

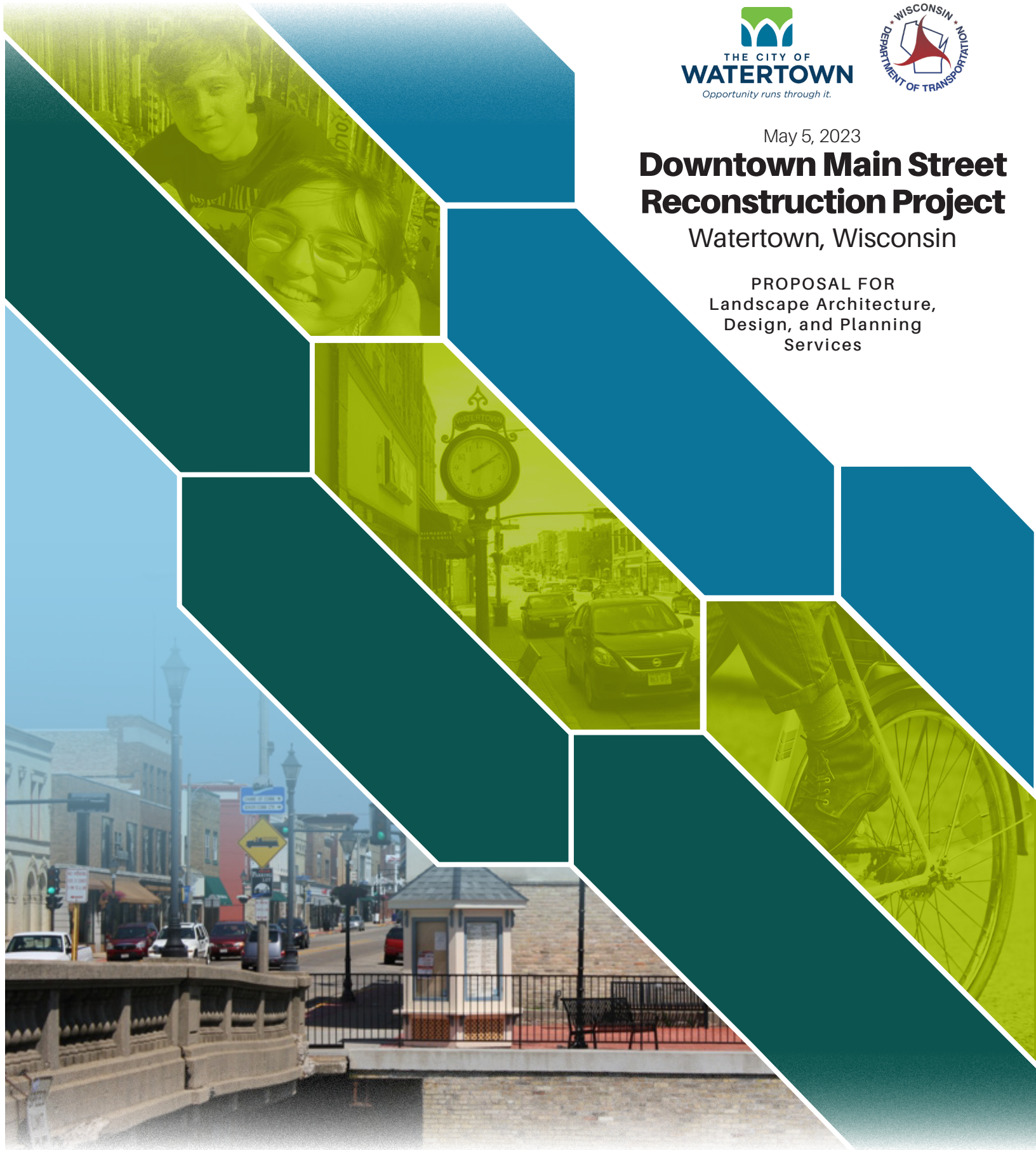


May 5, 2023

Downtown Main Street Reconstruction Project

Watertown, Wisconsin

PROPOSAL FOR
Landscape Architecture,
Design, and Planning
Services



STATEMENT OF INTEREST

TO: Jaynellen J. Holloway, P.E.
Director of Public Works / City Engineer
jaynellenh@cityofwatertown.org

Dear Ms Holloway.

Your community of Watertown has a rare and impactful opportunity before it ... to build on momentum from recent impressive projects and initiatives that are transforming Watertown into a vibrant city ready to stake its claim as a top place to live and do business.

We understand that this project is intended to further advance the community's long-term vision and goals by implementing community plans and providing further opportunities to connect the dots. It will provide an inspiring vision increasing the desirability and viability of downtown business and properties in the short-term, and provide a vibrant Main Street and community place supporting businesses and property values in the long run. Last but not least, it will create a stage of social and community interaction and establish the desired community image for decades to come.

