

OLIN

Lake Monona Waterfront Design Challenge

RFQ #10082
Statement of Qualifications

Submitted 2 May 2022

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

OLIN

2 May 2022

SUBJECT: Lake Monona Waterfront Design Challenge

Dear Mr. Pittelli,
What immeasurable beauty and bounty your lakes and isthmus have offered, timelessly, to the cultural and economic vitality of Madison.

The Lake Monona Waterfront Design Challenge acknowledges how the last two years have magnified the increasing need for meaningful access to well designed and cared for public open space. If a city park is a mirror of who we are and what we, as citizens, value, your Challenge represents a profound commitment to the equitable access to such an increasingly valuable asset: a unique waterfront landscape built with complex layers of cultural, recreational, and ecological richness and meaning. This Design Challenge provides for the continuity of shared stewardship of your water, land, and community for which Madison is known. Thank you for inviting us to offer our attached qualifications.

We believe that the **OLIN Team** and our careful approach to design make us an excellent candidate for this project. Our extensive experience with designing resilient waterfront projects and engaging communities, combined with our team of distinguished and diverse national and locally based experts, will result in a project rooted in authenticity, connectivity, and diversity. We have carefully considered the composition of our team and approach to this challenge, one we believe fully aligns with your stated guiding principles. Our team reflects the diversity of viewpoints, experiences, and professional expertise required to help achieve your vision. Madisonians Eric Schuchardt, **POPLAND**, and Michael Ford, **BrandNu Design**, our collaborating Landscape Architect and Architect, bring their keen local design experience and deep commitment to community engagement. Eric, as Chair of UW's Landscape Architecture Program and Michael, Wisconsin's Young Architect of the Year and founder of the renowned **Hip-Hop Architecture Camp** are committed to education and have unique access to youthful insight. Steve Apfelbaum, **Applied Ecological Institute**, based Juda, Wisconsin, is internationally recognized for his expertise in ecological and cultural systems. His innovative approach is reflective of AEI's vision of "a thriving life on earth for all generations". Nationally recognized for their multi-disciplinary systems design, **Benesch**, led by William Zippel and Ennis Davis, located Milwaukee, will provide all engineering expertise.

We believe the best solutions will emerge from a highly collaborative process - with you - that will require us to embrace a deep reading of the site and develop the larger vision while remaining grounded and ultimately produce a plan that is implementable, contextual, and recognizably Madison. It should be a place that is equitably accessible to all, physically as well as visually, fosters a sense of pride and belonging for all Madisonians, inspires visitors, and stands as an example of excellence in waterfront placemaking.

Finally, the shared stewardship and enjoyment of Madison's lakes and isthmus hold more than professional meaning to me. I spent countless memorable hours, in all seasons, at my Grandparent's, Aunts' and Uncles' homes who lived on Lake Monona. Later, as a UW landscape architecture grad, I learned of this amazing field of urban design and planning and have been fortunate enough to complete several projects on campus. Being in Madison always makes clear to me the importance of the public realm and its care as well as John Nolen's knowledge and vision that Madison could be The Model City - a "well-ordered, free, organic city" where "science, art, and culture" were paramount and "the hope of democracy" would be realized. He also knew that Madison was and is "In the Making."

The following pages will introduce you to our firm, our partners on this project, and provide you with an overview of how we will approach this exciting Design Challenge. It would be an honor for me, and the OLIN Team, to work with you to create a beautiful and buildable place for community and nature, and we look forward to forthcoming conversation.

Sincerely,



Susan K. Weiler, FASLA
Partner
T: 215.440.0030 x822
E: sweiler@theolinstudio.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.

Olin Partnership, Ltd. ("OLIN")

COMPANY NAME

Susan D. Weiler

SIGNATURE

29 April 2022

DATE

Susan K. Weiler, FASLA

PRINT NAME OF PERSON SIGNING



Form B: Receipt of Forms and Submittal Checklist

RFP #:10082-0-2022-BP

This form must be returned with your response.

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

Forms	Initial to Acknowledge SUBMITTAL	Initial to Acknowledge RECEIPT
RFQ Description of Services/Commodities	N/A	
Form A: Signature Affidavit		SKW
Form B: Receipt of Forms and Submittal Checklist		SKW
Form C: Proposer Profile		SKW
Form D: Fee Proposal	N/A	N/A
Form E: References		SKW
Appendix A: Standard Terms & Conditions	N/A	
Appendix B: Contract for Purchase of Services	N/A	
Addendum # 1, posted 8 April 2022		SKW
Addendum # 2, posted 26 April 2022		SKW
Addendum #	N/A	
Addendum #	N/A	

Susan K. Weiler, FASLA, Partner

VENDOR NAME

Olin Partnership, Ltd. ("OLIN")

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.) Olin Partnership, Ltd. ("OLIN")			
FEIN 23-2105286	(If FEIN is not applicable, SSN collected upon award)		
CONTACT NAME (Able to answer questions about proposal.) Susan K. Weiler, FASLA	TITLE Partner		
TELEPHONE NUMBER 215-440-0030 x822	FAX NUMBER 215-440-0041		
EMAIL sweiler@theolinstudio.com			
ADDRESS 1617 JFK Boulevard, Suite 1900	CITY Philadelphia	STATE PA	ZIP 19103

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 Gary Eggars	TITLE Manager, Human Resources and Admin. Svcs.		
TELEPHONE NUMBER 215-440-0030 x104	FAX NUMBER 215-440-0041		
EMAIL geggers@theolinstudio.com			
ADDRESS 1617 JFK Boulevard, Suite 1900	CITY Philadelphia	STATE PA	ZIP 19103

ORDERS/BILLING CONTACT

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

CONTACT NAME Steven Dubin	TITLE Chief Financial Officer		
TELEPHONE NUMBER 215-440-0030 x808	FAX NUMBER 215-440-0041		
EMAIL sdubin@theolinstudio.com			
ADDRESS 1617 JFK Boulevard, Suite 1900	CITY Philadelphia	STATE PA	ZIP 19103

LOCAL VENDOR STATUS

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

CHECK ONLY ONE:

<input type="checkbox"/> Yes, we are a local vendor and have registered on the City of Madison website under the following category: _____	www.cityofmadison.com/business/localPurchasing
<input checked="" type="checkbox"/> 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 University of Wisconsin	CONTACT NAME University of Wisconsin		
ADDRESS 30 N. Mills Street, 4th Floor	CITY Madison	STATE WI	ZIP 53715
TELEPHONE NUMBER 608-263-3023	FAX NUMBER 608-263-3000		
EMAIL gary.brown@wisc.edu			
CONTRACT PERIOD 2020-ongoing	YEAR COMPLETED ongoing	TOTAL COST \$52,000 (fee)	
DESCRIPTION OF THE PERFORMED WORK OLIN is providing advanced planning for the redevelopment of Library Mall on the UW-Madison campus, following the recommendations of the 2015 Campus Master Plan-Landscape Master Plan, which indicates the need for a large and open public gathering space.			
Key Personnel Involved: Susan K. Weiler, OLIN			

REFERENCE #2 – CLIENT INFORMATION			
COMPANY NAME Grande Cheese Company	CONTACT NAME John Candela		
ADDRESS 250 Camelot Drive	CITY Fond du Lac	STATE WI	ZIP 54935
TELEPHONE NUMBER 800-678-3122	FAX NUMBER n/a		
EMAIL Dawn.Ottery@grande.com (assistant to John Candela)			
CONTRACT PERIOD 2013-2016	YEAR COMPLETED 2016	TOTAL COST Withheld by Owner	
DESCRIPTION OF THE PERFORMED WORK OLIN produced an interweaving of building and landscape that enables all employees to enjoy and draw inspiration from the company's roots and Wisconsin's bountiful agricultural heritage. The new landscape is composed around and within the Home Office, with multi-seasonal, sensory-rich plantings shaping places that offer inspiration, respite, and conviviality.			
Key Personnel Involved: Susan K. Weiler, OLIN			

COMPANY NAME



Form E: References

RFP #:10082-0-2022-BP

REFERENCE #3 – CLIENT INFORMATION			
COMPANY NAME City of Fort Collins	CONTACT NAME Honore Depew		
ADDRESS 215 Mason Street	CITY Fort Collins	STATE CO	ZIP 80524
TELEPHONE NUMBER 970-689-7750	FAX NUMBER n/a		
EMAIL hdepew@fcgov.com			
CONTRACT PERIOD 2019-2021	YEAR COMPLETED 2021	TOTAL COST \$300,000 (fee)	
DESCRIPTION OF THE PERFORMED WORK <p>OLIN worked with the city of Fort Collins to update its Parks and Recreation Master Plan, which sets a vision for how the City can help residents sustain and build wellness, curiosity, innovation, and community. The plan aligns the efforts of the various departments that directly manage parks, trails, and recreation facilities in the city.</p>			
Key Personnel Involved: Andrew Dobshinsky, OLIN			

REFERENCE #4 – CLIENT INFORMATION			
COMPANY NAME River Heritage Conservancy	CONTACT NAME Scott Martin		
ADDRESS 129 E. Court Ave.	CITY Clarksville	STATE IN	ZIP 47130
TELEPHONE NUMBER 812-786-3420 (cell)	FAX NUMBER n/a		
EMAIL sdmartin@chattanooga.gov			
CONTRACT PERIOD 2018 - ongoing	YEAR COMPLETED ongoing	TOTAL COST \$130M (est. const.)	
DESCRIPTION OF THE PERFORMED WORK <p>OLIN has been commissioned to develop a design for a new 650-acre park in Southern Indiana, along the northern shore of the Ohio River. The project will rehabilitate and transform an expanse of waterfront lands, which for decades have been occupied with landfills and industrial facilities, into a rich cultural and civic asset.</p>			
Key Personnel Involved: Andrew Dobshinsky, OLIN			

COMPANY NAME



Form E: References

RFP #:10082-0-2022-BP

REFERENCE #5 – CLIENT INFORMATION			
COMPANY NAME Wisconsin DOT - SE Region	CONTACT NAME Mohammad Hossain, PE, Project Manager		
ADDRESS 141 NW Barstow St., PO Box 798	CITY Waukesha	STATE WI	ZIP 53188
TELEPHONE NUMBER 262.548.8783	FAX NUMBER 608.785.9969		
EMAIL mohammad.hossain@dot.wi.gov			
CONTRACT PERIOD 12/2009 - 04/2017	YEAR COMPLETED 2017	TOTAL COST \$7,200.00	
DESCRIPTION OF THE PERFORMED WORK			
Three Bridges Park has transformed an abandoned brownfield into an urban environmental oasis. Benesch served as the project lead and was responsible for site layout and design, structural engineering, path geometry, and hydraulic analysis. The project includes two new signature pedestrian bridges connecting two miles of new multi-use trail.			
Key Personnel Involved: William Zippel, PE, SE, Project Manager; Benesch; Benjamin Weigand, PE, VMA, Civil Design Lead; Benesch			

COMPANY NAME

Section 1

Qualifications and Capacity to Perform Work

MEET OLIN



OLIN is a design studio with a mission.

We are a multi-generational team of enthusiastic landscape architects, planners, urban designers, and support staff. From our locations in Philadelphia and Los Angeles, we are dedicated to creating distinguished landscapes and urban designs worldwide. Our work is predicated on developing innovative and tailored approaches to social engagement, environmental and social responsibility and justice, and financial and operational sustainability in the context of awe inspiring and beautiful designs built with finesse and craft. Our award-winning projects cross boundaries of scale, typology, and site condition, yet are all driven by our central mission: **to create places that enhance life.**

OLIN fosters a culture of inquiry.

Our appreciation for the need to constantly deepen our understanding of the unique complexities of urbanity is paramount. We do this by committing to research, education, and technological advancement under the umbrella of OLIN LABS, articulated through five labs: eco, people, tech, design, and build. We engage clients in the beginning by identifying their ambitions and direction for innovation. This approach stimulates deep reflection on the design process, drives passion for exploration, encourages discourse, and provokes us to question assumptions, which in turn, directly informs the project.



OLIN creates catalytic projects.

Beautiful and conscientiously crafted landscapes have a potential to be catalysts for human interaction, recreation, and community. While beauty and craft are integral to our practice, we don't stop there. We approach each project individually, basing design decisions on the underlying expressive power of a particular site in conjunction with specific programmatic possibilities. We synthesize and integrate our findings and aspirations in new site elements and systems that are amplified and layered to create resilient designs that have the power to positively influence communities.

OLIN doesn't produce designs to win awards...but our designs are award winning.

The true litmus test of a successful project is not an accolade from an ivory tower or a glossy spread in a magazine, but whether it is enjoyed and embraced by its community. That being said, we recognize the power of design awards to amplify a project's visibility, and by proxy, our client's vision and mission. We've also found that the most straightforward and unfettered approach to design—working with client and constituents to realize their highest and best aspirations for a project—results in deeper thinking, greater innovating, and ultimately, a better outcome that is worth celebrating through press and design awards.

HOW WE WORK

We wake up every day and practice landscape architecture because we believe that landscapes have the power to transform lives.

These transformations can be dramatic and complex, or simple and subtle—but with no less impact. More than just places where buildings aren't, urban public spaces are active agents in the spectrum of daily life. They are the mixing grounds of cultures, ambitions, and ideals. They foster healthy lifestyles, stabilize neighborhoods, and add value to the land around them. Great public space networks unify and reflect their community's distinctive identity and shared values.

Every one of us at OLIN is hopelessly addicted to inquiry.

It's in our blood, from our studio's inception through the collaboration between two University of Pennsylvania professors. We never begin a project with a preconceived solution—we start by listening to our client and stakeholders, then we research, analyze, and study all characteristics of a site, its connections to surrounding areas, local traditions and history, the natural environment, and socio-cultural conditions. We synthesize and integrate our findings in new site elements and systems that we manipulate, amplify, and layer to create expressive, resilient designs.





We practice landscape architecture because we believe landscapes can make people's lives better.

We understand and are inspired by the uniqueness of every urban landscape project. The shift of place, client, community, and time necessitates our agility as designers to be able to deliver a landscape that does indeed transform your lives the way you envision. But this is the challenge that excites us the most! (We haven't stayed in practice for more than 40 years by standing still.) Consider for a moment...

DESIGNS ARE NOT TRANSPORTABLE. Every place is novel.

COMMUNITIES ARE NOT ONE IDEA. Every community has flavors and temporality.

ONE CLIENT IS NOT ANOTHER. Every client brings a unique vision and set of aspirations, rooted in the values of the communities they serve.

THIS TIME IS NOT THE TIME BEFORE. Every tick of the clock, every turn of the calendar, suggests change itself.

For us to do what we believe, we approach every new project by understanding the design opportunity at hand, its background, its context, and you, the client, at the helm. We look for alignments between your project's needs and our design approach, and we identify the values which our organizations share. This is the necessary first step to a successful project because we believe that organizations with shared values can achieve the greatest common good. And, we sense we share your values.

We then build a team from our deep bench of practitioners. We are a diverse family of thinkers, researchers, conceptualists, experimenters, and creators. We've intentionally built a multi-generational studio. Our Partners span 45 years in age and have seen, responded to, and led solutions to the design of landscapes that positively influence lives. Our Associates know how to engage, design, manage, and build our projects—only the most talented and driven individuals ascend to this title. The Partners and Associates lead teams of Landscape Designers and Landscape Architects intentionally infused with new graduates, bringing a youthful outlook. Together, we are OLIN.

OUR PARK PRINCIPLES

Dare to ask more of our parks.

We believe that public parks are among the great cultural achievements of humankind.

Complex products of our past, present, and future, parks are mirrors of our collective culture at its best. They are vibrant social commons, the mixing grounds of economic status, race, nationality, and ability that represent the democratic ideal underpinning a truly whole society.

