



Town of Johnstown, Colorado  
**DOWNTOWN JOHNSTOWN  
MASTERPLAN PROJECT**



PROPOSAL SUBMITTED BY  
**LOGAN SIMPSON**

January 18, 2024

# TRANSMITTAL LETTER

January 17, 2024

Sarah Crosthwaite, Economic Development Manager  
Town of Johnstown  
450 South Parish Avenue  
Johnstown, Colorado 80534  
970-578-9612  
SCrosthwaite@Johnstownco.gov



**Subject:** Downtown Johnstown Masterplan Project

Dear Ms. Crosthwaite and Members of the Selection Committee:

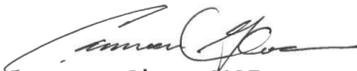
Logan Simpson is delighted to present the attached proposal for the Downtown Johnstown Masterplan Project to continue implementing previous efforts our team co-created with the Town of Johnstown over the past several years. Project **Principal Bruce Meighen** and **Project Manager Cameron Gloss** have overseen downtown-focused projects within the larger region such as the award-winning 2017 Fort Collins Downtown Plan and Code Update, Fort Collins ReFILL I and II studies, and the Lincoln Corridor Plan. Bruce has over thirty years of experience successfully implementing land use and downtown plans and funding districts including one of the largest funding districts in Florida and the most recent sales tax initiative in Larimer County to support parks, open space, fairgrounds, and event centers. Cameron has overseen the planning and implementation of numerous downtown and corridor plans. Cameron is well known for being able to balance the priorities of elected officials, stakeholders, and the public and translate those priorities into implementable and community-driven plans.

Logan Simpson has completed over 200 land use plans and codes in every western state. Our Fort Collins-based team brings a range of proven experience in working with DDAs and CRAs throughout the country, including the Southwest Mesa Redevelopment Plan in Arizona and the West 192 Redevelopment Plan outside Orlando, Florida, both which identified blighted areas, analyzed opportunities, and developed conceptual design and redevelopment options. We are currently working on a parcel-based analysis determining attractiveness and timing of redevelopment for 500,000 properties in Phoenix, Arizona. With local knowledge and a deep commitment to the Colorado Front Range, we have the experience—and our multi-disciplinary firm of 170 professionals has the resources—to lead the team, meet the schedule, and realize the goals of the project. Logan Simpson’s staff is proud of its successful planning and implementation of multiple downtown plans that can be experienced locally. We would be happy to invite you to tour our team’s past projects.

Project Manager Cameron Gloss will serve as the primary point of contact for this effort. Cameron can be reached in our Fort Collins office located at 213 Linden, Suite 300, Fort Collins, Colorado 80524, as well as via cell phone or email as listed below his signature. Please note that Logan Simpson acknowledges receipt of Addendum No. 1, containing the pre-bid presentation and notes.

Regards,

  
Bruce Meighen, AICP  
Project Principal  
O: 970-449-4100 / C: 970-214-9349  
[bmeighen@logansimpson.com](mailto:bmeighen@logansimpson.com)

  
Cameron Gloss, AICP  
Project Manager  
O: 970-449-4100 / C: 970-214-6926  
[cgloss@logansimpson.com](mailto:cgloss@logansimpson.com)

# 1. SCOPE OF SERVICES

Below is a general breakdown of how our team proposes to approach the scope of work outlined in the RFP.

## PHASE 1.0 OPPORTUNITIES AND CHALLENGES IDENTIFICATION |

### FEBRUARY-MARCH

#### TASK 1.1. PROJECT KICKOFF AND ONGOING MANAGEMENT

**Kickoff Workshop.** An in-person kickoff workshop between Town Staff (TS) and Logan Simpson (consultant) will be held to solidify the overall schedule, confirm key milestones, define approach and outcomes, discuss data needs, and identify key inclusions in the Public Engagement Plan. This kickoff will also include a walking tour of the downtown corridor identified as the study area to understand key issues, opportunities, and projects.

**TS Meetings.** Regular bi-weekly conference calls (as needed throughout the process) and milestone in-person discussions will ensure that scope, schedule, quality, and budget are effectively managed and meet expectations throughout the process. Monthly progress reports will be included with all invoices, clearly outlining the tasks completed during that month.

**Data Collection and Inventory.** The consultant will submit a data request to the Town for geospatial and tabular data and relevant planning documents or studies. This data request could include baseline data such as zoning, future land uses, existing land uses, planned or entitled developments, current and planned roads or paths, service district boundaries and capacities, and recently completed buildout calculations and numbers. This task also includes analysis of the physical features of the downtown including 3-D analysis of building forms, areas of transition and redevelopment, conceptual building conditions, historic building inventory, special district boundaries, road volumes and conditions, existing and proposed street typologies, infrastructure and parking inventory, pedestrian connections, third-

spaces, winter condition limitations, and other physical building components. This data collection and inventory will be used to analyze existing conditions and opportunities and challenges for downtown. The existing conditions and opportunities and challenges will be organized into the following key themes: land use and infrastructure, housing, economic development, mobility and connectivity, parks and open spaces, character areas and design.

**Website and Online Engagement.** The consultant team, in coordination with TS, will develop a framework for webpage setup that provides a consistent repository for meeting materials, public engagement opportunities, notification for next steps, key dates, etc. This website platform can be a dedicated webpage on the Town's existing website or a separate third-party platform Bang the Table (described in more detail in the optional tasks section of this phase).

