help communities identify smart investments that enhance their livability and sustainability. Her experience includes many multimodal plans that integrate bicycle, pedestrian, transit, shared mobility, street design, and freight operations. Lydia is a southern Wisconsin native and dedicated University of Wisconsin alum with a deep understanding of local challenges and priorities.



**Brian Smalkoski, P.E., AICP, PTP, PTOE / Senior Transportation Planner**

Brian is an experienced senior transportation planner and engineer. He has more than 23 years experience managing people and projects, including more than 10 of those projects in Madison. He has worked on a wide variety of projects in roles such as transit planning, land use planning, visioning, pedestrian/bicycle planning, rail planning, aviation planning, travel demand modeling, air quality modeling, economic analysis, parking planning, and traffic operations analysis and design.



**Tracy Lehman, P.E., PTOE, RSP1, RSP2I / Senior Traffic Engineer**

Tracy has nearly 15 years of experience in transportation engineering and planning ranging from site and small-area analysis to corridor and regional studies. She recently assisted the SmithGroup team in preparing the Lake Monona Waterfront Preliminary Report, contributing to transportation elements of the plan and coordinating with stakeholders such as engineering staff from the City of Madison, WISDOT, and Wisconsin & Southern Railroad.

# raSmith

## Environmental Engineering + Ecology

raSmith is a multi-disciplinary consulting firm comprising civil engineers, structural engineers, traffic engineers, land surveyors, development managers, landscape architects, and ecologists. Their services are focused on our public and private sector clients' needs in design and construction including site design, structural engineering, municipal engineering, transportation and traffic, surveying, construction services, and geographic information systems (GIS). They work on projects nationwide from seven locations. Richard A. Smith, M.S., P.E., founded raSmith in 1978. Richard A. Smith Jr., P.E., (Ricky) leads the firm as president. The firm currently employs a staff of 220.



### Services

- Cold-Formed Steel Engineering
- Construction Inspection/Management
- Development Management
- Ecological
- GIS (Geographic Information Systems)
- Grant Writing
- Hydrographic Surveying
- Land Surveying  
Landscape Architecture
- LiDAR (3D Laser Scanning)
- Municipal Engineering
- Site Design
- Structural Engineering
- Traffic Engineering
- Transportation Engineering
- UAS (Unmanned Aircraft Systems)
- Water Resources
- Water/Wastewater Engineering

### Locations

- **Wisconsin**
  - Brookfield
  - Appleton
  - Cedarburg
  - Madison
  - Milwaukee
- **Illinois**
  - Naperville
- **California**
  - Irvine



**Cory Horton, P.E., CFM, CPESC, Env-SP /  
Senior Project Manager**

Cory is the municipal senior project manager for the Madison office of raSmith. With more than 20 years in the industry, Cory has extensive experience with municipal engineering, water and natural resources, and development projects. His experience includes: road and municipal infrastructure planning, design and maintenance, permitting, public involvement, stormwater management, development reviews; and construction observation.



**Tom Mortensen, PLA, ASLA / Site Planner + Senior  
Landscape Architect**

Tom has over 35 years of experience in site design, landscape architecture and related design and construction professions. Tom has expertise in site planning, urban spaces, park and public open space design, memorials/public plazas, retail developments, restoration plans, and integrated stormwater management/green infrastructure. He has worked on design projects for USDA Forest Service, National Park Service, Boy Scouts of America, Native American Tribes, and the U.S. Department of Veterans Affairs.



**Tina Myers, SPWS / Ecologist**

Tina's contribution to natural resources projects includes 20 years of extensive experience in multidisciplinary ecological work. She is recognized as a Senior Professional Wetland Scientist (SPWS) by the Society of Wetland Scientists and is a WDNR Professionally Assured Wetland Delineator. Her experience includes wetland determinations and delineations; wetland and waterway permit applications; wetland mitigation plan preparation, maintenance and site monitoring; environmental corridor mapping; vegetation surveys including rare species surveys, plant community mapping and assessment; natural resource protection plans; environmental assessments; and biological monitoring of streams, wildlife surveys and wildlife habitats.

# MCC

## Cost Estimation

Middleton Construction Consulting (MCC) is a Service Disabled Veteran Owned Small Business (SDVOSB) composed of highly skilled professionals who focus on Construction Cost Estimating and Owner Representation. Our objective is to help our clients complete their projects on time and on budget.

We have recently entered our twelfth year in business, with offices operating in Illinois and Wisconsin. Our experienced staff of cost consultants possess all of the skills necessary to manage our clients' construction costs by providing timely and accurate cost estimates for any commercial construction project, large or small. Our project portfolio has provided us with all of the resources needed to provide a consistent, professional, and reliable service, and our project industries range from healthcare, education, retail, corrections, municipalities, site development, and more.

MCC uses the latest technologies and software to prepare our estimates, which allows us to complete our estimates with the highest levels of accuracy, timeliness, and consistency. Our digital takeoff software enables us to measure quantities with incredible accuracy. Those quantities are then imported to our estimating software that contains thousands of unit costs that have been developed through the historical data we have collected. We consistently maintain the most current material costs and productivity rates, and have the ability to adjust labor rates according to the region that the project is in. We are committed to utilizing all available resources available to our industry so that we may provide the highest levels of service to our clients.



MCC provided cost estimation services in collaboration with MSR Design for the Madison Public Market



### **Josh Houston / Vice President**

Josh has over seventeen years of experience in the construction industry having worked in several different roles in the industry throughout a vast and diverse project portfolio. Over the past seven years as the leader and coordinator for all Illinois projects, he has worked as the lead cost consultant for over 80+ different projects with MCC. In addition, Josh has lead or assisted on many municipal and higher education projects in Wisconsin. His experience provides a base of information to establish contract values from the early design phases through construction documents including value engineering and bid reconciliation.



### **Tom Middleton / President**

Tom leads cost estimating services for all projects. With 26 years in the commercial construction industry, his experience ranges from healthcare to commercial buildings to schools and corporate headquarters. Tom has worked in both direct, hands-on, field roles as well as project leadership roles. Based on his intimate knowledge of the construction process he understands the nuances of taking an idea from concept to completion. Tom served in the United States Army for over 22 years, retiring in 2011 from the WI Army National Guard. During his time in the armed forces, Tom oversaw the personnel and training needs for large combat units and served in the Middle East, Korea, and Haiti.



Tom Hanafan River's Edge Park, Council Bluffs, Iowa †

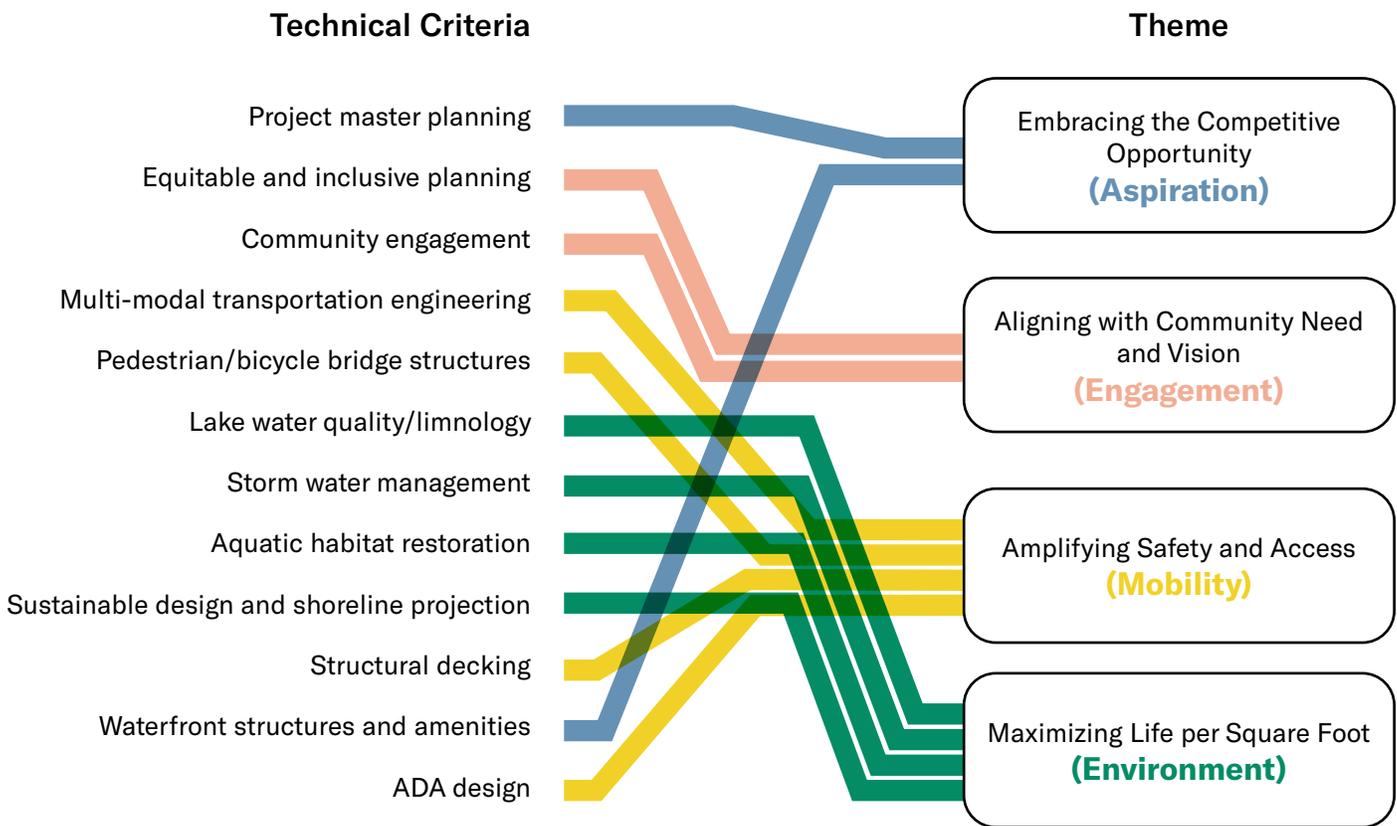


# SECTION 2: PREVIOUS EXPERIENCE

# PREVIOUS RELATED EXPERIENCE

Our team brings all of the core disciplines and expertise we feel meet the outlined technical criteria and are essential to delivering a rigorous and complete master plan vision. We have already introduced you to our proposed teammates and their firm qualifications. Here, we expand on those qualifications to demonstrate our team’s competence via comparable past work. Full team resumes can be found in the appendix.

Over the next few sections, we will speak to past work and the work ahead on the competition through the framework we created below. This organizes the technical criteria you have outlined into four themes – aspiration, engagement, mobility, and environment. These help give us succinct way of relating our experience to the work ahead – and your identified needs for expertise – as well as a series of lenses through which to view the key opportunities and challenges of the competition.



# Related Experience

Shown By Firm and Technical Criteria

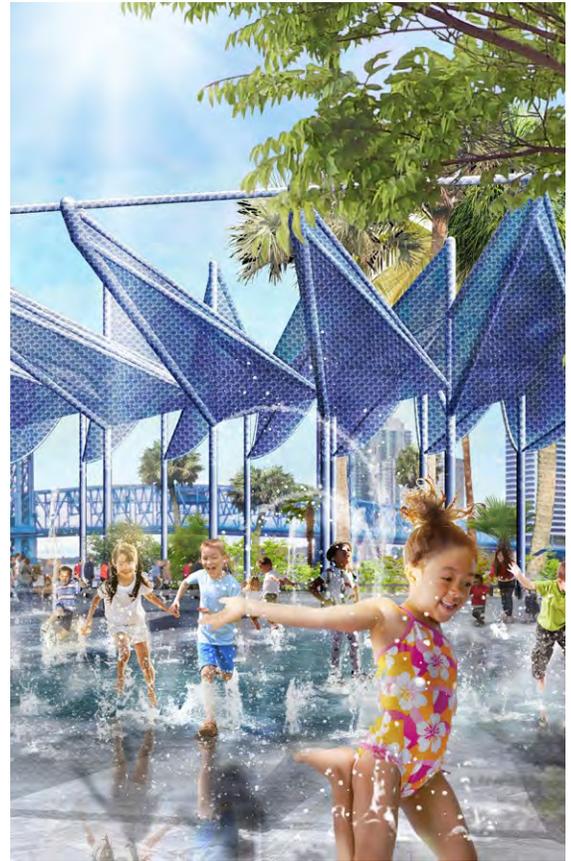
	Work Completed as a Competition	Project Master Planning	Waterfront structures and amenities	Equitable and inclusive planning	Community Engagement	Multi-modal transportation engineering	Pedestrian/bicycle bridge structures	ADA design	Structural decking	Lake water quality/limnology	Storm water management	Aquatic habitat restoration	Sustainable design and shoreline projection
Theme	Aspiration	Engagement	Mobility	Environment									
<b>Agency Landscape + Planning</b>													
Jacksonville Landing													
Chicago Riverwalk													
Sarasota Bay Park													
Water Works Park													
White River Vision Plan													
Hanafan River's Edge Park													
Nashville Wharf Park													
<b>MSR Design</b>													
Warner Beach Competition													
Lock and Dam Visitor Center													
Madison Municipal Building													
<b>Kimley-Horn &amp; Associates</b>													
Lake Monona Waterfront Preliminary Report													
South Capital Transit-Oriented Development District Plan													
<b>raSmith</b>													
Titletown District													
Bradford Beach All Inclusive Access													
Hidden Lake Trail													



## Sunset Hill



Park Stroll  
PLACES



The Jacksonville Landing  
Design Competition  
City of Jacksonville

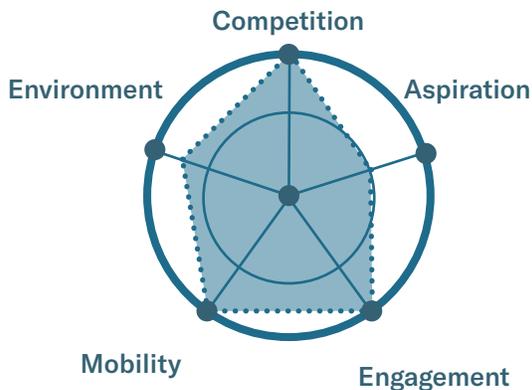
Jacksonville, Florida

2021

Project Team

Agency Landscape + Planning

Relevant Themes:



At the crossroads of the St Johns and Jacksonville’s downtown, the Landing is a perfect place for a park that expresses the city’s identity. Pandemic-friendly engagement tactics – like an innovative project hotline – gathered the community’s voice and helped us understand Jacksonville. People talked about the city and the river like long-lost friends. They told us about the draw of the city’s unique natural setting – a dynamic, sunny and riverine place. They remembered experiences of festivals and concerts – and giggled about Jacksonville’s affinity for spectacle and fireworks.

**One-of-a-Kind Places.** Sunset Hill gives visitors panoramic views of the park’s central plaza, river and sunset. The Oxbow Fountain, shaded by a dynamic river-inspired canopy, allows for family fun and play. Dining decks at the river’s edge sit under artful architecture and answer the community’s call for riverside dining. Streets at the park edges are made

pedestrian friendly, allowing for seamless integration of the park with downtown.

**Embracing the St Johns.** Marsh spaces along the river allow for spaces to reveal the dynamic flood dynamics of the St Johns. These water-loving landscapes also allow for gradual transition and pedestrian refuge to the enhanced boat docking area. Vertical development is held back from the river’s edge, allowing for an elevation ground floor plate to enhance future flood resilience.

**Bringing the People of Jacksonville Together.** The many different park places work together to create ever-changing event experiences for people of all ages, backgrounds, cultures and abilities. From winter and spring festivals to small and large-scale performances, the park’s places are sized and composed to support active programming.

## Select Awards

AIA National Honor Awards. Architecture and Urban Design. 2018

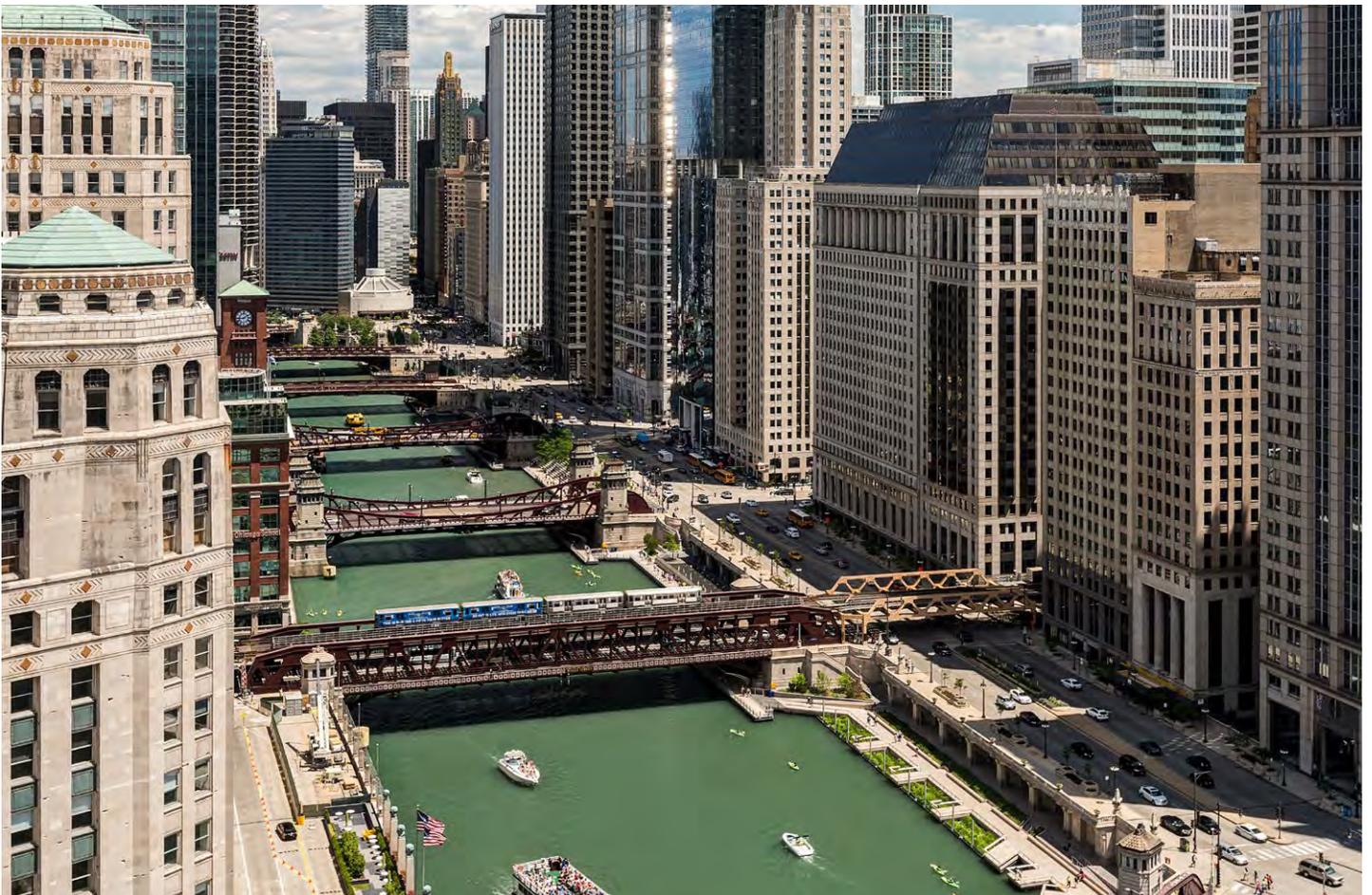
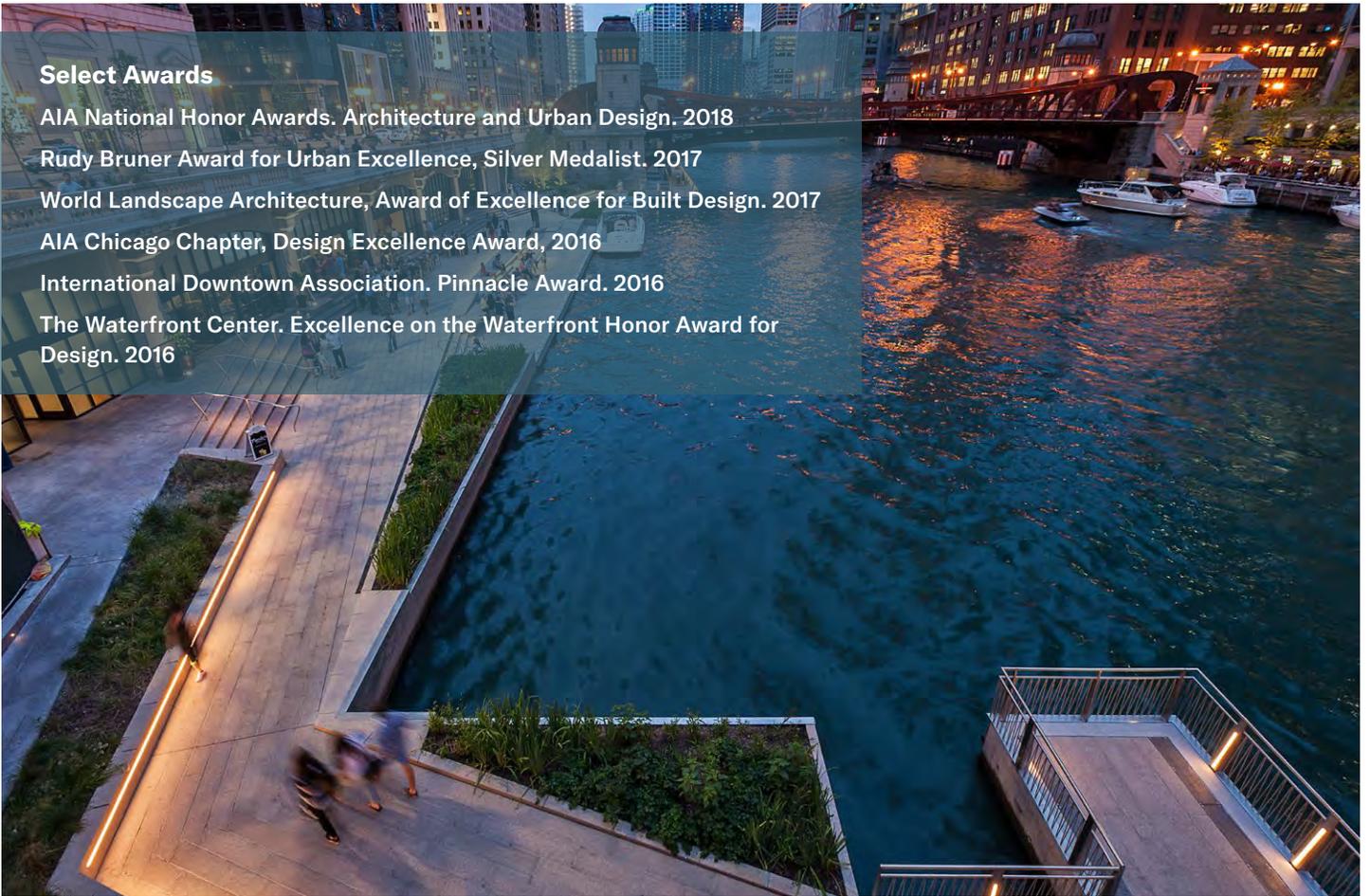
Rudy Bruner Award for Urban Excellence, Silver Medalist. 2017