To answer the challenge, we have assembled a highly creative and collaborative team of planners, urban (including landscape and architectural) designers, economic development specialists, image building/branding and graphic designers. In other words:

- **We know Watertown.** We have served and continue to serve the City in numerous capacities.
- **We have worked with Ruekert & Mielke** as a complimentary design and engineering team on similar projects and in past Watertown projects.
- **We have helped many communities leverage DOT investments** in their downtowns.
- **Our big-picture, added-impact approach** means we can help Watertown create a far bigger economic, social, and quality-of-life impact for the community that creates vibrancy within the streetscape project and beyond.

This team is excited and posed to help serve your downtown comprehensively by building community image, identifying assets and opportunities, creating public gathering spaces, enhancing corridor and architectural aesthetics, supporting businesses, enhancing wayfinding, and more - precisely the recipe this projects requires to make it a lasting success for the community.

Thank you for inviting our participation and considering our proposal.

Sincerely,



Dean Proctor, AIA

Principal Designer, Eye Level Studio
120 E. Lakeside St., Madison WI 53715

608-255-3988

dproctor@vandewalle.com



Jeff Maloney

Principal Urban Designer
Vandewalle & Associates

Violet Razo, P.E.

Project Manager
Ruekert & Mielke



CONTENTS

STATEMENT OF INTEREST	2
FIRM CONTACT	2
FIRM BACKGROUND	3
INTEREST, KNOWLEDGE + APPROACH	5
WORK PLAN + SCOPE	8
PAST PERFORMANCE + PROJECTS	10
PROJECT TEAM	13

**FIRM
CONTACT**

FIRM BACKGROUND

**Eye Level
Studio**



**EYE LEVEL
STUDIO™**
A Division of Vandewalle & Associates

A division of Vandewalle & Associates

**Design and
Placemaking**

Eye Level Studio is a team of landscape, urban, and graphic designers and storytellers, linked to a vetted consortium of lighting, mural and sculpture artists. We are the quirky design and communication arm of the leading urban planning and economic development firm Vandewalle & Associates.



**Vandewalle &
Associates**

**Urban
Planning**

Vandewalle & Associates is a multi-disciplinary team of visionary urban planners, economic development specialists, and communicators working to improve quality of life and economic vibrancy in small-to-mid size communities throughout the Midwest. Working from our offices in Madison and Milwaukee Wisconsin and in the field, we have helped to plan, position, implement, and transform countless sites, corridors, downtowns, communities, and regions into forward-looking opportunities and vibrant and sustainable places for people.

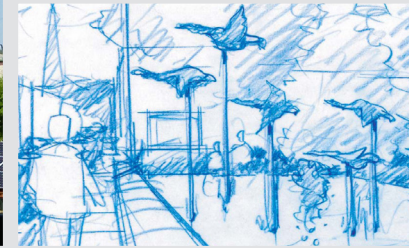
Ruekert & Mielke



Engineering



Ruekert & Mielke, Inc. (R/M) is a 100% employee-owned civil engineering firm with more than 75 years of service to local communities and organizations. Our engineers, environmental scientists, agricultural experts, and technology consultants empower our clients to thrive by solving infrastructure challenges. We have offices in Waukesha, Milwaukee, Madison, Green Bay, and Kenosha, Wisconsin.



The experience we bring together:

- **Wayfinding & Branding**
 - **Streetscape**
- **Helping Shape Watertown**

The Eye Level Studio / Vandewalle & Associates team and Ruekert & Mielke have established a long-time, complimentary, and strong working relationship. From partnering on the Watertown Comprehensive Plan and developing subdivision ordinances to designing, detailing, and constructing streetscapes, the teams bring the best of planning, creative design, and civil engineering expertise to our clients.

Given the focus on planning, design, and landscape architecture, this project would be led by the Vandewalle & Associates team who brings in-depth knowledge of the community, planning perspectives, economic development expertise, business and real estate experience, urban and public space design, streetscape and landscape design talent, and branding and graphic design expertise.

Ruekert & Mielke will support the urban, public space, streetscape, and feature design work with their engineering, detailed design and construction, and cost estimating expertise.



EYE LEVEL
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VANDEWALLE &
ASSOCIATES INC.



Ruekert • Mielke

PROJECT INTEREST & KNOWLEDGE

WATERTOWN IS A CITY THAT OUR PLANNING AND BRANDING TEAM HOLDS CLOSE TO ITS HEART.

We see Watertown's Main Street as a community and urban center with both a rich history and an even more vibrant future. As planners, designers, and economic positioning specialists, we understand that Watertown has opportunity to shape its formerly rail-hub downtown and historic Main Street into an iconic urban magnet for living, gathering, and doing business today and tomorrow.

On the road to a bold community vision.

