



Proposal for Professional Planning Services

# Community Campus Planning Services for Downtown Middleton

City of Middleton, WI | April 19, 2019



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In association with Epstein Uhen Architects and Findorff



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April 19, 2019

City of Middleton  
Abby Attoun, Director of Community Development  
7426 Hubbard Avenue  
Middleton, WI 53562

RE: Request for Proposals  
Community Campus Planning Services  
for Downtown Middleton  
SEH No. MIDDC 150041

Dear Ms. Attoun,

Middleton is facing unprecedented growth pressures, which is putting a strain on downtown community facilities. Taking steps now to develop an informed approach to addressing such pressures will provide a roadmap for future improvements. Developing a community campus plan, guided by the diverse voices of those who live, work and own businesses and property in this area is an essential step in making sure that whatever changes are planned is informed by a community-driven, cohesive vision. The plan can also be the catalyst for reinvisioning the community campus and further integrate it into the newly evolving fabric of the downtown.

Successfully establishing balanced guidance in a user-friendly, implementable plan requires a collaborative approach between community stakeholders, the City and an interdisciplinary team of creative professionals. The Short Elliott Hendrickson Inc. (SEH®) team members we have assembled for this endeavor are passionate about planning, helping communities realize their aspirations and helping to communicate their visions. Our team includes professionals from SEH, Eppstein Uhen Architects (EUA) and J.H. Findorff & Son Inc (Findorff). Together, we'll work side by side with you to facilitate an interactive and transparent process where stakeholders can see the results of their input translated into a visionary plan that clearly communicates the aspirations for the community campus plan.

In addition to our team qualifications and unique approach you'll find within this submittal, we are a team with national experience that's grounded with local roots right in Middleton. Five out of the six of our key team members live in Middleton. These local roots provide value in so many ways including history, pride and passion, and perhaps most important, long-standing trusted relationships with City staff and community members. The SEH/EUA team has a wealth of local experience and history of active participation in Middleton, from the school district, fire station, public works and infrastructure, to roadways, bike/pedestrian accommodations, trails and workforce housing. Team members are members of the Chamber of Commerce and are active in other community activities such as city committees and local non-profits. For example, two team members serve on the Board for Middleton Outreach Ministry (MOM), one serves on the Pedestrian, Bike and Transit Committee and another serves on the Zoning Board of Appeals.

As you can see, we're active in the community many of us call home and are deeply committed to strengthening the community fabric of Middleton. We'd be honored to work with you on the community campus plan!

Respectfully Submitted,

Handwritten signature of Robert Kost in blue ink.

Bob Kost, AICP, PLA, LEED AP, NCI  
Project Manager, Sr. Planner  
952.912.2604 | bkost@sehinc.com

Handwritten signature of Darren Fortney in blue ink.

Darren Fortney, AICP, LEED GA, NCI  
Assistant Project Manager  
608.620.6191 | dfortney@sehinc.com



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The specific licenses and credentials of the team members are described in the personnel and/or resume section of this document.

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# Understanding and Approach



## Project Understanding

Middleton has taken a proud step forward investing in the City with the development of the Community Campus Plan. This document will help make informed decisions about investments in buildings and give a timeframe for moving forward. The SEH/EUA team will address the six primary goals identified in the RFP.

- 1 Identify opportunities to modernize and/or replace the City's current public facilities in Downtown Middleton where needed and appropriate.**

As learned from the pre-submittal tour, current public facilities in Downtown Middleton are in need of a future plan. The library needs more flexible gathering space as it has outgrown its programming space. The \$500,000 remodel will only provide a 5-10-year band aid.

The historical society and the tourism office both use the depot. They are requiring more space for interactive exhibits and offices as they currently rent two off-site storage units for their materials.

The Senior Center serves 150-200 people per day on two levels. The rooms are connected to other rooms making it difficult for separated activities. Better use of space with the possibility of expandable space is desired.

- 2 Identify opportunities for more efficient utilization of land through opportunities for combined facilities, flexible spaces that can serve more than one purpose and underground and/or shared parking opportunities.**

The library has a growing need for additional flexible use space. This is the City's epicenter for public meeting/ activity space, tutor facilities, computer use, and many other services. Not only will the library benefit from new space but city staff, senior center users, and the tourist center would have the ability to share this space for their activities. Design will be key when planning for the uses and users the new flex space will serve. The team will work closely with the CCC and stakeholders to define these specific uses and users before defining new space. This will ensure more versatile areas that takes full advantage of its available space.

The downtown is changing rapidly since the parking study was completed in 2013. With the addition of dense mixed use properties west of Parmenter Street and a future public plaza, the SEH/EUA team will revisit the perception of parking. Perhaps perceptions have changed in the past six years.

- 3 Ensure that municipal facility space needs are met, and can accommodate future growth of the City.**

Middleton's population is continuing to experience an evolution in living, playing and working as civic campus developments become social hubs for the arts, community events and diverse programming. This continues to strengthen Middleton's tourism industry and continually defines the City as a unique destination. Today's smaller cities, like Middleton, serve as a magnet for visitors, young professionals, creatives, artists, entrepreneurs and families seeking closer proximity to employment, services, shops and entertainment.

Engaging these stakeholders along with nearby property owners, civic leaders and commercial interests will foster a more creative dialogue and outcome as diverse viewpoints and ideas are shared and explored during the planning process.

Through a robust public involvement process and coordination with the Community Campus Committee (CCC), the SEH/EUA team will seek to understand the community's desires for the downtown area and the City as a whole.

**4 Identify opportunities for private development or public-private partnerships. Mixed-use development is encouraged.**

Downtown success is a catalyst for public and private investment on display throughout the City of Middleton. This is evident through private investments in new and existing businesses as well as civic investments in public amenities.

Middleton currently has a public/private partnership between the Community Development Authority (CDA), the Senior Center and Edward Jones Investments. This relationship has worked for many years but the development of a new plan may find higher and better uses for space.

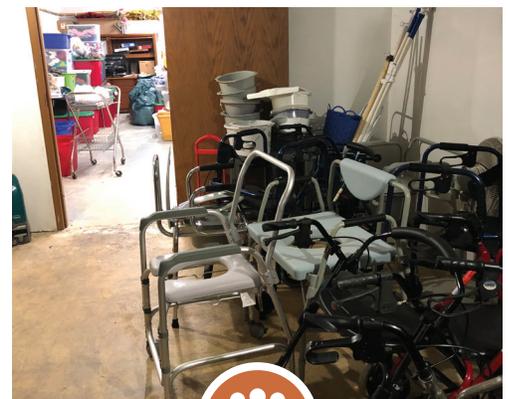
**5 Enhance downtown Middleton by creating concepts for buildings that will be visually-appealing, inviting, customer-friendly and functional.**

It is important that the Community Campus plan both enhance and be integrated into the ever evolving fabric of the downtown, especially linking the campus to both the new multi-family housing, adjacent neighborhoods, and local retail. The SEH/EUA team will ensure a vision for the campus achieves those goals as create a sense of place through designs that create human-place bonding, emotional connection, sense of community pride, and place interactions. This is achieved both through the architectural design of the buildings themselves, but also in the urban design and layout of the campus as a whole.

Creating sense of place includes interacting a combination of location, landscape, and personal involvement in the campus space. It will also be important for in-depth usage of local semantic codes, symbols, associations, inspirations, and belonging as we develop place meaning and belonging.

**6 Align with the City's ambitious goals related to environmental sustainability by identifying opportunities for compact urban form, renewable energy generation, energy-efficient design, water-efficient design and sustainable stormwater management and landscaping designs.**

The Plan elements will align with the environmental sustainability goals of the City. Each part of the Plan will address these goals and how they are achieved.



With 150-200 people using the senior center everyday, our team will look for ways to maximize this highly valued place!

We'll look to address current challenges like improving flow and connections with segmented spaces.

## Approach to Scope of Work

While Middleton's downtown business district has evolved over the years, several key factors remain unchanged:

- » The district continues to serve as the primary destination for civic and social interaction.
- » Preference for walkable, authentic, mixed use places where people can work, live, shop and dine while socializing with friends and neighbors remains strong.

Our creative placemaking approach to planning the future of Middleton's downtown civic campus area builds upon these important factors by employing an inclusive, interactive process that draws upon the community's social, economic and physical context (assets, barriers, issues and opportunities) to create a more resilient, attractive and sustainable future. We feel that creativity happens when the lines between disciplines cross. So collaborating as a team with the community, City and other project partners is the core of our approach.