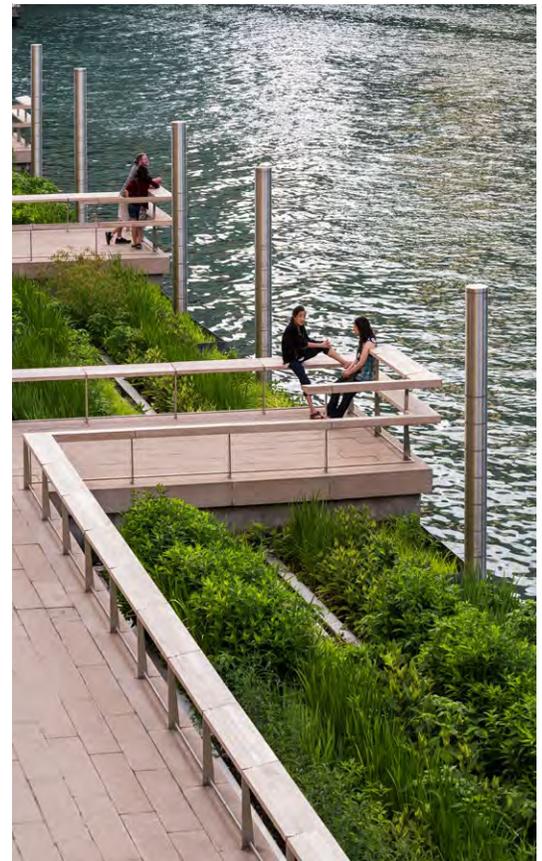
World Landscape Architecture, Award of Excellence for Built Design. 2017

AIA Chicago Chapter, Design Excellence Award, 2016

International Downtown Association. Pinnacle Award. 2016

The Waterfront Center. Excellence on the Waterfront Honor Award for Design. 2016





**Chicago Riverwalk**  
Chicago Department of Transportation

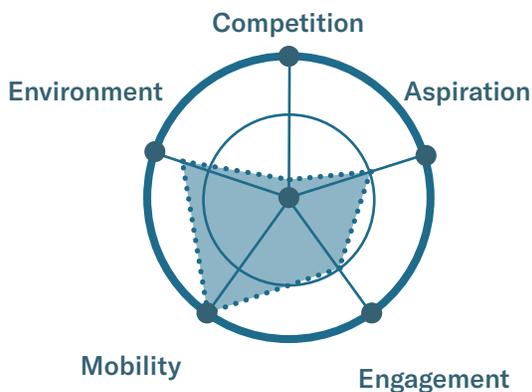
Chicago, Illinois

Phase 2 - 2015  
Phase 3 - 2017

**Project Team**

Agency Landscape + Planning †

**Relevant Themes:**



The Main Branch of the Chicago River is a powerfully memorable canyon of space, lined by skyscrapers and punctuated by Chicago's iconic bascule bridges. At the start of this project in 2009, the given site lacked identity and continuity. Access to its length and its edges was limited and there was little reason for visitors to linger. The charge given to Sasaki - the prime consultant for the project - and its team was to build 25' of new land on the river's south side, weaving it together as a continuously connected public space.

The completed segments of the Riverwalk now create an identity for the river's edge that is both visceral in experience and as memorable as its architectural frame. The experience is both one of variety and continuity. Variety is created by the sculptural configuration of each block or "room" that provides different kinds of river-themed uses. Continuity is provided

with a unified material language threading together the six blocks. Gina Ford was the lead designer for the Sasaki team - working closely with Ross Barney Architects to create a cohesive overall vision for these latest phases and then leading the development of concept design through implementation for a series of key spaces - the Marina (between State and Dearborn Streets), the Cove (between Dearborn and Clark) and the Jetty (between Wells and Franklin). Walking the new blocks brings an exciting unfolding of new and diverse experiences, from densely packed places of social interaction to a profoundly personal closeness to the river surface. It is designed as a place of aquatic habitat, floating wetlands and fishing piers. The presence of constant change in this landscape—with the seasons and with the ever-changing flood dynamics — makes natural processes tangible for visitors.



### Select Awards

BSLA Merit Award in Analysis and Planning. The Sarasota Bayfront Master Plan. 2021

ASLA Florida Chapter, Design Award. The Sarasota Bayfront Master Plan. 2021

AIA Gulf Coast Chapter, Merit Award in Unbuilt Design, 2020



**Sarasota Bayfront**  
**The Bay Park Conservancy**

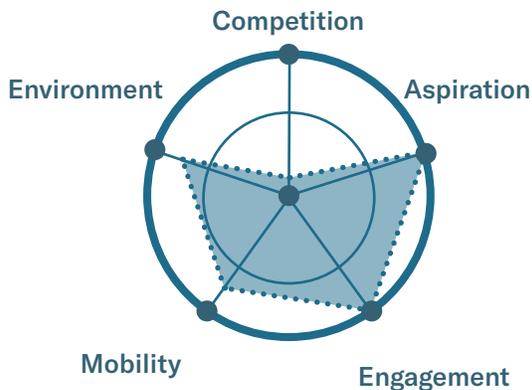
Sarasota, Florida

Phase 1A+1 - 2020, 2022  
 Phase 2 - ongoing

**Project Team**

Agency Landscape + Planning  
 Kimley-Horn & Associates

**Relevant Themes:**

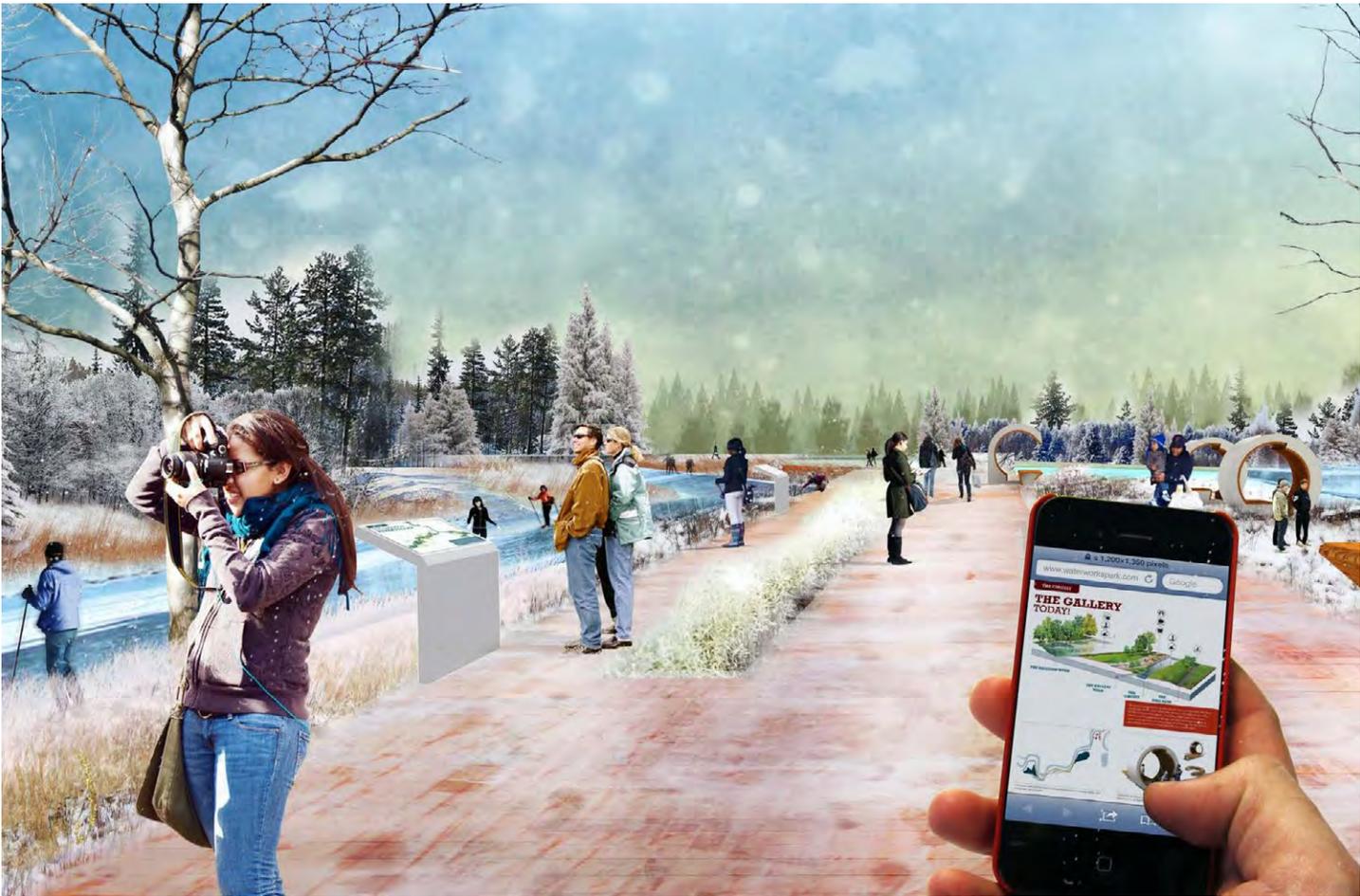


Graced with magnificent sunsets, expansive views of the Sarasota Bay, and rich layers of cultural history, 53-acres of publicly owned land in Sarasota was the subject of a year-long master plan driven by the Sarasota Bayfront Planning Organization. Gina Ford is the project’s design lead and team leader, helping to orchestrate both the community conversation and the master planning design process in deep collaboration with Sasaki and a team of experts.

In this ongoing first phase, following our unprecedented and inclusive master planning process, Agency is leading the design, implementation, and programming of a 10-acre public park that will serve as “The Living and Learning Lab”. The Living and Learning Lab is located where the city’s iconic Boulevard of the Arts meets the Sarasota Bay, creating

both a memorable gateway to the Bay itself and an improved edge to Sarasota’s future 53-acre signature waterfront park. Conceived as an experimental testing ground and designed as an active, changing place for Sarasota’s diverse community, the Living and Learning Lab will be guided by one big idea – ‘A Park for All of Sarasota’ – and three main themes – nature-based and outdoor-enhanced education; fitness, health and recreation; and arts and culture.

Special features includes: The Sunset Boardwalk with places for gathering and seating to view the Bay’s signature sunsets, the Mangrove with an expanded kayak launch configured to enable greater use and accessibility, and the Coastal Hammock with recreational trails, nature interpretation and seating. In design now, Phase One is slated to open in October of 2022.





## Water Works Park Des Moines' Water Works

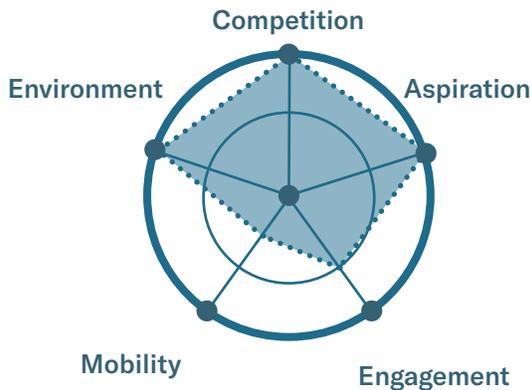
Des Moines, Iowa

2012

### Project Team

Agency Landscape + Planning †

### Relevant Themes:



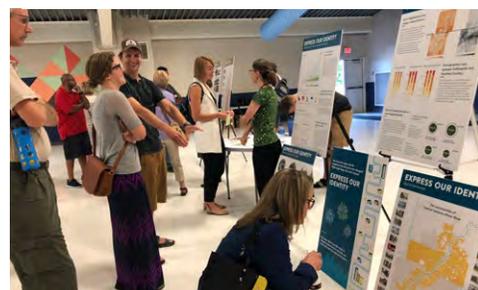
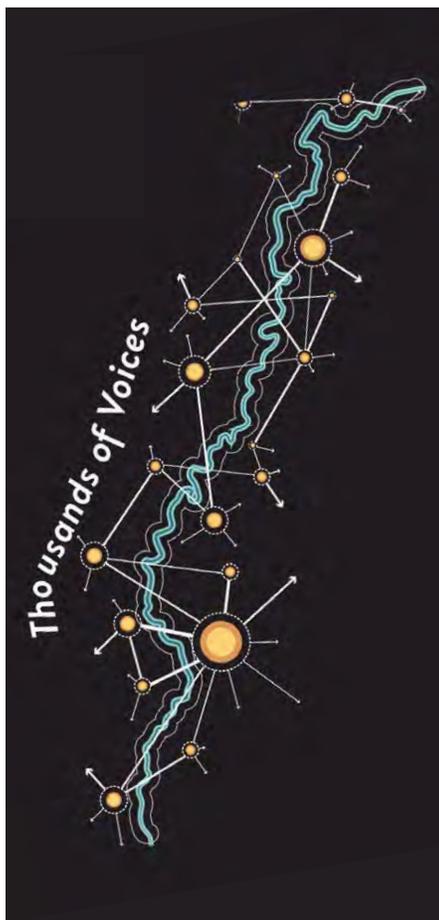
In 2012, the Des Moines' Water Works launched an international design competition for its 1,500 floodplain park. In addition to it being a stunning ecological resource, it also had the rich story of being the place where Des Moines' drinking water is harvested. Gina Ford, while a principal at Sasaki, led the winning competition scheme and subsequent master plan.

The design imagined a dynamic public park that would reveal the processes in the working landscape and celebrates the value of clean water to visitors. The proposal suggested a new paradigm for public space on the Raccoon River, where the dynamic floodplain, the engineered water systems, ecology and active recreation come together.

For three miles along the Raccoon River, a man-made "gallery" pipe captures and diverts water to the

Water Works plant. The design makes this process visible, creating a recreational circuit and "gallery walk" at the surface. Visitors come into contact with the harvesting of their drinking water, and educated about its quality. The competition winning scheme told the story of the park—its hidden water utility infrastructure, its water quality issue, its landscape, and its potential future uses—through a park guidebook.





## The White River Vision Plan

City of Indianapolis, Visit Hamilton County, Visit Indy

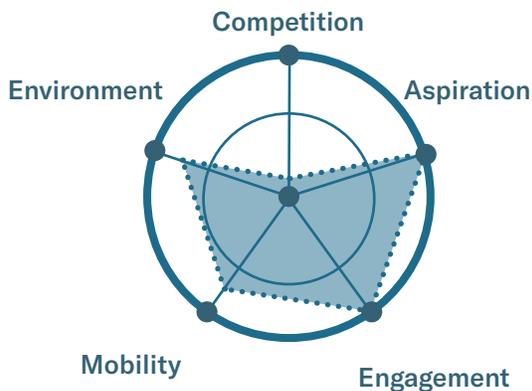
Indianapolis, Indiana

2019

### Project Team

Agency Landscape + Planning

### Relevant Themes:



The White River, a major tributary of the Wabash River, flows through Indianapolis, Noblesville, Fishers, and other surrounding communities as it meanders from east to west across Indiana. In recent years, the region around the state capital has experienced a renaissance. Development in local downtowns and other districts is accelerating, arts and cultural institutions are expanding their visions, and investments in parks and open spaces have increased. The White River is the next frontier.

Long invisible, the river is awakening from a period of underutilization and ecological degradation. Agency was engaged by a multi-county partnership to lead an interdisciplinary team to examine the complex and interconnected issues of human activity and ecological systems along the White River corridor.

The project process included a deep analysis of the area's existing

conditions, studies of the region's cultural and natural history, ecology and hydrology, development potential, governance, activation opportunities, and open space system. Using this investigation as a foundation, the team developed a comprehensive and transformative vision for the region including a roadmap for implementing the plan recommendations. Engagement of key stakeholders, technical experts and public constituents occurred throughout the process to both inform the plan recommendations and build allies for the plan as it moves into implementation.

The final plan highlights areas along the river slated for new destinations, recreational assets, restoration and preservation, areas chosen based on ecological, economic, historical and cultural significance and important nearby neighborhoods.





## Hanafan Rivers Edge Park The City of Council Bluffs

Council Bluffs, Iowa

Phase 1 - 2011; Phase 2 - 2017; Phase 3 - ongoing

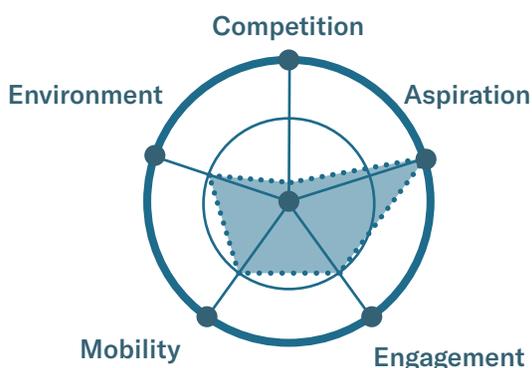
### Select Awards

AIA Central States Region, Honor Award, Master Planning/Urban Design Awards  
Environment & Open Space Award, Omaha By Design

### Project Team

Agency Landscape + Planning †

### Relevant Themes:

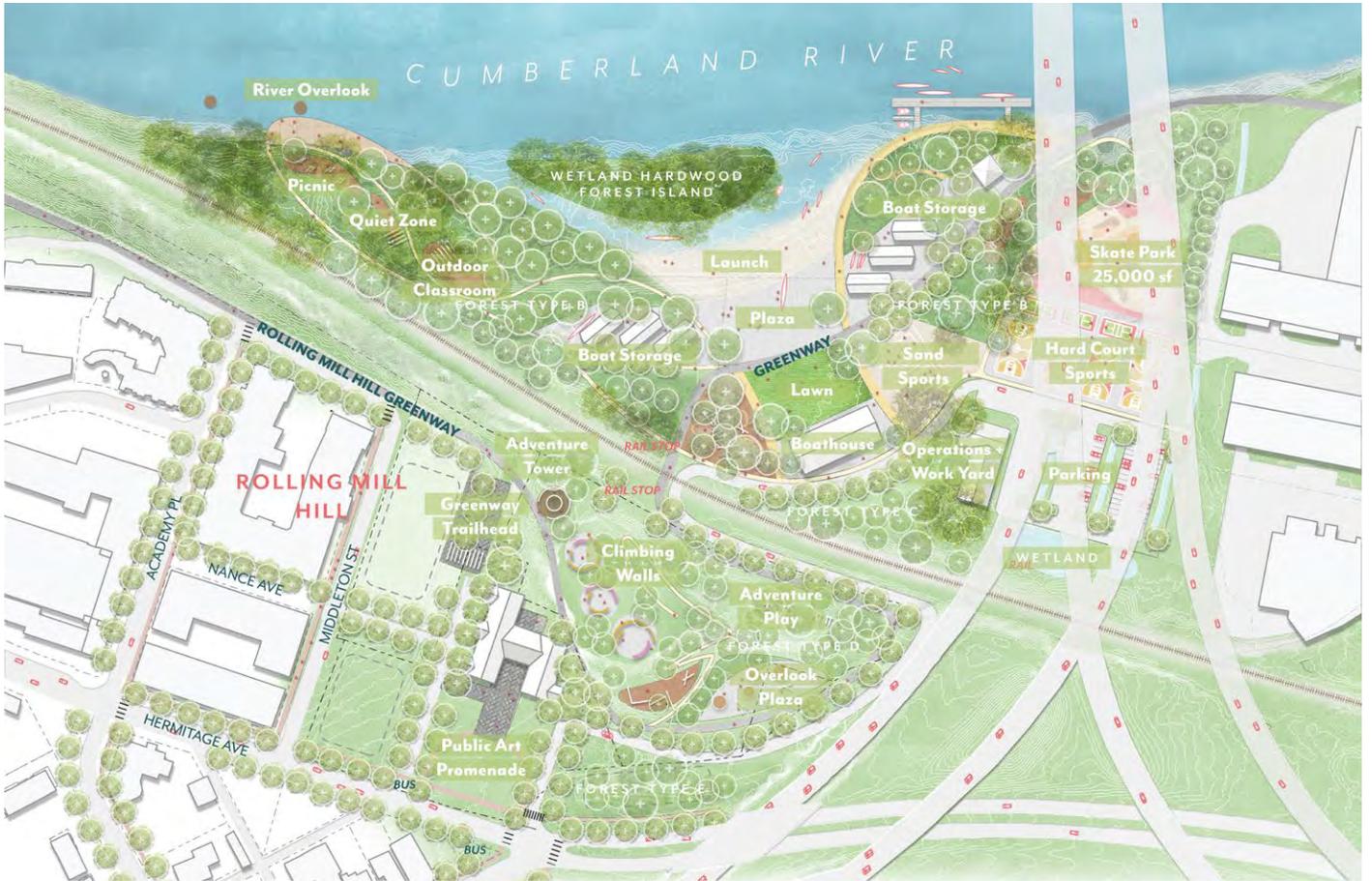
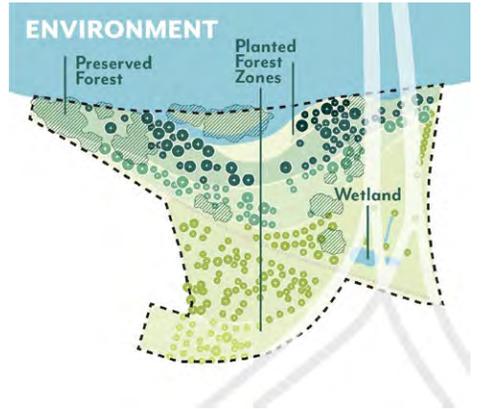
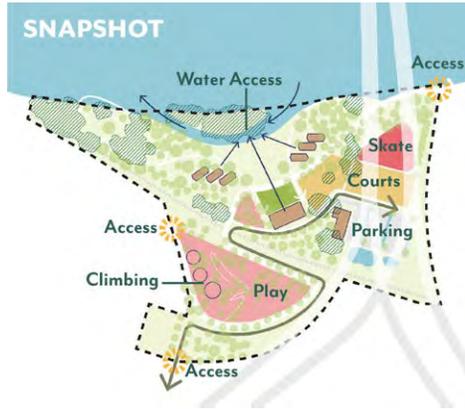
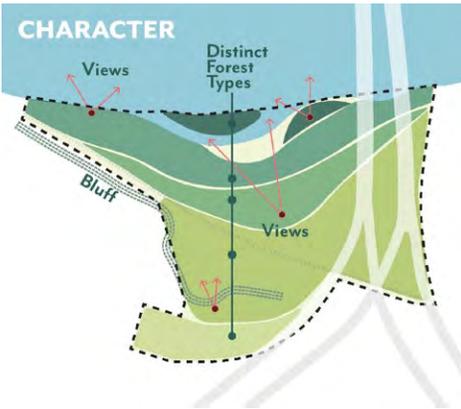


Though the cities of Omaha and Council Bluffs share frontage along the Missouri River, historically they have not had a place to come together at the water's edge. Hanafan Rivers Edge Park, a 90-acre public park, creates a shared place for both communities to engage with this great resource and each other. Gina Ford and Susannah Ross led the project over its nearly ten years and multiple phases of implementation while with Sasaki. Belle's Play Garden is an ongoing phase led by Agency.