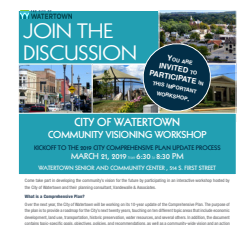
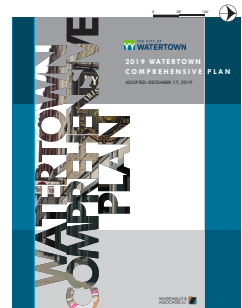
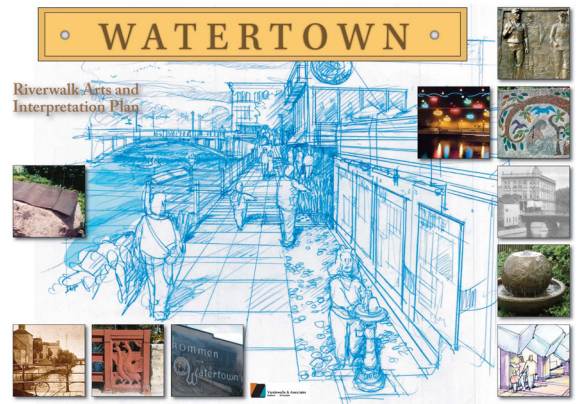
Through the planning and design efforts of 2023, the City will be able to offer an inspiring vision, a guiding plan and framework, street-scape and designs, and iconic amenities ready to enhance the coming infrastructure reconstruction.

Knowledge of what is and what is to come. The near future reconstruction of the Cole Memorial Bridge (2024/25) and Highway 19/ Main Street between Church and Market Streets (2028) in downtown Watertown, while challenging the City and downtown businesses, will remake the image of downtown, create gathering and event spaces, enhance pedestrian environments, coordinate and enhance parking, and create business supportive amenities.

By the end of the decade, the downtown and Main Street of Watertown will be reconstructed, refreshed, and ready to become a newly vibrant heart of community and region.

Watertown experience. Not only do we have team members who have lived, played, and shopped there for decades, our urban designers and engineers have worked together professionally on numerous Watertown projects in recent years. These include:

- Watertown Comprehensive Plan
- Watertown River Mill Park
- Watertown Subdivision Plan
- Watertown Park & Open Space Plan



APPROACH

Planning and Design with Impact



UNCOVER OPPORTUNITIES WITHIN PROJECT GOALS

- ✓ Prioritize stated goals of the district
- ✓ Assess the site's and surrounding community's needs, challenges, and potential as a space for pedestrians, commerce, public gathering, events, identity branding, and alternative transportation
- ✓ Explore the site's potential for greater economic impact for the community

Public and Stakeholder Inputs & Participation

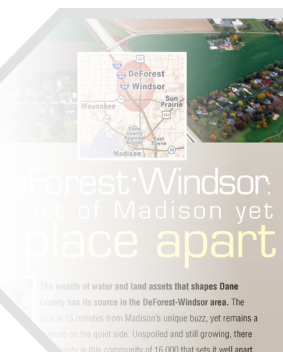
ENGAGE DIVERSE VOICES AT ALL THE RIGHT TIMES

- ✓ Solicit stakeholder participation and build project support
- ✓ Seek out diverse voices while speaking their language
- ✓ Ask the right questions to learn true needs & success drivers
- ✓ Listen to what is said and what is not
- ✓ Synthesize inputs into plans

Community Image & Building a Brand

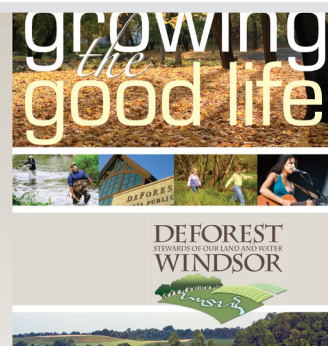
DEFINE CORE VALUES AND PLACE-BASED DIFFERENTIATORS

- ✓ Explore past present and future stories that resonate with people
- ✓ Create core values and define iconography
- ✓ Establish a clear and distinctive hierarchy of messaging

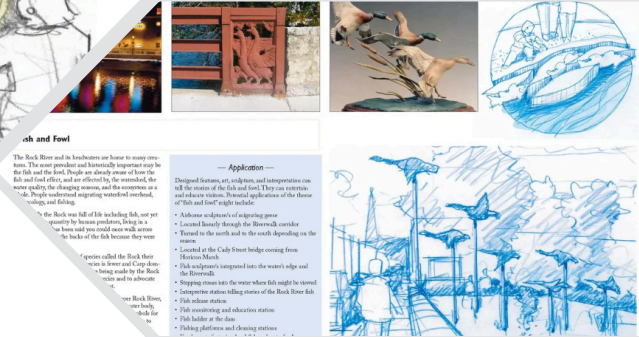


DeForest-Windsor is an extraordinary area connected for quick commutes and commerce by all modes of transport via the Dane County Regional Airport, freight rail, the "triple interstate" of I-39/90/94, and the crossroads of Highways 51 and 19.

