

LAKE MONONA WATERFRONT DESIGN CHALLENGE



RDG Team Qualifications Prepared for the City of Madison

in collaboration with



RFQ #10082-0-2022-BP
MAY 2, 2022

Brian Pittelli, City of Madison Purchasing Services
City-County Bldg, Room 407
210 Martin Luther King, Jr. Blvd.
Madison, WI 53703-3346



RE: Lake Monona Waterfront Design Challenge
RFQ #10082-0-2022-BP

May 2, 2022

Dear Brian and Selection Committee Members:

The City of Madison's efforts to undertake a design competition, embracing a connected vision, is forward-thinking, innovative, and meaningful. The goals you have outlined align with our team's strengths, national experience, and local knowledge. We want to be a part of this once-in-a-generation project.

RDG Planning & Design has assembled an experienced team of award-winning designers, innovators and experts – with a proven track record of engaging, advancing and building our client's vision. Our interdisciplinary team brings unique qualifications from multiple firms:

- **Sherwood Engineers** is an international waterfront design firm with extensive waterfront design experience.
- **The Kubala Washatko Architects** is a proven high design Wisconsin-based architecture firm with a strong understanding of how urban patterns impact space + place.
- **KL Engineers** is a recognized Madison-based mobility firm that has extensive technical knowledge of John Nolen Drive and the multimodal circulation systems for those who move by foot, bike, car, bus or boat.

So, why our team? We share the same values. We think big. We act with passion. We work with you. We also understand how a sense of place impacts a community. You do as well – which is evident in the community initiative to undertake this effort. We also know from our firsthand experience how legacy projects can change communities. We're currently wrapping up the documents for a similarly impactful multi-million-dollar game-changing whitewater project in the heart of downtown Des Moines, Iowa. While this is significant, we've been working for more than 20 years to complete the elements of the downtown Des Moines master plan, through multiple phases of award-winning projects. Finally, our public engagement skills are widely respected. We listen closely, are committed to transparency, and know how to elevate the voices of those who are often overlooked.

As you review our proposal, please consider the following:

- An innovative, strategic approach that is grounded in the guiding principles for the design challenge, yet limitless in its vision. We'll work closely with you to amplify the community and the design challenge stakeholders.
- A deep portfolio of award-winning projects that have received international acclaim. Check out what the [BBC](#) has to say about one of Iowa's premier destinations, designed by RDG.
- We're confident, qualified and humble. We're collaborators. Let's do this together.

In our submittal, we feature several of our signature projects that have elements similar to the Lake Monona Waterfront project, and we illustrate our approach, understanding, technical experience and share our ethos. If you have any questions about our process, projects, or qualifications, please do not hesitate to contact us.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ryan Peterson". The signature is stylized with overlapping loops and a long horizontal stroke extending to the right.

Ryan Peterson
Project Manager
RDG Planning & Design
rpeterson@rdgusa.com



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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.

RDG Planning & Design, Inc.

COMPANY NAME

A handwritten signature in blue ink, appearing to read "Martin H. Shukert".

SIGNATURE

May 2, 2022

DATE

Martin H. Shukert, FAICP

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

Martin H. Shukert, FAICP

VENDOR NAME

RDG Planning & Design

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.) RDG Planning & Design, Inc.			
FEIN 421029385	(If FEIN is not applicable, SSN collected upon award)		
CONTACT NAME (Able to answer questions about proposal.) Ryan Peterson	TITLE Senior Partner		
TELEPHONE NUMBER 563-587-9244	FAX NUMBER 515-288-8631		
EMAIL rpeterson@rdgusa.com			
ADDRESS PO Box 259006	CITY Madison	STATE WI	ZIP 53725

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 Laura Kessel	TITLE Senior Partner		
TELEPHONE NUMBER 515-473-6368	FAX NUMBER 515-288-8631		
EMAIL lkessel@rdgusa.com			
ADDRESS 301 Grand Avenue	CITY Des Moines	STATE IA	ZIP 50309

ORDERS/BILLING CONTACT

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

CONTACT NAME Ryan Peterson	TITLE Senior Partner		
TELEPHONE NUMBER 563-587-9244	FAX NUMBER 515-288-8631		
EMAIL rpeterson@rdgusa.com			
ADDRESS PO Box 259006	CITY Madison	STATE WI	ZIP 53725

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:

- Yes**, we are a local vendor **and** have registered on the City of Madison website under the following category: _____ www.cityofmadison.com/business/localPurchasing
- No**, 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 City of Dubuque	CONTACT NAME Teri Hawks Goodman, Dir. of Strategic Partnerships		
ADDRESS 50 West 13th Street	CITY Dubuque	STATE IA	ZIP 52001
TELEPHONE NUMBER 563-564-9126	FAX NUMBER		
EMAIL tgoodman@cityofdubuque.org			
CONTRACT PERIOD Multiple projects since 2001	YEAR COMPLETED Ongoing	TOTAL COST Prof. design fee: \$600,000	
DESCRIPTION OF THE PERFORMED WORK Full description in project profile, "Riverfront Master Planning & Implementation"			

REFERENCE #2 – CLIENT INFORMATION			
COMPANY NAME Iowa Confluence Water Trails (ICON)	CONTACT NAME Maggie McClelland, Director		
ADDRESS 501 SW 7th Street Suite G	CITY Des Moines	STATE IA	ZIP 50309
TELEPHONE NUMBER 515-452-0039	FAX NUMBER		
EMAIL maggie@greatoutdoorsfoundation.org			
CONTRACT PERIOD Multiple contracts since 2015	YEAR COMPLETED Ongoing	TOTAL COST 100,000,000	
DESCRIPTION OF THE PERFORMED WORK Full description in the paragraph <i>Central Iowa Water Trails</i> of the project profile, "Principal River Walk Master Plan & Implementation"			

RDG Planning & Design

COMPANY NAME



Form E: References

RFP #:10082-0-2022-BP

REFERENCE #3 – CLIENT INFORMATION			
COMPANY NAME City of Oklahoma City		CONTACT NAME Aubrey McDermid, Assistant City Manager	
ADDRESS 420 W Main St.	CITY Oklahoma City	STATE OK	ZIP 73102
TELEPHONE NUMBER 405-297-2345	FAX NUMBER		
EMAIL aubrey.mcdermid@okc.gov			
CONTRACT PERIOD Multiple projects since 2000	YEAR COMPLETED 2022	TOTAL COST \$82,000,000	
DESCRIPTION OF THE PERFORMED WORK Full description in project profile, "Core to Shore Master Plan"			

REFERENCE #4 – CLIENT INFORMATION			
COMPANY NAME Bayview Foundation		CONTACT NAME Alexis London, Executive Director	
ADDRESS 601 Bay View	CITY Madison	STATE WI	ZIP 53715
TELEPHONE NUMBER 608-256-7808	FAX NUMBER		
EMAIL alexislondon@bayviewfoundation.org			
CONTRACT PERIOD 2018-2024	YEAR COMPLETED Ongoing	TOTAL COST N/A	
DESCRIPTION OF THE PERFORMED WORK Full description in project profile, "Bayview Foundation"			



Form E: References

RFP #:10082-0-2022-BP

REFERENCE #5 – CLIENT INFORMATION			
COMPANY NAME NYS Office of Long Island State Park Headquarters		CONTACT NAME Pat Kirshner, Project Manager, Parks & Recreation	
ADDRESS P.O. Box 247		CITY Babylon	STATE NY
TELEPHONE NUMBER 631-601-4232		ZIP 11702	
FAX NUMBER			
EMAIL patricia.kirshner@parks.ny.gov			
CONTRACT PERIOD Since 2012		YEAR COMPLETED Ongoing	TOTAL COST N/A
DESCRIPTION OF THE PERFORMED WORK Full description in project profile, "Brooklyn Bridge Park"			



Our Team Ethos:

Our collective team members from RDG Planning & Design, Sherwood Engineers, TKWA and KL Engineering all share similar values that embody our work. Our team's national and international experience is vast – but it is our team's everyday focus on resiliency, urbanism, equity and culture that brings us together to pursue this design challenge. We are students of the vision of the late Alex Garvin, author of *The American City: What Works, What Doesn't*, who believed that design and planning must reflect the needs of the people who live, work, invest in and use the spaces we create, and that investments in the public realm should maximize positive reactions by the private market. In the spirit of sharing this perspective, our approach to this design challenge will build upon the existing public input and analysis work that the City has completed, which aligns closely with the values of our team.

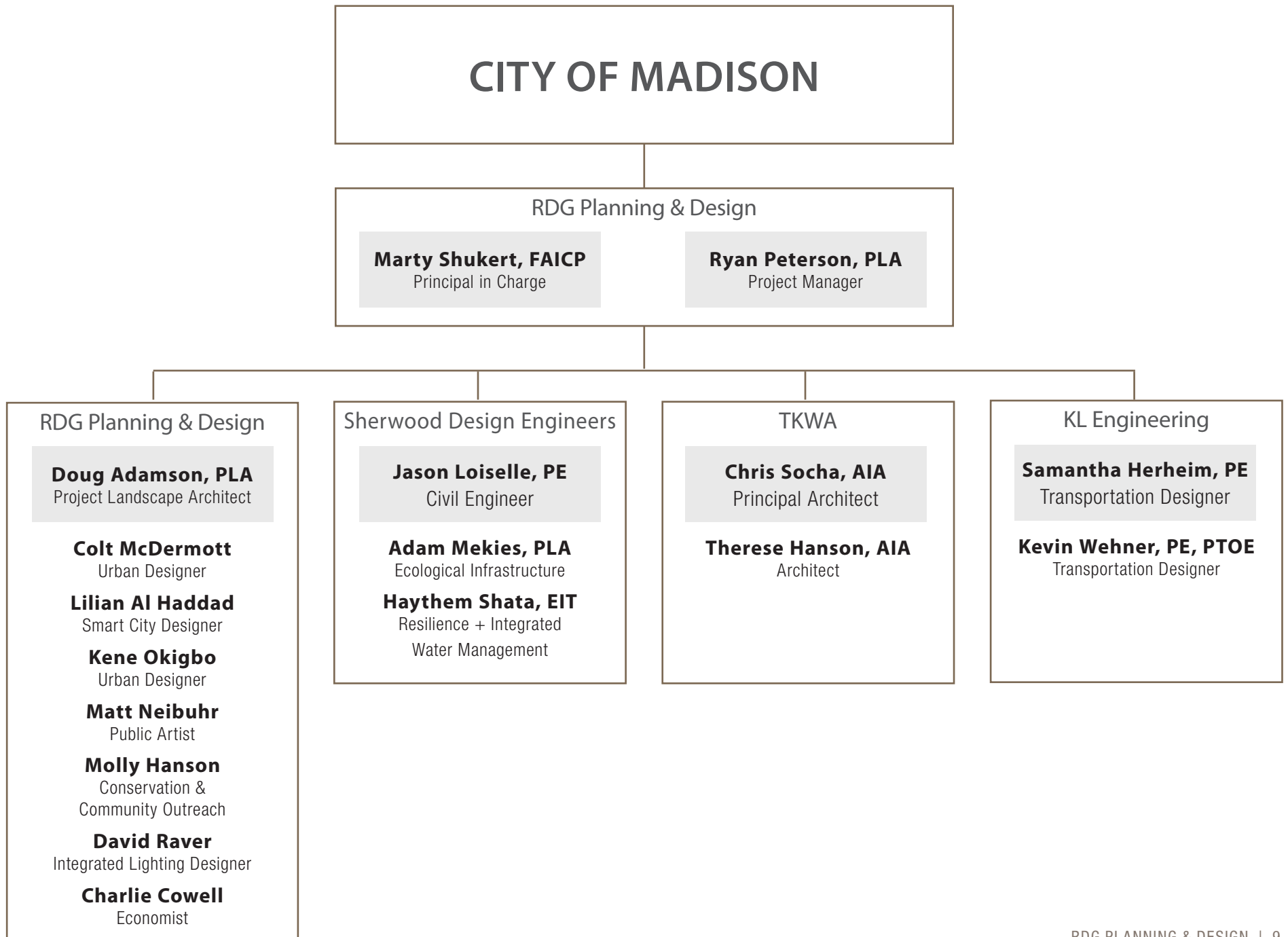
Resiliency. We believe that a changing climate is one of the single largest threats to our planet. We know that the effects of climate change are not abstractions and affect life on a local scale by significantly impacting our waterways and landscapes, and ultimately every part of our lives. We believe in achieving net-zero emission of greenhouse gases and have demonstrated that belief with accomplishments including over 100 combined projects which have been certified through various metrics of sustainability. Beyond the measurable impacts we're making in our offices and in cities around the country, our team includes signatories of the AIA 2030 commitment.

Urbanism. Our collective firms value a high-quality, walkable, connected, urban lifestyle. We are regional leaders in the design of active transportation networks and in how these networks interact with and help form quality urban environments. In large-scale master planning projects like Gray's Station in downtown Des Moines, the Railyard in downtown Sioux City and the Core to Shore district in Oklahoma City, we have demonstrated how parks, open space and water resources can help create contemporary city neighborhoods and restore linkages that have been severed by previous actions. We believe in creating places that value the pedestrian experience as well as easy access to goods, services and community amenities.

Equity. We seek a day when equity “just is,” and environmental and economic justice is naturally engrained in how our society works. Our work in South Omaha, North Omaha, Dubuque's North End and the Bayview Foundation speaks volumes to the value we place on empowering communities with the agency to transform themselves. But we also acknowledge that so much work remains. We strive to learn more so that we can do better for every member of the communities we serve.

Culture. The spirit of a community – the soul of the spaces we create – is born out of the people who contribute to it. Considering the past, present and future, we seek to understand what makes a place special to the people who hold it dear. We are passionate about creating artful, energetic spaces that establish a sense of place and spark joy. Our projects celebrate the stories, music, art, food and collective identities of the groups who move through them.

Organizational Chart



Firm Profile



Services

- Architecture
- Art Studio
- Engineering
- Graphic Design & Multimedia
- Interior Design
- Landscape Architecture
- Lighting Design
- Strategic Facilities Planning
- Sustainability

Top 100

Green design firms, Engineering News Record Magazine

#88 of 333

Architectural firms, The Almanac of Architecture and Design

#96 of 100

Nation's top producing firms, Architectural Record Magazine

Platinum Level

Bicycle Friendly Business, League of American Bicyclists 2013-2021: Gold



550

Design awards
AIA • ASLA • IIDA
APA • AIGA



*Bayliss Park
Council Bluffs, Iowa*

ABOUT RDG

From our newest team members to the founding principals who began their practices in the 1960's, RDG Planning & Design is a nationally recognized network of design and planning professionals. Diverse in knowledge and experience, we are united in the pursuit of meaning for our clients and ourselves.

Our work and our ethos are born from collaboration, creating connections and developing a sense of place. Our team considers place from every angle, and it has taken us around the nation. Together we design, enhance and protect spaces for improved health of people, community and nature. Public parks and open space give identity and economic benefit to cities, preserve the environment and provide a stage for civic activities and public life.

We listen and we love the work we do.

Firm Profile



Services

- Infrastructure—
Planning and
Engineering
- Water Resources—
Planning and
Engineering
- Ecological
Systems—Planning
and Engineering
- Sites and
Buildings—Civil
Engineering
- Sustainable
Systems Design—
(Innovation Lab)
- Land Analysis—
Opportunity and
Constraint Mapping /
Visualization

Publications

- **Sustainable Infrastructure:
The Guide to Green Engineering and Design**
Publisher: John Wiley & Sons
- **Water Infrastructure Equitable Deployment
of Resilient Systems**
Publisher: Columbia GSAPP
- **Stormy Weather: Landscape Design
Responses for a Changing Climate**
Arch News Now

Project Types

- Iconic / Innovation
- Urban Infrastructure
& Streets
- Eco-District /
Education / Campus
- Ecological Design
- Green Buildings,
Institutional &
Commercial
- Urban Design
& Master Plan
Engineering
- Residential
- Historic
- Resorts / Wineries /
Retreat Center
- Parks / Open Spaces



**Sherwood Design Engineers
is a group of forward-thinking
engineers committed to
pioneering tomorrow's sustainable
solutions in today's communities.**

At Sherwood, we value great planning and solid engineering. What sets us apart in the international design community is our dedication to developing measurable environmentally responsible infrastructure and unique sustainable engineering innovation. Green building is an integral part of the philosophy we bring to all our projects. Our firm has demonstrated leadership in sustainable infrastructure through project innovation, international publication, and academic contributions. We have many LEED-accredited green-building professionals on staff and in-house ecologists on our design team, and we bring a history of sound, technical engineering to every assignment. Across the globe, we have implemented new technologies and green-design

innovations on projects ranging from the engineering of individual buildings to the master planning of large-scale developments and sustainable communities.

As engineers, we believe that true sustainability requires considering all aspects of a project's design, development, and impact; and clients continually seek us out for our integrated approach to large-scale, environmentally sensitive projects. Our planning begins with specific site research to assess environmental constraints and opportunities, and our process encourages the active participation of all parties involved, including clients, other designers, public agencies, and the local community.

Firm Profile



Services

- Site Planning
- Programming
- Code/Zoning Review
- Stakeholder Outreach
- Architecture
- Interior Design
- Graphic Design
- Wayfinding/Signage
- Sustainable Design
- Phasing Options
- Fund Raising Support
- Cost Estimating
- Recreation Facility Design

Recognition

- 2020 AIA Merit Award, Garver Feed Mill
AIA/Wisconsin Society of Architects
- 2018 AIA Honor Award, The Charmant Hotel
AIA/Wisconsin Society of Architects
- 2016 Preservation Award, The Charmant Hotel
Wisconsin Historical Society
- 2015 National 'Heart of the Community' Grant:
Fourth & Wisconsin
Project for Public Spaces & Southwest Airlines

Project Types

- Cultural
- Workplace
- Education
- Religious
- Historic Preservation
- Residential
- Camps
- Hospitality
- Public Realm
- Sustainability



Once an abandoned power plant, our Cedarburg, WI studio serves as our home base.

ABOUT TKWA

TKWA is a full-service architecture, planning, and interior design studio with offices in Milwaukee, Cedarburg, and Seattle. We embrace a design philosophy of Wholeness, where the built environment supports and enhances both human activity and natural living systems.

The firm was founded in 1980 by principals Tom Kubala and Allen Washatko. We offer award-winning expertise for master planning and architectural services for a wide variety of project types, and our firm currently employs 30 dedicated employees.

Allen and Tom's philosophy of collaboration, meticulous design, humility, and reverence for the natural world inspired a new generation of architects to take up their legacy. In 2016, the co-founders entrusted the studio to five partners. The new ownership team is drawn from a deep well of talent, expertise, and experience at TKWA. Collectively, this group represents the ideals,

philosophy, and breadth of practice that Tom and Allen envisioned when they started the firm 40 years ago. This larger group of partners is helping expand TKWA's impact locally, nationally, and globally through thoughtful design.

In 2018, TKWA became the first Wisconsin design firm registered as a 'Public Benefit Corporation,' a designation given to for-profit companies chartered with an organizational mission of making a positive impact on society.

OVER 2,000+ COMPLETED PROJECTS

11,000+ ACRES OF MASTER PLANNING

OVER 100 STATE+ DESIGN NATIONAL AWARDS

RECIPIENT OF TWO AIA COMMITTEE ON THE ENVIRONMENT (COTE) TOP TEN PROJECTS

Firm Profile



Certifications

- WDBE Certified by City of Madison, Dane County, & Wisconsin Department of Transportation (WisDOT)
- Certified Woman-Owned Business Enterprise with Wisconsin Department of Commerce
- City of Madison Affirmative Action Plan (on file)

Madison Projects

- John Nolen Drive (in Design)
- CTH PD (McKee Road) Reconstruction
- University Avenue Reconstruction (Shorewood Boulevard–University Bay Dr.)
- University Avenue Reconstruction (Allen Boulevard–Segoe Road)
- Garver Path
- Numerous Traffic Impact Analysis Documents for Various Clients

KL Engineering has completed
14 projects
for the City of Madison
in the last 10 years.



Fish Hatchery Road

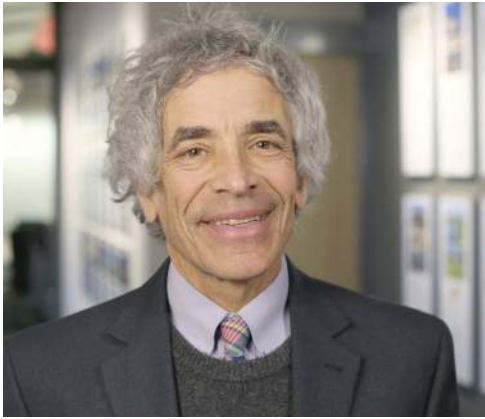
ABOUT KL ENGINEERING

KL Engineering will be responsible for transportation planning and design. The firm has lead design of several transportation projects for the City of Madison, including the CTH PD project that featured improved intersection geometrics to address safety concerns and a bicycle and pedestrian bridge that provides a grade separated crossing of CTH PD to the Ice Age National Scenic Trail.

KL Engineering is a woman-owned business providing professional services built around a core specialization in transportation engineering and an unwavering customer service ethic. Maintaining excellent communication, being flexible and responsive, and delivering a quality product on schedule and within budget are trademarks of our organization and how we provide our clients [A] Better Experience.

Since 1991, our company, headquartered in Madison, has grown to a team of over 75 employees in four locations throughout Wisconsin. Team members in the Madison office will be dedicated to the successful development of the Lake Monona Waterfront Design Challenge. This location has over 50 staff including: 34 Civil Engineers (31 PEs) with specialists in lighting, structural, stormwater, construction, and traffic, 2 Environmental Specialists, 2 Professional Land Surveyors, and 5 Engineering Technicians.

Our team has extensive experience in transportation design for large projects that require innovative solutions to provide facilities for all modes of transportation. We live, work, and play in Madison and are dedicated to support and improve this area for all.



MARTIN SHUKERT FAICP

Principal/Lead Planner – mshukert@rdgusa.com

Martin is a city planner/urban designer with nearly 50 years of experience in all aspects of planning and urban design. He served as Omaha's Planning and Community Development Director in the 1980s, leading major downtown/neighborhood reinvestment programs, writing comprehensive plan elements, developing/implementing the city's zoning ordinance, and beginning the process of trail development. Since 1989, he has continued his commitment to planning excellence and innovation in a variety of areas including transportation, transit and trails, downtown, housing, land use, redevelopment, corridor design, wayfinding, architecture, and more.