Inspired by the distinct character of the Council Bluffs side of the River—richly forested, green and soft—the park landscape is a unique experience in contrast to the highly urbanized landscapes that surround it. Providing a place of community gathering in the park, a “window” is carved out of an enhanced riparian forest, creating an open landscape down to the water's edge to accommodate the city's significant festivals and events.

A series of strategic cuts in the forest—“Windows”—create community places and open up views between the two river communities. Alternating with these cuts, existing stormwater channels—“Wetlands”—are restored, providing ecological connection between the community and the river. Giving form to the park meant strategic and sculptural manipulation of the site's existing topography. The 15' high flood protection levee is reshaped as gradual, terraced spaces. The park's deep, flat floodplain is pulled taut to create a large flexible event lawn.

Belle's Play Garden features a series of Missouri River-Inspired play and educational elements, interpretive seating and surface textures and rich native planting. Its focal point is a 15-foot-tall pelican play feature with climbing structures, a slide, intimate enclosures and a lookout perch with sweeping views to the Omaha skyline and Missouri River banks.





**Wharf Park**  
 Nashville Metropolitan  
 Boards of Parks +  
 Recreation

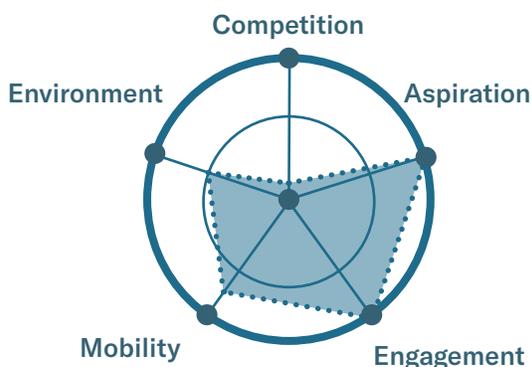
Nashville, Tennessee

Ongoing

**Project Team**

Agency Landscape + Planning

**Relevant Themes:**



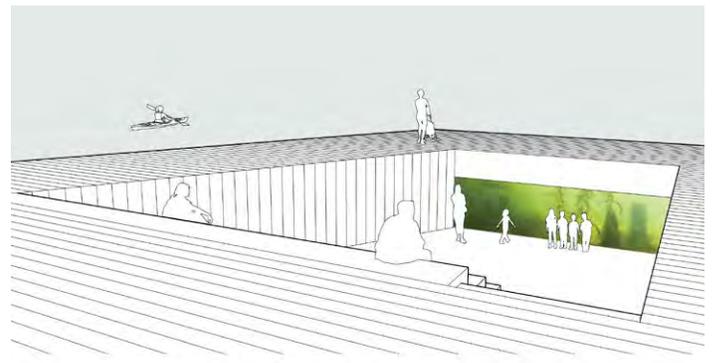
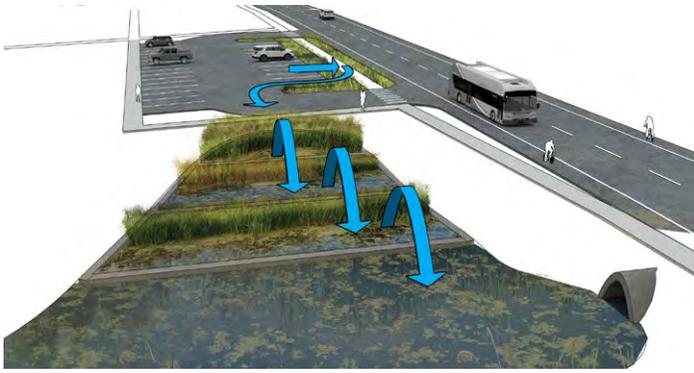
Nashville Metropolitan Boards of Parks + Recreation is undertaking a planning effort for a new park on a 25-acre riverfront site on the southern edge of downtown Nashville. Wharf Park is the next great pearl in a string of riverfront parks that have become the defining public spaces for Nashville's thriving downtown and the region. The future Wharf Park is endowed with great views, significant topography and expansive acreage. Agency Landscape + Planning and Hodgson Douglas Landscape Architects (HDLA) have been tasked with creating a master plan vision for this extraordinary site that is embraced by the citizens of Nashville and leads seamlessly into implementation. We imagine a realized park that will be a model for the city and the nation.

The design process is highly collaborative and dynamic with early involvement by all City stakeholders and team members so that the project

intentions are understood across all disciplines. Together, we aim to deliver a visionary and feasible master plan that seizes the extraordinary opportunity of this site to create a vibrant American park like none other. We also look to take advantage of Wharf Park's strategic location at the intersection of the Cumberland River Greenway/Blueway system and future Greenway/Blueway trailhead connections to promote and enhance greater connectivity and access for Nashville citizens. At the same time, we aim to leverage the site's location to deliver recreational amenities that are lacking to some of the adjacent, underserved neighborhoods.

We have assembled a highly qualified team with proven experience in all fields required for the master plan as well as the future phases of implementation. The master plan is ongoing now with a goal to wrap up by mid 2022.





## Reimagining Warner Beach Design Competition

Clean Lakes Alliance  
Madison Community Foundation  
City of Madison Parks

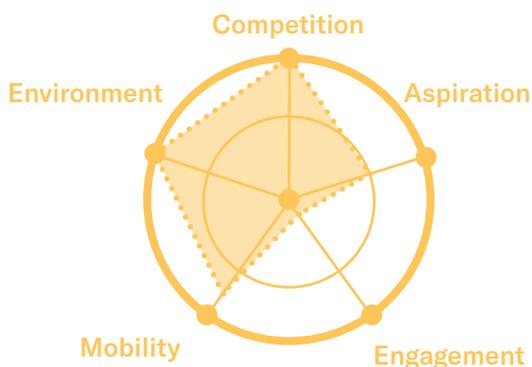
Madison, WI

2018

### Project Team

MSR Design

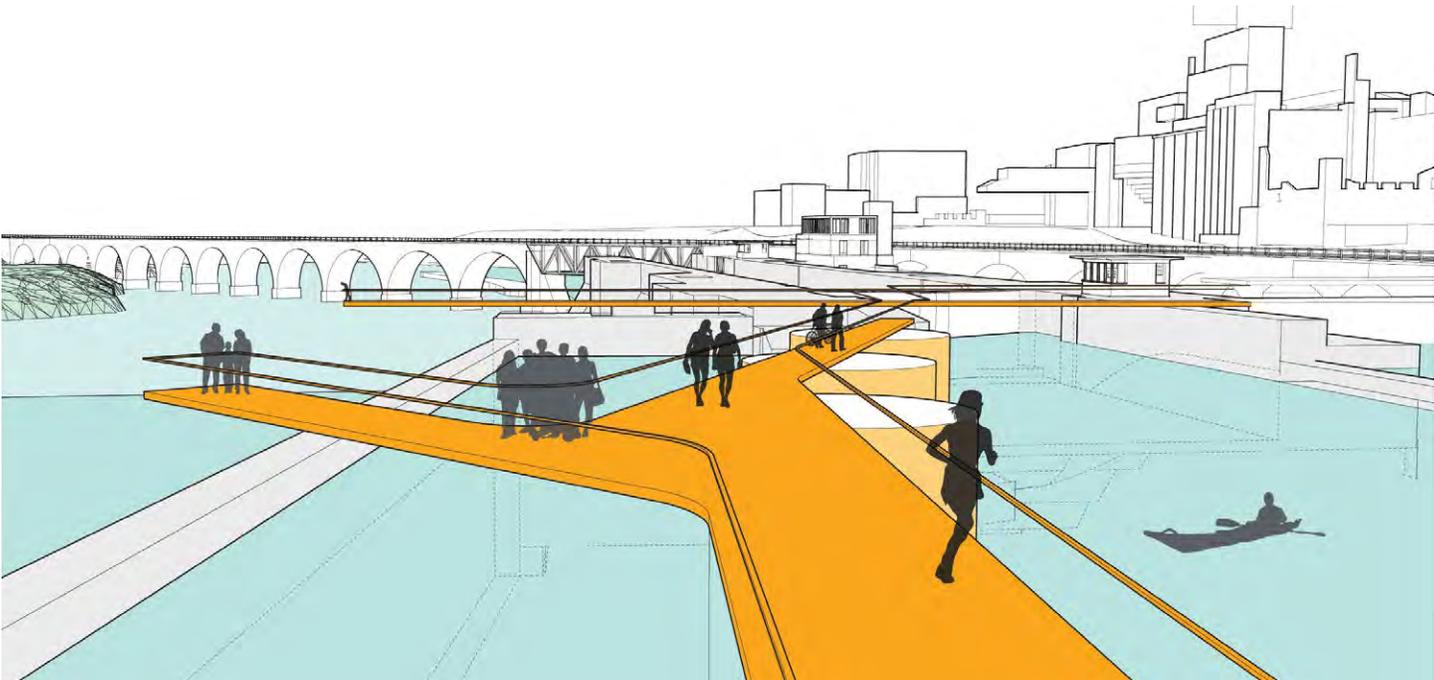
### Relevant Themes:

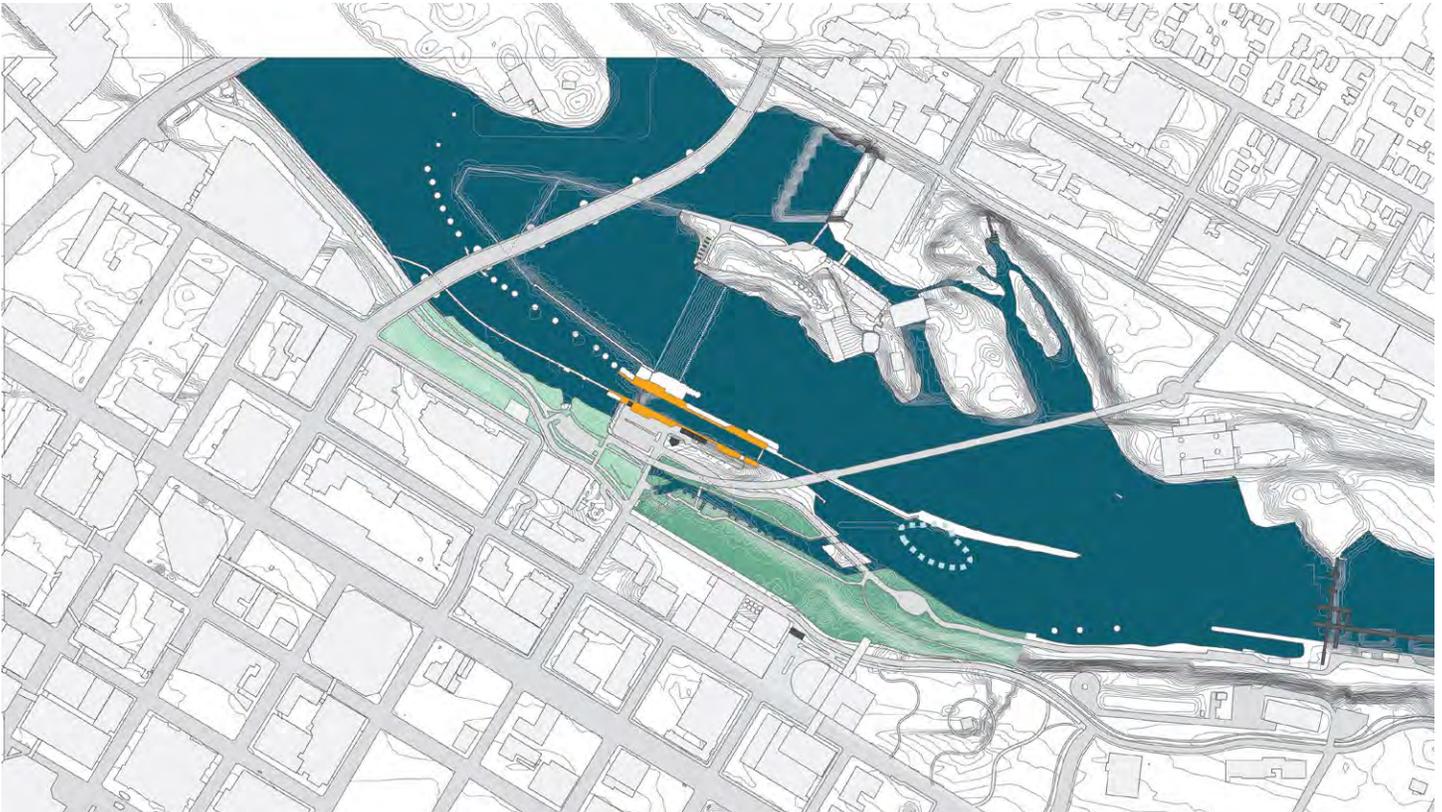


MSR Design won the conceptual design contest to reimagine Warner Beach in Madison, Wisconsin. The conceptual design contest called for participants to envision a future for Warner Beach in which the area is enhanced in terms of water quality, sustainability, community access, and placemaking to promote health, happiness, and well-being.

Perched along the shores of four of the Yahara Lakes, the City of Madison's location has attracted generations of residents and visitors and created a unique genius of place for Wisconsin's capital city. Lake Mendota's predevelopment lakeshore consisted of fluctuating, routinely inundated forest, marsh, and wetland areas where plants, sun, soil, fish, wildlife, and other organisms maintained a dynamic equilibrium and clean, healthy lake. By contrast, much of the current lakeshore is blanketed with lawns or

armored with riprap and bulkheads, drastically reducing the environment's ecological contribution. Increased development and associated urban runoff, more frequent and intense storms and flooding, and encroaching invasive species have compounded the loss of natural shoreline. "The Living Edge," MSR Design's proposal for Warner Beach, responds to these conditions by tripling the beach's effective shoreline area along the 1/4-mile stretch of Lake Mendota. This replicable approach aims to build resilience in the face of climate change, enhance biological diversity, and restore ecosystem function. In addition to amplifying ecological performance, the increase in lake edge expands experiential opportunities for visitors and nurtures a natural affinity for the water's edge.





## Saint Anthony Falls Upper Lock and Dam Study

National Parks Conservation Association

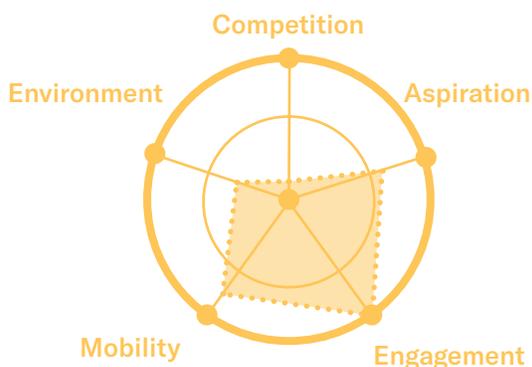
Minneapolis, MN

2017

### Project Team

MSR Design

### Relevant Themes:



The Saint Anthony Falls Upper Lock and Dam was built in the 1950s to extend navigation above the only waterfall on the Mississippi River. It is located in the center of one of the most important historic districts in Minnesota. In 2015, the lock was closed to navigation to prevent invasive and destructive Asian Carp from advancing north to the thousands of lakes and streams in the headwaters. This situation presented the opportunity to consider alternative uses for site and lock.

The National Park Conservation Association on behalf of the Mississippi National River and Recreation Area, the national park that overlays 72 miles of Twin City urban riverfront, engaged MSR Design to undertake a conceptual study of the lock and dam as a new national park visitor center.

The potential transformation of the site from navigation to public uses has many physical and regulatory complexities. MSR Design completed a year-long study that including engaging the public and the multiple agencies with interests in or jurisdiction of the site.

The conceptual study served as a foundation for future studies by the Army Corp of Engineers and the Minneapolis Parks Foundation to advance the visitor center concept toward reality.

## Select Awards

American Public Works Association Project of the Year (National and Wisconsin Chapters)

Madison Trust for Historic Preservation Restoration Award

US Green Building Council West North Central Region Leadership Award of Excellence in Innovative Design

Certified LEED-NC v.3.0 Platinum





**Madison Municipal Building**  
City of Madison

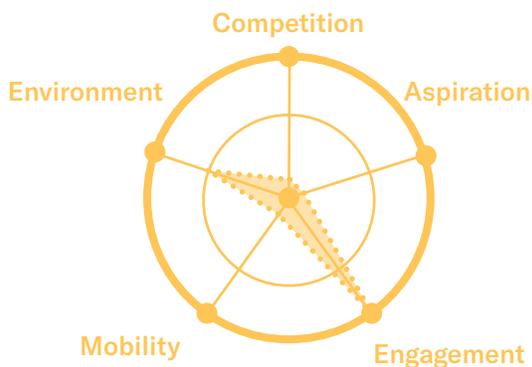
Madison, WI

2018

**Project Team**

MSR Design

**Relevant Themes:**



This project involved renovating a 1927 federal courts and USPS building within the City of Madison into a welcoming, intuitive building for all of the city’s citizens. It puts customers at the center of government service by providing intuitive access to government agencies and processes and offering amenities to support public use of the building.

The design retools government services to be more transparent and equitable and creates modern, efficient, secure offices for city agencies. The project demonstrates the daily value of municipal government through art, visual transparency of the city’s work, and interactive monitors to invite learning and awareness. The design also highlights and celebrates the building’s dualities, including public/private, formal/informal, and historic/modern.

The project involved restoring exterior and key interior spaces and skillfully incorporating new mechanical, plumbing, electrical, and fire protection systems without visually interfering with the historic spaces.

With equity standing at the heart of the project, robust community input throughout design and construction ensured the public that the outcome would be a building that is truly theirs.



**Lake Monona Waterfront Preliminary Report**  
 City of Madison, Parks Division

Madison, WI

2021

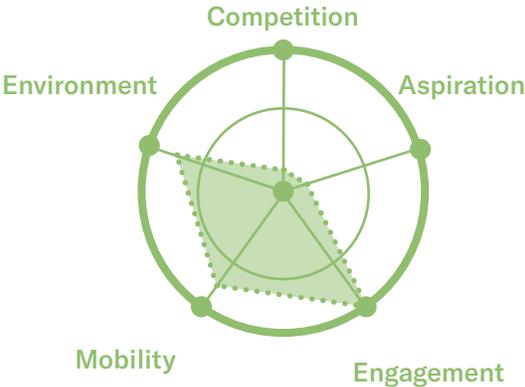
**Project Team**

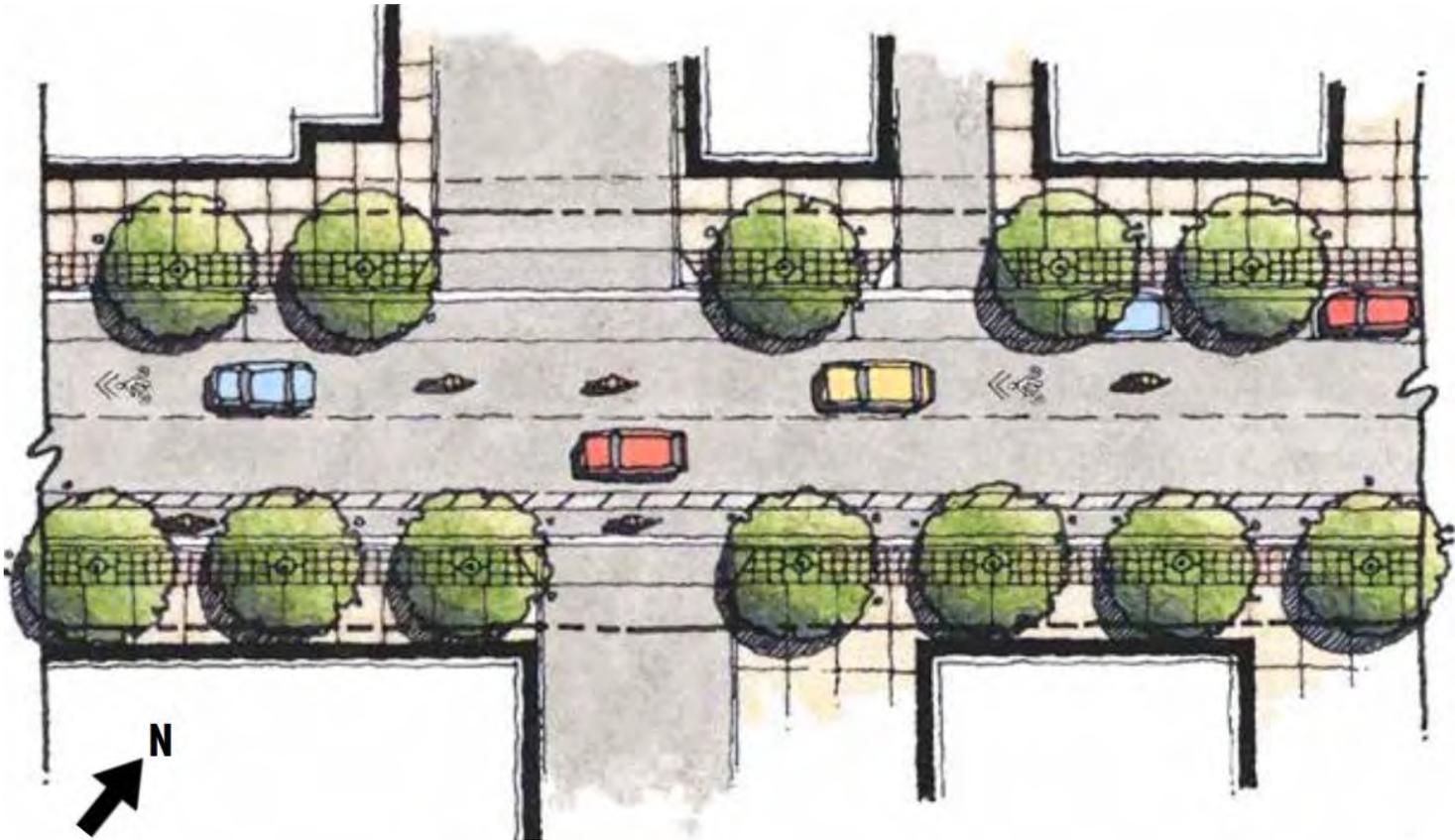
Kimley-Horn & Associates

**Relevant Themes:**

As part of the SmithGroup team, Kimley-Horn contributed to the development of the Lake Monona Waterfront Preliminary Report for the City of Madison, Parks Division. The report was developed to provide background information to inform future phases of the Lake Monona lakeshore corridor and to serve as the foundation for future planning work. The initial study focused on Law Park and was expanded to include John Nolen Drive causeway and a northern portion of Olin Park, ultimately

including over 1.7 miles of lake shoreline and 17 acres of parkland. Law Park, the causeway, and Olin Park areas create a combined lakeshore corridor connecting Madison’s downtown, east, west, and south side communities. In addition to contributing to transportation elements of the plan for the corridor, Kimley-Horn led coordination efforts with stakeholders such as engineering staff from the City of Madison, WISDOT, and WSOR.