Fertile ground for growing businesses. Now seeking regional retail, commercial, restaurant, bio-based, research, green, manufacturing, health care, and sustainable businesses of all varieties, the DeForest-Windsor area is eager to offer its highly educated workforce, dedicated economic development staff, and business building incentives.



Placemaking



CREATING PLACES PEOPLE WANT TO BE

- ✓ Identify unique place-based assets
- ✓ Identify challenges and from these create opportunities
- ✓ Embed economic goals into activities that drive short- and long-term vibrancy
- ✓ Create an inspiring cultural and image asset for the community that, as much as possible, actively speaks to and involves people of all ages and from all cultural backgrounds
- ✓ Create a memorable place that draws activity, fosters safety, connects and energizes the community

Asset Transformation

EXPLORE ASSET-TRANSFORMING ALTERNATIVES

- ✓ Create a visual gateway into the district
- ✓ Evaluate current uses against needs and opportunities
- ✓ Create a memorable place that draws activity, fosters safety, connects and energizes the community



WORK PLAN AND SCOPE

SCOPE OF SERVICES

In support of the City of Watertown and your preparations for implementation of the intergovernmental agreement with the Wisconsin DOT, leveraging this investment, and taking advantage of this opportunity to remake your downtown Main Street, Vandewalle & Associates and Ruekert & Mielke offer the following proposal.

The scope of work includes three major components, supporting and management services, and multiple optional services.

- Create a “vision” for the Church Street to Market Street section of Main Street and its tangible components in a “framework plan” that will guide all of the enhancements and investments – from public spaces to streetscape furniture – in a unified plan.

- Select and Design identified Main Street spaces and features of Watertown’s future heart of downtown as well as recommendations for aesthetic enhancements and possibilities for existing facilities (i.e., parking lots)
- Create a wayfinding and community image system including its circulation pattern, destinations, and signage design.
- Attend virtual and in-person meetings to receive input and present project progress and deliverables and work with City staff and the Downtown Main Street Reconstruction Task Force to coordinate and manage the project process.
- Provide selected optional services

- **(D1) = Deliverables submitted by August 7**
- **(D2) = Deliverables submitted by October 6**

1. Vision and Master Plan

- Review all existing studies, outreach results, public input, and preliminary DOT design of the street. Conduct additional interviews and work sessions to document all the programmatic needs and possibilities of the project. **(D1)**
- Determine locations of permanent parklets and pedestrian bump-outs **(D1)**
- Recommend locations for well-designed multi-purpose amenities **(D1)**
- Determine locations of public gathering spaces **(D2)**
- Determine locations of seating at pedestrian friendly intervals **(D2)**
- Determine appropriate locations for temporary street closures for programming **(D2)**
- Recommend locations for art features and arts programming **(D2)**
- Create Vision Master Plan communicating the above components **(D2)**
- Design two public gathering spaces (schematic design) **(D2)**

Deliverables: Illustrative Vision and Master Plan locating parklets, gathering spaces, seating, art features, and street-scape enhancements; Overlay plan locating programming areas and street closures; Two schematic public space site plans

2. Streetscape Design

- Select streetscape components (including, but not limited to bubbler, pedestrian level flowerpots/ planters, tree boxes/planters, seating/benches, trash receptacles, etc.) **(D1)**
- Design Main Street entrance feature (schematic design) **(D2)**
- Recommend and design aesthetic enhancement of existing parking lots **(D2)**
- Develop cost estimates for the above improvements **(D2)**

Deliverables: Detailed streetscape plan locating streetscape components; Streetscape furniture and component image board; Site plan and elevations of Main Street entrance feature; Plan and sketch representations of parking lot frontage enhancements; Preliminary cost estimates for the above

3. Wayfinding Signage Network

- Create a naming system for public parking lots (D2)
- Create a well-designed way finding signage network including sign locations (D2)
- Design wayfinding signage (D2)
- Develop cost estimates (D2)

***Deliverables:** Downtown wayfinding system plan showing circulation network, destinations, and sign locations; Way-finding signage design with dimensions, color and fonts; Preliminary cost estimates*

4. City Meeting Attendance

- Site tour/kickoff meeting (1 in-person meeting and visit)
- Working Group/Task Force meetings (6 virtual meetings)
- City staff meetings (3 virtual meetings)
- City Council presentation (1 in-person meeting)
- Public Workshop/Charrette (1 in-person meeting)

5. Project Process Co-management

- Correspondence with City project manager
- Team meetings

BUDGET

- Core services: see separate Price Proposal.