In the face of ongoing global forces of population growth, urbanization, migration, and climate change, OLIN remains dedicated to shaping cities as resilient centers of cultural vibrancy, public health, and natural integrity. Parks represent the generosity of human spirit and nature that makes the increasing density and intensity of our cities possible. As reflections of the challenges we face as a society, parks can also be active agents of change for the better—through programming and design that fosters healthy lifestyles, youth and intergenerational development, and by stabilizing neighborhoods and enhancing land value around them. More than just the places where buildings aren't, parks play an active role in shaping the urban life of our cities.

Recognizing the central role of the public realm, we work in a continuum of public space from plazas in the densest urban core to the larger, more remote landscapes that provide respite from the intensity of urban life and sustain our connection to nature. Great cities are also the best tools to preserve the rural and distant wilderness spaces that nurture our spirit, minds and bodies. Parks allow people to be a part of, not apart from, nature.

We believe that even one great park can help make the world better.

What does it take to make a great park?

We've identified six characteristics of success found in great parks that make a difference. These principles purposefully go beyond how parks look or function, how big they are or where they are. Found in varying degrees in all our work, we use these as touchstones to support our clients' missions and aspirations.

access

Get people to their park.

identity

Make parks meaningful.

community

Bring people together,
with nature.

resources

Take care of what matters.

experience

Give people fun things
to do.

value

Unlock the value of parks.

Learn more about OLIN Parks at parks.theolinstudio.com

MEET OUR TEAM

We are thrilled to be able to bring this incredibly talented team together for Lake Monona! We've spent decades working with the most celebrated planners, designers, and engineers from across the globe, and we have brought these world-class experts along with key locally and regionally based partners together in a collaboration tailor-made for this project.

For the competition phase of this city-altering project, we've strategically kept the team limited to essential disciplines. OLIN will act as prime consultant and lead the landscape architecture and urban design effort, with support and critical local insight from landscape architect Eric Schuchardt of POPLAND Studio. BrandNu Design, led by Michael Ford will provide architectural and urban design visioning, and Benesch will fill all engineering roles. Steven Apfelbaum of AEI will provide ecological expertise rooted in decades of experience in Wisconsin. With this small group of experts, our collaboration and iteration will be streamlined and nimble during the competition sprint. We fully expect that the team will grow during the documentation and implementation stages to fill in specialized roles.

Benesch **MILWAUKEE, WI** **Structural, Civil, and Marine Engineering, Transportation Planning, Stormwater Management, and Cost Estimation**

Alfred Benesch & Company (Benesch) is a multi-disciplined engineering and professional services firm. Roads, bridges, schools, parks and airports are just a few examples of where you can find our work. We enhance infrastructure and communities across the country – creating spaces and providing connections in ways that make a difference.

As a mid-sized firm, we are nimble enough to remain responsive to client needs, yet large enough to offer exceptional bench strength. As a matter of practice, we look for ways to exercise innovation and resist relying on how things have been done before.

We routinely tap into our firm's high-level expertise to solve project challenges for clients across the country. Each of our offices benefit from the wealth of engineering, design and planning resources of the combined Benesch Team. Through proactive knowledge sharing, state-of-the-art communications technology and work sharing, we turn our nationwide capacity and expertise into high-value solutions for local infrastructure challenges.

Since 1946, Benesch has successfully completed thousands of planning, design and engineering projects throughout the United States and is currently ranked #112 among the Top 500 Design Firms in the country by Engineering News Record.

AEI **JUDA, WI** **Ecologist**

The organizations' driving force is visionary Steven I. Apfelbaum, Senior Ecologist and recipient of the John T. Curtis Lifetime Achievement Award. For over 40 years, Steve has proven to be one of the world's most innovative ecologists. In 1978, he started Applied Ecological Services, Inc. where, in four decades and across 18,000+ global projects, he pioneered world-class tools and technologies. Steve's solutions are widely used in the fields of regenerative agriculture, carbon measurement and sequestration, biodiversity, soil health, conservation finance, landscape scale restoration, and watershed management. Steve knows there are potentially thousands of unrealized, nature-based solutions that can be productized and rapidly commercialized. Each has the power to rapidly transform a depleted earth into a place of ecological abundance.

Our team possesses over 180 combined years of experience in investment management, entrepreneurship, conservation finance, ecological restoration, social impact, education, retail, food systems, and organic and regenerative agriculture. Our allies broaden and deepen this experience with specific areas of expertise and wisdom to fortify our process and hold us accountable.

POPLAND Studio **MADISON, WI** **Local Advisor and Landscape Architect**

Based in Madison, WI, POPLAND Studio's team role is to provide local knowledge and master planning support regarding Lake Monona's waterfront. POPLAND Studio's primary member will be Eric Schuchardt, who has extensive experience with a variety of projects across the design and planning spectrum, from intricate plazas and parks to comprehensive waterfront master plans. As a local practitioner, Eric has led design and master planning projects along UW-Madison's waterfront, and as a UW-Madison faculty member in the Department of Planning and Landscape Architecture, he's led design studios that specifically studied the Law Park and Monona Terrace area as it relates to improving circulation, programming, parking, and sustainability.

BrandNu Design **MADISON, WI** **Architect and Urban Design Visioning**

BrandNu Design Studio, based in Madison, Wisconsin is a full service architecture and design firm founded by Michael Ford AIA Assoc., NOMA.

Ford has spent the past decade working to blur the lines between professional practice and academia. He is dedicated to stimulating cross disciplinary discourse between practitioners and residents on the sociological and cultural implications of architecture and urban planning on its inhabitants. More specifically, Ford has unveiled the subconscious roles of historical architectural figures such as LeCorbusier in envisioning the built environments which necessitated the birth of hip hop culture.

Michael Ford is recognized in the architectural and hip hop communities as a galvanizer and pioneer of a new era of architectural practitioners. He was recently announced as AIA Wisconsin's 2022 Wisconsin Young Architect of The Year.

TEAM ORGANIZATION AND EXPERIENCE

THE CITY OF MADISON PARKS DIVISION

KEY ROLES

OLIN, WBE
PHILADELPHIA, PA
Landscape Architecture, Urban Design, and Planning

PROJECT LANDSCAPE ARCHITECT:
Susan K. Weiler, RLA, FASLA

MASTER PLANNER:
Andrew Dobsinsky, AICP CUD

LANDSCAPE ARCHITECT PROJECT MANAGER:
Ryan Buckley, RLA

Benesch
MILWAUKEE, WI
Structural, Civil, and Marine Engineering, Transportation Planning, Stormwater Management, and Cost Estimation

CIVIL DESIGNER:
William Zippel, PE, SE

TRANSPORTATION PLANNER / DESIGNER:
Ennis Davis, AICP

AEI
JUDA, WI
Ecologist

LOCAL

POPLAND Studio
MADISON, WI
Local Advisor and Landscape Architect

LOCAL

BrandNu Design
MADISON, WI
Architect and Urban Design Visioning

LOCAL

YOUR LAKE MONONA TEAM

The core design team we have assembled is committed to the goals of the Lake Monona Waterfront Design Challenge. This multidisciplinary leadership team, guided by our understanding of the project's needs and the clear expectations set in the RFQ, brings the qualifications, depth of expertise, and local knowledge to fulfill your vision and goals for this project and support the commitment you've undertaken on behalf of the City and people of Madison. Our goal is to leave you with the highest level of confidence and trust.

Key Roles

PROJECT LANDSCAPE ARCHITECT:

Susan K. Weiler, RLA, FASLA

Susan Weiler brings unparalleled design experience and leadership to the team. Susan is part of the senior leadership of OLIN, a Women-Owned Business. She has built a celebrated career in the design of public spaces throughout the world over nearly 40 years, from college campuses to corporate research centers to expansive waterfronts and vibrant civic plazas. A Fellow of the American Society of Landscape Architects, Susan is one of the profession's foremost experts in designing landscapes over structure and co-authored one of the essential reference texts on the subject. As the Project Landscape Architect and Partner-in-Charge, Susan will concentrate on the highest level of relationships with The City of Madison, key stakeholders, and the project team. She will hold primary responsibility for the successful realization of the project, establish the design direction of the landscape scheme generally and specifically, lead the project team to accomplish the goals and objectives of the design, and participate in key presentations and meetings.

MASTER PLANNER:

Andrew Dobskinsky, AICP CUD

Andrew is a planning and urban design Associate at OLIN with a background in digital media design. Leveraging more than 17 years of experience, Andrew is a seasoned manager of highly complex, large-scale planning projects, including a city-wide park system plan for Fort Collins, Colorado, the most comprehensive plan to-date for the entire 51-mile length of the Los Angeles River, and a master plan for Origin Park, an all-new 650-acre public landscape on the shores of the Ohio River. Andrew will take on the role of Master Planner, working in collaboration with Partner-in-Charge Susan Weiler and Project Manager Ryan Buckley. He will be responsible for analyzing urban systems and shaping community engagement. He will bring an expertise in park and trail systems and connectivity and will help match the right analytical, communication, and graphic design tools with community engagement and project goals.

CIVIL DESIGNER:

William Zippel, PE, SE

Mr. Zippel's project management and structural engineering experience include numerous projects that involve interaction between motorized vehicles, non-motorized users, and natural environments. His knowledge of design standards, structural design, cost management, and constructability will be used to develop attractive, robust, and cost-effective solutions for the Monona waterfront design.

LANDSCAPE ARCHITECT PROJECT MANAGER:

Ryan Buckley, RLA

Ryan Buckley brings nearly 15 years of experience in the planning, design, and stewardship of significant cultural and urban landscapes, and since 2017 has been empowered to manage some of OLIN's most complex projects, including a catalyzing, long-term framework plan for Detroit's historic Eastern Market, and a major transformation of Microsoft's flagship campus in Redmond, Washington. In the role of Project Manager, Ryan will be responsible for maintaining the daily external relationships and communications with the City and all members of the project team. Working in collaboration with Susan, Ryan will also ensure that the highest level of design quality is delivered by the OLIN team, advising, guiding, and directing OLIN staff to carry out design, documentation, and administration of the project. Ryan will also be responsible for quality control, including the maintenance and adherence to project milestones and coordinating with OLIN's internal QA/QC team.

TRANSPORTATION PLANNER / DESIGNER:

Ennis Davis, AICP

Mr. Davis has led transportation planning on numerous projects where he successfully obtained challenging stakeholder design consensuses. His ability to truly listen to stakeholder opinions, give careful consideration to stakeholder needs, and filter those needs through transportation design codes and standards is exceptional. Mr. Davis will facilitate transportation planning and stakeholder input on this project.



SUSAN K. WEILER

RLA, FASLA

PROJECT LANDSCAPE ARCHITECT AND PARTNER-IN-CHARGE

Susan's honed expertise lies at the intersection of complex planning, design, and living systems. As a partner at OLIN these applied skills have been demonstrated in myriad and typologies and locales. Master planning and project development for numerous corporate, academic and cultural campuses include Silicon Valley Tech Campuses, Mission Bay, UCity Square, Penn, Ben Franklin Parkway, Johns Hopkins and Cleveland's Green Over Gray. Her ability to work in diverse cultures and climates may be seen in over 20 US Embassies and Consulates. Susan's research, writing, and speaking features many of her landscapes over structure including Chicago's revitalized Willis Tower and Roof Gardens, Philadelphia's Museum of Art Sculpture Garden and New Expansion, and City Hall's vibrant civic space and transit center Dilworth Park, a 2020 ASLA Award of Excellence winner.

RECENT AWARDS AND HONORS

- 2020, American Society of Landscape Architects, Award of Excellence in Urban Design: Dilworth Park
- 2018, American Institute of Architects, Paul Philippe Cret Award
- 2018, American Society of Landscape Architects, Honor Award for General Design: Dilworth Park
- 2016, Chicago Athenaeum, Good Design Award: Dilworth Park
- 2015, American Institute of Architects Philadelphia Chapter, Gold Medal: Dilworth Park
- 2013, American Institute of Architects Philadelphia Chapter, Merit Award for Master Planning: Franklin and Marshall College Landscape Master Plan and Arboretum Development

EDUCATION

- 1983
Master of Landscape Architecture, University of Pennsylvania
- 1979
Bachelor of Landscape Architecture, University of Wisconsin
- 1975 – 1977
Rome Center of Liberal Arts, Loyola University

PROFESSIONAL EXPERIENCE

- 1996 – Present
OLIN, Partner
- 1983 – 1996
Hanna/Olin, Associate

PROFESSIONAL REGISTRATIONS

- Landscape Architect: PA, IN, KS, MD, MA, MO, NY, NC, OH, UT, WI, CO, IL
- Council of Landscape Architectural Registration Boards

AFFILIATIONS

- American Society of Landscape Architects, Fellow

SERVICE

- Board of Trustees, Association for Public Art
- Dean's Council
University of Pennsylvania Stuart Weitzman School of Design
- University of Wisconsin-Madison Design Review Board Charter Member
- 2014 – Present
Member, The Ohio State University Design Review Board

RELEVANT PROJECT EXPERIENCE

- Grande Cheese Home Office and Research Center**
Fond du Lac, WI
- University of Wisconsin-Madison**
Wisconsin Institute for Discovery, Union South Redevelopment, Library Mall Feasibility Study
- The St. Regis Chicago (Vista Tower)**
Chicago, IL
- Willis Tower**
Chicago, IL
- The Benjamin Franklin Parkway Master Plan**
Philadelphia, PA
- Water Works Park and Island**
Philadelphia, PA
- Green Over Gray Study**
Cleveland, OH
- Dilworth Park**
Philadelphia, PA
- Tech Corporate Campuses**
Sunnyvale and Mountain View, CA
- Microsoft Campus Refresh**
Redmond, WA
- Mission Bay Master Plan and Project Development**
San Francisco, CA
- uCity Square Science and Technology Center**
Philadelphia, PA
- University of Pennsylvania Campus Development Plan and 125 Years of Women at Penn**
Philadelphia, PA
- Wyandanch Downtown Revitalization**
Babylon, NY
- Canary Wharf**
London, UK
- U.S. Embassies and Consulates**
Berlin, Brasilia, Rio de Janeiro, Dubai, Mauritius, Nicosia, Kenya



RYAN BUCKLEY

RLA

LANDSCAPE ARCHITECT PROJECT MANAGER

Ryan Buckley joined OLIN in 2010 and has ten years of professional experience in landscape architecture and research. Since joining OLIN, he has worked on projects that reposition and revitalize landscapes associated with historic, iconic buildings such as the Metropolitan Museum of Art, the Rotunda at the University of Virginia, and, currently, a redevelopment of the Willis Tower in Chicago, Illinois. He has worked on a number of transformative, large scale planning projects, such as the Central Delaware Riverfront Master Plan in Philadelphia, Pennsylvania, uCity Square in Philadelphia, Pennsylvania, and Detroit Eastern Market in Detroit, Michigan. He has also worked on winning entries to competitions such as the 11th Street Bridge Park in Washington DC, the Plaza at Santa Monica, and Living Cities in Philadelphia. Most recently, Ryan has been the Associate in charge of a pair of major technology campuses in Silicon Valley as well as the Microsoft Campus Modernization in Redmond, Washington.