#### TASK 1.2. PUBLIC ENGAGEMENT PLAN

**Public Engagement Plan.** This task will establish the project's community engagement approach and scope. Based on TS collaboration and feedback, the consultant will prepare an extensive and equitable outreach program. This Public Engagement Plan (PEP) will serve as an updateable and evolving document throughout the process, outlining an overall schedule of events and type, notification and distribution techniques, strategies, and tools for gathering input, and in-person event format and venue with paired online activity(ies) and a questionnaire. Events are anticipated to be a combination of attendance and visibility at existing community events, along with project-specific in-person events, and an online project-specific presence throughout the process. The number and location of events and meetings will be confirmed through completion of the PEP but are anticipated to be conducted in a wide range of areas throughout the County and will include specifically

targeted locations in which participation has been historically difficult, and of which have high numbers of historically marginalized and under-resourced, under-represented communities.

The engagement approach is designed to keep community members informed throughout the planning process, gather feedback, including demographic data, at critical points, and create local champions. A comment tracking system will ensure we hear from a broad representative demographic, including residents, business owners, employees, elected and appointed officials, visitors to the area, community groups and non-profits, and other invested partners.

### **TASK 1.3. PROJECT FOUNDATION**

**Existing Conditions.** The consultant will what what has been successful and what challenges have been experienced with project implementation in the downtown corridor, assess existing funding sources, and determin what other programs are being used by similar western communities. Additionally, the consultant will determine the current fabric of the area by understanding the current uses and existing infrastructure. The consultant will also electronically audit other relevant downtown plans which will be provided to the consultant by TS.

### **TASK 1.4 JDDA, PROPERTY OWNER, AND BUSINESS OWNER WORK SESSIONS**

The consultant will work with TS to coordinate a joint meeting with the JDDA and P&Z to understand the project goals and objective from each body and facilitate a discussion of the opportunities and challenges in the downtown area.

Following the joint worksession, the consultant will work with TS to facilitate a worksession with property and business owners in the downtown area to understand not only issues and opportunities, but also understand future development goals and any in-progress or upcoming projects.

## **PHASE 2.0 VISION | MARCH - APRIL**

### **TASK 2.1. PUBLIC KICKOFF AND VISIONING EVENTS**

**Public Kickoff.** Logan Simpson will develop materials, develop engagement activities, and facilitate these events with assistance from TS to solicit input on challenges and opportunities in the downtown area. Events could take the form of independent public workshops or open houses or be combined with an existing community event to boost attendance through a pop-up engagement opportunity. TS will arrange meeting locations and lead event promotion efforts through the Town's official communication channels. In conjunction with in-person events, the consultant will create an online questionnaire or other online activities to engage the public and solicit input regarding opportunities and challenges in the downtown area.

This large-scale public outreach series will launch the promotional campaign for the Plan and feature interactive community events and drop-in activities at local destinations.

**Community Open Houses/Drop-In Events.** The consultant will hold up to three (3) in-person community open house meetings or drop-in events (including one as a virtual option) to solicit shared community values, key issues, and big ideas and opportunities facing the downtown area based upon the identified key themes of land use and infrastructure, housing, economic development, mobility and connectivity, parks and open spaces, character areas and design.

These events could be held in tandem with a popular community event or at community gathering areas and local destinations to engage residents, businesses, employees, and local community members in a casual and comfortable environment. These events could include the use of imagery, 3-D renderings, visual simulation, and hand drawings to help illustrate visionary concepts and ideas.

**Online Engagement.** The consultant will create online activities such as questionnaires, visual preference activities, and community mapping to engage residents unable to attend the meetings. The same questions will be asked at all events as well as an online questionnaire.

## **TASK 2.2. VISION DOCUMENT**

**Vision Development.** Following the visioning events, the consultant will generate a summary of common community values and key themes in a Visioning Outreach Summary. We will then work with TS to draft vision statements that illustrate an aspirational direction for the Downtown Masterplan and tied to other adopted Town and regional planning documents. This vision will summarize community values and goals and provide overarching direction for the Plan. The vision and key themes should also set the stage for defining the future of downtown Johnstown.

Ultimately, the vision document will include the foundational information gathered in Phase 1 as well as text and imagery to guide further development of the Downtown Masterplan policies and schematic corridor design elements.

## **PHASE 3.0 CHOICES AND STRATEGIES | APRIL-JUNE**

### **TASK 3.1. DOWNTOWN CHOICES WORKSHOPS**

The analysis and evaluation of opportunities in Phase 1 and preliminary vision established in Phase 2 will result in a set of topics and choices that may either be a significant deviation from current trends or policy, controversial or misunderstood, or possibly new or untested ideas to consider. Communicating the context, tradeoffs, and potential benefits surrounding each choice is essential to this outreach task and therefore, a diverse and engaging set of public outreach activities is recommended. The

outcome of the choices analysis, workshops, and online activities will identify community-supported strategies and direction for each of the key themes that we will then translate into preliminary goals, policies, and implementation actions.

**Community Workshops.** The consultant will conduct up to two (2) community workshops as an opportunity to talk with individuals in small group discussions about each of the policy and implementation choices. Workshops will focus on key topic groups such as aesthetic improvements, infrastructure improvements, and funding priorities.

**Online Activities.** Community workshops will be paired with online activities including a full questionnaire and visual preference activity. These activities will mirror the questions asked at the community workshops and will be supplemented by the video recording and educational materials presented at the events.

**Choices Outreach Summary.** Feedback received through events and online activities will be analyzed and presented together in an overall Choices Outreach Summary. This report will highlight where clear priorities were established by the public, and where additional discussion may be needed with the JDDA, P&Z, and/or TC.

### **TASK 3.2. IMPLEMENTATION**

Following the downtown choices workshops, the consultant will work with staff to develop and implementation matrix defining priority implementation strategies for each of the key themes to achieve the vision and desired future character for the downtown area. These strategies could include regulatory changes like removing regulatory barriers to infill and redevelopment, revised parking requirements and standards, and density bonuses; beautification and redevelopment enhancements like pedestrian street activation, demolition and infrastructure investment opportunities, revised programming for key areas and community anchors, and identifying

grants and funding for beautification and aesthetic improvements; and addressing future needs like park and greenway expansions, capital projects, small business assistance, property acquisition, third-use areas, intersection improvements, safe bicycle and pedestrian connections, and alleyway activation strategies.

