



# CITY OF MANITOWOC

WISCONSIN, USA

[www.manitowoc.org](http://www.manitowoc.org)

January 27, 2022

To: Mayor and Common Council

From: Paul Braun, City Planner

**Subject: PC 5-2022: COMPREHENSIVE PLAN UPDATE - REVIEW OF PROPOSALS**

At the January 26, 2022 meeting of the Manitowoc City Plan Commission, the Commission recommended to the Common Council the following action:

***Approve the proposal from Vandewalle & Associates, Inc. for the Comprehensive Plan Amendment and i) instruct the Mayor and staff to enter into any agreements or contracts related to the Project and ii) instruct staff to proceed with all necessary steps to complete the project.***

Granicus #: 22-0800

Attachments: Vandewalle Proposal



Proposal for:

# CITY OF MANITOWOC COMPREHENSIVE PLAN UPDATE

January 21, 2022



VANDEWALLE & ASSOCIATES, INC.  
www.vandewalle.com

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 Contact: Scott Harrington, AICP | (608) 255-3988 | sharrington@vandewalle.com

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## BUSINESS IDENTIFICATION AND CONTACTS

### Primary Contacts

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##### Principal-In-Charge

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# COVER LETTER

Paul Braun, City Planner  
Community Development Department  
City of Manitowoc  
900 Quay Street | Manitowoc, WI 54220

RE: Proposal for Comprehensive Plan Update

Dear Paul:

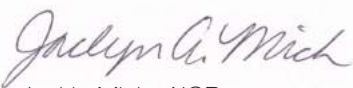
Vandewalle & Associates is pleased to submit our proposal updating the 2009 Comprehensive Plan. We understand the goal of this effort is to not only meet the state's comprehensive planning requirements, but also use this process to identify new opportunities while ensuring the City remains on course to guide and advance the community's vision with an action-oriented comprehensive plan. A key focus of this project will be to build on the implementation success you've had with the current plan and the other recent planning and redevelopment projects you've undertaken to advance community values, priorities, initiatives, and ideas. Accordingly, our approach will be to efficiently and cost-effectively update relevant data and maps while focusing on the priority issues and projects to address over the next decade, including the Key Growth Areas of Focus outlined in your RFP.

As detailed in our proposal, Vandewalle & Associates has unparalleled experience in comprehensive planning and plan implementation – achieving the desired balance between growth, community character, and preservation – to raise the quality of life. Our team members are at the forefront of comprehensive planning in Wisconsin with more than a combined 100 years invested in our planning practice utilizing modern, innovative, and informed planning best practices. Our expertise and experience enable us to prepare comprehensive plans that not only cover state requirements, but also provide dynamic, living guides for a community's unique character and actionable policies and recommendations achieving its desired economic future.

We also truly enjoy meaningful public engagement and have a deep appreciation for its ability to improve the plan and create momentum for plan implementation. Accordingly, our proposal includes a number of base and optional participation formats so the City can tailor them to best meet your needs. Many of these are proposed to be conducted in-person, but during these unprecedented times we have adapted our public engagement approaches utilizing a variety of technologies to keep people safe while also maximizing public feedback and efficiently using the time allotted.

Based on the above qualifications, our past experience working in Manitowoc, and our knowledge of similar-sized communities and the surrounding region, we are ready to hit the ground running with you, the Plan Commission, City Council, and community members. We appreciate the opportunity to submit our proposal and look forward to getting reacquainted with you and the community through this exciting project.

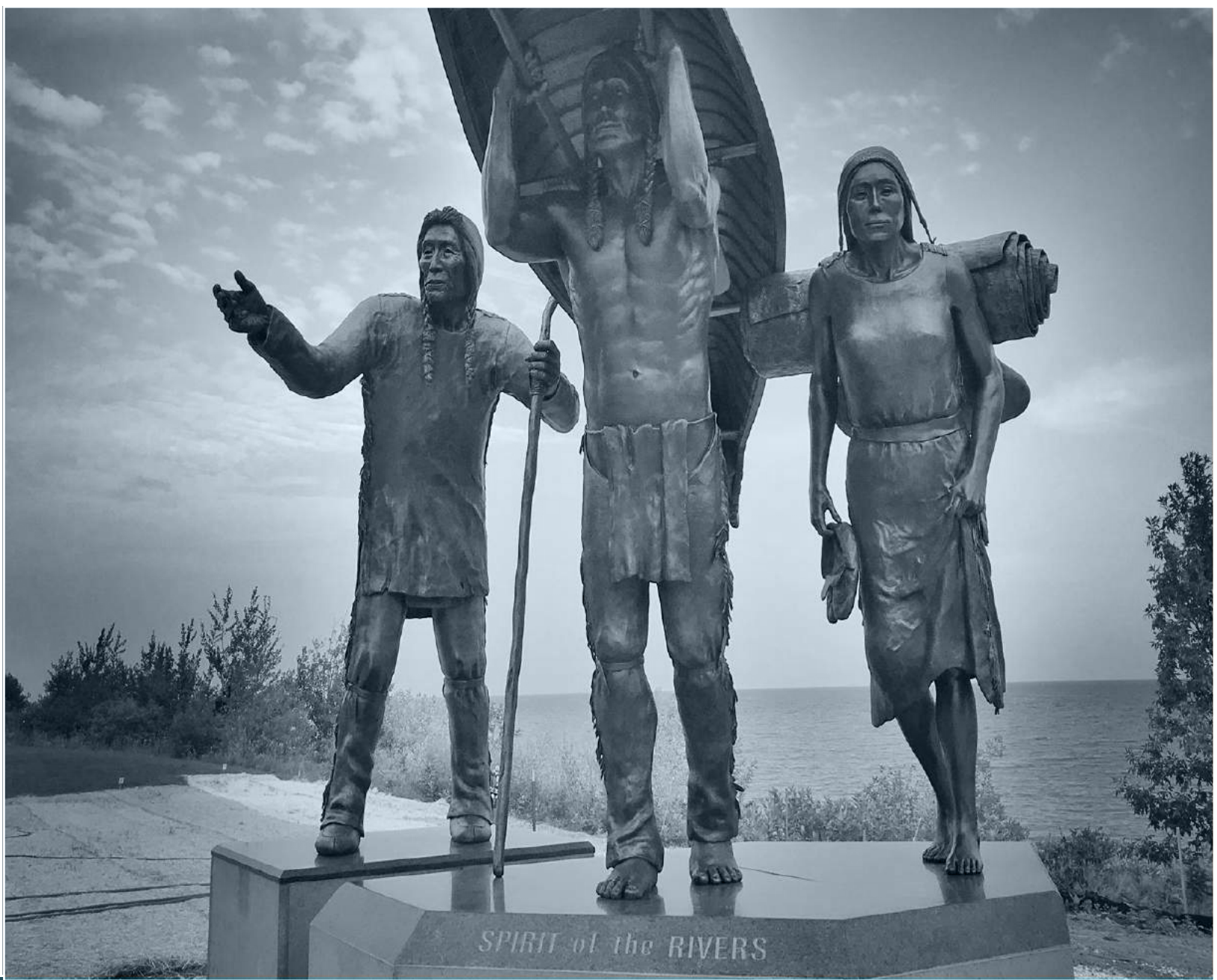
Sincerely,



Jackie Mich, AICP  
Project Manager



Scott Harrington, AICP  
Principal-in-Charge





# PROJECT UNDERSTANDING & APPROACH

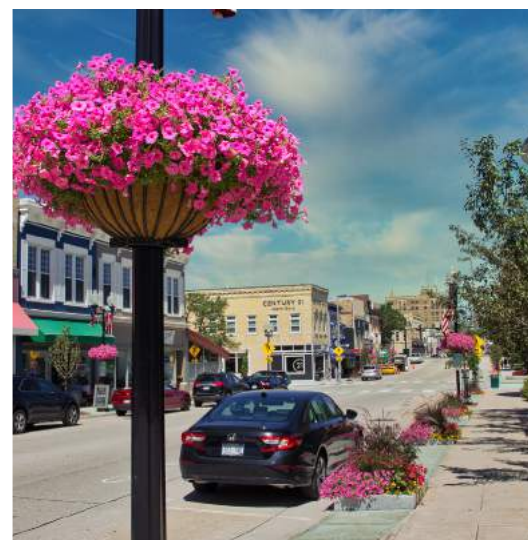
# PROJECT UNDERSTANDING

As described in the 2009 Comprehensive Plan, “The City of Manitowoc is a vibrant, coastal city on Lake Michigan with a storied past and bright future.” As the County seat, the City is the center of government – as well as the County employment, shopping, and population center. Manitowoc’s lakefront location has also fueled maritime activities – including shipbuilding, shipping, and recreation-based tourism. While the nature of industry and trade has changed since the City’s founding in 1836, the City’s strong manufacturing base and inherent natural resources, combined with its hardworking residents and innovative businesses, have enabled it to maintain a high quality of life.

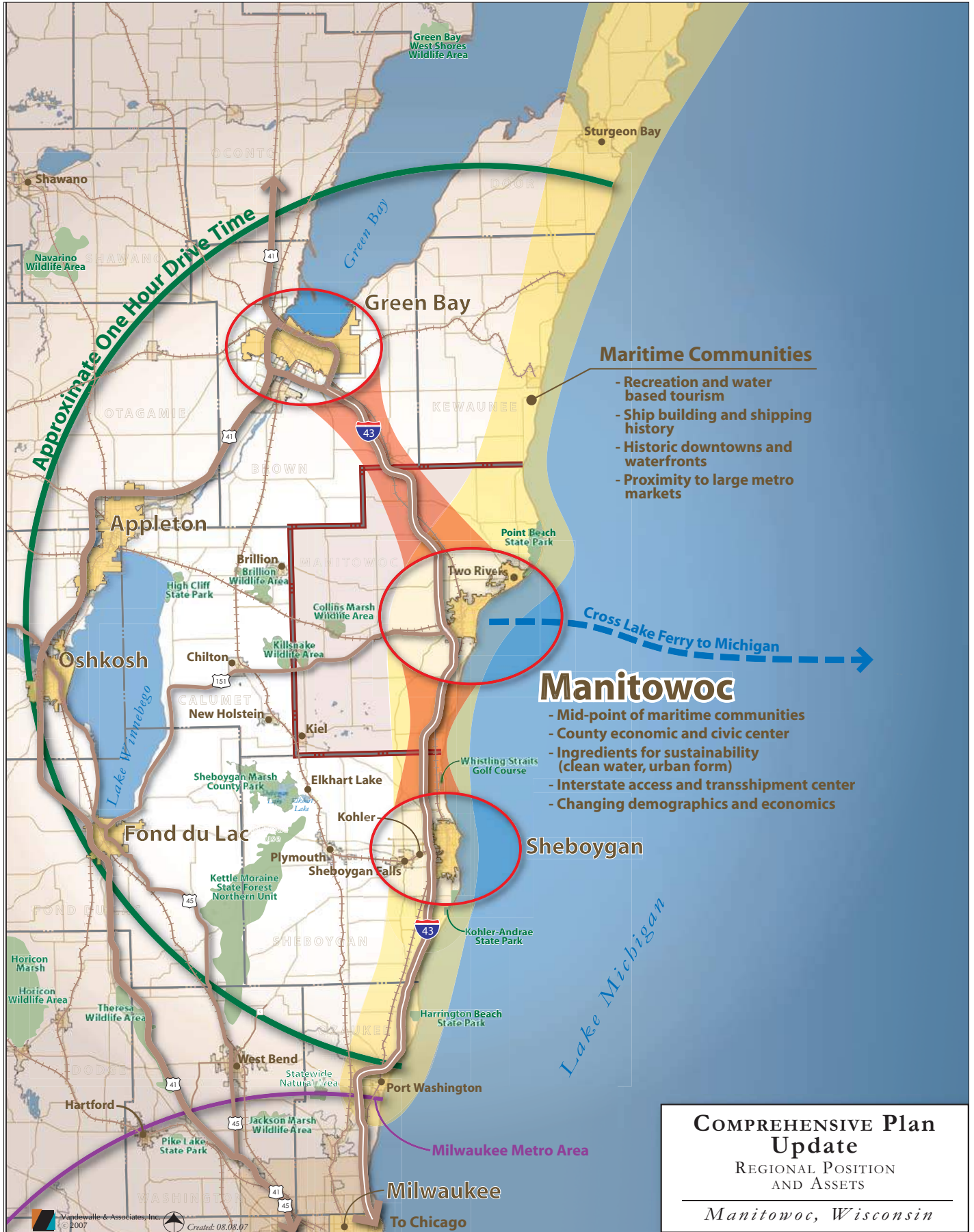
Population growth over the last several decades generally has been flat, but the community itself has far from stagnated. The City continues to benefit from its picturesque shoreline, quality schools and safe neighborhoods, and strong regional connections. With close proximity to both Milwaukee and Chicago and easy access via Interstate 43, the City is within a larger “urban field” that will continue to impact the City’s demographic and economic trends. Proximity to Door County, Lake Winnebago and the Kettle Moraine State Forest also present opportunities for growing the City’s tourism economy.