### The Process

To create beneficial outcomes, our process is grounded in listening to Middleton's campus planning needs of the public library, city hall, historic train depot, and senior center.



### Learn



**Phase I:** We will seek to thoroughly understand the needs of the people who live, learn, work and visit the environments we create. We will engage with key stakeholders to gain insight into their needs, expectations and existing issues. Our team will determine current built asset strengths, update the 2016 library facilities study and identify needs and key project drivers. Tasks include data collection and analysis of existing buildings including the library, City Hall, senior center and historic train depot; measuring past performance; and determining objectives, goals and vision.

### Many Voices, Many Hands

Much of this work isn't possible unless we have the right stakeholders involved throughout the process. At project kick-off we'll develop a community engagement strategy. We'll work closely with the City and the Community Campus Committee to craft a community engagement program that reaches out to a wide spectrum of people from office workers to artists, from youth to seniors, while bringing planning activities to the community. This would include things like downtown pop-up activities to engage farmers market and weekend visitors, dot voting exhibits at the library and City Hall, and hands-on design workshops or charrettes. We'll host a project web page where people can find information, review interim work products and provide feedback when it's most convenient for them. Lastly, we're committed to closely collaborating with City staff and decision makers to balance creative, community aspirations with pragmatic financial parameters.



### "GO TO THEM" APPROACH

Sunday mornings are hopping in Middleton! We'll gather input from people moving between worship services and brunch.

Our team has coined this event the "Middleton Sunday Stroll" and would be held immediately after church services at St. Luke's and St Bernard.

Some of the tools we'll use to engage the Middleton community are highlighted below:

## Workshops and Charrettes



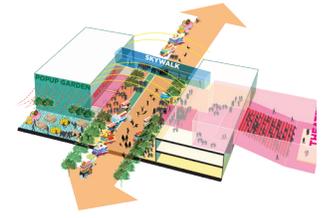
Charrette participants signed the final product developed through the seven-day interactive workshop. Riverside North Development – La Crosse, WI.



Placemaking workshop for the comprehensive plan in Onalaska, WI.



Massing study building blocks used during Linden 2-day planning workshop – Linden Hills Neighborhood Small Area Plan, MN.



People process information in different ways, so communicating data and design concepts with colorful diagrams and infographics strengthens outreach and reduces misinformation.

## Maximizing Online Tools



This customized website allows citizens to conveniently post their ideas, comments and images to a website and relate them to the specific Middleton Campus site. Unlike other engagement applications, citizens do not need to create an account or login to participate – removing a barrier for input.



The City does a great job of using POLCO to gather citizen input. Our team intends to work with the City to make this a useful tool for this project.



If acceptable to the City, we will use the Mentimeter digital application for facilitating and recording community input anonymously during meetings.

## Explore



**Phase II:** Once Phase I activities are complete and the community engagement plan is finalized, we'll move into Phase II to determine programming, develop concepts and cost estimates.

Inclusive visioning is achieved through a broad spectrum of outreach and engagement activities so the community campus plan can reflect the vision, mission and goals of your stakeholders, user groups and the surrounding community. We'll explore project goals and design principles by providing residents and community leaders with engaging opportunities to share their thoughts and ideas. By doing so, we begin to form a vision for the future of your community campus.

### Integrated Budgeting and Cost Estimating

Addressing aspects of economic sustainability leads us to integrating the cost estimating and budgeting process into every aspect of project planning and design. This means our cost estimators will work side by side with urban planning and architecture team members to consider aspects of budget and implementation early and often rather than towards the end of the process.

## Sustainability – A Core Value

We will consider design and construction strategies that use natural resources in prudent and environmentally wise ways. We will employ an integrated approach that considers the entire life of a building from construction to demolition, supporting environmental stewardship and conservation, as well as creating a healthy indoor environment for building occupants. We'll work toward cost-effective, practical solutions to meet Middleton's sustainable goals.

Even when LEED® certification or WELL Building Standard is not the goal, we'll provide environmentally friendly design options that balance initial investment with life cycle costs while focusing on the health and well-being of the end users. The key to a high-performance building is optimization and integration of all things – whether fan speeds or fire safety, whether landscaping or lighting efficiency and space programming. Thinking about making a building “high-performance” means considering aspects of the building— fire/life-safety, ADA compliance, communication plans, even art work or other occupant-focused “bonuses” – that were certainly also considered in a green building but may not have been emphasized. A high-performance building is a facility that is resilient. It is designed to accommodate inevitable change. A high-performance building provides - or can be readily modified to provide - universal accommodation. We'll strive to achieve this for the community campus plan for downtown Middleton.

# Articulate



## Contextually Responsive

Downtown Middleton’s built environment spans more than a century with traditional 1 and 2-story brick and wood Main Street buildings to recent pitched roof, village-style buildings. Its eclectic style and human scale is complemented by an attractive, walkable streetscape with street trees, decorative lighting and furnishings which further strengthens its authenticity. Our design approach will balance sensitivity to existing character and visual quality through contextually sensitive expression of massing, scale, patterns and materials. Public realm and architectural design concepts will look forward by integrating 21st century best practice for sustainability and resiliency while showing respect for Middleton’s history and sense of place.

During this phase we’ll prepare and confirm design principles and concepts that achieve the six primary goals. Throughout the process we will revisit your priorities to

develop an effective program that informs our planning and design. This will also help us refine construction cost estimates for the concepts developed. Within this phase, tasks include refining proposed solutions and creating imagery that tells the story and reflects community vision, values and goals. Concept design alternatives will be developed and presented to gain feedback and further refine into a final preferred concept.

## Deliver



During this final phase we’ll work through interim design revision meetings with the community campus committee and assist you in selecting a recommended concept design alternative.

We’ll then present the preferred concept to the Plan Commission and Common Council for approval. The final plan will include all public input, programming, concept design alternatives and cost estimates.

## SCHEDULE

PHASE/ACTIVITY	2019					
	JUL	AUG	SEP	OCT	NOV	DEC
<b>PROJECT MANAGEMENT</b>						
Kick-Off Meeting	●					
Team Meetings		○	—	—	—	●
<b>PHASE I - IDENTIFY SPACE NEEDS</b>						
Community Remarks - Online Comment Gathering		○	—	—	●	
Stakeholder Meetings - Space Needs (City Hall, Senior Center, Community Center)	●					
Plan Review	●					
Data Gathering/Analyzing	●					
Presentation to CCC		●				
<b>PHASE II - PUBLIC INPUT/PROGRAMMING/CONCEPT DESIGN/COST ESTIMATES</b>						
Public Meeting #1 - Space Needs		●				
Public Meeting #2 - Space Needs		●				
<b>PUBLIC PARTICIPATION</b>						
Community Remarks - Online Comment Gathering		○	—	—	●	
<b>PUBLIC INVOLVEMENT USING TWO, FULL-DAY WORKSHOPS</b>						
Workshop #1		●				
Develop Design Principles to Achieve Goals		●				
Programming and Three Concept Design Alternatives		●				
Present to Common Council and Plan Commission		●				
Workshop #2				●		
Refine Design Principles to Achieve Goals				●		
Refine Programming and Three Design Alternatives				●		
Present to Common Council and Plan Commission					●	
Cost Estimates					●	
Recommended Design Concept						●
Present Preferred Design to Common Council and Plan Commission						●

# Firm and Team Overview



## Short Elliott Hendrickson Inc. (SEH®)

At SEH, we provide a multidisciplinary planning approach to help communities make decisions about shaping their future. We bring together planners, engineers, urban designers and graphics experts to analyze issues and develop plans that help communities visualize and achieve their short- and long-term goals.

Our community planning team understands how the mix of land uses can work together to create an exciting, attractive, economically vibrant and sustainable community. We work in partnership with elected and appointed officials, businesses and citizens to explore opportunities for renewing existing assets and creating new development. Our professionals are experienced facilitators and are trained in the NCI Charrette System™. This experience helps us bring diverse stakeholders with divergent opinions together to find areas of mutual understanding and address community needs.

Also key to our approach is the notion that creativity happens when the lines between disciplines cross. As such we analyze a community's physical systems through the multiple lenses of geology, ecology, hydrology, infrastructure, land use, transportation and the built form. This systems approach to creative analysis and placemaking maximizes opportunities for interdisciplinary interaction, eliciting new insights and place-based solutions from team members and project participants.