RECENT AWARDS AND HONORS

- 2018, Architizer A+ Awards, Landscape & Planning, Unbuilt Masterplan, Jury Winner: 11th Street Bridge Park
- 2013, American Institute of Architects, New York State Chapter, Award of Excellence, Urban Planning/Design: Central Delaware Riverfront Master Plan
- 2012, American Institute of Architects, National Honor Award for Regional and Urban Design, Central Delaware Riverfront Master Plan
- 2012, American Institute of Architects, New York State Chapter, Honor Award, Urban Design: Central Delaware Riverfront Master Plan

EDUCATION

- 2010
Master of Landscape Architecture, The University of Texas at Austin
- 2004
Bachelor of Political Science, Boston College

PROFESSIONAL EXPERIENCE

- 2010 – Present
OLIN, Associate
- 2009
Lady Bird Johnson Wildflower Center, Intern
- 2008 – 2010
The University of Texas at Austin, Graduate Research Assistant

PROFESSIONAL REGISTRATIONS

Landscape Architect: PA

ACADEMIC EXPERIENCE

- 2020, University of Pennsylvania Stewart Weitzman School of Design, Lecturer
- 2018-2020, University of Pennsylvania Stewart Weitzman School of Design, Summer Institute Instructor
- 2018-2019, Thomas Jefferson University East Falls College of Architecture and the Built Environment, Adjunct Professor

RELEVANT PROJECT EXPERIENCE

- Master Plan for the Central Delaware
Philadelphia, PA
- 11th Street Bridge Park
Washington, DC
- Willis Tower Repositioning
Chicago, IL
- Folger Shakespeare Library
Washington, DC
- University of Virginia Rotunda
Charlottesville, VA
- Camana Bay Bike Trail Master Plan
Grand Cayman, Cayman Islands
- Comcast Technology Center
Philadelphia, PA
- uCity Square
Philadelphia, PA
- Eastern Market 2025 Strategy
Detroit, MI
- David H. Koch Plaza at the Metropolitan
Museum of Art
New York, NY
- Microsoft Campus Refresh
Redmond, WA
- Corporate Campus
Silicon Valley, CA
- Consulate Expansion
Jerusalem, Israel
- Embassy Upgrades
Buenos Aires, Argentina
- Embassy Expansion
Nairobi, Kenya
- Embassy Upgrades
Nicosia, Cyprus
- Copia Redevelopment
Napa, CA
- College of Wooster Athletic Precinct
Wooster, OH



ANDREW DOBSHINSKY

AICP CUD

MASTER PLANNER

Andrew's extensive background in digital media design and planning offers a unique perspective on planning for park systems and green infrastructure networks. He excels in finding the right analytical, communication, and graphic design tools to use with each project to best develop and achieve its individual vision. Andrew has led the development of plans for large and nationally-accredited park systems, including Dallas and Oklahoma City, and green stormwater infrastructure plans in Philadelphia and Harrisburg.

RECENT AWARDS AND HONORS

2020, GreenPlan Philadelphia, Weitzman School of Design, University of Pennsylvania, Witte-Sakamoto Family Medal in City and Regional Planning

2017, Community Greening Plan, American Planning Association Pennsylvania Chapter, Planning Excellence Award, Plan Other Than a Comprehensive Plan

2011, GreenPlan Philadelphia, American Society of Landscape Architects, Honor Award, Analysis and Planning

EDUCATION

2005
Master of City Planning,
University of Pennsylvania
School of Design

2005
Certificate in Urban Design,
University of Pennsylvania
School of Design

2003
Bachelor of Science in Engineering
in Digital Media Design, University of
Pennsylvania School of Engineering
and Applied Science

PROFESSIONAL EXPERIENCE

2018 – Present
OLIN, Planning Associate

2016 – 2018
WRT, Senior Associate Planner/Urban
Designer

2010 – 2016
WRT, Associate Planner/Urban
Designer

2005 – 2010
WRT, Planner

PROFESSIONAL REGISTRATIONS

American Institute of Certified
Planners, American Planning
Association

Certified Urban Designer, American
Planning Association

PROJECT EXPERIENCE

Fort Collins Parks and Recreation
Master Plan
Fort Collins CO

Los Angeles River Master Plan Update
Los Angeles, CA

South Wetlands Park
Philadelphia, PA

Origin Park
Clarksville, IN

GreenPlan Philadelphia*
Philadelphia, PA

A Gateway to Many Places and
to Cleaner Water*
Philadelphia, PA

Community Greening Plan*
Harrisburg, PA

Connect Our Future*
Charlotte, NC

Arlington Public Spaces Master Plan*
Arlington, VA

Dallas Park and Recreation
Comprehensive Plan*
Dallas, TX

Five Rivers MetroParks
Comprehensive Master Plan*
Montgomery County, OH

Imagine Your Parks2*
East Baton Rouge Parish, LA

Formula 2040: Functional Master Plan for
Parks, Recreation and Open Space*
Prince George's County, MD

Oklahoma City Parks Master Plan*
Oklahoma City, OK

Cleveland Metroparks Strategic Plan*
Cleveland, OH

*Project work completed prior to joining OLIN



SARAH LEASKEY

RLA, ASLA

ASSOCIATE

Sarah joined OLIN in 2007 after spending a year in the Philadelphia studio as its 2005-2006 Purdue intern. With more than 10 years' professional experience in landscape architecture, she has worked on a range of projects, such as University of California, Berkeley's California Memorial Stadium and a series of private residences across France and Switzerland. Most recently, Sarah worked on the design and realization of Apple Park in Cupertino, California.

RECENT AWARDS AND HONORS

2017, Purdue Landscape Architecture Distinguished Alumni Award

2015, American Institute of Architects, Honor Award for Architecture: California Memorial Stadium at the University of California, Berkeley

2013, Society for College and University Planning / American Institute of Architects Committee on Architecture for Education Honor Award for Excellence in Architecture for Restoration: California Memorial Stadium at the University of California, Berkeley

2013, American Institute of Architects, Kansas City Chapter, Sports Venue Award: California Memorial Stadium at the University of California, Berkeley

EDUCATION

2008
Bachelor of Landscape Architecture, Purdue University

PROFESSIONAL EXPERIENCE

2014 – Present
OLIN, Associate
2010 – 2014
OLIN, Landscape Architect
2007 – 2010
OLIN, Landscape Designer
2005 – 2006
OLIN, Intern

PROFESSIONAL REGISTRATIONS

Landscape Architect: PA

PROJECT EXPERIENCE

Water Works Park and Island
Philadelphia, PA

Apple Park
Cupertino, CA

Microsoft Campus Refresh
Richmond, WA

Vallco Town Center
Cupertino, CA

The Hamptons Residential Community
California

Stavros Niarchos Foundation Agora Institute at Johns Hopkins University
Baltimore, MD

University of Wisconsin-Madison Library Mall
Madison, WI

King's Cross
London, United Kingdom

Visitor's Center
Chantilly, France

Private Residence
Geneva, Switzerland

Eskenazi Hospital New Campus Design Guidelines
Indianapolis, IN

Eskenazi Hospital Plaza
Indianapolis, IN

Potomac Park Levee
Washington, DC

The Ohio State University Medical Center
Columbus, OH

U.S. Entertainment Company Master Plan
Los Angeles, CA

Horton Plaza Master Plan
San Diego, CA

Pratt Street Concept Design
Baltimore, MD

San Diego Downtown Design Guidelines
San Diego, CA

Grand Avenue
Los Angeles, CA

William Zippel, PE, SE

Civil Designer

Mr. Zippel leads Benesch's Wisconsin Division structural team. He has broad experience in all phases of project delivery, from design, to construction, to maintenance. Some of the noteworthy projects he has lead and managed include the design of Three Bridges Park and adjoining segments of the Hank Aaron State Trail in Milwaukee where he led the design coordination with a large group of community groups and stakeholders, and achieved a final design for this popular attraction in the City of Milwaukee; the design of the 6th Street Pedestrian ramps, a key connection from the 6th St. viaduct to the ground level below in downtown Milwaukee; the rehabilitation of the Hoyt Park Pedestrian bridge for Milwaukee County where he worked with multiple stakeholders to ensure that the rehabilitation was done to preserve the unique historic nature of the bridge; and the planning and design of the Milwaukee Train Shed where Mr. Zippel was instrumental during both the study and final design phases. He facilitated the study process, ensuring the team presented quality design solutions, and guided the project through to final completion. He is an active volunteer and leader in his community and a number of professional organizations including AREMA, ASCE and AWS.



WisDOT - Three Bridges Park on Hank Aaron State Trail, Design

Project Manager: Benesch led the design transformation of an abandoned brownfield into a new 24-acre park. Land fill was reformed to create rolling hills, imitating natural glacial landforms and new, clean soil was placed over the existing contaminated soil. This project included three steel truss pedestrian bridges, two miles of multi-use trail, restoration of the Menomonee River, a valve-controlled stormwater management system and extensive landscaping. Mr. Zippel served as Project Manager and led the structural engineering for this project.

WisDOT - Milwaukee Train Shed, Planning and Design

Project Manager/Structural Engineer: To bring this facility to full ADA-compliance and increase capacity for future proposed operations, Benesch led a team of investigators to inspect the condition of the deteriorating shed. This work involved structural and environmental inspections, utility searches, soils investigation and train operations. Benesch also prepared final design plans for reconstruction of the train shed, platforms and pedestrian access. Design included three-dimensional lenticular truss systems, natural ventilation and lighting, and a large solar panel array. As Project Manager, Mr. Zippel was instrumental during both the study and final design phases. He facilitated the study process, ensuring the team presented quality design solutions, and guided the project through to final completion.

Milwaukee County - Hoyt Park Suspension Bridge Rehabilitation, Design and Contract Management

Project Manager/Lead Structural Engineer: The iconic Hoyt Park pedestrian bridge, consisting of stone towers and steel cables supporting a timber deck/railing system, needed repairs. Benesch performed detailed inspection of the structure, prepared an inspection report recommending immediate repairs, and performed the design phase which included extensive stone masonry repairs, new galvanized steel framework and timber railing repairs. The project was completed under budget and just before major summer events. Mr. Zippel managed the project and worked with the multiple interested and involved stakeholders to ensure that the rehabilitation was done to preserve the unique historic nature of the bridge.

WisDOT - CTH C Mill Street Reconstruction, Design

Structural Engineer: Located in downtown Delafield, WI, which is known for their rustic architecture and streetscaping, the project required extensive coordination with local community groups and leaders. Benesch, in a subconsultant role, removed existing pipe arches at two locations along Bark River under CTH C. Mr. Zippel led this coordination and integrated the aesthetic design of the new bridge with the historic feel of the surrounding downtown area.

Education

MS, Structural Engineering,
University of Wisconsin -
Madison, 1998

BS, Civil Engineering -
Construction Engineering and
Management, University of
Wisconsin - Madison, 1996

Years of Experience: 24

Registrations and Certifications

Professional Engineer: WI, IL, IA

Structural Engineer: IL

SAVE VE Modules I and II

HTCP PCC Technician I & TMS

NHI Certified Bridge Inspector &
Fracture Critical Bridge Inspector

OSHA Permit - Required
Confined Space Entry

Professional Affiliations

American Railway Engineering
and Maintenance of Way
Association

- Committee 15: Steel Structures, Chair of SC6 - Repairs & Maintenance
- Committee 9: Seismic Design for Railway Structures

American Society of Civil
Engineers

American Council of Engineering
Companies

American Welding Society

Ennis Davis, AICP

Transportation Planner

Through his involvement in urban and transportation planning, Mr. Davis has his finger on the pulse of emerging trends and technological changes in the transportation industry. He brings over 20 years of experience in the transportation, land planning, and architectural design fields and has served as a project manager and urban planner on numerous projects that involved transportation planning, land use and zoning entitlements, planning studies, architectural design, and construction throughout Florida and Southeast Georgia. Mr. Davis is the author of *Reclaiming Jacksonville*, *Images of Modern America: Jacksonville*, and *Cohen Brothers: The Big Store*.

City of Jacksonville - 2030 Multimodal Transportation Study/Mobility Fee Study - Jacksonville, FL

Lead Planner: This study developed a multimodal transportation plan consisting of roadway, transit, bicycle, pedestrian, and transportation system management/Intelligent Management System (ITS) improvements. These improvements were integrated with land use and pedestrian scale development changes that supported multimodal transportation options and the reduction of vehicle miles traveled and greenhouse gas emissions. As part of the study, multimodal improvements were identified that alleviated future transportation deficiencies with respect to guiding principles of the City of Jacksonville's adopted community visioning goals. The multimodal improvement plan is anticipated to support development in the City through horizon year 2030 and the implementation of a vehicle miles traveled-based mobility fee to replace the existing concurrency and fair share system in the City, consistent with 2009 Senate Bill 360 legislative requirements. Mr. Davis' involvement included the identification of socioeconomic constraints, obstacles impacting the constructability of recommended multimodal improvements within the plan. Additional tasks include calculating \$50 million in LRE cost estimates for 168 miles of identified bicycle and pedestrian projects needed to meet the City's development patterns through horizon year of 2030.

City of Jacksonville - Context Sensitive Streets Design Guidelines - Jacksonville, FL

Project Manager: Mr. Davis served as project manager responsible for developing a document, associated graphics, and street cross sections that redefined policy for the design of the local street network within the urban core of the City of Jacksonville. Guidelines focused on an approach to roadway planning, design and street operation to meet regional transportation goals, while enhancing neighborhoods, embracing multimodal transportation options and considering adjacent land uses.

Jacksonville Transportation Authority (JTA)- Commuter Rail Feasibility Study - Jacksonville, FL

Citizen's Advisory Committee Member: A feasibility study was conducted for a regional commuter rail system. The study consisted of identifying travel demand, preferred alignments, potential station sites, transit oriented development sites and exploring the possibility of public-private partnerships to operate and maintain a rail system.

City of Jacksonville - Downtown Action Plan Committee - Jacksonville, FL

Board Member: Councilwoman Suzanne Jenkins assigned Mr. Davis and committee members to develop a pedestrian friendly redevelopment plan for Downtown Jacksonville. Projects planned by the committee and implemented into JEDC's Action Plan include the Laura Street Streetscape project and a wayfinding pedestrian and vehicular signage program for the downtown district.



Education

B. Architecture, Florida A&M University

Years of Experience: 20

Registrations and Certifications

American Institute of Certified Planners (AICP): #026224

Professional Affiliations

American Planning Association (APA) Florida - First Coast Section Chair

Northeast Florida Regional Transportation Commission Board (Mayoral Appointee)

Florida Trust for Historic Preservation Board Member

Next City Vanguard Class (2013 Class)

Clearly Jacksonville Board

Transform Jax 501(c)(3) Urban Advocacy Group (co-founder)

MetroJacksonville.com (co-founder)

Moderncities.com (co-founder)

Thejaxsonmag.com (co-founder)

Benjamin Weigand, PE, VMA

Project Manager and Design Leader

Mr. Weigand is a Project Manager and Design Leader in the Wisconsin Division. He has varied experience in the areas of roadway, bicycle, and pedestrian facility design. In addition to technical expertise in facility design, he has worked closely with landscape and structural architects to improve public spaces. On the project below and numerous additional State roadway projects, Mr. Weigand worked to ensure that ADA accessibility is provided wherever pedestrians need to go.



City of Milwaukee - 2nd Street Shared Street Reconstruction

Civil Design Lead: Benesch led a multidisciplinary team to create a set of design guidelines, and design a portion of the reconstruction of 2nd Street from Plankinton Avenue to Michigan Street. This design created a shared space, for vehicles, bicycles and pedestrians.

On the award-winning reconstruction of 2nd Street in the City of Milwaukee. Mr. Weigand worked with the team to develop a design guide for the neighborhood. From that, he led the design to reconstruct 2nd Street as one of the first shared streets in the City of Milwaukee.

WisDOT - Three Bridges Park on Hank Aaron State Trail, Design

Project Engineer: Benesch led the design transformation of an abandoned brownfield into a new 24-acre park. Land fill was reformed to create rolling hills, imitating natural glacial landforms and new, clean soil was placed over the existing contaminated soil. This project included three steel truss pedestrian bridges, two miles of multi-use trail, restoration of the Menomonee River, a valve-controlled stormwater management system and extensive landscaping. Mr. Weigand led the civil design for Three Bridges Park, effectively reshaping a hazardous material landfill into a natural and engaging space for pedestrians and bicycle users.