The 2009 Comprehensive Plan and the companion Asset and Opportunity Analysis and Downtown and Riverfront Corridor Master Plan have served the City well in guiding growth and development over the last decade. Thus, beyond meeting the requirements for a statutory update, the time has come to set a new course for additional action over the next ten years and beyond. The City continues to face a wide variety of choices about how to shape its future, capitalize on its unique, place-based assets, and evolve its community identity. Accordingly, a planning process is needed that builds from the successes of previous planning and implementation efforts by crafting creative, innovative strategies for the City to succeed and prosper in the future. As a historic and full-service urban center, this includes additional attention to the Key Growth Areas of Focus – Lakefront, River Corridor, Downtown, and key corridors for future industrial, commercial, and residential growth.

Through our work on dozens of plans and plan updates, Vandewalle & Associates has learned how to devise and execute a process that focuses on those issues and projects that are truly important and to communicate them in engaging and compelling graphics both in hard copy and electronic-format. Having prepared the 2009 Comprehensive Plan, we also are in a unique position to efficiently and effectively prepare this update and include the types of thoughtful and detailed recommendations needed to make the Plan a driving force for implementation by the City, its community and economic development partners, and the private sector.



# PROJECT APPROACH





Consistent with the RFP and discussions with City staff, Vandewalle & Associates will take advantage of our extensive community and regional knowledge to efficiently update the 2009 Plan while increasing its accessibility and use. Our approach is focused on the following, which is integrated into the detailed Work Plan provided in the next section of this proposal.

- Thoroughly evaluate the 2009 Plan – learning what worked well and what didn't to carry into the update
- Update data and maps using readily available sources and building from recent City plans and studies
- Vet the 2009 Vision with the community and revise as necessary
- Identify the priority issues of focus for the next ten years and integrate them into the Plan to give the Plan a strategic bent
- Direct attention to the Key Growth Areas of Focus included in the RFP
- Provide inviting and dynamic public input opportunities at key points in the process
- Reformat the document to reduce length and improve readability while maintaining essential content
- Embrace City staff and Plan Commission as full partners in the planning process
- Complete the entire process in ten months
- Use of optional tasks to provide the City with a menu of choices to select those that best fit your needs and budget

### **2009 COMPREHENSIVE PLAN VISION**

It is the vision of the City of Manitowoc to be a friendly, culturally diverse, and economically vibrant community that embraces the arts and humanities, and that preserves the best of small town life on the lakeshore including health, long-life, beauty, comfort, and safety.



## WORK PLAN AND SCHEDULE

# WORK PLAN

Consistent with the scope of services outlined in the City's RFP and our discussion with City staff, below is a detailed Work Plan followed by a detailed schedule and budget showing completion of the entire process in 10 months. Included are six optional tasks that can be undertaken for an additional fee as described in the next section of this proposal.

At the end of this section is a detailed estimate of costs. Without optional tasks, the entire update can be provided for a fixed fee of \$45,800 inclusive of all labor and expenses. Fee estimates for optional tasks also are provided, some in ranges pending further discussion with the City as to the specific content and format. For those selected by the City, final fixed-fee budgets will be established.

At the time this proposal is being prepared, we anticipate that in-person public meetings can be conducted safely. However, we have significant experience with a number of tools we can employ to switch to a virtual or hybrid format as health regulations and guidelines may require. (See adjacent sidebar)

**WORK ELEMENT ONE: PROJECT MANAGEMENT, PLAN EVALUATION, AND EXISTING CONDITIONS ANALYSIS.** This initial Work Element outlines ongoing project management and communication tasks as well as the gathering of information on existing/changes conditions needed for the Plan update. A critical component of this Work Element is an evaluation of the 2009 Plan with City staff and Plan Commission to understand what worked well and what didn't to help drive improvements into the update.

## **Task 1.1: Monthly Progress Meetings with City Staff**

Vandewalle & Associates will facilitate monthly virtual meetings with City staff to discuss progress, report on findings, review draft documents, and receive direction.

## **Task 1.2: Monthly Progress Reports**

Vandewalle & Associates will prepare monthly Progress Reports for City staff to share with the Plan Commission that summarize work conducted over the preceding month and tasks to be undertaken over the coming the month. The reports also may include discussion questions to be discussed at the monthly Plan Commission meetings where additional thoughts and direction are needed.

## **Task 1.3: Base Mapping**

Vandewalle & Associates will coordinate with the various City departments and outside agencies to collect updated background mapping data including transportation, land uses, natural resources, and community facilities.

## **Task 1.4: Update Data and Projections**

Vandewalle & Associates will collect and update all required data sets and rerun population, housing, and land use projections to be used in the Plan. Primary sources will be the 2020 U.S. Census, DOA population projections, ArcGIS Business Analyst, the most recent ACS, the 2021 Housing Study & Needs Assessment, and current zoning map, among others.

## **Task 1.5: Project Update Materials for Website or Social Media**

Vandewalle & Associates will coordinate with the various City departments and outside agencies to collect updated background mapping data including transportation, land uses, natural resources, and community facilities.

## **VIRTUAL MEETINGS** *Using Technology Effectively*

With companies, institutions, and workers striving to keep the momentum going while handling business remotely, Vandewalle & Associates has ready access to a diverse array of web tools to keep projects moving, information flowing freely, and all team members on the same page:

**Online Public Engagement.** As the ability to hold public meetings will be limited for the foreseeable future, Vandewalle & Associates is able to provide interactive virtual options, which offer advantages over in-person meetings. We have access to tools such as:

- Online surveys through SurveyMonkey or Polco
- PowerPoint presentations recorded with full audio and the option to auto advance, which can be distributed electronically
- Interactive webinars held through Adobe Connect
- Broadcast announcements through an email blast

### **Client Communication and Project Management.**

As alternatives to face-to-face communication, we have several options available that allow the exchange of ideas, documents, and more. These options are immediately available and regularly used by V&A staff:

- Microsoft Teams
- Zoom / Webex
- GoToMeeting
- Adobe Connect

# WORK PLAN

## **Task 1.6: TIF Check (complimentary)**

Scott Harrington, V&A's in-house TIF expert, will review the current Tax Incremental Financing Districts in the City and provide recommendations for TIF management and optimization. This includes a review of district finances, identification of priority development sites and public improvement needs, plus suggested strategies for leveraging existing TIF Districts for maximum impact. The findings and recommendations from this task will be incorporated into the draft Plan. This task is provided free of charge.

## **Task 1.7: Review and Revise Public Participation Plan**

Vandewalle & Associates will review the City's Public Participation Plan (PPP) and recommend changes as needed. If amended, the revised PPP will be adopted by the Plan Commission and City Council.

## **Task 1.8: Community Site Visit**

Members of the Vandewalle & Associates project team will conduct an all-day community site visit consisting of the following:

**Task a. City Tour:** Members of the V&A project team will participate in a tour of the community with City staff to enhance our familiarity with the City including recent and ongoing development projects and visits to the Key Growth Areas of Focus as identified in the City's RFP.

**Task b. Department Head Meeting:** V&A will facilitate a virtual meeting with City department heads to discuss successes and challenges in implementing the 2009 Comprehensive Plan and solicit ideas on key issues to be addressed in the updated Plan.

**Task c. Plan Commission Kick-off Meeting:** V&A will facilitate a Kickoff Meeting with the Plan Commission to adopt the revised PPP (as may be needed), review the project schedule and process, discuss successes and challenges in implementing the 2009 Comprehensive Plan, identify key areas of change, and gather other input necessary to guide the development of the updated Plan.

## **Task 1.9: Focus Group Meetings**

Vandewalle & Associates will facilitate up to six virtual Focus Group Interviews with key stakeholders and experts in the community. Each Focus Group will consist of 6-8 participants with interest and expertise in topics such as development trends, community needs, the Key Growth Areas of Focus, infrastructure, intergovernmental relations. The ultimate participants and topics will be determined in consultation with City staff and Plan Commission. All input will be used to guide the development of the Redline Draft Plan.

## **Task 1.10: Project Website (OPTIONAL)**

Vandewalle & Associates can create and maintain a detailed Project Website to share information about the project, post draft work products, and take public comment. We will coordinate with the City to link the Project Website to the City's website and make it easy for the public to navigate their way to and around the site.

### **Work Element One Deliverables:**

- Monthly progress reports
- Updated base maps (to be included in initial Draft in Task 3.3)
- Updated data (to be included in initial Draft in Task 3.1)
- Materials for posting on City website and social media (project description, schedule, public events/meeting, draft documents)
- TIF Check summary report (to be included in initial Draft in Task 3.1)
- Revised public participation plan (if needed)
- Invitations, agendas, and summaries for department head and focus group meetings
- Meeting materials/presentations for Plan Commission meeting

# WORK PLAN

**WORK ELEMENT TWO: REVIEW VISION AND PREPARE STRATEGIC FRAMEWORK.** The Vision & Strategic Framework will serve as the foundation for the updated Comprehensive Plan. Accordingly, V&A will vet the Vision from the 2009 Plan with various groups in Work Elements One and Two and make refinements as necessary. The Framework, then, will consist of the handful of priority issues the City needs to focus on over the next 10 years in order to realize the Vision. These will give the Plan a more strategic bent and further ensure implementation of the key recommendations. Accordingly, the Vision and Framework will be integrated throughout the Plan in text format, but also via a concise Vision & Framework graphic that illustrates the community's priorities, vision, and top strategies for plan advancement.

## Task 2.1: Public Visioning and Priority Issues Workshop

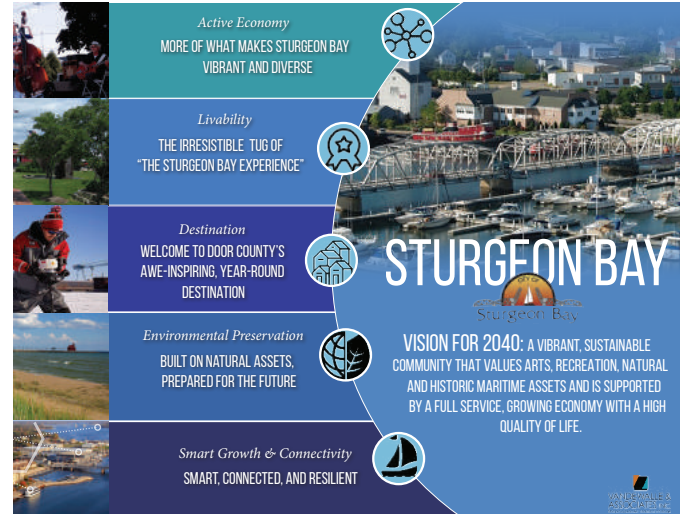
Vandewalle & Associates will facilitate an in-person, interactive Public Visioning and Priority Issues Workshop to gather feedback from the entire community on the vision for the future, what makes the City unique, and the key issues to be addressed over the next 10 plus years. This will be a highly engaging meeting incorporating an overview of the importance of the Comprehensive Plan and exiting conditions followed by multiple formats for obtaining input such as real-time polling, small group discussions, work sheets, and mapping exercises. The feedback will be used to guide the development of the Redline Draft Plan in Task 3.1.