**South Capitol Transit-Oriented Development District Planning Study**  
 City of Madison

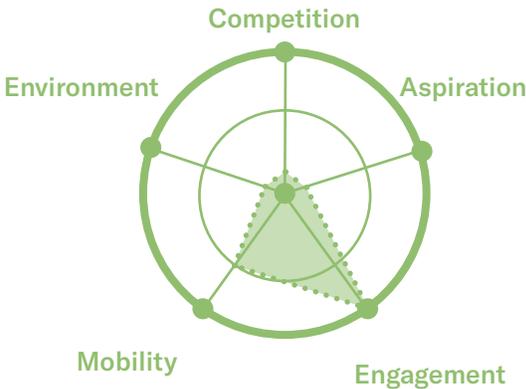
Madison, WI

2014

**Project Team**

Kimley-Horn & Associates

**Relevant Themes:**

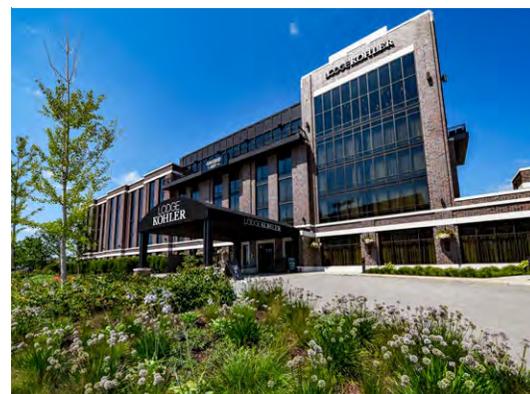


Kimley-Horn developed a transit-oriented development district plan for the southern part of downtown Madison, an area of approximately 30 city blocks. The southern lakefront (Lake Monona) is not well connected to Capitol Square and the downtown area. The district plan evaluated transportation facilities through the southern part of the isthmus and their interconnectivity to downtown destinations. We analyzed all modal connections (pedestrian, bicycle, auto, and transit), and developed conceptual plans for street, trail, bridge, and intersection improvements in the district. Kimley-Horn evaluated potential intermodal terminal sites and developed a conceptual plan for the recommended site. Potential redevelopment sites were evaluated to maximize their transit orientation. The transportation and redevelopment analyses were coordinated with a multistep public outreach and engagement process.

Kimley-Horn led a multifaceted public involvement program that included a project management team, an ad-hoc committee, and three public open houses. One of the public open houses was held as a design workshop to allow citizens to help the design team develop potential recommendations for improving pedestrian and bicycle connectivity through the planning district.

Kimley-Horn met the budget and other project performance goals. The project was extended to accommodate the planning study committee's decision-making process.





## Titletown District

GZA (Titletown Phase I)

Somerville, Inc. (Bellin Health)

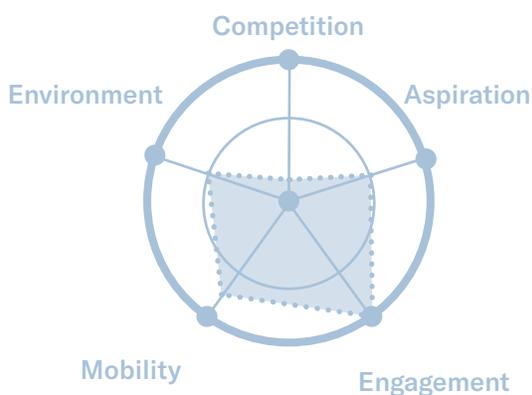
Ashwaubenon, WI

2021

### Project Team

raSmith

### Relevant Themes:

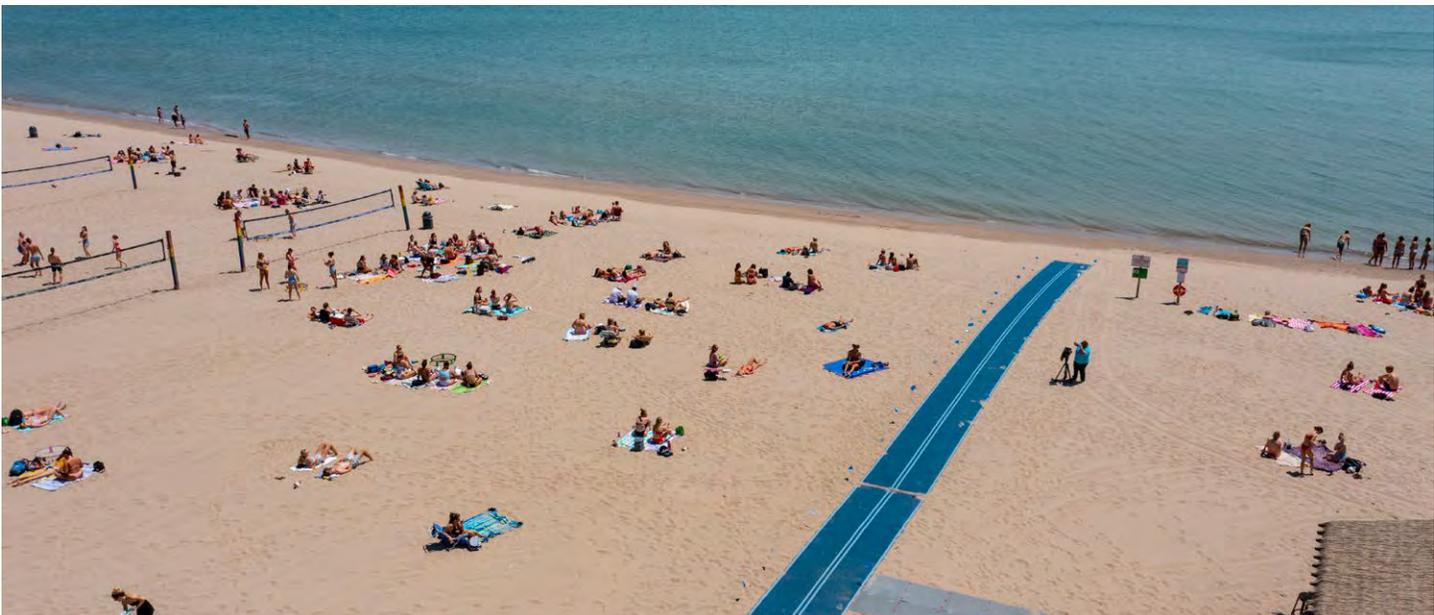


The \$130 million Titletown District development is 35 acres just west of Lambeau Field. raSmith was selected for this iconic project based on our strong working relationships with the Green Bay Packers and the geotechnical consultant on the nearby Cabela’s project; our redevelopment experience; and ability to provide all civil site-related services.

Important to the client in Phase 1 was raSmith’s ability to design the site based on an outline of the development without knowing the exact shape or arrangement of future structures/buildings. The goal was to avoid having to remove and replace infrastructure installed in Phase 1 for the development of Phase 2. Site challenges included undersized utilities (particularly storm sewer); low cover, high groundwater; and stormwater management which required underground detention. raSmith also addressed public storm sewer under buildings and various

utilities in small corridors and ensured there were no impacts on footings and foundations for future buildings.

In Phase 2, the site plan was discovered to be very different than what was originally planned and designed in Phase 1. Our team’s flexibility to site changes enabled us to look at the original design to determine what portions would have to be modified to accommodate changes in the size and placement of some structures. Additional coordination was necessary with the architect to identify locations where utilities enter and exit various buildings and structures. For the most part our design team was able to reuse existing infrastructure with minimal redesign. raSmith is committed to providing design solutions and technical information that enables Titletown Development to accomplish their goals and vision for this signature development project.





# Bradford Beach All Inclusive Access The Ability Center

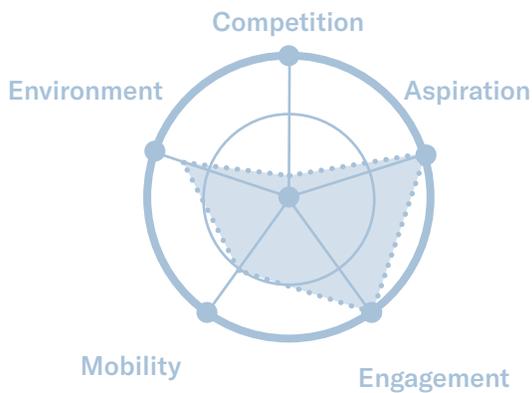
Milwaukee, WI

2020

## Project Team

raSmith

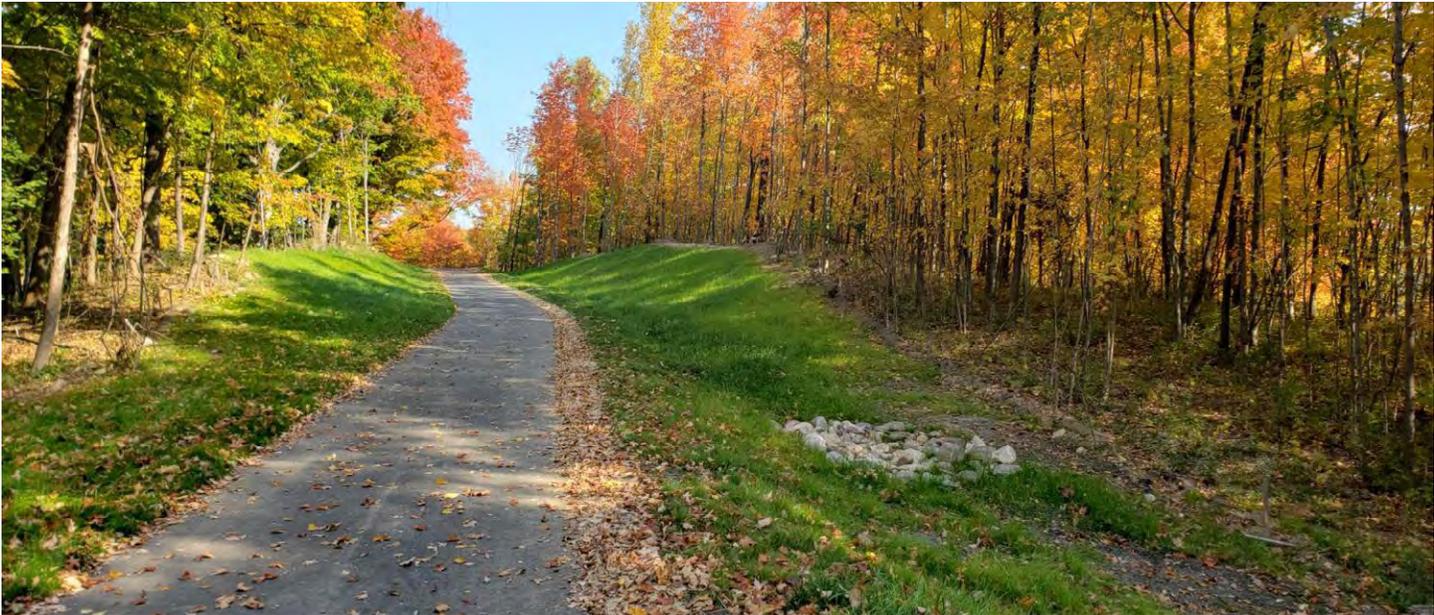
## Relevant Themes:



As part of its inspiring mission, The Ability Center helps communities become more universally accessible and provides inclusive recreational opportunities to people impacted by disabilities and those without physical limitations (everyBODY). The site design team at raSmith collaborated with The Ability Center and Milwaukee County Parks to develop an all-inclusive access path at Bradford Beach on Lake Michigan in Milwaukee.

This first-of-its-kind project includes a safe, accessible route from the Oak Leaf Trail along Lincoln Memorial Drive down to the water's edge using beach mats and other amenities that exceed ADA standards. This design will help ensure everyone in the community has access to the beach for enjoying the lakefront. raSmith donated a portion of the proceeds

from their design services to The Ability Center to help see the project through to completion under a tight timeframe.





## Hidden Lake Trail City of Brookfield

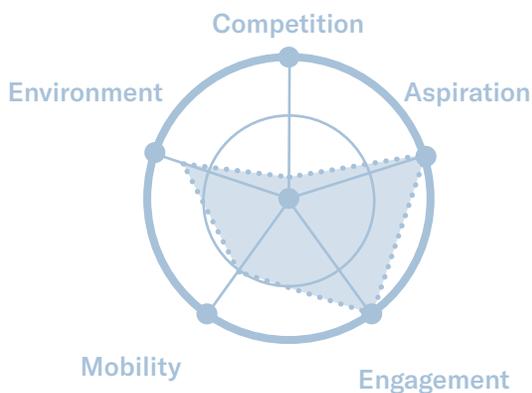
Brookfield, WI

2020

### Project Team

raSmith

### Relevant Themes:



The park and open space design team of landscape architects and engineers at raSmith completed the plans and design documents for Hidden Lake Trail and the City of Brookfield Department of Parks, Recreation & Forestry. The project was built during the 2019 construction season and included an extensive amount of earth moving, filling and restoration along the south rim of a former quarry (now known as Hidden Lake) that will extend the City’s extensive Greenway Trail System, providing connectivity to the newly constructed Hidden Lake Park and offering panoramic viewsheds to the beautiful lake and surrounding landscape.

There is no public access to the lake, but the trail is located in an easement that was developed between the private land owner and the City of Brookfield. This trail segment was a long-time vision of Bill Kolstad (retired director of parks, recreation and

forestry) and the City of Brookfield Parks and Recreation Commission. In addition to the design of the trail, raSmith also provided survey and construction observation services during the implementation of this challenging and exciting trail project.



Ithaca Commons, Ithaca, New York †



*mia*

TAPAS BAR &  
RESTAURANT



# SECTION 3: TECHNICAL EXPERIENCE

# AMBITION

## Evolving a Cultural Landscape

“The work is undertaken in the confident belief that Madison may be so developed as to establish a new standard for city making in the United States.”

- John Nolen

John Nolen and the Transcendentalists he learned from brought together ideas of religion, civic-mindedness, and nature. Transcendentalist thinking — a uniquely American philosophy that people’s spirits are enlarged when touched by nature — emerged in the early 1800’s and blossomed in mid-century in the works of Emerson, Thoreau, and others.

The influence of this thinking on the American city is as profound as the philosophy itself, having set the stage for a period of urban growth that is still regarded as a heyday. And, particularly in Nolen’s case, a Transcendentalist-influenced practice also often acknowledged (albeit subtly) issues of gender, race, and public space more directly than many other movements of the day.

Nolen had a special relationship with Madison — and it makes perfect sense to us why in this context. Madison is the embodiment of the Nolen ideal — a great city literally threaded between broad landscapes (here, lakes) of enduring natural beauty.

We see ourselves as part of this historic legacy — and view the competition as an opportunity to bring a “both/and” perspective to the task at hand. It is our approach to be BOTH a respectful and humble contributor to that legacy AND evolve it to contemporary thinking, needs, and uses. What exactly does this evolution look like? We do not know entirely, but can offer a few thoughts here:

### Centering Diversity

While it is worthwhile and, in some ways, convenient to center the role of folks like John Nolen or Frank Lloyd Wright in the story of Lake Monona, today’s sensibility demands we broaden the lens. From the Ho-Chunk-gra whose language graces Madison’s lakes to today’s growing Hispanic and Asian populations, there is much to be revealed and celebrated in this landscape. The community feedback aligns with this — with many advocates calling for more culturally-diverse experience and programming — and places that welcome and connect all. We are excited to explore the ways these ambitions can be realized at Lake Monona.

### Activating the Edge

Nolen could hardly have recognized today’s urban parks from the ones he designed and advocated for. Urban growth and density, coupled with decreases in leisure time and increases in technology and “screen time”, is a context that exerts great pressure on parks. Today’s signature parks must provide activities and experiences that at once deepen a sense of connection to place and provide for moments of discovery and delight. Finding this balance — of what is uniquely Madison and what is a “must see” for the region and beyond — is at the heart of the design challenge.

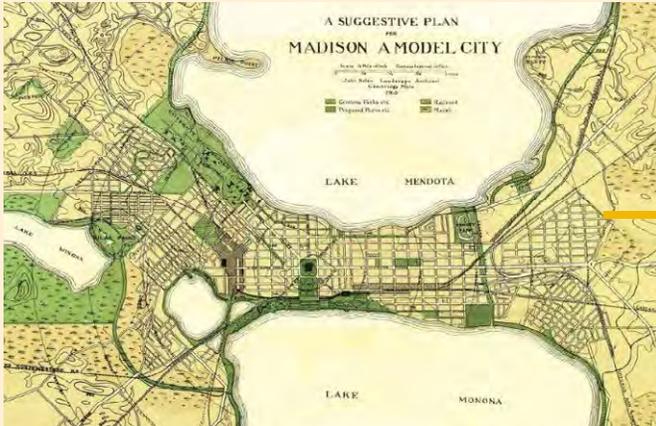
### Creating a Blue and Green Oasis

At the same time, we know that the health of the Lake as a natural resource is the foundation of all that is possible! Beyond being a naturally stunning visual asset, the Lake offers biodiversity, ecosystem services, and public health benefits by virtue of its rich terrestrial and aquatic habitats. We know that Madison is a place that prioritizes environmental sustainability and are eager to show how that can be parlayed into rich human engagement with nature.

## Our Experience with Nolen

We have had the great opportunity to be part of a number of Nolen-designed landscapes — and take seriously the responsibility of evolving and learning from that legacy.

Fun fact: Agency is a landscape and planning practice based in Cambridge, Massachusetts — similar to John Nolen's. We also had the great joy of occupying his former office in Harvard Square in the first year of our new practice.

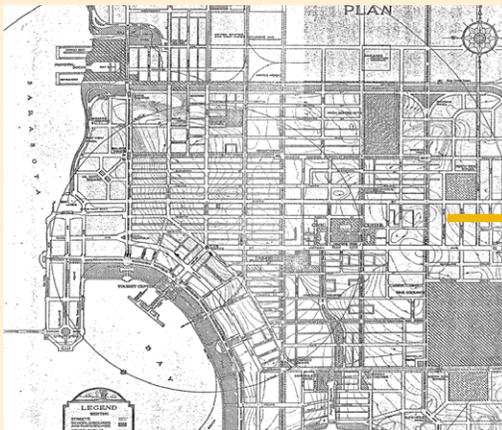


**Nolen Plan of 1911**



### Lake Monona

More than 100 years ago, John Nolen's framework for the lakefront envisioned an elegantly connected system. He recognized the unique opportunity of a dual-lakefront urban center — a dream potential relationship between the city's civic identity and the natural beauty of the lakefronts. The vision has never been fully realized, falling prey to car-centric planning in the years since.



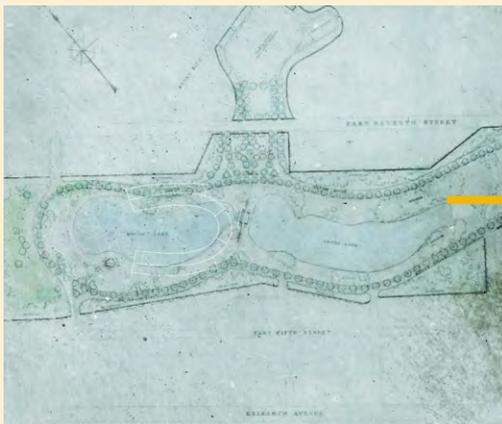
**Nolen Plan of 1925**



**Bay Park Master Plan**

### Sarasota Bay Park

The Nolen Plan of 1925 is an enduring planning framework for Sarasota that has since been further built upon by many accomplished planners and designers. The Bay Master Plan has been a deeply-engaged community process. The result is a roadmap for transforming a largely paved site into an ecologically-regenerated public park and 21st century cultural campus.