EDUCATION

1974, University of California at Berkeley, Master of Architecture

1971, Yale University, Bachelor in Division IV Studies (City Planning) - Magna Cum Laude

REGISTRATIONS

- 2004, Fellow of the American Institute of Certified Planners
- 1984, American Institute of Certified Planners

AFFILIATIONS / AWARDS

- Past Chair - Mayor's Bicycle and Pedestrian Advisory Committee
- Past Executive Comm. - Live Well Omaha Kids
- Leadership Comm. - Live Well Omaha
- Certified Instructor - League of American Bicyclists
- Board Member, 75 North Community Development Corporation
- Board Member, Nebraska Bicycling Alliance



Large Scale Urban Design

- I-40 Relocation Land Use and Mitigation Plan - Oklahoma City, OK
- Core to Shore Master Plan - Oklahoma City, OK
- Gray's Station Master Plan - Des Moines, IA
- Railyard Redevelopment Master Plan - Sioux Falls, SD
- University of Nebraska Medical Center Campus Master Plan, Active Transportation Plan, and Saddle Creek Development Site Master Plan
- Sloulin International Airport Development Concept - Williston, ND

Downtown Design and Development Planning

- Imagine La Crosse 2040 Downtown Plan - La Crosse, WI
- Downtown Design and Action Plan - Grand Forks, ND
- Envision Olathe Downtown Plan - Olathe, KS
- College North Neighborhood Plan - Appleton, WI
- Downtown De Pere Master Plan - De Pere, WI
- Mason City Downtown Master Plan - Mason City, IA
- Omaha Riverfront Redevelopment - Omaha, NE
- Future Forward Downtown Vision Plan - Des Moines, IA

Urban Corridor Planning

- Tomorrow's Corridor: Re-Imaging 71B - Fayetteville, AR
- North Avenue East Tosa and Midtown Tosa Development Plans - Wauwatosa, WI
- Broadway Boulevard Tomorrow - Salina, KS
- Adelante South Omaha - Omaha, NE
- 6th Avenue Corridor Development Plan - Des Moines, IA
- Main Street Great Streets Plan - Mascoutah, IL
- MLK Boulevard Great Streets Plan - Saint Louis, MO
- Academy Avenue District Plan - Maize, KS

Transportation Planning

- 14th and Old Cheney Interchange Concept - Lincoln, NE
- State of Nebraska Statewide Trails Plans
- Downtown Olathe Active Transportation Plan - Olathe, KS
- Active Byways for the State of Kansas, Kansas DOT
- BikeOmaha Network and Commuter Map - Omaha, NE
- Flint Hills (KS) Nature Trail Master Plan
- Sioux Falls Connection and Trail System Expansion Plans - Sioux Falls, SD



RYAN PETERSON PLA, ASLA, LEED AP

Project Manager – rpeterson@rdgusa.com

Ryan will work closely with the design team, city and stakeholders to help develop, advance and implement the project's vision and guiding principles within the Lake Monona Waterfront Master Plan. His expertise is diverse, with significant project management experience working along and within waterways, engaging the public and building consensus, while helping create a design that is inclusive and inspiring for all. Ryan is a licensed Wisconsin Landscape Architect.

EDUCATION

2006, Iowa State University, Bachelor of Landscape Architecture, Secondary Major, Environmental Studies

2005, University of Alaska

REGISTRATIONS

Registered in Wisconsin #648-14 and Iowa

RECOGNITIONS

- Leadership Iowa Class 2018-2019

City of Dubuque – Riverfront Master Planning & Implementation

First in 2001, and then again in 2016, RDG has been retained by the City (and various nonprofit economic development partners) to plan, design and implement a series of improvements along Dubuque's Riverfront. Since 2016, Ryan has been managing various projects along the waterfront on both Chaplain Schmitt Island and South Port.

- Chaplain Schmitt Island Master Plan (ongoing)
- Dubuque South Port Master Plan (ongoing)

City of La Crosse - Downtown Plan

Veterans Memorial Park, Chaplain Schmitt Island – Dubuque, IA

Imagine 2040 Downtown Plan – La Crosse, WI

Clive Greenbelt Master Plan – Clive, IA

Riverfront Master Plan Design Guidelines – Davenport, IA

Iowa River Landing Development Master Plan

Natrona County Park Signage – Casper, WI

Western Technical College – La Crosse, WI

Waupaca Riverfront Park Plan – Waupaca, WI

Valley View Park – West Des Moines, IA

City of Clive Community Center and Lawn Redevelopment – Clive, IA

City of Clive Campbell Park Trail Bridge – Clive, IA

Lower Cedar Valley Master Plan The Nature Conservancy – Eastern Iowa

Walnut Creek Watershed Master Plan – West Des Moines, IA

Four Mile Creek Watershed Master Plan – Des Moines, IA

Mud Camp Spring Watershed Master Plan – Polk County, IA

Central College Roe Center Low-Impact Development – Pella, IA

10+ Years of Constructed Sustainability work



American University
of Beirut

LILIAN AL HADDAD LEED AP

Planner | Smart Cities Expert – alhaddad@rdgusa.com

EDUCATION

2011, American University of Beirut, Lebanon, Master of Urban Design

2008, American University of Beirut, Lebanon, Bachelor of Architecture

REGISTRATIONS

LEED Accredited Professional

Lilian has 13 years of experience in planning, urban design, architecture, and SMART city implementation for cities throughout the Gulf, Africa, Europe, and the Middle East. Lilian is a vivid communicator, coordinator and team player, and a highly driven and proactive individual with a passion for planning that enriches the lives of people. She has an active research agenda on SMART Cities, supported by engaging in multiple global SMART City conferences in different countries. Lilian will develop and oversee the implementation of smart city principles (technology, automation, smart systems) within the master plan and will also help with the overall plan development.

Dothan City Center Block Conceptual Design – Dothan, AL

DSM Vision Plan Update - Greater Des Moines Partnership

Hwy 13 & Hwy 100 Subarea Plan City of Marion – Marion, IA

Hawkeye Community College Campus Master Plan – Waterloo, IA

Metropolitan Community College Sarpy County Site Master Plan – Papillon, NE

Master Plan and Infrastructure Design Services* – Park Dounya, Algeria

Urban/infrastructure master plans, and environmental impact assessment for a integrated mixed-use development on 2,000 acre site of which 1,600 acre will be developed into a national park surrounded by a forestation belt, 18-hole golf course, various types of residential units, hotels, offices, and retail and recreational facilities; total GFA of 3.35 million

Tripoli Land Reclamation* – Tripoli, Lebanon

Preparation of a preconcept master plan for a mixed use development situated on land intended to be reclaimed from the sea

American University of Beirut Campus Master Plan* – Beirut, Lebanon

Strategic plan, spatial land, infrastructure master plan, and SMART design strategy for the development of the 77-acre Main Campus includes a 3,000 ft water frontage on the Mediterranean Sea; population: 8,500 students and 3,000 staff

Knowledge Economic City* – Kingdom of Saudi Arabia

2,150 acre new city with fully-integrated, multimodal, SMART public transport system, SMART IT, bio-technology hub, and renewable energy

Wa'ad Al Shamaal Industrial City* – Kingdom of Saudi Arabia

Designed as a Smart Industrial City that includes a smart grid with all infrastructure following international sustainability standards (i.e. LEED, BREEAM)

Real Estate Master Plan for Airport Cities* – Muscat and Salalah, Oman

Master Plan for ANNASR Development* – Casablanca, Morocco

* Projects prior to joining RDG



COLT MCDERMOTT ASLA, LEED GREEN ASSOC

Urban Designer – cmcdermott@rdgusa.com

EDUCATION

2015, Iowa State University
Bachelor of Landscape Architecture

AFFILIATIONS

- 2015-present - Member, American Society of Landscape Architects
- 2020-present - DSM Rotaract Board Member
-Marketing Chair

As a Studio Leader and Designer at RDG, Colt excels in the transitional spaces between natural and urban environments. His passion for helping people find wholeness while engaging outdoor spaces energizes the public engagement and design process. With his innovative approach, design eye and visualization skills, Colt has been instrumental in the initial storytelling and success of diverse projects ranging from master planning to site-scale work. He is committed to bringing a rigorous and inclusive process forward during the competition effort in Madison. Colt is eager for the opportunity to explore the Lake Monona Waterfront through social, environmental, artistic and contextual lenses. This exploration will support a visionary process aimed to create an activity-rich park that reaches far beyond its limit and creates a positive ripple across the region.

Central Iowa Water Trails – Downtown Scott Avenue – Des Moines, IA

Figge Art Museum Riverfront Design – Davenport, IA

La Crosse Downtown Plan – La Crosse, WI

Gray’s Station Stormwater Wetland – Des Moines, IA

Falls Park Design Competition – Sioux Falls, SD

Dubuque County – Parks Master Plan – Dubuque, IA

Iowa River Landing – 9th Street and East Arena Design – Coralville, IA

Valley View Park – West Des Moines, IA

Peosta Comprehensive Plan – Peosta, IA

Bondurant City Park Master Plan – Bondurant, IA

City of Dubuque Comprehensive Parks Master Plan – Dubuque, IA

City of Clive Natural Areas Inventory and Management Plan – Clive, IA

Forest Grove Park – Bettendorf, IA

Parks Comprehensive Plan – Knoxville, IA

Trails Master Plan – Waukee, IA

Deppe Property Master Plan – Story County, IA

Peoples Company; Development Framework Plan 102nd Avenue – Granger, IA

Peoples Company; Farms Framework Plan – Panora, IA

Calder Plaza Master Plan* – Grand Rapids, MI

Story Mill Community Park* – Bozeman, MT

Heritage Park Master Plan* – Idaho Falls, ID



DOUG ADAMSON PLA, ASLA

Project Landscape Architect – dadamson@rdgusa.com

EDUCATION

1982, Iowa State University, Bachelor of Landscape Architecture

REGISTRATIONS

Registered in Iowa

Doug has a broad base of experience in eco-sensitive, natural resource-based urban design, landscape architecture, watershed planning and high-performance landscape projects. His work focuses on concepts of beauty, resiliency and sustainability through an approach that fuses artful site solutions with the values of ecologically sound, regenerative landscapes. Doug will serve as the project landscape architect, collaborating with the planning, design and engineering team to help advance and detail out the project's design concepts.

Figge Art Museum Riverfront Design – Davenport, Iowa

Wiley Post Park Enhancements – Oklahoma City, OK

Chaplain Schmitt Island Placemaking & Implementation Plan – Dubuque, IA

Chaplain Schmitt Veterans Park – Dubuque, IA

Pracht Wetlands Park – Wichita, KS

Falls Park Master Plan Competition – Sioux Falls, SD

Wiregrass Destination Park Master Plan – Dothan, AL

Aldo Leopold Interpretive Center Feasibility Study and Master Plan – Burlington, IA

Grinnell Central Park – Grinnell, IA

Thompson Park Master Plan – Overland Park, KS

Clive Greenbelt Master Plan – Clive, IA

Forest Grove Park - Phase 1 – Bettendorf, IA

Sapphire Lake Destination Park – Grinnell, IA

Valley View Park Master Plan – West Des Moines, IA

Moore Central Park – Moore, OK

Riverfront Crossings Park – Iowa City, IA

Crystal Prairie Lake Park Master Plan – Wichita, KS

Southeast Des Moines School, Park, and Library – Des Moines, IA

Forest Grove Park Master Plan – Bettendorf, IA

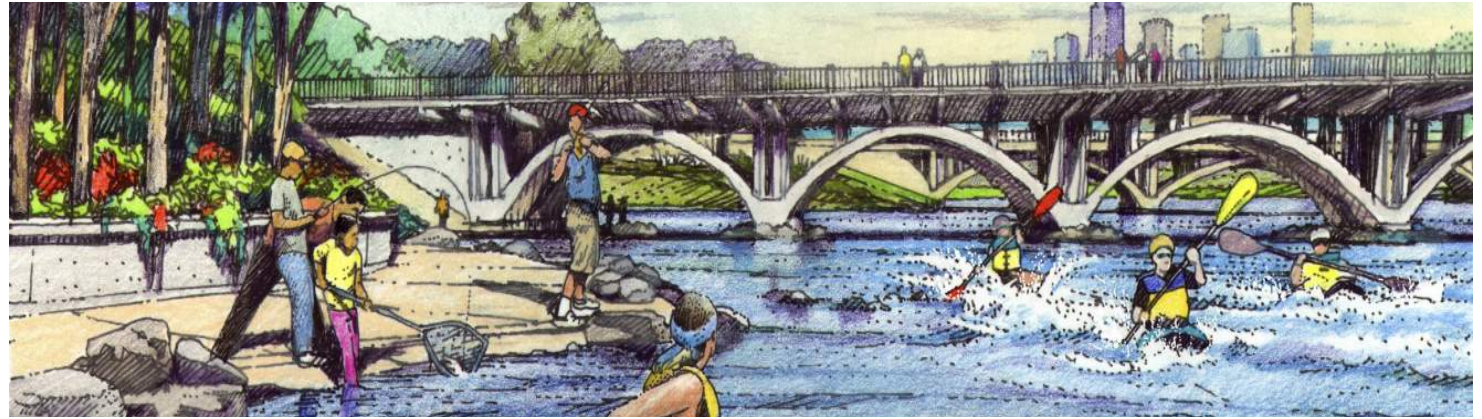
Water Works Park: Phase 1 – Des Moines, IA

Lower Cedar Valley Master Plan – Rochester, IA

Chichaqua Bottoms Greenbelt Master Plan – Maxwell, IA

Art Installations:

- *Skyward* - Chaplain Schmitt Veterans Park - Dubuque, IA
- *Lotus Blind* - Pracht Wetland Park - Wichita, KS
- *Linear Blind* - Pracht Wetland Park - Wichita, KS
- *Sentinels* - Peace Garden - Simpson College - Pella, IA



MOLLY HANSON

Conservation & Community Outreach Specialist – mhanson@rdgusa.com

Molly has over 10 years of experience working with boards, fundraising, facilitating and building coalitions around plans and projects. Through her stewardship as Executive Director of Iowa Rivers Revival and as a naturalist with the Madison County Conservation Board, Molly has built coalitions and rallied the public around protecting and improving our natural resources. Molly distills complex information to educate audiences on issues and promote sustainable and practical solutions. She is a professional facilitator focused on consensus building and a co-chair of RDG’s Diversity, Equity and Inclusion Committee. Molly will lead conservation and community engagement aspects during the plan’s development - including an integration of curriculum that supports our public and private schools in Madison.

EDUCATION

2009, University of Northern Iowa,
Bachelor of Arts, Earth Science, Minor
in Geology

AFFILIATIONS

- New Leaders Council Leadership Institute Fellow
- dsmHack Board
- Indianola Hills Neighborhood Association
- Blank Park Zoo Community-based Conservation Education Committee
- YMCA Camp Board Member

RECOGNITIONS

- Business Record 2021 Forty Under 40 List
- Des Moines Register 2017 People to Watch

Central Iowa Water Trails Downtown, Scott Avenue – Des Moines, IA

Ingersoll Urban Recreation District Master Plan – Des Moines, IA

North Raccoon River Watershed Planning Meetings – North Raccoon River Watershed Coalition Downtown DSM: Future Forward vision and Action Plan – Des Moines, IA

Climate Action & Adaptation Plan – Des Moines, IA
Sugar Creek Watershed Assessment – Waukee, IA

Montana State University Student Engagement Strategy & Implementation Sessions – Bozeman, MT

City of Bondurant City Park Master Plan – Bondurant, IA

Dubuque County Parks Master Plan – Dubuque, IA

City of Grimes Lions Park – Grimes, IA

City of Marshalltown Iowa River Trail Placemaking Plan – Marshalltown, IA

University of Northern Iowa West Campus Planning – Cedar Falls, IA

Scott Community College Outdoor Campus Master Plan – Bettendorf, IA

Waukee Community School District Aquatics Facility – Waukee, IA

YSS Youth Addiction Recovery Center – Story County, IA



MATT NIEBUHR

Public Artist - mniebuhr@rdgusa.com

EDUCATION

Iowa State University, Bachelor of Architecture with Distinction

CREDENTIALS

- AIA School Gold Medal
- Editorial Board member, Iowa Architect Magazine
- AIA Iowa Convention Chair
- AIA Iowa Convention Awards Chair
- University of Iowa Museum of Art Membership Council Board Member

AFFILIATIONS/AWARDS

- 2021 Rails to Trails Conservancy's National Hall of Fame - Waukee Railroad Pergola "In the Shadow of the Rails"
- 2021 Design Built Award of Merit - Central States ASLA - Central College Peace Mall

Matt is an artist and designer with over twenty years of experience in architecture. Matt combines and utilizes a number of tools to form sensitive and insightful architectural responses interpreting and reflecting the client's program and project aspirations. Matt works with the client and the design team through a process of research, discovery, and ideation coupled with public and private input (listening) with the intent that our work together begins with your ideas - your story. Combining experience and sensibility, a series of possibilities unfolds in dialogue with you in order to articulate and transform ideas into built reality. Matt will lead all aspects of public art integration throughout the master plan, with a focus on bridges, lighting and creating a sense of place through story telling.

Streetscape / Plaza Art Integration – *Both / And: State Street Confluence* – Madison, WI

Huntington Central Park – Huntington Beach, California

CityCentre Public Art Project – *Travelers* – Huntsville, AL

Dowling Catholic High School Student Memorial – Des Moines, IA

Lake Como Park – *Do Something Good for your Neighbor* – Fort Worth, TX

Streetscape Roundabout – *Vessel* – Toledo, OH

Community Recreation Center Interior Enhancements – Crandon, WI

Adams County Human Services Center – *Gather* – Westminster, CO

Texas Tech University Theatre Dance Complex – *All the World's a Stage* – Lubbock, TX

RDG Planning & Design – *Murmuration* – Des Moines, IA

Iowa State University – *Lily Pavilion* – Ames, IA

Davenport Riverfront Master Plan – Davenport, IA

Performing Arts & Event Center – *Hylebos Harmonics* – Federal Way, WA

Trails Master Plan & Installation – *Waukee Railroad Pergola: In the Shadow of the Rails* – Waukee, IA

Elmendorf Lake Park – *"Aguas onduladas" (rippling waters)* – San Antonio, TX

Blackie Cheshier Park – *Sun Pavilion* – El Paso, TX

Justice Center – *the weight of your heart / the weight of a feather* – Leawood, KS

West View Park – Middy and Basil Deegan Community Pavilions – Spencer, IA

Over 125 works in private and corporate collections through-out the United States, including international private collections in Australia, France, Sweden, Switzerland, and Thailand.



Thompson Park
Overland Park, KS

KENE OKIGBO PLA, ASLA

Urban Designer + Landscape Architect – kokigbo@rdgusa.com

Kene is passionate about creating a product that impacts the community through a process that integrally involves them. He is fascinated by how rejuvenating existing space can create vibrant new environments which appropriately serve the community. He does this in the project markets of urban design, parks & recreation, college & university, and sports facility. Kene’s goal in every project is to communicate the identity of a community through an environmentally and programmatically sustainable design. Kene will lead urban design and community engagement efforts during the master plan challenge.

EDUCATION

2015, North Dakota State University,
Bachelor of Landscape Architecture,
Bachelor of Science in Environmental
Design

REGISTRATIONS

Registered in Nebraska

AFFILIATIONS

- American Society of Landscape Architects (ASLA), Member
 - Climate Action Committee
 - LAM Advisory Committee
 - Gov’t Affairs Committee
- Black Landscape Architects Network
- ACE Mentor - North High School

DISTINCTIONS

- ASLA National
 - 2020 Outstanding Service Award
- Omaha By Design
 - 2020 Young Urbanist Award

Fargo Parks District - Island Park Master Plan

The Avenues: Urban Recreation District Master Plan

City of Guttenberg - Schiller St Master Plan

MAPA - Bellevue Bridge City

MAPA - Neighborhood Expanded Access To Trails Study

La Vista City Centre Placemaking

Douglas County, Nebraska - 180th Street

Grand Forks, North Dakota - University Avenue

City of Grinnell - Central Park

Nieman Road - Streetscape & Trail

City of Norfolk, Nebraska - Braasch Avenue

Natrona County Conservation - Park Signage and Wayfinding

Papio Missouri River Natural Resource District - Beltline Trail

Papio Missouri River Natural Resource District - Western Douglas Co Trail

City of Shenandoah - Streetscape Renovation

City of Sioux City - Pierce Street Reconstruction

City of Stromsburg - Bandshell and Square

Sioux City, Iowa - Bike Lane Study

Iowa Clinic Westlakes Campus

Kansas State Parks Signage Package

Flint Hills Nature Trail Signage Package

University of North Dakota - South Parking & Streetscape Improvements



From Here to There: High Trestle Trail Bridge
Madrid, IA

DAVID RAVER IALD, MIES, MFA

Integrated Lighting Designer – draver@rdgusa.com

EDUCATION

1995, University of Texas - Austin,
Master of Fine Arts in Theatrical Design

1992, University of Missouri - Columbia,
Bachelor of Fine Arts - Theatre

TEACHING

Iowa State University - College of
Design - Lecturer

David's national reputation as a premier lighting designer stems from his extensive product knowledge and ability to maintain specifications which benefit both the overall project team and the owner. His unique approach blends the art and science of lighting into a comprehensive, integrated lighting solution which highlights the architectural aesthetic of the building, uses advanced energy saving techniques and incorporates lighting fixtures and technologies that are easy to maintain for the life of the project. David will lead all integrated lighting aspects on the project, working closely with the design team.