## Task 2.2: Online Public Visioning and Priority Issues (OPTIONAL)

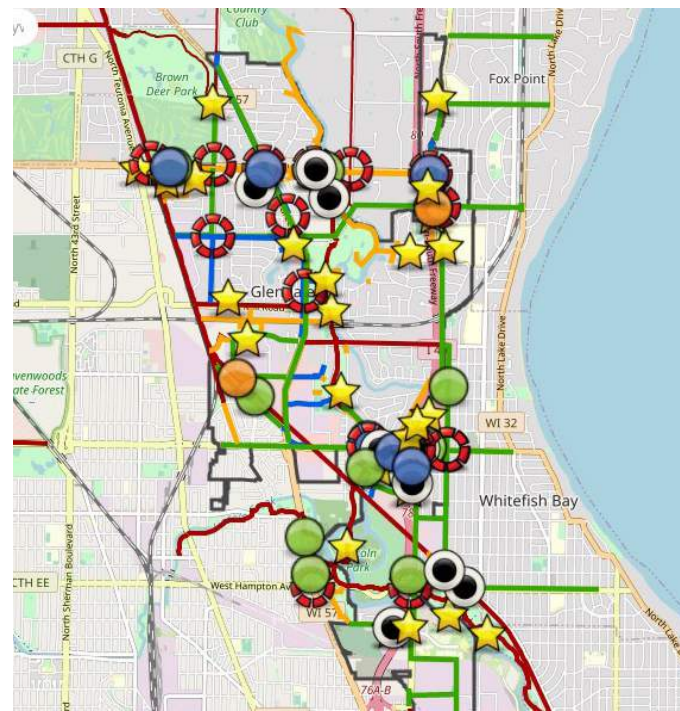
If desired, Vandewalle & Associates will prepare materials similar to those used in Task 2.1. that can be posted on the City's website or Project Website (if developed). This would include an electronic survey and/or questionnaire as well as an online map-based survey to gather feedback from the entire community on geographical components of the Comprehensive Plan such as future growth areas, redevelopment opportunities, bike routes/trails, sidewalks, roads, crossings, parks, etc. Examples include **Future Hancock Comprehensive Plan Interactive Map** ([ArcGIS Map Builder](#)) and **Delavan Park Survey** ([Example Survey](#)).

## Task 2.3: Prepare Vision and Framework

Vandewalle & Associates will prepare an attractive and compelling Vision and Framework graphic that concisely communicates the City's future and the priority issues for the next 10 years. The graphic will be incorporated into the plan and be a centerpiece of the Executive Summary. It also can be used as a standalone piece in various hard copy and electronic forms.



Sturgeon Bay Comprehensive Plan Vision Summary Graphic



Connecting Glendale 2020 Interactive Map ([Map.Social](#))

## Work Element Two Deliverables:

- Public meeting flyer and press release, presentation materials, input forms and mechanisms, outcome summary (to be included in initial Draft in Task 3.1)
- Vision and Strategic Framework Graphic

# WORK PLAN

**WORK ELEMENT THREE: DRAFT PLAN UPDATE PREPARATION.** Using all of the information gathered from the preceding Work Elements, V&A will compile draft Plans for review by City staff, Plan Commission, and the public.

## Task 3.1: Prepare Draft Text Changes (Redline Draft)

Vandewalle & Associates will prepare a Redline (track changes) Comprehensive Plan with appropriate updates to all text from the 2009 Comprehensive Plan including the Key Growth Areas of Focus and all components necessary to meet State of Wisconsin planning standards. The draft will be provided in digital form for staff review and comment. City project staff shall be responsible for obtaining and compiling comments from all other City staff and departments. Comments also will be discussed with staff in one or more extended monthly calls with V&A.

## Task 3.2: Prepare Key Growth Areas of Focus Summaries (OPTIONAL)

In addition to including the Key Growth Areas of Focus within the general framework of the Plan, V&A can create more detailed descriptions of one or more Areas consisting of a two-page summary with additional graphics that can be used as separate marketing and communication pieces to attract interest and investment in these unique opportunities. Draft summaries of each selected Area will be prepared concurrently with all of the draft plans as described in Work Elements Three and Four.

## Task 3.3: Prepare Draft Map Changes

Vandewalle & Associates will prepare updated Plan Maps based on the versions in the 2009 Comprehensive Plan. The updates will be provided in digital form for staff review and comment. City project staff shall be responsible for obtaining and compiling comments from all other City staff and departments. Comments also will be discussed with staff in one or more extended monthly calls with V&A.

## Task 3.4: Prepare Plan Commission Draft #1

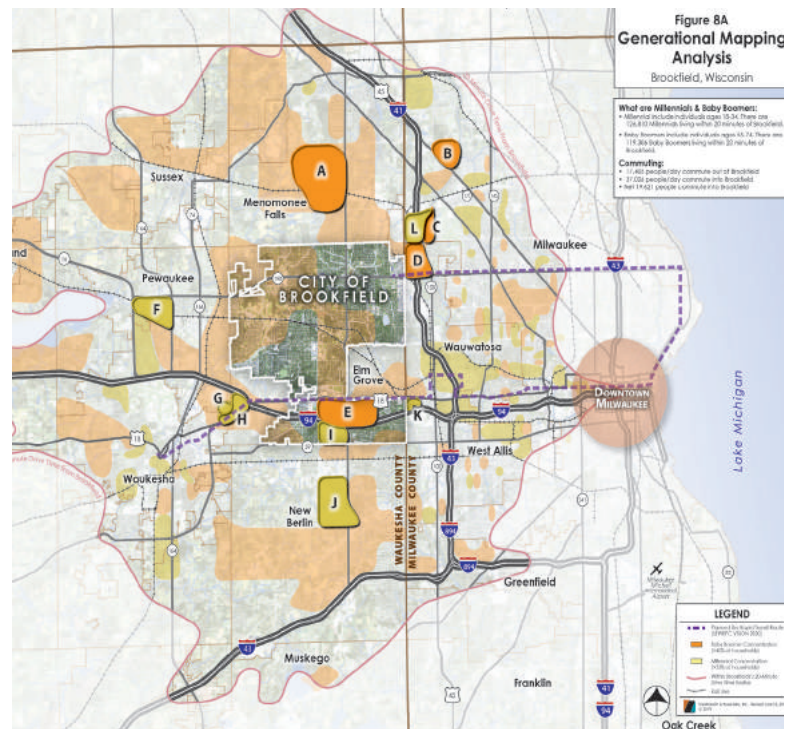
Vandewalle & Associates will make City staff's suggested changes to the Redline Draft and Draft Map Changes and produce a "clean" version of the Plan (Plan Commission Draft #1). To encourage greater use of the Plan document, it may be reformatted and reduced in length using techniques such as including the existing conditions and detailed data in technical appendices and including graphics, charts, and tables to quickly communicate primary findings and recommendations. The draft will be provided in digital form for staff to transmit to the Plan Commission and make available to the public in either electronic or hard copy.

## Task 3.5: Meeting to Review Plan Commission Draft #1

Vandewalle & Associates will facilitate an in-person Plan Commission meeting to review and gather input on Draft #1.

## Task 3.6: Prepare Plan Commission Draft #2

Vandewalle & Associates will make the appropriate changes to the Plan Commission Draft #1 based on Commission feedback to produce Draft #2. The changes to the draft will be discussed with City staff prior to completion and provided in digital form for staff to transmit to the Plan Commission and make available to the public in either electronic or hard copy.



# WORK PLAN

## **Task 3.7: Prepare Draft Executive Summary**

Vandewalle & Associates will prepare a Draft Executive Summary consistent with the contents of Plan Commission Draft #2 of the full Comprehensive Plan. The Executive Summary will be a full-color, highly engaging piece that includes the Vision & Framework and key outcomes from the Plan elements. If selected, the optional Key Growth Areas of Focus summaries will be prepared in a similar format to the Executive Summary so they can be used separately or together. The draft Executive Summary will be reviewed with City staff prior to completion and provided in digital form for staff to transmit to the Plan Commission and make available to the public in either electronic or hard copy.

## **Task 3.8: Public Open House to Review Plan Commission Draft #2**

Vandewalle & Associates will organize and facilitate a Public Open House to gather feedback on Plan Commission Draft #2 and the Draft Executive Summary. This will be drop-in format where participants can review outcomes of the Plan at their own pace and based on their own interests. Methods for providing input will include some combination of comment forms, survey with real time results, sticky notes, and one-on-one and small group conversations with V&A project team members and City staff and officials. The Open House will take place immediately prior to the Plan Commission meeting on Draft #2.



Hancock County, Indiana Open House Engagement

## **Task 3.9: Online Public Review and Comment on Plan Commission Draft #2 (OPTIONAL)**

Vandewalle & Associates can provide a modified virtual option with a plan summary recording and virtual [Idea Council](#) comment forum to provide the public an opportunity to review and comment on Draft #2 at their leisure.

## **Task 3.10: Meeting to Review Plan Commission Draft #2**

Vandewalle & Associates will facilitate an in-person Plan Commission meeting to review and gather input on Plan Commission Draft #2 and the Draft Executive Summary. At the conclusion of the meeting, the Plan Commission will be asked to consider scheduling a formal public hearing for Plan adoption.

## **Task 3.11: Additional Plan Commission Meeting to Review Drafts (OPTIONAL)**

As desired by the Plan Commission, V&A can facilitate additional in-person or virtual meetings with the Commission to review and discuss draft documents.

### **Work Element Three Deliverables:**

- Draft documents
- Draft maps
- Draft Executive Summary
- Meeting materials/presentations for Plan Commission meeting
- Public meeting flyer and press release, presentation materials, input forms and mechanisms, outcome summary (to be included in Adoption Draft in Task 4.1)

# WORK PLAN

**WORK ELEMENT FOUR: PLAN ADOPTION.** Vandewalle & Associates will incorporate all input received in Work Element Three to prepare a draft Plan for consideration at a formal public hearing and a final Plan document and Executive Summary. Further, V&A will coordinate all required notices as specified by state statutes.

## Task 4.1: Prepare Adoption Draft Plan

Vandewalle & Associates will make the appropriate changes to Plan Commission Draft #2 and Executive Summary based on direction from the Commission and public feedback to produce the Adoption Draft Plan. The changes to the draft will be reviewed with City staff before being completed and provided in digital form for staff to transmit to the Plan Commission and make available to the public in either electronic or hard copy.

## Task 4.2: Mail Minimum 30-Day Public Hearing Notice

Vandewalle & Associates will prepare and send mailings to all neighboring and regional jurisdictions notifying them of the Public Hearing and the Adoption Draft Plan, per state requirements.

## Task 4.3: Joint Plan Commission and City Council Public Hearing and Plan Commission Recommendation

Vandewalle & Associates will facilitate an in-person Joint Plan Commission and City Council Public Hearing to gather public feedback on the Adoption Draft and seek a formal recommendation from the Plan Commission.

## Task 4.4: City Council Meeting to Adopt Plan (OPTIONAL)

The City Council will be required to adopt the final plan by resolution. Typically, Council member questions and concerns are addressed at the Joint Public Hearing. Accordingly, there often is not a need for V&A to attend the meeting.

## Task 4.5: Prepare Final Plan and Executive Summary

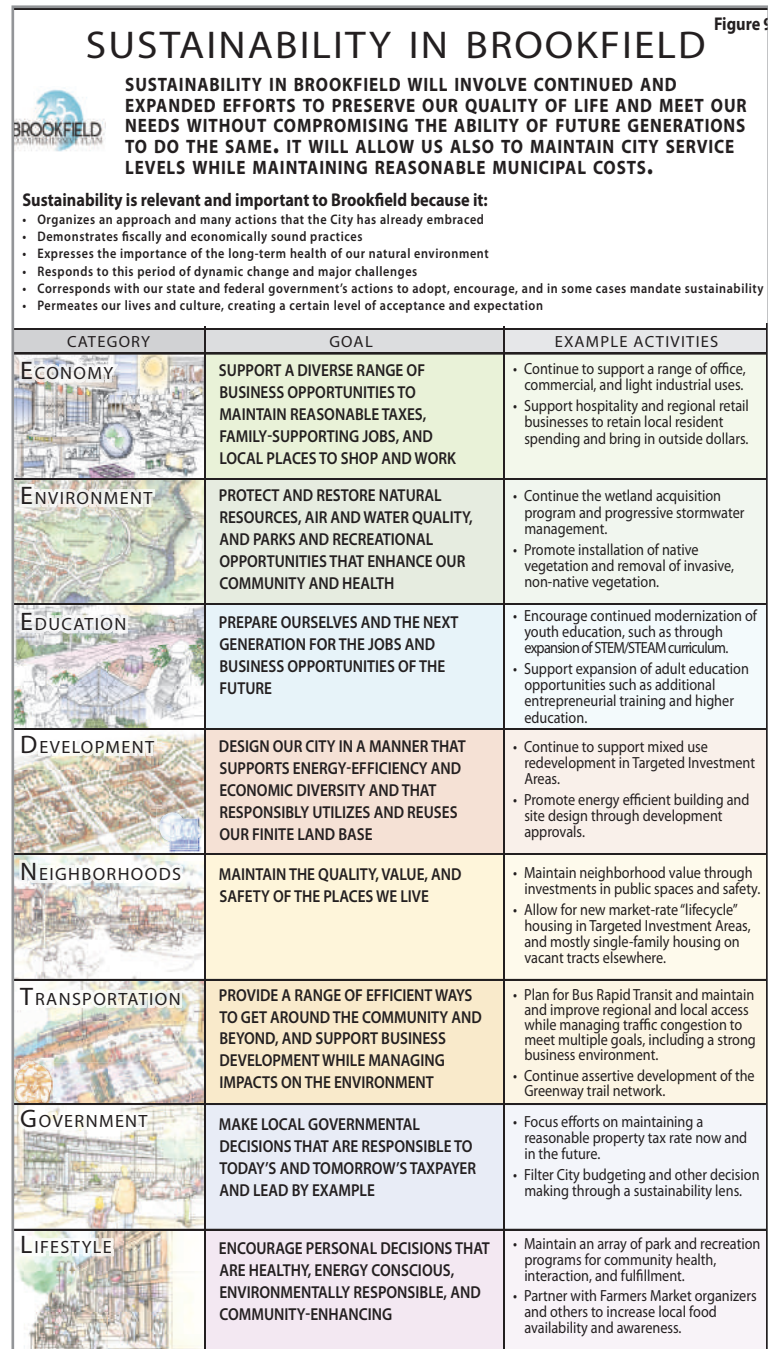
Vandewalle & Associates will finalize the Plan and Executive Summary as adopted by the Plan Commission and City Council and review each with City staff prior to completion. Ten hard copies of both documents will be provided along with electronic files of all associated text, maps, and graphics.