### Creative Placemaking

Our interdisciplinary planning approach helps communities make decisions about shaping their future. We bring together planners, engineers, architects, urban designers and graphics experts to analyze issues and develop plans that help communities visualize and achieve their short- and long-term goals. Our community planning team understands how the mix of land uses can work together to create an exciting, attractive and sustainable downtown.

Our professionals are experienced facilitators trained in Context Sensitive Solutions (CSS), the Systematic Development of Informed Consent (SDIC) and the NCI Charrette System™. This experience helps us bring diverse stakeholders with divergent opinions together to find areas of mutual understanding and address community needs.

### LOCAL OFFICE

6808 Odana Road, Suite 200  
Madison, WI 53719-1137  
608.620.6199 | 888.908.8166 fax

[sehinc.com](http://sehinc.com)

### Primary planning and urban design services provided by SEH include:

- Downtown revitalization
- Public engagement
- Site analysis
- Urban design
- Zoning and design standards
- Public art programming and management
- Corridor revitalization
- Multimodal planning and design
- Public realm, streetscape planning and design
- Redevelopment planning and design
- Comprehensive planning
- Design visualization
- Park and trail planning and design
- Planting design



SEH visualization of mixed-use redevelopment and multimodal streetscape at Riverside North in downtown La Crosse, Wisconsin.

## Eppstein Uhen Architects (EUA)

Since its 1907 inception, EUA has actively worked to retain the core values of “doing the right thing,” treating clients and partners with respect, ensuring a quality product and delivering proactive planning and design solutions. EUA’s employees demonstrate unparalleled commitment to the markets, communities and clients they serve. The multi-faceted architectural firm specializes in several markets including Learning, Living, Healthcare, Science + Technology and Workplace.

EUA believes that informed and effective design has the ability to elevate people’s potential. To make sure this happens, they bring a fierce curiosity to thoroughly understand the needs of the people who live and work in the environments they create, conduct work in a way that encourages clients to share their thoughts and ideas and use a design philosophy that puts clients’ visions first.

### Master Planning

Their diverse market expertise provides a unique design ability to master plan with a detailed eye toward the end user early in the process. By applying this in-depth knowledge early on in the visioning stage, they can establish a true working model of a large tract of land that will be feasible, marketable and relevant to the customer base it will serve. Most of the master plan projects they have developed have also become long term architectural clients with years of implemented development projects, giving them the perspective of actually finishing the plan they started. They bring all these lessons learned to your project.

## Findorff

Findorff is an industry leader in preconstruction services. As this specialized area is the cornerstone of their business, they provide clients with specific guidelines to achieve successful outcomes throughout a project’s development.

Findorff’s preconstruction process is associated with the four distinct phases of design in collaboration with owners and design partners: conceptual design, schematic design, design development and construction documentation.

Throughout this progressive process, they align the owners’ needs with their budget by consistently performing estimates, value assessments and constructability reviews. Throughout the preconstruction process, Findorff’s preconstruction services include cost estimates, Guaranteed Maximum Price (GMP), Value Assessment, Constructability Review, Master Project Scheduling and MEP Analysis.

### Estimates

Cost control and accuracy are functions of establishing a realistic project budget early in the design and planning process. Success involves working closely with the owner and architect to completely understand the desired scope of work. Once established and agreed on, the project can move forward.

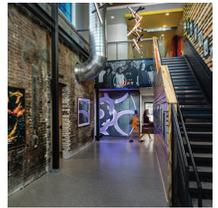
By utilizing a large in-house database of construction costs, Findorff is able to provide a conceptual budget for any project based on very preliminary drawings. When preparing a budget, Findorff compiles a detailed breakdown of cost information. As the project progresses through the four distinct phases of design, budgets are easily updated, re-evaluated and tracked to progress from preconstruction to construction.



[eua.com](http://eua.com)

### LOCAL OFFICE

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### LOCAL OFFICE & HQ

300 S. Bedford St.  
Madison, WI 53703  
608.257.5321



# TEAM ORGANIZATION

## City of Middleton

ABBY ATTOUN  
DIRECTOR OF COMMUNITY DEVELOPMENT

**Bob Kost** AICP, PLA, LEED AP, NCI  
PROJECT MANAGER/  
LEAD URBAN DESIGNER | SEH

**Darren Fortney** AICP, LEED GA, NCI   
ASSISTANT PROJECT MANAGER/  
PUBLIC ENGAGEMENT | SEH

### PLANNING AND PUBLIC ENGAGEMENT

**Nate Day** AICP, NCI   
PUBLIC ENGAGEMENT LEAD/  
URBAN PLANNING | SEH

**Andy Lyons**   
PUBLIC OUTREACH SPECIALIST | EUA

### ARCHITECTURE

**Paul Raisleger** RA   
SENIOR DESIGN ARCHITECT | EUA

### LANDSCAPE ARCHITECTURE

**Molly Wagner** RLA  
LANDSCAPE ARCHITECT | SEH

### SUSTAINABILITY

**Ben Austin** WELL AP, LEED AP BD+C  
SUSTAINABILITY LEAD | FINDORFF

**Molly Dunlap**  
SUSTAINABILITY SPECIALIST | EUA

### PRECONSTRUCTION SERVICES

**Brian Hornung**   
VICE PRESIDENT | FINDORFF

**Sam Lawrence**  
DIRECTOR OF PRECONSTRUCTION/  
COST ESTIMATOR | FINDORFF

### CIVIL ENGINEERING

**Mark Mickelson** PE  
CIVIL ENGINEER/GREEN  
INFRASTRUCTURE | SEH



Target Field Station - Minneapolis, Minnesota



A team with  
National experience,  
grounded with local  
Middleton roots.

 Team members with this icon by their name are currently Middleton residents.

# CURRENT WORKLOAD

NAME	ONGOING PROJECTS AND LOCATIONS	
<b>Bob Kost</b> (SEH)	Downtown Master Plan - Marshalltown, IA Texa-Tonka Small Area Plan - St. Louis Park, MN	Comprehensive Plan - Richardton, ND
<b>Darren Fortney</b> (SEH)	Village of Yorkville Comprehensive Plan - Yorkville, WI Village of Rochester Comprehensive Plan - Rochester, WI	Fort McCoy Master Plan - Sparta, WI
<b>Nate Day</b> (SEH)	Ladysmith Community Center Plan - Ladysmith, WI Autumn Ridge Path - Madison, WI	Canal Multi-modal Accommodations and Dredging - Portage, WI Village of Yorkville Comprehensive Plan - Yorkville, WI
<b>Paul Raisleger</b> (EUA)	Children's Theater of Madison - Madison, WI Marian University Fond du Lac Campus Master Planning - Fon du Lac, WI	Oscar Mayer Office Building and Master Plan - Madison, WI Stone House Lyric Phase 1-3 Mixed use - Madison, WI
<b>Andy Lyons</b> (EUA)	Baraboo School District - Post-Referendum Community Engagement - Baraboo, WI Monona Grove School District - Post-Referendum Community Engagement - Monona, WI	Middleton-Cross Plains Area School District - Post-Referendum Communications - Middleton, WI DeForest School District - Post-Referendum Community Engagement - DeForest, WI
<b>Molly Wagner</b> (SEH)	Downtown Redevelopment Master Plan - Elm Grove, WI Woodland Prairie Park Master Plan - Fox Crossing, WI Veteran's Memorial Park - Milwaukee, WI Kletzsch Park Dam Fish Passage, Access and Overlook - Milwaukee County, WI	Fort McCoy Campus Master Plan - Sparta, WI Fort McCoy Stormwater Master Plan - Sparta, WI Fort McCoy Block 1600 Site Planning - Sparta, WI Winona Lake Roundabout, Winona Lake, IN
<b>Mark Mickelson</b> (SEH)	Hillside Rigdge Subdivision - Lisbon, WI Hartford Conservancy - Hartford, WI Lake Bluff Subdivision - East Troy, WI Camp Whitcomb Rd Reconstruction - Merton, WI	Town of Oconomowoc Road Program - Oconomowoc, WI WCTC CDL Track - Waukesha County Technical College City of Verona/MMSD Relief Sewer - Verona, WI
<b>Molly Dunlap</b> (EUA)	CUNAMU - Redevelopment - Madison, WI Oscar Mayer Master Plan and Building Renovations - Madison, WI Confidential (Industrial, Office, Museum, Parking) - Milwaukee, WI	Marian University Fond du Lac Campus Master Planning - Fon du Lac, WI Monona Grove School District - New Elementary School - Cottage Grove, WI UW Whitewater New Residence Hall - Whitewater, WI

# Bob Kost AICP, PLA, LEED AP®, NCI

PROJECT MANAGER AND LEAD URBAN DESIGNER | SEH

**As a seasoned professional of award winning urban design project across the Midwest, Bob will serve as the project manager and lead urban designer for the Community Campus Plan.** Bob is a certified community planner, registered landscape architect and LEED accredited professional with extensive experience in the planning, design and development of places for people to live, work and play. He has managed complex community planning and design projects at wide range of scales from counties, cities, villages, districts and corridors. His commitment to design integrity and developing solutions based on community values has resulted in numerous planning and design awards.