WisDOT - Milwaukee Train Shed, Planning and Design

Project Engineer: To bring this facility to full ADA-compliance and increase capacity for future proposed operations, Benesch led a team of investigators to inspect the condition of the deteriorating shed. This work involved structural and environmental inspections, utility searches, soils investigation and train operations. Benesch also prepared final design plans for reconstruction of the train shed, platforms and pedestrian access. Design included three-dimensional lenticular truss systems, natural ventilation and lighting, and a large solar panel array. Mr. Weigand prepared the track plans, and assisted with FRA, Canadian Pacific and Amtrak coordination.

Education

BS, Civil Engineering, Michigan Technological University, 2001

Years of Experience:

19

Registrations and Certifications

Professional Engineer: WI

SAVE Value Methodology Associate

SAVE VE Module I

Professional Affiliations

Institute of Transportation Engineers

SAVE International

American Society of Civil Engineers

Steven I. Apfelbaum, M.S.

Senior Ecologist | Founder | Board Chairman



EDUCATION

M.S., Biology, University of Illinois at Urbana-Champaign, 1978

B.S. (L.A.S.) in Zoology, University of Illinois at Urbana-Champaign, 1976

PROFESSIONAL INFORMATION

Certified Senior Ecologist, Ecological Society of America, 1991 - Present

Appointed to Editorial Advisory Board, *Ecological Restoration Journal*, 2015 - Present

Qualified Wildlife Biologist Certification, Embry-Riddle Aeronautical University, 2014

Airport Wildlife Hazard Management Specialist Certification, Embry-Riddle Aeronautical University, 2010

Appointed to U.S. Forest Service Scientific Roundtable on Biological Diversity

AWARDS AND HONORS

Honorary Associate/Fellow with the University of Wisconsin-Madison, 2020

SUMMARY OF EXPERIENCE

Since the late 1970s, Steve Apfelbaum has conducted ecological research, designed award-winning projects and contributed his uniquely creative scientific expertise and enthusiasm to over 9,000 projects throughout North America and beyond. Apfelbaum received his Master's degree in Ecology under Dr. Alan Haney at the University of Illinois in 1978. His early work involved research conducted in many different regions including the boreal forests of Canada, the prairies of Kansas and North Dakota, the deserts of Utah and the tropical rain forests of Central America. He returned the Midwest in the late 70s and founded Applied Ecological Services (AES) in rural Wisconsin in 1978.

He has been instrumental in advancing the concepts and philosophies behind ecological restoration through his direct connection to mentors and pioneers in the environmental movement including Sigurd Olson, Luna Leopold and many other key scientists, conservationists and policy makers. As AES has grown, Apfelbaum has played an increasing role in educating and mentoring the next generation of ecological professionals.

Apfelbaum has been the ecological leader in many pioneering projects. His work on conservation communities established Low Impact Development as a marketplace and regulatory precedent. His work on alternative stormwater management and in developing the Stormwater Treatment Train™ has contributed to changing the stormwater management industry nationwide. And his ecological restoration approaches on mining projects and brownfield reclamation and remediation have set new industry standards and win-win outcomes for all involved parties.

Apfelbaum has also been a leader in the developing marketplace for ecosystem services concepts. Beginning in the early 1990s, he helped develop regulatory frameworks for the first private wetland mitigation bank in the Midwest. More recently, he has led the development of a methodology to quantify carbon in soils and he has helped develop a framework for conservation biomass.

He has authored and peer-reviewed hundreds of technical studies, papers, books and reports, including ecological restoration plans and regulatory monitoring and compliance reports. His book, *Nature's Second Chance* (Beacon Press), won accolades from the New York Times, and was listed as one of the "Top 10 Environmental Books of 2009." Apfelbaum's recent book, *Restoring Ecological Health to Your Land* - co-authored with Dr. Alan Haney as part of a two-volume series - has won praise as the first comprehensive "how-to" restoration book for landowners. Steve and artist Rob Dunlavey created a book "S is for Soils" which has won broad acclaim for how it has simplified soil sciences and soil's front line role in addressing climate mitigation. This book has been gifted and can be obtained through the Lower Sugar River Watershed Association (www.lsrwa.org) and helps us all to understand this important role for soils in our future.

Apfelbaum is also a much sought-after speaker at educational events focusing on ecological restoration, ecosystem assessment, alternative stormwater management and conservation development. He currently lectures at Harvard University, University of Illinois, University of Wisconsin, and over the years has taught in dozens of other educational and research institutions through the U.S., University of Paris at Madam Curie Institute and elsewhere. Apfelbaum has won the John T. Curtis lifetime achievement award from the Aldo Leopold Foundation for Ecosystem Restoration, and was honored with the Ryerson Lifetime Conservation Award. Prior shared recipients of this award include Wes Jackson of The Land Institute in Salina, Kansas, and famed ornithologist Roger Tory Peterson.



POPLAND

EDUCATION

Harvard University Graduate School of Design
Master of Landscape Architecture in Urban Design

University of Wisconsin - Madison
Bachelor of Science in Landscape Architecture

REGISTRATIONS

Landscape Architect
Wisconsin No. 718-14

NOTABLE PROJECT AWARDS

National - American Society of Landscape Architects
UW-Madison Campus Master Plan, Madison, WI*
Mill River Park and Greenway, Stamford, CT*

WI - American Society of Landscape Architects
Lady of Guadalupe Vision Plan, Endeavor, WI
UW Madison Alumni Park, Madison, WI*
69th Street Plaza, Wauwatosa, WI*
Euclid Waterfront Plan, Euclid, OH*

National - Society for College and University Planning
UW Madison Alumni Park, Madison, WI*
UW-Madison Campus Master Plan, Madison, WI*
*Awarded while working at other firm.

ACADEMIC POSITIONS

Chair, Bachelor of Landscape Architecture Program
University of Wisconsin - Madison
Department of Planning and Landscape Architecture

PAST WORK EXPERIENCE

SmithGroup, Madison, WI
OLIN, Philadelphia, PA
SWA, Houston, TX

ERIC SCHUCHARDT, PLA, ASLA

OWNER | LANDSCAPE ARCHITECT + URBAN DESIGNER

Eric Schuchardt is POPLAND Studio's founding principal. Trained as a landscape architect and urban designer, Eric's 10-plus years of professional experience has involved a variety of projects across the design and planning spectrum, from intricate plazas and parks to comprehensive waterfront and campus master plans. Regardless of project type and scale, Eric approaches design and planning from the human experience, blending the arts and sciences to create imaginative outdoor spaces connected to place. Prior to founding POPLAND Studio, Eric worked at SmithGroup, OLIN, and SWA Group. He is also the Chair of the Bachelor of Landscape Architecture program in UW-Madison's Department of Planning and Landscape Architecture.

RELEVANT PROJECT EXPERIENCE

Soul of the River, Wisconsin Dells, WI

The Wisconsin River played an important role in the founding of Wisconsin Dells as a place of tourism and recreation. POPLAND Studio was brought in to design a new waterfront park on a former parking lot with the primary goal of providing a space for respite and telling the story of the Wisconsin River's impact on the local community. While working in close collaboration with the photographer, POPLAND Studio designed large, immersive exhibits that guide you through a park space that opens up into grand overlook along the river's edge. By embracing the Wisconsin River's context and collaborating early on with the City engineers regarding stormwater BMPs, the design was able to create a small, yet grand immersive waterfront experience on a tight construction budget. Eric's role was project lead and designer.

UW- Eau Claire Waterfront, Eau Claire, WI*

Located along the Chippewa River, UW-Eau Claire brought in our team to transform a .35-mile vehicular corridor into a waterfront promenade that reconnects the campus grounds to the Chippewa River. The design reconfigured and prioritized pedestrian and bicycle movement along with modifying service operations through a flexible wooneerf-like layout. Green infrastructure was integrated throughout the corridor to capture and filter storm water while integrating plants that reconnect Campus to its riparian context. Throughout the corridor you will find outdoor classrooms, overlooks, plazas, and prairie gardens for hosting campus and local community events. Public participation was also critical to the overall success of the project, and in the end determined the best way to create a unified campus connection to the historic Chippewa River. Eric's role was project lead and designer.

Alumni Park, Madison, WI*

Alumni Park's design realized a century-long vision for the University of Wisconsin-Madison by creating a signature museum-like waterfront destination in a former service parking lot. The team was able to overcome the challenge of servicing each of the adjacent buildings by pushing the service access below ground in a new loading dock and tunnel system capped by a park. Once service was pushed below ground, this opened up 1.3 acres of valuable waterfront space to be transformed into a new public space that supports seasonal community events, outdoor learning, and one-of-kind storytelling through art and interactive exhibits. Eric's role was lead designer.

UW-Madison Campus Master Plan, Madison, WI*

Building upon a previous master plan that was limited to primarily building blocks and growth capacity, the team was to provide a visionary and actionable recommendation for the University regarding campus landscapes, sustainable stormwater management and synergistic infrastructure and transportation. Eric's role as a campus planner was focused on integrating public open spaces with innovative green infrastructure.

Chris Larsen Waterfront Park Master Plan, Sioux City, IA*

Chris Larsen Park is a proposed 16-acre public park on the Missouri River that replaces a expansive casino boat landing operation. The park master plan carefully weaved together a series of plazas, exhibit gardens, water features, overlooks, shelters, play features, fishing piers, and a regional trail system. Eric's role was the project manager and designer from master planning through schematic design.

*Project completed while working at other firm.



MICHAEL FORD

AIA ASSOC., NOMA

FOUNDER, PRINCIPAL

Michael Ford, AIA Assoc. is a designer, born and raised in the city of Detroit. He has spent the past decade working to blur the lines between professional practice and academia. He is dedicated to stimulating cross disciplinary discourse between practitioners and residents on the sociological and cultural implications of architecture and urban planning on its inhabitants. More specifically, Ford has unveiled the subconscious roles of historical architectural figures such as LeCorbusier in envisioning the built environments which necessitated the birth of hip hop culture.

Through his years of research, publications, and lectures, he is recognized in the architectural and hip hop communities as a galvanizer and pioneer of a new era of architectural practitioners. Currently, Ford is a instructor in the architecture program at Madison College, and Co-Founder of The Urban Arts Collective, where he created and conducts The Hip Hop Architecture Camp™ with the mission to increase the number of minorities in architecture and urban planning.

In 2022, Ford was named Young Architect of The Year by Wisconsin's Chapter of The American Institute of Architect.

RECENT AWARDS AND HONORS

2022, Young Architect of The Year,
Wisconsin Chapter, American Institute
of Architects

EDUCATION

Master of Architecture,
University of Detroit Mercy

PROFESSIONAL EXPERIENCE

2010 – Present
BrandNu Design, Principal, Owner
2016 – Present
Hip Hop Architecture Camp, Founder
2010 – 2014
Flad Architects, Designer
2006 – 2010
Hamilton Anderson Associates,
Designer

ACADEMIC EXPERIENCE

2014-2021, Madison Area Technical
College, Instructor

2007-2009, University of Detroit Mercy,
Adjunct Professor

AFFILIATIONS

National Organization of Minority
Architects, Wisconsin Chapter
President
American Institute of Architects,
Associate

PROJECT EXPERIENCE

Madison's Open Space Plan
Madison, WI

Law Park Master Plan
Madison, WI

Imagine Madison: People Powered Planning
Madison, WI

National Guardian Life Insurance TEXT:Tile Wall
Madison, WI

Wisconsin State Lab of Hygiene
Madison, WI

Bronzeville Cultural Arts Center
Milwaukee, WI

R2 House Concept
Detroit, MI

Detroit House of Hip Hop
Detroit, MI

Cass Technical High School, Athletic Fields
Detroit, MI

Louis Armstrong Park, Congo Square
New Orleans, LA

**Alabama State University, Men's Basketball
Locker Room**
Montgomery, AL

Gateway of Pacific
San Francisco, CA

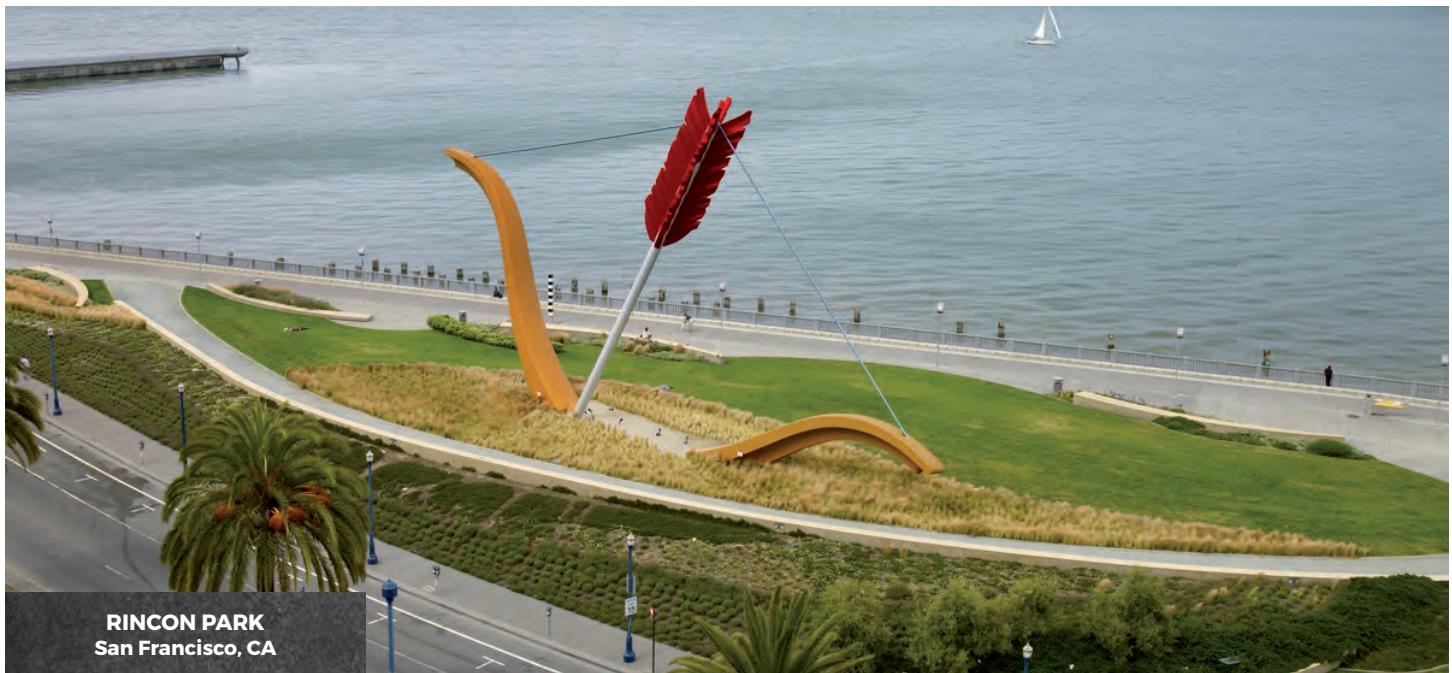
**Criss Angel Believe Theater, Luxor Casino and
Hotel**
Las Vegas, NV

Project V Master Plan
Las Vegas, NV

Dow Chemical Company Founder's Garden
Las Vegas, NV

Section 2

Previous Related Experience



30+ WATERFRONT PROJECTS

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[Alexandria Waterfront | Alexandria, VA](#)

[Battery Park City | New York, NY](#)

[Beardsley Park Plan | Bridgeport, CT](#)

[Burlington Riverfront Promenade | Burlington, NJ](#)

[Camana Bay | Grand Cayman, Cayman Islands](#)

[Canary Wharf | London, UK](#)

[City Dock Master Plan | Annapolis, MD](#)

[Emerald Riverside | Shanghai, China](#)

[Festival Pier | Philadelphia, PA](#)

[First Buffalo River Marina | Buffalo, NY](#)

[Heart of Lake | Xiamen, China](#)

[Hermann Park | Houston, TX](#)

[Hunts Point Lifelines | The Bronx, NY](#)

[LA River Master Plan Update | Los Angeles County, CA](#)

[Master Plan for the Central Delaware | Philadelphia, PA](#)

[Mill River Park and Greenway | Stamford, CT](#)

[Mission Bay | San Francisco, CA](#)

[The Museum of Jewish Heritage | New York, NY](#)

[National Veterans Memorial and Museum | Columbus, OH](#)

[Origin Park | Clarksville, IN](#)

[Pier 26 at Hudson River Park | New York, NY](#)

[Robert F. Wagner, Jr. Park | New York, NY](#)

[Rincon Park | San Francisco, CA](#)

[South Wetlands Park | Philadelphia, PA](#)

[U.S. Embassy | London, UK](#)

[White River State Park Vision Plan | Indianapolis, IN](#)

YOUR GUIDING PRINCIPLES

In our team's careful study of the Lake Monona Waterfront project's Guiding Principles, we couldn't help but see clear parallels and alignments with our own set of principles that we believe are hallmarks of a successful, vibrant, and equitable parks.