## Task 4.6: Mail Adoption Notice

Vandewalle & Associates will prepare and send mailings to all neighboring and regional jurisdictions notifying them of the Plan adoption per state requirements.

## Work Element Four Deliverables:

- Draft and final documents
- Draft and final maps
- Draft and final Executive Summary
- Required notices to agencies and neighboring jurisdictions



Sustainable Brookfield Graphic: Brookfield Comprehensive Plan

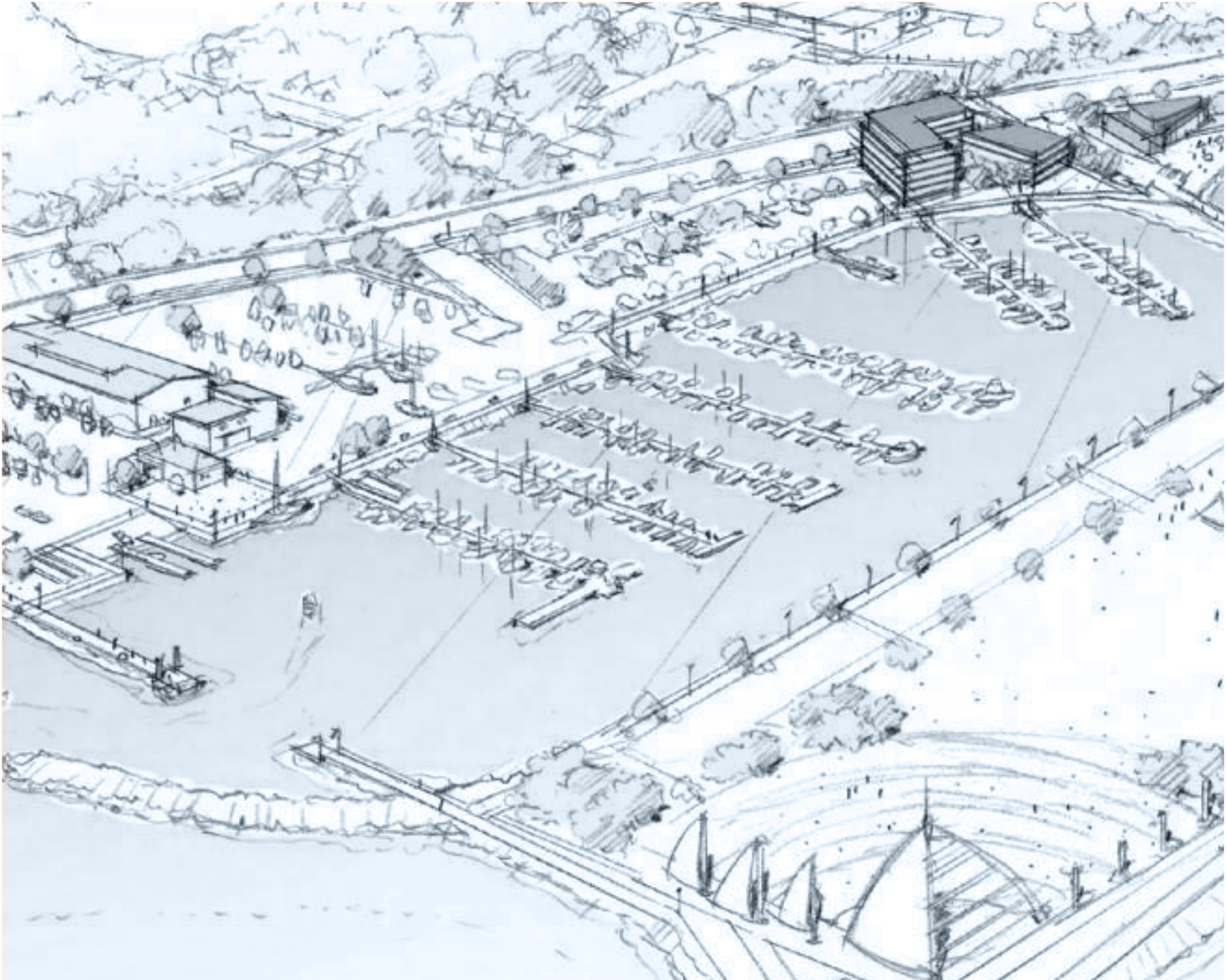


# PROPOSED SCHEDULE & BUDGET

<b>City of Manitowoc Comprehensive Plan Update Project Tasks, Timeline, and Budget</b>		2022										2023		<b>Total Cost Per Task</b>	
		April	May	June	July	August	September	October	November	December	January	February			
<b>PHASES &amp; TASKS:</b>															
<b>Work Element One: Project Management, Plan Evaluation, and Existing Conditions Analysis*</b>														<b>\$14,800</b>	
1	Monthly Progress Meetings with City Staff														\$2,250
2	Monthly Progress Reports														\$1,500
3	Base Mapping														\$1,150
4	Update Data and Projections														\$2,400
5	Project Update Materials for Website or Social Media														\$1,920
6	TIF Check (complementary)														\$0
7	Review and Revise Public Participation Plan														\$240
8	Community Site Visit		★												\$2,960
9	Focus Group Meetings		★												\$2,380
10	Project Website (OPTIONAL)														\$1,080
<b>Work Element Two: Review Vision and Prepare Strategic Framework*</b>														<b>\$5,800</b>	
1	Public Visioning and Priority Issues Workshop		★												\$3,840
2	Online Public Visioning and Priority Issues (OPTIONAL)														\$1,045
3	Prepare Vision and Framework														\$1,960
<b>Work Element Three: Draft Plan Update Preparation*</b>														<b>\$20,000</b>	
1	Prepare Draft Text Changes (Redline Draft)														\$7,080
2	Prepare Key Growth Areas of Focus Summaries (OPTIONAL)														\$2,500
3	Prepare Draft Map Changes														\$3,790
4	Prepare Plan Commission Draft #1														\$1,190
5	Meeting to Review Plan Commission Draft #1							★							\$1,820
6	Prepare Plan Commission Draft #2														\$915
7	Prepare Draft Executive Summary														\$2,020
8	Public Open House to Review Plan Commission Draft #2									★					\$710
9	Online Public Review and Comment on Plan Commission Draft #2 (OPTIONAL)														\$1,065
10	Meeting to Review Plan Commission Draft #2										★				\$2,475
11	Additional Plan Commission Meetings to Review Drafts (OPTIONAL)														\$1,310
<b>Work Element Four: Plan Adoption*</b>														<b>\$5,200</b>	
1	Prepare Adoption Draft Plan														\$955
2	Mail Minimum 30-Day Public Hearing Notice														\$620
3	Joint Plan Commission/City Council Public Hearing and Plan Commission Recommendation												★		\$2,845
4	City Council Meeting to Adopt Plan (OPTIONAL)												★		\$1,500
5	Prepare Final Plan and Executive Summary														\$780
6	Mail Adoption Notice														\$0
<b>TOTAL PROJECT COSTS</b>												<b>\$45,800</b>			
<b>TOTAL PROJECT COSTS (with all Optional Tasks)</b>												<b>\$54,300</b>			

\* Base Cost of Work Elements does not include Optional Tasks

★ Milestone Meeting Dates (Estimated)



## COMPANY OVERVIEW



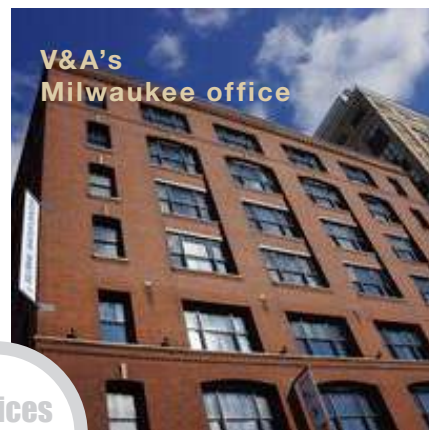
## VANDEWALLE & ASSOCIATES: WHO WE ARE

**Top-level teams turning assets into economic opportunities, transformational projects, and impactful solutions**

Vandewalle & Associates is a collection of passionate professionals with expertise in disciplines that converge to best impact change and make places work better for people:

- **Community planning and zoning**
- **Sign regulations**
- **Comprehensive planning**
- **Intergovernmental relations**
- **Development review**
- **Multi-layered asset analysis**
- **Economic strategy**
- **Market analysis**
- **Redevelopment**
- **Design and Architecture**
- **Marketing**
- **Real estate**
- **Public-private partnerships**

Established in 1976, V&A has been a Midwest leader in community planning, zoning, public participation, place-based analysis, economic strategies, visioning, planning, and implementation for more than 40 years. We work in partnership with our clients to identify core, place-based opportunities and translate them into strategic plans, innovative projects, and custom regulations.



**2 offices  
40+ years**





## PROJECT TEAM

# PROJECT TEAM

**Vandewalle & Associates.** With offices in Madison and Milwaukee, our firm is comprised of over 20 talented professionals including community and regional planners; urban designers; housing, economic development, land use, and real estate specialists; and redevelopment experts. Our team brings a depth and breadth of experience, knowledge, skills, and perspective to the Comprehensive Plan. Founded in 1976 by president and owner Brian Vandewalle, the firm has established itself as the Midwest leader in economic innovation, change, and positioning by working with clients to identify core assets and translate them into viable new economic opportunities.

Our firm's approach to overall management and integration of all activities in our scope of services is guided through the designation of a project manager to oversee all aspects of the project - within the firm and directly with the client. We pride ourselves on our ability to provide cost effective, just-in-time solutions that are responsive to constantly evolving project needs and deadlines, which may arise on a moment's notice. All Project Team members will be available and have the capacity to complete the project.

**JACKIE MICH**



**ROLE:** Project Manager, Communication, Document Author, Public Engagement

**SCOTT HARRINGTON**



**ROLE:** Redevelopment Planning, Quality Control, and TIF Funding Expertise

**BEN ROHR**



**ROLE:** Project Associate, Land Use, Data Analysis, Public Engagement

**SONJA KRUESEL**



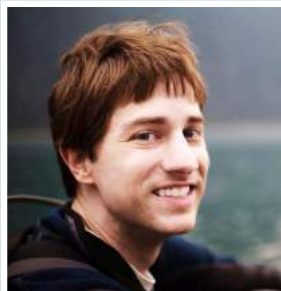
**ROLE:** Project Associate, Public Engagement, Housing and Recreation

**JEFF MALONEY**



**ROLE:** Design Management, Housing & Neighborhood Development Expertise

**DAN ECKBERG**



**ROLE:** GIS Data Analysis, Graphic Coordination, Drone Footage Management

**NEMA HADI**



**ROLE:** Graphic Development and Assistance

# PROJECT TEAM



Jackie Mich is an Associate Planner with Vandewalle & Associates and brings her experience in project management, Spanish, transportation planning, comprehensive planning, zoning, local government planning, park and open space planning, and redevelopment implementation. This year, she was the project manager for two market analyses for LISC Milwaukee: a Market Analysis for the Fond Du Lac & North Area Plan in partnership with Milwaukee DCD, and a Market Analysis for the Clarke Square Neighborhood in partnership with the Clarke Square Neighborhood Initiative.

A Wauwatosa native, Jackie also works on redevelopment and implementation projects in the Greater Milwaukee area. She is currently finishing ten-year Comprehensive Plan updates for the City of Greenfield, City of Lake Geneva, and the City of Brookfield. She brings her project management skills to implementation projects in the Village of Slinger; and to ongoing efforts in Washington County, including the Washington County Brownfield Site Remediation Program. She is also assisting the City of Franklin with zoning administration and project review.