### **TASK 3.3. PROPERTY AND BUSINESS OWNER WORKSESSION #2**

The consultant will work with TS to facilitate a second worksession with property and business owners in the downtown area to review the vision and public feedback to date on opportunities and choices and begin to fine tune specific scenarios or design options for the downtown area.

## **PHASE 4.0 PLAN DEVELOPMENT | JUNE-JULY**

### **TASK 4.1. DRAFT PLAN DEVELOPMENT**

The consultant will assemble an innovative, streamlined, and graphically appealing plan that is concise, user-friendly, easily navigable, and accessible to the public with minimal technical language or jargon; and includes extensive use of maps, tables, renderings, and other graphics. The final document will be an attractive, engaging, and easy to use document. Draft(s) and final documents are anticipated to be organized by theme, with each theme including maps and graphics; goals, objectives, and actions; history, issues and opportunities analysis; findings from public engagement (i.e., input sessions, community events, and one-on-one meetings). The Masterplan will also provide a description of the process and any other items deemed appropriate by the Town.

### **TASK 4.2. JDDA/P&Z JOINT WORKSESSION #2**

Prior to public release of the draft Plan, the consultant will meet with JDDA and P&Z in a worksession format. Discussion will focus on where results were

inconclusive from Phase 1 and 2 public engagement and any questions regarding final plan format.

### **TASK 4.3. DRAFT PLAN PUBLIC REVIEW**

The public will have the opportunity to review and provide feedback on the Masterplan through celebrating and highlighting the community process and journey. Attendees and participants will have the opportunity to comment on the draft plan document in person at a variety of downtown events as well as online engagement. Review materials will include not just the document itself, but photos, imagery, words, and graphics that represent the process and final Masterplan. A short digital questionnaire will be available for the majority of respondents, but also allow the ability for more interested users to pull up the digital document and review word-for-word, with key questions associated on key pages and elements.

### **TASK 4.4. FINAL PLAN AND CELEBRATORY SUMMIT**

The public draft plan will be revised and refined based on direction from the public, TS, and downtown business and property owners. A Celebratory Summit will bring together JDDA, P&Z, TC, and possibly other Town boards to celebrate the accomplishments so far in the process and to review the draft plan as a group ahead of the adoption hearings.

## **PHASE 5.0 ADOPTION | JULY - AUGUST**

### **TASK 5.1. ADOPTION HEARINGS**

A minimum of two (2) public hearings are anticipated before adoption of the Masterplan including review by TC. The consultant team anticipates two rounds of minor revisions including any revisions from public hearing comments in this phase. Following adoption, all final materials and files will be packaged and transmitted to the Town.

## OPTIONAL TASKS:

### TASK 1.0. OPPORTUNITIES AND CHALLENGES IDENTIFICATION

**Establish Advisory Committee (AC).** TS and consultant team will identify committee members able to represent the JDDA, P&Z, TC, community groups, property owners, business owners, and local non-profits to help guide the process and serve as a sounding board for ideas.

**Third-Party Project Website.** Logan Simpson will develop, maintain, and update a dedicated project website on the Granicus Engagement HQ Platform for the duration of the project. The project website will serve as an online hub of information and forum for engagement. The site functions as a key source of information on upcoming engagement opportunities and a venue for interaction through tools such as quick polls, questionnaires, and interactive maps. Interested residents can subscribe for updates that will include opportunities to participate in the planning effort, key reports and deliverables, public outreach results, and the draft plan.

**Additional Renderings or 3-D Graphics.** Our team of landscape architects and graphic designers can bring big ideas to life through 2D and 3D visualizations, concept plans, custom illustrations, and photo-realistic renderings. These supporting visuals often become the most recognizable elements of a master plan and provide the Town with a method for quickly and easily communicating project details – an invaluable resource when seeking grant or donor funding.



*Concept Sketch for Chandler Downtown Corridor Plan  
Chandler, AZ*

## 2. RESUMES AND BIOS OF KEY STAFF



### BRUCE MEIGHEN, AICP | PROJECT PRINCIPAL

Bruce is a certified planner with over 30 years of experience and over 55 awards in planning and public involvement. He manages Logan Simpson's community planning team in Fort Collins and has completed over 200 comprehensive, redevelopment, downtown, and subarea plans. Bruce has redefined plans to focus on highly graphic or digital plans that include character-based planning, adaptive management, and new types of tools, all with a focus on implementation, including funding, incentives, codes, guidelines, and strategic initiatives. He excels at redevelopment, infill, and catalyst projects for downtowns, town centers, subareas, and corridor plans. He can create innovative public involvement programs that prioritize issues crucial to outcome-oriented plans and specializes in managing defensible planning processes that create sustainable and resilient communities with common, enduring visions.

#### EDUCATION

Master of City and Regional Planning, Georgia Institute of Technology, 1994

B.A., Geography Urban Systems, McGill University, Montreal, Quebec, 1992

#### PROFESSIONAL REGISTRATIONS

American Institute of Certified Planners (AICP)

