

City of La Crosse, Wisconsin

Comprehensive Plan Writing

Technical Proposal

November 15, 2021



Contents

1	Team Overview.....	4
2	Project Experience	8
3	Understanding and Scope of Work	19

Required Materials

Cover Letter	3
Organization Profile and Qualifications	4-7
Qualifications of Key Personnel	Appendix*
Technical Experience	8-18
Statement of Understanding	19-20
Scope of Services	21-29
Methodology to Complete Tasks	21-29
Work Schedule	30

**Appendix delivered as separate file*



November 11, 2021

Lewis Kuhlman
400 La Crosse Street
La Crosse, WI 54601

Dear Mr. Kuhlman,

Houseal Lavigne is pleased to submit this proposal to update the Comprehensive Plan for the City of La Crosse. Our project team is uniquely qualified to undertake this assignment, bringing insight, expertise, and understanding together with regional and national experience gained from working with communities throughout the Midwest, Wisconsin, and the country. Our Wisconsin experience includes projects in Oak Creek, Fond du Lac, Oshkosh, and Milwaukee.

Houseal Lavigne is an award-winning community planning, urban design, and economic development consulting firm with extensive experience in a range of assignments, including comprehensive planning, community engagement, corridor planning, economic development, parks and open space, market, economic and fiscal analysis, and implementation. We have worked with more than 350 communities across the country. Through our work, we ensure each community receives the highest quality plan and pride ourselves on providing innovative and forward-thinking ideas.

Demonstrating our firm's history of professionalism and innovation, Houseal Lavigne was awarded the National Planning Excellence Award from the American Planning Association (APA) in 2014, specifically noting our innovation, implementation success, creative and effective outreach, integration of new technologies, industry-leading graphic communication, and our overall influence on the profession of planning in the United States. In addition, we have consistently won APA awards in several states for our comprehensive plans, area plans, corridor plans, strategic plans, outreach, technology applications, and implementation strategies.

For this assignment, we will work with **HR Green**, a full-service transportation and engineering firm with expertise in a wide variety of transportation and mobility systems, infrastructure, environment, and civil engineering disciplines. Houseal Lavigne and HR Green have collaborated with several municipalities on similar assignments in the past, accruing a portfolio of innovative planning work.

We are available to undertake the assignment immediately upon selection and meet all deliverable dates and milestones. We would like to note that our entire scope of work and approach to community outreach is designed to be responsive to the impacts of COVID-19. We have successfully adapted our community outreach for current projects throughout the country including meetings with boards, commissions, and staff to a virtual format, as needed.

Our team would be thrilled to work with the City of La Crosse. We appreciate the opportunity to submit our proposal for this important project and look forward to the prospect of working with you and the entire North Liberty community on the new Comprehensive Plan. If you have any questions regarding this submittal, please do not hesitate to contact me.

Sincerely,

John Houseal, FAICP
Co-Founder, Principal
(312) 372-1008 x101
jhouseal@hlplanning.com

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Chicago, Illinois 60601
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SECTION 2

TEAM OVERVIEW

Our project team for the Comprehensive Plan Writing assignment is made up of a team of professionals with specialized expertise in all areas of zoning, comprehensive planning, downtown and corridor planning, neighborhood and special area planning, economic development and market analysis, community outreach and engagement, and implementation. Our project team has been specifically assembled to provide the City of La Crosse with a responsive, effective, creative, and specifically unique plan.



Houseal Lavigne is an award-winning consulting firm specializing in all areas of land development regulations, community planning, urban design, and economic development. We have expertise and experience with assignments of all scales, including regional, city-wide, subarea, district, and site-specific planning and design. We strive for a true collaboration of disciplines and talents, infusing all our projects with creativity, realism, and insight.

Houseal Lavigne provides a fresh approach to urban planning, a strong foundation in contemporary development practices, an insightful understanding of market and economic analysis, and an effective ability to conduct engaging community outreach. Our firm is able to meet the unique challenges of any assignment and develop creative solutions that ensure compatibility between the built and natural environments.



HR Green is honored to be one of the nation's longest operating engineering firms. For more than 100 years, the HR Green family of companies has been dedicated to our clients' success. Whether we are providing civil engineering services, innovative management solutions to timely challenges, or overseeing the construction of a high profile improvement, the projects we undertake with our clients connect and shape communities, drive redevelopment and sustainability goals, and improve processes for consistent value.