## RELEVANT EXPERIENCE

- Target Field Station – City of Minneapolis, MN
- Linden Hills Small Area Plan – City of Minneapolis, MN
- Comprehensive Plan Update (Place Dynamics LLC) – Marshfield, WI
- Downtown Master Plan – City of Marshalltown, IA
- Downtown Master Plan and Comprehensive Plan Update – City of Appleton, WI
- Downtown Riverfront Plan – City of Chippewa Falls, WI
- Riverside North Development – City of La Crosse, WI
- Fargo-Moorhead Downtown Plan Update (Fargo Moorhead Metropolitan Council of Governments) – Fargo, ND and Moorhead, MN,
- Sherwood Master Plan – Village of Sherwood, WI
- “West Broadway Alive” Small Area Plan – City of Minneapolis, MN
- Riverforks Downtown Plan (Grand Forks/East Grand Forks Metropolitan Planning Organization (MPO)) – Grand Forks, ND and East Grand Forks, MN
- Uptown Neighborhood Small Area Plan (Cunningham Group) – Minneapolis, MN
- Riverfront Master Plan (City of Onalaska) – Onalaska, WI
- Downtown Revitalization Plan (City of Gering) – Gering, NE
- Lakes at Lyndale Connectivity Plan – City of Richfield, MN
- Old Yellowstone Redevelopment District Design Standards and Form Based Code – City of Casper, WY
- Northside TOD Study (Portage Redevelopment Commission) – Portage, IN
- 29th and University Avenue Transit-Oriented Development Design Guidelines (Hennepin County) – Minneapolis, MN
- Humboldt Greenway Neighborhood Planning – City of Minneapolis, MN
- Downtown Plan and Comprehensive Plan Update – City of Austin, MN
- Vehicle and Bicycle Parking Study – City of Stevens Point, WI
- Lake Street Transit/Access – Minneapolis, MN
- Weisman Art Museum Plaza (University of Minnesota) – Minneapolis, MN



# 35+

years of experience

## EDUCATION



Bachelor of Landscape Architecture  
University of Illinois at  
Urbana-Champaign

## REGISTRATIONS/CERTIFICATIONS



Certified Planner  
American Institute of Certified Planners

Landscape Architect in MN

LEED AP  
U.S. Green Building Council

Charrette Facilitator  
National Charrette Institute

## PROFESSIONAL ASSOCIATIONS



American Institute of Certified Planners

American Society of Landscape  
Architects

American Planning Association

Congress for New Urbanism

# Darren Fortney

AICP, LEED GA, NCI

ASSISTANT PROJECT MANAGER/PUBLIC ENGAGEMENT | SEH

**Darren will serve as the local "boots on the ground" assistant project manager, coordinating tasks with our subconsultant teaming partners. He'll also support planning efforts as well as all stakeholder engagement activities.** Darren is a certified AICP Planner and Senior Principal with a demonstrated history of working in the stakeholder engagement, community outreach, urban planning, civil engineering, land development, environmental, and place-making industry. Darren has significant urban planning and infrastructure planning experience, in both public and private sectors, across the Midwest over his more than 21-year career at SEH. Darren's projects consistently provide for proactive and meaningful public input; creative solutions, educational components/strategies; a high degree of inter-governmental collaboration; and development of local project ownership and implementation.

## RELEVANT EXPERIENCE

- Harbor District Water and Land Use Plan (Redevelopment Authority of the City of Milwaukee) – Milwaukee, WI
- Comprehensive Plan – Village of Yorkville, WI
- Comprehensive Plan – Village of Rochester, WI
- Riverside North Development – City of La Crosse, WI
- Great River Landing Waterfront Development Plan – City of Onalaska, WI
- Bicycle Transportation Network Improvements – City of Stevens Point, WI
- Milwaukee Shoreline and Veteran's Park Master Plan (The Sigma Group) – Milwaukee, WI
- Vehicle and Bicycle Parking Study – City of Stevens Point, WI
- Onalaska Riverfront Master Plan – City of Onalaska, WI
- Comprehensive Plan Update – City of Onalaska, WI
- I-39/90 and US 12/18 Madison Beltline Interchange (Dane Partners LLC) – Madison, WI
- Downtown Market Analysis and Strategy – Village of Sherwood, WI
- Business 53/Hastings Way – City of Eau Claire, WI
- Downtown Improvement Plan – City of Arcadia, WI
- Active Transportation Plan – City of Superior, WI
- Bike and Pedestrian Plan – City of Ladysmith, WI
- Transportation/PEL Study – City of La Crosse, WI



 MIDDLETON RESIDENT

**26+**  
years of experience

MIDDLETON RESIDENT

## EDUCATION

 Master of Science  
Urban and Regional Planning  
University of Wisconsin-Madison

Bachelor of Science  
Political Science  
University of Wisconsin-Madison

## REGISTRATIONS/CERTIFICATIONS

 Certified Planner (1999), American Institute of Certified Planners

Charrette Facilitator, National Charrette Institute

Charrette System Certified, National Charrette Institute

LEED Green Associate, U.S. Green Building Council

## PROFESSIONAL ASSOCIATIONS

 American Institute of Certified Planners, Member (1998-present)

Urban Land Institute (ULI), Member (1998-present)

American Planning Association, Member (1998-present)

Institute of Transportation Engineers, Member (1998-present)

Bicycle Federation of Wisconsin, Member (1998-present)

# Nate Day AICP, NCI

PUBLIC ENGAGEMENT AND URBAN PLANNING | SEH

**Nate will be responsible for the successful delivery of all stakeholder engagement activities including development of the public involvement plan.** Nate is a certified planner specializing in land use, transportation and environmental planning. Over his career, Nate has successfully delivered multiple recreation plans, land use studies, bike and pedestrian recommendations, project environmental documentation and transportation plans. His extensive public engagement experience ensures effective community participation is achieved on projects he is involved in. In addition, Nate brings a high level of experience leveraging funding sources to assist communities obtain financial assistance for projects.

## RELEVANT EXPERIENCE

- Comprehensive Plan – Village of Yorkville, WI
- Menasha Downtown Vision Plan (Place Dynamics LLC) – Menasha, WI
- Main Street Funding Assistance – City of Waupaca, WI
- Downtown Revitalization Plan – City of Clintonville, WI
- Wayfinding, Streetscape and Parking Design (Town of Gibraltar) – Fish Creek, WI
- Comprehensive Plan Update – City of Blair, WI
- Miller’s Bay Neighborhood Streetscape Design – City of Oshkosh, WI
- Milwaukee Shoreline and Veteran’s Park Master Plan (The Sigma Group) – Milwaukee, WI
- Comprehensive Plan Update – City of Stevens Point, WI
- Downtown Master Plan and Comprehensive Plan Update – City of Appleton, WI
- Coulee Region Transportation Study (Wisconsin Department of Transportation Southwest Region) – La Crosse County, WI
- I-39/90 and US 12/18 Madison Beltline Interchange (Dane Partners LLC) – Madison, WI
- I-90 Corridor Bicycle/Pedestrian Accommodations Coordination Report (La Crosse Area Planning Committee) – La Crosse, WI
- Community Revitalization Plan – Village of Suring, WI
- Downtown Market Analysis and Strategy – Village of Sherwood, WI
- Business 53/Hastings Way, STH 312 to Melby Road – City of Eau Claire, WI
- Bike and Pedestrian Plan – City of Ladysmith, WI



 MIDDLETON RESIDENT

**11+**

years of experience



## EDUCATION

Master of Science  
Urban Planning  
University of Wisconsin-Milwaukee

Bachelor of Arts  
Communications  
University of Wisconsin-Milwaukee



## REGISTRATIONS/CERTIFICATIONS

Certified Planner (2012), American Institute of Certified Planners

Charrette System Certified, National Charrette Institute

2018 NEPA Refresher Course (2018), Indiana Department of Transportation Central Office



## PROFESSIONAL ASSOCIATIONS

American Planning Association, Member (2008–present)

# Paul Raisleger RA

SENIOR DESIGN ARCHITECT | EUA

**Paul will lead EUA activities as it relates to space needs, programming and building design.** Surpassing his clients' expectations and expanding their imaginations are gifts that Paul brings to each project. Clients appreciate his enthusiasm for design and willingness to explore options. Paul embraces team input, which leads to creative solutions that meet needs and goals. He has expertise in sustainable design, finding unique solutions to be environmentally responsible while remaining within budget.