#### SELECTED PROJECT EXPERIENCE:

- **Cheyenne Downtown Master Plan, Wyoming**
- **Redevelopment/Infill Planning Study (Refill) and Redevelopment Project Analysis (Refill II), Fort Collins, Colorado**
- **Lincoln Corridor Plan, Fort Collins, Colorado**
- **McCall Downtown Plan, McCall in Motion Comprehensive Plan and Transportation Plan, and McCall Area Workforce Housing Study, Idaho**
- **Mills Comprehensive Plan and Mills Main Street Corridor Study, Mills, Wyoming**
- US 287 Strategic Plan, Loveland, Colorado
- Englewood Forward Comprehensive Plan, Colorado
- Arvada Comprehensive and Transportation Plans, Colorado
- Castle Pines Mixed Use Development Standards, Colorado
- Mountain Vista Subarea Plan and Strategic Analysis, Fort Collins, Colorado
- South College Corridor Plan, Fort Collins, Colorado
- Cheyenne Downtown Master Plan, Wyoming
- Seven Trails Master Plan and Town Center Development Plan, Douglas, Wyoming
- Town of Jackson/Teton County Comprehensive Plan and Character Districts, Wyoming
- Cody Comprehensive Plan and Downtown Framework, Wyoming
- Generation Casper Comprehensive Plan, Casper, Wyoming
- South of the River Subarea Plan and Architectural Overlay District Guidelines, CBD and Riverfront Center, Star, Idaho
- Fields Subarea and Town Center Plan, Meridian, Idaho
- West Henderson Land Use Plan Update and Inspirada Town Center, Nevada
- Westside Creeks Restoration Project and Conceptual Plan, San Antonio Texas
- US Highway W192 Corridor Redevelopment Plan and URA, Osceola County, Florida
- Orange Avenue Corridor Plan, Winter Park, Florida



## CAMERON GLOSS, AICP | PROJECT MANAGER

Cameron has over 35 years of public and private sector experience as a community planner. His areas of expertise include the development of community comprehensive plans, subarea and neighborhood plans, preparation and implementation of land use codes and guidelines, restructuring of development review processes, and community sustainability. Much of his work has focused on comprehensive planning for small and mid-sized communities and implementation strategies for infill and redevelopment. He is highly regarded in the Fort Collins community for building work relationships and generating innovative solutions to difficult issues. Prior to joining Logan Simpson, Cameron has directed the City of Fort Collins Planning program and is attributed to the successful merger of the long-range and development review functions previously housed in separate departments.

### EDUCATION

B.S. Geography with emphasis in Urban Studies, Arizona State University, 1983

### PROFESSIONAL REGISTRATIONS

Member, American Institute of Certified Planners (AICP)

Member, American Planning Association

### SELECTED PROJECT EXPERIENCE:

- **Cheyenne Downtown Master Plan, Wyoming**
- **Downtown Plan and Development Code, Fort Collins, Colorado**
- **Redevelopment/Infill Planning Study (Refill) and Redevelopment Project Analysis (Refill II), Fort Collins, Colorado**
- **Lincoln Corridor Plan, Fort Collins, Colorado**
- South College Corridor Plan, Fort Collins, Colorado
- Castle Pines Comprehensive Plan, Colorado
- Pagosa Springs LUDC Update, Colorado
- Gypsum - Eagle River Area Plan, Colorado
- Colorado State University 2010 Master Plans, Fort Collins, Colorado
- Harmony Gateway Standards and Guidelines, Fort Collins, Colorado
- City Plan (Comprehensive Plan Update), Fort Collins, Colorado
- Land Use Code Updates, Fort Collins, Colorado
- Ketchum Historic Preservation Guidelines, Idaho
- Principal accomplishments for the City of Fort Collins, Colorado:
  - Led numerous Long-Range Planning efforts, including City Plan, and long-range plans at the Subarea, Neighborhood and District scales.
  - Created a fiscal impact model for the largest enclave annexation in State history (2¾ square miles) and designed and led the public review process.
  - Supported implementation of downtown initiatives.



## JENNIFER GARDNER, RLA | ASSISTANT PROJECT MANAGER

Since 2000, Jennifer has been dedicated to the planning and design of spaces small and large. Her tireless passion for connecting the natural and built environments has led to an extensive resume of projects spanning both public and private sector. Jennifer is experienced with planning and entitlement, project coordination, land use codes and comprehensive plans, landscape design, irrigation design, site design, park and open space design, streetscape design, and construction administration. Through years of entitlement work, she has gained much insight into the opportunities and challenges that communities face throughout the Rocky Mountain region and is dedicated to building the framework to help each community achieve their ultimate development goals.

### EDUCATION

B.S., Landscape  
Architecture,  
Colorado State  
University, 2000  
(ASLA Student Merit  
Award)

### PROFESSIONAL REGISTRATIONS/ ACCREDITATIONS

Registered  
Landscape Architect,  
Colorado #714,  
Wyoming #LA-0136C,  
Oregon #LA1009  
Colorado ASLA North  
Area Director  
CSU Alumni Advisory  
Board for Landscape  
Architecture  
Department  
Member American  
Society of Landscape  
Architects

### SELECTED PROJECT EXPERIENCE:

- 2021 Johnstown Area Comprehensive Plan, CO
- Larimer County Comprehensive Plan for Community Development. Larimer County, CO
- Wellington Comprehensive Plan and Land Use Code Update. CO
- Wellington Landscape and Irrigation Standards. CO
- Castle Pines Comprehensive Plan Update (2020) + Mixed-Use Design Guidelines. CO
- Summit County Code Audit for Affordable Housing. CO
- Jefferson County Plan and Regulation Update. CO
- Pagosa Springs Land Use Development Code Update. CO
- Manitou Springs Zoning and Subdivision Rewrite. CO
- Integrating Sustainability Practices into the Land Development Code. Westminster, CO
- Milliken Town Planner. Milliken, CO
- Sign Code. Fort Collins, CO
- Land Use Code Update. Loveland, CO
- Ketchum Community Core Design Guidelines and Historic Preservation. ID
- Star South of the River Subarea Plan. Star, ID
- Architectural Overlay District Guidelines. Star, ID
- Fields Subarea Plan, Town Center and Guidelines. ID
- Teton County Land Development Code Update. ID
- Hamilton Comprehensive Plan Update and Code Assessment. Hamilton, MT
- Uniquely Driggs Comprehensive Plan. ID
- Salt Lake City Sustainable Code Review. UT
- Zoning and Subdivision Code Update. North Ogden, UT
- Ogden Unified Development Ordinance. Wasatch Front Range Council. UT
- Millcreek Full Code Update. UT
- Meadowbrook District and Town Center Form Based Codes. Millcreek, UT
- Bozeman Unified Development Code Update. MT
- West 192 Streetscape and Building Design Guidelines and Land Development Code, FL