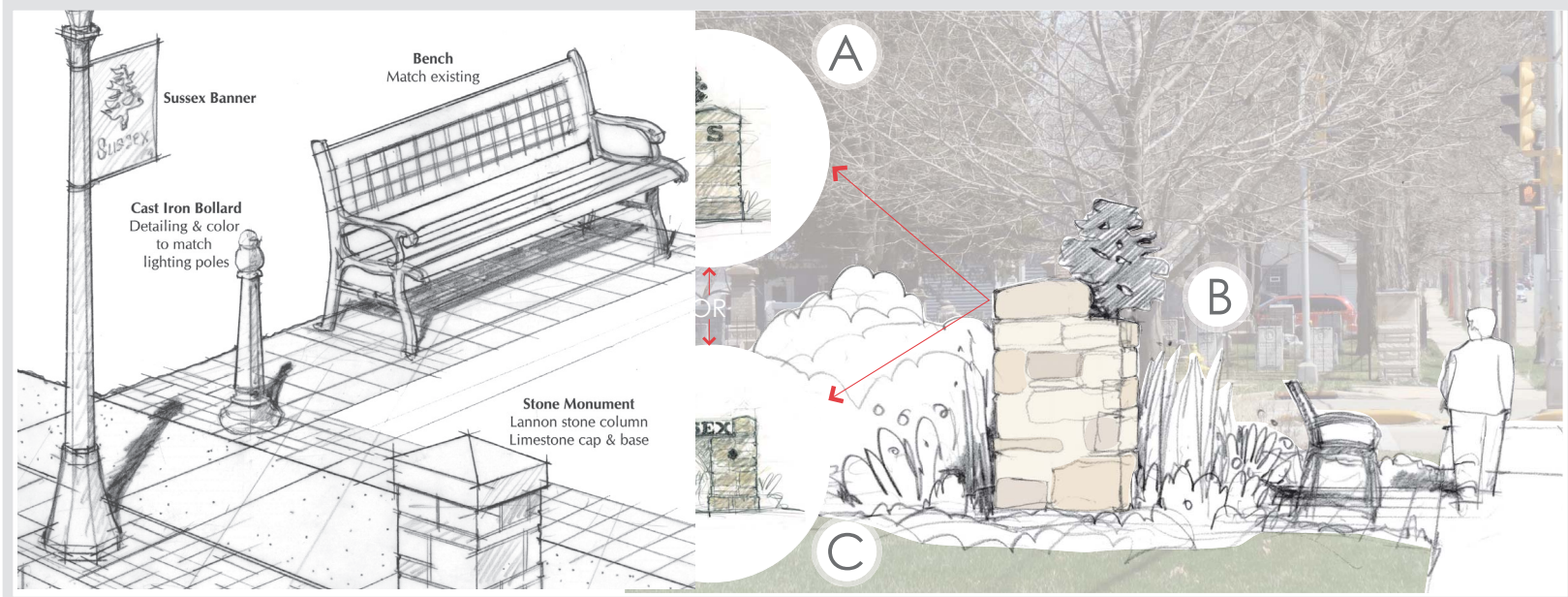
OPTIONAL SERVICES

- A. Develop strategies, specific techniques, and designs to **support businesses during construction period** including signage, programming and marketing, street presence, alternative parking, and cafe spaces
- B. Design selected **custom streetscape components** (i.e., benches, kiosks) as needed
- C. Develop **construction documents** as needed for client-selected streetscape elements, parklets, bump-outs, public spaces, entrance feature, way-finding signage, etc.
- E. Conduct **lighting study** for Main Street bridge, public spaces, featured art
- F. Assist with **public participation** efforts (i.e., Public Workshop/Charrette) as needed
- G. Conduct **drone flight** of the Main Street corridor and adjacent blocks to get before and after footage, to support informational and fundraising efforts, etc.

TIMELINE



PAST PERFORMANCE & PROJECTS



Sussex Civic Campus Site Design and Main Street Streetscape Plan

BUILDING ON ITS HERITAGE AND IMPROVING ITS KEY CORRIDOR + PUBLIC SPACES

As part of Main Street Reconstruction project, the Village of Sussex retained V&A to design the area around the new Civic Building and existing library. The full site includes open space, parking, drives, and plaza—each area requiring respect for the architecture of existing structures, and attention to the Village's specific needs and goals. Drawings were included in the Main Street Reconstruction project V&A teamed with Ruekert Mielke, who provided engineering, bid, and construction administration services. The Civic Campus Site project was constructed in 2017.

Although a relatively small community, Sussex saw the potential in building on its heritage and improving its key corridor and the community's public spaces with gateways, streetscape design, pedestrian circulation and experience, continuity in their public facilities through place references, hand-drawn design concepts, and computer simulations.

Design elements included Pedestrian lighting with banners and flower baskets; Custom stamped concrete crosswalks; Exposed aggregate terraces; Street trees and tree grates; Community gateway design – primary and secondary; Civic campus and stream bridge; Local Lannon stone retaining walls and seat planters; Relocation of existing donor bricks and benches; Memorial sign relocation.

CLIENT: Village of Sussex

DATES: 2015-2016

PARTNERS: V&A, ELS, R/M

BUDGET: TBD





Janesville Riverfront Town Square & Event Streets

RENAISSANCE ON THE ROCK RIVER

In 2015 the City of Janesville completed a two-year planning process working with Vandewalle & Associates to revitalize the downtown. The ARISE Rock Renaissance Redevelopment and Implementation Strategy laid out a number of redevelopment projects including Main Street Riverfront, Festival Ground area and Traxler Park expansion, Milwaukee Street Commercial, Riverfront Housing, Downtown Campus/ Neighborhood Area, and the centerpiece of the riverfront revitalization: Janesville's new Town Square.