**Nolen Plan of 1904**



**Park Master Plan**

### Independence Park

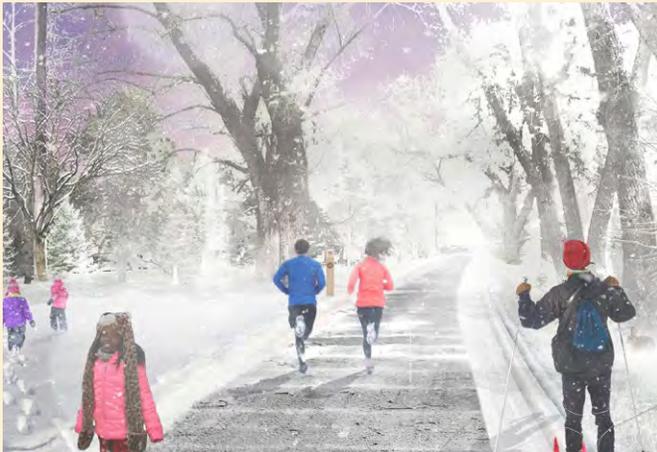
Independence Park in Charlotte, North Carolina is the inaugural commission of Nolen's illustrious career. Our master plan for the park aimed at restoration and included studying the site's rich layers of ecological, culture and recreation. Under construction now, the park's future vision and shape is consistent with both community need and cultural history.

# ENGAGEMENT

## Aligning with Community Need and Vision

We understand the City will serve as the sole source of public communication during this design challenge. We understand why: the City has done a lot of work to engage the community over the years and this can't possibly be replicated during a short competition. At the same time, we are a firm that deeply believes that community engagement is central to how we see design excellence today. We believe there are low-risk forms of engagement that could be contemplated as part of the competition — to build buzz, trust, and connection for a long road ahead! We'd love to discuss more. In the meantime...

Our team will connect to community feedback, past planning, and the Lake's community in all the ways we can! This includes the following tactics.



### High Line Canal Vision Plan (2017) and Framework Plan (2019)

The High Line Canal is a 71-mile long piece of increasingly obsolete irrigation infrastructure turned recreational corridor in the Denver region. In deep collaboration with the Canal's 17 communities, the Vision and Framework Plans establish a long-term strategy and series of short-term actions to make the system sustainable economically and ecologically. The engagement was honored with an Award of Excellence by the American Planning Association in 2018.

### Listening to the Echoes of Community

Great parks are often realized in phases after many decades of advocacy and ambition. This is true for Lake Monona — a landscape that has been evolving steadily for over one hundred years and recently the subject of deep investigation and outreach. Our team recognizes we cannot replicate the drive and sheer quantity of conversation that precedes our engagement. We do see this work as a treasure trove of feedback to be inspired by. To the right, we annotate some of the key community findings from the Preliminary Report.

### Understanding the Broader Potentials

Madison is growing and changing. A number of catalytic projects underway — including the Aliant Energy Center and the Destination District — come into contact with the scope of this design competition. Growth comes both with new residents moving downtown and the upcoming attachment of the Town of Madison. The Convention Center is poised to expand, including the potential for the Monona Terrace to become larger and more connected to the Lakefront. These changes all bring energy, expectation, and many good ideas to the table that must be part of any cohesive design strategy.

### Integrating the Lake's Diverse Community

It takes a village (and a lot of time, energy, and resources) to realize a world-class vision of this scale. This site has great advocates in both the City of Madison and the Friends of Nolen Waterfront. We will work closely with these entities, knowing the ultimate goal of a master plan — (should we be so lucky to take that step) — will include strategies for governance, long-term funding, operations, and maintenance. These partners will be key! At the same time, the City's commitment to equity in all its forms demands deeper consideration of all stakeholders, including those communities historically not elevated in traditional narratives. We are excited to bring our passion for equity-driven design to a City with its own solid commitment!

## Building on a Foundation of Past Planning

We understand that significant investment of time, resources, and labor precede this competition — and that the City has a rich repository of community feedback. We will use this work as the foundation and inspiration for our design work.



# MOBILITY

## Amplifying Safety + Access

Our team will focus on ensuring the proposed design provides multimodal access and connectivity for the park and the surrounding community, while using transportation as a tool to support and contribute to achieving broad community objectives — including enhancing safety, integrating sustainability, and improving overall quality of life. Our team is well versed in developing recommendations and implementation strategies that fit within the overall transportation system.

Our mobility strategy will focus on amplifying safety and access to the waterfront, including breaking down existing barriers. The design will include the following considerations.



### The Chicago Riverwalk Phases Two and Three

Between 2009 and 2017, Gina led the Sasaki design team's work on the Chicago River. Beyond the complex challenges structural and utility systems and the increase in various forms of river traffic, the project's tight cross section posed major constraints. The design team leveraged every inch of the permitted 20'-25' build-out to create a layered set of experiences — places for boats, for bikes, for people (moving), and people (at rest). Small grade changes were transformed into places to perch while hidden soil volumes and slivers of space were planted for habitat and shade.

### Define Multimodal Transportation Connections

While the park presents key recreational opportunities, the transportation infrastructure within the park must also serve a functional purpose for the surrounding community. Our master plan vision will identify key connections to the existing and planned transportation network that support enhanced mobility for the entire community.

### Bicycle and Other Active Transportation Connections

One of this project's goals is to build on the City's ongoing efforts to make active transportation a comfortable and compelling mode choice. The Lake Monona waterfront serves as an important commuting artery in addition to a recreational facility. We will evaluate the proposed design's impact to the existing Capital City Trail, and identify ways to better connect to the Wingra Creek Bike Path.

### Enhanced Safety

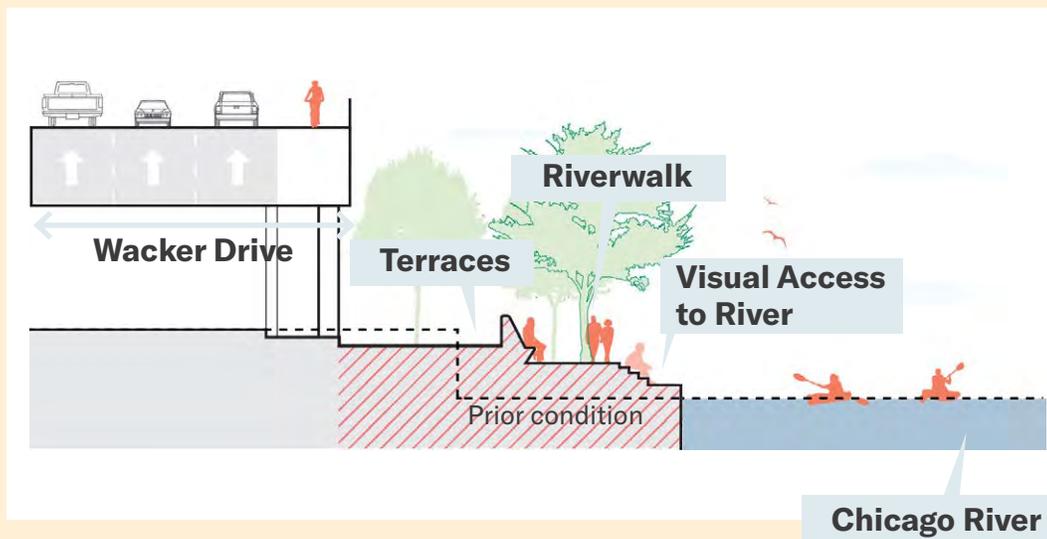
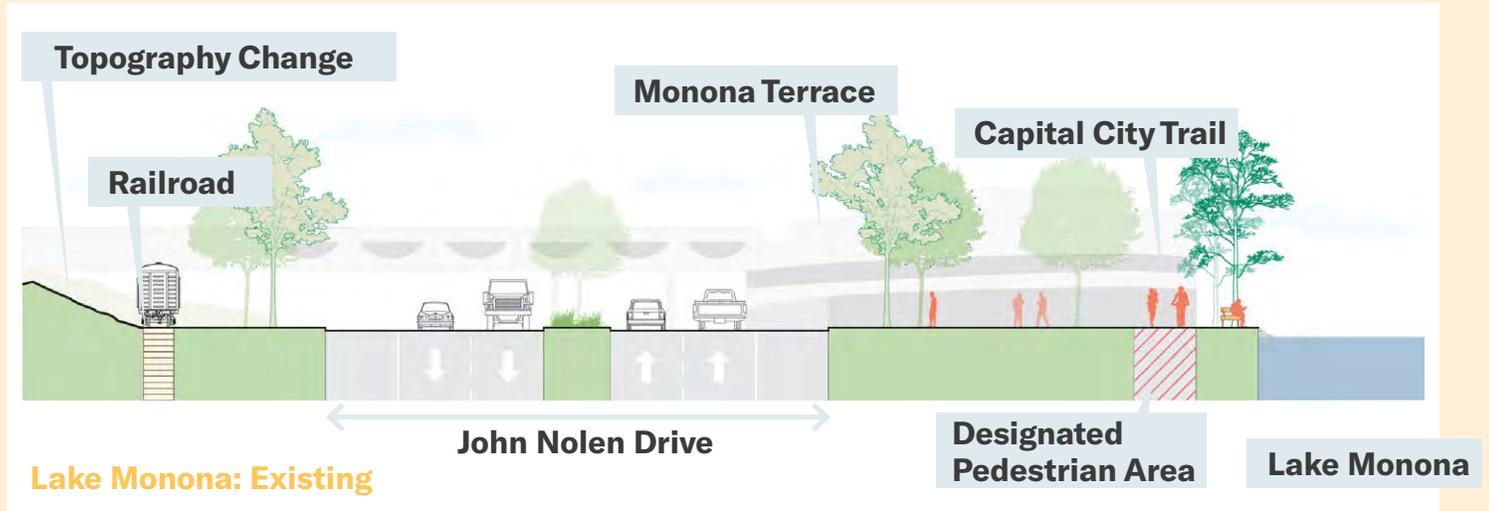
Any transportation connections within the park must provide a safe, accessible, and comfortable environment for users of all ages and abilities. The proposed design will include elements that improve safety for users crossing John Nolen Drive to access the park, enhanced safety and security at all times of day, and safe connections between the waterfront park and the Isthmus.

### Traffic Impact Review

During the design process, our team will analyze the likely impacts of the proposed designs on the surrounding transportation network. This will include anticipated impacts to vehicles accessing or moving through the site, parking challenges, and impacts to transit vehicles' operations.

## Orchestrating Human Connection and Safety

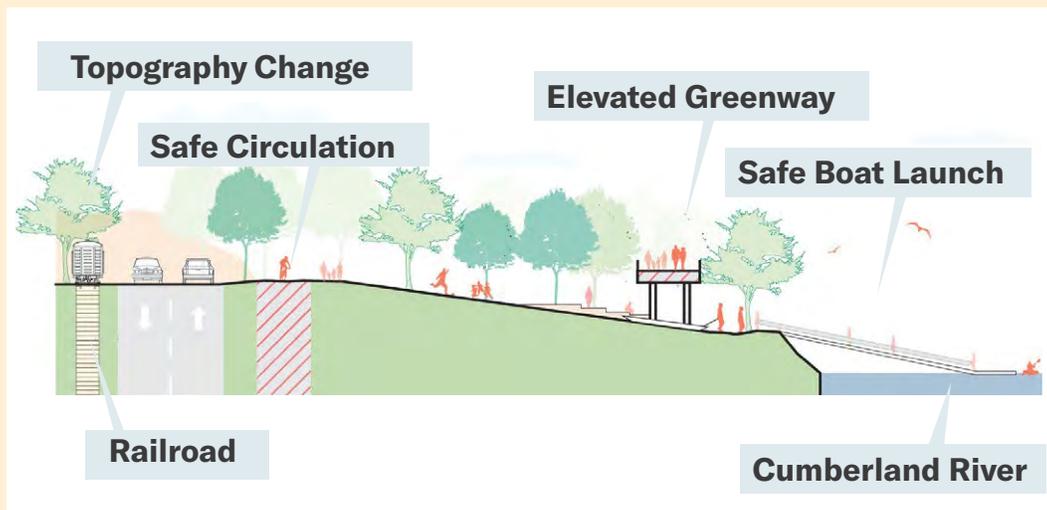
Three-dimensional, multi-modal waterfront sites are ripe with both challenges and opportunities. Here, we begin assessing the multiple modes to be accommodated along Lake Monona — and showcase a few recent comparable projects.



### The Chicago Riverwalk

Along the Chicago River, much of the space has historically been discontinuous and disconnected — the River functioning more as a highway for boats and barges than a place for people!

Newly constructed land allowed for a more graceful terracing of the site. This allowed for slight vertical separation between modes — people at rest (upper), people in motion (middle) and boaters (lower) — with each grade change between levels leveraged as seating.



### Wharf Park, Nashville

The Cumberland River is a dynamic floodprone system with a rapidly growing multi-modal Greenway system along its edges. Active rail lines and significant grade changes pose barriers to continuity.

At Wharf Park, our master plan vision includes the future Cumberland Greenway as well as a new rowing facility. Our plan calls for vertical separation of these systems — with a new Greenway bridge passing over a graceful boat ramp — to minimize conflicts.

# ENVIRONMENT

## Maximizing Life per Square Foot

Much of the Lake Monona waterfront has historically developed in a manner that treated nature, ecology, stormwater, and flooding as an afterthought. Over the years, many water quality, fishery, erosion, and flooding concerns have surfaced. This project provides tremendous opportunity to correct historically missed opportunities for designing the corridor in connection with nature.

Lake Monona is the blue jewel that makes all other aspects of this project shine. We envision the following key opportunities.



### The Sarasota Bayfront Sarasota, Florida

A first phase of implementation within a broader set of park improvements, the Mangrove Walk at Sarasota Bay Park begins a mile and half-long journey through the park's various ecological conditions. Along the way, interpretive signage teaches about mostly invisible water quality treatment systems while etched decks (as shown above) mark moments of connection to unique habitats, flora, and fauna. Building on Nolen's aspirations, the project is bringing together ecological and cultural systems by integrating recreation and restoration at every step.

### Water Quality

The current stormwater management practices simply deliver untreated water directly to Lake Monona. We will seek to install water quality best management practices wherever feasible. Due to high groundwater and potentially contaminated soils (landfill) we anticipate practices will primarily focus on filtration and treatment (such as bioretention). Landscape medians provide an ideal location where water can be treated while preserving precious space. We will also look for other opportunities further upstream in the watershed to provide enhanced water quality treatment (such as hydrodynamic separators and floatables capture). These practices will reduce total suspended solids, phosphorus, heavy metals, and hydrocarbons delivered to the lake. These practices will help to enhance water quality, fisheries ecology, and decrease the prevalence of algal blooms during the summer months.

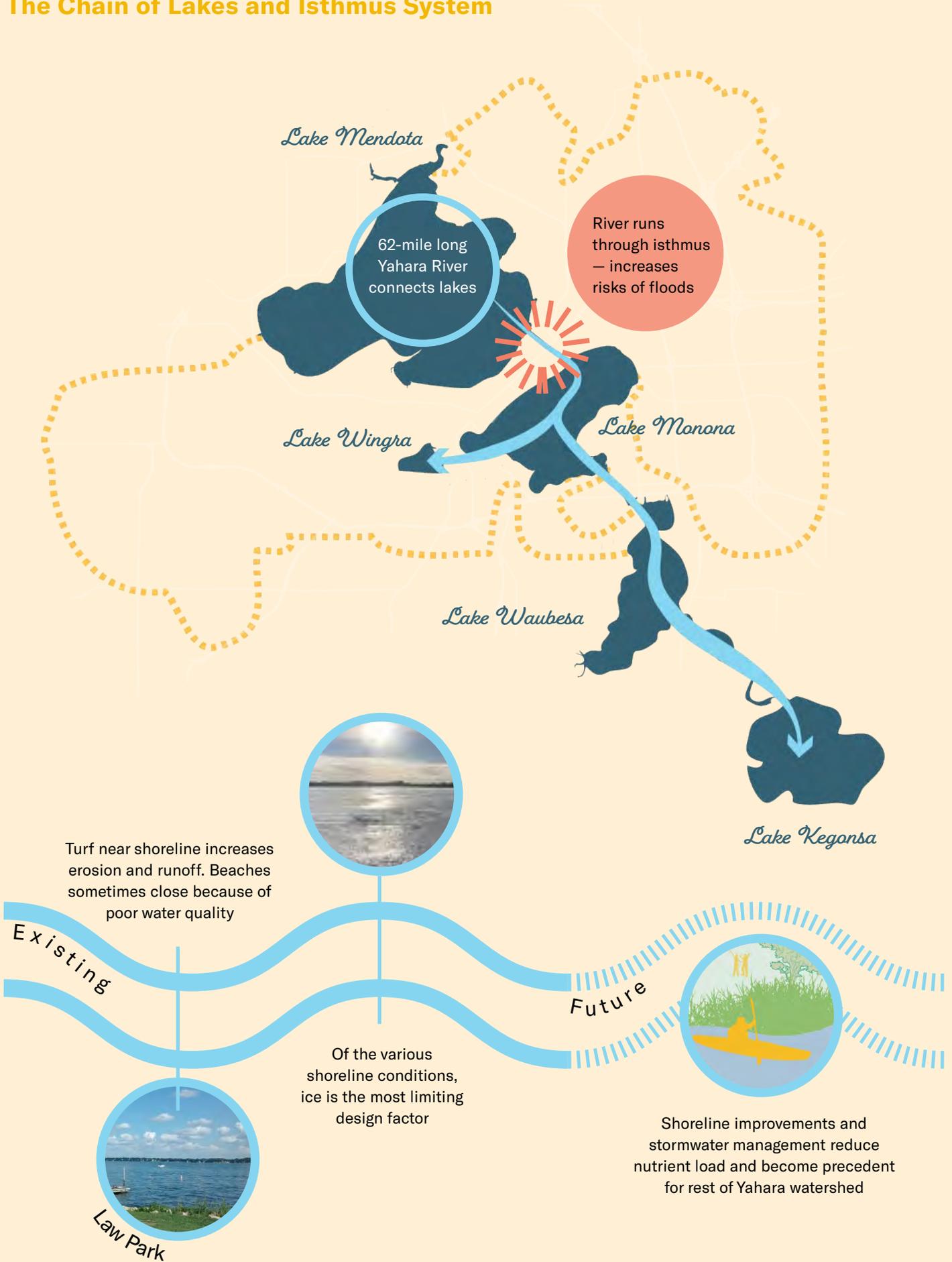
### Ecologic Diversity and Integrity

Much of the current shoreline is turf grass and impervious surfaces that lead directly to riprap at the water's edge. We will utilize native plantings to breaking up the turf grass areas to enhance water quality treatment, deter geese, and to restore biodiversity. While the riprap provides protection from wave action, it limits the opportunity to access the lake. Some of the riprap could be replaced with stacked lannon stone nodes that would provide fish habitat as well as seating and fishing opportunities. Select areas of the riprap could also be joint planted with live stakes to enhance habitat and aesthetics. We also expect to incorporate many more trees into the corridor (where they will not block the view shed).

### Stormwater Management

The floods of 2018 have taught us that designs must be resilient. Stormwater management will be carefully considered to make project components resilient. We will also look for opportunities to improve stormwater management and flood storage capacity beyond regulatory minimums.

# The Chain of Lakes and Isthmus System





Moore Square, Raleigh, North Carolina †



SECTION 4:  
INCLUSIVE DESIGN  
EXPERIENCE

# INCLUSIVE DESIGN EXPERIENCE

## Mission-based Practice

Agency's mission-based practice is dedicated to environmental resilience, cultural vitality, and community engagement — all of which are essential, in our minds, to equitable and inclusive design. A small business and women-owned practice, we recognize the importance of diversity, equity and inclusion in all parts of our work — internal operations and external projects. On each project we touch, we know that a diversity of voices and experiences creates beautiful and loved places that are unique to that community.

We are excited to partner with a team that shares our collective values. **MSR Design** has made a commitment to promoting inclusive design and equity as part of their culture as well. They recognize how inextricably interconnected sustainability is to equity and social justice. Sustainability affects human issues such as racial injustice, gender equality, distribution of wealth, food security, and well-being. In 2016, MSR committed to a goal that every MSR Design project strive for the highest level of sustainability possible and achieve generative impacts for its community and the environment.

As a design practice rooted in the pursuit of equity in all of its forms, we appreciate the essential role this perspective must play for the future of the Madison lakefront. We believe that diversity — of gender, race, perspective, discipline, lived experience — is foundational to a contemporary vision of design

excellence. This belief drives not just the way we form teams, but also the ways we welcome ideas, concerns and contributions from our teammates, our clients, and the diverse constituencies we all serve. We know this means the outcomes will result in places that are more welcoming and, ultimately, more loved.

## Clear Communications

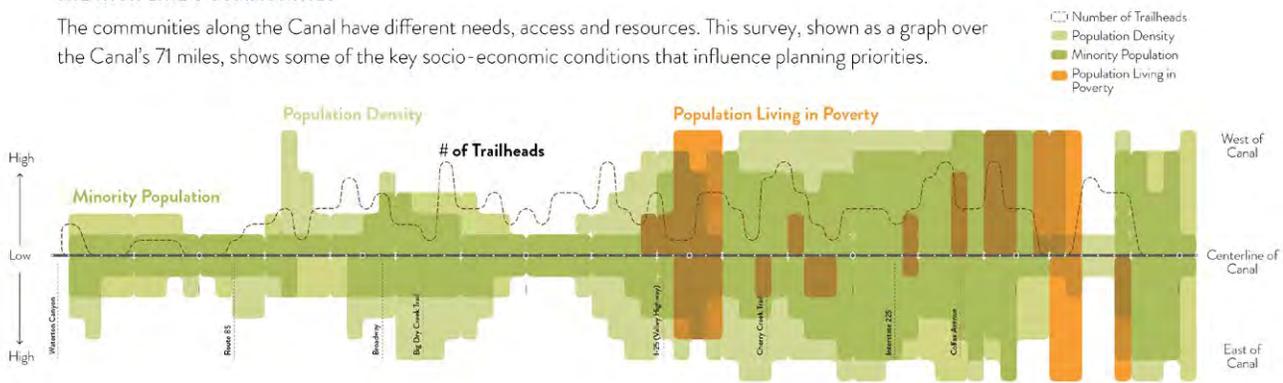
Agency believes that having diverse stakeholders, user groups, and beneficiaries at the planning and design table is an imperative. We bring a long track record for designing and facilitating stakeholder engagement. Even in the context of a competition format, we will work to find ways to incorporate community perspectives from past outreach, to respond to changing demographic patterns, and to use design ideas to celebrate diverse histories and memories. We recognize the importance of empathetic listening, jargonless communication (whether verbal or visual), and design outcomes that clearly reflect the community's needs.