High Trestle Trail Bridge – Madrid, IA

City of Ankeny High Trestle Trail Oralabor Bridge Extension – Ankeny, IA

Union Pacific Railroad Bridge – Des Moines, IA

MLK Parkway SE Connector Bridge – Des Moines, IA

Gray's Station / Gray's Lake Bridge – Des Moines, IA

Federal Avenue Streetscape and Utility Improvements – Mason City, IA

Night Lights: Healing Shelters – Rochester, MN

Iowa Department of Transportation Rest Areas - Art Lighting and Integration

- Pottawattamie County Rest Area
- Story County Rest Area
- Adair County Rest Area
- Johnson County Rest Area
- Linn County Rest Area

Saltillo Roundabout – Lancaster, CO

R & R Paragon Prairie Tower – Urbandale, IA

Bayliss Park – Council Bluffs, IA

Iowa Department of Transportation - Motor Vehicle Division – Ankeny, IA

Veterans Memorial Plaza, Chaplain Schmitt Island – Dubuque, IA

John and Mary Pappajohn Sculpture Park – Des Moines, IA

Brenton Skating Plaza – Des Moines, IA

Riverside Park Amphitheater – Muscatine, IA

Papio Missouri River Natural Resource District Beltline Trail – Omaha, NE

Preservation Plaza Stage & Greenspace Improvements at Historic Arnolds Park, Inc. – Arnolds Park, IA

ICON Water Trails Downtown Des Moines – Des Moines, IA

Principal Riverwalk – Des Moines, IA



CHARLIE COWELL ^{AICP}

Urban Economist – ccowell@rdgusa.com

EDUCATION

2013, University of Iowa, Master of Urban and Regional Planning

2011, University of Northern Iowa, Bachelor of Economics

REGISTRATIONS

American Institute of Certified Planners

AFFILIATIONS

- American Planning Association, National and Iowa Chapter - Board Member, Professional Development Chair

TEACHING

- Western Iowa Tech Community College – Microeconomics and Macroeconomics

Charlie has experience across many fields of urban planning and implementation, including historic preservation, code writing, and active transportation. As a former planner with the City of Sioux City, he worked one-on-one with developers on site plan proposals, downtown greenspace improvements, code reviews, and drafting recommendations. Charlie’s experience translates into success in creating realistic and sustainable recommendations for communities of all sizes. Charlie will lead the development of measuring the plan’s economic impact for the design challenge.

Market Studies (selected)

- College Avenue North Neighborhood Plan - Appleton, WI
- Kansas Statewide Housing Assessment
- Indiana Uplands Regional Housing Study
- Bellevue Bridge Cost Benefit Analysis - Bellevue, NE
- Dubuque County Parks Economic Impact Study - Iowa
- Special Event Economic Impact Model* - Iowa City, Coralville area Convention and Visitors Bureau (now Think Iowa City)

Development Ordinance and Guidelines

Charlie provides ordinance review on all planning projects and specializes in ordinance drafting and development.

- Grand Forks Downtown Form Based Code - Grand Forks, ND
- Dyersville Zoning Ordinance Rewrite - Dyersville, IA
- Pella Planning Services - Pella, IA
- Kalona Zoning Services - Kalona, IA
- Highway 141 Overlay Design Manual - Grimes, IA
- Seward Zoning Updates - Seward, NE
- Douglas County Stormwater Ordinance - Nebraska

- The Neighborhood at Indian Creek Design Standards - Marion, IA
- Code Development - Enforcement and Site Plan Review* - Sioux City, IA

Special District & Downtown Plans

- MidTown Tosa Plan - Wauwatosa, WI
- Waupaca Downtown Plan - Waupaca, WI
- Derby Walkable Development Plan - Derby, KS
- Pella Downtown Streetscape - Pella, IA
- Academy Arts District Plan - Maize, KS
- Dyersville Downtown Plan - Dyersville, IA
- Corridor of Commerce Plan - Carroll, IA
- West Lake Drive Corridor Plan - Detroit Lakes, MN

Land Use and Comprehensive Planning

- Grimes Comprehensive Plan Update - Grimes, IA
- Kalona Comprehensive Plan Update - Kalona, IA
- Plan Dyersville: Comprehensive Plan - Dyersville, IA
- Peosta Forward! Comprehensive Plan - Peosta, IA



**Projects prior to joining RDG*



JASON LOIELLE PE, LEED AP

Lead Principal and Civil Engineer

EDUCATION

Villanova University, Bachelor Science in Civil Engineering

REGISTRATIONS

Registered Professional Engineer in New York, Connecticut, Massachusetts, Texas, Oklahoma, and Arizona

AFFILIATIONS

- American Society of Civil Engineers
- US Green Building Council LEED AP
- Massachusetts Licensed Soil Evaluator

Jason serves as the lead Principal for Sherwood Design Engineers in New York. Jason is the Principal in Charge for some of Sherwood's most progressive projects including, Brooklyn Bridge Park, Hudson Yards, and Croton Water Treatment Plant Landscape, Scissortail Park, Memorial Park, and Orange Country Great Park.

He oversees the development of project design from the initial stages of master planning through construction administration services. In New York, Jason has extensive experience with similar projects including Brooklyn Bridge Park, New Orleans, Houston Memorial Park, Des Moines Riverfront / Market District, One Resilience Simerang, Floating Cities for the UN, Resilient by Design San Francisco, Art Gallery of Nova Scotia, and most recently two large-scale district projects on the East Bank of Nashville's Cumberland River.

Jason is a Registered Professional Engineer and is a LEED Accredited Professional. He has worked in both the public and private sectors with planners, architects, and landscape architects as a civil engineer. Jason has served as a designer and manager for numerous projects that showcase progressive green building and low impact development design techniques. Jason's project expertise includes urban public spaces, commercial and residential planned developments, roadway and infrastructure design, water resource analysis and remediation, stormwater management, and bicycle transportation planning.



ADAM MEKIES PLA

Ecological Infrastructures

Adam is a licensed landscape architect with over 12 years of national and international experience as a project manager contractor, and frequent speaker at several national conferences. He is also co-author, with Bradley Cantrell, of the recent book “Codify: Parametric and Computational Design in Landscape Architecture.” The book explores the implications of new technologies and computational algorithms in the urban environment and technology applications to ecological construction around which his projects revolve.

Adam is currently managing the hydrology, landscape technologies, and ecological infrastructure planning for a 10,000 Square Kilometer Nature Region in the middle east, focusing on how new and indigenous systems of water management can increase bio-capacity and the water quality of the region. Having led the conceptual master planning and technical documentation of numerous waterfront developments, habitat restoration projects in institutional, mixed-use, sustainable streetscape, and other development projects; Adam leverages his experience in construction to drive the studio’s ecological visions in amphibious and riparian construction technologies, through financially sound operational and long term maintenance regimes.

Adam is Recipient of the Harvard 2021 Urban Design Thesis Prize, in developing new software toward the aggregation of “wild materials” (rock, soils, and organic systems). The thesis provides new tooling for ecological infrastructure in more dynamic and complex urban site conditions.

EDUCATION

2021, Harvard Graduate School of Design, Master of Landscape Architecture in Urban Design Candidate

2013, Iowa State University, Bachelor of Landscape Architecture

REGISTRATIONS

Licensed Landscape Architect in Colorado

AFFILIATIONS/AWARDS

- 2021 winning team of the international design competition for the new Art Gallery of Nova Scotia and Waterfront Arts District
- 2019, ASLA Award of Excellence, Central States – Design Built - Joplin Library, MO
- 2019, AIA Detroit People’s Choice Building Award – Title Town Plaza w/ Rosetti Arch.





HAYTHEM SHATA ^{EIT}

Resilience + Integrated Water Management

EDUCATION

Georgia Institute of Technology,
Bachelor of Science in Civil Engineering

REGISTRATIONS

Engineer in Training, State of Georgia
Georgia Soil and Water Conservation
Commission Certified

Haythem has nine years of experience working on projects throughout the region, nation, and internationally. This includes green infrastructure and design at the institutional and city scales. He is a strategy driven engineer who specializes in sustainable, adaptable, and resilient solutions that fit within a project's identity past and present and is currently promoting water balance, low impact design, and green infrastructure planning throughout the Metropolitan Atlanta area.

At Sherwood, Haythem has worked on several sustainability driven projects include the UN Habitat Floating Cities Prototype, NYC & ATL Water Reuse Studies, Resilient Bridgeport, Semarang – Water as Leverage, Gowanus Canal CSO Impact Study, Upper Intrenchment Creek Stormwater Master Plan, Bellwood Quarry Park, Westside Quarry Park, and Boulevard Crossing Park, which is pursuing SITES certification.

Prior to joining Sherwood, Haythem had worked as an engineer on projects throughout the United States. He has led efforts to optimize green infrastructure measures for projects/designs throughout Atlanta including Kathryn Johnson Memorial Park and The Kendeda Building, which implements Living Building design. These designs were adapted to fit within the layer's of history, infrastructure, and drainage patterns to create an appropriate green infrastructure system treating millions of gallons of stormwater each year.

Through adaptive integration of the Georgia Tech Stormwater Master Plan and campus infrastructure Haythem helped harmonize designs including: Georgia Tech EBB Building, Atlantic Drive, Ferst Drive, Eco Commons, the Kendeda Building, and Dalney Deck. His ambition has helped him solve complex stormwater management and utility infrastructure issues using sustainable approaches. Hythem's ability to create visualizations that represent the built framework help define design considerations for sustainable and connective communities and campuses.



CHRIS SOCHA AIA, LEED AP

Principal Architect

EDUCATION

Master of Architecture, University of Wisconsin-Milwaukee

Bachelor of Science in Architecture, University of Wisconsin-Milwaukee

REGISTRATIONS

Member of American Institute of Architects

Registered Architect in Wisconsin

TEACHING/LECTURES

- Adjunct Assistant Professor of Architecture, University of Wisconsin-Milwaukee, Fall 2007 - present
- Jury Critic, University of Wisconsin-Milwaukee 2002 - Present

Architect and prominent urban advocate, Chris leads TKWA UrbanLab. This venture focuses on ongoing community efforts to make downtown Milwaukee and adjacent neighborhoods more meaningfully connected, contributing to a vibrant and inclusive urban setting. The studio's urban Milwaukee location allows TKWA to shape cities at a time of dynamic change and growth.

A generalist in practice, Chris works to ensure that the built environment contributes to an active and livable public realm. He is particularly interested in examining the intersect of architecture and urban design. Recognizing that the space between buildings is as important as the buildings themselves, Chris strives to create places that are inviting to all and rich in experience.

For over 20 years, Chris has shaped projects from design through construction, scrutinizing details at all scales. He values the collaboration between client, craftspeople, consultants and designers, which ensures all parties are working toward a shared vision that has lasting value.

Vel R. Phillips Transit Center – Milwaukee, WI

North 2nd Street Redevelopment – Milwaukee, WI

TKWA UrbanLab – Milwaukee, WI

Zocalo Food Truck Park – Milwaukee, WI

Grand Avenue Mall Redevelopment – Milwaukee, WI

Milwaukee Public Market – Milwaukee, WI

Bayview Foundation – Madison, WI

The Ruckus – Shorewood, WI

Urban Ecology Center Riverside Master Plan – Milwaukee, WI

Nomad World Pub – Milwaukee, WI

City of Milwaukee Parklet Design Guidelines

Ogden Mixed-Use – Milwaukee, WI

Lakefront Brewery – Milwaukee, WI

Crank Daddy's Bicycle Shop – Milwaukee, WI

Brady + Water St. Mixed-Use – Milwaukee, WI

Colectivo Humboldt Ave. Corporate + Roasting Headquarters – Milwaukee, WI

Colectivo Cafes (multiple) – Milwaukee, Madison, and Chicago





THERESE HANSON AIA

Architect

As a project architect, Therese enjoys being involved with each phase of a project as it evolves from just a good idea into remarkable spaces that bring people joy. Each project is unique, but all projects need vision, a collaborative spirit, and an embrace of the details. Therese endeavors to bring these characteristics to every team. She believes that is our responsibility to leave the world more beautiful and more whole than when we found it, and each project is an opportunity to make that a reality.

EDUCATION

Master of Architecture, University of Wisconsin-Milwaukee

Bachelor of Science in Architectural Studies, University of Minnesota College of Design

REGISTRATIONS

Registered Architect in Wisconsin

AFFILIATIONS

- Committee Member of Women In Design, an organization committed to supporting, connecting, and empowering women in the design fields.

Bayview Foundation – Madison, WI

Glenview Community Church Renovation – Glenview, IL

Friedens Church Renovation – Port Washington, WI

Life Center – Milwaukee, WI

Life Church Headquarters – Germantown, WI

Luther Memorial Church Monument Sign – Madison WI

Kohler Memorial Theater Renovation – Kohler, WI

Kohler Chapel – Mosel, WI

Siebkens Resort – Elkhart Lake, WI

Oriental Theater Renovation – Milwaukee, WI





SAMANTHA HERHEIM ^{PE}

Transportation Designer

Samantha has over 20 years of experience. She has managed large roadway reconstruction projects and worked on numerous shared use path projects in the Madison area. In her participation in the APBP policy committee, Samantha is currently working on a policy statement for resiliency. She is also an active member in Sustain Dane.

Recently, she was the multi-modal designer for the City of Fitchburg Fish Hatchery Road project. The design included extensive public engagement and KL Engineering created several typical section alternatives and concepts for multimodal accommodations. The final design included improved crosswalks, pedestrian friendly lighting, a shared use path and bridge, sidewalk, two-stage bicycle turn boxes, and a shared bus and bicycle lane to accommodate future bus rapid transit along the corridor.

EDUCATION

2001, University of Wisconsin–Platteville, Bachelor of Science in Environmental Engineering

REGISTRATIONS

Registered Professional Engineer in Wisconsin #38317; 2006

AFFILIATIONS

- Association of Pedestrian and Bicycle Professionals (APBP) Policy Committee Member
- Sustain Dane Member
- American Public Works Association (APWA) Member

John Nolen Drive (current) – Madison, WI

Fish Hatchery Road Reconstruction – Fitchburg, WI

Phase 2 Lower Yahara River Trail (current) – Dane County

Garver Path – Madison, WI

East - West Bus Rapid Transit Signing and Pavement Marking [subconsultant] (current) – Madison, WI





KEVIN WEHNER PE, PTOE

Transportation Designer

Kevin has spent the majority of his career involved in traffic analysis for public and private projects including multi-modal analysis. He conducts numerous traffic impact analyses (TIA) for projects located in the City of Madison each year and is familiar with City of Madison traffic analysis procedures and multimodal preferences. Kevin has a thorough understanding of ADA guidelines and standards and applies this knowledge to all projects he works on. He also approaches projects with a safety lens, ensuring that all modes of transit have a safe, efficient and effective facility.

Kevin served as the lead traffic engineer on the West Main Street study for the City of Sun Prairie. The study was a multimodal assessment of the West Main Street corridor in the City of Sun Prairie that resulted in practical recommendations for improvements throughout the corridor for improvements that include pedestrian accommodations and safety.

John Nolen Drive (current) – Madison, WI

West Main Street Traffic Study – Sun Prairie, WI

CTH PD Reconstruction – Madison, WI

Fish Hatchery Road Reconstruction – Fitchburg, WI

Over a dozen private development traffic studies –
Madison, WI

EDUCATION

2013, University of Wisconsin–
Milwaukee, Bachelor of Science in Civil
Engineering

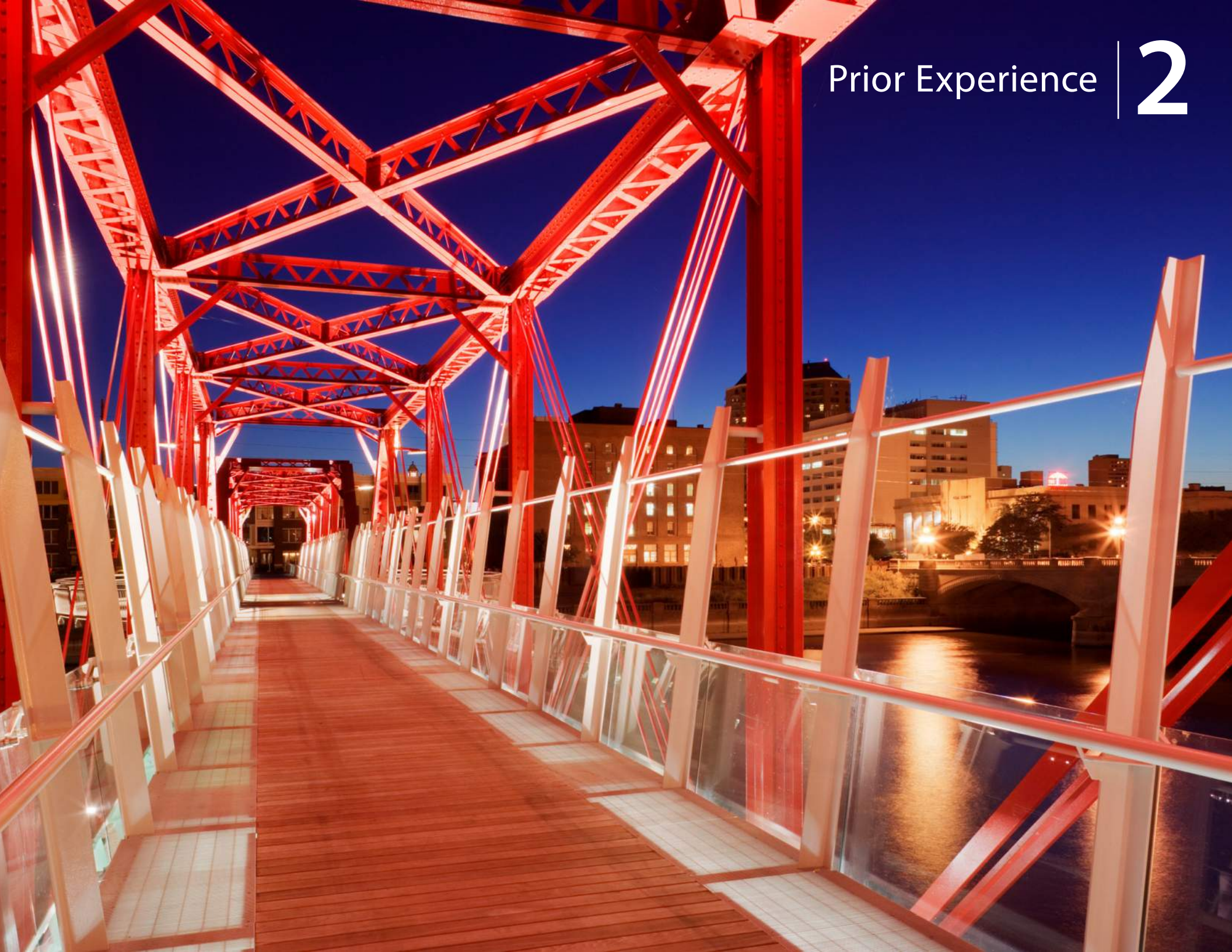
REGISTRATIONS

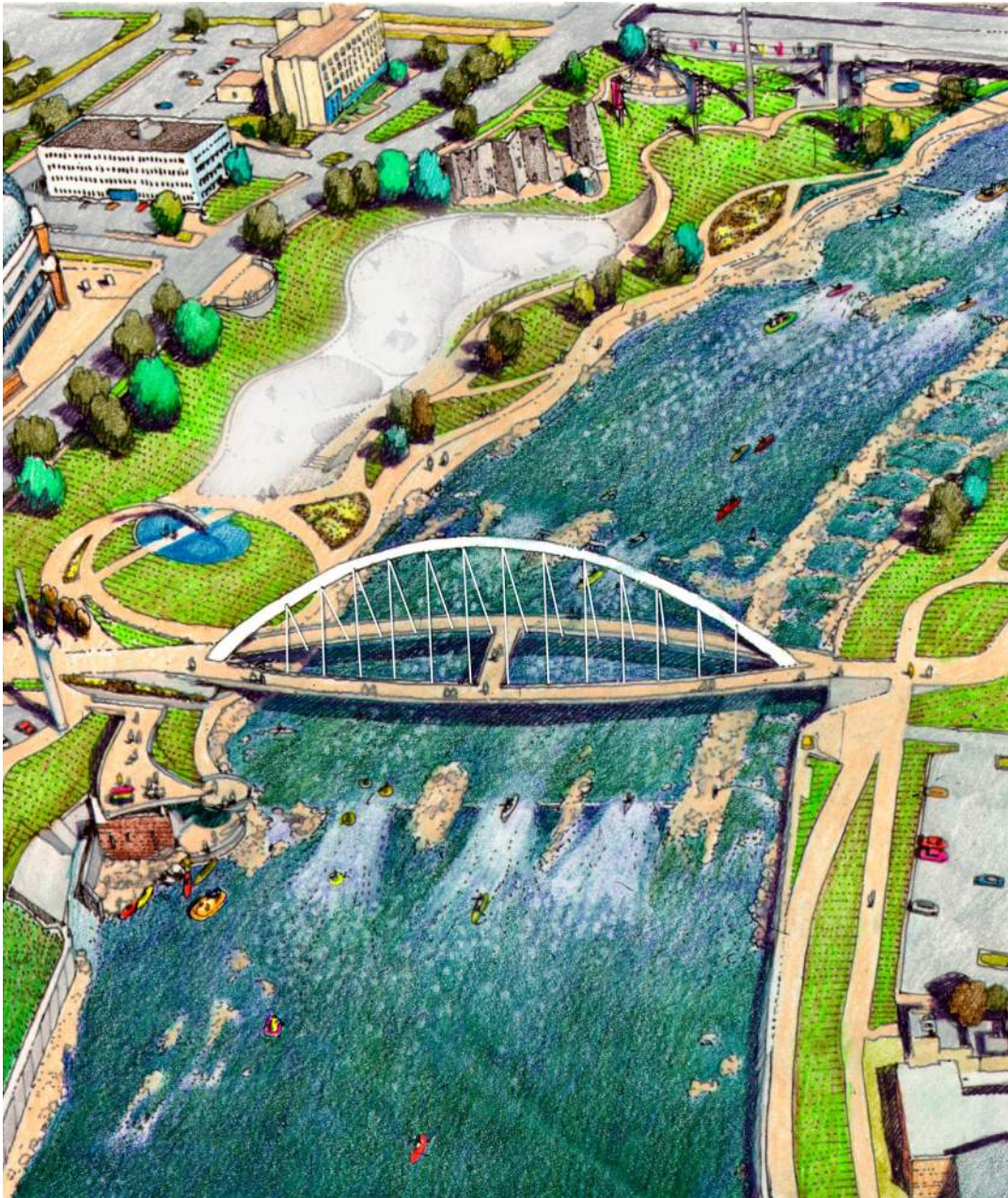
Registered Professional Engineer in
Wisconsin #45862-6; 2017

Professional Traffic Operations Engineer
(PTOE) #4566; 2014

AFFILIATIONS/AWARDS

- Institute of Transportation Engineers
(ITE) Member





PRINCIPAL RIVER WALK MASTER PLAN & IMPLEMENTATION

Des Moines, Iowa

RDG Planning & Design led a multiyear planning effort for 1.2 miles of waterfront development along the Des Moines River. The master plan sought to transform Downtown and its connection to the river, serve as a catalyst for urban growth, improve quality of life and create a signature destination. Since the master plan's development, RDG has been retained by various public and private entities designing more than \$100,000,000 of site, artistic, recreation and water quality improvements, all under the guidance of the initial master plan. Signature improvements include:

Central Iowa Water Trails – A \$70,000,000+ public/private partnership improving the quality of life, increasing river recreation and serving as an anchor project to help elevate the City's national standing and world-class recreational opportunities. RDG is currently developing public realm, recreation and river access points while assisting on a whitewater course, which is removing a low-head dam while creating instream habitat and fishing opportunities—all while expanding and enhancing a world-class recreation district.