## MEGAN MOORE, ASLA, ASSOC. AIA | URBAN DESIGN

Megan is an urban designer and planner with extensive experience in comprehensive and subarea planning and placemaking for a range of communities. She brings 15 years of experience to this project and is the recipient of over 30 design and planning awards. Her planning capabilities are enhanced by her background in architecture and landscape architecture, giving her a unique perspective into design strategies and solutions. She is an expert at combining input from staff, stakeholders, and the public with data and demographics, resulting in plans that reflect the vision and goals of a community while encouraging appropriate and innovative growth strategies.

### EDUCATION

Master of  
Architecture and  
Master of Landscape  
Architecture,  
University of  
Colorado at Denver,  
2005

Graduate Certificate  
in Historic  
Preservation,  
University of  
Colorado at Denver,  
2005

B.S. in Architectural  
Studies, University  
of Illinois at Urbana-  
Champaign, 2001

### SELECTED PROJECT EXPERIENCE

- **Cheyenne Downtown Master Plan, Wyoming**
- **Redevelopment/Infill Planning Study (Refill) and Redevelopment Project Analysis (Refill II), Fort Collins, Colorado**
- **Lincoln Corridor Plan, Fort Collins, Colorado**
- **McCall Downtown Plan, Idaho**
- **Mills Comprehensive Plan and Mills Main Street Corridor Study, Mills, Wyoming**
- Mountain Vista Subarea Plan, Fort Collins, Colorado
- South College Corridor Plan, Fort Collins, Colorado
- US 287 Strategic Plan, Loveland, Colorado
- Downtown Master Plan and Streetscape Enhancements, Johnstown, Colorado
- North Nevada Corridor Urban Renewal Master Plan and Design Guidelines, Colorado Springs, Colorado
- Highlands Ranch Metro Districts, Civic Green Gardens and Arboretum, Colorado
- Gypsum - Eagle River Area Plan, Colorado
- Mountain Village Comprehensive Plan and Town Hall Subarea Plan, Colorado
- Seven Trails Master Plan and Town Center Development Plan, Douglas, Wyoming
- Cody Comprehensive Plan and Downtown Framework, Wyoming
- Town of Jackson/Teton County Comprehensive Plan and Character Districts, Wyoming
- Generation Casper Comprehensive Plan, Casper, Wyoming
- South of the River Subarea Plan and Architectural Overlay District Guidelines, CBD and Riverfront Center, Star, Idaho
- Fields Subarea and Town Center Plan, Meridian, Idaho
- Bountiful By Design General Plan and Downtown Framework, Utah
- West Henderson Land Use Plan Update and Inspirada Town Center, Nevada
- Westside Creeks Restoration Project and Conceptual Plan, San Antonio Texas
- US Highway W192 Corridor Redevelopment Plan and URA, Osceola County, Florida
- Orange Avenue Corridor Plan, Winter Park, Florida



## STEVE SIGLER, RLA | DESIGN

Steve is a licensed landscape architect in the State of Wyoming with more than 17 years of experience. He has provided design, project management, and construction documentation and administration on a variety of parks, natural areas, river corridors and restoration, trails, public campuses, museums sites, and streetscape projects. Steve is well versed in digital 3D modeling programs such as AutoCAD, SketchUp, and Microstation, as well as rendering and animation programs including Adobe Creative Suite, Lumion 3D, and 3D Studio Max. He carries a deep understanding of the how to use graphics to convey design and planning concepts to clients, team members and the public. Steve has been a design team member on award winning projects, including: the LEED™ V4 Platinum Utilities Administration Building in Fort Collins, Colorado; Englewood, Colorado's Police Headquarters; Viestenz Smith Mountain Park in Loveland, Colorado; and the Perot Museum of Nature and Science in Dallas, Texas.

### EDUCATION

B.S. Landscape Architecture, Colorado State University, 2005

### PROFESSIONAL REGISTRATIONS

CLARB Certified Landscape Architect (#34752)  
Licensed Landscape Architect (Colorado #1143), Wyoming (LA-0240C)

### PROFESSIONAL AFFILIATIONS

American Society of Landscape Architects (ASLA)

### SELECTED PROJECT EXPERIENCE:

- **Lincoln Corridor Plan, Fort Collins, Colorado**
- **McCall Downtown Plan, Idaho**
- **Mills Comprehensive Plan and Mills Main Street Corridor Study, Mills, Wyoming**
- Block 32 Civic Center Master Plan, City of Fort Collins
- Fruita Downtown Streetscape Design, Fruita, Colorado
- Fairgrounds Avenue Road and Streetscape Design, Windsor/Loveland, Colorado
- Erie Parkway Corridor Plan, Erie, Colorado
- Colorado State University Pedestrian Underpass, Colorado State University
- Adams County Human Services Headquarters Plaza (Park 12 Hundred), Westminster, Colorado
- Windsor Comprehensive Plan, and Small Area Plans, Colorado
- Generation Casper Comprehensive Plan, Casper, Wyoming
- Town of Jackson/Teton County Comprehensive Plan and Character Districts, Wyoming
- Wyoming State Hospitals Lander and Evanston Health Facilities, Wyoming Department of Administration
- South of the River Subarea Plan and Architectural Overlay District Guidelines, CBD and Riverfront Center, Star, Idaho



## TED KAMP | LELAND CONSULTING | MARKET ANALYST

Edward “Ted” Kamp provides market analysis in support of strategic land use decisions for public planners and private developers. Drawing on expertise in GIS, market economics, and demographic analysis, he incorporates user-friendly information design to convey critical market intelligence to stakeholders.