Services

- Comprehensive Planning
 - Neighborhood & Subarea Planning
 - Downtown Planning
- Transit-Oriented Development
 - Corridor Planning
- Land Planning & Site Design
- Zoning/Regulatory Controls
- Development Services
 - Retainer Services
 - Design Guidelines
 - Park, Recreation & Trail Master Planning
- Market & Demographic Analysis
- Fiscal/Economic Impact Analysis

Firm Location

Houseal Lavigne
188 West Randolph Street, Suite 200
Chicago, IL 60601

680 E. Colorado Boulevard, Suite 180
Pasadena, CA 91101

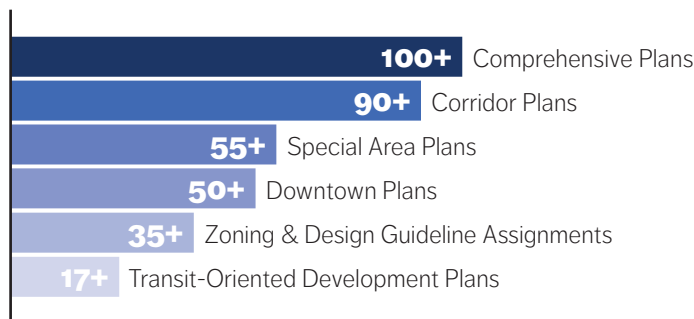
Firm Size
15+ Employees



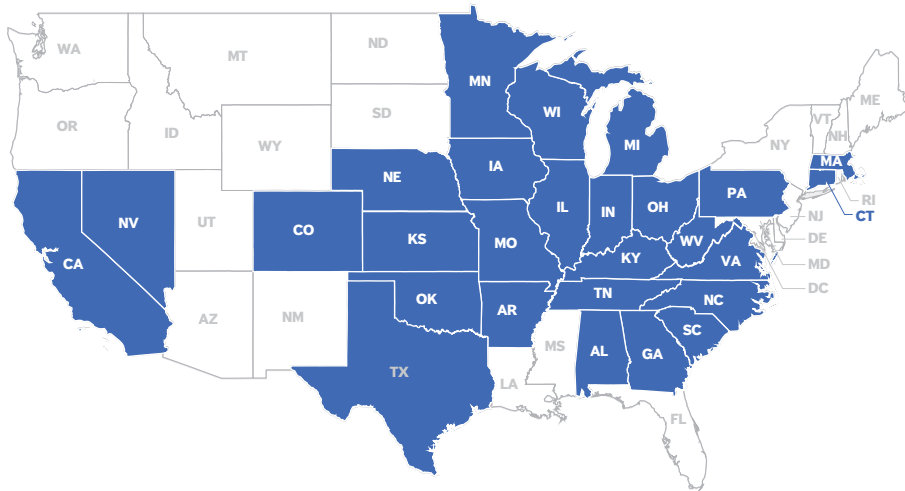
Lead Consultant Houseal Lavigne

Houseal Lavigne is an innovation-based urban planning and design firm. We pride ourselves on creativity, collaboration, and delivery of quality. Our team approach is built on strong relationships, the exchange of ideas, and a commitment to the integration of technology. Our priorities are to do good, have fun, work hard, and provide responsive, visionary, and viable solutions to our clients and partners.

OVER THE LAST 15 YEARS,
WE HAVE WORKED ON MORE THAN **450 PLANS** ACROSS MORE
THAN **400 COMMUNITIES NATIONWIDE**. WE HAVE DIRECTED...



OUR **NATIONAL EXPERIENCE** INCLUDES PLANNING,
DESIGN, ECONOMIC, AND ZONING ASSIGNMENTS IN...



SERVICES

- Comprehensive Planning
- Neighborhood & Subarea Planning
- Zoning/Regulatory Controls
- Downtown Planning
- Transit-Oriented Development
- Corridor Planning
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- Land Planning & Site Design
- Park, Recreation & Trail Master Planning
- Market & Demographic Analysis
- Fiscal/Economic Impact Analysis
- Development Services
- Retainer Services



GIS & Geospatial Technology

GIS and Geospatial technologies are an integral part of all our services areas, including Comprehensive Planning, Land Planning & Site Design, Visualization, and Community Engagement efforts. Houseal Lavigne is an Esri Gold Business Partner and has been designated with the ArcGIS Online Specialty and Release Ready Certifications that recognizes our expertise in the implementation and utilization of the ArcGIS Platform.