## Put Ego Aside

We believe that the definition of design excellence is changing. It may not be changing in step with the rate at which we, as a culture, as a human condition, are feeling change. But change is coming to design. After all, who determines what design excellence is? If

### THE HIGH LINE'S COMMUNITIES

The communities along the Canal have different needs, access and resources. This survey, shown as a graph over the Canal's 71 miles, shows some of the key socio-economic conditions that influence planning priorities.



Our team used demographic data and physical conditions to understand areas that were under-resourced and make recommendations for more equitable future investments.

beauty is in the eye of the beholder — and if everybody experiences space, sound, color, movement, touch, taste differently — we advocate for design that offers a rich tapestry of experience where every member of society sees something of themselves in it.

We believe we must move beyond the singular and heroic idea of the “Designer” that defined the last century and toward a definition of design that embraces new processes for ideating, new ways of seeing, and dynamic new forms of making. To us, design excellence is defined by its embrace by the clients and communities we serve, its ability to marry ideas and creative content (both in project visuals and in built craft), and its achievement of the core aspects of our mission — equity, resilience, and vitality.

## Firm Statement on Diversity

As a firm, we are committed to a diverse team, equal compensation, and an environment that treats everyone equally and respectfully, regardless of race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status. Agency does not and will not tolerate discrimination or harassment in any context.

**Demographics:** We created Agency as a practice determined to flip the paradigm of historically disadvantaged practices on public projects. We commit to achieving or exceeding any established diversity targets on every project we take on.

**Support:** Internal to our practice, we are proud that our team includes women (64%), non-white (35%) and LGBTQX (24%) perspectives. In terms of our spending power, we prioritize work with women-owned and BIPOC-led businesses and firms for the majority of the services that support our practice.

**Training:** At Agency, we have been working with a coaching team since the very idea of Agency was forming. Every year, since our launch, we have worked with this team to build our capacities for leadership, trust-building, transparency, respectful communication and DEI. This training has helped our team build awareness of the uniqueness of communication styles, responses to stresses, and value of a diverse team.



## Albina Community Investment Plan

Historically, Albina was a thriving, affordable, and diverse neighborhood. Over 50 years, urban renewal razed over 800 homes.



The Albina Vision Community Investment Plan creates a framework for an inclusive community while healing the wounds of previous development that displaced Portland's Black community. The vision is anchored by equitable park spaces that seamlessly connect to the river and its surrounding neighborhoods. It illustrates how a community anchored in sustained affordability, livability, and diversity can provide value again to Lower Albina.

# OUR VALUES

(and how they drive our decision-making)

## PURPOSE

## DIVERSITY

## INCLUSION

### IN THE WORLD

- We focus our work on mission-aligned clients and solutions
- We work primarily with the public sector/quasi-public organizations
- We build meaningful community engagement into all projects
- We advocate for decision-making in the work that supports diversity, inclusion, equity and resilience, and upholds civil rights

- We are proactive in our pursuit of working with clients and communities with a focus on diversity, equity and inclusion
- We commit to collaboration with diverse partners and aim to assemble teams that exceed diversity requirements/metrics
- We support other DBE businesses
- We do not require DBE firms to be exclusive to our team
- We make it standard procedure to request transparency in process and feedback from clients

- We plan and design for the broadest definition of “public”. We embrace difference in all of its forms (from welcoming different world views and opinions to designing for all abilities and ages)
- Credit is free! We acknowledge all partners and share credit for collective work

### INSIDE OUR PRACTICE

- We welcome teammates that share in a passion for the public good
- We practice kindness

- We work with women-owned and BIPOC-led businesses and firms for the majority of the services that support our practice
- We recognize our diverse backgrounds as a strategic advantage - embracing the strength of being a women-led practice as well as the liabilities of being a white-dominant culture

- We invite continuous learning (and unlearning) and constructive critique to enable an anti-racist workplace
- We encourage all members of Agency to represent our work in the world including speaking opportunities, on projects and for marketing
- We require all team members to participate in client and team calls, workshops and site visits, whenever possible
- We share the responsibility of Agency’s day-to-day business with all, including having task forces that help manage, cultivate and creatively guide our community

## COMMITMENT

- We aim to achieve at the highest level
- We pursue national scale design and planning opportunities - and willingly take on hard, complex and “first of its kind” projects
- We seek opportunities to showcase thought leadership, awards, publications and other forms of recognition

- We embrace individual initiative and idea generation - innovation, experimentation, risk-taking, proactive approaches
- We support professional growth via mentorship and external training and development opportunities
- We aim to maintain a team size and composition of skills that allow us to tackle and be hands-on with work to ensure its excellence. No growth for growth's sake

## TRANSPARENCY

- We treat our clients and the communities we serve as partners in all communications
- We use accessible language and graphics as well as creative storytelling to build trust and capacity with community
- We promote an optimistic, engaging and inclusive practice externally
- We celebrate successes and team often, focusing on process and people as much as outcomes
- We surface hidden and resonant stories - avoiding standard marketing language and typical approaches

- We encourage a culture of transparency, respectful communication and open dialogue
- We share needs and concerns openly - and solve collectively
- We hold frequent conversations focused on professional development and growth, and encourage peer to peer feedback in that process
- We address professional and performance issues directly using constructive feedback and concrete action plans for improvement
- We share all policies in writing and adapt our handbook to address emergent ones when needed

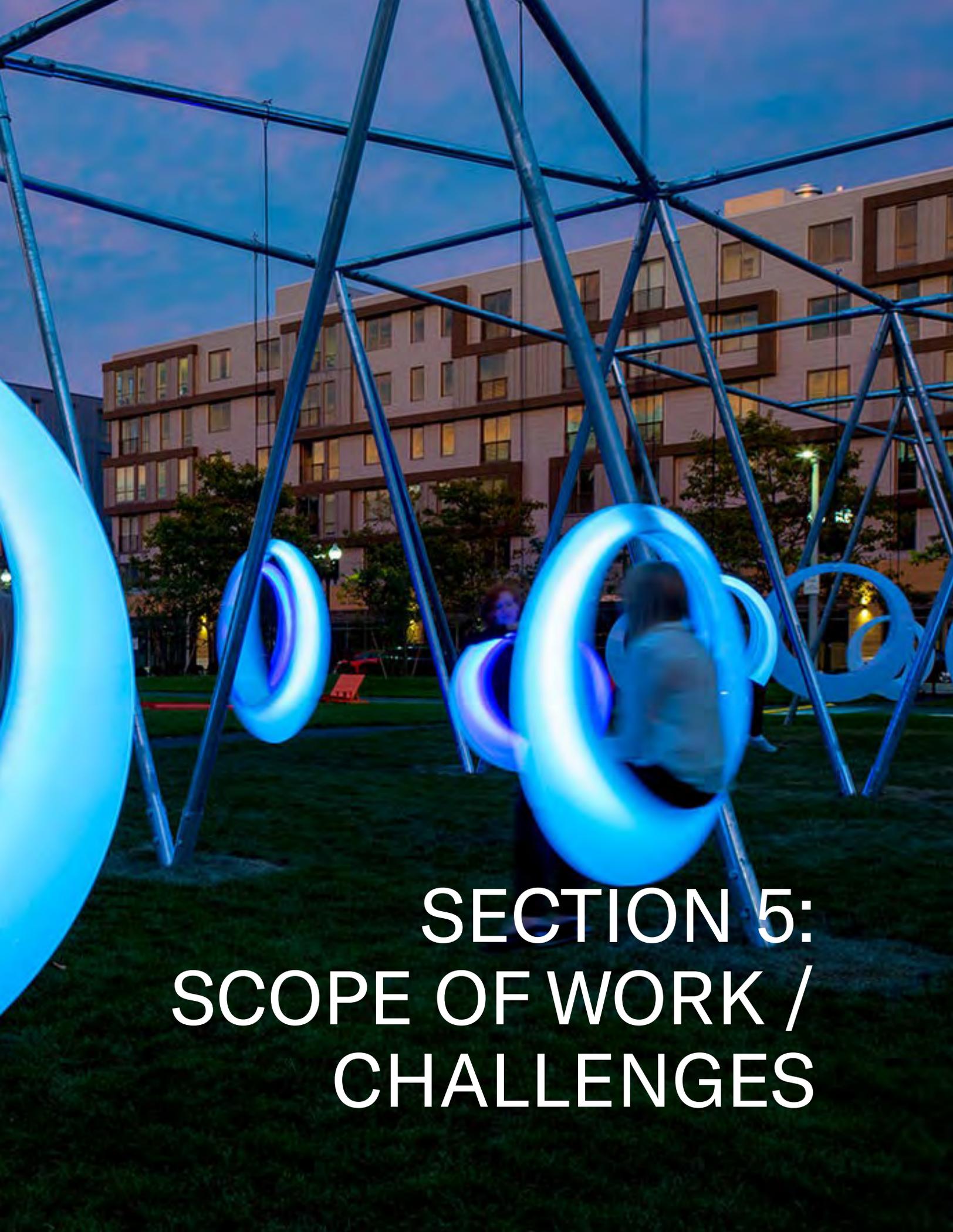
## COMMUNITY

- We actively embrace being part of a broad community of thinkers and organizations that share our values
- We support non-profits and advocacy initiatives with sponsorships, “shout outs” and other forms of reinforcement
- We enable teaching roles and speaking engagements at schools and universities to spread the word of our work while investing in and learning from the next generation
- We hold membership and leadership roles on boards and connection professional organizations

- We make decisions for the practice driven by our values and an equitable economic mindset. We don't let money guide practice or culture
- We ensure compensation is based on parity and market value
- We assess profitability firm-wide (not by project or by person)
- We embrace equitable distribution of profit
- We support a workplace that enables team members to feel both flexible and whole



Lawn on D, Boston, Massachusetts †



**SECTION 5:  
SCOPE OF WORK /  
CHALLENGES**

# SCOPE OF WORK / CHALLENGES

## Just the Facts!

We understand this design challenge will address 1.7 miles of lakeshore and 17 acres of parkland — as shown in the scope drawing provided. This site includes Lake Monona, Law Park, the Monona Terrace and Convention Center, the air space over and causeway landscape of John Nolen Drive and Olin Park — as well as integration of the renovated facility at Olin Park and consideration of incorporation of the yet unrealized Frank Lloyd Wright Boathouse.



On the right side, we outline the schedule for the process the City has described. We understand that the work will happen in subsequent, competitive phases. Three teams will be selected to participate in Phase One where there will be a 14 week period in which each team will develop a master plan. We understand that communication will be structured via RFIs during that time — and that the public will be invited to weigh in via survey to posted materials by design teams. This process will end with the Adhoc committee reviewing and scoring each team — and ultimately selecting a master plan team to move forward to Phase 2.

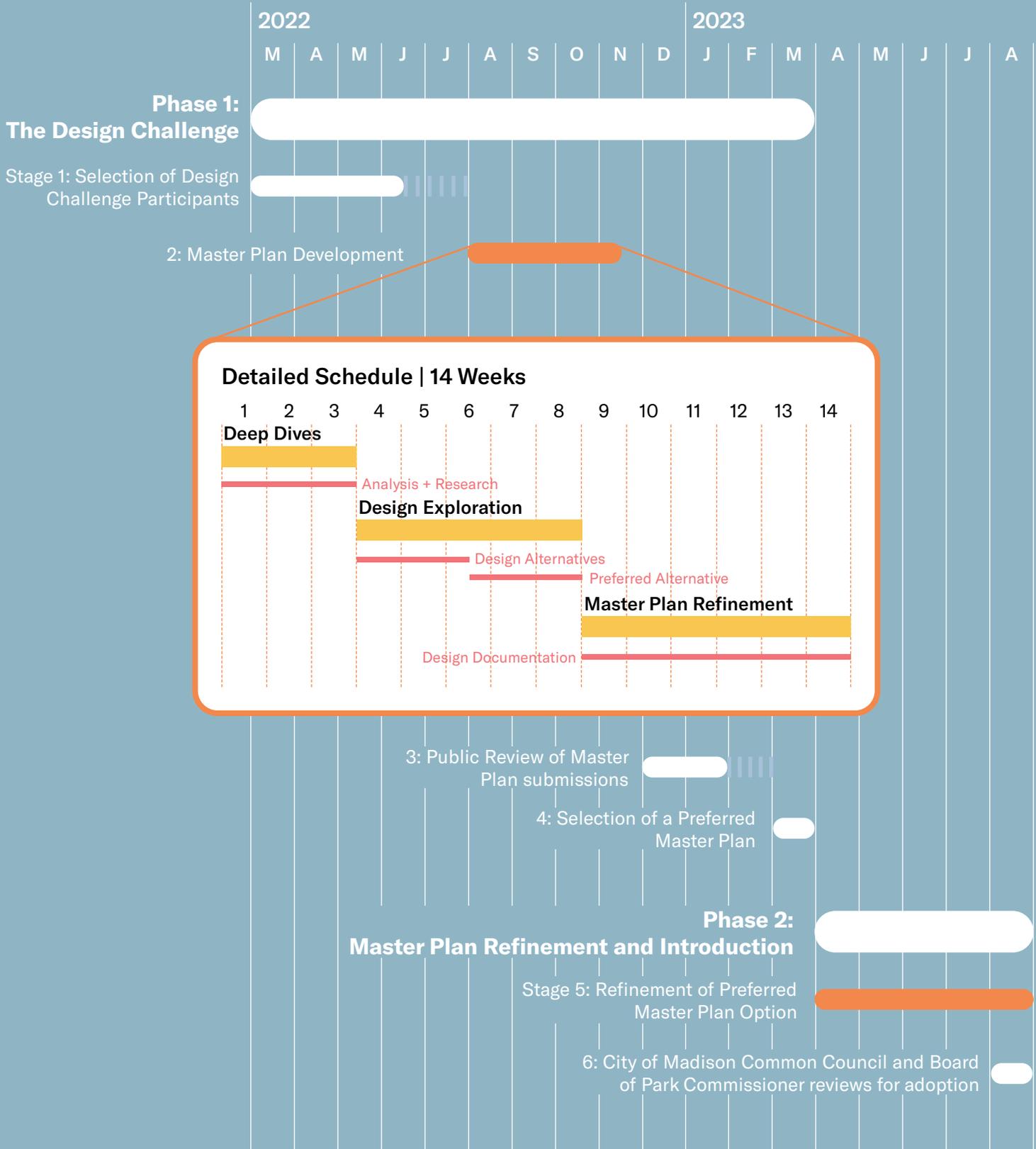
In Phase Two, the selected design team will refine the master plan, present it to various City leaders and deliver schematic design on improvements to the John Nolen Causeway to align with ongoing improvements.

## Our Approach to Competitions

As a practice, we engage with design competitions selectively. We find many design competitions, despite best intentions, are not structured in ways that will lead to successful outcomes and implementation. Namely, many are enacted with limited resources, less than ideal amounts of community input, and with sometimes ambiguous evaluation criteria. This Design Challenge, as outlined, is an exciting and thoughtful approach that we feel energized by - and wanted to share a few reasons why!

First, we are captivated by many aspects of the scope and site. Our team has many long ties to the City of Madison — and are eager to be part of shaping such an important place in a beloved downtown. Second, we have the great fortune to be joined in this pursuit by a team of designers and engineers we are truly excited to collaborate with — and know great things will come of its collective energy and output. The RFQ and the process it outlines are clear and compelling, giving us an unambiguous sense of the City's values and expectations. And lastly, the proposed compensation is generous by way of competition standards and will allow us to truly roll up our sleeves and dig in.

# SCHEDULE



## 100+ Years in 14 Weeks

Lake Monona and its development is a long-evolving story — one for which we would be thrilled to help write the next chapter! But it's also a challenge to step into such a legacy and design with the immediacy this competition will demand. We know that the only way we can do this with integrity and cohesion is to have a committed team and a strong process.

In the project schedule, we have zoomed in on the fourteen week Design Challenge to outline a more detailed approach to that critical design period. To the right, we offer a glimpse into the process we ran as part of a similar recent competition in Jacksonville, Florida. Keys to success there included:

- Clear expectations and communication protocols from the get-go
- A clear charge, trust, and accountability for team members within key topic areas
- Deep dive initial sessions to share past planning, context, and early opportunities
- Early establishment of team goals and values — and alignment with the same from the community input and need
- Weekly multi-hour design team jam sessions for co-creation and collaboration
- Humility and grace to accept we will not get everything right!

## Community Voice

We want to flag the one outstanding concern which we noted earlier. Our team believes to the core of our beings that the best design comes out of deep and meaningful community and stakeholder engagement. Having worked on numerous competitions and traditional design processes alike, we have seen again and again that processes without community engagement are more likely to run into avoidable obstacles and less likely to transition into community-owned solutions that are achievable and actionable.

We understand the City has received input and feedback of many past processes — and that it would be impossible to replicate that level of engagement in

this short of a timeframe. We will absolutely dig deeply into the depository, and do the legwork we can do to steep ourselves in the community. We are grateful for the public review period and the ability for some two-way conversation with the community via the online platform proposed. If we are so lucky to move to the next step, we would love to discuss some of our past experience with community engagement during design competitions, learn more from you how the design teams will be granted access to existing data, and perhaps propose some low-risk, low-investment engagement ideas that could supplement the process proposed and, we think, help address some of the challenges we noted!

## Working with Us

We want to thank you for considering us for this incredible opportunity. What might not be entirely visible from these materials — but we hope you might learn if you speak with our client references — is what it would feel like to work with us. We are a fun, engaged, passionate, and very hands-on team of designers. We choose collective creation over heroic singular visions — and opt for flexibility and adaptability over singularity and fixed ideas. We find this approach leads to long-term partnerships, great work, and engaging, fun processes. We hope we can take this journey with you!

## Jacksonville Landing Design Competition

This 12-week competition in 2021 gave us a recent experience similar to the pace and expected deliverables of the Lake Monona Waterfront Design Challenge. We share a look inside that process here. We bring with us some valuable best practices and lessons learned!



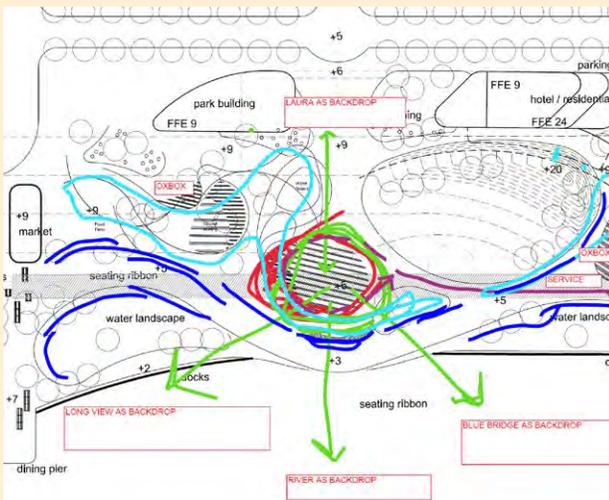
### Weeks 1-4

We started by immersing ourselves in the site's existing conditions. Each week, our team's experts shared "deep dives" into site analysis topics like urban form, mobility systems, cultural context, and resilience issues. We also came to a shared understanding of the conceptual drivers for the project — including the less tangible but equally important thoughts on what makes the place, people, and character of Jacksonville unique.



[bit.ly/jaxsummary](https://bit.ly/jaxsummary)

See what we delivered!



### Weeks 3-8

We then rolled up our sleeves and got down to business. Together, we convened weekly to sketch in real time, developing and evaluating a range of conceptual options. Relying on the expertise of our incredible team, plus input from the community, we ultimately synthesized many ideas into a preferred vision. As the vision came into focus, we began refining the narrative and draft deliverables.



[bit.ly/jaxaction](https://bit.ly/jaxaction)

Check out the team in action!



### Weeks 9-12

In the last weeks, our teamwork transitioned from conceptual design to implementation, shifting to creating measured design drawings and deliverables. In addition to adding design detail and technical depth to the preferred direction, we began outlining and then making a powerful visual and narrative story. This included a short video, 10% design drawings, and a suite of renderings required by the competition.



[bit.ly/jaxstory](https://bit.ly/jaxstory)

Watch our final video!