His work spans a variety of development and planning contexts including urban infill, economic development, suburban revitalization, impact analysis, and transit-oriented development. Recent client work has covered locales across the western and central US. In addition, he taught the Urban Market Analysis course for planning graduate students at the University of Colorado-Denver for five years.

After receiving a BBA (with honors) from the University of Oklahoma and an MS in Marketing/Consumer Behavior from the University of Arizona, Ted provided research and strategic planning services for the Leo Burnett advertising agency in Chicago. He subsequently earned a Masters in Urban and Regional Planning (and completed PhD coursework) at the University of Colorado-Denver. He has provided urban market analysis consulting services for the past 18 years.

### EDUCATION

Master of Urban and Regional Planning, PhD coursework, University of Colorado

Master of Science, Marketing (Consumer Behavior), University of Arizona

Bachelor in Business Administration, University of Oklahoma

### AWARDS AND PUBLICATIONS

1999 Outstanding Graduate: Urban and Regional Planning Masters Program, University of Colorado-Denver

1998 ASCP McClure Student Award: “Empathy and Planning”

Author, Journal of Advertising Research, December 1995

### SELECTED PROJECT EXPERIENCE

- Entertainment District Analysis, Lone Tree, CO
- Downtown Plan Update, Sioux Falls, SD
- Comprehensive Plan Update, Lochbuie, CO
- Town Center Market Study, North Salt Lake, UT
- Downtown Plan Update and Comprehensive Plan Framework, Auburn, WA
- Citywide Retail Analysis, Boulder, CO
- Comprehensive Plan Update, Federal Heights, CO
- Housing and Industrial Supply and Demand Study, Sandpoint, ID
- Comprehensive Plan Update, Glenwood Springs, CO
- Economic Development Strategy, Meridian, ID
- Comprehensive Plan Update, Carbondale, CO
- Citywide Retail Strategy, Westminster, CO
- Downtown Redevelopment Plan, Albuquerque, NM
- Downtown Civic Core Vision and Action Plan, Renton, WA
- Town Center Specific Plan, Covina, CA
- Comprehensive Plan, Brighton, CO



## SAM ELIASON | UNITED CIVIL | CIVIL ENGINEER

Sam has over twenty-five years of varied civil engineering experience and is the co-founder of United Civil Design Group. He has served as a project manager and design engineer on many projects for public agencies and private development. His expertise is in the development of sites for public facilities, commercial facilities, and residential developments.

Sam thrives being part of team and enjoys coordinating with the owner, project team, and other stakeholders to ensure a successful project. He is passionate about providing clients with a high level of service on each of their projects.

### EDUCATION

Washington State  
University

Bachelors of Science  
Civil Engineering

### AREAS OF EXPERTISE

Project Management  
Infrastructure  
Planning  
Infrastructure Design  
Site Development

### REGISTRATIONS

Professional Engineer  
- CO #38212

### SELECTED PROJECT EXPERIENCE

- 2534 Infrastructure Planning & Design – Johnstown, CO  
*Client: Thompson Crossing Metro Districts No. 2 & No. 3*
- Orchard Park Place Infrastructure Planning & Design – Westminster, CO  
*Clients: Orchard Park Place North & South Metro Districts*  
*Client: City of Westminster*
- Loveland North Transit Center – Loveland, Colorado  
*Client: City of Loveland*
- Loveland Sidewalk Connectivity Program - Loveland, Colorado  
*Client: City of Loveland*
- 1st Street GLIC Bridge Replacement - Loveland, Colorado  
*Client: City of Loveland*
- Foothills Solar & Substation - Loveland, Colorado  
*Client: City of Loveland*
- Loveland Public Works Service Center - Loveland, Colorado  
*Client: City of Loveland*
- Johnstown Family Health – Johnstown, CO
- Johnstown Flex – Johnstown, CO
- Blue Frog Roofing – Johnstown, CO
- Thompson Ridge Estates – Johnstown, CO

### 3. DESCRIPTION OF RELEVANT EXPERIENCE

#### CHEYENNE DOWNTOWN MASTER PLAN PROJECT, WYOMING

The City of Cheyenne is updating its Downtown Development Authority (DDA) Plan of Development through a community-driven process aimed at creating a guiding, and comprehensive, vision for the future of Downtown Cheyenne. The Plan will provide a blueprint for strategies that promote economic vitality and increase public activities, while enhancing the historic western charm of Downtown.

Since 1991, when the first DDA Master Plan for the Downtown Cheyenne Core Area was adopted, more than three dozen plans have been created that influence the direction of downtown. The latest version of the DDA Master Plan of Development, which is being updated, was adopted in 2011 with minor amendments in 2016, 2017 and 2018. Adopted plans range from the community-wide Plan Cheyenne to very specific plans for areas like the Reed Avenue Corridor, Downtown alleys, and parking management strategies. A detailed audit of these plans was conducted to evaluate both their successes and challenges and identify priority actions for the updated plan.

A cornerstone of the Plan’s development will be a robust community engagement process. Broad participation will be solicited from Cheyenne residents and visitors, with the process designed to allow for a variety of levels of participation.