MONONA LAKE WATERFRONT GUIDING PRINCIPLE

OLIN PARK PRINCIPLES



LAKE AND WATER ACCESS

Great parks assure **access**. They have no borders. They are open and inviting to all, an integral part of our neighborhoods. And they connect us to other parks, other neighborhoods, other people, and other experiences. **We believe everybody should be able to walk or bike to a great park.**

Great parks conserve our natural and cultural **resources**. They reconnect us to nature and safeguard our collective memory. They remind us of what came before us, where we came from, and where we are going. **We believe that every park should secure natural and cultural resources for people to enjoy.**



PIER 26 AT HUDSON RIVER PARK

New York, NY

A public park over the Hudson River that is a place of education and discovery of nature, water and self; where one feels a sense of belonging and connection to the natural world around them.

[Click here to learn more.](#)

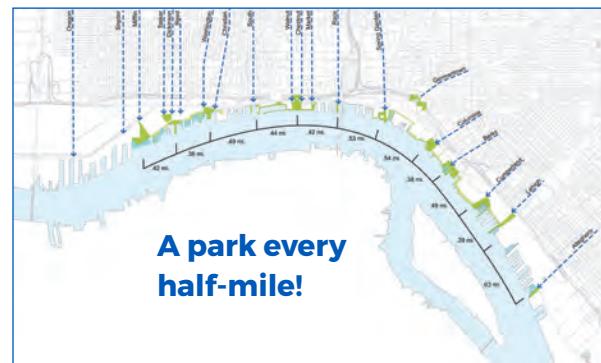


MILL RIVER PARK AND GREENWAY

Stamford, CT

Restoring the natural riparian edge of a previously dammed and channelized river, the park is a respite and resource for all residents of Stamford.

[Click here to learn more.](#)



MASTER PLAN FOR THE CENTRAL DELAWARE

Philadelphia, PA

A Master Plan connecting communities bifurcated by a highway, the plan includes a park every half-mile and improves connection and sense of place for nearby residents.

[Learn more on the following pages.](#)

EQUITABLE DESIGN AND CONNECTING COMMUNITIES

Great parks build **community**. They are civic spaces that allow voices to be heard—and are themselves a reflection of community priorities and diversity. These spaces become part of our lives by building community in the park and park in the community. They have something that can draw everyone in to appreciate and enjoy, from fitness enthusiasts to the casual passer-through. **We believe every park can deepen a sense of community.**

We understand the central role and location of the Lake Monona Waterfront in linking communities and the University. The master plan must enhance and build upon existing connections beyond the immediate planning scope. The plan must seamlessly integrate into the fabric of the city and provide an environment for all visitors to move comfortably, safely, and enjoyably along the waterfront."

Great parks prove their **value**. They give back more than what we put into them. Parks can be economic catalysts that can increase the value of their surroundings and revenue generators that offset their maintenance and programming costs.

We believe every park should live up to its highest potential.



11TH STREET BRIDGE PARK Washington, DC

This bridge park shows just how literal the notion of "park as connector" can be. While the Anacostia River has long represented a barrier of race, representation, and economic opportunity, 11th Street Bridge Park invites people on both sides of the waterway to convene and cross paths. **Learn more on the following pages.**

SENSE OF PLACE AND PUBLIC ART

Great parks shape **identity**. They represent who we are and are as unique and authentic as each of us. Their names and their image evoke the best versions of ourselves and our communities. **We believe every park should physically express our ideas.**

Great parks abound in **experiences**. They are safe and clean spaces that bring together people, activities, and events that excite and inspire us. Designed for flexibility, these parks can evolve with our ever-changing interests. **We believe every park should enrich our lives and allow us to learn more about ourselves.**

Public art should be thought of not just as a "larger-than-you" sculpture propped in a park, but an inspiring, contextual, and intentional feature within the civic realm. This art must be rich with meaning and should serve as a representation of prescient themes that resonate with their communities, embodying their spirit, their struggles and triumphs, and their intersectional vision for the future. Art within landscape, freed from the gallery walls, finds its power as assertions of community rather than just aesthetically-stimulating artifacts. From the prototypical and scalable to the site-specific, fragments of image to the large-scale sculpture in the round, art in the public realm goes beyond the aesthetic to engage its citizenry in global cultural narratives. Generated from the passion of artists to create meaningful spaces with entropic value, the activator that is public art in the landscape both creates and reveals the identity of our cities.



DILWORTH PARK Philadelphia, PA

If the City of Philadelphia had a front porch, Dilworth Park would be it. The fountain emerges from the plaza providing a seamless scalability to the park with basins that shrink or enlarge according to the park's activity. In the winter the fountain transforms to an ice rink providing year round enjoyment. Integrated into the fountain is artist Janet Echelman's Pulse, a kinetic representation of the transit lines, which signal their passage through illuminated ribbons of atomized fog rising through air.

[Click here to learn more.](#)

**BATTERY PARK CITY**

New York, NY

[Click here to learn more.](#)**ROBERT F. WAGNER, JR. PARK**

New York, NY

[Click here to learn more.](#)**THE MUSEUM OF JEWISH HERITAGE**

New York, NY

[Click here to learn more.](#)**CANARY WHARF**

London, UK

[Click here to learn more.](#)**QUEENSWAY BAY**

Long Beach, CA

**RINCON PARK**

San Francisco, CA

[Click here to learn more.](#)**CAMANA BAY**

Grand Cayman, Cayman Islands

[Click here to learn more.](#)**BRYANT PARK**

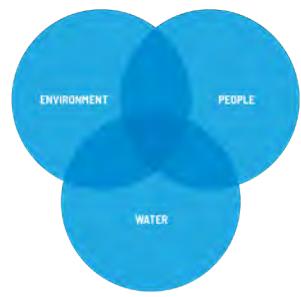
New York, NY

[Click here to learn more.](#)**J. PAUL GETTY CENTER**

Los Angeles, CA

[Click here to learn more.](#)**OVER 46 YEARS OF EXPERIENCE**

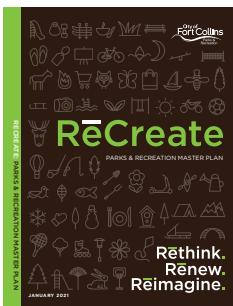
OLIN began more than four decades ago as a collaborative of two professors with a shared passion for the public realm. Over the years, we've grown and evolved to a firm of more than 100 people, with diverse backgrounds, perspectives, experiences, and expertise. OLIN's vast experience does not solely reside with any one individual, but is an accumulation of shared knowledge and resources that are collected, curated, and disseminated throughout the studio through constant mentoring and development of staff. Today, we're a multi-generational practice built on a solid foundation of complex legacy projects like Bryant Park, the J. Paul Getty Center, and Battery Park City. Many of these projects, such as New York's Battery Park City, started in our office as a master plan effort, and evolved over many years into the realization of site-specific interventions such as Wagner Park and the Museum of Jewish Heritage.



LA RIVER MASTER PLAN UPDATE

Los Angeles County, CA

[Click here to learn more.](#)



FORT COLLINS PARKS AND RECREATION MASTER PLAN

Fort Collin, CO

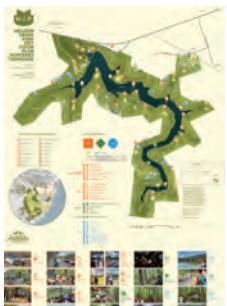
[Learn more on the following pages.](#)



MEADOW CREEK PARK VISION PLAN

Monterey, TN

[Click here to learn more.](#)



PARKS PLANNING AND VISIONING EXPERIENCE

OLIN's ability to work across scales — from a 51-mile river corridor transecting Los Angeles County, to a city-spanning vision for the park system of Fort Collins, Colorado, to a jewel box-like pocket park in the heart of Center City Philadelphia. This experience enables us to help our clients make informed planning and design choices. We recognize the importance of examining contextual systems and connections but understand that this analysis must be grounded in a deep understanding of the lived experiences and needs of residents, which can be achieved by making them a part of the process. We see ourselves not just as planners and designers but as conveners and consensus-builders, helping communities come together to articulate a clear, shared vision for the future. Only then can we help citizens and civic leaders build strategies and create physical design expressions that are celebrated, contextual, and embraced by their communities.



UNIVERSITY OF WISCONSIN UNION SOUTH

REDEVELOPMENT Madison, WI



UNIVERSITY OF WISCONSIN LIBRARY MALL FEASIBILITY STUDY

Madison, WI



GRANDE CHEESE HOME OFFICE AND RESEARCH CENTER

Fond du Lac, WI

[Click here to learn more.](#)

LOCAL EXPERIENCE

Our work in Wisconsin, both past and current, spans the public and private sectors. Early collaborations with the University of Wisconsin expanded our institutional knowledge of the campus and its culture, as well as built and strengthened relationships with local collaborators. In Fond du Lac, the Grande Cheese Home Office and Research Center project afforded us the opportunity to dive deep into the region's ecology, geology, culture and climate. This extensive analysis work, combined with a close and meaningful collaborative process with the client resulted in an integrated building and landscape that together support and reflect the client's extraordinary culture and values. Back in Madison, the University of Wisconsin's Library Mall Feasibility Study reconnected us with the campus and city over the last two years, and through this work we have gained critical insight into many present concerns and aspirations. We worked through a series of engagement sessions with University stakeholders, students, and the local community to identify their priorities for the future of Library Mall. The knowledge we've gained on these prior works in the City of Madison and surrounding region have laid a robust foundation for the work we will do on this unique opportunity along Lake Monona.

COMPETITION EXPERIENCE

We thrive in competition mode! As a group of people that are driven by inquiry, creativity, and collaboration, we know that the competition process is the perfect venue for our team to get big ideas on the table for our clients. Competitions are intense investments of time and resources, so we're very intentional and strategic about the competitions we elect to pursue. Our experience with competitions has been most rewarding when our goals and values align closely with those of our clients. When we decide to pursue a competition, we go into it with full commitment, knowing that our experience and passion will result in a groundbreaking vision for the project.

THE ROOMS



JAX PARK E/W SECTION



JAX PARK: JACKSONVILLE NORTHBANK LAWN + RIVERFRONT PLAZA COMPETITION

Jacksonville, FL

Finalist design for a waterfront park, celebrating the city, its community, and the river.

[Click here to learn more.](#)



Activate the park based upon community generated programming to attract a wide variety of users

Create a strong connection between the businesses in Northwood Village and Currie Park, a connection to nearby neighborhoods, and the region through the Sun Trail

Celebrate and maximize a visitor's experience of the Lake Worth Lagoon in a variety of experiences

Celebrate and maximize a visitor's experience of the Lake Worth Lagoon in a variety of experiences

Encourage ongoing community engagement through a calendar of events including education, performance and recreation

Integrate sustainable systems and design for a resilient park



CURRIE PARK

West Palm Beach, FL

Competition winning design focused on creating a vibrant urban park that weaves together art, ecology, and community activities along the water's edge.

[Click here to learn more.](#)



HUNTS POINT LIFELINES

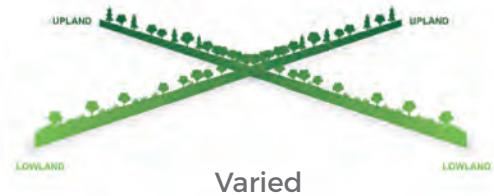
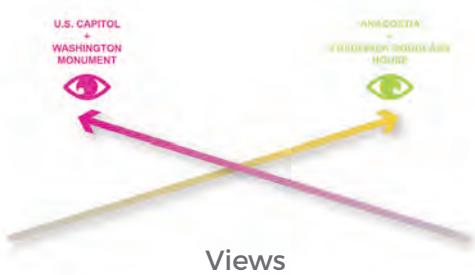
The Bronx, NY

An innovative plan to safeguard the hub of New York's Food Supply through a protective and resilient landscape infrastructure.

[Click here to learn more.](#)

Equitable Design, Connecting Communities, and Sense of Place

A Place of Exchange



11TH STREET BRIDGE PARK

WASHINGTON, DC | 2014-IN PROGRESS

OMA+OLIN's winning design for the 11th Street Bridge Park Competition connects two historically disparate sides of the Anacostia River with a series of rooms and active zones, including two sloped ramps that elevate visitors to maximized look-out points to landmarks in either direction. Each ramp terminates in a waterfall that visually reconnects the ramps to the river below. In addition to demonstrating how plants cleanse captured rainwater, the waterfalls above the bridge deck provide cooling breezes and a calming sound. The waterfall below the structure collects surface river water and drops it back into the river, emphasizing the need for river aeration and higher oxygen levels. To encourage visitors to the bridge and neighboring communities, the design includes amenities for comfort and refreshment and an open plaza for markets, festivals and theatrical performances. The form of the bridge creates an iconic encounter, an "X" instantly recognizable as the river's new image.



CLIENT

Building Bridges Across the River at THEARC

CERTIFICATIONS OR AWARDS

2019, WLA Award of Excellence, Conceptual Category
 2018, Architizer A+ Award, Unbuilt Masterplan
 2014, 11th Street Bridge Park Design Competition, Winning Entry

DATES OF SERVICE

2014-In Progress

BUDGET

\$139 Million

KEY PERSONNEL

Ryan Buckley, Competition Project Manager



Master Plan Vision, Water Access, and Connecting Communities



MASTER PLAN FOR THE CENTRAL DELAWARE

PHILADELPHIA, PA | MASTER PLAN 2010-2011; SOUTH WETLANDS PARK IN PROGRESS

This master plan for the Delaware Riverfront in downtown Philadelphia is a 25-year roadmap for transforming a six-mile length of post-industrial urban waterfront into a vibrant civic destination and an engine for new mixed-use development. With a focus on enhancing the urban ecology of Philadelphia in order to promote social equity and economic well-being, the plan seeks to develop over 1,100 acres of waterfront through a green infrastructural approach. The plan features access to public parks at half-mile intervals, using landscape as the connective tissue between new and old fragments of the city.

OLIN's open space vision for the 2012 *Master Plan for the Central Delaware* called for an extensive wetlands park on the derelict piers and silted in slips south of Washington Avenue. In 2019, OLIN, leading a team that includes AES and Quantum Translations, was hired to develop a conceptual plan and preliminary documentation for the first phase of this wetlands park. South Wetlands Park will serve as a critical urban link between the residents of South Philadelphia and an ecologically robust Delaware River waterfront. It is an opportunity to engage adjacent neighborhoods in meaningful ways, to reinvigorate and protect an endangered habitat, and to create a space for residents to become stewards of their environment. OLIN's vision is access to wild beauty for all: a place where Philadelphians can immerse themselves in the very ecology that sustains the planet and its inhabitants. OLIN's engagement strategy meets people where they are while seeking to educate the public about wetland ecology and build a community of stewards for the park.