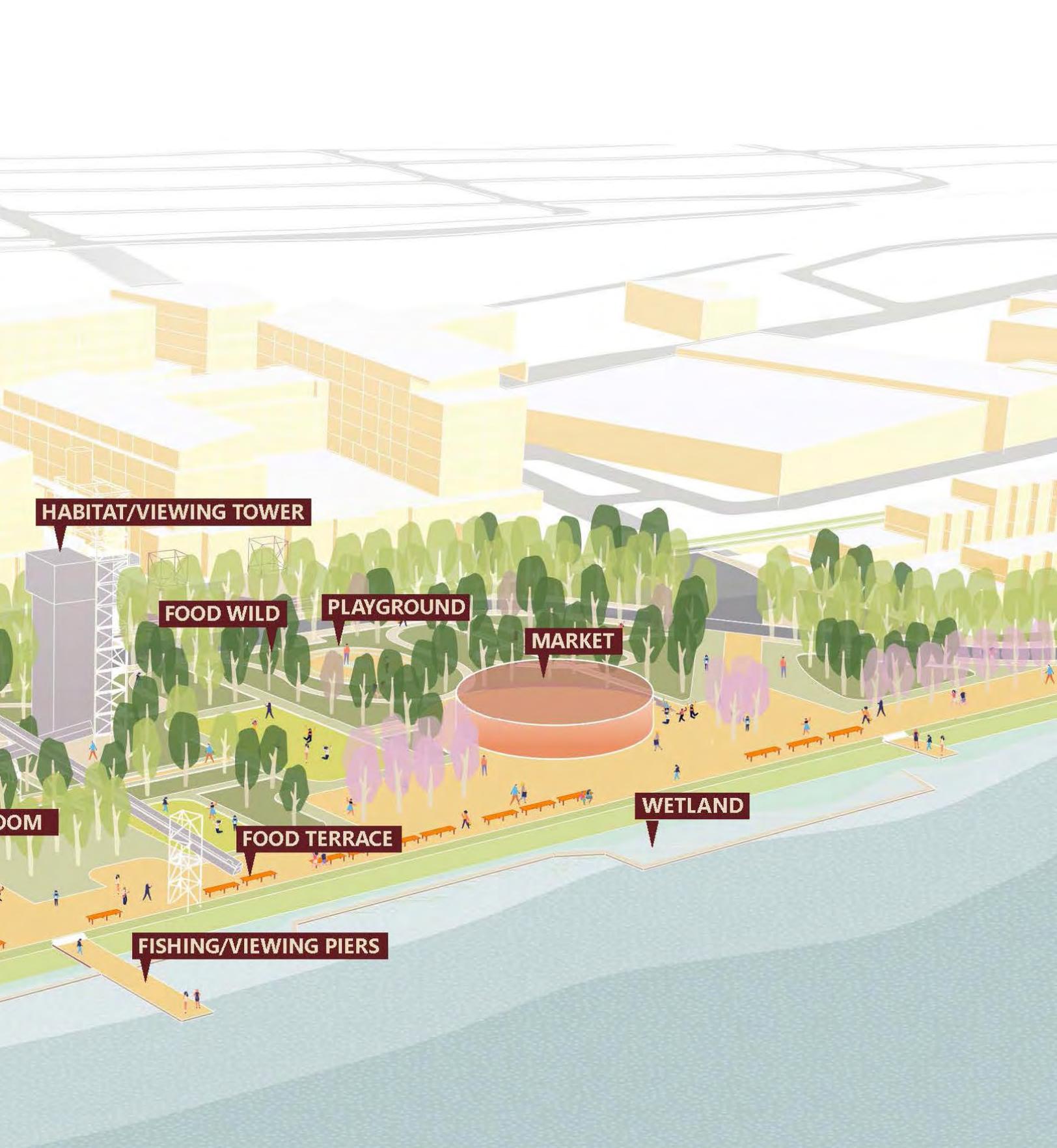


**VENUE ENTRY**

**PRODUCTIVE SPACES**

**OUTDOOR CLASSROOM**

Upper Harbor Terminal, Minneapolis, Minnesota



**HABITAT/VIEWING TOWER**

**FOOD WILD**

**PLAYGROUND**

**MARKET**

**ROOM**

**FOOD TERRACE**

**WETLAND**

**FISHING/VIEWING PIERS**

# APPENDIX



**GINA FORD, FASLA**  
PRINCIPAL LANDSCAPE  
ARCHITECT

**Gina Ford** is a landscape architect, co-founder and principal of Agency Landscape + Planning. Underpinning her two decades of practice are a commitment to the design and planning of public places and the perpetuation of the value of landscape architecture via thought leadership, teaching, writing and lecturing. Her work has received awards from the American Society of Landscape Architects, the American Planning Association and the American Institute of Architects, among others.

**EDUCATION**

Harvard Graduate School of Design  
Master in Landscape Architecture with Distinction

Wellesley College  
Bachelor of Arts in Architecture and Architectural History

**PROFESSIONAL AFFILIATIONS**

Registered Landscape Architect: CO, CT, MA, MI, NC, OH, OR, RI, TN, WA

American Society of Landscape Architects

Boston Society of Landscape Architects

The Cultural Landscape Foundation Board of Directors

Architecture Boston Editorial Board

City Parks Alliance Board of Directors

**ACADEMIC POSITIONS**

Studio Instructor, Memorial Highway and the Great Migration: Harvard Graduate School of Design, 2021

University of Texas - Austin: Kwallek Endowed Chair in Design and Planning, 2020

University of Nebraska - Lincoln: The Hyde Chair of Excellence, Spring 2011

Harvard Graduate School of Design: Studio Critic, Planning and Design of Landscapes, Third-Semester Core Curriculum, 2006

Northeastern University: Studio Instructor; Design and the Resilient City, 2015

**PROJECT EXPERIENCE**

Atlanta Symphony Center Landscape; Atlanta, Georgia †

Barney Allis Plaza; Kansas City, Missouri

Boulevard Crossing Park; Atlanta Beltline, Atlanta

Bridgeport Parks Master Plan; Bridgeport, Connecticut †

Burlington Parks Master Plan; Burlington, Vermont †

Burnham Memorial Design Competition; Chicago, Illinois †

Cedar Rapids Reinvestment and Redevelopment Framework; Cedar Rapids, Iowa †

Center of Science and Industry; Columbus, Ohio †

Changing Course Competition; New Orleans, Louisiana †

Charleston County Parks, Recreation, Open Space and Trails Master Plan; Charleston, South Carolina

## SELECTED AWARDS

International Downtown Association. Award of Excellence. Moore Square, Raleigh. 2021.

ASLA, Honor Award in Communications. WxLA. 2021

ASLA Florida Chapter, Design Award. The Sarasota Bayfront Master Plan. 2021

Boston Society of Landscape Architects Award of Excellence in Communication. WxLA. 2020

Sir Walter Raleigh Awards for Community Appearance in Landscape and Public Spaces. Moore Square, Raleigh, North Carolina. 2020

Boston Society of Architects Women in Design Award of Excellence. 2019

The J. Irwin and Xenia S. Miller Prize. 2019

AIA National Honor Award. Architecture. The Chicago Riverwalk (Phases 2 and 3). 2018

ASLA Honor Award in Design. The Chicago Riverwalk (Phases 2 and 3). 2018

AIA National Honor Award. Urban Design. The Chicago Riverwalk (Phases 2 and 3). 2018

APA National Award of Excellence in Community Engagement. The High Line Canal Vision Plan. 2018

Rudy Bruner Award for Urban Excellence, Silver Medalist. The Chicago Riverwalk (Phases 2 and 3). 2017

World Landscape Architecture, Award of Excellence for Built Design. The Chicago Riverwalk (Phases 2 and 3). 2017

AIA Chicago Chapter, Design Excellence Award. The Chicago Riverwalk (Phase 2). 2016

AIA National 2015 Small Project Award. Lawn on D. 2015

Charlestown Navy Yard Hoosac Stores; Boston, Massachusetts

Chicago Riverwalk (Phases 2 and 3); Chicago, Illinois †

Cincinnati Smale Riverfront Park; Cincinnati, Ohio †

Columbus Riverfront Master Plan; Columbus, Ohio †

Denver Game Plan 2017 Update; Denver, Colorado

Detroit Riverfront Promenade; Detroit, Michigan †

Downtown Bozeman Plan; Bozeman, Montana

Fort Wayne Riverfront Neighborhood Plan; Fort Wayne, Indiana

Franklin Park Action Plan; Boston, Massachusetts

Grand Rapids Parks & Recreation Master Plan; Grand Rapids, Michigan †

Greensboro Parks & Recreation Master Plan; Greensboro, North Carolina

Gulf State Park Master Plan and Implementation; Orange Beach, Alabama †

Hartford Parks Master Plan; Hartford, Connecticut †

High Line Canal Vision Plan and Framework Plan; Denver, Colorado

Howard County Recreation and Parks Master Plan; Howard County, Maryland †

Independence Park Renovation; Charlotte, North Carolina

Independence Square; Charlotte, North Carolina

Ithaca Common Renovation; Ithaca, New York †

Jacksonville Landing Design Competition; Jacksonville, Florida

Lawn on D; Boston, Massachusetts †

Massport Public Realm Initiative; Boston, Massachusetts

Mecklenburg County Park and Recreation Master Plan; Charlotte, North Carolina

Moore Square; Raleigh, North Carolina

National Harbor; National Harbor, Maryland †

New Jersey Urban Parks Design Competition; Trenton, New Jersey †

New London Waterfront; New London, Connecticut †

Rebuild by Design Competition; New Jersey Shore †

Sarasota Bayfront Master Plan and Implementation; Sarasota, Florida

Tom Hanafan Rivers Edge Park; Council Bluffs, Iowa †

Truman Waterfront & Navy Property Master Development Plan; Key West, Florida †

University Place Promenade, Syracuse University; Syracuse, New York †

Upper Harbor Terminal; Minneapolis, Minnesota

Vision for the Valley Master Plan; Cleveland, Ohio

Water Works Master Plan; Des Moines, Iowa †

Wharf Park Master Plan; Nashville, Tennessee

White River Vision Plan; Hamilton County and Indianapolis, Indiana

Wilmington Waterfront; Port of Los Angeles, California †

† Work Completed at Sasaki



**BRIE HENSOLD, HASLA**  
PLANNING PRINCIPAL

**Brie Hensold** is an urban planner, co-founder and principal of Agency Landscape + Planning. With a passion for understanding and improving communities and places, Brie brings a systems-based approach that celebrates diverse perspectives. She has extensive experience developing creative and meaningful community engagement processes. Brie's work encompasses multiple scales, from downtown plans to citywide park systems to resilience strategies. Her work has received awards from the American Society of Landscape Architects, the American Planning Association and the American Institute of Architects, among others. She is a Design Critic in the Department of Urban Planning and Design at the Harvard Graduate School of Design where she also leads an executive education class in resilient cities.

#### EDUCATION

Harvard Graduate School of Design  
Master of Urban Planning, Urban Design Concentration

Rice University  
Bachelor of Arts in Architectural Studies and Art History

#### PROFESSIONAL AFFILIATIONS

American Planning Association

#### PROJECT EXPERIENCE

Albany State University Master Plan; Albany, Georgia †

Albina Community Investment Plan, Portland, Oregon

Allegheny Riverfront Green Boulevard Study; Pittsburgh, Pennsylvania †

Boston Convention and Exhibition Center, Urban Design Services; Boston, Massachusetts †

Boulevard Crossing Park; Atlanta, Georgia

Bozeman Parks, Recreation, and Active Transportation Plan; Bozeman, Montana

Bridgeport Park Master Planning Services; Bridgeport, Connecticut †

Buffalo Riverbend Commerce Park Master Plan; Buffalo, New York †

Burlington Parks, Recreation, & Waterfront Master Plan; Burlington, Vermont †

Cedar Rapids Neighborhood Planning Process; Cedar Rapids, Iowa †

Charleston County Parks, Recreation, Open Space and Trails Master Plan; Charleston, South Carolina

Charlestown Navy Yard Visitor Experience Plan; Boston, Massachusetts †

Chinati Foundation Master Plan; Marfa, Texas †

Corpus Christi Downtown Vision Plan; Corpus Christi, Texas †

Dayton Riverfront Plan; Dayton, Ohio †

Denver Game Plan for a Healthy City; Denver, Colorado

Detroit Land-Based Projects Plan; Detroit, Michigan

Downtown Bozeman Plan; Bozeman, Montana

## SELECTED AWARDS

Boston Society of Landscape Architects Merit Award in Analysis and Planning. White River Vision Plan. 2020

The J. Irwin and Xenia S. Miller Prize. 2019

Pierre L'Enfant International Planning Excellence Award, American Planning Association. Tecnologico de Monterrey Urban Regeneration Plan. 2014

American Institute Of Architects Regional & Urban Design Honor Award. Tecnologico de Monterrey Urban Regeneration Plan.

Boston Society of Landscape Architects Landscape Analysis and Planning Honor Award. Bridgeport Parks Master Plan. 2013

Honor Award for Excellence in Planning - Existing Campus, Society for College and University Planning. Tecnologico De Monterrey Urban Regeneration Plan; Monterrey, Nuevo Leon, Mexico

The Ministry Of Agrarian, Land And Urban Development (SEDATU) Mexico, National Prize For Urban And Regional Development. Tecnologico de Monterrey Urban Regeneration Plan

Planning Achievement Award for a "Hard Won Victory" Category, American Planning Association Iowa Chapter. 2009

Excellence Award for Innovation for Sustaining Places, American Planning Association Iowa Chapter. 2010

American Planning Association. National Award of Excellence for Disaster Mitigation Planning. Cedar Rapids River Corridor Redevelopment Plan. 2010

Downtown Greenville Master Plan; Greenville, South Carolina †

Downtown Parks and Open Space Framework Plan, Beaverton, Oregon

Downtown Rochester Master Plan; Rochester, Minnesota †

East Baltimore Implementation Plan; Baltimore, Maryland †

Fort Wayne Riverfront Neighborhood Plan; Fort Wayne, Indiana

Franklin Park Action Plan; Boston, Massachusetts

Grand Rapids Parks and Recreation Master Plan; Grand Rapids, Michigan †

Greensboro Parks and Recreation Master Plan; Greensboro, North Carolina

Hartford 2014 Capital City Parks Master Plan; Hartford, Connecticut †

High Line Canal Framework Plan; Denver, Colorado

High Line Canal Vision Plan, Multiple Jurisdictions, Colorado

Hospital Hill District Master Plan; Kansas City, Missouri †

Howard County Land Preservation, Parks, + Recreation Master Plan; Maryland

Jacksonville Landing Design Competition; Jacksonville, Florida

Jersey City Open Space, Recreation and Community Facilities Plan, Jersey City, New Jersey

Kendall Connects Open Space Competition; Cambridge, Massachusetts †

Massachusetts Local Rapid Recovery Program; North Brookfield, South Hadley, and Spencer, Massachusetts

Mecklenburg County Park and Recreation Master Plan; Charlotte, North Carolina

Medford Comprehensive Plan; Medford, Massachusetts

Monterrey Tec University Urban Campus Regeneration Plan; Nuevo Leon, Mexico †

New Bedford Waterfront Planning; New Bedford, Massachusetts †

Newport Parks and Open Space Master Plan; Newport, Rhode Island †

New York Rising Community Reconstruction Program; New York State †

Northwestern University Master Plan Update; Evanston, Illinois †

Ohio State University Framework Plan; Columbus, Ohio †

Ohio State University Green Building Policy; Columbus, Ohio †

Raleigh Downtown Plan; Raleigh, North Carolina †

Rebuild By Design Planning and Design Competition; NJ, NY, CT †

Resilient Shelby; Shelby County, Tennessee †

South Waterfront Greenway Master Plan; Portland, Oregon †

Syracuse University Master Plan; Syracuse, New York †

University of Minnesota Rochester Master Plan; Rochester, Minnesota †

University of the Sciences Facilities Master Plan; Philadelphia, Pennsylvania †

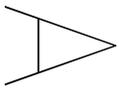
Virginia Beach Oceanfront Resort Area Master Plan; Virginia Beach, Virginia †

Vision for the Valley Master Plan; Cleveland, Ohio

White River Vision Plan; Hamilton County and Indianapolis, Indiana

Zidell Yards Master Plan, Greenway and Open Space Concept Plan; Portland, Oregon †

† Work Completed at Sasaki



**Xi** is a landscape designer with experience designing urban landscapes at multiple scales. A firm believer in the influences our built environment has on society and the individual psyche, Xi strives to create ecologically sensitive design that enhances physical and mental well-being, flexibility and diversity of uses. She's also passionate about innovative strategies that promote equality in access to public landscapes across social subgroups and future generations. Xi holds a Master of Landscape Architecture degree from RISD and is originally from China. She has studied and practiced nationally and internationally, exploring design and building processes in close collaboration with culturally diverse communities.

**XI YANG**

LANDSCAPE ARCHITECT

**EDUCATION**

Rhode Island School of Design  
Master of Landscape Architecture

Huazhong University of Science and Technology  
Bachelor of Engineering in Landscape Architecture

**SELECTED AWARDS**

ASLA Florida Chapter, Design Award. The Sarasota Bayfront Master Plan. 2021

BSLA Merit Award in Analysis and Planning. The Sarasota Bayfront Master Plan. 2021

RI-ASLA Graduate Merit Award. 2015

SNEAPA Student Project Honor Award. 2014

Ruth Fisher Harwood Award. 2014

AZ-ASLA Student Collaborative Honor Award. 2014

AZ-ASLA Student Honor Award. 2013

**PROFESSIONAL AFFILIATIONS**

Registered Landscape Architect: CT

**PROJECT EXPERIENCE**

Albina Community Investment Plan; Portland, Oregon

Barney Allis Plaza; Kansas City, Missouri

Boulevard Crossing Park; Atlanta, Georgia

Fort Wayne Riverfront Neighborhood Plan; Fort Wayne, Indiana

Franklin Park Action Plan; Boston, Massachusetts

MIT 4 Residential Building Child Care Terrace; Boston, Massachusetts †

Nantun Residential Tower; Taichung, Taiwan †

Paohuei Construction Marketing Center; Taichung, Taiwan †

RISD Quad; Providence, Rhode Island †

Sarasota Bayfront Park - Phase 1; Sarasota, Florida

University of New England Quad; Biddeford, Maine †

† Work completed at Landworks Studio



**LAURA BRUSSON**  
LANDSCAPE DESIGNER

**SELECTED AWARDS**

Texas ASLA Honor Award in Planning + Analysis. Zilker Park: Natural Resource Inventory + Management Guidelines. 2022

Texas ASLA Merit Award in Research. Green infrastructure Strengths + Gaps Assessment: For the City of Austin. 2022

American Society of Landscape Architects Certificate of Honor. 2020

University of Texas School of Architecture Design Excellence Award. 2020

University of Texas School of Architecture ISSUE:012 Publication. 2019

University of Texas School of Architecture Design Excellence Award with Jury's Distinction. 2018

**Laura Brusson** is a landscape designer passionate about the interconnectivity of the human experience, environmental health, and the magic of place. Laura has worn many hats before finding landscape architecture, including conducting research in evolutionary biology and working in habitat restoration. Originally from France, Laura holds a Masters in Landscape Architecture from the University of Texas at Austin, where she was awarded the ASLA Certificate of Honor. At Agency, her work highlights ecology as a design approach for community-driven, resilient and beautiful spaces.

**EDUCATION**

University of Texas at Austin  
Masters in Landscape Architecture

University of Wisconsin-Madison  
Bachelor of Science in Evolutionary Biology  
Bachelor of Arts in Environmental Studies

**PROFESSIONAL AFFILIATIONS**

American Society of Landscape Architects

**ACADEMIC POSITIONS**

University of Texas at Austin: Graduate Teaching Assistant

**PROJECT EXPERIENCE**

Barney Allis Plaza; Kansas City, Missouri

Boulevard Crossing Park; Atlanta, Georgia

Bozeman Parks, Recreation, and Active Transportation Plan; Bozeman, Montana

Charlestown Navy Yard Gateway Center at Hoosac; Boston, Massachusetts

City of Austin Green Infrastructure Assessment; Austin, Texas †

Howard County Land Preservation, Parks and Recreation Master Plan; Howard County, Maryland

Independence Square; Charlotte, North Carolina

Jacksonville Landing Design Competition; Jacksonville, Florida

Les Jardins de Métis Design Competition; Quebec, Canada †

Mueller Southwest Greenway Prairie Evaluation; Austin, Texas †

Oak Point Park and Nature Preserve Ecological Master Plan; Plano, Texas †

Wharf Park Master Plan; Nashville, Tennessee

Zilker Park Natural Resource Inventory; Austin, Texas †

† Work Completed at Siglo Group or FORGE Landscape Architecture



**TRACI ENGEL LESNESKI,  
CID, LEED AP, ASSOCIATE  
AIA**

PRINCIPAL

#### LOCATION

River Falls, WI

#### SELECTED AWARDS

USGBC West North Central Region Leadership Award, Olbrich Botanical Gardens Learning Center. 2021

DEP Governor's Award for Environmental Excellence, Mill 19. 2021

USGBC West North Central Region Leadership Award, Madison Municipal Building. 2020

APWA (National and WI) Project of the Year, Madison Municipal Building. 2019

Reimagining Warner Beach Design Competition, First Place. 2018

APWA (National and WI) Project of the Year, Madison Central Library. 2014

IIDA/*Metropolis* Smart Environments Award, Roseville Library. 2010

AIA Honor Award for Architecture, Mill City Museum. 2005

Waterfront Center Excellence on the Waterfront Award, Mill City Museum. 2004

**Traci** is CEO and president of MSR Design. She focuses on design for learning. Traci promotes an integrated design approach—equally valuing human well-being, equity, building performance, aesthetics, and delight. Recent building projects Traci has led include the award-winning VCAM building—a 24/7 visual culture, arts, and media creative hub for Haverford College in Pennsylvania—and Missoula's new library and culture house in Montana. Traci regularly contributes articles to publications and lectures nationally and internationally about the built environment's role in fostering well-being, promoting learning, and creating inclusive and cohesive communities.

#### EDUCATION

University of Wisconsin–Stout School of Art and Design  
Bachelor of Fine Arts | Interior Design

#### PROFESSIONAL AFFILIATIONS

Associate Member | American Institute of Architects (AIA)

Member | AIA Minnesota Community of Practice for Culture Change Core Team

Member and Former Chair | International Federation of Library Associations (IFLA) Library Buildings and Equipment Section Standing Committee

Chair | American Library Association (ALA) Architecture for Public Libraries Committee

Member | International Interior Design Association (IIDA)

USGBC LEED Accredited Professional

#### PROJECT EXPERIENCE

Reimagining Warner Beach Design Competition First Place; Madison, WI

Olbrich Botanical Gardens Frautschi Family Learning Center; Madison, WI

Madison Public Library Central Library Renovation/Expansion; Madison, WI

Madison Municipal Building Renovation/Restoration; Madison, WI

Madison Public Market; Madison, WI

Mill 19 on Monongahela River; Pittsburgh, PA

Oakdale Parks Discovery Center; Oakdale, MN

Mill City Museum on Mississippi River; Minneapolis, MN

Missoula Public Library and Culture House; Missoula, MT

Minnesota Children's Museum Renovation; Saint Paul, MN

Capitol Region Watershed District Office and Park; Saint Paul, MN

Luther Seminary Campus Master Plan; Saint Paul, MN

Sno-Isle Libraries Capital Framework Planning; Marysville, WA

Carthage College Hedberg Library on Pike River and Lake Michigan; Kenosha, WI

L.E. Phillips Memorial Library Renovation/Expansion; Eau Claire, WI

Superior Public Library Renovation; Superior, WI



**CHRIS WINGATE, LEED AP, CPHC**  
PROJECT DESIGNER

#### LOCATION

Minneapolis, MN

#### SELECTED AWARDS

USGBC West North Central Region Leadership Award, Olbrich Botanical Gardens Learning Center. 2021

DEP Governor's Award for Environmental Excellence, Mill 19. 2021

USGBC West North Central Region Leadership Award, Madison Municipal Building. 2020

AIA COTE Top Ten Award, Tashjian Bee and Pollinator Discover Center. 2019

APWA (National and WI) Project of the Year, Madison Municipal Building. 2019

ULI Pittsburgh Placemaking Award for Excellence as a Visionary Place, Mill 19. 2019

AIA Minnesota Honor Award, Tashjian Bee and Pollinator Discover Center. 2016

**Chris** is passionate about developing and applying a design-centric approach to sustainability that focuses on clarity of concept, design rigor, and inspiring visualization. He leads MSR Design's research and development of new design tools and processes and oversees a student research partnership with the University of Minnesota. Chris has given numerous talks for AIA and the USGBC focused on energy modeling and other sustainable design measures. He has also taught design at the University of Minnesota College of Design. He has received numerous awards for his research and design work, including an AIA COTE Top Ten Award.