Rotary Riverwalk Park – This inclusive playground was a fusion of public input, philanthropy and the City to help create a destination play space for children, families and visitors along the northern terminus of the Principal Riverwalk.

Brenton Skating Plaza/Events Center – This destination skating rink and outdoor concert venue anchors the east side of the Riverwalk, creating an iconic event venue and regional destination throughout the seasons.

UNION PACIFIC BRIDGE

LONG LOOK GARDEN

DSM RIVERWALK PLAN

BRENTON SKATING PLAZA

WORLD FOOD PRIZE

DAM MITIGATION

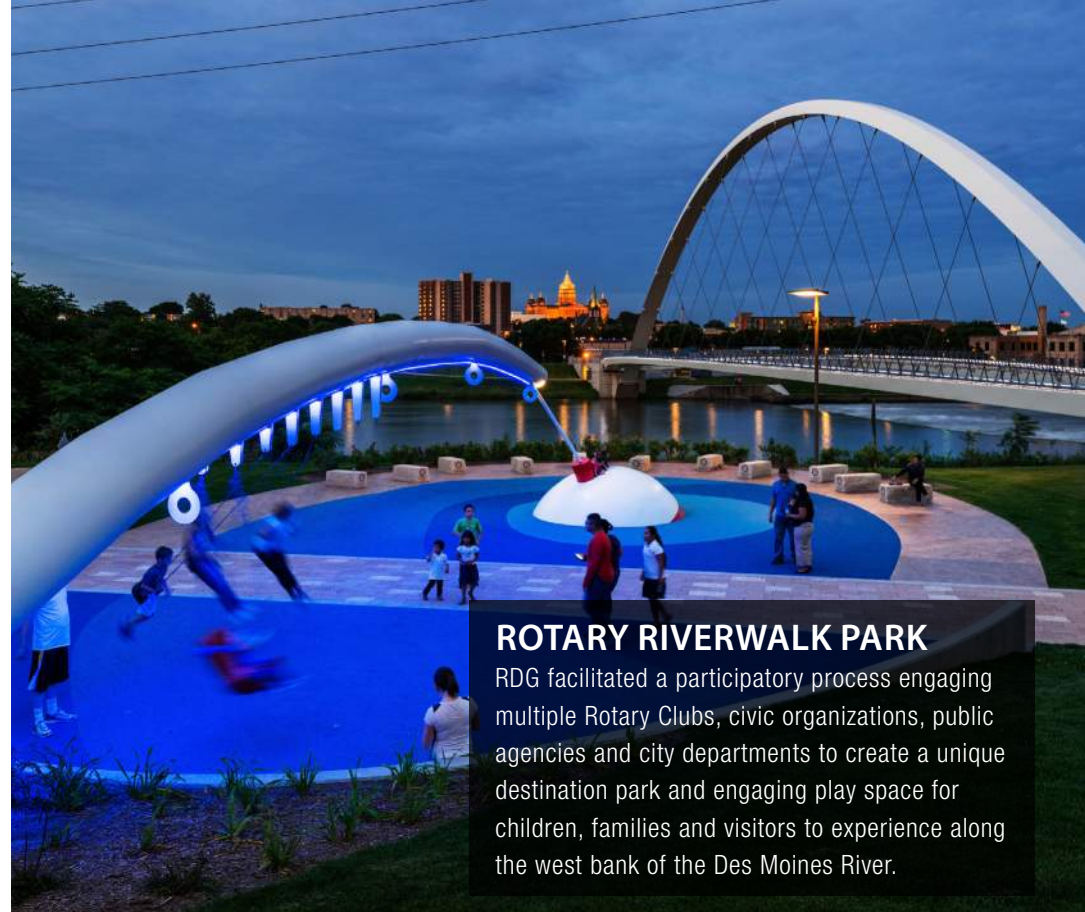
ROTARY RIVERWALK PARK

PRINCIPAL RIVERWALK MASTER PLAN



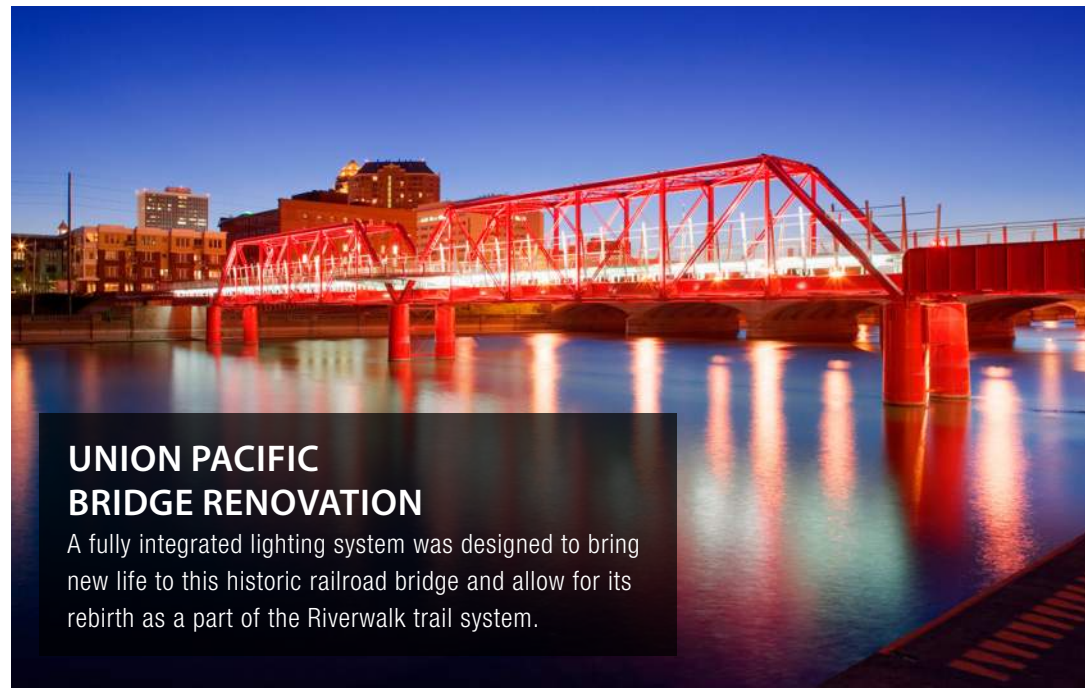
BRENTON SKATING PLAZA

In the winter, this open-air ice skating plaza is popular and beloved by central Iowa families of all ages. In the summertime, however, the plaza was rarely utilized due to lack of sun and rain protection. RDG designed a summertime-only canopy system that is efficiently erected annually and complements the existing buildings and unique environment.



ROTARY RIVERWALK PARK

RDG facilitated a participatory process engaging multiple Rotary Clubs, civic organizations, public agencies and city departments to create a unique destination park and engaging play space for children, families and visitors to experience along the west bank of the Des Moines River.



UNION PACIFIC BRIDGE RENOVATION

A fully integrated lighting system was designed to bring new life to this historic railroad bridge and allow for its rebirth as a part of the Riverwalk trail system.



RIVERFRONT MASTER PLANNING & IMPLEMENTATION



Dubuque, Iowa

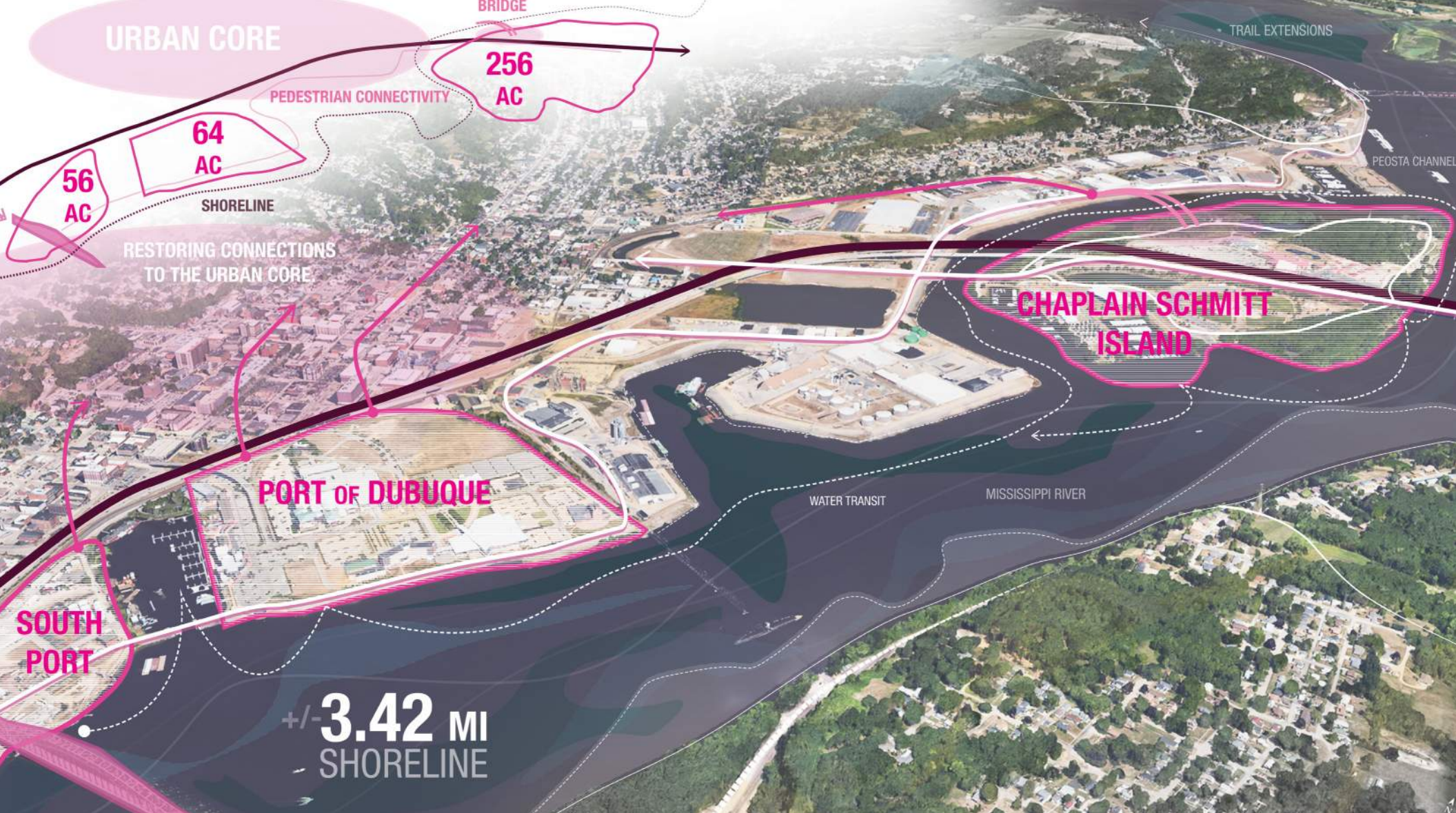
First in 2001, and then again in 2016, RDG was retained by the City (and various nonprofit economic development partners) to plan, design and implement a series of improvements along Dubuque's Riverfront. Since 2016, Ryan Peterson has been leading multiple waterfront redevelopment projects on Chaplain Schmitt Island and South Port.

Chaplain Schmitt Island – In 2016, RDG was retained to activate and connect Dubuque's recreation and entertainment district to the Mississippi, its urban core and adjacent development areas. Chaplain Schmitt Island's circulation and connectivity to the City is very challenged—but it's one of the only places along Dubuque's Riverfront that presents unimpeded access to the River. RDG's placemaking and action plan proposed a series of developments, including a ½-mile-long structural boardwalk (located adjacent to the floodway) a recreation tower, a series of roundabouts, trails and many other public realm activators.

Technical challenges include working on a brownfield site that was once a landfill while addressing significant settlement issues that require unique engineering and design solutions. Work is on going with a significant focus on improving the connectivity and access to the Island.

Reference:

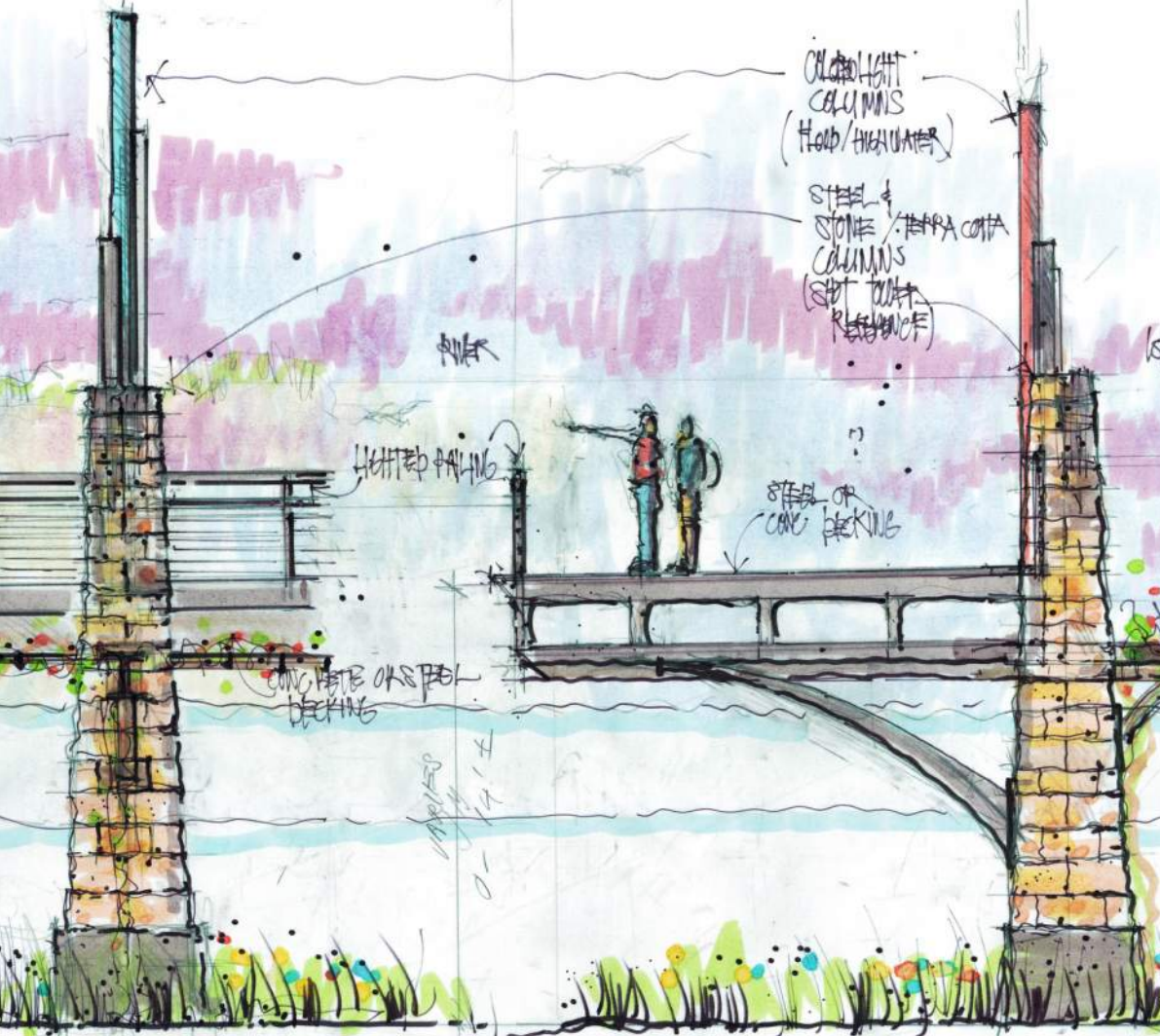
Teri Goodman
Assistant City Manager, City of Dubuque
tgoodman@cityofdubuque.org



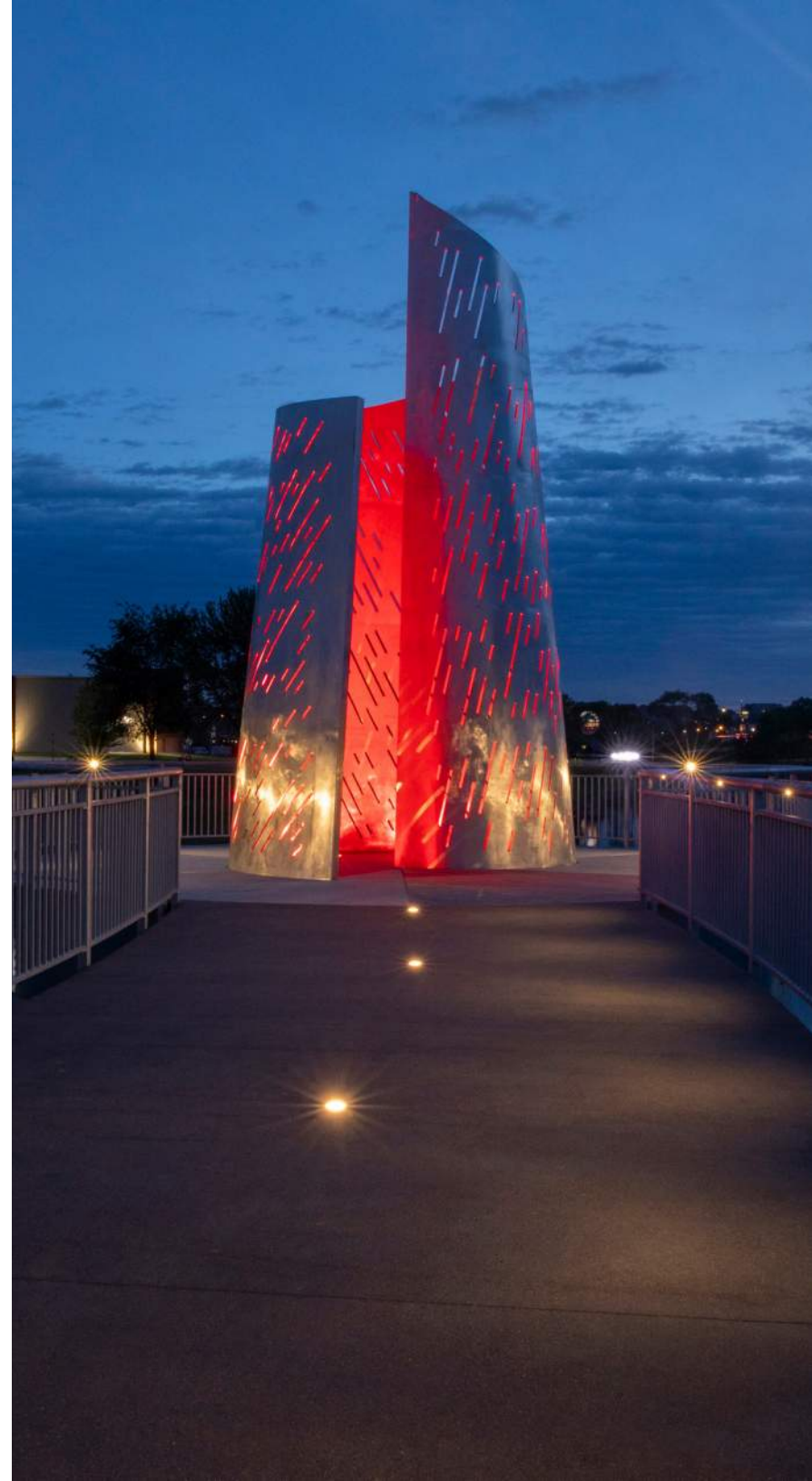
Port of Dubuque – In 2001, RDG was engaged to reimagine Dubuque’s North Port. This existing industrial site was cut off from the Urban Core after years of urban renewal, the development of Highway 151 (cutting the City off from the River) and the existing Soo Line Railroad. RDG’s plan identified and developed a series of land use and development schemes to help restore these connections, create an extension of downtown and begin the conscious effort of reengaging with the river.

South Port – RDG’s most recent waterfront redevelopment effort includes the creation of a mixed-use development district, destination parks, entertainment venues, galleries and the potential for river cruise boats to dock along the river. Work within this district is ongoing.

Since 2001, more than \$600,000,000 in public and private investment have transformed the Port of Dubuque into a regional destination.



Over the past 20 years, the spirit of RDG's initial master plan continues to guide adjacent riverfront reinvestment, including public realm connectivity improvements, waterfront parks and new residential, office and mixed-use entertainment districts.





CORE TO SHORE MASTER PLAN

Oklahoma City, Oklahoma

The master plan guided the redevelopment of a 750-acre site between downtown and the riverfront. RDG prepared the original *Interstate 40 Land Use and Urban Design Plan* in 2000, successfully turning opposition into nearly unanimous support for the demolition of a deteriorating elevated structure and relocation of the interstate to a new corridor between the edge of Downtown and the Oklahoma River greenway. We achieved this by listening to the concerns and earning the trust of neighborhoods with large Black and Latino populations and by envisioning the project as a bridge rather than a barrier.

Key components of the new vision were using the former interstate right of way as a boulevard and focus for new development; creating a new central park that would be a catalyst for a new near downtown neighborhood on old industrial and vacant properties; and bridging I-40 with an iconic bridge or lid park. Eight years later, with I-40 successfully relocated, we completed the Core to Shore Master Plan in association with URS and TAP Architecture, developing the concepts into a detailed master development plan, filling out the vision and providing design guidelines for a variety of housing, commercial, and civic development initiatives.