Houseal Lavigne is one of a select few Urban Planning firms in the United States that have been awarded the ArcGIS Urban Specialty Designation further exemplifying our commitment to being on the forefront of GIS technology for urban planning.



ArcGIS Online
Specialty



ArcGIS Urban
Specialty



Release Ready
Specialty

Founding Principles

Houseal Lavigne began with a set of founding principles that still guide every project we undertake. By continually honoring these principles, we have reliably and repeatedly served our clients, established trust and strong professional relationships, and produced results that exceed expectations, and developed plans that have served as points of pride for communities. By adhering to our founding principles, we have emerged as one of the most respected, trusted, innovative, and effective firms in the industry. Our founding principles are:

Better Community Outreach. We believe strongly in fostering a sense of “community stewardship” by using an inclusive approach to stakeholder engagement as a foundation for all our projects.

Commitment to Creativity. We believe vision and creativity are among the most important components of good planning and design, and we pledge to provide fresh, responsive, and intriguing ideas for local consideration.

Graphic Communication. We believe all planning processes and documents should utilize a highly illustrative and graphic approach to better communicate planning and development concepts in a user friendly, easy to understand, and attractive manner.

Technology Integration. We believe the integration of emerging technologies should be used to improve the planning process and product - improving public engagement and involvement, fostering evidence-based decision-making, and producing more effective documents and recommendations.

Client Satisfaction. We believe meeting the needs of our clients is a top priority and we strive to achieve it by developing and maintaining strong professional relationships, being responsive to clients’ concerns and aspirations, and always aiming to exceed expectations.

Award-Winning Planning

As a testament to our firm’s overall approach and project methodologies, Houseal Lavigne has frequently been recognized across the country by our peers and honored with awards and special recognition. Houseal Lavigne has received multiple awards for “Best Plan” from several state chapters of the American Planning Association (APA) in categories including comprehensive plan, strategic plan, community outreach, innovation, healthy communities, and best tool or practice. In addition, Houseal Lavigne was awarded the APA’s 2014 National Planning Excellence Award for an Emerging Planning and Design Firm. Upon receiving the award, the APA recognized our innovative planning approach, targeted implementation strategies, creative and effective outreach, integration of emergent technologies, industry-leading graphic communication, and noted our firm’s overall influence on the planning profession across the United States.

Very recently, in April of 2020, Houseal Lavigne’s work with the Town of Morrisville received two awards for the use of technology as part of the Land Use Plan and Town Center 3D Scenarios Visualization. This includes the American Planning Association – Technology Division’s Smart Cities Award and Esri’s Special Achievement in GIS Award. Both awards recognized the innovative use of tools and software including CityEngine and Unreal Engine to visualize and analyze different land use scenarios for Morrisville’s Town Center.

AWARDS

2020

Smart Cities Award, American Planning Association, Technology Division: **Land Use Plan/Town Center, Morrisville, NC**

Special Achievement in GIS Award (Esri): **Land Use Plan/Town Center Morrisville, NC**

2019

CO APA General Planning Award: **Aurora Places Comprehensive Plan**

2018

IL APA Healthy Active Community Award: **Healthy Chicago 2.0**

ESRI Special Achievement in GIS Award: **Oshkosh Corporation World Headquarters / Lakeshore Redevelopment**

VA APA - Commonwealth Plan of the Year Award: **Bristol Comprehensive Plan**

2017

IL APA - Outreach Award: **Envision Oak Park Comprehensive Plan**

2016

MN APA - Innovation Award: **St. Cloud Comprehensive Plan**

2015

MI APA - Daniel Burnham Award (Best Plan): **Imagine Flint Master Plan**

2014

APA National Planning Excellence Award for an Emerging Planning & Design Firm

MI APA - Planning Excellence Award for Public Outreach: **Imagine Flint Master Plan**