## RELEVANT EXPERIENCE

- Stone House Development – Madison, WI
- Edgerton City Hall – Edgerton, WI
- Hilldale Shopping Center – Madison, WI
- Foremost Farms Headquarters – Madison, WI
- 2250 University Avenue – Madison, WI
- Luminex Corporation – Madison, WI
- Oscar Meyer Master Plan – Madison, WI
- Cleveland Heights Mixed-use Development – Cleveland, OH
- Ironworks Master Plan – Beloit, WI

## AWARDS

- City of Madison Mayor's Design Award + Daily Reporter Top Project – The Lyric
- AIA Wisconsin Merit Design Award – Paradigm
- Wisconsin Green Building Alliance SE2 Award – Edgerton City Hall
- Wisconsin InBusiness Design Award Best Small Project & Best Green-Built Project – Green TTEC

“Paul is a good practical designer. Some of the feedback that we received from the city is how much everyone loves the design.”

*Mike Slavish, President  
Hovde Properties*



 MIDDLETON RESIDENT

**23+**

years of experience

## EDUCATION

 Master of Architecture  
University of Wisconsin-Milwaukee

Graduate Fellowship in Health Facility  
Planning and Design  
AIA and American Hospital  
Association

Bachelor of Science  
Biology  
University of Wisconsin-Green Bay

## REGISTRATIONS/CERTIFICATIONS

 Architect in WI

# Andy Lyons

PUBLIC OUTREACH SPECIALIST | EUA

**Andy will support public engagement efforts.** Andy brings over 20 years of experience in community engagement, politics and referendum planning. He has been an integral part of passing more than 30 facilities and operating school referenda in communities throughout Wisconsin. Andy understands the importance of setting strategy, establishing core messages and using various tactics to engage and inform a community.

## RELEVANT EXPERIENCE

- Oconomowoc Area School District – Oconomowoc, WI
- Sun Prairie School District – Sun Prairie, WI
- DeForest Area School District – DeForest, WI
- Stoughton Area School District – Stoughton, WI
- Middleton-Cross Plains Area School District – Middleton, WI
- Monona Grove School District – Monona, WI

“From coordinating an integrated communications plan to effective group facilitation, EUA delivers a total solution to their clients.”

*Dr. Patricia Dekkotz, Superintendent  
Kettle Moraine School District*



 MIDDLETON RESIDENT

**20+**  
years of experience

## EDUCATION

 Master of Industrial Relations  
University of Wisconsin

Bachelor of Arts  
Political Science  
University of Wisconsin

## PROFESSIONAL ASSOCIATIONS

 Wisconsin School Public Relations  
Association (WSRPA)

Wisconsin Association of School  
Business Officials (WASBO)

Wisconsin Association of School  
District Administrators

# Molly Wagner RLA

LANDSCAPE ARCHITECT | SEH

**Molly will support Bob with public realm and urban design aspects of the project including development of concepts.** Molly is a landscape architect and project designer with experience in educational, medical, cultural, residential, municipal, international and master planning projects. She provides effective communication with clients and contractors from concept to construction, leveraging the use of graphics such as rendered plans, sections, elevations, plant and material boards as well as construction documents to convey design intent. Her time spent working in the Pacific Northwest instilled in her a passion for stormwater and creating sustainable landscapes.

## RELEVANT EXPERIENCE

- Downtown Master Plan – Village of Elm Grove, WI
- Wayfinding, Streetscape and Parking Design (Town of Gibraltar) – Fish Creek, WI
- Wenzel Family Plaza Design – City of Marshfield, WI
- Municipal Decorative Lighting Design (Town of Gibraltar) – Fish Creek, WI
- Danes Hall Design – City of Waupaca, WI
- Downtown District Placemaking Plan (Cunningham Group Architecture) – Fond du Lac, WI
- Downtown Riverwalk West – City of West Bend, WI
- Printworks Mixed Use Historic Textile Mill Renovation (The Alexander Company) – Greensboro, NC
- Bain School Site Fire Station – City of Kenosha, WI
- Waterfront Vision Plan – City of Hudson, WI
- Broadway Streetscape Improvements – City of Cloquet, MN
- Pueblo County Old Judicial Building (Pueblo County Facilities) – Pueblo, CO
- Harbor Trails – City of Tower, MN

## EXPERIENCE PRIOR TO JOINING SEH

- Birthing Center Courtyard (Southwest Washington Medical Center) – Vancouver, WA
- Facilities Analysis (Shoreline School District) – Shoreline, WA
- Gladstone Center for Children and Families (Gladstone School District) – Gladstone, OR
- Healing Garden (Unity Point Meriter Child and Adolescent Psychiatry (CAP) Clinic) – Madison, WI
- Health Professions Campus (Pacific University) – Forest Grove, OR Nanjing
- Multi-use Development (Private Developer) – Nanjing, China
- Performing Arts Center Courtyard (Stoughton High School) – Stoughton, WI
- Springbrook Recovery Campus (Hazelden) – Newberg, OR



# 12+

years of experience

## EDUCATION

 Master of Landscape Architecture  
University of Minnesota

Bachelor of Arts  
Biology  
Gustavus Adolphus College  
St. Peter, MN

## REGISTRATIONS/CERTIFICATIONS

 Landscape Architect in WI (#749-14,  
2017)

## PROFESSIONAL ASSOCIATIONS

 American Society of Landscape  
Architects, Member (2010-present)

# Mark Mickelson PE

CIVIL ENGINEER/GREEN INFRASTRUCTURE | SEH

**As civil engineer, Mark will focus his efforts around sustainability and green infrastructure for the campus plan.** Mark is a principal and senior project engineer with a master's degree in engineering and experience in the civil and municipal engineering fields. Mark specializes in stormwater analysis and design. He also has extensive experience managing capital improvement projects, including the production of specifications and bid documents, oversight of the bidding process, negotiation with contractors on behalf of municipalities and contract administration.

## RELEVANT EXPERIENCE

- Grand Central Plaza (Dream Architecture LLC) – Superior, WI
- Downtown Riverwalk West – City of West Bend, WI
- Watertown Retail (Herbeck Development) – Appleton, WI
- Comprehensive Plan Update and Sanitary Sewer Expansion – Village of Lac LaBelle, WI
- Bain School Site Fire Station – City of Kenosha, WI
- Oconomowoc School Project-Meadowview Elementary (Eppstein Uhen Architects) – Oconomowoc, WI
- North East Fire Station Design (City of Fitchburg) – Fitchburg, WI
- Harbor District Water and Land Use Plan (Redevelopment Authority of the City of Milwaukee) – Milwaukee, WI
- Community Center Upgrade (Town of Oconomowoc) – ,
- Morris Street Parking (Waukesha County Technical College) – ,
- Osceola Heights Street and Utility Improvements (Village of Osceola) – Osceola, WI
- Municipal Separate Storm Sewer System – Delafield/Genesee/Merton/Oconomowoc/Summit/Wales, WI
- Lincolnshire Development – Wales, WI
- Street Improvement Program – Delafield, WI
- Southern Wisconsin Center Sanitary and Storm Sewer Improvements – Union Grove, WI
- Preserve at Prairie Creek Apartments – Oconomowoc, WI
- Mammoth Springs Development – Sussex, WI
- Kilkenny Farms General Development Planning – Waunakee, WI
- Merton View Properties Phase I Environmental Site Assessment – Merton, WI



# 32+

years of experience

## EDUCATION

 Master of Science  
Engineering  
University of Wisconsin-Madison

Bachelor of Science  
Engineering  
University of Wisconsin-Madison

## REGISTRATIONS/CERTIFICATIONS

 Professional Engineer in WI (#28354-6, 1992)

# Molly Dunlap RA

SUSTAINABILITY SPECIALIST/PUBLIC OUTREACH SUPPORT | EUA

**Molly will be responsible for working with the entire team to integrate sustainable design strategies into the campus plan.** Molly has extensive experience providing leadership on projects seeking LEED + WELL certification, including documenting and obtaining certification for various building types. Her passion is finding the right balance between people, planet and profit for each client. In high performance buildings, there is no one size fits all. Molly strives to bring the latest innovations and sustainable trends to her projects so the team can make informed decisions that bring long term value to the client and community.