As an integral member of the project team, RDG was responsible for land planning; developing prototype designs for housing, a mixed-use convention center, and a major retail/office project; and preparing the implementation program.

In 2022, major elements of the plan have been fully implemented. The \$82 million Central Park is complete, funded as the central part of the voter-approved MAPS bond issue and local option sales tax. The boulevard is complete as well, served by a modern streetcar circulator and has proven to be the development corridor anticipated by the plans. The I-40 relocation includes open space abatement along its edges and the iconic Skydance Bridge that seamlessly links downtown to the riverfront.

Relevant Experience

Urban Design, Community Activation, Corridor Planning

Reference:

Aubrey McDermid
 Assistant City Manager, City of Oklahoma City
 405.297.2345 | aubrey.mcdermid@okc.gov





DEVELOPMENT OF THE CORE TO SHORE CONCEPT

LEFT: Initial sketch concepts from the original I-40 relocation plan that led to the successful relocation of I-40, reuse of the former right-of-way for a boulevard, a signature bridge over the relocated freeway, and the Central Park. ABOVE: The refined Core to Shore concept with convention center fronting what is now Scissortail Park, additional development along the boulevard, neighborhood reinvestment, and a variety of new housing types in surrounding districts.



WATER WORKS PARK MASTER PLAN & PHASE 1

Des Moines, Iowa



In 2013, Des Moines Water Works, in conjunction with the City of Des Moines Water Works Park Foundation, launched a master plan to create a road map for the future of Water Works Park. Water Works Park is a 1,500-acre urban park – one of the largest in the nation – and a critical source of clean drinking water to 500,000 Central Iowans.

The plan aims to grow the park into a national treasure that celebrates clean water by not only conserving land and enhancing the park's innovative natural water filtration systems, but also offering more recreational and educational opportunities, inviting visitors from across the state and around the nation to engage in clean-water education. By combining these essential park functions with the educational mission, the power of the park becomes its ability to transform the way we think about water and act to protect it.

The Lauridsen Amphitheater is one of the most iconic elements proposed at the Park as part of the Phase 1 project. This unique outdoor performance venue will accommodate small, intimate events as well as large performances for over 20,000 spectators.

Program

- Passageway
- Main Path/Gardens
- Amphitheater/Lawn
- Roads/Trails/Market
- Parking/Restrooms
- Trails
- Utility infrastructure

Schedule

Master Plan 2013–2014; Conceptual Development Plan 2015–2016;
Design and Construction 2016–2019

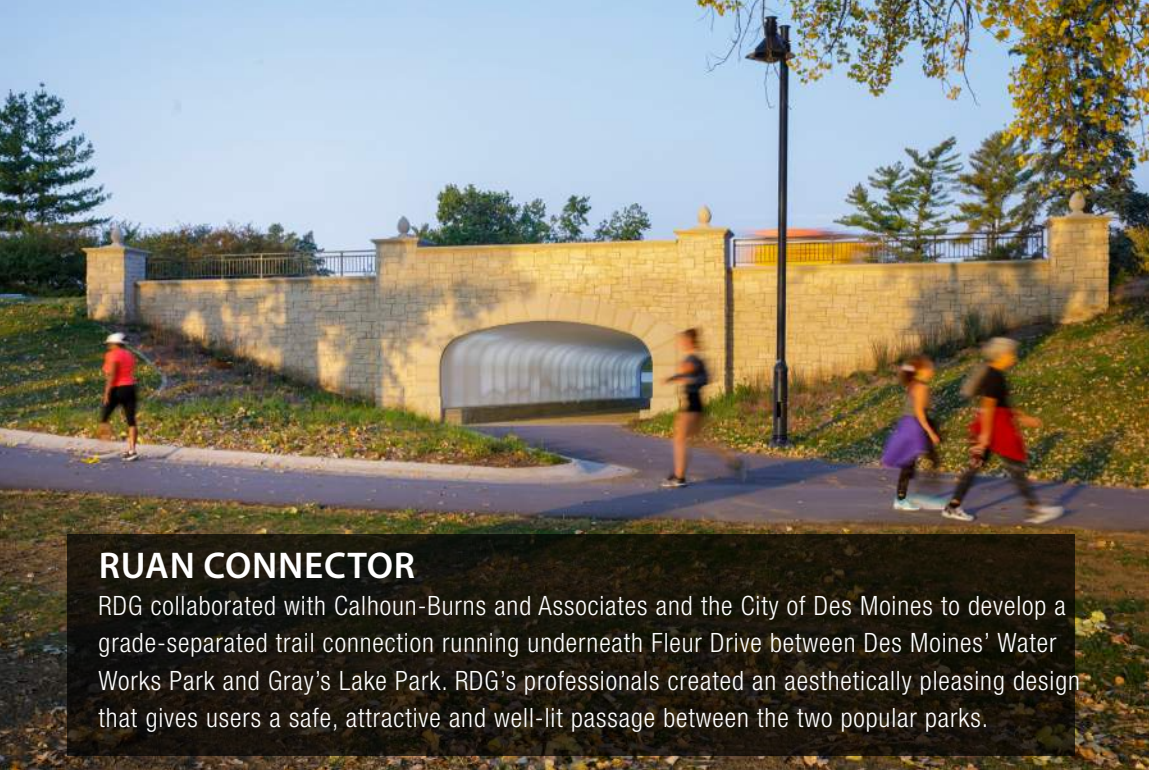
Participants

RDG Planning & Design:

- Landscape Architect
- Architect
- Lighting Designer
- Civil Engineer
- Electrical Engineer
- Mechanical Engineer

Hydraulic Engineer: HDR Engineering
Structural Engineer (Park): Calhoun Burns
Structural Engineer (Passageway): Calhoun Burns
Cost Estimator: Stecker-Harmsen





RUAN CONNECTOR

RDG collaborated with Calhoun-Burns and Associates and the City of Des Moines to develop a grade-separated trail connection running underneath Fleur Drive between Des Moines' Water Works Park and Gray's Lake Park. RDG's professionals created an aesthetically pleasing design that gives users a safe, attractive and well-lit passage between the two popular parks.





BROOKLYN BRIDGE PARK

Brooklyn, New York

Sherwood was brought into this aspirational project by MVVA and the BBP Conservancy to replace the previous civil engineer in 2012 and has been involved in all subsequent phases including the Dumbo Sections, Piers 2, 3, 5, and multiple infill sections that stick the park together. This transition of engineers was done based on our ability to create landscape integrated, subtle, low impact design that allows ease of construction, maintenance, and acceleration of, NYSDEC, DOT, DEP, and MTA approvals. Given the sites' interface at the jurisdictional boundaries of the East River (NYSDEC) and the public combined sewer system (NYCDEP), we developed a system of green stormwater management strategies that maximized the discharge of stormwater to the East River and saved on construction costs associated with NYCDEP requirements. In addition, our focus on resilient materials and design was critical due the site's vulnerability to storm surge and flooding. All aspects of the parks' open space, pathways and several mixed-use buildings were coordinated directly with MVVA to ensure permitting, access and circulation patterns were adhered to. Through this process we provided a seamless integration of pedestrian and vehicular circulation in close coordination with the DOT and FDNY to provide access and meet fire suppression requirements. Notable additions include a new water play area connected to an underground stormwater retention tank that provides irrigation to the surrounding area (Pier 2) and new landscaping and public open spaces throughout all phases of the project. Our work resulted in a finished product that met the client's goals, reduced costs, limited permitting timeframes and raised the sustainability

goals for the project. As site civil engineers for over 6+ phases of the Brooklyn Bridge Park network, Sherwood Design Engineers' innovative thinking coupled with responsive engineering support throughout the process of design and construction has enabled a 21st century park to become one of the most visited and resilient green spaces in New York City.



Client

Brooklyn Bridge Park Conservancy

Design Partners

Michael Van Valkenburgh Associates, Inc. (MVVA)

Size

90 Acres

Status

Phased Completion; 2016–Ongoing



ART GALLERY OF NOVA SCOTIA

Halifax, Nova Scotia

A symbol of Mi'kmaq culture, a First Nations people indigenous to the area, will be front and center when the new Art Gallery of Nova Scotia opens on Halifax's waterfront in 2025. The winning design for this facility features a peaked hat shape reminiscent of headdresses worn by women of the native culture. Sherwood was consulted as part of the design of the 142,000-square-foot building, and the surrounding site, which factored in storm surge and sea level rise due to climate change for integration of a living-coastline and detailed design of the in-land sustainable stormwater network on site.



Client

Art Gallery of Nova Scotia

Size

140,000 SF

Design Partner

KPMB Architects

Status

Estimated Completion 2024





RESILIENT BY DESIGN: ISLAIS CREEK

Islais Creek | San Francisco, California



Sherwood partnered with Bjarke Ingels Group (BIG) and ONE Architecture on a year-long, collaborative design challenge for Islais Creek in San Francisco, California. The team was tasked with co-creating resilient, community-based solutions to social and economic stressors in addition to environmental risks of sea level rise, storm surge flooding, and liquefaction. To create a comprehensive set of solutions, Sherwood enlisted the expertise of leading economists, transportation specialists, and key stakeholders to help reimagine the Baywaterfront through six pilot projects, proposing new expansive park space, clustered and stacked office and maker spaces, comprehensive creek daylighting, and wastewater treatment wetlands to name a few. Key to the project's longitudinal success, Sherwood has convened a core stakeholder working group comprised of residents, regulators, community advocates, and self-organizing groups rooted in the area to help champion the project from the conceptual phase through funding and building phases.

Client

Rockefeller Foundation
 Port of San Francisco
 SFPUC
 SF Planning Department

Design Partners

Bjarke Ingels Group (BIG)	ONE Architecture
Strategic Economics	Nelson Nygaard
The Dutra Group	Moffat & Nichol
Stanford University	

Size

Islais Creek Watershed: 5,367 Acres

Status

Completed



BAYVIEW FOUNDATION

Madison, Wisconsin

Bayview Foundation is a nonprofit organization that provides housing and supportive services to a diverse population of approximately three hundred low-income residents in Madison's Triangle Monona Bay Neighborhood.

The foundation engaged TKWA to craft a new master plan that will dramatically reshape the existing property, which includes re-making all housing, play space, parking and a community center. TKWA sought to utilize a design process that would be both sensitive to the deeply personal nature of such a transformation, while also giving the ability to think expansively about how a new Bayview could enhance resident's lives.

Early planning efforts centered around resident engagement. Team members developed a deep understanding of how residents use and experience their own space. This work paralleled efforts by City of Madison planners who were actively creating a larger neighborhood redevelopment plan.

Working collaboratively with stakeholders, TKWA wrote a pattern language identifying key design issues. The patterns served to bridge cultural and language barriers amongst Bayview community members. They also helped facilitate conversations on connectivity between Bayview leaders and City planning officials.



Status

In progress

Size

130 unit housing development, 5,000 SF Community Center

Cost

n/a

Program

Master planning and architecture for low-income multi-family, mixed-use development

TKWA developed a project master plan that is being refined by Knothe Bruce Architects and Smith Group. TKWA is also providing architectural design for a new Bayview Foundation Community Center to be built on site.



LAKESHORE STATE PARK

Milwaukee, Wisconsin

Prominently located along the Milwaukee shoreline, Lakeshore State Park is the newest state park in Wisconsin and the only state park located in an urban setting. Built using rock from Milwaukee's most important water quality infrastructure project – the MMSD Deep Tunnel – the park is one of very few entirely human-created 'islands.' Today, this 22-acre park has become a popular destination for city residents and visitors who enjoy the park's open spaces and panoramic views of water and sky. The park offers a 1.7-mile trail for hikers and bicyclists, a watercraft beach with access for canoes and kayaks, plus fishing areas and 20 slips for boats up to 60 feet in length.

Designed with beauty, efficiency, and intelligence, the Visitor and Education Center addresses multiple park needs within a compact 2,500sf footprint. Flexible meeting/classroom space provides seating for up to 40 people. A light-filled atrium offers spectacular views and spaces for interpretive exhibits. A Director's Office support daily park operational needs. Transient Great Lakes boaters have secure, 24-hour access to restrooms and shower facilities. An appealing outdoor plaza provides a gradient of spaces supporting individual visitors and 300-person events.



Size

22 acres

Status

Ongoing since 2015



MILWAUKEE PUBLIC MARKET

Milwaukee, Wisconsin

The Milwaukee Public Market is a dynamic community gathering place and visitor destination. The design takes traditional ideas and expresses them in contemporary form, using steel, glass and brick to honor the history of Milwaukee's Historic Third Ward. The market relies heavily on daylighting and natural ventilation to reduce HVAC costs, and a combination of high-performance glass and sun louvers control heat gain.

It seemed only natural that a building dedicated to selling fresh food be designed with a sensitivity to the environment. The market relies on daylighting and natural ventilation to reduce artificial lighting and lower HVAC costs, and a combination of high-performance glass and sun louvers control heat gain.

In addition to a large open volume for local vendors to sell their goods, the Market features cafe seating, a bar, and a state-of-the-art demonstration kitchen popular for cooking classes and evening receptions.

The space around the building is just as important as the space inside. By maximizing opportunities for street life, an outdoor market could be stretched as a threshold between the downtown and the Third Ward. The large neon sign above the west entrance of the building has become a local landmark.



Size

36,800 SF

Status

Completed 2005

Recognition

2006 AIA Merit Award
American Institute of Architects, Wisconsin

2006 Showcase Award
Wisconsin Commercial Real Estate Women

2005 Mayor's Urban Design Award
City of Milwaukee



CTH PD (MCKEE ROAD)

Madison, Wisconsin

KL Engineering was the City of Madison's design consultant for CTH PD (McKee Road) from Meriter Way to Maple Grove Drive, funded by the WisDOT STP–Urban program. The project involved reconstructing 1.5-miles of an existing 2-lane rural section to a 4-lane urban roadway with median, multi-modal accommodations, and improved intersection geometrics to address safety concerns. The project also included construction of a multi-use path bridge structure over CTH PD for the Ice Age Junction Path. Due to the additional travel lanes and increased impervious area, the existing wet channel along the Badger Mill Creek was enhanced as part of the project. The existing Badger Mill Creek box culvert under CTH PD was extended and the channel was realigned and improved to function as a stormwater treatment pond to increase removal of total suspended solids and control peak discharge flows.



Cost

\$10.3 million

Schedule

December 2014 - October 2017

Recognition

2018 WisDOT Excellence in Highway Design Award Finalist

Key Project Elements

Plans, Specifications & Estimate	Design Reports
Public Involvement	Utility Coordination
Drainage/Storm Sewer Design	Signal Design & Lighting
Agency and Local Official Coordination	Transportation Project Plat
Environmental Analysis (Hazardous Materials & EA/FONSI)	
Topographic, Utility and Plat Survey	



GARVER PATH

Madison, Wisconsin

KL Engineering provided preliminary design, alternative analyses, environmental permitting, and final design for the Garver Path project from the Capital City Path to Milwaukee Street in the City of Madison. The project requires balancing environmental impacts and design requirements to protect sensitive environmental resources surrounding the project area, including the O.B. Sherry Park Wetlands. The entire project is located along and crosses the Starkweather Creek, which includes extensive floodplain and floodway mapped by FEMA. The project alignment achieves compliance with local floodplain ordinances and a corresponding flood storage district, by including mitigation of the flood storage impacts. Hydraulic analysis and waterway permitting with the WDNR and Army Corps was required as part of the project development.



Cost

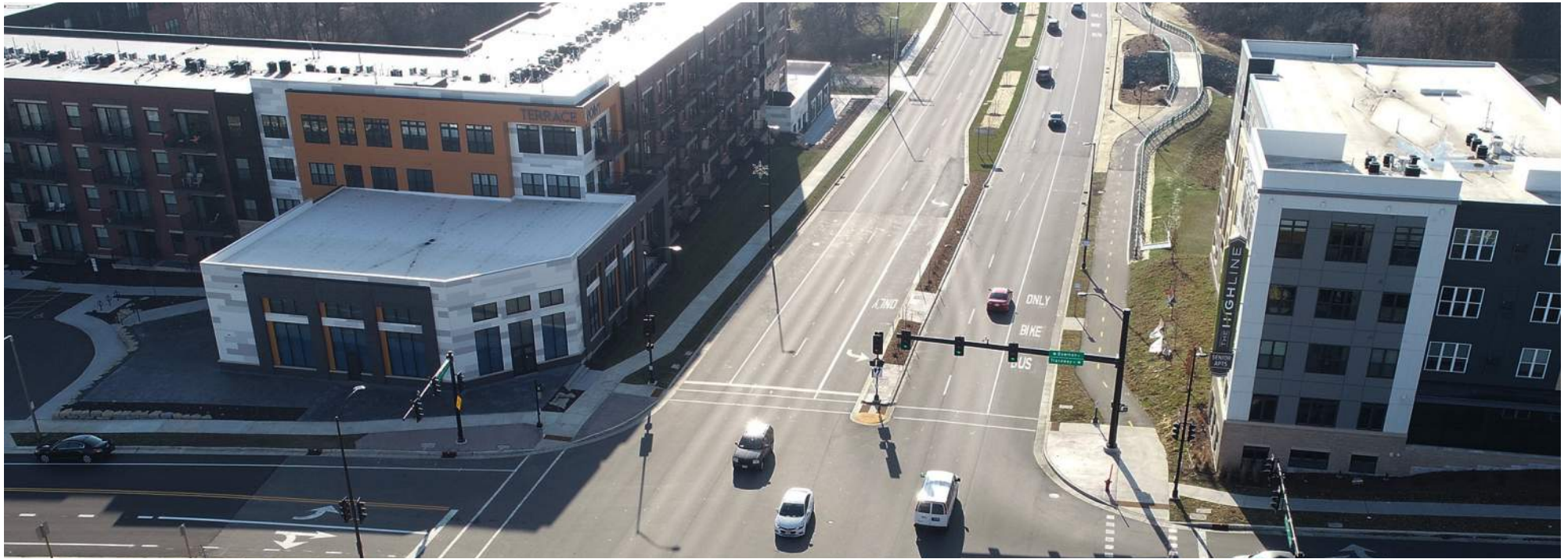
\$2.3 million

Schedule

January 2019 - Spring 2022

Key Project Elements

Trail Design
WisDOT Non-Traditional Project
Structure Design
Extensive Public Involvement
Significant Alternative Analysis
Wetlands
Interagency Coordination
State & Local Permitting



FISH HATCHERY ROAD

Fitchburg, Wisconsin

KL Engineering designed the improvements for a 1.5-mile pavement reconstruction project along Fish Hatchery Road (CTH D) between CTH PD and the Madison Beltline. The project includes safety upgrades to intersections, an extensive public involvement campaign, and a comprehensive drainage analysis for the roadway storm sewer system. This heavily traveled, multi-lane urban roadway was constructed under traffic, requiring a complex construction staging and traffic control plan.

Notable project features include: improvements to intersections to address safety and congestion issues, traffic signal modifications and new traffic signal installation, replacement of deteriorating pavement, construction staging plans to support traffic during construction, repair of underground infrastructure, repair of deteriorating retaining walls, upgrades to pedestrian and bicycle infrastructure, and upgrades to streetscaping and lighting.



Cost

\$20 million

Schedule

March 2018 - November 2021

Key Project Elements

Intersection and Roadway Design
Traffic Signal and Street Lighting Design
Construction Staging / Work Zone Analysis
Environmental Coordination
Public Involvement
PS&E
Interagency Coordination with City of Fitchburg, City of Madison, Town of Madison, and WisDOT

Experience With and Understanding of Related Technical Issues

3



Project Master Planning

Master planning offers a moment of great opportunity. It's a moment in which big thinking is encouraged, and when every voice needs to be heard. It's a moment that carries significant weight in decisions about the future of a space and surrounding region, and one that can bring inspiration and excitement. Our team has been privileged – and it always is a privilege – to be involved in master planning efforts large and small across the United States. We're especially excited to join you in creating an active, rich destination at the Lake Monona Waterfront.

While the charge here is specifically to develop the vision for a master plan with the Madison community, we've learned that the vision is only successful if that vision is implementable. We have a long history of starting projects at a master planning level and transitioning them into built work – from neighborhood parks to comprehensive urban planning efforts, many of which lie at the intersection of urban environments and water. Our best work comes when we're asking the right questions and listening closely to the answers we get, from multiple perspectives and stakeholders.

As you will see from our team's experience, the master plan is a catalyst for great things. We've seen the transformation it can have on our communities – from the waterfront in Dubuque, Iowa, to the Brooklyn Bay Bridge Park, in New York, we think big, act systemically and help move your vision forward.

It's clear to us that Madison is looking for a master plan for the Lake Monona Waterfront that truly embodies the community's past, present and future, and that creates a dynamic, rich

Waterfront “for all.” Your desire for this, and our deep experience and collaborative approach to planning, feel like a great match.



Equitable and Inclusive Planning

The process by which we envision the future of spaces should be occasionally disruptive and always viewed through the lenses of equity and inclusion of all groups. We live in diverse communities, comprising both voyaging and static lineages. The built environment gives us opportunities to reconcile the power imbalances that have grown up in our cities. The mission of the Madison Racial Equity & Social Justice Initiative says it perfectly.

“Establish[ing] racial equity and social justice [must be] a core principle in all decisions, policies and functions of the City of Madison.”