CLIENT

Delaware River Waterfront Corporation

CERTIFICATIONS OR AWARDS

2013, American Institute of Architects New York State Chapter, Award of Excellence, Urban Planning/Design
 2012, American Institute of Architects New York Chapter, Honor Award for Urban Design
 2012, American Institute of Architects National Honor Award for Regional and Urban Design
 2011, 10,000 Friends of Pennsylvania, Commonwealth Gold Award, Plans and Planning Category

DATES OF SERVICE

2010-2011 (Master Plan); 2019-In Progress (South Wetlands Park)

BUDGET

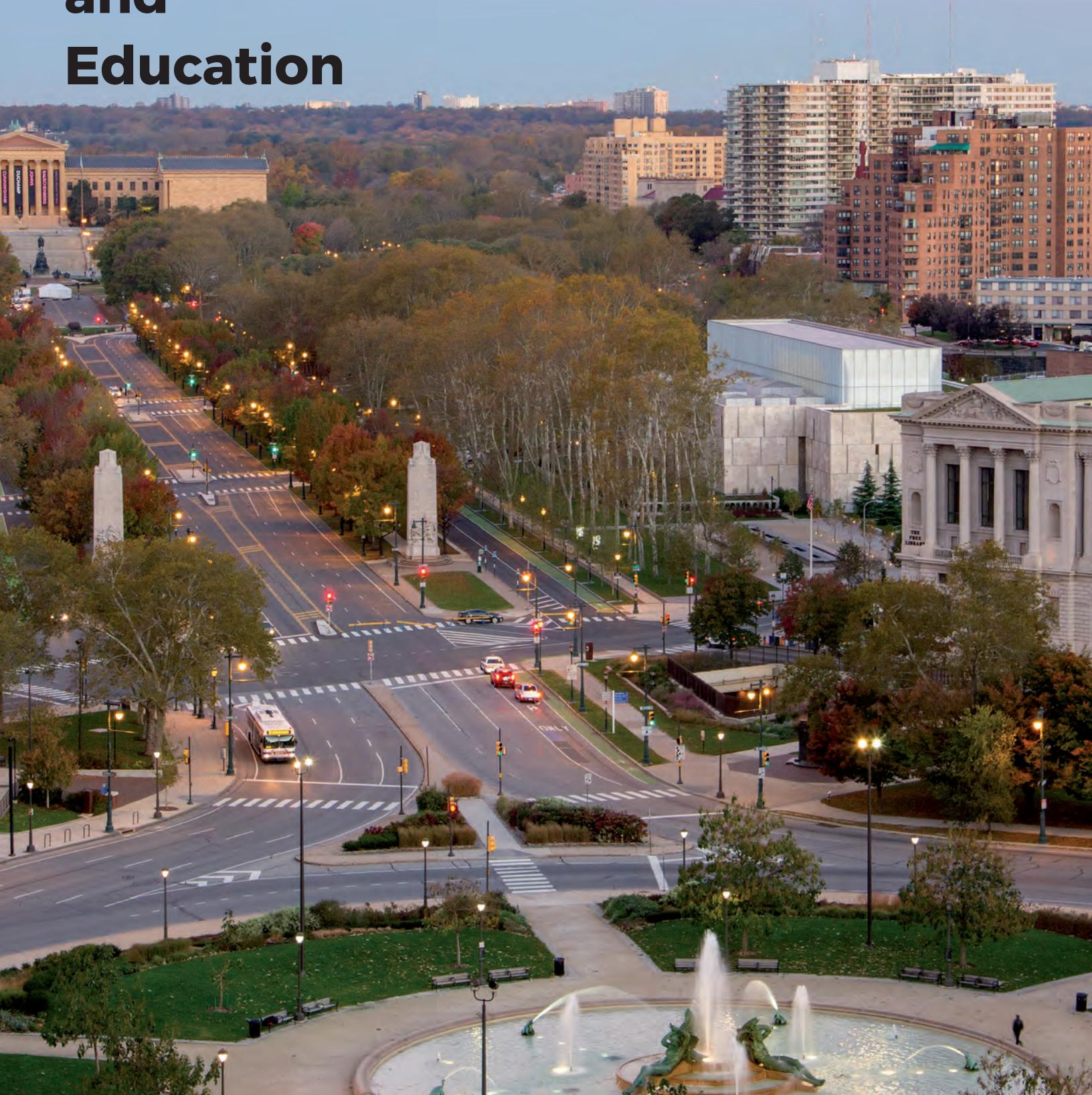
\$203,000 (Master Plan Fee)

KEY PERSONNEL

Susan K. Weiler, Contributing Partner
 Ryan Buckley, Landscape Designer



Master Plan Vision, Public Art and Education



BENJAMIN FRANKLIN PARKWAY MASTER PLAN

PHILADELPHIA, PA | MASTER PLAN COMPLETED 2003

Fueled by the City Beautiful Movement at the turn of the 20th century and inspired by Paris' Champs Elysees, the Benjamin Franklin Parkway was originally designed as a grand cultural boulevard replete with rich urban development, connecting City Hall to the Philadelphia Museum of Art. However, lack of subsequent critical development along the Parkway and the advent of the automobile left this vision altered and unfinished. OLIN collaborated with stakeholders, architects, planners and traffic engineers to propose solutions to decrease vehicular congestion, improve the pedestrian street experience, and renovate the major open spaces along the Parkway, including Philadelphia landmarks Logan Square, JFK Plaza and Eakins Oval. The plan provides guidelines to enhance the parkway as a cultural boulevard and recommends strategies for future development and management. A key goal of the master plan was to cultivate a vibrant, pedestrian-oriented experience all along the boulevard. The team determined a desired sequence of cultural destinations at five-minute walking intervals, from City Hall to the Philadelphia Museum of Art.

Since the completion of the master plan, OLIN has been commissioned to implement nearly half a dozen new projects within the original study area, including renovations of the iconic **Logan Circle** and **Dilworth Park** at City Hall, the careful restoration of the **Rodin Museum Gardens**, originally designed by Paul Philippe Cret and Jacques Greber, the award-winning new **Barnes Foundation**, and multiple projects at the **Philadelphia Museum of Art**, including the **Anne D'Harnoncourt Sculpture Garden**.

CLIENT

Various

CERTIFICATIONS OR AWARDS

2015, American Society of Landscape Architects, Pennsylvania-Delaware Chapter, Merit Award, General Design: Barnes Foundation
2010, Architect Magazine Annual Design Review Citation, Move Category: Anne d'Harnoncourt Sculpture Garden

DATES OF SERVICE

1997-2003 (Master Plan) 2003-2014 (Various Implementations)

BUDGET
\$225,000

KEY PERSONNEL
Susan K. Weiler, Partner-in-Charge



Water Access, Sense of Place and Public Space



WATER WORKS PARK AND ISLAND

PHILADELPHIA, PA | 2008-2018

The Fairmount Water Works Park Amenities and Island Enhancements projects represent the final site initiatives in a comprehensive revitalization of the Schuylkill River's edge. The project is comprised of three main elements: the Italian Fountain Plaza, the River's Edge and the Island. Along with the restoration of the Italian Fountain itself, improvements to the paving, planting, and seating transformed the formerly isolated and non-functioning fountain in a parking circle into an accessible, vibrant place of comfort and respite. Improvements to the River's Edge provided new universally accessible paths throughout the entire site, including—for the first time—access to the island. A stone retaining wall used as a grade-changing device also doubles as the backdrop for a gracious series of wooden benches, and a bio-swale collects water from adjacent areas and conveys it to an infiltration garden, which retains and cleanses site stormwater while providing opportunities to educate the public on the processes involved in water conservation. A simple pedestrian bridge provides access to the island, which, with an accessible boardwalk and gathering platforms, offer a unique view to the Schuylkill's riparian ecologies, and help reveal the diverse flora associated with the gentle changes in elevation and moisture content of the soil. Native plants create a diversified and stable plant community and increase habitat for the island's plants and animals.



CLIENT

Fairmount Park Commission

DATES OF SERVICE

2008-2018

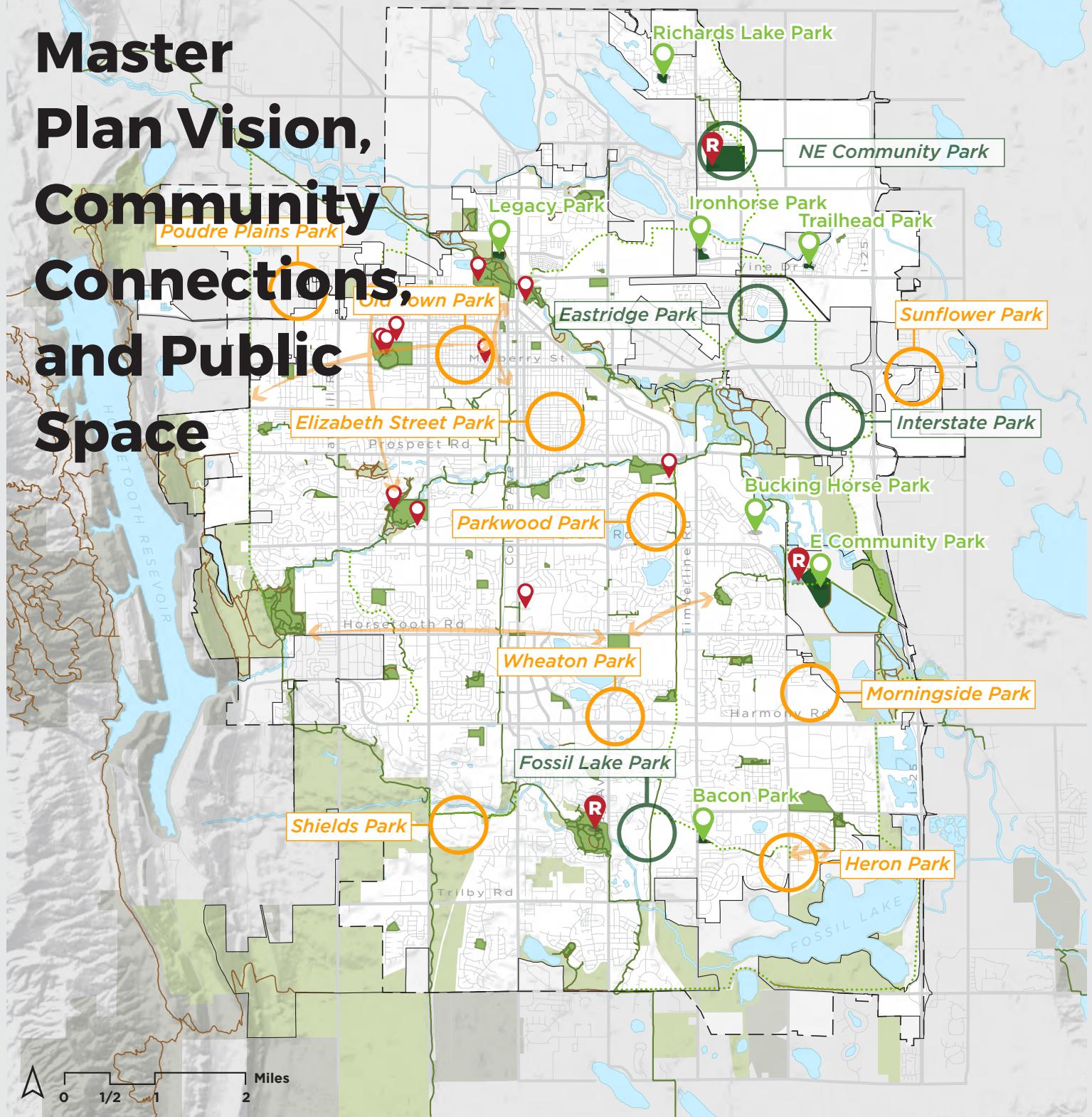
BUDGET

\$647,000 (Fee)

KEY PERSONNEL

Susan K. Weiler, Partner-in-Charge
Sarah Leaskey, Landscape Designer

Master Plan Vision, Community Connections, and Public Space



PHYSICAL VISION PLAN

EXISTING SYSTEM

- PARKS
- CITY NATURAL AREAS
- COUNTY NATURAL AREAS
- RECREATION FACILITIES
- PAVED TRAILS
- SOFT TRAILS

PROPOSED IN 2008 PLAN

- PROPOSED PARK, LAND ACQUIRED
- PROPOSED PARK, LAND NOT ACQUIRED
- PROPOSED TRAILS

NEW PROPOSALS

- PROPOSED COMMUNITY/NEIGHBORHOOD CENTERS
- PROPOSED PARKS
- ↔ PROPOSED TRAIL CONNECTIONS

FORT COLLINS PARKS AND RECREATION MASTER PLAN

FORT COLLIN, CO | COMPLETED 2021

Fort Collins is known for its natural beauty, robust bicycle network, and outdoor recreation. As the city continues to grow rapidly, OLIN worked with the city of Fort Collins to update its Parks and Recreation Master Plan, which sets a vision for how the City can help residents sustain and build wellness, curiosity, innovation, and community. The plan aligns the efforts of the various departments that directly manage parks, trails, and recreation facilities in the city—as well as those that manage the city's community gardens, natural areas, and stormwater utilities that contribute to the city's iconic, interconnected system of public spaces.



CLIENT

City of Fort Collins

DATES OF SERVICE

2019-2021

BUDGET

\$300,000 (Team Fee)

KEY PERSONNEL

Andrew Dobshinsky, Master Planner

Water Access, Sense of Place, Master Plan Vision, Community Connections, and Public Space



ORIGIN PARK

CLARKSVILLE, IN | IN PROGRESS

OLIN has been commissioned to develop a design for a new 650-acre park in Southern Indiana, along the northern shore of the Ohio River. The project will rehabilitate and transform an expanse of waterfront lands, which for decades have been occupied with landfills and industrial facilities, into a rich cultural and civic asset for Southern Indiana and the Louisville, Kentucky metropolitan area. The park was first envisioned by River Heritage Conservancy, a non-profit organization dedicated to implementing and managing a world-class park system along the northern shoreline of the Ohio Riverfront. The design will seek to regenerate and reforest the landscape, which has been dramatically shaped by both human intervention and the forces of nature. The project will also celebrate the land's rich ecological and cultural legacy, which dates back to Indigenous communities established a millennium ago.

**CLIENT**

River Heritage Conservancy

DATES OF SERVICE

2018-Ongoing

BUDGET

\$130M (Estimated Construction Cost)

KEY PERSONNEL

Andrew Dobshinsky, Master Planner

NORTH
2 ND

BRADLEY
SYMPHONY
CENTER

N. SECOND STREET

MILWAUKEE, WI | 2019-2021

As a result of the Milwaukee Symphony Orchestra (MSO) relocation and renovation of a theatre on the corner of 2nd Street and Wisconsin Avenue, the City of Milwaukee was interested in a shared street concept for a three block corridor in the heart of downtown Milwaukee.

Benesch led a multidisciplinary team to create a set of design guidelines, and design a portion of the reconstruction of 2nd Street from Plankinton Avenue to Michigan Street.

After an initial kick off meeting with the City of Milwaukee, and discussions with the business district and other key stakeholders in the area, the Benesch team conducted a value planning workshop on the project. The workshop identified key functions of the project, which assisted the team in creating the master design guidelines to create a vibrant corridor.

The final roadway design of 2nd Street from Wells Street to Wisconsin Avenue was also completed. This design created a shared space, for vehicles, bicycles and pedestrians. Key design components include a curbless one way street, visual cues for traffic calming including special concrete jointing and sandblasting, public furniture including combined benches and planter boxes, and an creative trench drain system to keep water from the new MSO outer doors.



CLIENT

City of Milwaukee

CERTIFICATIONS AND AWARDS

2022, ACEC State Finalist Award

BUDGET

\$628,824

KEY PERSONNEL

Benjamin Weigand, PE, VMA, Civil Design Lead



THREE BRIDGES PARK ON THE HANK AARON STATE TRAIL

MILWAUKEE, WI | 2009-2017

Three Bridges Park has transformed an abandoned brownfield into an urban environmental oasis in the heart of the Menomonee Valley. What was once 24 acres of abandoned industrial rail yard is now a revitalized gathering place for the Milwaukee community providing a great route for biking, commuter access to local businesses, community gardens, an environmental classroom for 22 neighborhoods and more.