## RELEVANT EXPERIENCE

- American Family Insurance The Spark – Madison, WI (Pursuing LEED Gold)
- UW-Milwaukee Innovation Accelerator – Wauwatosa, WI (LEED Silver)
- UW-Madison Leopold Residence Hall – Madison, WI (LEED Gold)
- CUNA Mutual Upgrades – Madison, WI
- UW Madison Lakeshore Residence Hall – Madison, WI (LEED Silver Targeted)
- UW La Crosse Eagle Hall – La Crosse, WI (LEED Gold)
- SECURA Insurance – Appleton, WI (Pursuing Well Building Certification)

“I’ve really enjoyed working with Molly. She has a great understanding of the well-put-together documents and has been very conscientious of all team members on the project.”

*Stu LaRose, Architect/Project Manager  
UW-Madison Capital Planning & Development*



# 16+

years of experience

## EDUCATION

Bachelor of Architecture  
University of Notre Dame

Rome Studies Program  
University of Notre Dame

## REGISTRATIONS/CERTIFICATIONS

Architect in WI

LEED AP BD+C  
U.S. Green Building Council

National Council of Architectural  
Registration Boards Certified

Green Globes Professional

WELL AP  
International WELL Building Institute

# Brian Hornung

VICE PRESIDENT | FINDORFF

Brian brings more than 24 years of professional experience to his role as Vice President and one of the owners of Findorff. His primary focus involves leadership and management of all preconstruction and field operations. Prior to this position, Brian served for many years as a Senior Project Manager on a number of Findorff's most notable projects.

## RELEVANT EXPERIENCE

- Middleton-Cross Plains Area School District – Middleton, WI
- Middleton-Cross Plains Area SD Multi-School Expansion – Middleton, WI
- Illumina – Madison, WI
- Epic Systems Corporation Storybook Campus – Verona, WI
- Epic Systems Farm Campus – Verona, WI



24+

years of experience



MIDDLETON RESIDENT

## EDUCATION

Bachelor of Science  
Environmental Engineering  
United States Military Academy (West Point)

## PROFESSIONAL ASSOCIATIONS

AGC of Wisconsin  
Leadership Greater Madison  
Middleton-Cross Plains Area School District  
United Way of Dane County

# Sam Lawrence

DIRECTOR OF PRECONSTRUCTION/  
COST ESTIMATOR | FINDORFF

As Findorff's Director of Preconstruction, Sam will provide leadership for all preconstruction activities necessary for your project. With over 20 years of industry experience, Sam will guide the project team on items related to cost estimates, market trends, architectural design, value engineering, and constructability. Sam is an invaluable resource and brings a diverse range of experience from various projects throughout his tenure at Findorff.

## RELEVANT EXPERIENCE

- American Family Insurance The Spark – Madison, WI
- University Square Mixed-use Development – Madison, WI
- Epic Systems Corporation Phase 1 – Verona, WI
- UW Health at the American Center – Madison, WI



20+

years of experience

## EDUCATION

Master of Science  
Civil & Environmental Engineering  
University of Wisconsin-Madison

Bachelor of Science  
Molecular Biology  
University of Wisconsin-Madison

## PROFESSIONAL ASSOCIATIONS

AGC of Wisconsin  
American Society of Civil Engineers (ASCE)  
Chi Epsilon  
Wisconsin Biotechnology Association  
Wisconsin Commercial Code Council

# Ben Austin

WELL AP, LEED AP BD+C

SUSTAINABILITY LEAD | FINDORFF

As Findorff's Sustainability Lead, Ben brings over 10 years of industry experience. His various efforts range from the implementation of environmentally-friendly building practices to spearheading Findorff Footprint, an in-house group of experts who drive all of the sustainability efforts on Findorff's projects and throughout the company as a whole. Ben can serve as a valuable resource for sustainability initiatives throughout preconstruction and construction.

## RELEVANT EXPERIENCE

- American Family Insurance The Spark – Madison, WI
- University Square Mixed-use Development – Madison, WI
- Epic Systems Corporation Phase 1 – Verona, WI
- UW Health at the American Center – Madison, WI



10+

years of experience

## EDUCATION

Bachelor of Science  
Civil & Environmental Engineering  
University of Wisconsin-Madison

## CERTIFICATIONS

WELL AP, International WELL Building Institute  
LEED AP BD+C, U.S. Green Building Council

## PROFESSIONAL ASSOCIATIONS

U.S. Green Building Council for the State of WI  
Engineers without Borders, UW-Madison Chapter  
Sustain Dane

# Relevant Experience

**Creative Placemaking** | SEH's downtown planning experience includes the following:



Mixed Use Redevelopment Concept (Appleton, WI)



Commercial Streetscape (La Crosse, WI)



Master Plan Update (Marshfield, WI)

## Downtown Plans

- Appleton, WI
- Austin, MN
- Dubuque, IA
- Fargo, ND-Moorhead, MN
- Ironton, MN
- Marshalltown, IA
- Marshfield, WI
- Rochester, MN (St. Mary's Place Public Realm)
- Rochester, MN (Zumbro Riverfront Plan)

## Town Center Master Plans

- Burns Harbor, IN
- La Crosse, WI (Waterplace One)
- Portage, IN (TOD Master Plan)
- Rochester, MN (Harvestview)
- Rochester, MN (Prairie Crossing)
- Schereville, IN
- Sherwood, WI

## Downtown Neighborhood Planning/ Small Area Plans

- Casper, WY
- La Crosse, WI (Riverside North)
- Rochester, MN (Imagine East Side)
- Rochester, MN (Imagine Kutzky)
- Rochester, MN (Imagine Slatterly)

## Downtown Streetscape Planning & Design

- Elbow Lake, MN
- Faribault, MN
- Gaylord, MN
- Grand Rapids, MN
- Lake City, MN
- Minneapolis, MN (2nd and Marquette Aves)
- Osceola, WI
- Port of Dubuque, IA
- Rochester, MN (2nd Street)
- Rochester, MN (Downtown Transit/ Streetscape)

- Rochester, MN (North Broadway)
- Rochester, MN (Uptown)
- Rush City, MN
- St. Louis Park, MN (CSAH 25)
- Waupaca, WI

## Downtown Streetscape Planning & Design (currently in design or construction)

- Cloquet, MN
- Glenwood, MN
- Hutchinson, MN
- New Prague, MN
- Northfield, MN
- Woodbury, MN

## Public Art

- Public Art Framework Plan for Lake Street and I-35W Transit Access Project, Minneapolis, MN
- Public Art Collection Management for the Nicollet Mall Redesign
- Public Artist Selection and Implementation Management for the Louisiana Avenue and Highway 7 Interchange, St. Louis Park, MN
- Public Art Program Development, Downtown Iowa City, IA
- Rochester, MN (Uptown)
- Rochester, MN (Downtown Transit)
- Rochester, MN (Mayo Park)

## Downtown/CBD Circulation & Parking

- Becker, MN
- Fargo, ND
- Minneapolis, MN (Access Minneapolis)
- Minneapolis, MN (Linden Hills Small Area Plan)
- Minneapolis, MN (Uptown Small Area Plan)
- Minneapolis, MN (West Lake Multimodal Study)
- Richfield, MN (Connectivity Plan)
- River Falls, WI
- Stevens Point, WI

## Sustainability Focus | The following list is a sample of EUA's 35+ LEED certified projects



Lake Mills Elementary School (LEED Platinum)