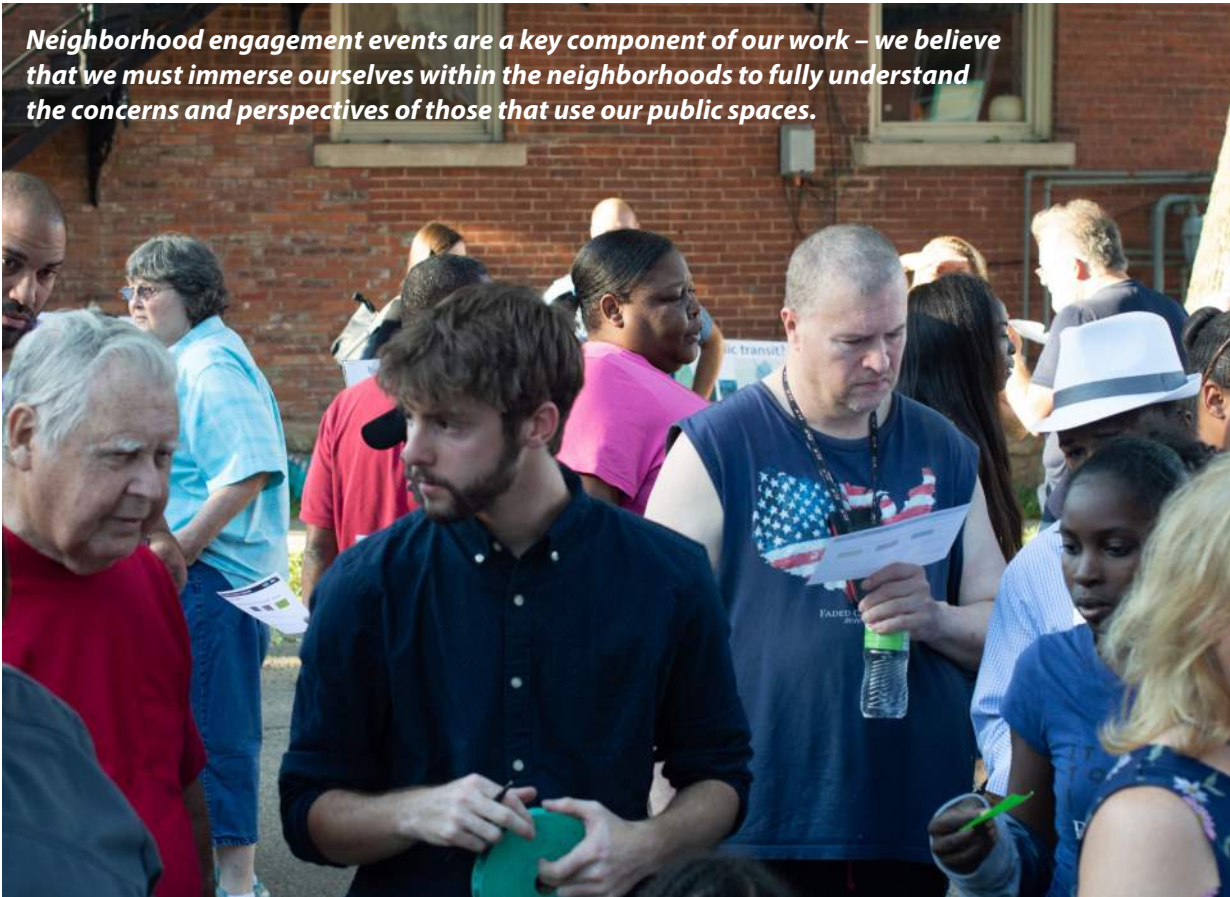
We echo this sentiment through our philosophy and our achievements in equitable and inclusive planning.

To paraphrase Jane Jacobs, communities can provide for and respond to the needs of their

people only when they are created by their people. Every aspect of our planning and design process places a high emphasis on inclusion and transparency, and we firmly believe that participatory processes generate better results. The outcome of a design effort must be a product for **ALL** of the people. Site access and circulation are crucial to a design's success. This encompasses cycling, walking and multimodal access using traditional public transportation options. Including those who historically have been excluded from these processes opens our eyes and helps to challenge the implicit biases that we as designers bring to our work. Challenge is crucial to our process. We actively seek voices in the community that think differently than us to ensure we are reaching beyond the boundaries of the status quo. Our techniques for doing this fall under our approach to community engagement, but the goal is to establish a physical space that manifests justice for the community.

Justice is our movement to reconcile our fractured pasts by establishing an inclusive and equitable future. That's what we want to do with this space by giving specific attention to marginalized groups. We also hope to do that by not only preserving cultures that have a deep relationship to this land and water – like the Ho-Chunk Nation – but by celebrating them. Our design will infuse their sacred voice, with their help, into a space designed to harmonize with the entire chorus of the Madison community.

Neighborhood engagement events are a key component of our work – we believe that we must immerse ourselves within the neighborhoods to fully understand the concerns and perspectives of those that use our public spaces.



Community Engagement: Listen, Learn, Immerse, Customize

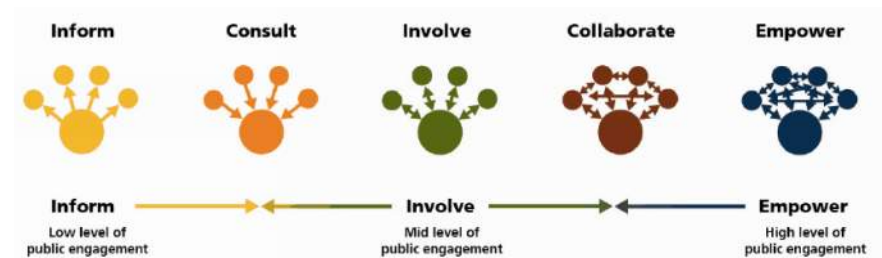
Our team brings decades of experience to community engagement processes at multiple levels. But our experience also recognizes that the techniques must be as unique as the people and communities involved. There is not one recipe, rather, a passion for inclusivity and constantly listening. Our vision is to create collaborative partnerships with community members to remove barriers and effect change.

A global pandemic can teach you a lot, and so can an incredibly nimble and proactive IT department. Our Technology Group supports every project and ensures teams have the most helpful tools available to connect with clients and communities. Today, state-of-the-art virtual reality technology, interactive mapping and translation tools, real-time survey data and easy-to-use custom project websites supplement roundtable discussions, listening sessions, intercept interviews and community open houses to help us meet people where they are. This hybrid approach ensures that voices are heard and confirm they are reflected in the final design. We must carefully consider the whole community, not just the loudest and more affluent voices.

Inclusive, LGBTQ+ and family events, along with access to public transportation, bike-friendly locations, food and financial incentives for participation and non-traditional hours, are all factors to consider for outreach opportunities to maximize input.

The strategies we develop work in tandem with an integrated communications plan to support transparency and ongoing community engagement throughout each project, from kick-off through implementation. Successful engagement relies on local partners to represent community values in a way that, as outsiders, we cannot. Those partners accelerate relationship building, allowing us to cast a wider net of engagement to assemble a truer representation of the community.

During our work to develop the Downtown DSM: Future Forward Plan in Des Moines, Iowa, this team garnered thousands of unique touchpoints to ensure that the vision and action plan were truly representative of the user groups. A Future Forward Council worked in tandem with the project Steering Committee to “build a bigger table” and amplify the voices of those not often represented in planning efforts.



Customizing engagement strategies to the users: ‘Coffee and Cocoa on the Quad’. Montana State University students use coffee beans to select their highest wellness priority for the semester.



Mobility

The Capital City Trail serves thousands of cyclists and pedestrians each month who use the trail for recreation and commuting to and from work. This user base contributes to the vibrancy of the Lake Monona area and speaks to the potential for even greater community use and engagement with the space. Our team brings a local perspective on multimodal accommodations backed by decades of design and construction experience in the parks and trails space. The City of Madison is a leader in inclusive transportation with a lot to show for their efforts. Our approach to transportation planning is to create a built environment that reflects the needs of the community, one with more options for users of all abilities and with an emphasis on sustainable and healthy transportation options.



Bike/Ped Bridge Challenges

Conflicts with vehicular traffic play a major role in the safety and comfort of pedestrians and cyclists. Grade separation is one method of eliminating those conflicts and increasing the quality of bicycle and pedestrian facilities. Our team will draw on the decades of experience across disciplines including structural design, water resources, traffic and transportation engineering, and ADA compliance to help the City imagine elegant solutions to these challenges.



Under, over or at grade? Creative and accessible solutions will be required to help improve mobility and connectivity.

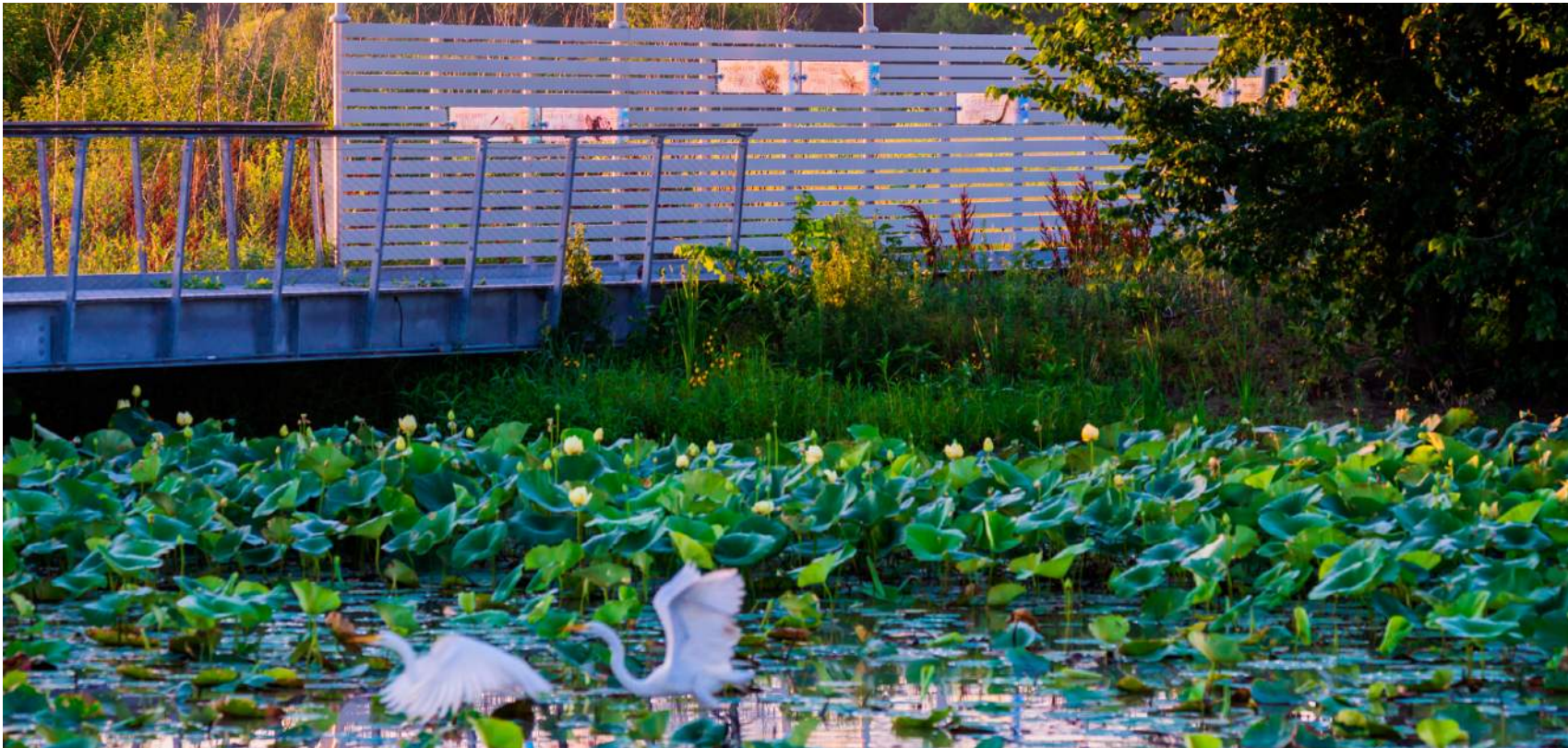
Lake Water Quality / Limnology

While the region has made great steps forward already with the [Yahara CLEAN](#) plan, many more steps are needed to address regional water quality impacts. Similar planning-scale exercises have been undertaken by our team for Horry County, South Carolina and in more urban contexts such as East Harlem for the New York Department of Parks and Recreation.

The largest impact to water quality currently is [phosphorus](#) and the potentially toxic [cyanobacteria](#). Because of leaves, soil and animal waste, and mismanagement of surrounding

lands, high levels of phosphorus are found in Lake Monona. Regional climate change is producing a trend toward more frequent and intense rainstorms, thereby increasing heavy phosphorus loading and impact on lakes. Methods of extracting and leveraging phosphorus/nitrogen-rich byproducts of water processing have been explored by the team. This work includes the Floating Cities research for the United Nations in intensive urban farming applications, and through the regional Circular Economy planning for projects in Dubai and Saudi Arabia.

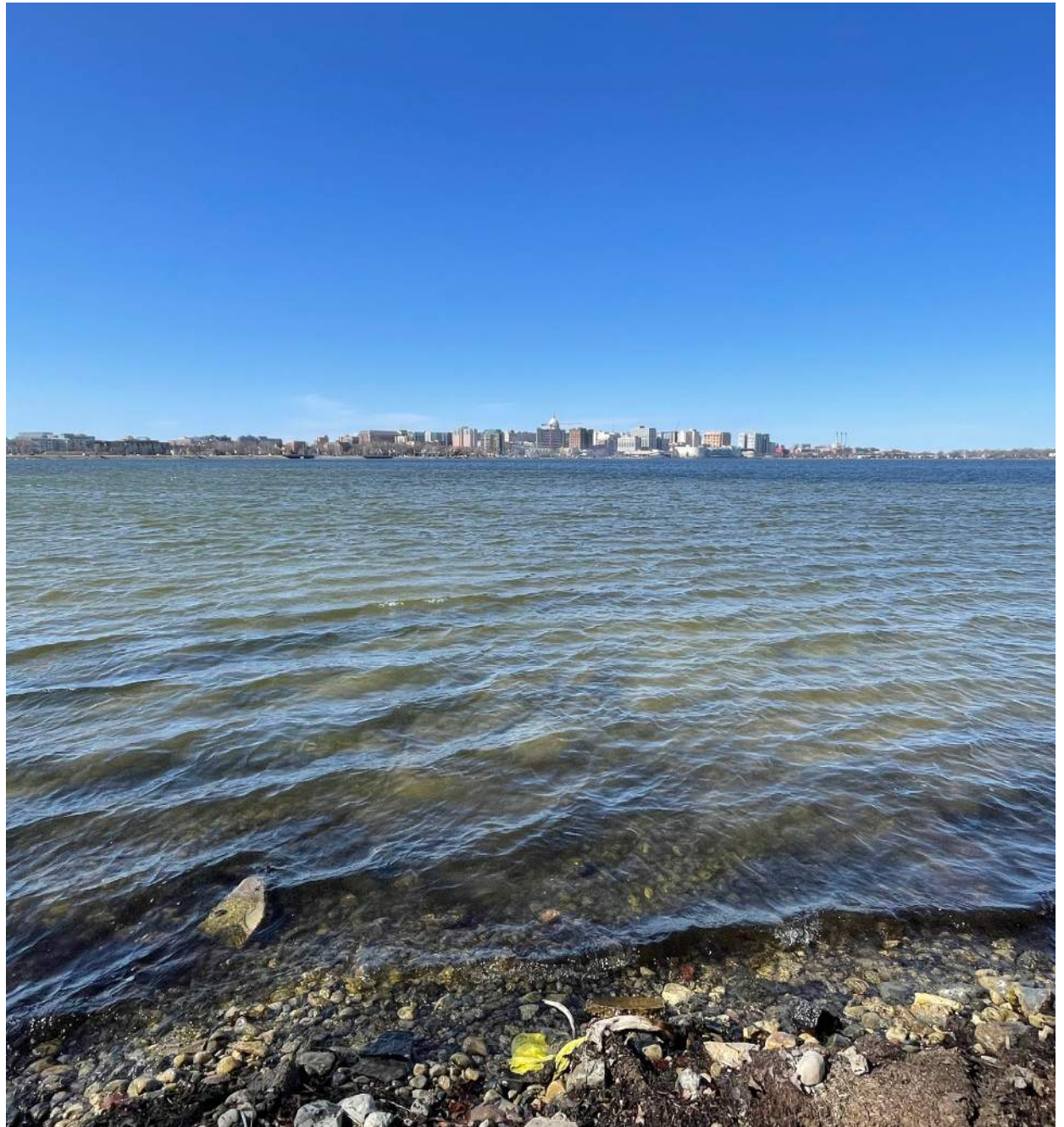
Many decades of industrial and agricultural development and today's urbanization have exacerbated runoff issues at Lake Monona. A significant source of phosphorus to the north shore of the Lake is coming from Starkweather Creek, but many other point/inflow sources from storm sewer outflows to boat ramps, etc., will need to be identified in developing a plan for water quality management. The design team's plans helped to address similar challenges in lake chemistry and specifically phosphorus at Memorial Park in Nashville, Tennessee.



Aquatic Habitat Restoration

Lake Monona is home to several marine habitats such as submergent meadows and fish hatchery zones that provide shelter, feeding and nursery grounds to an array of species under conservation and recreational importance. The development will be carefully planned to showcase critical elements of natural landscape and aquascape in an intensive urban context. The submerged ecologies in Lake Monona are among the most highly valued biology of the lake's ecosystems. The activities at Clarke Beach Park, Olbrich Park, Olin Park inside the site, and Frost Woods among others, are well-positioned to support these habitats and optimize water quality improvements for recreation value, while also showcasing lake habitat for visitors.

A key tenet of the design/master plan approach will be to ensure sensitive marine habitats and the stream/urban stormwater systems that flow into them are protected. Stream networks provide a critical foundation for the region's ecological function, illustrating the strong linkage between water management and ecological sustainability. Much of the natural ecology of the region is connected to the hydrology networks. Streams are the veins of nature left in the Madison region, the connected system where water is conveyed, stored and infiltrated. Years of work in New Orleans and San Francisco Bay have mapped similar planning approaches between ecology and recreational investment opportunities.



Sustainable Design and Shoreline Projection

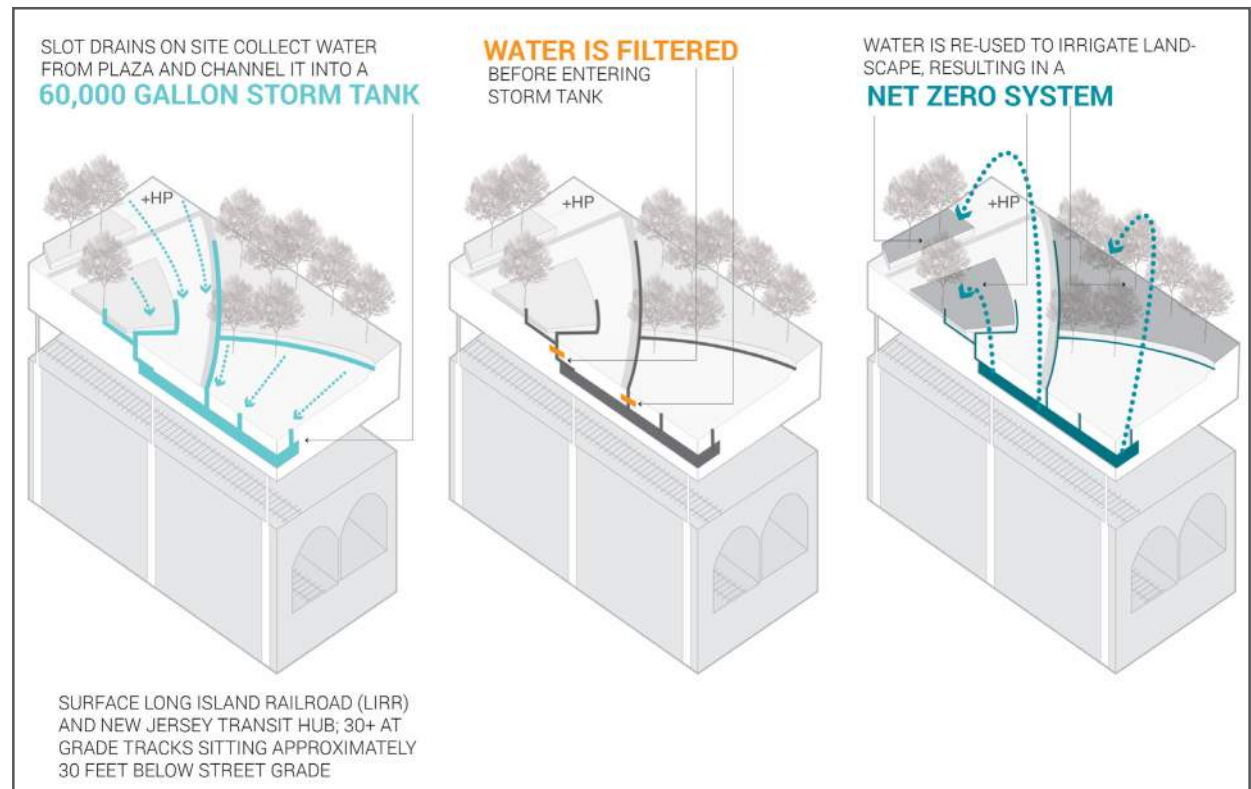
Our team's engineering and design process emerge from the integration of imagination, experience and collaboration to create beautiful infrastructure designed to enhance relationships between communities and the natural environment. We are committed to the optimal integration of ecology, infrastructure, and design. We specialize in sustainable infrastructure design, innovation and sound engineering to make big ideas possible at a building, neighborhood and watershed scales, with a proven track record of delivering projects from idea to implementation around the world.

Keeping critical flood management in mind, any shoreline fill will need to provide, at minimum, compensatory actions for flood mitigation, but still are most likely to be met with a harsh review. Our team has assembled great expertise in practices with floating structures and creative shoreline interventions.

Members of this team have served as the sustainability, environmental and civil infrastructure engineer for shorelines such as Brooklyn Bridge Park, San Francisco Bay, Houston's Memorial Park, Des Moines's East Market District, Nashville's East Bank and many others. The applications of ecological shoreline management, sensitive structural integration for light and water quality impacts and sustainable/renewable materials systems are always at the forefront of our design and engineering conversations.