Benesch served as the project lead and was responsible for site layout and design, structural engineering, path geometry, and hydraulic analysis. The project includes two new signature pedestrian bridges connecting two miles of new multi-use trail. Construction debris and contaminated soil left behind by industries in the area was safely covered, and the existing fill was reconfigured at the site to develop an interesting topography for the park including mounds imitate the natural glacial landforms of Southeast Wisconsin.

To control erosion on the newly transformed land, our design team developed a one-of-a-kind underground storm water system made of six individual, rubber-bottomed storage cells that are approximately 2,000 feet long and filled with stones to filter and cool the water.



CLIENT

Wisconsin Department of Transportation
City of Milwaukee

CERTIFICATIONS AND AWARDS

2013, ACEC-WI Best of State
2014, ACEC National Recognition Award
2015, Renewal and Redevelopment Social Impact Award

BUDGET

\$7.2M

KEY PERSONNEL

William Zippel, PE, SE, Project Manager
Benjamin Weigand, PE, VMA, Civil Design Lead





CHICAGO RIVERWALK, DESIGN & CM

CHICAGO, IL | 2011-2016

The project entails 25-foot build-outs into the Chicago River for the plazas, with an exception of a 50-foot build-out on the block between Franklin and Lake Streets where the river widens at a curve, and 20-foot build-outs at each of the six underbridges. Along the entire corridor, construction includes the demolition and removal of existing mooring posts and railings along the dockwall edge, new wide plazas and ADA-compliant sidewalks, underbridge structures and stairs along the east and west sides of the existing bridge houses, as well as aesthetic elements, lighting, landscaping and drainage structures.

Benesch served as a subconsultant during the Phase II planning and design of this project and is serving as Construction Manager for Phase III construction of the entire project. As Construction Manager, Benesch is responsible for managing costs, schedule and keeping stakeholders informed. Each room presented a unique design with its own set of construction challenges including extensive demolition of the existing structure with minimal impacts to large existing sewer outfalls and utility coordination to extend utilities from the existing river's edge to the new sheet pile edge.



CLIENT

Chicago Department of Transportation

CERTIFICATIONS AND AWARDS

2016, CMAA Project Achievement Award
(Infrastructure Category)
2016, The Architect's Newspaper Urban Design Award
2017, World Landscape Architecture Award of Excellence (Built Design Category)
2017, IALD Award of Merit

BUDGET

\$100M





UW-EAU CLAIRE WATERFRONT

EAU CLAIRE, WI | 2015-2018

Located along the Chippewa River, UW-Eau Claire brought in our team to transform a .35-mile vehicular corridor into a waterfront promenade that reconnects the campus grounds to the Chippewa River. The master plan and design reconfigured and prioritized pedestrian and bicycle movement along with modifying service operations through a flexible woonerf-like layout. Green infrastructure was integrated throughout the corridor to capture and filter storm water while integrating plants that reconnect Campus to its riparian context. Throughout the corridor you will find outdoor classrooms, overlooks, plazas, and prairie gardens for hosting campus and local community events. Public participation was also critical to the overall success of the project, and in the end determined the best way to create a unified campus connection to the historic Chippewa River.



CLIENT

University of Wisconsin - Eau Claire

DATES OF SERVICE

2015-2018

BUDGET

\$9.7M

KEY PERSONNEL

Eric Schuchardt, Project & Design Lead
Master Planning through site construction administration. Completed while working for SmithGroup.



ALUMNI PARK



ALUMNI PARK

MADISON, WI | 2013–2018

Alumni Park's design realized a century-long vision for the University of Wisconsin-Madison by creating a signature museum-like waterfront destination in a former service parking lot. The team was able to overcome the challenge of servicing each of the adjacent buildings by pushing the service access below ground in a new loading dock and tunnel system capped by a park. Once service was pushed below ground, this opened up 1.3 acres of valuable waterfront space to be transformed into a new public space that supports seasonal community events, outdoor learning, and one-of-kind storytelling through art and interactive exhibits.



CLIENT

Wisconsin Alumni Association

CERTIFICATIONS OR AWARDS

LEED Silver
 2019, SCUP Excellence in Landscape Architecture, Open Space Planning
 2018, WI ASLA Award of Honor, General Design
 2018, Society for Environmental Graphic Design, Global Design Award Finalist

BUDGET

\$8M

KEY PERSONNEL

Eric Schuchardt, Design Lead
 Concept design through site construction administration. Completed while working for SmithGroup.





SOUL OF THE RIVER

WISCONSIN DELLS, WI | 2019–PRESENT

The Wisconsin River played an important role in the founding of Wisconsin Dells as a place of tourism and recreation. POPLAND Studio was brought in to design a new waterfront park on a former parking lot with the primary goal of providing a space for respite and telling the story of the Wisconsin River's impact on the local community. While working in close collaboration with the photographer, POPLAND Studio designed large, immersive exhibits that guide you through a park space that opens up into a grand overlook along the river's edge. By embracing the Wisconsin River's context and collaborating early on with the City engineers regarding stormwater BMPs, the design was able to create a small, yet grand immersive waterfront experience on a tight construction budget. Construction is planned for Spring 2022.



CLIENT

Leute Photography in collaboration with the City of Wisconsin Dells

DATES OF SERVICE

2009–Present

BUDGET

\$250,000

KEY PERSONNEL

Eric Schuchardt, Project & Design Lead
Concept design through site construction administration.



MADISON'S OPEN SPACE PLAN

MADISON, WI | 2017

BrandNu Design joined with the City of Madison Parks Division to organize The Hip Hop Parkitecture Workshop, a youth-focused event that will explore city park planning and urban design through the lens of hip-hop culture! The workshop included a live DJ, outdoor park tour, hands-on activities, discussion, and 3-D design session.

This exciting event is part of the community engagement process for the 2018-2022 update to the City of Madison Parks and Open Space Plan. The goal is to ensure that the voice of Madison's youth is heard during this important plan update.

**CLIENT**

City of Madison's Parks Division

DATES OF SERVICE

2017

KEY PERSONNEL

Michael Ford, Community Engagement

A M A D I S O N

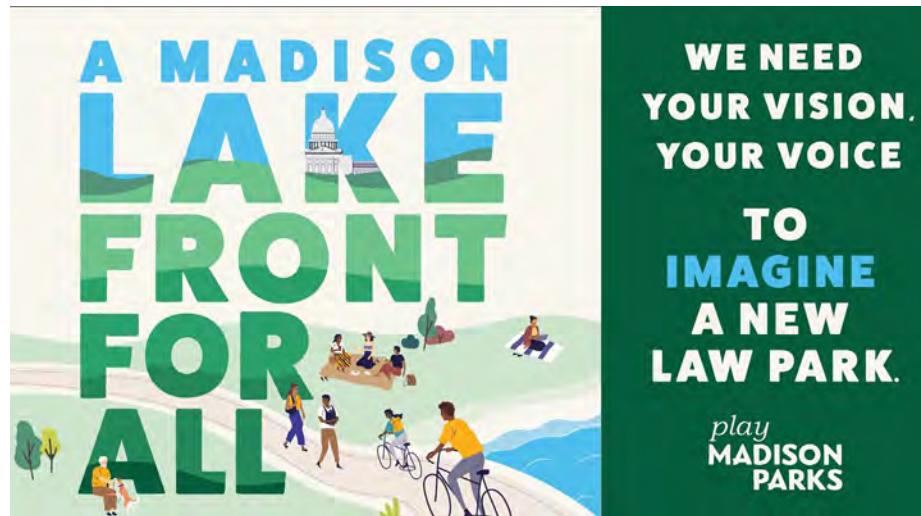
A woman with long, dark hair and a tattooed arm is seen from behind, drawing a large word on a white wall. The word is composed of large, hollow letters. Inside the letters, there are various drawings: a dome in the 'A', a landscape in the 'K', and a small green bush in the 'E'. The letters are outlined in black, and the interior of the letters is filled with different scenes.



LAW PARK MASTERPLAN

MADISON, WI | 2019

Michael Ford teamed with Urban Assets, Zebradog, SmithGroup to organize, promote, and facilitate a series of community workshops aimed at developing a masterplan for Law Park for The City of Madison's Park and Recreation Department. The workshops culminated with the production of a music video featuring a song written by local youth paid to attend each of the community workshop design sessions.



CLIENT

City of Madison's Parks Division

DATES OF SERVICE

2019

BUDGET

\$12,000 (Community Engagement only)

KEY PERSONNEL

Michael Ford AIA, NOMA served as a Community Engagement lead



Jadon

IMAGINE MADISON: PEOPLE POWERED PLANNING

MADISON, WI | 2016

BrandNu Design joined with the City of Madison Parks Division, City of Madison Planning, and Madison Public Library to launch The Hip Hop Architecture Camp.

BrandNu Design provided community engagement services for The City of Madison as part of the Imagine Madison, a public listening campaign designed to gather the opinions of Madisonians in planning for the Madison of tomorrow and beyond. BrandNu Design provided four community design workshops for youth including a music recording and music video production session featuring a hip hop song written by young people summarizing the community's ideas about the future of Madison.

**CLIENT**

MGM Grand Casino and Resorts

DATES OF SERVICE

2016

BUDGET

\$150,000

KEY PERSONNEL

Michael Ford AIA, NOMA completed this project as part of the design team at Hamilton Anderson Associates.



PROJECT V - MASTER PLAN

LAS VEGAS, NV | 2010

MGM Site Master Plan competition in Las Vegas Nevada. The competition program outlined by MGM included approximately 29 million square feet of new development, including hotels, gaming, restaurants and bars, retail, pools & recreation, conference space and parking. This program was to be implemented upon the approximately 130 acres of underutilized land surrounding the Mandalay Bay, Luxor and Excalibur resorts in Las Vegas, Nevada. All three resorts were to remain, and connect directly to future development as described in the program.

While serving on this project team at Hamilton Anderson Associates, Ford was one of the designers responsible for the generation of schemes for newly proposed properties which included 3D modelling in Google SketchUp and Autodesk 3ds Max, materials research and communications with international consultants responsible for generating final animations and graphics.



CLIENT

MGM Grand Casino and Resorts

CERTIFICATIONS AND AWARDS

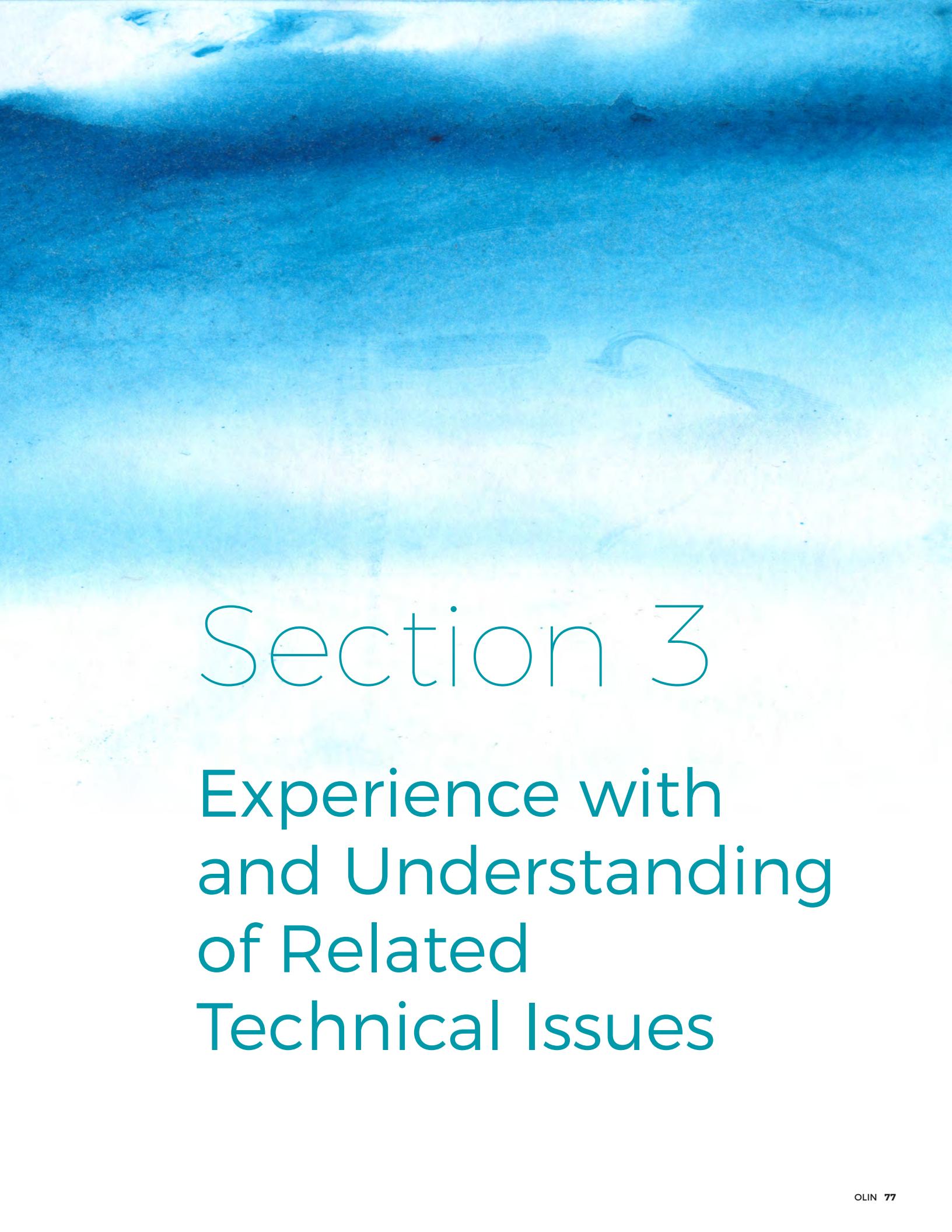
Urban Librariers Council

DATES OF SERVICE

2016

KEY PERSONNEL

Michael Ford, Community Engagement



Section 3

Experience with and Understanding of Related Technical Issues

EXPERIENCE WITH AND UNDERSTANDING OF RELATED TECHNICAL ISSUES

Madison is a city of authenticity, integrity, community, and vision. A city with a storied, multicultural history combined with an intimate vibe where the leaders of government are direct and accessible to the community. A city that treasures and seeks to continually become the best stewards of its outdoor spaces and natural environment.

It is a pleasure to approach a project that is already so well-articulated and planned. The City of Madison and its numerous collaborators have done a tremendous amount of work to set the stage for this design process. The depth of engagement assures us that community and stakeholder priorities are well understood. The vision laid out in the Preliminary Report and the RFQ clearly outlines the goals and principles of the project. Certainly the next phases, including the Design Challenge, will require further research, engagement, and due diligence, the project is already well positioned to enable the right team to efficiently develop a compelling, implementable design.

THE BIG PICTURE

Madison is a city of lakes and a rich, layered waterfront park should be the pride of the city. We look forward to engaging with the communities of Madison so that the waterfront can serve, benefit, and attract all. A cohesive plan that better links Madison to the Lake Monona Waterfront will create a signature place that acts as a daily destination for those seeking quiet relaxation, a weekend destination for residents to kayak, and a special event destination for large celebrations. The Lake Monona Waterfront Preliminary Report offers excellent insight into what Madisonians have in mind for the project area and is invaluable for the competition phase; a sustained community engagement effort during design will help ensure that the project embodies the character and values of the City.

OLIN's master planning effort reoriented the Benjamin Franklin Parkway so pedestrians would feel comfortable walking from City Hall to the Philadelphia Museum of Art through a series of traffic calming techniques and by positioning cultural institutions and parks along the city-defining axis. Philadelphia's largest events take place on the Parkway; it's where Philadelphians gather to celebrate and home to several iconic landmarks that represent parts of the City's identity. Reorienting the Lake Monona waterfront to welcome and embrace pedestrians, creating a place for gathering and celebration, and creating iconic moments are what is needed on this similarly visible site.