Jackie completed a Bicycle and Pedestrian Plan for the City of Lake Geneva and has led park and open space plans in Sun Prairie, Fontana, Delavan, and Cross Plains. Jackie also has worked on a number of complex projects as part of the consultant team on the Madison Beltline Planning and Environmental Linkages Corridor Study, the Highway 51 EIS, and Stoughton Road EIS. Her work in transportation planning also has included visioning and public participation efforts in support of Madison in Motion: The Sustainable Madison Transportation Master Plan.

Prior to joining Vandewalle & Associates, Jackie worked at the Midtown Greenway Coalition. The Midtown Greenway is a 5.5-mile long former railroad corridor in south Minneapolis which runs through some of the most diverse neighborhoods in the City, home to significant populations of Somali and Latino residents. There, she gained immeasurable experience with engaging with diverse communities around bicycling and transportation, and encouraging local residents to ride bicycles and use the Greenway. Jackie also worked as a Green Building Intern for the University of Wisconsin-Extension, and she researched the economic impacts of interpretive centers as a graduate student in the University of Wisconsin's Department of Urban and Regional Planning. Jackie began her career with the Wisconsin Historical Foundation in Madison.



**Jackie Mich, AICP**  
**Senior Associate Planner**  
**Phone: 414.988.8654**  
**[jmich@vandewalle.com](mailto:jmich@vandewalle.com)**

## EDUCATION

- M.S. Urban and Regional Planning  
University of Wisconsin - Madison, Wisconsin
- B.A. History / Spanish  
University of Wisconsin - Madison, Wisconsin

## PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association (APA) & Wisconsin Chapter (APA-WI)
- Excellence in Planning Award for "Village of Oregon Sign Code" – APA-WI Chapter, 2017
- American Institute of Certified Planners Outstanding Planning Student Award (2013)
- American Planning Association-Wisconsin Chapter Scholarship (2011-2013)

# PROJECT TEAM



Scott Harrington is a Principal Planner and project manager at Vandewalle & Associates, contributing special expertise in the creation and implementation of urban redevelopment initiatives. Since 1986, Scott has worked on the front lines in a number of cities in the Midwest, Southern and Western U.S. He is well-versed in the complex processes of management, community participation, financing and negotiations required to craft and implement long-range planning and large-scale revitalization efforts. His ease among elected bodies, plan commissions, the public, and government finance is second to none.

Given his diverse background, Scott leads and assists with a wide variety of projects at Vandewalle & Associates including everything from regional economic positioning initiatives, to municipal comprehensive plans and zoning regulations, to redevelopment strategies for downtowns, corridors and sites. Recently, Scott has served as the principal in charge of several projects focused on revitalizing urban corridors and neighborhoods. These include “The Current”, a \$45-million riverfront redevelopment in Monona; the visioning and master planning for the Alliant Energy Center and surrounding “Destination District” in Madison; the East Washington Capital Gateway Corridor in Madison; Northwest Gateway in Downtown Fayetteville, North Carolina; Downtown and North Division Street Corridor in Stevens Point; Janesville Town Square; Downtown Mount Horeb; and Downtown Slinger. His projects have included a wide range of interactive methods and forums for engaging the public – including pop-up events, keypad polling, online surveys, charrettes, and visual preference surveys – as well as engaging historically under-represented communities through bi-lingual staff and by partnering with community organizations.



**Scott Harrington, AICP**  
**Principal Planner**  
Phone: 608.255.3988  
sharrington@vandewalle.com

## EDUCATION

- M.U.P. Urban Planning  
University of Michigan - Ann Arbor, Michigan
- B.S. Natural Resources  
University of Michigan - Ann Arbor, Michigan

## PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association, National, Wisconsin, and Illinois Chapters
- Former Member, Technical Advisory Committee to Legislature on Intergovernmental Coordination, Florida Department of Community Affairs
- Former Board Member, Colorado Chapter of the American Planning Association
- Presenter, “Market-Ready Redevelopment”  
American Planning Association Upper Midwest Conference (2015)

- Presenter, “Using Charrettes as a Planning Tool”  
WCCMA & WAMCAM Annual Conference (2010)
- Presenter, “Content Sensitive Design and Corridor Planning”  
Innovations in Transportation Conference (2008)
- Presenter, “Preserving Neighborhood Character”  
American Planning Association National Conference (1996 and 2002)
- Co-author, “Innovative Water Conservation Ratemaking,”  
Florida Water Resources Journal (August 1995)

## PROJECT AWARDS

- Outstanding Urban Design from the Wisconsin Chapter of the American Planning Association in 2010 – for the City of Madison East Washington Avenue Capitol Gateway Corridor Plan
- Award of Merit from the American Society of Landscape Architects for Urban Planning and Design – for the Gulf Stream, Florida Design Manual

# PROJECT TEAM



Ben Rohr is an Assistant Planner at Vandewalle & Associates and works on a variety of Growth Management projects. In this role he provides planning services to municipalities in the form of comprehensive planning, park and open space planning, development review, zoning and sign ordinance rewrites and amendments, redevelopment planning, GIS mapping, grant writing, and many other services. Ben is also a firm leader in participatory strategies, techniques, and integration that leverage available resources to maximize public input and involvement in various planning processes. Ben was accredited by the American Planning Association with his AICP credentials in 2019.

Since joining V&A, Ben has been the project manager for 20+ projects including full zoning and sign ordinance rewrites, minor zoning ordinance amendments, Comprehensive Plan updates, Park and Open Space Plan updates, Housing Affordability Reports, Urban Service Area Amendments, and TIF District plans and amendments, among others.

Prior to joining V&A, Ben worked as a Land Use Planner for Region 1 Planning Council in Rockford, IL where he focused on both short- and long-range land use planning projects including a full rewrite of the Boone County Comprehensive Plan, the City of Loves Park Comprehensive Plan, and the Rockford Regional Bicycle and Pedestrian Study. Ben also worked as a Planner/GIS Specialist for Southwestern Wisconsin Regional Planning Commission in Platteville, WI, and held multiple planning internships during undergraduate and graduate school at the City of West Allis, Southwestern Wisconsin Regional Planning Commission, and the City of Janesville.

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. He is passionate about utilizing planning to make smarter decisions, effectively leverage available assets, and better the community as a whole.



**Ben Rohr, AICP**  
**Associate Planner**  
Phone: 608.255.3988  
brohr@vandewalle.com

## EDUCATION

- M.U.P. Urban Planning  
University of Wisconsin - Milwaukee  
Milwaukee, Wisconsin
- B.S. Geography  
Minor in Urban and Area Development  
University of Wisconsin - Whitewater  
Whitewater, Wisconsin

## PROFESSIONAL LICENSES & MEMBERSHIPS

- American Planning Association AICP Accreditation
- Member, American Planning Association,  
State and National Chapters

## AWARDS AND RECOGNITION

- Award Winner: 2020 APA-WI Excellence in  
Planning Award, "City of Wausau Zoning Code  
and Zoning Map"



# PROJECT TEAM



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 TIF, environmental issues, municipal zoning, subdivision regulations, housing, real estate, greenfield development, urban redevelopment/ revitalization, and form-based regulation, and farmland preservation zoning. Sonja has firsthand experience implementing and administering Form-Based Codes through her work with the Fitchburg SmartCode, using the transect-based model developed by Andrés Duany.

Working as Planning Director for both cities, Sonja served alongside the Vandewalle & Associates team on Comprehensive Plans and key projects such as the catalytic Monona Waterfront Redevelopment.

In her current role as an Associate Planner at Vandewalle & Associates she enjoys guiding projects from concept to occupancy and facilitating communication with developers, elected officials, and the public. She is also primed to lead long-range planning efforts and strategic initiatives.



**Sonja Kruesel, AICP:**  
**Associate Planner**  
Phone: 608.255.3988  
skruesel@vandewalle.com

## EDUCATION

- M.S. Urban and Regional Planning  
University of Wisconsin - Madison, Wisconsin
- B.A. Geography, History, Environmental Studies  
University of Wisconsin - Madison, Wisconsin

## PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Member, American Planning Association (APA) & Wisconsin Chapter (APA-WI)
- Secretary, Market Leadership Advisory Board - WI  
United States Green Building Council

## PRESENTATIONS & AWARDS

- Plenary Panel Speaker "Forwarding Equity" APA Upper Midwest Planning Conference (2019)
- Speaker "Strategies for Market-Ready Redevelopment" APA Upper Midwest Planning Conf (2015)
- Fitchburg Mayoral Award for Outstanding City Department (2020)
- Wisconsin County Code Administrators Scholarship Recipient (2012)

## PROJECT TEAM



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 works closely with municipal staff to implement projects including development recruitment, TIF District establishment, and grant funding procurement. 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.

As an example, Jeff's work in Racine's RootWorks and Uptown areas include detailed urban design strategies for public and private space development within areas fraught with disinvestment and higher than average unemployment and poverty rates as well as a disproportionate level of brownfield sites. Plans and implementation focus on creating a sense of place that complements planned new investment, while also honoring the existing urban fabric and meeting the needs of residents. In his work in urban redevelopment planning and design, Jeff has led public meeting outreach and interactive discussions.

Jeff has worked in recent years with public and private sector clients throughout the Midwest, including Middleton, Racine, Hartford, Sussex, Wauwatosa, Milwaukee Regional Medical Center, and the Milwaukee County Research Park.

In addition to both design work and redevelopment projects, Jeff holds a keen awareness of visual communication. He possesses the ability to visually explain complex planning concepts and continuously develops new methods in graphic communication. Jeff also oversees design team workflow and daily graphic production.



**Jeff Maloney**  
**Principal Urban Designer**  
Phone: 608.255.3988  
[jmaloney@vandewalle.com](mailto:jmaloney@vandewalle.com)

### EDUCATION

- B.S. Landscape Architecture  
University of Wisconsin - Madison, Wisconsin

### PROFESSIONAL LICENSES & MEMBERSHIPS

- Associate, American Society of Landscape Architects National and State Chapters
- Member, University of Wisconsin Landscape Architecture Department Alumni Committee

# PROJECT TEAM



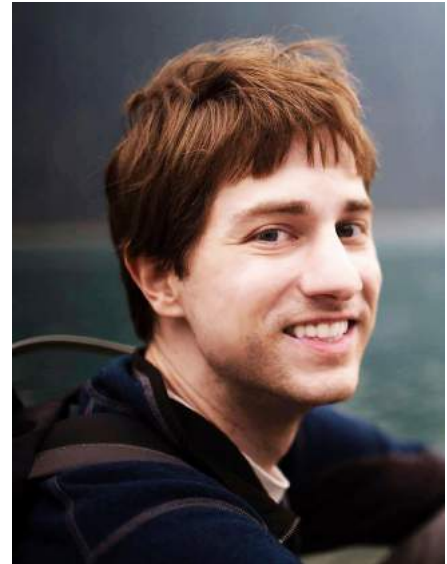
Dan Eckberg is a GIS Planner whose primary responsibilities include map creation and spatial data acquisition, organization, manipulation, and analysis.

Dan utilizes extensive experience with ESRI's ArcDesktop GIS software, including Python scripting, to apply cartographic techniques to a range of planning projects. These include conducting and writing a formal analysis of potential Fire Station sites for the City of Watertown, mapping Environmental Justice populations and developing novel approaches for ensuring NEPA compliance for WisDOT highway studies, evaluating bike trail routes for the Village of Oregon, analyzing demographics of food deserts in Freeport, IL, geo-coding survey results for city development projects, designing and creating a database of possible Brownfield sites for the City of Janesville, managing Urban Service Area applications, producing numerous Comprehensive Plan maps, and preparing Official Zoning Maps for nearly a dozen Wisconsin communities.

Dan has also worked on several large-scale highway corridor impact analysis studies with Vandewalle & Associates. These include the US 14 project in Rock County, the Wis 23 project in Fond du Lac County, the Wis 29 project in Marathon County, the US 51 project in Dane County, and the US 41 Interstate conversion between Green Bay and Milwaukee. Dan's work on these projects has focused on preparing mosaics of local and regional maps from a broad variety of sources into corridor-wide maps which compile data depicting soils, natural resources, existing land use and adopted land use plans from towns, villages, cities, counties, and regional and federal agencies. These maps are the focus of the Expert Panel analysis of highway alternatives for the Indirect and Cumulative Effects portion of the DEIS and EIS phases of WisDOT's analysis under NEPA and WEPA.