The Town Square is designed to be a catalyst for the other redevelopment and revitalization efforts, bringing the focus of Downtown Janesville back to the Rock River. Beginning with removal of a 1960s-era parking plaza spanning the River, the new Town Square included interactive features and a pedestrian bridge. Event space design included reworking of River and Water Streets as event streets with hard-scaped plazas, gateway features, and streetscapes.

Plans include new river-facing enhancements to historic buildings and mixed-use infill attractive to new retail, restaurants, residents, and visitors. The new plan provides for ample parking. Reworked two-way streets in the riverfront area are designed to be more pedestrian friendly.

CLIENT:

City of Janesville,
ARISE Rock Renaissance

DATES: 2015

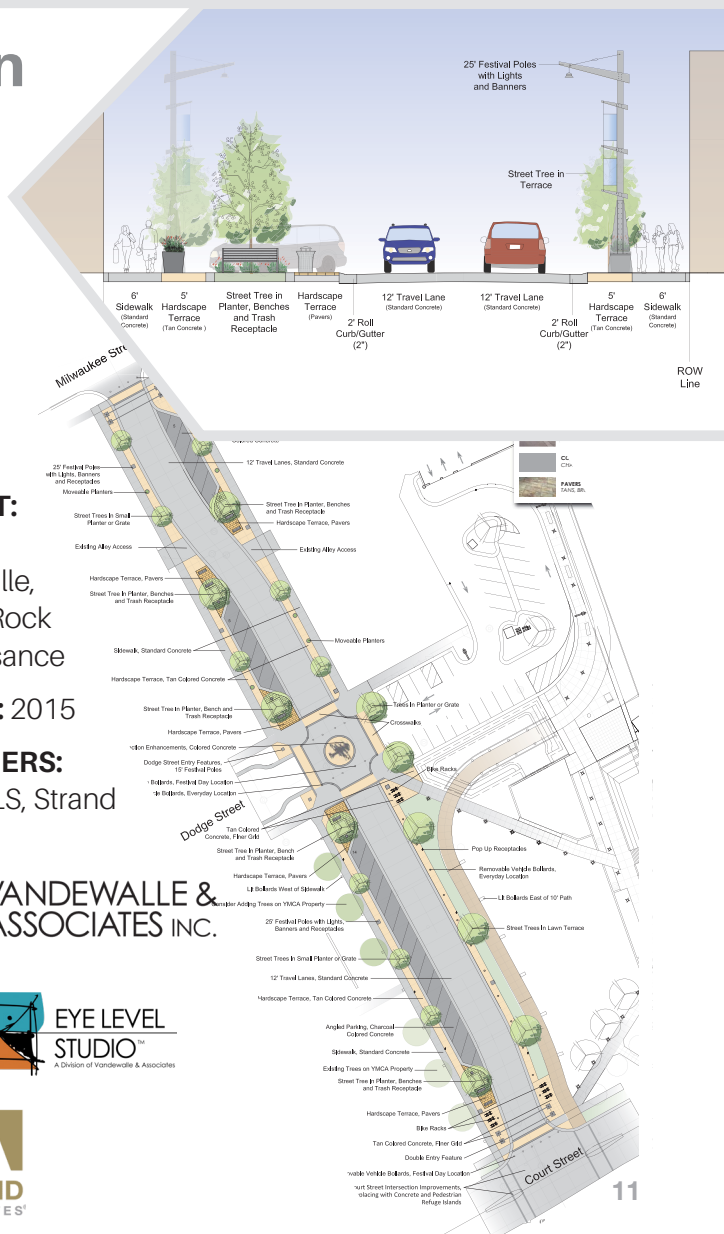
PARTNERS:

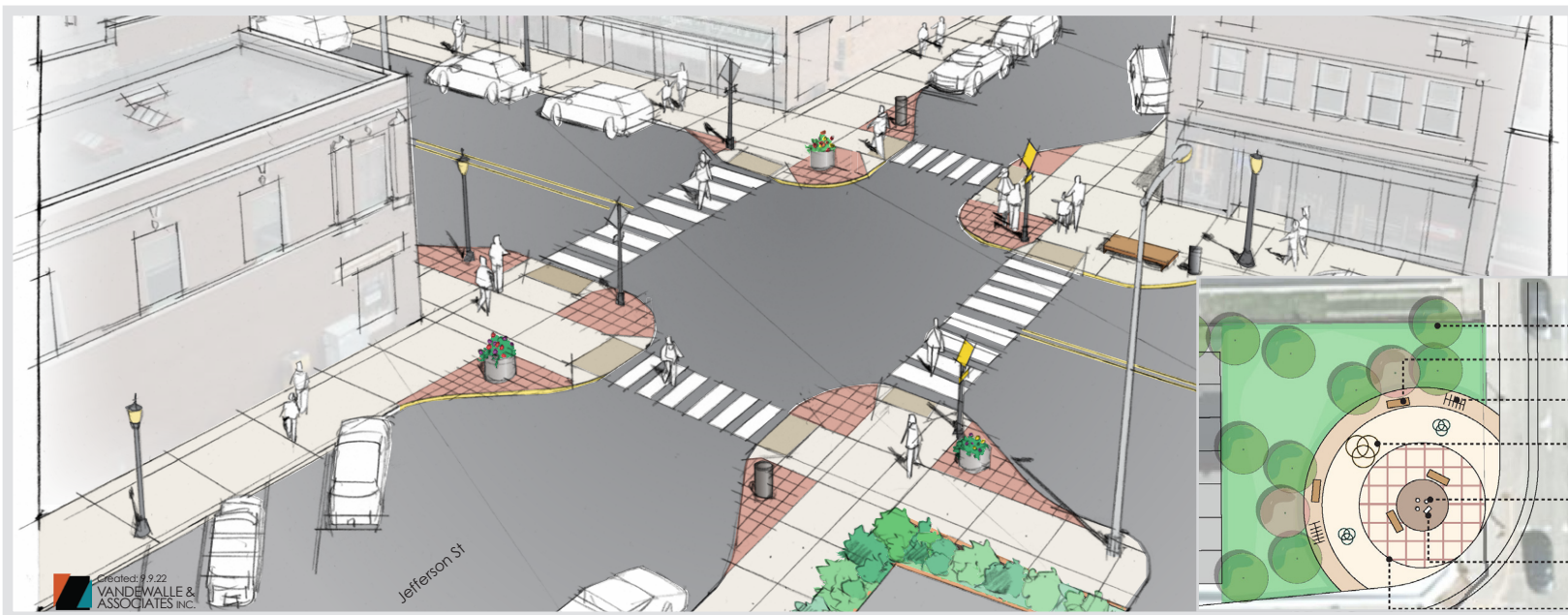
V&A, ELS, Strand

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STRAND ASSOCIATES





Viroqua Main Street Pedestrian Safety and Placemaking Improvements

CONNECTING PEOPLE TO DOWNTOWN

CLIENT: City of Viroqua

DATES: 2021-present

PARTNERS: V&A, ELS,
Strand

BUDGET: TBD

City received a state grant to make pedestrian safety improvements on Main Street in the heart of the downtown that also serves as a busy state highway. Viroqua is top tourist destination in Wisconsin's Driftless region, boasting several local food, crafts, and arts establishments. Vandewalle's role was to identify current and future redevelopment sites, parking needs, and circulation patterns as a basis for evaluating various improvement alternatives prepared by Strand Associates Engineers. In addition, we prepared goals and concepts for beautifying and further activating Main and other downtown streets. We conducted direct outreach to downtown merchants and property owners as well as hosting two well-attended, virtual public meetings in the midst of the pandemic.

As part of the plan process, we prepared streetscape enhancement goals and concepts based on existing community/downtown assets and the City's rich history; elements included street furniture, planters, trees, public art, and enhanced lighting; enhanced sidewalks and crosswalk paving/markings and signals; wayfinding and informational kiosks; and activity areas for outdoor dining, gathering and small performances.

Based on our impact analysis and public input, the City Council unanimously approved one of the alternatives, which also was accepted by the state DOT and is currently under final design with construction scheduled for 2024.



PROJECT TEAM



Dean P, Elona B; Sue H: Urban & Brand Design

L to R: Dean Proctor, AIA, Principal Urban Designer.
Elona Bartnick, Senior Urban Designer.
Sue Hansen, Communications Lead.

Urban Design &
Streetscape
Planning Design
Storytelling
Branding
Graphic
Design



Urban Planning
Redevelopment
Economic
Development
Bike/Ped Plans
Public
Outreach



Jeff M, Sonja K, Ben R; Planning & Economic Development Perspective

L to R: Jeff Maloney, Principal Urban Designer.
Sonja Kruesel, Associate Planner.
Ben Rohr, Associate Planner.



Violet R, Steve W; Engineering

L to R: Violet Razo, P.E.
Steve Wurster, P.E.

Transportation
Infrastructure
Analysis
Construction
documents



INDIVIDUAL BIOS

Dean Proctor, AIA



PRINCIPAL URBAN + LANDSCAPE DESIGNER, ARCHITECT.

Dean Proctor is an architect, urban designer, and graphic communicator. He has more than 25 years of professional experience in design and management positions with architectural, urban design, and planning consulting firms.

As a principal at Eye Level Studio/Vandewalle & Associates, Dean helps shape the direction of the firm and serves as co-leader of the urban design and communications teams. His unique contributions include redevelopment collaboration and perspective illustrations, which are used to help clients envision the recommendations of the ELS/Vandewalle & Associates team.