A LAKEFRONT FOR EVERYONE

Like many American cities, Philadelphia had been disconnected from its waterfront for decades, in part due to its industrial past, but more critically, due to the placement of Interstate 95 and a pedestrian-unfriendly Delaware in between the city fabric and the Delaware River. The Master Plan for the Central Delaware acknowledged that the ultimate success of any new vision for the riverfront would necessitate the establishment of key connections between the water and the city's core and neighborhoods at precise intervals along the study area's six-mile span. Now, just over ten years after the master planning effort, development along the Delaware River is booming as residential, commercial, cultural, and park projects have already radically redefined what the waterfront can be. Accessible pedestrian improvements to key connector streets bring residents safely to the river, while the Delaware River Trail continues to grow segment by segment, accommodating safe walking and biking along the river. There is certainly no one-size-fits-all solution to master planning a linear waterfront, but we know the establishment of safe, comfortable access to the Lake Monona Waterfront and a cohesive trail along the lake, thereby connecting spaces at a range of scales, will be essential to ensuring an exciting future for Madison's Lake Monona edge.

The possibility of regenerating the natural, pre-industrial beauty and ecological vibrance of the Delaware River seemed implausible when OLIN was first commissioned to help lead the master planning effort. Through careful technical investigation and aspirational hope, it is now common to see people fishing from the river's edge and engaging with the river on ecologically themed former industrial piers. New parks, intentionally spaced in half-mile intervals at the ends of arterial streets, are currently in design and range in typology from resuscitated wetland habitats to grand event spaces that can entertain thousands of people at a time. At Lake Monona, a similarly dense rhythm of diverse program opportunities along the waterfront could not only attract Madisonians to the lakefront, but even potentially expand what residents imagine is possible for the City's waterfront. There will be places on the waterfront to engage with the lake recreationally, places to explore flora and fauna, and places to gather in small groups or en masse for a calendar of special events. Our hope is to reconnect the people of Madison with Lake Monona in a way that feels both inevitable and like it has always been.

A COMPLEX ECOSYSTEM

At OLIN, we seek to craft timeless spaces that promote social interaction and enhance life. To do that requires a respect for complex ecosystems. Instead of shaping natural systems in an effort to meet human needs, we seek opportunities for people and natural systems to help each other thrive.

Obstructed by damming, channeling, pollution debris and silt buildup, the tidal and partially brackish Mill River in Stamford, Connecticut posed a significant flood risk to the city's downtown. To mitigate this threat, the U.S. Army Corps of Engineers removed two concrete dams, allowing the river to flow freely for the first time since the 1600s. Working closely with bio-habitat ecologists, OLIN's master plan for Mill River Park and Greenway sited riffles, pools and meanders to mimic the natural morphology of the river. A robust palette of native trees, shrubs, grasses, and forbs were planted to stabilize the river's edge and to provide food, habitat and nesting places for wildlife. The reintroduced floodplain offers crucial salt marsh habitat in the heart of an urban metropolis—anadromous fish, migrating from salt to freshwater, have been granted passage to the watershed; in addition, 1,200 river herring have returned to spawn for the first time in 360 years, and an open tidal exchange welcomes amazing diversity on land as well as in water. This ecological transformation of Mill River has also spurred enhancements to the city's cultural and social wellbeing. A series of walking paths along the river reconnect neighborhoods to this vibrant landscape, granting access to the river's edge for the first time in a century. Today, the meandering flow of the river winds its way through walking paths, rest areas and park amenities creating a peaceful and stimulating environment for humans and for wildlife.



PREVIOUSLY DAMMED AND CHANNELIZED MILL RIVER

SUSTAINABLE, MULTI-BENEFIT INFRASTRUCTURE

Our infrastructure—water, mobility, parks, social—is critical to city life, meeting basic human needs and enabling us to live thriving lives. As we reckon with aging existing infrastructure, look to meet the challenges of the future, and grapple with city budgets being pulled in ever-increasing directions, it has become more and more critical that the infrastructure we build today not serve just a single purpose but provide multiple benefits that meet current needs and actively improve conditions over time.

OLIN's work on the Alexandria waterfront helped to reconnect residents and visitors with the Potomac River, which had been disconnected by past industrial use. This catalytic project rehabilitated the shoreline in a way that enhanced its ecology, enhanced physical connectivity along the water's edge, and connected to and complemented the civic realm of Old Town Alexandria. The redesigned waterfront provides new public space and trails, performance venues, retail, dining, residential units, development opportunities, and active and passive recreation along the river, while integrating utility and infrastructure improvements that mitigate nuisance flooding issues.



NEWLY NATURALIZED WATERFRONT

Section 4

Experience and Implementation of Equitable and Inclusive Design

EXPERIENCE AND IMPLEMENTATION OF EQUITABLE AND INCLUSIVE DESIGN

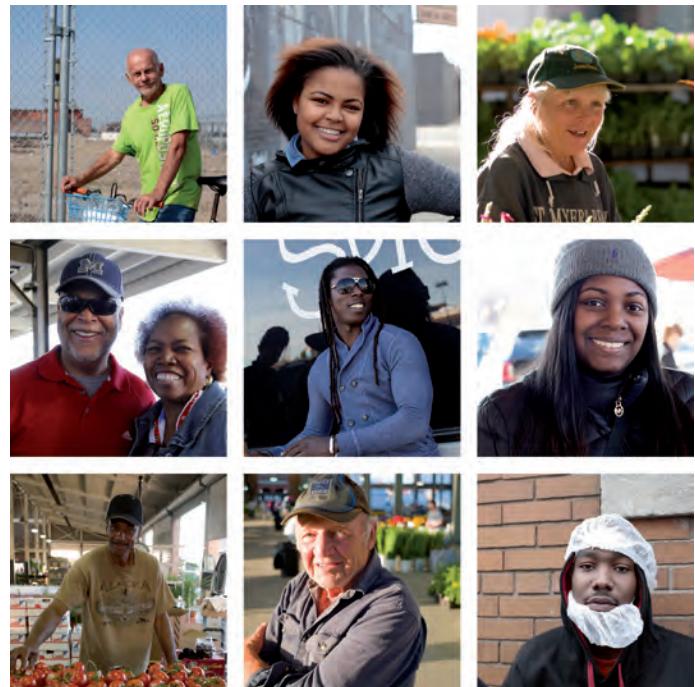
“Politics and social structures tend to divide us, but our shared reverence for the land and its history can be the bond that unites us.” - Samantha Skenandore, a member of the Ho-Chunk Nation and former associate justice for the Ho-Chunk Nation Supreme Court (2019).

Indigenous nations, peoples and societies lived here for at least 12,000 years. The city sits upon Ho-Chunk ancestral and treaty lands, a place their nation calls Teejop (day-JOPE). This project affords us, alongside your community, the opportunity to bridge the past, the present, and the future; creating an open space that promotes cultural connections between all park users.

OLIN is committed to design that brings value to all, not just the privileged-design which strengthens economically challenged communities. That starts with an inclusive, intersectional team. Through our many years of creating parks that are used and loved by their communities, we find our best work happens with a team that is both diverse and locally rooted. As a certified Women-Owned firm, OLIN knows firsthand that this commitment to inclusion not only opens up vital opportunities in our profession, it ensures a final project that is richer in substance, more thoughtful in its approach, and embraced by everyone who visits.

There are fundamental questions that we as part of the design community have to address: how has the design of the built environment contributed to the perpetuation of injustices and how can we contribute to ending ingrained social and economic harms? Our team is committed to actively serving as an ally to Black, Indigenous, Latinx, Asian, LGBTQ+, and all minority communities, working toward racial, social, environmental, and economic justice. We know that to move forward we must contribute to the development of policies that empower Black and other minority voices and seek knowledge and understanding. We have to cross barriers between each other and across communities to achieve a common goal of justice and the pursuit of happiness and equity for all.

One regional example of OLIN’s experience working with communities in search of equitable change is our Eastern Market project. Detroit’s Eastern Market is poised as an innovation hub of equitable economic development and as a national leader in food production and supply. Over recent decades, shifts in the global economy and a decline in U.S.-based manufacturing has left large vacancies in Detroit, including Eastern Market. OLIN’s framework for the Eastern Market envisions a Market Campus interlinked by a network of sheds and flexible spaces, supporting parking, market programming, and wholesale operations. Facilitated discussions were held with neighborhood residents, large-scale food industry, brick-and-mortar retailers, and market co-op vendors on topics such as truck route circulation, stormwater management, open space connectivity, pedestrian and vehicular travel, land acquisition, and the capping of portions of the Fischer Freeway. The plan resulted in the approval of a district expansion for food industry businesses and living wage job creation and a community amenity and benefits plan for community friendly development.



COMMUNITY MEMBERS INTERVIEWED FOR EASTERN MARKET 2025 STRATEGY | DETROIT, MI

More locally, we've had the privilege of working with the University of Wisconsin-Madison on the Library Mall Redevelopment Study. The project's goals were to provide a welcoming and inclusive vision for the redevelopment of Library Mall, by engaging a broad cross section of the community in an equity-based approach. We were tasked with integrating the public civic space into the overall East Campus Mall/State Street context, while prioritizing sustainability to meet campus goals and resiliency planning efforts. We worked closely with the University and EQT by Design through the pandemic to engage with various groups of stakeholders, students, and community members via virtual work sessions to capture the community perspective, in their own words. Ultimately, we created a flexible vision for the future of Library Mall, that allows for a variety of programming opportunities within an inclusive environment.

While we know that an extensive engagement effort is not a part of this competition effort, we do hope to join our collaborator Michael Ford, AIA, NOMA, founder of BrandNu Design, in hosting a Hip Hop Architecture Camp centered around this design challenge. What an extraordinary opportunity to engage underrepresented youth and broaden our perspective in generating this vision! We are honored and thrilled to have BrandNu on board for this project. Michael's leadership in both the local Madison design community and on the national stage is innovative and inspiring. He has extensive experience in community engagement, having teamed with Urban Assets, Zebradog, SmithGroup to organize, promote, and facilitate a series of community workshops aimed at developing a masterplan for Law Park for The City of Madison's Park and Recreation Department. The workshops culminated with the production of a music video featuring a song written by local youth paid to attend each of the community workshop design sessions. But make no mistake, Michael will also be leading the Architectural vision for this project. We're excited to honor Frank Lloyd Wright's architectural legacy in the city, while also championing a new face in Madison's Architectural future.



BRANDNU DESIGN JOINED WITH THE CITY OF MADISON PARKS DIVISION TO ORGANIZE THE HIP HOP PARKITECTURE WORKSHOP, A YOUTH-FOCUSED EVENT THAT WILL EXPLORE CITY PARK PLANNING AND URBAN DESIGN THROUGH THE LENS OF HIP-HOP CULTURE!

Section 5

Understanding of Project Scope and Challenges

UNDERSTANDING OF PROJECT SCOPE AND CHALLENGES

Madison has the most parks and playgrounds per capita of any of the 100 largest U.S. cities and is one of five communities to have received a “Platinum Bicycle Friendly Community” rating from the League of American Bicyclists. A revitalized Lake Monona Waterfront can be a crown jewel in the impressive collection of parks and public space in the great city of Madison.

This city-altering project has aspects of transit infrastructure, coastal engineering, bike and pedestrian connectivity, and ecological enhancement, but ultimately this project is for current and future Madisonians—they will be the users of this project. We take this very seriously, and we design our projects with humans in mind. We look forward to engaging with the future users and understanding their hopes for the revitalized Lake Monona Waterfront. Our core team is a collection of experts in our respective fields. Working together with Madisonians (experts in their everyday lives) will result in a rich, layered waterfront design that serves and enhances the lives of Madisonians now and for generations to come.

Linear, urban-scaled projects are particularly exciting and challenging. On one hand, the project will touch and impact so many parts of the city and transect a vast diversity of physical conditions. On the other hand, the relatively narrow width could be perceived as a challenge when it comes to siting individual elements of the master plan. Investigating and finding the connections between city and waterfront is paramount to the success of the project. Through careful study and experimentation, we will determine the ideal locations on the waterfront for program interventions that will ensure the long-term success of the project. A key goal of the competition phase will be for the design team to clearly define zones for opportunity based on population, technical constraints, ecological appropriateness, etc. OLIN arrives at design solutions through an iterative process in which constraints are established, assumptions are challenged, and opportunities are discovered and amplified. This is also the time for the design team and the City to dream big and envision a potential future for Madison and Lake Monona. Again, we turn to our Park Principles as an organizing guide to our proposed approach:

ACCESS

The Lake Monona Waterfront is already a central gathering space for Madison, but it has yet to reach its full potential. The waterfront offers the greatest possible opportunity to increase access to park space in the center of Madison, which currently lacks sufficient parks. While John Nolen Drive, railroad tracks, and other infrastructure make access to the waterfront challenging, we believe there are design solutions to make the waterfront more visible and inviting, to make access points more frequent, and to make the experience of getting to the waterfront more pleasant.

RESOURCES

Rich history, culture, ecology, economy, and design converge at the Lake Monona Waterfront. We believe the history of the waterfront and of Madison stretching back to the first Ho-Chunk, Menominee, and Ojibwe inhabitants, and the increasing diversity of today's Madisonians should be celebrated and contextualized. We believe the design of the waterfront should enhance its ecological function and anticipate a changing environment. We believe that the waterfront can do better at welcoming visitors and be a co-equal anchor of the Destination District. And, we believe that there are opportunities to honor the iconic, pioneering work of Doty, Nolen, Segoe, and Frank Lloyd Wright, who shaped the waterfront—and Madison—while acknowledging that the future of the waterfront—and Madison—must be co-designed with neighbors.



"VISUAL REMINDER THAT THIS IS HO-CHOCK LAND" FIRST NATIONS MAP (WI)

Image source: UW-Madison



MODEL CREATED FOR JAX PARK: JACKSONVILLE NORTHBANK LAWN + RIVERFRONT PLAZA COMPETITION

COMMUNITY & EQUITY

Both the design process that shapes parks and the way that good design encourages use and gathering provide opportunities to strengthen community. We recognize that community engagement does not start and stop with a design challenge like this. We believe that this phase of the design process should respond to and build upon the remarkably strong foundation of community priorities documented from previous phases of engagement, and should continue to involve the community at a similar level throughout the process. Only through an inclusive process can the Lake Monona Waterfront be for and be used by everyone.

EXPERIENCE

In a space as constrained as the Lake Monona Waterfront, every bit of space and every decision about what can (or cannot) occur in the space matters. We believe that the experiences available to people along the waterfront must balance the needs of multiple generations and cultures, the needs of groups and individuals, the practical, daily needs of those who live nearby and have little access to other park space and the unique, and iconic experiences that draw people from further away because they can only happen along the waterfront. The way people use public spaces constantly changes, so the design of the waterfront must be flexible enough to meet the needs of today and tomorrow.

IDENTITY

The Lake Monona Waterfront, along with the Capitol Square and its radial streets, and lakes, is already intrinsically linked with Madison's identity. We believe that the design challenge can ensure the waterfront puts Madison's best face forward, and that residents and visitors want to participate in and will take pride in as a quintessential part of being in Madison.

VALUE

As the home to the Monona Terrace Community and Convention Center, the Lake Monona Waterfront is already an economic driver. With an expanded Community and Convention Center as an integral part of the vision of the Destination District, and the site's adjacency to the thriving downtown, we believe there is an opportunity for the waterfront to support and be supported by the inherent value of its surroundings. Parks and waterfronts create value, and a reimagined waterfront could catalyze additional surrounding development. A reimagined waterfront could also open up more opportunities for vendors and concessions that enhance the user experience and more opportunities to earn revenue that can be reinvested back into the waterfront.

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