IA APA - Daniel Burnham Award (Best Plan): **Coralville Community Plan**

2013

Kane County Plan of the Year Award: **City of St. Charles Comprehensive Plan**

2012

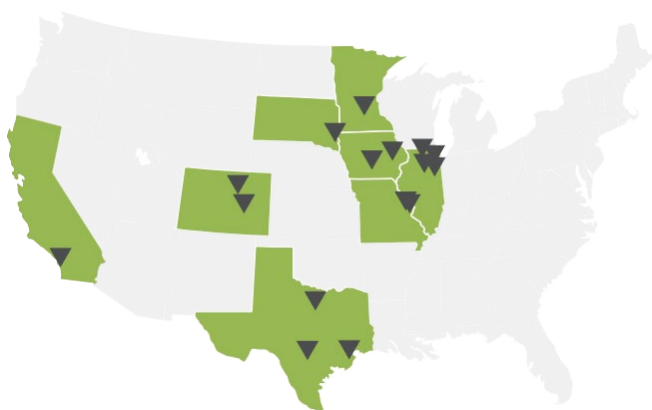
IL APA - Daniel Burnham Award (Best Plan): **Village of Downers Grove Comprehensive Plan**

ACEC Illinois - Merit Award: **IL 47 Corridor Plan**

Experience and Qualifications

Established in 1913, HR Green, Inc. is employee owned. We collaborate across geographies and markets to provide the engineering, technical, and management solutions that connect and shape communities and are driven by the commitment of our clients.

HR Green is headquartered in Cedar Rapids



16 Offices in 8 States

HR Green offices are located throughout the United States in California, Colorado, Iowa, Illinois, Minnesota, Missouri, South Dakota, and Texas.



**OVER 525
EMPLOYEE
S**

**ENR
TOP 500
Design Firms**

HR Green has continued to climb the rankings on Engineering News Record's (ENR) annual lists of top design and construction firms in the nation, rising 39 spots and coming in at 202.

Comprehensive Services



TRANSPORTATION

Whether your infrastructure needs include design, construction, funding identification, innovative geometry, environmentally sensitive areas, sustainable and attractive structures, or difficult traffic challenges, we can provide the solutions you need.



WATER

From feasibility studies through construction phase services, we help clients achieve reliable, cost-effective, and innovative solutions for potable and process water, wastewater, and water resources management.



SERVICES
GOVERNMENTAL

Our professionals combine creativity with reliability to provide staff augmentation and consulting services to local governments. We provide engineering, public works, planning, and building departments with staff to meet the variable workloads.



LAND
DEVELOPMENT

We unify engineering, surveying, construction, land planning, and landscape architecture consultants into a single, integrated team that excels at project efficiency, effective project management and outstanding communication.



ENVIRONMENTAL

Whether your environmental needs include the remediation of brownfields sites to allow for community redevelopment, environmental compliance for infrastructure and facilities, or NEPA services for transportation infrastructure, HR Green can provide environmental solutions.



CONSTRUCTION

Our construction professionals are experienced with projects for municipal, county, and state clients that include bridges, roads and highways; storm and sanitary sewers; water distribution systems; water treatment facilities; wells, and storage facilities; pumps and lift stations; and wastewater facilities.

SECTION 2

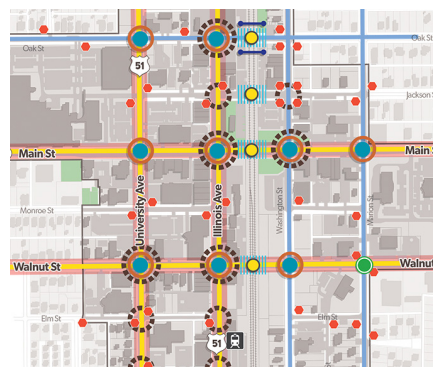
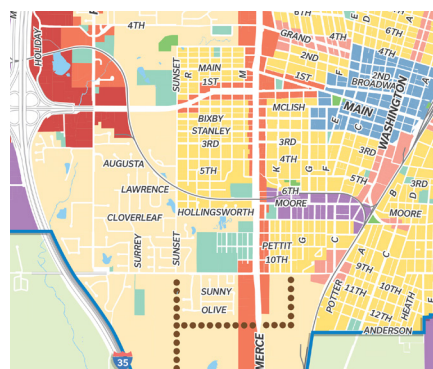
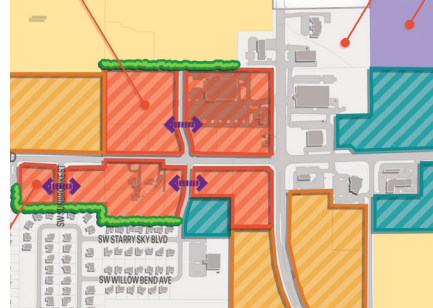
PROJECT EXPERIENCE