**REFERENCE:** Charles Bloom, AICP, Planning and Development Director, City of Cheyenne | [cbloom@cheyennecity.org](mailto:cbloom@cheyennecity.org) | 307-637-6282



## FORT COLLINS DOWNTOWN PLAN AND CODE UPDATE, COLORADO

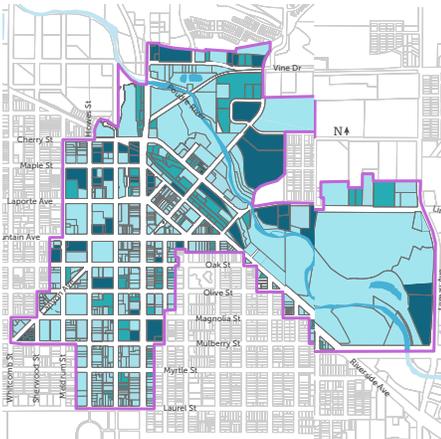
The award-winning Fort Collins downtown plan and subsequent code update have supported infill and redevelopment of downtown Fort Collins and contributed to the unique vibrancy that is inherent in Fort Collins. The Downtown Plan's ultimate success relies on the coordinated implementation of strategies and action items across six main topic areas ranging from broad urban design concepts to funding and maintenance, and form-based code measures that reflect nine distinct and varied character subdistricts. Unique aspects of the Plan include a photorealistic computer-generated model of the Downtown, along with a pro forma analysis, that allowed creation of alternative development scenarios and costs attributed to regulations. The Plan was driven by public engagement, with the aim of a truly community-based plan with broad awareness and understanding among a complete range of interests. Engagement activities were varied, from traditional open houses and workshops, listening sessions and surveys, to more interactive events like subdistrict walking and bike tours, online wiki-mapping, and events at festivals.

### PLAN DOCUMENT:

- [https://www.fcgov.com/planning/pdf/2017\\_0518\\_DowntownPlan.pdf](https://www.fcgov.com/planning/pdf/2017_0518_DowntownPlan.pdf)

### REFERENCE:

- Maren Bzdek, Historic Preservation Manager | City of Fort Collins | [mbzdek@fcgov.com](mailto:mbzdek@fcgov.com) | 970-224-6078
- Peter Park, Associate Professor Adjunct | University of Colorado at Denver | [peter.park@ucdenver.edu](mailto:peter.park@ucdenver.edu) | 303-556-3382



## FORT COLLINS REDEVELOPMENT / INFILL PLANNING STUDY AND REDEVELOPMENT PROJECT ANALYSIS, FORT COLLINS, COLORADO\*

Prior to joining Logan Simpson, Bruce Meighen, Cameron Gloss, and Megan Moore completed the Fort Collins Redevelopment/Infill Planning Study and subsequent Redevelopment Project Analysis. The Fort Collins community places great importance on the benefits of redevelopment, insofar that the City revised its codes and policies to ensure implementation of exemplary infill and redevelopment projects. The study, which is commonly referred to as “Refill”, examined changes in city codes and processes to facilitate redevelopment in communities accustomed to traditional greenfield projects.

During Phase I, a two-week long workshop resulted in recommended city code changes. The project team hosted three public meetings: the first introduced the study and identified issues; the second discussed the preliminary outcomes of the workshop; and the third summarized the final outcomes of the workshop. The result was process and code enhancements that changed the way the city approaches these projects. Phase II went a step further to generate an inventory of infill and redevelopment opportunities within targeted areas. Key redevelopment sites were identified and the opportunities and constraints were assessed for five sites within the City. Once sites were identified, the project team created conceptual sketches and identified funding options to create development-ready sites. This new level of specificity provided the City with the ability to market the sites directly to developers through printed matter and on the web.

### PLAN DOCUMENT:

- <https://www.fcgov.com/planning/pdf/refill.pdf>

### REFERENCE:

- Timothy Wilder, Transportation Director (former project manager for Fort Collins), Whatcom Transportation Authority | [timw@ridewta.com](mailto:timw@ridewta.com) | 360-788-9311
- Clark Mapes, City Planner, City of Fort Collins | [cmapes@fcgov.com](mailto:cmapes@fcgov.com) | 970-221-6225



## MCCALL DOWNTOWN MASTER PLAN AND IMPLEMENTATION, IDAHO

Logan Simpson worked on the 2013 Downtown Master Plan Update, which builds on previous City planning efforts to create a roadmap for future development and redevelopment of the Downtown, and includes components of traditional downtown master plans while developing recommendations through economic and cultural influence.

The City of McCall, Idaho is nestled between the mountains of the Payette National Forest and the waterfront of Payette Lake. As the largest community in Valley County it serves as a regional economic hub including parts of neighboring Adams and Idaho counties. McCall's Downtown has been identified as the heart of the community and defines the character of McCall. The City has changed considerably since the previous Downtown Master Plan completed in 1997 - several significant development projects and other public improvements have been built, and numerous City planning and design documents have been developed or updated. Economically, McCall experienced the real estate boom and bust of the 2000s along with the rest of the United States, and its economy is currently showing indications of improvement. This update aligns the Downtown Master Plan with visions and policies of recently adopted planning documents, and refocuses planning efforts and policies to address current issues and future opportunities. It is a tool for assessing current conditions and setting a course for future success. This Master Plan provides a framework that balances McCall's unique character and lifestyle community charm with economic growth in order to create a vibrant Downtown McCall.

### PLAN DOCUMENT AND PLAN IMPLEMENTATION WEBSITE:

- <https://evogov.s3.amazonaws.com/141/media/115600.pdf>
- <https://www.mccall.id.us/downtownproject>

**REFERENCE:** Michelle Groenevelt, Community and Economic Development Director, City of McCall | [mgroenevelt@mccall.id.us](mailto:mgroenevelt@mccall.id.us) | 208-634-7142



## LINCOLN CORRIDOR PLAN, FORT COLLINS, COLORADO

Logan Simpson collaborated with the City of Fort Collins on development of a vision plan for Lincoln Avenue, an important travel corridor extending from Old Town Fort Collins to Lemay Avenue. The area contains a rich, eclectic mix of industry, breweries, historic neighborhoods, access to the Poudre River, open space, and regional trail systems. Woodward, Inc., a global aerospace and energy control firm, recently chose the Lincoln Corridor for their new world headquarters, which will bring approximately 1,700 new employees to the area. As an emerging district adjacent to Downtown, Lincoln is envisioned as one of the next great places in Fort Collins.