#### EDUCATION

University of Minnesota College of Design  
Master of Architecture and Research Practices

University of Minnesota College of Design  
Bachelor of Science | Architecture

#### PROFESSIONAL AFFILIATIONS

USGBC LEED Accredited Professional

PHIUS Professional Certified Passive House Consultant

#### ACADEMIC POSITIONS

University of Minnesota College of Design: Lecturer

#### PROJECT EXPERIENCE

Minnesota Landscape Arboretum Tashjian Bee and Pollinator Discovery Center; Chaska, MN

Olbrich Botanical Gardens Frautschi Family Learning Center; Madison, WI

Madison Municipal Building Renovation/Restoration; Madison, WI

Mill 19 on Monongahela River; Pittsburgh, PA

Centennial Mills Redevelopment on Willamette River; Portland, OR

University of Minnesota Itasca Biological Field Station and Laboratory Campus along Mississippi River Headwaters; Itasca State Park, MN

University of Minnesota Bee and Pollinator Research Lab Study; Saint Paul, MN

Pioneer Library System Norman Public Library East; Norman, OK



**PATRICK LYNCH, RA,  
LEED AP**  
PROJECT ARCHITECT

#### LOCATION

Minneapolis, MN

#### SELECTED AWARDS

Best of the Chippewa Valley Reader Poll Best Use of Taxpayer Dollars and Best Project in Progress Last Year, L.E. Phillips Memorial Library. 2022

USGBC West North Central Region Leadership Award, Madison Municipal Building. 2020

APWA (National and WI) Project of the Year, Madison Municipal Building. 2019

Reimagining Warner Beach Design Competition, First Place. 2018

AIA CAE Education Facility Design Award, Haverford College VCAM Building. 2018

AIA Minnesota Honor Award, Haverford College VCAM Building. 2018

**Patrick** is an associate with MSR Design and registered architect. He has been practicing architecture for nine years, driven by the unique possibilities that arise from each project's complexity and the opportunities for tailored design investigations. With practice experience in California and Minnesota on a range of project types, including commercial tenant improvements, residential renovations, furniture design and outdoor pavilions, Patrick is an advocate for design on all project types and sizes.

#### EDUCATION

University of Michigan Taubman College of Architecture and Urban Planning  
Master of Architecture and Master of Science | Design Research

University of Minnesota College of Design  
Bachelor of Science | Architecture

#### PROFESSIONAL AFFILIATIONS

USGBC LEED Accredited Professional

#### ACADEMIC POSITIONS

University of California, Berkeley, College of Environmental Design: Lecturer

University of Michigan Taubman College of Architecture and Urban Planning:  
Graduate Student Instructor

#### PROJECT EXPERIENCE

Reimagining Warner Beach Design Competition First Place; Madison, WI

Saint Anthony Falls Upper Lock and Dam Study on Mississippi River; Minneapolis, MN

Minneapolis Park and Recreation Board Cedar Lake and Lake of the Isles Master Plan; Minneapolis, MN

Madison Municipal Building Renovation/Restoration; Madison, WI

L.E. Phillips Memorial Library Renovation/Expansion; Eau Claire, WI

Galena and US Grant Museum Planning and Design; Galena, IL

Haverford College VCAM Building; Haverford, PA



**LYDIA STATZ, AICP**  
SENIOR TRANSPORTATION  
PLANNER

**LOCATION**  
Twin Cities, MN

**Lydia** specializes in transportation and mobility planning and has had the privilege to work in more than a dozen states and a wide variety of communities throughout her time with Kimley-Horn. She specializes in systems-level transportation planning to help communities identify smart investments that enhance their livability and sustainability. Her experience includes many multimodal plans that integrate bicycle, pedestrian, transit, shared mobility, street design, and freight operations. Lydia's recent work has focused on helping communities achieve their climate goals by reducing reliance on vehicles. Lydia is a southern Wisconsin native and dedicated University of Wisconsin alum with a deep understanding of local challenges and priorities.

#### **EDUCATION**

University of Wisconsin, Milwaukee  
Master of Urban Planning

University of Madison, Wisconsin  
Bachelor of Arts, Journalism and International Studies

#### **PROJECT EXPERIENCE**

Ernest N. Morial Convention Center Linear Park, New Orleans, LA

Dallas Strategic Mobility Plan, Dallas, TX

Hennepin County Vehicle Miles Traveled Reduction Study, Hennepin County, MN

Austin Strategic Mobility Plan, Austin, TX

Fargo Transportation Plan, Fargo, ND

Northwest Corridor BRT Plan and Mobility Strategy, Columbus, OH

University of Minnesota, Twin Cities Campus Master Plan, Minneapolis, MN

Athens-Clarke County Corridor Plans, Athens, GA

West St. Paul Pedestrian and Bicycle Master Plan, West St. Paul, MN

Complete Streets Design and Implementation Plan, Hoboken, NJ

Governors Highway Safety Association, Equity in Highway Safety Enforcement and Engagement Programs, Nationwide, US

Charlotte Moves Strategic Mobility Plan, Charlotte, NC

East High Streetscape Improvements, Charlottesville, VA

Wyandotte County Strategic Mobility Plan, Kansas City, KS



**BRIAN SMALKOSKI, P.E.,  
AICP, PTP, PTOE**

SENIOR TRANSPORTATION  
PLANNER

**LOCATION**

Phoenix, AZ

**Brian** is an experienced senior transportation planner and engineer. He has more than 23 years experience managing people and projects, including more than 10 of those projects in Madison. He has worked on a wide variety of projects in roles such as transit planning, land use planning, visioning, pedestrian/bicycle planning, rail planning, aviation planning, travel demand modeling, air quality modeling, economic analysis, parking planning, and traffic operations analysis and design.

**EDUCATION**

University of Minnesota  
Master of Science, Civil Engineering

University of Minnesota  
Bachelor of Arts, Geology

University of Minnesota  
Bachelor of Arts, Management

**PROFESSIONAL AFFILIATIONS**

American Planning Association

Institute of Transportation Engineers

**PROJECT EXPERIENCE**

Master Planning Services, Dubuque, IA

Grandview Green Feasibility Study, Edina, MN

Capitol East District Parking Study, Madison, WI

Grant Application for USDOT Grant "Beyond Traffic: The Smart City Challenge",  
Madison, WI

Judge Doyle Square Master Plan, Madison, WI.

South Capitol Transit-Oriented Development District Planning Study, Madison, WI

Transit Corridor Study, Madison, WI

Campus Master Plan, Verona, WI

WisDOT Site Redevelopment Master Plan, Madison, WI

North Campus Master Plan Update, Brooklyn Park, MN

University of Wisconsin-Madison Parking Ramp Replacement (aka Lot 62/Linden  
Drive Parking Garage), Madison, WI

Campus Master Plan 2015, Madison, WI

Statewide Traffic Engineering Master Contract 2015 (BTO 01), Statewide, WI



**TRACY LEHMAN, P.E.,**  
PTOE, RSP1, RSP2I  
SENIOR TRAFFIC  
ENGINEER

**Tracy** has nearly 15 years of experience in transportation engineering and planning ranging from site and small-area analysis to corridor and regional studies. She recently assisted the SmithGroup team in preparing the Lake Monona Waterfront Preliminary Report, contributing to transportation elements of the plan and coordinating with stakeholders such as engineering staff from the City of Madison, WISDOT, and Wisconsin & Southern Railroad. As transportation engineer and planner, ironman triathlete, and recreational cyclist, Tracy understands the importance of balancing the needs of all members of the community to create friendly bicycle and pedestrian environments. As a nationally recognized leader in safety analysis and design, she strives to apply her passion for safety to her transportation projects and brings a breadth of perspectives from around the nation to her projects. Tracy's passion for safety extends beyond her practice—she leads the Institute of Transportation Engineers' (ITE) new Transportation and Health Standing Committee, is a contributing member of the Georgia ITE Safety Committee, and of Atlanta Regional Commission's (ARC) Regional Safety Taskforce. Tracy recently contributed to the Federal Highway Administration's (FHWA) new guidance manual, Implementing a Local Road Safety Plan, which provides tips on how to take a plan from idea to reality.

#### EDUCATION

Georgia Institute of Technology  
Bachelor of Science, Civil and Environmental Engineering

#### PROFESSIONAL AFFILIATIONS

Institute of Transportation Engineers (ITE)

#### PROJECT EXPERIENCE

Lake Monona Waterfront Preliminary Report, Madison, WI

SSM Health Redevelopment, Madison, WI

Madison Yards Master Plan & Off-Site Improvements, Madison, WI

Capitol East District Parking Study, Madison, WI

Regional Safety Design Services On-Calls, Regions B and C, Statewide, GA

Local Road Safety Plans, Statewide, AL

Roadway Safety Analysis: Roswell Road/Abernathy Road, Sandy Springs, GA

High-Crash Intersection Safety Study and Action Plan, Tucker, GA

High-Crash Intersection Safety Study and Action Plan, Johns Creek, GA

Errant and Hostile Vehicle Deterrence Plans, Nationwide, US

Charles Road Roadside Safety Review, McHenry County, IL



**CORY HORTON, P.E.,  
CFM, CPESC, Env-SP**  
SENIOR PROJECT MANAGER

**LOCATION**

Madison, WI

**PROFESSIONAL  
REGISTRATIONS**

Professional Engineer: WI, IL

**CERTIFICATIONS**

Certified Floodplain Manager

Certified Professional in  
Erosion and Sediment Control

Envision Sustainability  
Professional

**Cory** is the municipal senior project manager for the Madison office of raSmith. With more than 20 years in the industry, Cory has extensive experience with municipal engineering, water and natural resources, and development projects. His experience includes: road and municipal infrastructure planning, design and maintenance, permitting, public involvement, stormwater management, development reviews; and construction observation.

**EDUCATION**

University of Wisconsin- Madison, 1999  
M.S. Civil and Environmental Engineering

University of Wisconsin-Madison, 1997  
B.S. Civil Engineering

College of DuPage, 1995  
A.S. Engineering Science

**PROFESSIONAL AFFILIATIONS**

American Society of Civil Engineers

American Public Works Association

Southwestern Wisconsin Association of Public Works Supervisors

**PROJECT EXPERIENCE**

Construction Observation, Fitchburg, WI

Hillside Heights Watershed, Fitchburg, WI

City of Fitchburg, Fitchburg, WI

Town Engineer, Town of Lake Mills, WI

Westside Community Center, Sun Prairie, WI

Carroll Street Reconstruction, Portage, WI

McKee Road/Badger State Trail, Fitchburg WI

McGaw Park Addition, Fitchburg, WI

Mineral Point Elementary School Site Design, Mineral Point, WI

Central Park Place Roundabout, Fitchburg, WI

SAFStor Ski, LLC, Town of Madison, WI

AD German Warehouse Site Work, Richland Center, WI

Sunset Trace Subdivision and Stormwater Design, Town of LaGrange, WI

Seminole Highway Path, Fitchburg WI

Seminole Highway Sanitary Interceptor, Fitchburg, WI

Lacy Road, Fitchburg WI

McHenry County, Chief Engineer, IL

Lake County Stormwater Management Commission (LCSMC), IL

Permit Reviews, Lake Bluff, IL

Village Engineer, McCullom Lake, IL



**TOM MORTENSEN, PLA, ASLA**

SITE PLANNER/SENIOR  
 LANDSCAPE ARCHITECT

**LOCATION**

Milwaukee, WI

**PROFESSIONAL  
 REGISTRATION**

Professional Landscape  
 Architect: State of Wisconsin,  
 #69

**PRESENTATIONS**

“Decoding Site Design &  
 Entitlements” AIA-Accredited  
 Presentation, 2020–Present

“Collaborative Design  
 Techniques for Stormwater  
 Management,” Lecture & Half-  
 Day Workshop, Greater New  
 Orleans Foundation, April 2017

“Water, Site & Landscape—  
 Lessons from Nature,” Midwest  
 Renewable Energy Fair,  
 Amherst, 2016

“Nature Ignores Design that  
 Ignores Nature,” Multiple  
 Presentation Sites, 2014–2015

“Integrating Native Landscape  
 and Stormwater,” American  
 Society of Landscape  
 Architects, Wisconsin Chapter,  
 March 2012

**Tom** has over 35 years of experience in site design, landscape architecture and related design and construction professions. Tom has expertise in site planning, urban spaces, park and public open space design, memorials/public plazas, retail developments, restoration plans, and integrated stormwater management/green infrastructure. He has worked on design projects for USDA Forest Service, National Park Service, Boy Scouts of America, Native American Tribes, and the U.S. Department of Veterans Affairs.

**PROFESSIONAL AFFILIATIONS**

- American Society of Landscape Architects
- Wisconsin Park and Recreation Association
- Walker’s Point Association Board Member and Business & Economic Development Committee Member
- The Friends of the Mitchell Park Domes Board Member and Education Committee Member

**PROJECT EXPERIENCE**

- Appleton River Trail, Appleton, WI
- Avenues West Community Park and Playground, Marquette University, Milwaukee, WI
- Bayview Park Pier, Ashland, WI
- Bradford Beach All-Inclusive Access, Milwaukee, WI
- City of Franklin, Multiple City Parks, WI
- Crystal Lake Scout Reservation, Rhinelander, WI
- DeKoven Park Master Plan, Racine, WI
- Gilbert Riverfront Trail, Menasha, WI
- Grafton Riverwalk, Grafton, WI
- Hartford Natural Park, Hartford, WI
- Hidden Lake Park and Trail, Brookfield, WI
- Imperial Neighborhood Park, Brookfield, WI
- Kohl Park Master Plan, Milwaukee County Parks, WI
- Lakeshore State Park, Milwaukee, WI
- Lambeau Field Renovation/Preliminary Planning, Green Bay, WI
- Lemke Park, City of Mequon, WI
- Lilly Heights Park, Brookfield, WI
- Lubahn Park Master Plan, City of Jefferson, WI
- Lutz Park, Appleton, WI
- Milwaukee River Greenway Master Plan, Milwaukee, Shorewood, and Glendale, WI
- Muskego Beach Master Plan, Muskego, WI
- North Shore Park, Delafield, WI
- Rock River Landing Park, Jefferson, WI
- Sheboygan Falls Park Master Plan, Sheboygan Falls, WI
- Summerfest, Milwaukee World Festivals, Milwaukee, WI
- USDA Forest Service Administrative Complex, Chippewa National Forest, Walker, MN
- Washington Park Revitalization Plan, Milwaukee County, WI
- White Mound County Park, Hillpoint, WI



**TINA MYERS, SPWS**  
 ECOLOGIST/PROJECT  
 MANAGER

**LOCATION**

Brookfield, WI

**PROFESSIONAL  
 CERTIFICATIONS**

Senior Professional Wetland  
 Scientist, # 1444, Society of  
 Wetland Scientists

WDNR Professionally Assured  
 Wetland Delineator

Kane County, IL Qualified  
 Wetland Review Specialist #W-  
 058, Kane County SMC

Lake County Certified Wetland  
 Specialist #C132, Lake County  
 SMC

McHenry County Certified  
 Wetland Specialist

WDNR-Certified Karner Blue  
 Butterfly HCP Monitor

**Tina's** contribution to natural resources projects includes 20 years of extensive experience in multidisciplinary ecological work. She is recognized as a Senior Professional Wetland Scientist (SPWS) by the Society of Wetland Scientists and is a WDNR Professionally Assured Wetland Delineator. Her experience includes wetland determinations and delineations; wetland and waterway permit applications; wetland mitigation plan preparation, maintenance and site monitoring; wetland functional assessments; environmental corridor mapping; vegetation surveys including rare species surveys, plant community mapping and assessment; natural resource protection plans; feasibility studies; environmental assessments; upland habitat restoration; and biological monitoring of streams, wildlife surveys and wildlife habitats. Tina works closely with a wide variety of clients for commercial, governmental, industrial and municipal projects, as well as for private landowners.

**EDUCATION**

University of Wisconsin-Milwaukee  
 B.S. Biological Aspects of Conservation

**PROFESSIONAL AFFILIATIONS**

Society of Wetland Scientists  
 Wisconsin Wetlands Association

**PROJECT EXPERIENCE**

**WisDOT**

USH 10 Wetland Investigation, Wisconsin Department of Transportation (WisDOT), Wood County

STH 59 Wetlands Investigation, New Berlin

USH 41 Wetlands Investigation, Fond du Lac

USH 151 Wetlands Investigation, Fond du Lac

Mukwonago Bypass Mitigation Site Search, Mukwonago

USH 45 Mitigation Site Search and Permitting, Milwaukee, Waukesha, and Racine County

Burlington Bypass Wetland Delineation and Permitting, Racine and Walworth Counties

Oconomowoc Bypass Wetland Delineation and Mitigation Design, Jefferson County

STH 11 from I-94 to West Sturtevant Limits Wetland Investigation, Mount Pleasant

USH 41 Oconto to Peshtigo Wetland Functional Assessment, Oconto and Marinette Counties

I-43 and Moorland Road Wetlands Investigation, New Berlin, Waukesha County

I-94 Corridor Wetland Investigation, Racine and Kenosha Counties

27th Street Preliminary Wetland Determination, Franklin and Oak Creek



**JOSH HOUSTON**  
VICE PRESIDENT

**LOCATION**  
Rosemont, IL

**Josh** has over seventeen years of experience in the construction industry having worked in several different roles in the industry throughout a vast and diverse project portfolio. Over the past seven years as the leader and coordinator for all Illinois projects, he has worked as the lead cost consultant for over 80+ different projects with MCC including over 100+ higher education projects. In addition, Josh has lead or assisted on many municipal and higher education projects in Wisconsin. His experience provides a base of information to establish contract values from the early design phases through construction documents including value engineering and bid reconciliation.

**EDUCATION**

State University of New York at Fredonia  
B.S. Political Science & Criminal Justice

**PROFESSIONAL AFFILIATIONS**

Certified Professional Estimator (CPE): American Society of Professional Estimators  
Organization

**PROJECT EXPERIENCE**

- City of Madison James Madison Park Master Plan; Madison/Dane, WI
- City of Madison Public Market; Madison/Dane, WI
- City of Madison Metro Transit Facility Study; Madison/Dane, WI
- City of Madison Door Creek Park Shelter; Madison/Dane, WI
- City of Madison Olin Park Building Improvements; Madison/Dane, WI
- City of Madison Olbrich Botanical Gardens; Madison/Dane, WI
- City of Madison Pinney Library; Madison/Dane, WI
- City of Madison Judge Doyle Podium Parking Facility; Madison/Dane, WI
- City of Madison Capital East Parking Ramp; Madison/Dane, WI
- City of Madison Midtown Police Station; Madison/Dane, WI
- City of Madison Hedberg Public Library; Madison/Dane, WI
- City of Madison New Fire House and Admin Building; Madison/Dane, WI
- UW-Madison WIMR Dock & Primate Center Renovation; Madison/Dane, WI
- City of Oshkosh Lakeshore Park Four-Seasons Building; Oshkosh/, WI
- Wisconsin Veterans Museum Feasibility Study & Needs Assessment; Madison/Dane, WI
- UW-Madison Chemistry Building Addition & Renovation; Madison/Dane, WI



**TOM MIDDLETON**  
PRESIDENT

**LOCATION**  
Merton, WI

**Tom** leads cost estimating services for all projects. With 26 years in the commercial construction industry, his experience ranges from healthcare to commercial buildings to schools and corporate headquarters. Tom has worked in both direct, hands-on, field roles as well as project leadership roles. Based on his intimate knowledge of the construction process he understands the nuances of taking an idea from concept to completion. Tom served in the United States Army for over 22 years, retiring in 2011 from the WI Army National Guard. During his time in the armed forces, Tom oversaw the personnel and training needs for large combat units and served in the Middle East, Korea, and Haiti.

**EDUCATION**

Frostburg State University  
B.A. International Business

**PROFESSIONAL AFFILIATIONS**

Certified Professional Constructor: American Institute of Constructors  
Organization

**PROJECT EXPERIENCE**

- City of Madison James Madison Park Master Plan; Madison/Dane, WI
- City of Madison Public Market; Madison/Dane, WI
- City of Madison Metro Transit Facility Study; Madison/Dane, WI
- City of Madison Door Creek Park Shelter; Madison/Dane, WI
- City of Madison Olin Park Building Improvements; Madison/Dane, WI
- City of Madison Olbrich Botanical Gardens; Madison/Dane, WI
- City of Madison Pinney Library; Madison/Dane, WI
- City of Madison Judge Doyle Podium Parking Facility; Madison/Dane, WI
- City of Madison Capital East Parking Ramp; Madison/Dane, WI
- City of Madison Midtown Police Station; Madison/Dane, WI
- City of Madison Hedberg Public Library; Madison/Dane, WI
- City of Madison New Fire House and Admin Building; Madison/Dane, WI
- UW-Madison WIMR Dock & Primate Center Renovation; Madison/Dane, WI
- City of Oshkosh Lakeshore Park Four-Seasons Building; Oshkosh/, WI
- Wisconsin Veterans Museum Feasibility Study & Needs Assessment; Madison/Dane, WI
- UW-Madison Chemistry Building Addition & Renovation; Madison/Dane, WI

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**Contact Information**

Gina Ford

Co-Founder, Principal Landscape Architect

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