Houseal Lavigne has established itself as one of the top planning firms in the United States. The firm strengthens communities through creative, dynamic, and viable approaches to planning, design, and development. By creating a clear and practical unifying vision, developing achievable and implementable plans and concepts, fostering innovative community involvement programs that reach a broad cross-section of stakeholders, crafting sustainable growth and resilient economic development strategies; our team provides the expertise necessary to improve the relationship between people and their environment.

We have worked on over 450 projects across more than 400 communities nationwide. In that time, we have directed more than 140 comprehensive plans and more than 50 downtown/TOD plans, 100 corridor plans, 55 special area plans, 35 zoning ordinances, design guidelines and related assignments. Our national experience includes planning, design, economic, and zoning assignments in Alabama, Arkansas, California, Colorado, Connecticut, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, Nevada, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Virginia, West Virginia, and Wisconsin. The list below include some of the communities we have worked in. Specific similar project experience is on the following pages.

Community Planning Experience

- Ardmore, OK
- Aurora, CO
- Battle Creek, MI
- Bentonville, AR
- Brentwood, MO
- Benton Harbor, MI
- Brownsburg, IN
- Bristol, VA
- Cape Code, MA
- Carpentersville, IL
- Cary, IL
- Coralville, IA
- Council Bluffs, IA
- Countryside, IL
- Crestwood, MO
- Crothersville, IN
- Culver, IN
- Downers Grove, IL
- Eden Prairie, MN
- Edinburgh, IN
- Elgin, IL
- El Paso County, CO
- Fairview Heights, IL
- Flint, MI
- **Fond du Lac, WI**
- Forest Park, IL
- Fort Dodge, IA
- Fort Lupton, CO
- Frederick, CO
- Freeport, IL
- Galesburg, IL
- Gardner, KS
- Geneva, IL
- Glen Ellyn, IL
- Grand Junction, CO
- Greater Bridgeport Region, CT
- Greenwich, CT
- Gunnison, CO
- Hudson, OH
- Jackson, MO
- Jackson, TN
- Jenks, OK
- Kenilworth, IL
- Marion, IA
- Maywood, IL
- **Milwaukee, WI**
- Mundelein, IL
- Muskogee, OK
- New Buffalo, MI
- North Aurora, IL
- Niles, IL
- Northfield, IL
- Oakbrook Terrace, IL
- **Oak Creek, WI**
- Oak Park, IL
- **Oskosh, WI**
- Palos Heights, IL
- Pingree Grove, IL
- Pleasant Hill, IA
- Plainfield, IN
- Richton Park, IL
- River Forest, IL
- Schaumburg, IL
- Sioux City, IA
- St. Charles, IL
- St. Cloud, MN
- Summerville, SC
- Tipton, IN
- Tipton County, IN
- University City, MO
- Westmont, IL
- Windsor, CO
- Wyoming, MI