Elona Bartnick



ASSOCIATE URBAN DESIGNER.

Elona Bartnick delivers detailed and sensitive site analysis, dynamic site planning and design, neighborhood design, landscape architecture, and graphic communication. These skills are utilized and communicated through computer graphics, CAD design, SketchU modeling, GIS analysis, and hand illustration.

Elona regularly assists in land and development plans for mixed-use and traditional neighborhood projects. She has worked on a number of redevelopment and downtown master plans, construction documents for hardscape and planting plans for parks, streetscapes, naturalized areas, roadway planting schemes, riverfronts, and urban design elements.



Susan Hansen



PRINCIPAL MARKETING COMMUNICATIONS.

Susan believes strongly in the power of impactful, clear, and intriguing communication. At Eye Level Studios and Vandewalle & Associates she develops marketing solutions; and directs, designs and produces marketing concepts, copy, design, and materials.

Susan was responsible for the branding and marketing materials for Deforest, the Deforest-Windsor area, Mazomanie, and for the design of numerous streetscaping signs, banners and other graphic elements.

Susan brings a senior-level background working as a writer, designer and creative director at business to business advertising agencies in Milwaukee and Madison, and has studied landscape architecture.



Jeff Maloney



PRINCIPAL URBAN DESIGNER.

Jeff Maloney is a Principal Urban Designer specializing in urban redevelopment, mixed-use neighborhood design, and streetscape/riverwalk design.

Jeff has over two decades of experience leading design and public processes for redevelopment projects by envisioning site reinvestment opportunities through place-based assets, preparing site plans, and recommending and designing associated public improvements.

He also has experience guiding private projects through the entitlement process, focusing on site design, landscape architecture, and site rezoning. As the lead designer, project manager, and implementation specialist for communities of various populations throughout the Midwest, Jeff is able to prioritize community needs to create a revitalization strategy and associated public improvement program.



Ben Rohr



ASSOCIATE PLANNER.

Benjamin Rohr is an Assistant Planner at Vandewalle & Associates and works on a variety of Growth Management projects. It is the perfect fit for Ben, as it is his personal goal to help communities better plan and understand systems.

Ben has worked on or been the project manager for numerous full zoning ordinance rewrites, several minor zoning ordinance updates for our municipal planning clients, over ten Comprehensive Plan updates, two Park and Open Space Plan updates, four Housing Affordability Reports, and an Urban Service Area Amendment, among others. In all of these roles, Ben has worked to actively foster public engagement, more efficiently integrate government systems, and establish links between planning, public health, sustainability, and equity.



Sonja Kruesel



ASSOCIATE PLANNER.

Sonja brings 10 years of professional leadership in municipal planning and zoning, along with a passion for community development and Midwest places.

Having served previously as City Planner / Planning Director for both the cities of Monona and Fitchburg, WI, she has experience in comprehensive planning, project leadership and management, and strategic planning across a variety of geographies and socio-economic contexts.

She also brings technical expertise in the implementation of park and open space plans and policies, TIF, environmental issues, municipal zoning, subdivision regulations, housing, real estate, greenfield development, urban redevelopment/revitalization, form-based regulation, and farmland preservation zoning.



Violet Razo, P.E.

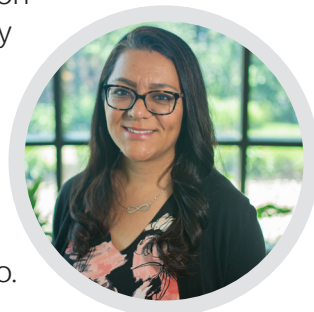


PROJECT MANAGER AND ENGINEER.

Violet is involved with the design and construction administration of municipal utility and street projects, and as a project engineer on numerous road, water main, sanitary and storm sewer projects, and annual street projects.

Violet was the project manager on the Field Park subdivision utility and road reconstruction project in the Village of Mukwonago. The project included alternative analysis, planning, permitting, and design to reconstruct 10,000 feet of roadway, including the relay of 9,000 feet of water main and services, 3,200 feet of sanitary sewer and laterals, and installation of 4,300 feet of storm sewer.

Violet's bilingual skills enable her to communicate on projects involving the Hispanic community.



Steve Wurster, P.E., CFM, CPSWQ,



CHIEF OPERATING OFFICER.

Steve's experience as a project manager includes municipal water resources master planning, storm water management facilities design, green infrastructure design, NR216 permitting and compliance, storm water utility implementation, environmental permitting, and hydrologic, hydraulic, and floodplain modeling.

He prides himself on integrating his storm water solutions with other community amenities and the natural environment. He regularly provides a number of key project roles including Group Leadership and Facilitation, Transportation Facility Improvements, Industrial Park Design and Construction Administration, Water Resources/TMDL Master Planning, and Storm Water Permit Compliance.