Neighboring residents and existing businesses provided extensive input on the vision for the corridor. Outreach efforts included multiple online surveys, a project webpage, bilingual project materials, a series of informational events such as barbecues, highly interactive workshops, attendance at local fairs and events, and corridor walks with residents, business owners, and other stakeholders.

The Lincoln Corridor Plan provides specific recommendations on extensive street and bridge enhancements; incorporates best practices for street design including bioswales and permeable pavements; provides multi-modal access for bicyclists, motorist, trucks, pedestrians, and transit users; includes pedestrian amenities and gathering areas; establishes a cohesive identity for the corridor; recommends implementation strategies for funding and phasing; and prioritizes improvement projects.

### PLAN DOCUMENT:

- <https://www.fcgov.com/planning/pdf/lincoln-corridor-plan-5-20-14.pdf?1464297585>

### REFERENCE:

- Timothy Wilder, Transportation Director (former project manager for Fort Collins) | Whatcom Transportation Authority | [timw@ridewta.com](mailto:timw@ridewta.com) | 360-788-9311
- Clark Mapes, City Planner | City of Fort Collins | [cmapes@fcgov.com](mailto:cmapes@fcgov.com) | 970-221-6225



## MILLS MAIN STREET, WYOMING

Southwest Wyoming Boulevard serves as the primary corridor through the City of Mills for residents, local business, and regional pass through travel. Primarily oriented towards vehicular movement, the corridor lacks a cohesive consideration for access and safety of all travel modes and public space that would attract community serving retail and land uses. The purpose of this study was to provide corridor improvement recommendations and redesign concepts for a new Main Street through the City of Mills with the objectives of enhancing connectivity, safety, placemaking, and economic opportunity including:

- Reconfiguring the wide existing right-of-way, including multimodal improvements, and landscaping.
- Building on the existing street grid to create a walkable downtown.
- Enhancing the unique natural features and viewsheds present along the corridor.
- Connecting existing trail facilities.
- Ensuring connections to existing transit.
- Implementing form-based code to encourage desirable land uses on redevelopment sites.
- Exploring a pedestrian bridge at the riverfront redevelopment site to provide a safer and cheaper multimodal option than widening the existing bridge and providing a linkage to Fort Caspar and Centennial Park.

### REFERENCE:

- Renee Hardy | Casper Area MPO | [rhardy@casperwy.gov](mailto:rhardy@casperwy.gov) | 505-599-1062
- Sabrina Kemper | Community Development Director | City of Mills | [cdd@millswy.gov](mailto:cdd@millswy.gov) | 307-43-1254



## 4. PRICE PROPOSAL

	HOURS	LABOR	EXP	TOTAL
<b>TASK 1.0. PROJECT INITIATION</b>				
Task 1.1. Project Management	30	\$4,800	\$50	\$4,850
Task 1.2. Public Engagement Plan	26	\$3,500	\$-	\$3,500
Task 1.3 Plan Audit and Existing Conditions <i>(including Design and Corridor; Land Use/Zoning; Economic Vitality; and Infrastructure Assessment)</i>	52	\$5,600	\$-	\$5,600
Task 1.4. JDDA Worksession #1 and Property and Business Owner Worksession #1	44	\$6,000	\$100	\$6,100
<b>SUBTOTAL</b>	<b>152</b>	<b>\$19,900</b>	<b>\$150</b>	<b>\$20,050</b>
<b>TASK 2.0. VISION AND GOAL SETTING</b>				
Task 2.1. Public Kickoff/Visioning Events	96	\$11,600	\$250	\$11,850
Task 2.2. Vision Document	72	\$8,200	\$-	\$8,200
<b>SUBTOTAL</b>	<b>168</b>	<b>\$19,800</b>	<b>\$250</b>	<b>\$20,050</b>
<b>TASK 3.0. STRATEGY AND CONCEPT DEVELOPMENT</b>				
Task 3.1. Downtown Choices Workshops <i>(including Design and Corridor; Land Use/Zoning; Economic Vitality; and Infrastructure Assessment)</i>	90	\$11,400	\$250	\$11,650
Task 3.2. Implementation	84	\$11,400	\$-	\$11,400
Task 3.3. JDDA Worksession #2 and Property and Business Owner Worksession #2	44	\$6,000	\$100	\$6,100
<b>SUBTOTAL</b>	<b>218</b>	<b>\$28,800</b>	<b>\$350</b>	<b>\$29,150</b>
<b>TASK 4.0. PLAN DEVELOPMENT</b>				
Task 4.1. Draft Plan Development <i>(including Design and Corridor; Land Use/Zoning; Economic Vitality; and Infrastructure Assessment)</i>	82	\$10,200	\$-	\$10,200
Task 4.2. JDDA Worksession #3 and Property and Business Owner Worksession #3	44	\$6,000	\$100	\$6,100
Task 4.3. Draft Plan Public Review	42	\$5,300	\$250	\$5,550
Task 4.4. Final Plan	44	\$5,200	\$-	\$5,200
<b>SUBTOTAL</b>	<b>212</b>	<b>\$26,700</b>	<b>\$350</b>	<b>\$27,050</b>
<b>TASK 5.0. ADOPTION</b>				
Task 5.1. Adoption Hearings	28	\$3,300	\$150	\$3,450
<b>SUBTOTAL</b>	<b>28</b>	<b>\$3,300</b>	<b>\$150</b>	<b>\$3,450</b>
<b>TOTAL</b>	<b>778</b>	<b>\$98,500</b>	<b>\$1,250</b>	<b>\$99,750</b>