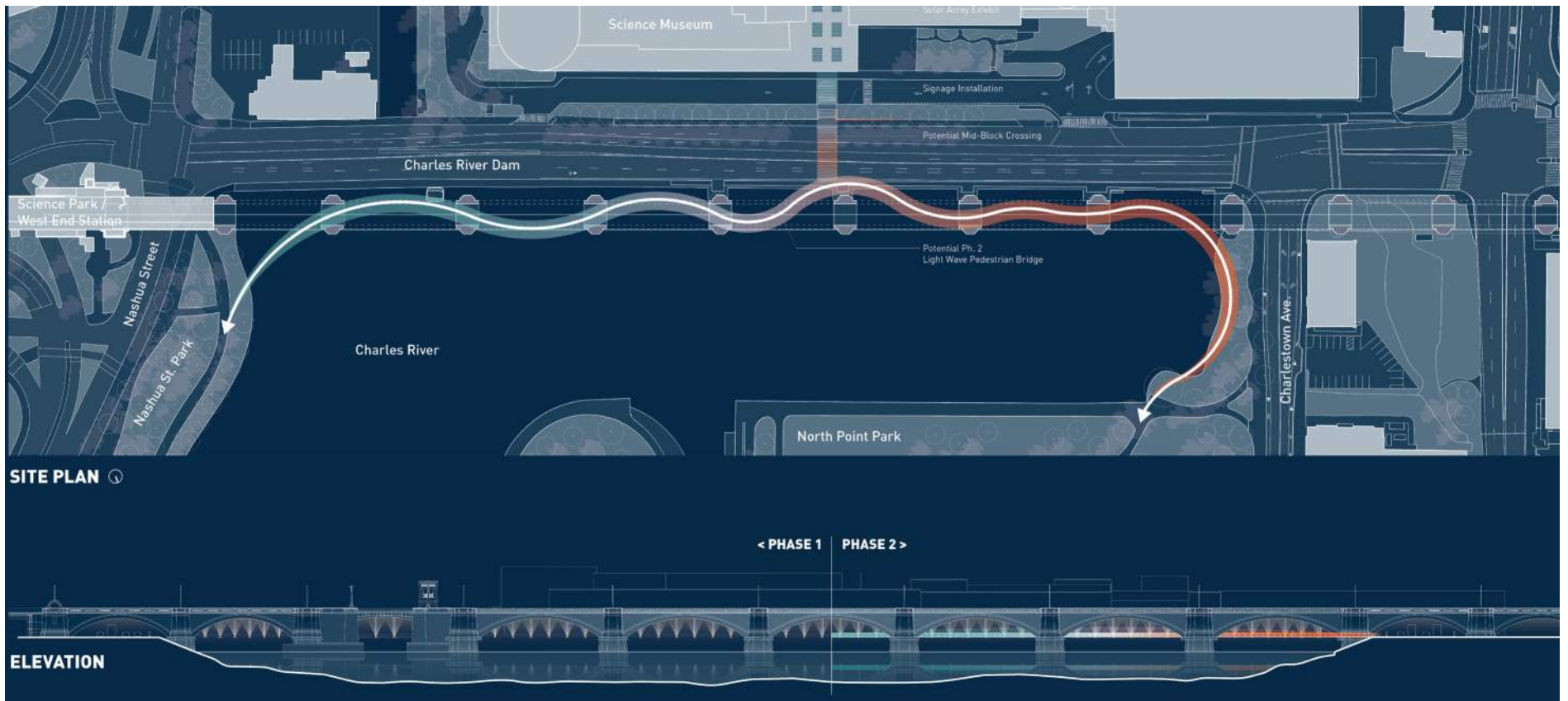
Hudson Yards East Development, New York, NY
Sherwood Design Engineers in partnership with KPF Associates,
Nelson Byrd Woltz Landscape Architects



Structural Decking

Structures could certainly be accomplished through fill, piling, floatation or other methods. Our team is eager to explore opportunities to create more storage for stormwater in the lake, rather than less, by treating structures as a resilient and dynamic part of the lakefront

coastline. From pedestrian bridges in Boston to New York City's largest real estate project ever constructed, Hudson Yards, which was entirely built over an active railyard, our designers and engineers have led many exciting decking projects.



Waterfront Structures and Amenities

Permitting of piers or wharves may certainly be an opportunity, but the integration of deep ecologies, rich soils and other sustainable/ green infrastructure can be incredibly complex to bring as a part of these structures. This team has extensive experience over many heavily programmed and nature/respite or fishing piers in New York.

Brooklyn Bridge Park is an 85-acre, 1.3-mile-long linear park system that stretches along the coast of the East River. The restoration of Brooklyn's iconic waterfront is one of the most significant open space projects underway in New York City and has played a significant role in re-establishing the waterfront as a public space. At Pier 5, the design team helped the landscape architect achieve intensive recreational programming and the proposed landscape aesthetic for the site while meeting construction, permitting and regulatory deadlines for the project.

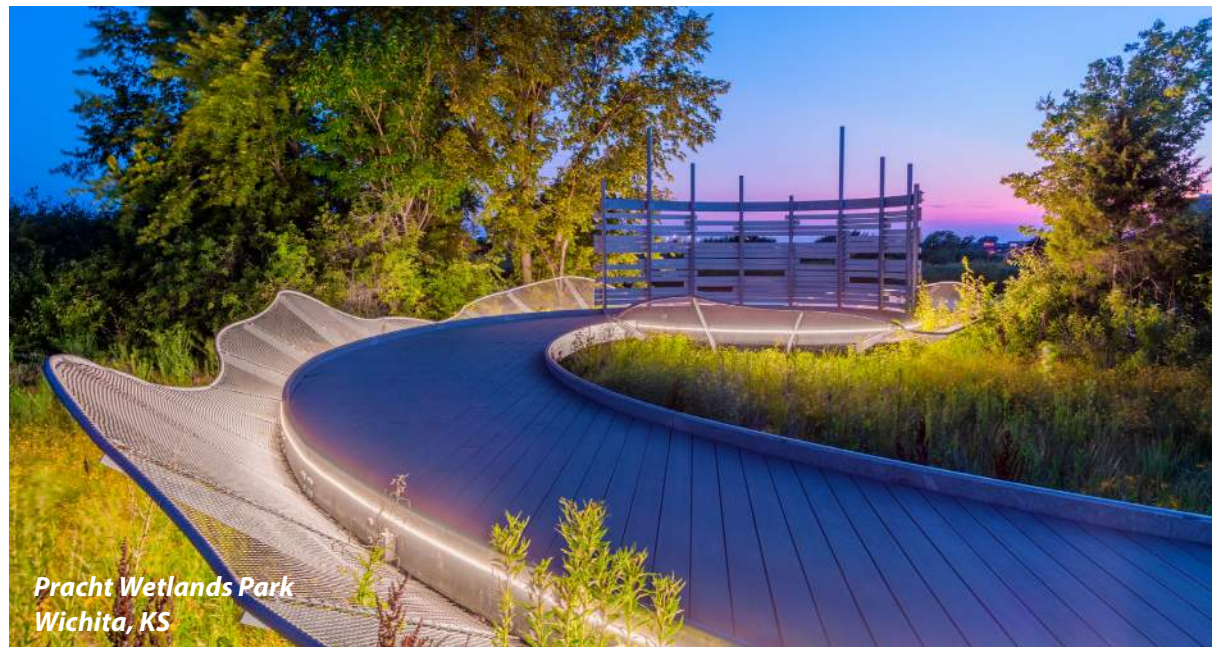


Hudson Yards East Development, Brooklyn, NY
Sherwood Design Engineers in partnership with
Michael Van Valkenburgh Associates, Inc.

Waterfront Structures and Amenities

The ADA act, as we know it today, is an evolution of the Civil Rights Act of 1964, an attempt to bring a lens of equity to our built environment. It's a wonderful start, but by no means is it all-encompassing, aspirational, or enough. Our team sees it as the bare minimum. Extrapolating that mentality through our approach, one can see that making intentional decisions to include the considerations of those with disparate experiences is needed. Ensuring that design is truly for all of us means considering how people with mobility impairment access the water safely and how people navigate the site and the various terrains it has (grass, concrete, sand, water, snow and ice, to name a few). Ensuring design that is truly accessible for all of us means ensuring that people with varying levels of physical and mental abilities have an equitable experience as they enjoy the natural resources that Madison has to offer.

One example of our team's work for a major wetland restoration project in Wichita, Kansas includes an elevated structural boardwalk winding its way through various subsurface conditions, and navigating significant design and engineering challenges to ensure the boardwalk's surface and wetland "touchpoints" were completed in a compliance with best practices for accessibility - yet designed to be "light on the land."



*Pracht Wetlands Park
Wichita, KS*

Experience and Implementation of Equitable and Inclusive Design

4





Design to **ENSURE ACCESS**

Ours is a team that prides itself on our ability to “walk the walk.” Equity and Inclusion are foundational to our engagement, process and the resulting built work. They are necessary lenses through which every aspect of a project must pass through. While previously discussed as part of our ethos and our technical understanding, we prefer to shine through our work. Following are three case studies that demonstrate our experience DOING equitable and inclusive planning that has now been implemented to elevate communities.



Downtown DSM: Future Forward

Vision Statement: Downtown DSM is the destination for inclusive opportunities and welcome surprises.

The Greater Des Moines Partnership launched the Downtown DSM: Future Forward planning effort in 2021 in collaboration with tourism, arts, transit, chamber alliances, regional planning authorities and many other partners to help elevate the region.

The focus of the initiative was to author a community-driven plan, positioning Downtown Des Moines for short-term economic recovery and long-term vibrancy and vitality. The robust and inclusive public engagement process focused on relationship building and elevating historically excluded voices. The design team conducted a multitude of meetings and interviews to gain input and feedback from people who know the area best: its residents, employees and community leaders.

In light of the Covid-19 pandemic, activities in the community shifted from large events to decentralized activities and included a hybrid approach utilizing both online and in-person activities, promoted throughout the project's duration. The idea was to remove barriers to participation whenever possible. Guiding the process were a Steering Committee, the Future Forward Council and the Management Team.

Implementation looked like a vision and action plan that will guide the city for the next 20 years with a vision statement, five major goals and six leading initiatives with tactics to support collaborative implementation.

A few of the outcomes that have come from our work:

GOALS & TACTICS

- Welcoming Urban Neighborhoods
- Inclusive Arts & Entertainment
- Rewarding Market for Development
- Vibrant Outdoor City
- Connected and Sustainable Mobility

One simple, specific recommendation arose when we were speaking to members of the vision impaired community. When asked what changes they would like to see downtown, they specifically mentioned that planters with a wider base are easier to maneuver around when using a cane. In the report, the team was able to specifically recommend the style of planters that should be used for future development and streetscaping.

Adelante South Omaha!

South Omaha Streetscape Revitalization

Public engagement for the project proactively focused on the various ethnic groups that have come of age in South Omaha. The Design Team engaged multiple primary and secondary groups, asking questions about their culture, the places that they call home and ways in which the street could become an extension of their values. Primary groups included folks who identify as Lithuanian, African-American, Romanian, Greek, Czech, Croatian, Slovenian, Serbian, Polish and Mexican.

The plan for the South Omaha Streetscape reflected the festive, nurturing and welcoming backgrounds making up the historic and culturally unique district. The plan expanded accessibility and safety along the streetscape, created diagonal parking on both sides of the street and improved pedestrian connectivity. Public art was a major part of the project, including the design, fabrication and installation of the “Tree of Life” public art display, which was incorporated across five blocks of the district. The installation is based on the cross-cultural symbol of the tree of life and winds in paving patterns, planters and tilework. The central piece, a sculptural metal tree, serves as a memorable icon that celebrates the four primary ethnicities residing South Omaha.

This project was awarded a “Great Places in America” award from the American Planning Association and an “Art of Community” Award of Excellence from the City of Omaha, Nebraska.

What we learned:

- While different in many aspects, neighborhoods can unify.
- Color, symbolism and art can create a sense of place or home.
- Folk art motifs were common to many groups, including papercut, potter, tile and ceramics.
- Design must work both aesthetically and functionally.

One simple, specific recommendation arose when we were speaking to members of the vision impaired community. When asked what changes they would like to see downtown, they specifically mentioned that planters with a wider base are easier to maneuver around when using a cane. In the report, the team was able to specifically recommend the style of planters that should be used for future development and streetscaping.





Dubuque Central Avenue Corridor

In 2017, the City of Dubuque retained RDG to develop an overall streetscape master plan along Central Avenue, in large part through a neighborhood and commercial district that has the highest percentage of disabled youth and those living within or below the poverty level. The neighborhood is also the most racially diverse. From the project's outset, it was clear that project should be for the neighborhood first, the community second, and then the region. Challenges included significant traffic volumes (one-way paired streets), a lack of businesses that supported the residents, unfortunate housing accommodations and a transit system that worked well during the day – but not after hours. Additional challenges included a lack of green space, few accessible routes for connectivity and poor infrastructure.

Our team's engagement strategy was multifaceted and relied on multiple communication strategies including:

- Going door-to-door throughout the 11 blocks and notifying business owners and employees of the engagement opportunities.
- Placing signs throughout the corridor to notify motorists of upcoming opportunities.
- Sending flyers to all residents within the neighborhood.
- Promoting the project through community gardens, halfway houses and faith-based organizations.
- Being present and earning trust.

As for engagement, it was continuous. We spent a significant amount of time:

- Attending one-on-one meetings with business owners.
- Meeting with individuals who had recently left prison and were adjusting to everyday life.
- Participating in discussions with individuals who had experienced great trauma in their lives.
- Hosting "drop-in hours."
- Facilitating large-scale community engagement events within the neighborhood.

While our approach was well thought-out and comprehensive, we learned a lot – and through the lens of a publicly sponsored project we were able to get deep into discussion regarding how to most sensibly remove barriers to development in the neighborhood. We learned a lot about how lighting, landscaping, streets and sidewalks are used to support both positive and illegal interactions. We learned that we cannot make assumptions based on the voices of those that are willing to engage. We learned that most want a sense of community and belonging, but are concerned about who represents them. We learned that trust is easily broken and takes years to repair, which is why engagement must be continuous, authentic and direct – but comes with a huge risk if the plan's vision and promises are not kept.

Understanding of Project Scope and Challenges | 5





Our goal is to **CONNECT + ENGAGE + INNOVATE**

The Lake Monona Waterfront Master Plan offers a once-in-a-lifetime opportunity to rethink and reframe Lake Monona and the Madison waterfront – what they look like, what they feel like and how they can embrace or even restore John Nolen's legacy. Nolen's masterful planning over 100 years ago established much of the Madison we know today. Yet important priorities of Nolen's such as access and connectivity to the waterfront itself have lost focus over the years. This Master Plan is an opportunity to restore connections between the City's people and neighborhoods and its Lake Monona waterfront.

Nolen's original plan included a strong axial relationship, especially between the Capitol and the lake. Views of Monona Terrace and Lake Monona from the Capitol are beautiful, and drivers can easily navigate the path from one to the other. However, the waterfront is not so easily available to residents who want to walk or bike there, or indeed to access the area from neighborhoods that are right next door.

John Nolen wanted to connect people to the City's parks and lake, to offer residents broad, sweeping views of the lake and options for fully experiencing the City's beauty. Our job with the Lake Monona Waterfront Master Plan will be to uncover and restore those original intents; to rebuild Nolen's legacy and discover (and uncover) opportunities to connect today's Madisonians to the lakes, parks and beauty that define this city.

To apply the ideas of Nolen and bring this effort into the 21st century, our team will ensure careful consideration of the Design Challenge Guiding Principles as we discuss scope and challenges in terms of practical application and an innovative approach to collaborative design.

Master Plan Vision

At RDG, we believe in creating plans and opportunities that meaningfully connect people to place. To do that, it's important that we learn what is meaningful to the people who live in or near the place we're studying. The Preliminary Report created for the Lake Monona Waterfront was a robust effort to understand key desires and priorities for the community – a valuable resource for information and one that we are eager to mine. “A Madison Lakefront for All” is an apt description of how we envision the waterfront area resulting from its new Master Plan. It will be an area that:

- **Inspires** – elevating the community's standing, serving as an icon for the City, drawing top talent to the area's workforce.
- **Elevates** – bringing new vibrancy and connectivity to surrounding neighborhoods, especially those that may have been underserved in the past.

- **Respects** – honoring and building upon the legacies of those who have been here before.
- **Beckons** – inviting, welcoming and truly including all who live in and visit the City.
- **Equalizes** – creating strong physical and social connections so that everyone encountering the area feels it is their space.

The allure of water is in our bones. Comprising about 70 percent of the human body, and coincidentally over 70 percent of the Earth's surface, water is part of our very essence, just as these lakes and watersheds are innate to the City of Madison. The vast majority of our work is well influenced, if not led, by water. This effort is fundamental to our passion to advance and create a more robust and healthier connection of people to water. RDG's master planning process will be systemic and iterative, using an interactive and interdisciplinary approach founded

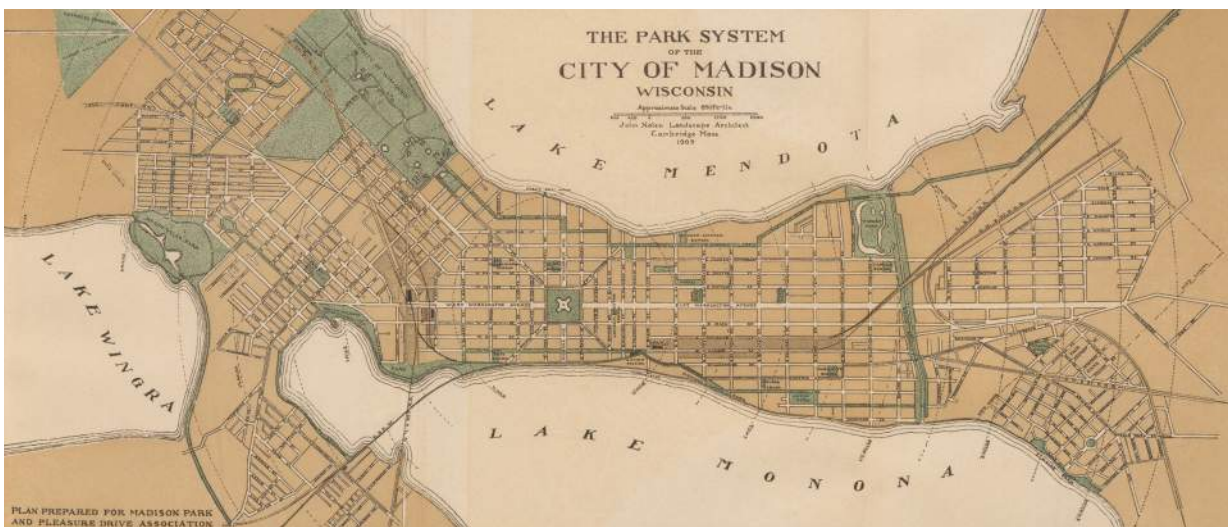
on collaboration, community and design. Four key concepts will frame the process: Ignite, Energize, Illuminate and Prosper. We'll explore these concepts through the lenses of applied science, research and design to create a plan that enhances Madison's already world-class waterfront.

Ignite

As we look ahead to the goal of a bold, transformative public space, we will also take a brief but important look back, seeing the spark that can establish the premise for big changes. RDG's Marty Shukert was a student of Alexander Garvin at Yale University and Christopher Alexander at the University of California, Berkeley, whose work established the interaction between parks and development, connectivity, practicality and pattern recognition, and articulation as key elements of effective environmental design. Marty will evaluate Madison's connectivity in light of John Nolen's foundational plan and in consideration of the public input detailed in “A Madison Lakefront for All.” We're eager to rediscover, create and reconnect physical and visual connections to the waterfront that may have been lost over time.

Energize

Thinking big is key. Our planning process will be an inclusive approach that yields a strong, unifying vision to reinvigorate and restore connections to the waterfront. The vision must be rooted in this particular place, or we risk creating a waterfront





area full of amenities but lacking a soul. We must rethink the corridors that make up the waterfront – each node, each room, each hallway/street must be reconnected to the City through an intuitive, safe and equitable approach. We must think about the real people of Madison: of all ages, all abilities, all backgrounds. It is the people who will bring energy and dynamism to the park. The interactions they will have in these spaces, their relationships to the programs and the spaces – these will determine the success of the park.

Illuminate

The Lake Monona waterfront can be a beacon for all – one that embraces the Design Challenge Guiding Principles in a design that goes beyond access and recreational amenities. Only when we act at a systemic level can we change the development trajectory of the waterfront. We will look back to look forward –considering the history, the beauty of the area and connectivity

into and throughout the community – to create a symbiotic plan that restores Nolen’s initial intent and creates a resilient, dynamic, flexible and economically sound waterfront for all.

Prosper

People fall in love with places. We embrace William Whyte’s eleven principles for great community places, and strongly believe that we all prosper when these places are truly created for everyone.

While the Lake Monona Waterfront master planning effort must be comprehensive and visionary, it must also address key foundational elements that are core tenets to the plan and critical to City of Madison, its residents and those the City wishes to attract. This is very much a design effort based on values and space. Taken together, values and space create beauty – and beauty is a trademark of Madison.

Eleven Principles for Creating Great Community Places

As envisioned by William Whyte

1. The Community is the Expert
2. Create a Place, Not a Design
3. Look for Partners
4. You Can See a Lot Just by Observing
5. Have a Vision
6. Start with the Petunias: Lighter, Quicker, Cheaper
7. Triangulate
8. They Always Say “It Can’t Be Done”
9. Form Supports Function
10. Money is Not the Issue
11. You Are Never Finished

Racial Equity & Social Justice

A fundamental priority of the Waterfront Master Plan is to ensure that the waterfront is not cut off from the neighborhoods, parks and schools that are populated by Madison’s diverse citizens. If this area is to be a destination and a place for all, it must be one that is accessible, inclusive and “home” to people of all races, ethnicities, economic groups, abilities, ages, beliefs and identities. This is more important now than ever. COVID-19 has had a far greater negative impact on traditionally disadvantaged people and neighborhoods than on wealthier people and neighborhoods. The pandemic also placed a very high value on outdoor recreation and activity. Places to escape, to play, to move and breathe – these are essential to a sense of health, wellness and belonging. The Waterfront Master Plan is an opportunity to support and provide creative solutions to these needs. The Design Team will work with partners integral to the community, such as the Social Justice Center on the East side of Madison, to connect with tenants, community members and social justice groups. Additionally, we will ensure that the Racial Equity & Social



Justice Initiative for the City of Madison is carried through the project from start to finish.

To guide scope and address key issues head-on, the Design Team will ensure crucial concepts of legacy, transit and safety are addressed early and often.