### LEED Platinum Certified Project

- Lake Mills Elementary School | Lake Mills, WI

### LEED Gold Certified Projects

- ABB, Inc. Regional Headquarters | Wauwatosa, WI
- Diversey Building 220 | Racine, WI
- Green Technology Training + Enterprise Center | Plain, WI
- Heart + Hope Place | Milwaukee, WI
- J.F. Ahern Company | Milwaukee, WI
- Madison Fire Department Headquarters | Madison, WI
- ManpowerGroup World Headquarters | Milwaukee, WI
- Menasha Corporation Headquarters | Neenah, WI
- Northwestern Mutual Van Buren Office | Milwaukee, WI
- The Brewery Parking Deck | Milwaukee, WI
- UW-La Crosse Eagle Hall | La Crosse, WI
- UW-La Crosse Student Union | La Crosse, WI
- UW-Madison Aldo Leopold Res. Hall | Madison, WI
- UW-Milwaukee Zilber School of Public Health | Milwaukee, WI
- Whitewater Innovation Center | Whitewater, WI
- Wisconsin Energy Conservation Corporation | Madison, WI
- Zurn Industries Headquarters (Rexnord Corp.) | Milwaukee, WI
- Cricket Communications, Inc. | Greenwood Village, CO\*
- Lockheed Martin (Visitor Badging Center) | Littleton, CO\*



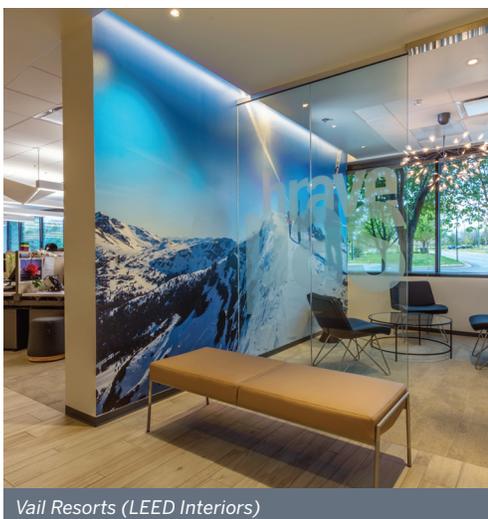
ABB, Inc (LEED Gold)

### LEED Silver Certified Projects

- Catalano Place on the Park | Milwaukee, WI
- Dane County Regional Airport Exit Plaza | Madison, WI
- Derse Exhibits | Milwaukee, WI
- Froedtert & the MCW Sports Science Center | Milwaukee, WI
- Travel Guard Headquarters | Stevens Point, WI
- UW-Milwaukee Innovation Accelerator | Milwaukee, WI
- Westlawn Management + Maintenance Facility | Milwaukee, WI
- Highland Elementary School | Sparta, OH\*
- Highland High School | Sparta, OH\*
- Highland Middle School | Sparta, OH\*

### LEED Certified Projects

- EUA's Former Office at Network 222 | Madison, WI
- Johnson Bank | Brookfield, WI
- First Western Trust Headquarters | Denver [LEED Interiors], CO\*
- Vail Resorts (Corporate Interior) | Broomfield, CO\*
- Oldenburg Group Headquarters | Kingsford, MI\*



Vail Resorts (LEED Interiors)

# Downtown Master Plan

MARSHALLTOWN, IA

## CONTACT

Michelle Spohnheimer, Housing &  
Community Development Director  
641.754.5756  
mspohnheimer@marshalltown-ia.gov



Following the destructive force of three simultaneous F-3 tornados on its' historic central business district, Marshalltown mobilized funds and energy to plan for rebuilding and revitalizing downtown. SEH utilized a compressed six-month planning process organized around a multi-day planning charrette to quickly put recommendations into practice.

The plan establishes a new, holistic vision with downtown serving as the community's central neighborhood for living, working, shopping, dining and socializing within a rejuvenated

public realm of landscape streets, parks and gardens. Guiding new investments are a series of frameworks for movement, connectivity and parking, building renovation and design, and streetscapes and greening. Detailed implementation strategies provide guidance on priorities for incoming rebuilding funds, sample financial parameters for five new catalyst projects and recommendations for longer term organizational and management initiatives.

<b>CLIENT</b>	City of Marshalltown
<b>COMPLETION</b>	Ongoing
<b>BUDGET</b>	Estimated: \$200,000; Actual: \$200,000
<b>TEAM</b>	Bob Kost - Project Manager/Lead Urban Planner



**LINK TO MORE**  
[downtownmarshalltown.com](http://downtownmarshalltown.com)

# Harbor District Water and Land Use Plan

MILWAUKEE, WI

## CONTACT

Dan Adams, Planning Director  
Harbor District Inc. (HDI)  
414.643.1266 x2  
dan@harbordistrict.org



SEH was hired to create the water and land use plan to guide decisions around shoreline treatments, railway alignments, commercial truck access, open space trail networks and waterside use within Milwaukee's Harbor District. The analysis included three major frameworks: public access; ecological restoration; and sustainable stormwater management practices. Specific stormwater practices highlighted in the plan include bioswales, pervious pavement and rain garden systems.

The three frameworks create a strong and sustainable plan for future investment and expanding development within the District. Recommendations from this analysis will be used to define future land use for the Inner Harbor District.



LINK TO MORE  
[harbordistrict.org/plan](http://harbordistrict.org/plan)

<b>CLIENT</b>	Redevelopment Authority of the City of Milwaukee
<b>COMPLETION</b>	December 2017
<b>BUDGET</b>	Estimated: \$71,788; Actual: \$71,788
<b>TEAM</b>	Darren Fortney - Project Manager Mark Mickelson - Sr. Project Engineer

# Linden Hills Small Area Plan

MINNEAPOLIS, MN

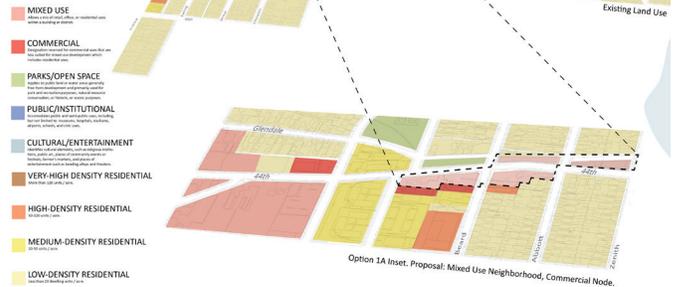
## CONTACT

Brian Schaffer, AICP, Project Manager  
612.673.2670  
brian.schaffer@minneapolismn.gov

### OPTION A

One of the functions of the Small Area Plan is to refine the City's Future Land Use Plan by identifying specific desired land use changes within the neighborhood. Option 1A defines a new mixed-use neighborhood commercial node for 44th and Beard Ave. Establishing this new district recognizes the area's concentration of retail and service while providing opportunities for building and business owners to take advantage of facade grants and other City sponsored business improvement opportunities.

Mixed use districts benefit neighborhoods and business owners by attracting a diversity of activities, goods, and amenities, as well as providing amenities for safe pedestrian access and experiences around the neighborhood.



This Small Area Plan is a collaborative vision for growth that builds on the existing policies of The Minneapolis Plan for Sustainable Growth, the City of Minneapolis' Comprehensive Plan. It provides a 20 year vision for the three commercial districts of Linden Hills—43rd and Upton, 44th and Beard, and 44th and France—and the corridors of 44th Street and France Avenue in the Linden Hills neighborhood.

The intent of the Plan is to provide policy framework within which Linden Hills can continue to evolve as an exceptional neighborhood and to provide a contextually and environmentally sensitive framework for guiding developers or business owners wishing to propose expansion, renovations, or new development. This same framework is meant to assist residents in evaluating development proposals and guide residents in the design and implementation of public improvement projects, allowing neighborhood members to shape or influence future growth in the areas studied.

<b>CLIENT</b>	City of Minneapolis
<b>COMPLETION</b>	March 2014
<b>BUDGET</b>	Estimated: \$60,000; Actual: \$60,000
<b>TEAM</b>	Bob Kost - Lead Urban Designer

# Target Field Station

MINNEAPOLIS, MN

## CONTACT

George Fantauzza, Project Manager  
612.543.7276  
george.fantauzza@gmail.com



Target Field Station serves as a central multimodal transportation hub, community gathering space and new office space in downtown Minneapolis. Located adjacent to the Minnesota Twins' Target Field Stadium, the new transit-oriented development embodies the principles of Open Transit, which integrates all modes of transit, focuses on architecture that creates iconic indoor and outdoor spaces and appeals to passengers, residents, office workers and visitors alike.