Dan is a licensed commercial Unmanned Aircraft System (drone) pilot registered with the FAA and is able to provide clients with high quality aerial video footage.

Previously Dan held an internship with U-PLAN, a community planning group for the Frogtown/Rondo neighborhood of St. Paul, MN where he helped design a traffic impact analysis for the neighborhood using the CommunityViz extension of ArcGIS.



**Dan Eckberg, AICP  
GIS Planner**

**Phone: 608.255.3988**

**deckberg@vandewalle.com**

## EDUCATION

- B.A. Geography (City Systems)  
Minor - Geographic Information Systems  
University of Minnesota - Minneapolis, Minnesota

## AWARDS & MEMBERSHIPS

- Member, American Institute of Certified Planners
- Excellence in Planning Award, "Madison Metropolitan School District Enrollment Projections: 2017-2037" - APA-WI Chapter, 2017
- Guest Lecturer (Applications of GIS in Planning) – University of Wisconsin-Madison, 2012

# PROJECT TEAM



Like most of the designers at Vandewalle & Associates, Watertown Wisconsin native Nema Hadi received her training through the Landscape Architecture Department first at UW-Madison, and later by working as part of the Vandewalle & Associates team—pursuing a calling that would allow her to utilize both science and art to help protect public health, safety, and welfare in a way that very few professions do. Nema enjoys the high level of attention the V&A team places on analysis and research, and cultural, ecological, and economic impact. “I strive to bring that deeper, detail oriented perspective to each project,” Nema says.

Some of the V&A projects Nema has worked on include the Oscar Mayer Special Area Plan, Eau Claire Cannery District Redevelopment Plan, Ottumwa Riverfront Development and Transit-Oriented Development; McFarland Discovery Garden Park; Glendale Bike and Pedestrian Plan; Franklin parkland acquisition; Sturgeon Bay Comprehensive Plan; Oregon Site Development Master Plan; Various Park and Neighborhood Design projects for Veridian; and various projects in Middleton.



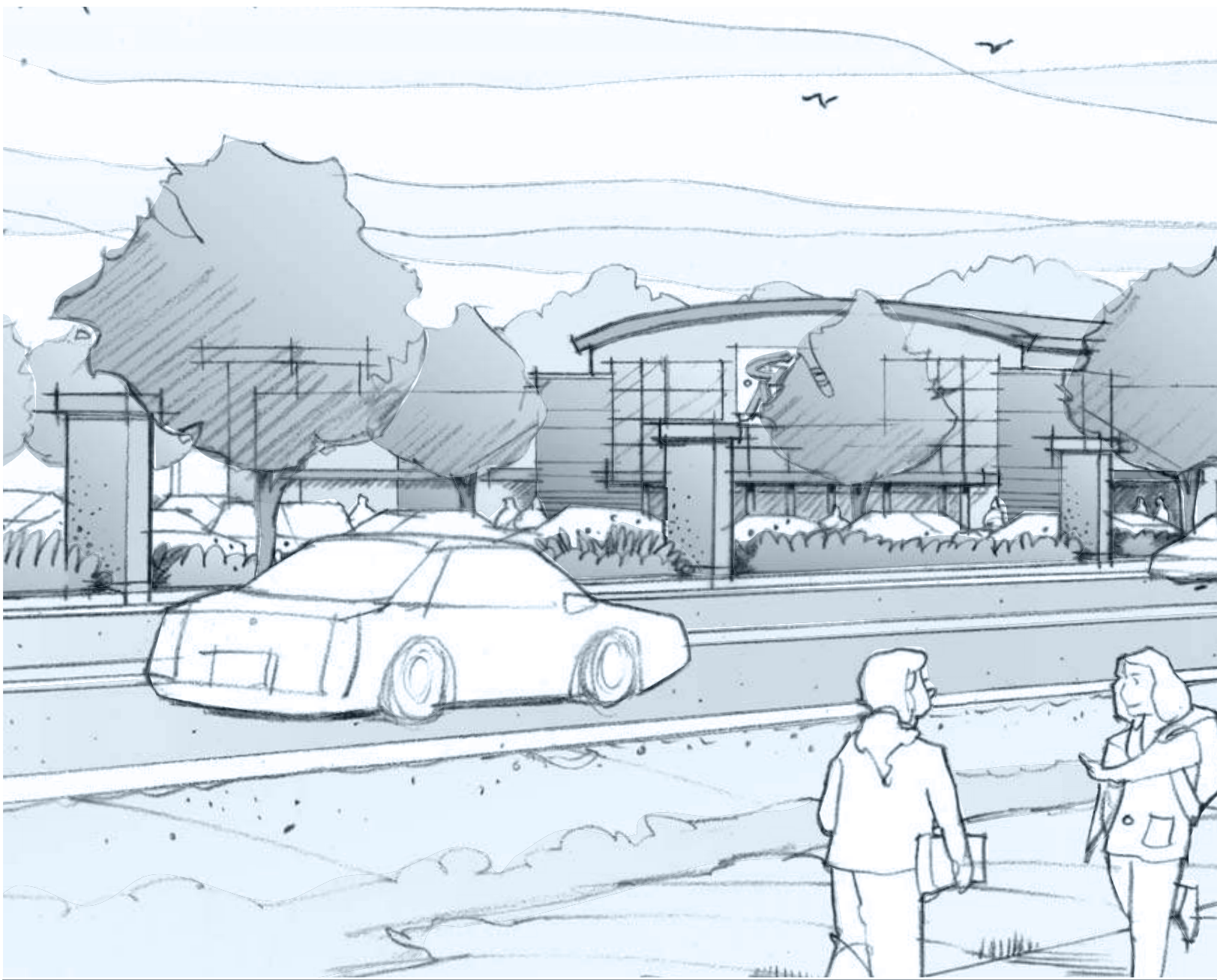
**Nema Hadi**  
**Assistant Designer**  
Phone: 608.255.3988  
nhadi@vandewalle.com

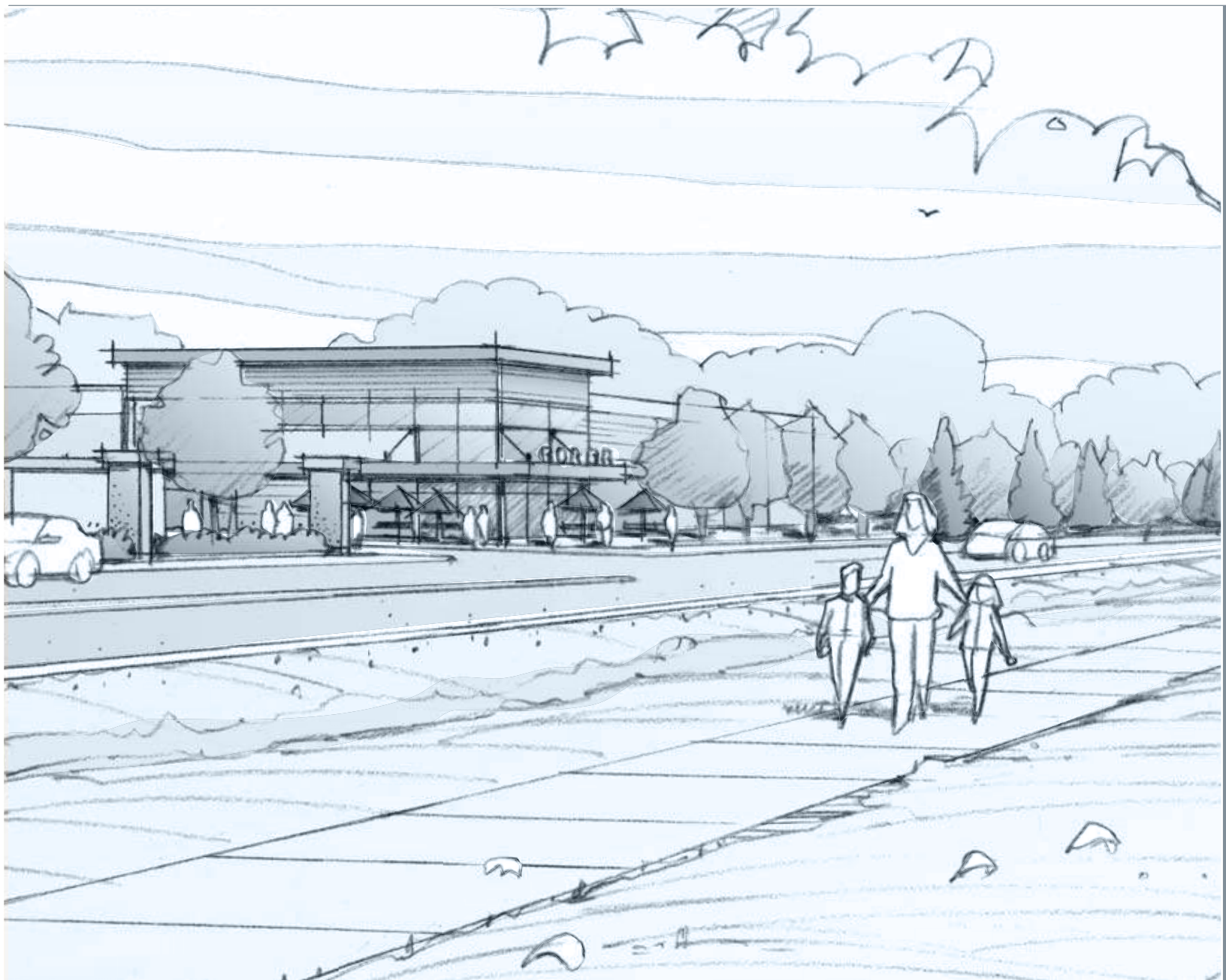
## EDUCATION

- B.S. Landscape Architecture  
University of Wisconsin - Madison, Wisconsin
- Certificate in Environmental Studies  
University of Wisconsin - Madison, Wisconsin

## PROFESSIONAL LICENSES & MEMBERSHIPS

- Member, American Society of Landscape Architects  
National and State Chapters





## PAST EXPERIENCE AND REFERENCES

# PAST EXPERIENCE AND REFERENCES

Vandewalle & Associates has been helping communities write and update their Comprehensive Plans for more than four decades. Below are brief descriptions of projects our firm has recently completed that are most applicable to the size, scale, and location of Manitowoc employing many similar services as described in your RFP.

Digital copies of our listed work samples are available to view and download: <https://tinyurl.com/ManitowocWorkSamples>

**City of Glendale Comprehensive Plan (2020).** In 2019, the City of Glendale selected Vandewalle & Associates to facilitate a full update of the City's Comprehensive Plan. Glendale is an inner-ring suburb of Milwaukee that is completely built-out. The City wanted to utilize the Comprehensive Plan to help identify infill redevelopment, economic development, sustainability, inclusivity, and housing opportunities. The process featured targeted redevelopment planning and an economic opportunity analysis to best fit the City's objectives and reach intended outcomes.

Prior to onset of the pandemic and meeting restrictions, high-quality public input and feedback was generated throughout the process with in-person workshops, Plan Commission and City Council meetings, pop-up events, and a public open house. This feedback helped guide the development of the various goals, objectives, policies, and recommendations throughout the plan. A vision summary graphic was also developed by Vandewalle & Associates to highlight the plan's key goals, recommendations, and action items.

Following the adoption of the Comprehensive Plan, Vandewalle & Associates led the development of the City's first Bicycle and Pedestrian Plan designed to improve walkability and bikeability for both transportation and recreation. This process featured an online map-based survey using Map.Social and other virtual forms of public engagement to gather public feedback during the pandemic. The plan is expected to be adopted in February 2021.

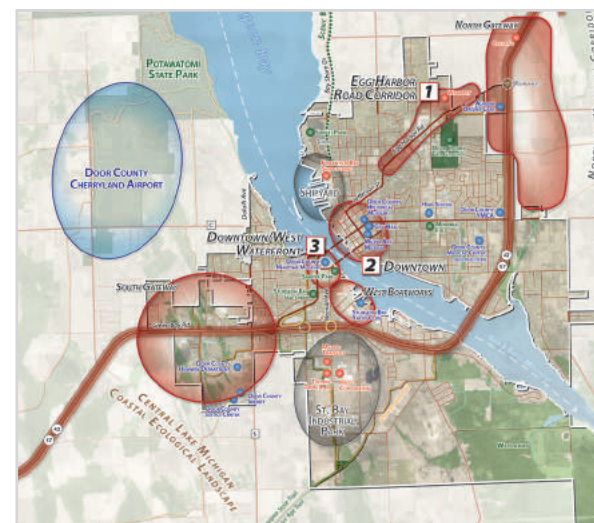
**Reference:** Rachel Safstrom, City Administrator | City of Glendale | (414) 228-1705 | [r.safstrom@glendalewi.gov](mailto:r.safstrom@glendalewi.gov)

**City of Sturgeon Bay Comprehensive Plan (2020).** Beginning in the summer of 2019, Vandewalle & Associates led the City of Sturgeon Bay's Comprehensive Plan update. Sturgeon Bay, a traditionally manufacturing-based community and hub for Door County activity, is experiencing changing demographics, economic shifts, and increasing vacation rental homes. The Vandewalle & Associates team set out to develop strategies to address these changes through targeted area planning, conceptual redevelopment planning, and a host of public engagement efforts. The process featured community-wide surveys, workshops, Plan Commission and City Council meetings, and a modified virtual public open house. In the middle of the project, the onset of the pandemic and meeting restrictions went into effect. However, through continuous communication with staff and City leaders and the development of creative virtual meetings and outreach, the plan was able to be completed in the fall of 2020.