Native tribes camped, fished, traveled and gathered on this land for all its history until their forcible removal late in the 19th century. The Ho-Chunk Nation has a rich cultural history here. The Waterfront Master Plan can honor this heritage and carry its legacy forward by embracing and promoting access to similar activities for today’s population. Access to the water and waterfront can include fishing piers, food forests, community gardens and celebrations of arts and culture.

Multi-modal transit is an equity and justice issue, as well. The current transit system through the City is strong, but favors those who commute over those who rely on public transit, walking or biking as their primary modes. Those without access to a vehicle, or who don’t feel comfortable biking on city streets have little (or difficult) access to the waterfront. The Master Plan needs thoughtful, purposeful designs that provide access to the waterfront via all modes of transportation.

It’s easy to focus on lighting and accessibility as core safety ideals, and these can be important – but we must seek to understand the perceptions of safety actually held by people in the community.

Around the U.S., cities are beginning to re-think their reliance on Crime Prevention Through Environmental Design (CEPTED) as a design philosophy, as it can unfairly target areas with high populations of people of color. The Waterfront Master Plan offers an opportunity to more closely study the feedback from the Preliminary Report related to engagement. Moving away from “natural surveillance” and toward access and inclusion will help create a space that appeals to everyone.

Finally, we would note that the Preliminary Report does present some challenges related to addressing racial issues and social justice. We may need to devise ways to learn more.

More than 84% of the people who submitted feedback for the Preliminary Report are not people of color and are not living in poverty, yet more than 40% of those living in or next to the affected waterfront areas are people of color and/or living in poverty.

We need to know the desires and priorities of the residents who will be impacted, and we need to be careful of assuming that feedback from a few represents the desires and interests of the larger group.

Sense of Place

Madison is one of only two major U.S. cities built on an isthmus. Nestled between the lakes Mendota and Monona, “the 608” features more than 140 officially recognized neighborhood associations and is the second largest city in Wisconsin. The band Garbage got their start in Madison and Nirvana recorded the album *Nevermind* here. The City hosts the World Dairy Expo and the Dane County Farmers’ Market is the largest producer-only market in the U.S. Brat Fest, Craft Beer Week and several James Beard award winners uplift a truly impressive food scene. Recognized as a platinum-level bike city and named one of the best cities on Earth for biking, Madison’s 6,000 acres of park land and 200+ miles of off-road paths and trails get folks out and about. When you are in Madison, you are never more than a 10-minute walk from

a park. Place is how we connect, belong and are represented in a space and Madison has abundant positive placemaking to build on as we consider connecting to the waterfront.

Connecting deeply with a place includes also includes all the senses—touch, sound, smell, taste and sight. It is in considering our connections to the water, to this place referred to as “Taychopera” (the Four Lakes), the Ho-Chunk Nation’s ancestral home, that we can reimagine access to the inherent beauty of the lakefront, reconnecting people with the spiritual energy of the lake and the land and with a renewed sense of stewardship for a sustainable future.

People need to feel that the Lake Monona Waterfront is their place. For people to be comfortable accessing and using the Waterfront,

and be eager to be here, it must have integrity as an extension of the Madison community and its values. Historic, natural and cultural resources all impact the sense of place. Madison’s vision of “Inclusive, Innovative and Thriving” needs to be part of the very fabric of this area.

Our team’s approach is always grounded in discovering the unique and sometimes hidden phenomena of a place. This can be rediscovered in the obvious or sometimes found in the obscure. From the outset of this initiative, we will challenge ourselves to explore these phenomena to create a basis of design upon which to build. The desired result: a balanced, resilient, enhanced and meaningful solution.



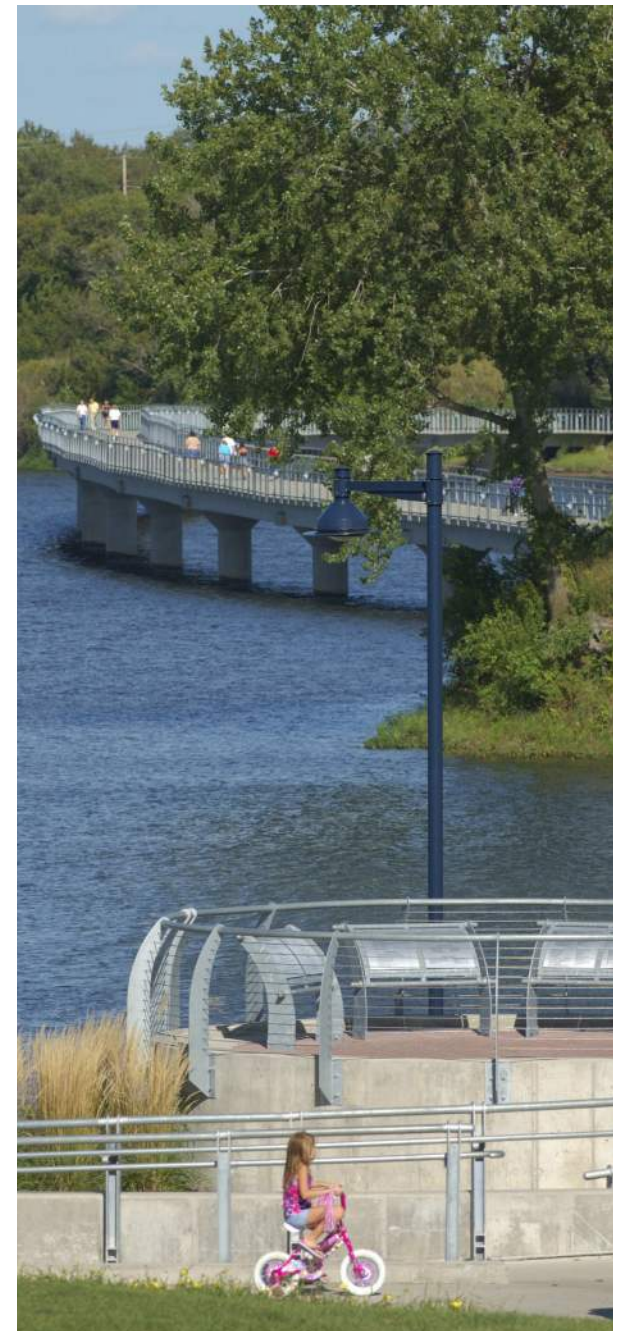
Community Connections

Connectivity is at the heart of the Lake Monona Waterfront Master Plan. While some “viewshed” connections from the lake and the Capitol remain, physical connections to downtown, adjacent neighborhoods and the greater region are limited. We understand the significant challenges of restoring these connections and creating an accessible waterfront for all. We need to think beyond the boundaries of the master plan challenge area and address the lost/missing connections that should be restored and strengthened.

It goes without saying – and is a core tenet of this master plan effort – that we must consider multiple modes of transportation into and through the waterfront area. Significant elevation, rail and roadway challenges disrupt the flow to and from the Capitol, extending south all the way down to Olin park. We will seek solutions that restore these connections to increase access for all, activating nodes for development while reducing the reliance on the automobile. Additional considerations should be made for less common – but increasingly in-demand – modes of transit including Segways, scooters and other wheels.

Additional considerations will include the following:

- A connectivity overlay that identifies the gaps, barriers and opportunities. We’ll seek out opportunities that align with the federal infrastructure bill (achieving equity and climate measures required for funding) and that can be elevated in the short term.
- Consideration of the Alliant Energy Center Destination District Vision & Strategy, which focuses on Economy, Equity and Environment
 - » *The Vision: A go-to destination district anchored by an activated lakefront and parks; a revamped Alliant Energy Center integrated with new lakeview housing, restaurants and hotels; all seamlessly knit together and connected to Downtown, Park Street and adjacent neighborhoods— a vision that we intend to help fulfill through this plan.*
- Improving connectivity to the regional trail system and all neighborhoods—especially the Monona Bay and Bayview areas.



Lake Access

Lots of people are able to see the water. But it's when we can touch it, hear it, feel it – that's when we begin to grow a population that values, supports and provides stewardship for the lake. The preliminary report's feedback suggests that fishing, skating, beach access, swimming and boating are all critical, defining characteristics of the park—and will be important in the future. Our approach will use the analysis in “A Madison Lakefront for All” and will establish a framework that creates a sense of place, restores ecologies and creates accessible strategies along and within the water.

Some purist conservationists think we should kick humans out of our vulnerable resource areas to protect them. Most of us know that you'll never convince anyone to care about that resource without allowing them the opportunity to experience it. Better lake access is an identified desire of the people of Madison. Determining the critical balance between sustaining a healthy native habitat and human access to the water and shoreline will be a priority in the discovery and early design tasks. Although some native animals may adapt to urbanized areas, there are many species that will not tolerate the urban conditions or will not be in a certain proximity of humans. We anticipate that defining tolerance zones and creating habitat protection areas to attract and secure indicator species will be an outcome goal for this challenge.

Key lake access planning strategies will include the following:

- Assess risk and vulnerability of the area's habitats to determine the best ways to improve and increase access while still protecting the plants and animals inhabiting it.
- Construct a program overlay that maps, locates and develops potential opportunities, using public engagement and our own expertise to uncover the gaps.
- Consider barriers to use of both the lakefront and the water itself and work with the City and the community to address and break down those barriers.
- Consider opportunities for accessible education, interpretation and wayfinding improvements.

“No other city of the world, so far as I know, has naturally such a unique situation on a series of lakes, with an opportunity for so much and such direct relationship to beautiful water frontages. The physical situation certainly is distinctly individual.”

*- John Nolen
“Madison: A Model City” (1911)*



Sustainability

Sustainability and resiliency are core tenets of our team – a lens through which all work must flow as we consider the future of the planet that our projects will help shape. Our teams have experience in Climate Action and Adaptation plans and have SITES, LEED and WELL certifications, and we're constantly advancing health and well-being through design that supports clients at the intersection of health, sustainability and climate resilience. This looks different for every client or community, but public engagement allows teams to connect and better understand not only people's existing needs but also their hopes and dreams for the future.

Madison has a unique seat from which to view the impact of climate change. We commend the City's proactive approach to addressing the issue of climate change, and the Mayor's Climate Forward agenda is an excellent step to propel leadership initiatives that the community can get behind and benefit from. Building upon past plans like the Madison Sustainability Plan (2011) will allow our team to focus on a holistic approach that improves the quality of life in Madison for residents and visitors alike. The elements of sustainability outlined in that plan will guide our team's assessment and goal-setting for this project.

1. Natural Systems
2. Planning & Design
3. Transportation
4. Carbon & Energy
5. Economic Development
6. Economic & Workforce Development
7. Education
8. Affordable Housing
9. Health
10. Arts, Design & Culture

Let's talk about water. The Midwest continues to struggle with ongoing draught and intermittent floods. Madison has seen this pattern over the last several years. Nonetheless, lakes, parkland and outdoor recreation continue to thrive and be prioritized as an economic driver for the community. Our team is prepared to address the big picture.

"Phosphorous Buildup in Madison Lakes" was a topic on University of Madison Student Mario Canacasco's podcast "Youth Climate Talks," which is aimed at getting more young people, especially from underrepresented communities, involved in climate action. We could all take a lesson from his playbook and make the conversations impacting the neighborhoods and watersheds throughout Madison more accessible and relatable.

The 22 watersheds throughout Madison are feeling the impacts of development, and the annual funding allocated for flood mitigation will be imperative to address the stormwater needs of the City.

- Implementation of flood mitigation measures
- Replacement, extension and upgrades of the existing stormwater system
- Mandated water quality needs and requirements
- Developing means to reduce bacteria inflow

Careful planning and proactive restoration on the landscape in the East Isthmus and Yahara watershed will have a huge impact on water quality and recreation opportunities for Lake Monona for generations to come. We are excited to collaborate with community partners such as the Clean Lakes Alliance.

We will work to find that balance of economic, environmental and social pillars of sustainability at the core of our critical thinking in all phases of this challenge. Using a light footprint approach, we will create solutions that address the current goals while being ever careful not to compromise the needs of future generations. We will work with the City team and incorporate the vetted wishes of stakeholders to create a plan that rests in the sweet spot of sustainability.

Public Space

Wisconsin native Frank Lloyd Wright's vision for the Monona Terrace was to link the Wisconsin Capitol with Lake Monona. Intended as a hub of democracy, it was conceived to be a place to gather, for fellowship, to reason and recreate together. A desire to connect people to people and to connect people to the water was in Wright's original plans from 1938. "The building should extend to the water, and in some circumstances over the water... why not?" he proclaimed.

This imaginative philosophy of merging people with nature remains a solid foundation and is reinforced by the Lake Monona Waterfront Preliminary Report. Yet we believe significant work remains. The Terrace provides a wonderful civic destination for citizens, visitors and diplomats, but it also bisects, pinches and creates a barrier for those along the lakefront. Our team looks forward to advancing the ideals of Wright's vision – while revisiting the principles and best practices for

creating effective public space and access to the lakefront.

Beyond the Terrace, the park and its public areas also shape the community ties in neighborhoods. They are places of encounter and can facilitate political mobilization, stimulate actions and help prevent crime. They are environments for interaction and exchanges of ideas that impact the quality of the urban environment. Public spaces fill the urban gaps with life. Laura Caccia, Urban Development Specialist at WRI Brasil Cidades Sustentáveis, described it in her dissertation *Urban Mobility: Public Policies and Space Appropriation in Brazilian Cities*: "When we refer to the streets and other public spaces of a city, we are actually talking about the city's own identity." As Ben Rogers points out in *10 Principles For Public Space*, "the more diverse and lively urban spaces are, the more equal, prosperous and democratic society becomes." Our

Design Team will help bring the Power of 10 to the public spaces within, along and adjacent to the project by considering:

1. Diversity of uses
2. Active facades
3. Social dimension and urban vitality
4. Human scale
5. Lighting
6. Stimulating the local economy
7. Local identity
8. Complete streets
9. Green areas
10. Social participation

This design challenge presents a unique opportunity to maximize green space and address the park deficiencies Downtown Madison is facing through creative programming and innovative design.



Public Art

Public art born of a process of engagement with the community and stakeholders is a powerful amplifier of the textures of the people and place, leading to outcomes that feel authentic and invite people to celebrate their uniqueness—together. This distinction and celebration of what makes us special leads to a feeling of inclusiveness and belonging. Public art is capable of engaging all the senses and can be accessible across generations and languages, allowing for both fixed and temporal shared experiences enriching a people's connection to place.

Recently ranked among the Best Places for Artists to Live, Madison boasts a vibrant art scene with museums and galleries hosting visual arts, books stores, performance spaces, music venues and pop-up events like Concerts on the Square and Jazz at Five. Young creatives are readily available at the nearby university and just might be honing their talent to become the next Georgia O'Keeffe or Thornton Wilder.

Our team can envision amplifying connections to public space in this master plan with careful consideration of destination areas that may

interpret historical cultural themes, perhaps frame a phenomenon or be of the horizontal plane of reflection created by the lake's edge. It may be a view and special journey; it may an experience of a contained moment in space deliberately sited to be quiet and reflective. We can imagine a range of active engagement opportunities (think of the harvest table or the performance stage place) and/or passive places along the journey as educational moments, interpreting the ecology of the lake. The planning for public art includes considering honoring the past, celebrating being in the present and connecting to the hope of the future.



Do Something GOOD for Your Neighbor
Fort Worth, TX

Education

Environmental education can be defined as informal or formal teachings on how natural environments function and, particularly, how human beings interact with nature and ecosystems to live sustainably. In 2019, researchers from the University of Wisconsin-Madison Division of Extension authored *Status and Needs of Environmental Education Organizations in Wisconsin*. The report demonstrated the collective impact and power the environmental education industry has to create change. Frankly, our Design Team can't think of a better outdoor classroom for STEM education than the Lake Monona Waterfront.

The team members will challenge ourselves to connect the curricula of schools to the site itself, mixing passive interpretation with STEM stations and opportunities for student research and exploration. With the strong academic presence throughout the community, we hope to build upon and blend with the tradition of outdoor education. Students at Lincoln or Franklin, the Montessori schools and university students must have the opportunity to not just learn about but experience the incredible natural resources just down the street. It is our commitment to support educating and inspiring the next generation to understand what we've done in the past and how we can move forward as successful stewards of the land and water.

Transportation, especially for school groups that require bussing, can be a major challenge. This



plan and its outreach should involve the schools and work with administrators to understand and address the barriers to access for students and their families.

Economic Opportunity

What we know today is that a lot of us are fortunate to be able to work from just about anywhere. Virtual and hybrid work and learning means that students, families, retirees and travelers are able to choose where they want to spend their time. We want them to choose Madison – just as multiple members of our team have. Recreation options and community amenities that provide a high quality of life are drawing more than just millennials. The Lake Monona Waterfront Plan will serve as a catalyst for reinvestment through job creation, development, new businesses and tourism. But first, you have to get them there – and develop the physical and social infrastructure to support them.

Childcare, access to healthy food options, healthcare, retail, transportation – these are all businesses that are attracted to areas people are moving to and want to be. Iconic placemaking adds vibrancy to a community and people want to live in vibrant cities. This project provides the opportunity to expand upon and supplement the major projects already underway by providing a free, programmable space where all can come and gather and feel welcome, recreate and play.

But creating an economic impact doesn't necessarily equate to "big shiny objects" or a costly vision. After all, Madison's "natural capital" is the brand, the essence of why most people move to the City – a place we believe is one of the most beautiful in the world.

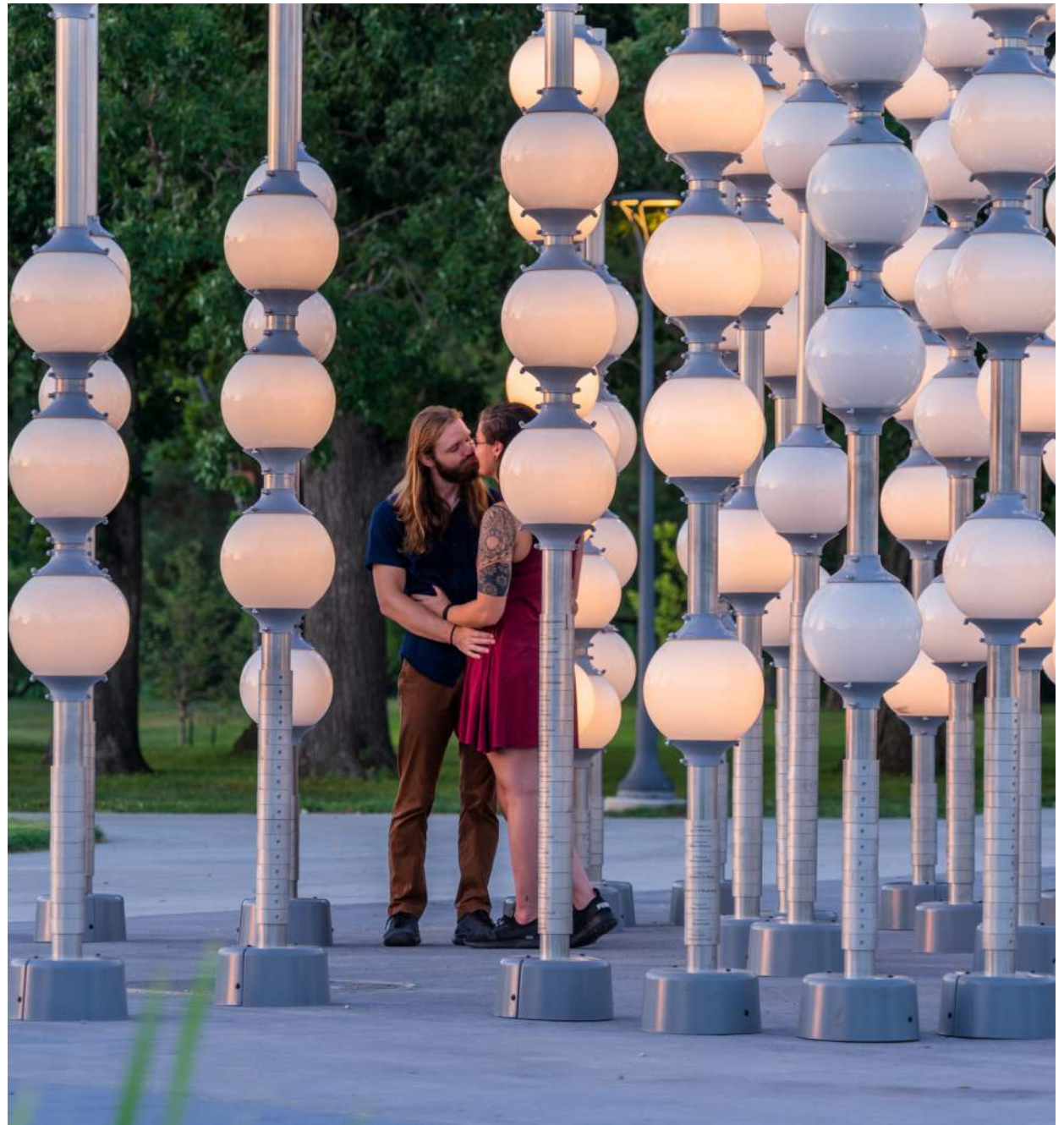


Design for Philanthropy

Public/Private/Non-Profit partnerships are the foundation of success—and often lead to the greatest philanthropic return. After all, this project is the result of multiple partnerships, and the success of the plan's implementation will hinge on these partners. Our team's experience – the majority of the projects illustrated within our portfolio of work – are the result of multimillion dollar partnerships that have been established to help elevate the community's standing and its ability to compete for talent, and improve the quality of life for all.

As we develop the plan, we anticipate completing the following:

- A focused partnership brief that identifies opportunities to leverage each dollar. Some of our team members hail from states that do not always value our resources to the level that we would like. This unique perspective allows us to draw from years of non-profit advocacy and quiet conversations that has resulted in more than \$185 million of investment in Des Moines Downtown Water Trails.
- Discussions with funders to help identify the various funding layers that can be leveraged.
- The development of an action plan and implementation strategy, with a minimum goal of leveraging the dollar through multiple funding sources.



Your Vision, Our Commitment

Thank you for taking on this design challenge – we know the competition will be fierce. We believe our team’s strengths, values, humbleness and approach will help the City achieve it’s vision for the waterfront – born from the people – where all can thrive. We hold this vision in high regard as we commit to this project. As you evaluate the various proposals, we encourage you to reach out to us or connect with our references if you have additional questions.

Thank you.



in collaboration with