The LEED Certified project includes a new LRT station platform, plaza and underground parking ramp adjacent to Target Field. The landscape employs an urbanized approach to integrating stormwater best management practices into the site design using vegetative green roofs, linear biofilters and bioswales to enhance the public realm. This innovative stormwater management and reuse system earned the project a \$500,000 grant from the Mississippi Watershed Management Organization.

**CLIENT** Hennepin County

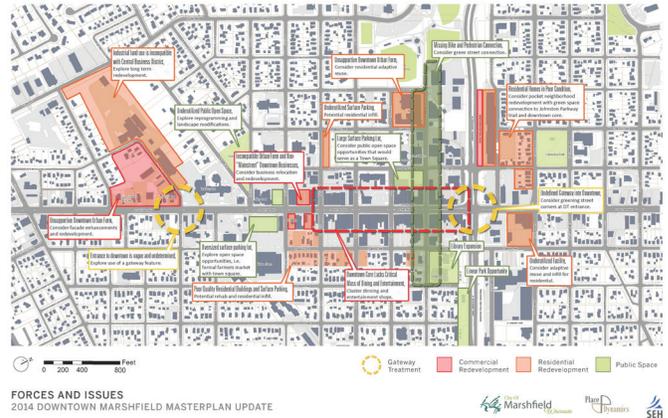
**COMPLETION** May 2014

**BUDGET** Estimated: \$845,000; Actual: \$1,089,974

**TEAM** Bob Kost - Lead Urban Designer

# Downtown Plan Update

MARSHFIELD, WI



SEH teamed with Place Dynamics to update the City's Downtown Master Plan. The updated Plan focuses on key redevelopment opportunities for downtown Marshfield including a downtown plaza, a mix of in-fill housing types, hotel, office and concentrated retail and restaurant opportunities. Strategies and an implementation plan were grounded in a custom market analysis and review of key downtown strengths and weaknesses. The Plan update included extensive public participation including a visioning workshop, two open houses, a community survey and online public involvement through use of Mind Mixer.

**CLIENT** City of Marshfield

**COMPLETION** November 2014

**TEAM** Bob Kost - Lead Urban Designer

# Riverside North Master Redevelopment Plan

LA CROSSE, WISCONSIN

## CONTACT

Amy Peterson, former Planner  
for City of La Crosse  
715.426.3425  
apeterson@rfcity.org



SEH worked with the City of La Crosse Redevelopment Authority on the Riverside North Development project to revitalize a former 65-acre brownfield site at the internationally significant confluence of the Mississippi, Black and La Crosse Rivers. The design was developed using the innovative National Charrette Institute (NCI) process culminating in an intense, seven-day interactive public workshop.

The resulting plan reflects the history and character of the riverfront city as well as the community's vision for its future. The final plan provides strategies to reclaim and transform the riverfront property into a livable, walkable neighborhood with a mix of residential and commercial buildings, and increased recreational, economic and tourism-related attractions.

One of the key drivers for the layout of the proposed neighborhood is the 30+ acres of open and forested wetlands and extensive riverfront shorelines. This is achieved through a multimodal parkway and three linear ecological extensions or "green fingers" up into the new redevelopment.

Proposed development intensity is expected to range between approximately 400-500 homes and 27,000 to 40,000 sq. ft. of commercial space, all to be built in phases over a seven to ten year period.

The new infill development is a key gateway into the downtown entering from Copeland Avenue. The riverfront and public multi-recreational trails will also connect the neighborhood to the downtown for work, shopping or recreational needs.

<b>CLIENT</b>	City of La Crosse
<b>COMPLETION</b>	Plan: October 2014; currently under development
<b>BUDGET</b>	Estimated: \$199,982; Actual: \$199,982
<b>TEAM</b>	Bob Kost - Lead Urban Planner Darren Fortney - Multimodal Planner



**LINK TO MORE**  
[cityoflacrosse.org/riversidenorthproject](http://cityoflacrosse.org/riversidenorthproject)

# Bottleworks District

INDIANAPOLIS, IN

## CONTACT

Rob Gerbitz, President/CEO  
Hendricks Commercial Properties  
414.272.3374  
rob.gerbitz@hendricksgroup.net



EUA teamed with Hendricks Commercial Properties (HCP) to submit a successful proposal for a mixed-use development on the site of the former Indianapolis Coca-Cola bottling plant. The multi-phased Bottleworks District development includes new construction, adaptive reuse and historic preservation consisting of over three city blocks and will feature street-level retail, offices, residential, entertainment spaces as well as a public market, hotel and cinema.

Focused on the theme of authenticity, streets will be rescaled accordingly and feature landscaping buffering between walkways and the streets. The site's aesthetics will feature the reuse and restoration of the terra cotta elements on existing building facades combined with new structures that complement the historic structures and are sensitive to the scale of the surrounding area.

CLIENT	City of Indianapolis
COMPLETION	2024 (anticipated)
BUDGET	Estimated: \$300 Million; Actual: TBD (In Construction)



LINK TO MORE  
[eua.com/projects/bottleworks-district/](https://eua.com/projects/bottleworks-district/)

# Goodman Community Center Brassworks

MADISON, WI

## CONTACT

Becky Steinhoff, Executive Director  
Goodman Community Center  
608.241.1574 x225  
becky@goodmancenter.org



With continued community support and program growth, Goodman Community Center (GCC) needed additional space for expanding middle school and high school teen programs. Following a space needs assessment, the historic Madison Brass Works building, which is across the street from the community center, was offered for sale. Through the generosity of a lead donor, GCC was able to purchase the building for renovation.

The Brass Works building had been originally built in 1918 with numerous additions through 1959. EUA and GCC worked together to identify areas suitable for both new construction and

adaptive use. This resulted in adapting the oldest manufacturing areas into large multipurpose rooms while constructing a compatible addition for classroom and office space.

The Madison Brass Works building was placed on the National Register of Historic Places in 2017.

## Award

**Best New Development or Renovation - Mixed Use**  
InBusiness Magazine

<b>CLIENT</b>	City of Madison
<b>COMPLETION</b>	September 2018
<b>BUDGET</b>	Estimated: \$800,000
<b>TEAM</b>	Paul Reisleger - Sr. Architect



**LINK TO MORE**  
[eua.com/projects/goodman-community-center-brass-works/](http://eua.com/projects/goodman-community-center-brass-works/)

# Middleton-Cross Plains Area School District

MIDDLETON, WI

## CONTACT

George Mavroulis, Superintendent  
Middleton-Cross Plains School District  
608.829.9005  
gmavroulis@mcpasd.k12.wi.us



“I could not be any more pleased with the work of EUA and the direction we are going.”

*George Mavroulis, Superintendent  
Middleton Cross-Plains Area School District*

Facing record enrollment growth, Middleton Cross Plains Area School District (MCPASD) hired EUA to perform capacity and utilization analysis, develop long-term facilities options and create a master plan for a potential November 2018 referenda. EUA worked closely with internal and external stakeholders, including MCPASD community-based Facilities Planning Committee, to develop comprehensive and phased master planning facilities options that meet the district's projected long-term enrollment growth. In addition to address capacity

concerns, EUA is helping MCPASD transform its schools into future-ready learning environments that better support the District's goal of delivering inclusive, innovative and inspiring academic and extracurricular programming.

Throughout the planning process, EUA worked closely with District leaders to develop the facilitation strategies needed to conduct effective committee meeting and productive community workshops.

<b>CLIENT</b>	Middleton-Cross Plains Area School District
<b>COMPLETION</b>	Elementary - Fall 2020 (est.); High School Ph. I - Fall 2021; High School Ph. II - Fall 2022
<b>BUDGET</b>	Estimated: \$138.9 Million; Actual: TBD
<b>TEAM</b>	Andy Lyons - Public Outreach Specialist Molly Dunlap - Sustainability Specialist



## Cost

**Phase 1:** Not to exceed \$21,000

**Phase 2:** Not to exceed \$96,000

**Total:** Not to exceed \$117,000

A comprehensive and detailed spreadsheet of hours and costs was prepared to support our efforts. A copy of this documentation is available upon request.



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