**Reference:** Marty Olejniczak, Community Development director | City of Sturgeon Bay | (920) 746-2900 | [molejniczak@sturgeonbaywi.org](mailto:molejniczak@sturgeonbaywi.org)



**Glendale Targeted Investment Areas**



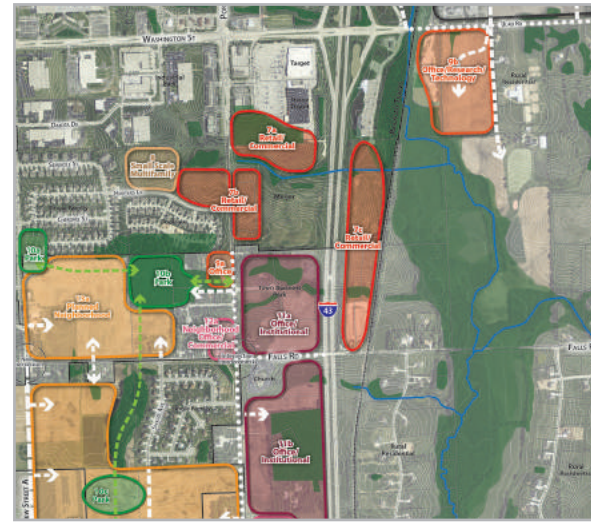
**Sturgeon Bay Opportunities & Focus Areas**

# PAST EXPERIENCE AND REFERENCES

## Village of Grafton Comprehensive Plan and Scenarios (2016).

Vandewalle & Associates completed a focused amendment to the Village's 2009 Comprehensive Plan, which involved analysis of several topics of importance to the Village. A key component included an updated corridor plan for Port Washington Road. The corridor plan involved site analysis and recommendations for land uses, zoning districts, development intensities and densities, environmental protection, transportation connections, landscaping, and desired urban design character.

Additionally, the plan amendment included a review of the Village's housing policy. Vandewalle & Associates evaluated sites in the Village designated for multi-family residential and presented the Village with four different housing policy options (scenario plans). For each scenario, Vandewalle & Associates determined the resulting balance of single family, two family, and multi-family at full buildout. Working closely with the Village Board and Plan Commission throughout the process, Vandewalle & Associates used this analysis to guide the Village in determining which housing policy they wished to pursue. This effort also involved a complete review and update of the Village's Future Land Use Map and revised future land use categories and descriptions.

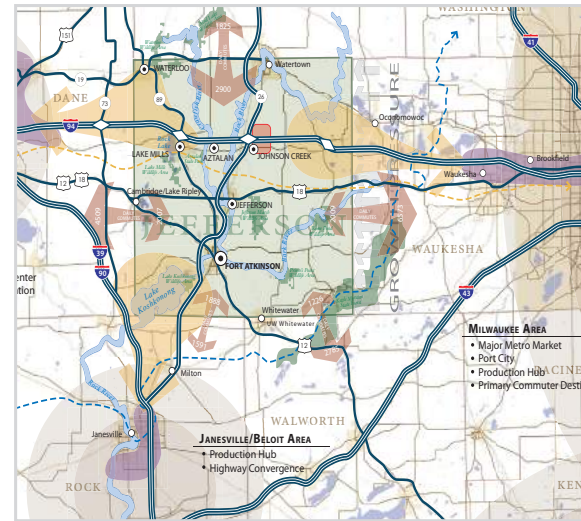


Port Washington Rd Corridor Plan

**Reference:** Jessica Wolff, Director of Planning and Development | Village of Grafton | (262) 375-5303 | jwolff@village.grafton.wi.us

**City of Fort Atkinson Comprehensive Plan (2019).** Vandewalle & Associates led a full update of the City of Fort Atkinson's Comprehensive Plan starting in 2018. Like many other communities in Wisconsin, Fort Atkinson has significant housing demand but has been unable to foster increased housing opportunities. Working with City staff, the Plan Commission, and City Council, V&A developed a revised vision statement, goals, objectives, policies, and recommendations aimed to help solve the City's housing issues.

This project began with a data-driven analysis of demographic, housing, economic, and related information, coupled with a geographical opportunity analysis and supportive quantitative input from community staff, residents, and elected officials. This formed the basis a clear history of past housing patterns, in addition to issues and opportunities related to the existing and future housing situation. It also yielded housing-focused action items based in the housing chapter, which also permeate throughout the plan. This approach was taken because housing is not a standalone topic and is affected by economic development, market forces, land use practices, transportation access, education, workforce, and recreational opportunities.



Jefferson County Regional Influences

Following the adoption of the Comprehensive Plan, the City hired Vandewalle & Associates to complete a full rewrite of the City's Zoning Ordinance aimed to reflect and begin implementing the updated plan. The zoning rewrite process was completed in October 2020.

**Reference:** Andy Selle, City Engineer | City of Fort Atkinson | (920) 563-7760 | aselle@fortatkinsonwi.net



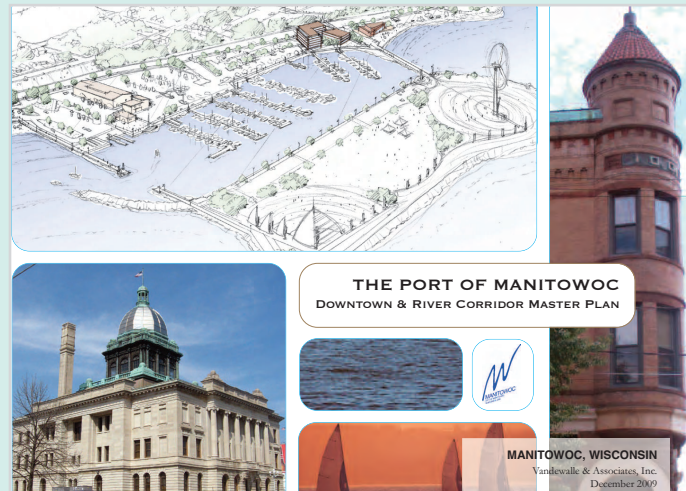
# PREVIOUS MANITOWOC PLANNING EXPERIENCE

Previous collaboration with the City of Manitowoc included: working with the City on developing and refining their Sign Code (2015 and 2018); Partnering with AECOM on the Riverwalk Concept Plan for the Preliminary Design and Engineering Study for the East Bank of the Manitowoc River (2014); and developing the City of Manitowoc Comprehensive Plan and Special Area Studies (2009) where V&A was hired by the City of Manitowoc to assist on a variety of community planning services to comprehensively address several key planning issues simultaneously, including an Opportunities Analysis, Downtown & River Corridor Master Plan, and a Comprehensive Plan. This simultaneous execution of separate, but highly interrelated projects resulted in greater economies of scale for the City in performing the work; developing a more comprehensive understanding of the region and all key issues; and ultimately preparing more integrated, consistent and complete plans for the community.

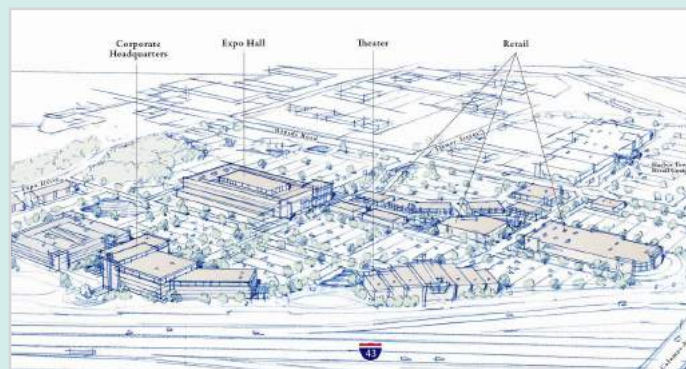
- Opportunity Analysis.** The Opportunity Analysis provided the City with “big picture” ideas that were inspired by regional, county, and local assets and were grounded in unrealized potential. The process started by working at a very large-scale to collect and analyze information which was then translated to specific opportunities that the City is uniquely qualified to seize. From these opportunities, we then articulated a realistic yet far-reaching vision along with steps required to make the vision a reality, working in full cooperation with the City.
- The Port of Manitowoc: Downtown and River Corridor Master Plan.** The Plan focused on living, working, and playing in the City—emphasizing capital investment and attraction of residents and businesses to the Port of Manitowoc. Key opportunities included improving traffic circulation and access to public spaces including the lakefront, developing a brand identity and strategic marketing strategy, promoting ongoing restoration and renovation, and increasing amenities to attract urban dwellers.
- Comprehensive Plan.** The Plan was developed to direct future growth and development in a positive, proactive, and sustainable way. The planning process featured extensive public involvement focused particularly on a community-wide public opinion survey and small group meetings. The Plan included a range of progressive recommendations including waste to energy opportunities, protecting and enhancing historic urban neighborhoods, studying conversion of its downtown one-way pair, and engaging “Boomers” and “Zoomers.” Additional planning efforts concurrent with the Comprehensive Plan included:
  - Manitowoc Snapshot of Economic Assets and Opportunities
  - Manitowoc Economic Base Assessment and Market Analysis
  - Manitowoc Expo Grounds Master Plan
  - Strategies to Engage Manitowoc’s Baby Boomer Population to Maintain a Thriving Residential and Business Community
  - Go Green! An Approach for the Future of Community Sustainability in Manitowoc
  - Review of Development Codes: Memos on Development Code Review; Affordable Housing Recommendations; Impact Fee Strategies; and Extraterritorial, Annexation, and Intergovernmental Policies



**Manitowoc Snapshot of Economic Assets & Opportunities**



**Manitowoc Downtown & River Corridor Master Plan**



**Manitowoc Expo Grounds Master Plan**

# COMPREHENSIVE PLANNING CLIENTS

## Visionary, Innovative, Actionable Plans.

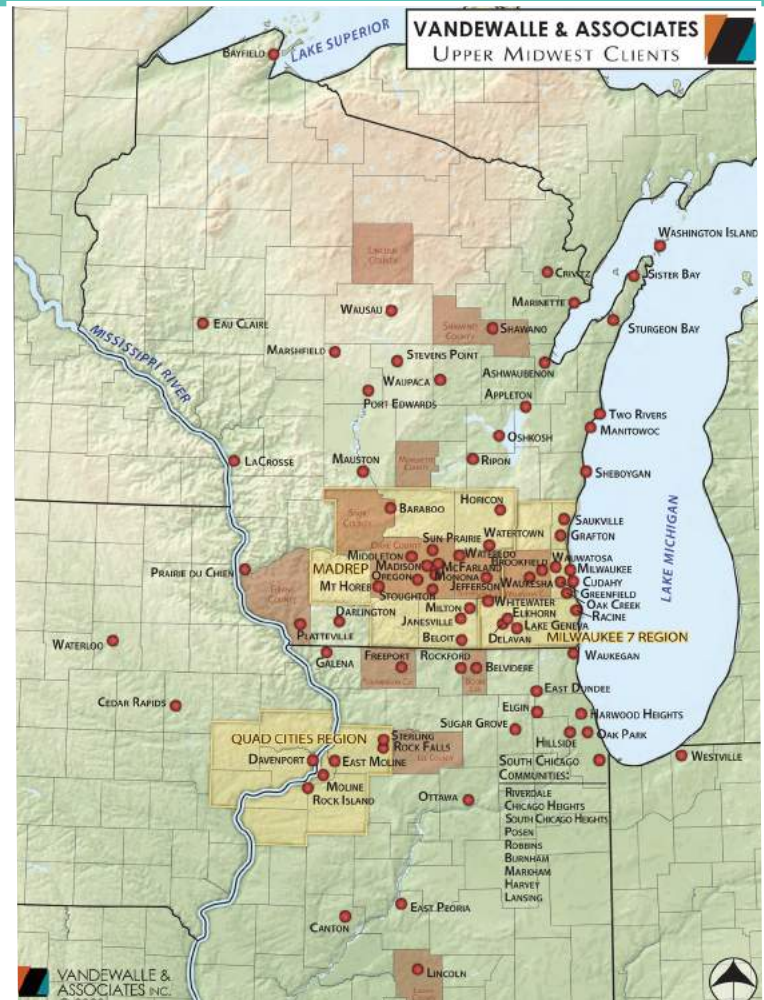
We have experience ranging from small townships to some of the most densely populated cities in the Midwest.

Below is a map of Vandewalle & Associates' client communities and a list of our past comprehensive planning clients.

### Comprehensive Plans

- Town of Almon, WI
- City of Altoona, WI
- Town of Angelica, WI
- Town of Aztalan, WI
- City of Baraboo, WI
- Town of Belle Plaine, WI
- City of Beloit, WI
- City of Berlin, WI
- Town of Berry, WI
- Town of Birnamwood, WI
- Village of Bowler, WI
- Town of Bradley, WI
- City of Brookfield, WI
- Village of Brooklyn, WI
- Town of Caledonia, WI
- Village of Cecil, WI
- Town of Cedarburg, WI
- Village of Clinton, WI
- Town of Coming, WI
- Village of Cottage Grove, WI
- Village of Cross Plains, WI
- Town of Crystal Lake, WI
- City of Cudahy, WI
- Town of Dane, WI
- Village of Darien, WI
- City of Darlington, WI
- Town of Deerfield, WI
- Village of Deerfield, WI
- Village of DeForest, WI
- Town of Dekorra, WI
- City of Delavan, WI
- Town of Douglas, WI
- City of Edgerton, WI
- Village of Eland, WI
- Village of Endeavor, WI
- City of Fitchburg, WI
- Village of Fontana, WI
- City of Fort Atkinson, WI
- Town of Germania, WI
- Town of Grant, WI
- City of Greenfield, WI

- Town of Harding, WI
- Town of Harris, WI
- Town of Harrison, WI
- Town of Herman, WI
- City of Horicon, WI
- Town of Hutchins, WI
- City of Janesville, WI
- City of Jefferson, WI
- Village of Johnson Creek, WI
- City of Juneau, WI
- Town of King, WI
- City of La Crosse, WI
- City of Lake Geneva, WI
- City of Lake Mills, WI
- Lincoln County, WI
- Town of Lowville, WI
- City of Manitowoc, WI
- Town of Maple Grove, WI
- Marquette County, WI
- City of Mauston, WI
- Town of Mazomanie, WI
- Village of McFarland, WI
- Town of Menasha, WI
- City of Merrill, WI
- Town of Merrimac, WI
- City of Milton, WI
- City of Montello, WI
- Town of Montello, WI
- Town of Morris, WI
- Town of Moundville, WI
- Village of Mount Horeb, WI
- Town of Navarino, WI
- Village of Neshkoro, WI
- Village of Newburg, WI
- Town of Newton, WI
- City of Oak Creek, WI
- City of Oconomowoc, WI
- Town of Oregon, WI
- Village of Oregon, WI
- Town of Oxford, WI
- Town of Packwaukee, WI
- Village of Paddock Lake, WI
- Town of Pella, WI



- Town of Pine River, WI
- City of Plymouth, WI
- Village of Poynette, WI
- City of Prairie du Chien, WI
- Town of Prairie du Sac, WI
- Village of Prairie du Sac, WI
- Town of Red Springs, WI
- City of Reedsburg, WI
- Town of Rock, WI
- Town of Roxbury, WI
- Town of Russell, WI
- Village of Sauk City, WI
- Town of Schley, WI
- Town of Seneca, WI
- Shawano County, WI
- City of Shawano, WI
- City of Sheboygan, WI
- Village of Sherwood, WI
- Town of Shields, WI
- Town of Skanawan, WI
- Village of Slinger, WI
- Town of Somo, WI
- Town of Springfield, WI
- Stockbridge-Munsee, WI
- City of Stoughton, WI
- Village of Tigerton, WI
- Town of Tomahawk, WI
- Town of Vienna, WI
- Village of Walworth, WI
- Town of Washington, WI
- City of Waterloo, WI
- City of Watertown, WI
- Town of Waukechon, WI
- City of Waukesha, WI
- Village of Waunakee, WI
- City of Wauwatosa, WI
- Village of Westfield, WI
- Town of Westport, WI
- City of Whitewater, WI
- Village of Williams Bay, WI
- Town of Wilson, WI
- Town of Windsor, WI
- Town of Wittenberg, WI
- Village of Wittenberg, WI
- Boone County, IL
- Harwood Heights, Village of, IL
- Lee County, IL
- Rockton, Village of, IL
- Sterling, City of, IL



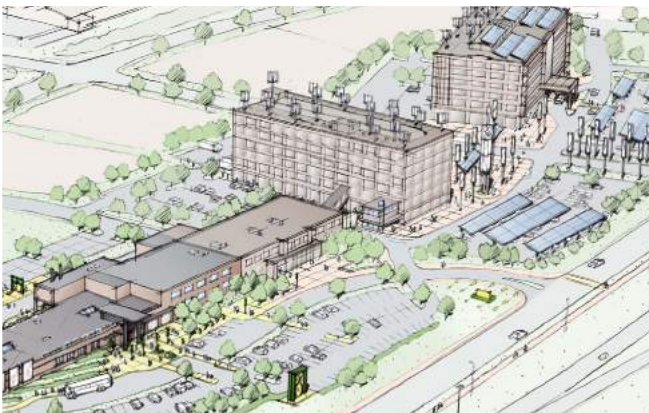


## WHY VANDEWALLE & ASSOCIATES

# WHY PARTNER WITH V&A?



From Concept to Construction. Above: Capitol East District. Below: Courtyard Marriott Hotel at TechWorks, on former John Deere site.



## It takes a different kind of team to tackle unprecedented change.

To help answer the highly complex challenges facing your community, Vandewalle & Associates has assembled a multi-disciplinary team of innovative professionals—each applying their unique expertise to work as an extension of your team.

**A Plan that implements the City's vision.** Our extensive experience working with communities throughout Wisconsin has given us an unparalleled perspective on the issues, concerns, and opportunities that will drive this process.

- **Count on us to uphold and integrate the big picture.** We are known for our ability to integrate uncovered assets and opportunities into every phase of the project—from identifying emerging or hidden opportunities, to keeping the community vision front and center.
- **Rely on our depth of experience and expertise.** Many firms offer comprehensive planning services. Yet no other team can compare with the commitment and experience our experts have gained through decades of experience working together.
- **Foster meaningful public outreach and participation touchpoints.** Our approach provides feedback avenues that include in-person, web-based, and social media. We are ready to make meaningful connections with community members and leaders to find out what is important to them in long-term planning for Manitowoc and to reach them where they are – beyond public meetings.

**The proof is in the projects.** We invite you to make us part of your team ... and see just how efficiently we can move Manitowoc toward a sound discovery and vision process, achieving the right balance of land use and tax base, and shaping strategic projects that fulfill community goals.



VANDEWALLE & ASSOCIATES INC.  
Shaping places. shaping change.

## Innovative Comprehensive Planning and Smart Growth Expertise



Our mission is to preserve and enhance quality of life through long-range planning. Our comprehensive plans provide communities with the necessary tools to manage growth effectively and achieve their desired character. We accomplish this by working with each community to uncover what makes it special, then by providing clear, highly visual recommendations on how to protect and enhance its unique combination of attributes, resources, and opportunities. This process involves a proactive and ongoing approach to public involvement.

Since 1999, Vandewalle & Associates has finished or is nearing completion on more than 100 comprehensive plans and 10-year updates that meet Smart Growth requirements. Our clients range in population from fewer than 1,000 to more than 50,000.

Our experienced, diverse team of professionals assures that plans are truly “comprehensive” in their scope. We then provide expertise to help turn plans into reality through zoning ordinances, subdivision ordinances, official maps, and more detailed plans and market analysis. We also assist communities in processing and reviewing development proposals and other day-to-day planning activities including TIF creation and developer incentive negotiations.

The Vandewalle & Associates team of expert planners has firsthand insight into the Smart Growth legislation and how it has evolved over time. Over the last 40 years, we have learned what works, where to focus energy, and how to create flexible, action-oriented plans that meet the letter of the law but also serve our clients’ day-to-day and long-term planning needs.



## Urban Planning



Planning and building cities and townscapes that are both functional and exciting lies at the heart of Vandewalle & Associates’ professional practice. We excel in designing timeless and memorable urban environments that are tailored to local conditions and are rich in local character. We bring our skills to a variety of complex challenges, including comprehensive planning; downtowns, special districts, transit-oriented, mixed-use developments; urban corridor redevelopment plans; brownfield site reuse planning; neighborhood redevelopment projects; market and economic impact analysis; and architectural design guidelines.

Over the past 40 years, the firm has demonstrated success in building the public and private partnerships necessary to leverage the opportunities implicit in the community, find the capital needed to get the job done, and serve our clients as a multi-disciplinary, ongoing economic development advisor and growth management consultant. Our goal is to prepare plans that are highly creative, implementable, and acceptable to all players and stakeholders in the public and private sectors.

## Environmental Planning and Landscape Architecture



Vandewalle & Associates' planning philosophy is also sensitive to the protection, preservation, and celebration of a community's natural resources and incorporates conscientious environmental planning into our comprehensive planning and redevelopment and economic development analysis and planning. The firm is at the forefront of comprehensive park and open space planning in Wisconsin. Fundamental to our philosophy is that park systems should not only act as an integrated system of green spaces, but also serve to improve the quality of life for all community residents. A community's open space system should meet the needs of all citizens and showcase the unique natural features and attributes that shape and define a community. Vandewalle & Associates' approach to environmental planning is to help communities develop plans that are comprehensive and visionary in their scope.

Our multi-disciplinary team includes landscape architects who are able to seamlessly integrate natural elements into site design and highlight natural resources as the important community assets they are. Our landscape architecture services include greenway planning, site planning, streetscape planning, park master planning, planting and landscape material guidelines, and trail design. Furthermore, our firm has assembled a consortium of planners, engineers, and attorneys that specialize in developing strategies for reusing abandoned central city sites including brownfields areas. Infill development on brownfields is becoming an increasingly important issue in community planning as cities struggle to revitalize their central areas and quell the inefficiencies and problems associated with sprawl development on the urban fringe. Our multi-firm consortium facilitates brownfields redevelopment from site identification and analysis to site remediation and planning for reuse, and, ultimately, through developer recruitment and project implementation.



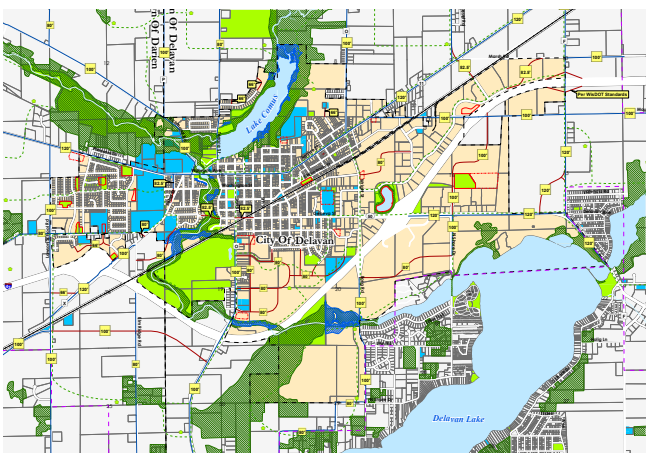
## Transportation Planning



Vandewalle & Associates has assembled a team of planners and designers with extensive experience in creating new places that are community focal points and yet are integrated into their surroundings. Our firm's design philosophy is focused on creating places that are well-designed, identifiable, and visually exciting, but also are strategically incorporated into the surrounding transportation infrastructure – including road networks, pedestrian and bicycle facilities, and transit stations and routes. We also build on existing transportation plans within the scope of Comprehensive Plan updates

to seamlessly integrate priorities identified in Official Maps, Capital Improvement Plans, and Intergovernmental Agreements with the recommendations and actions plans of the Comprehensive Plan.

In too many communities, the proliferation of conventional subdivisions and poorly planned developments that prioritize the car over the human, while also ignoring the relationship between land use and transportation, has resulted in the loss of community identity and open space, often isolating residents who are less mobile. Instead, we seek to create districts that contain a variety of related land uses that utilize transit opportunities and create safe, pedestrian-oriented streets.





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