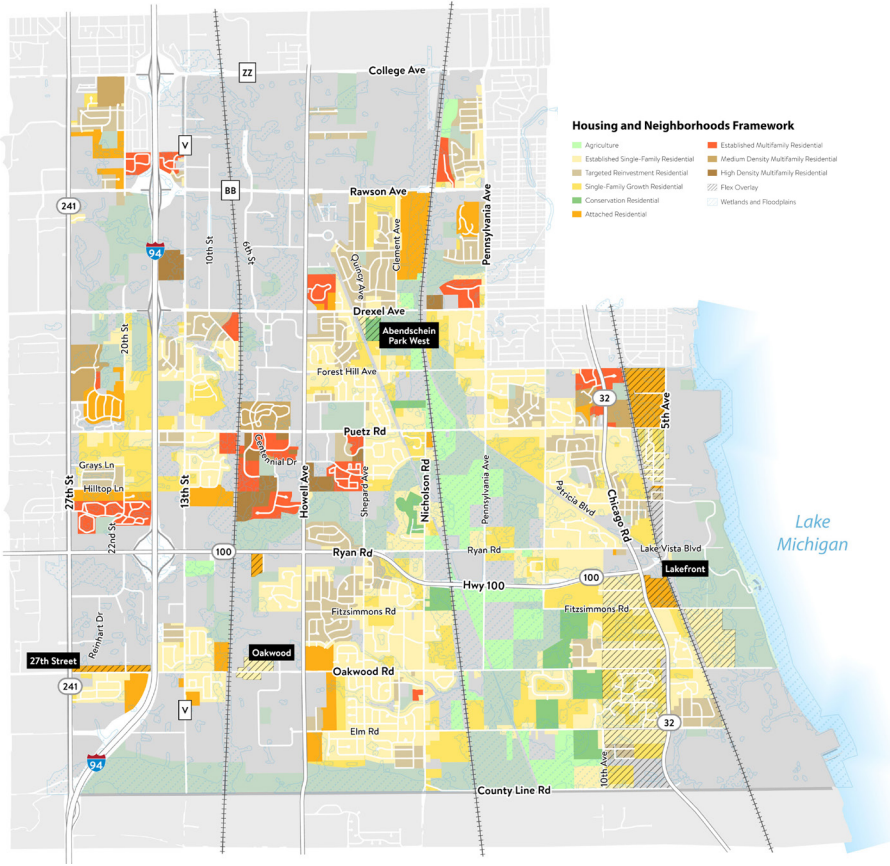
City of Oak Creek Comprehensive Plan and Zoning Update

Located in southeast Milwaukee County, the City of Oak Creek is a growing suburb that has transitioned from a semi-rural community of under 5,000 residents, to a diverse city of over 36,000. As a land locked community experiencing rapid growth, the Comprehensive Plan developed by **Houseal Lavigne** provides clear direction to help guide future development in an intentional and balanced manner as the City transitions to a fully built-out community.

Assets such as the Oak Creek waterway and related greenways are critical to community identity and quality of life and the Plan emphasizes the use of conservation design and other strategies to preserve natural areas while maximizing land values and development potential in targeted districts. Conservation is combined with strategies such as accommodating accessory dwelling units to facilitate infill development and the expansion of established retail nodes and industrial parks. Complemented by recommendations for the enhancement of multimodal transportation, the Plan also promotes the expansion of Oak Creek's Drexel Town Square and strategic establishment of other mixed-use districts.

Houseal Lavigne is currently working with the City to update the City's Zoning Code to ensure that plan recommendations are supported by the land use and development regulations needed to realize the community's vision.

Like La Crosse, Oak Creek's comprehensive plan adheres to Wisconsin Statutes Section 66.1001. Oak Creek is smaller than La Crosse, however, it too is looking to capitalize on waterway assets, meet the needs of a growing population, and focus on key corridors for reinvestment.



Oshkosh, Wisconsin

Sawdust District Master Plan

The Sawdust District is nestled in the heart of Oshkosh at the confluence of the Fox River and Lake Winnebago. The District is comprised of a collection of neighborhoods in the historic core of the community and was once home to thriving industrial businesses. Today, visitors come to enjoy waterfront amenities and to experience the energetic excitement that surrounds Menominee Nation Arena.

The City of Oshkosh tasked Houseal Lavigne with following up on the success of the Imagine Oshkosh Master Plan and providing a detailed look at the priority district.

The resulting Sawdust District Master Plan is graphically rich, designed to help the community visualize a regional destination with an eclectic mix of businesses, entertainment venues, and residential opportunities. Recommendations for desired land uses, design and development, transportation, and placemaking tie into the District's six functional subareas. The plan offers a framework for the City that will facilitate implementation and guide development for years to come, ensuring that the Sawdust District will increase its reputation for public use and enjoyment.

Oshkosh is the county seat of Winnebago County, just as La Crosse is the seat of La Crosse County. The cities enjoy similar regional impact as centers of employment. The Sawdust District Master Plan is a detailed look at an important, transitioning waterfront area for the City of Oshkosh.



Sawdust District Redevelopment Plan

CONCEPTUAL VISUALIZATION

1. Pedestrian and bike access along existing bridge and an underpass connecting the riverwalk
2. Gateway feature and plaza space surrounding the entrance into the Sawdust District
3. Office or mixed use building
4. Single-family attached
5. Public plaza and open space
6. Mixed use infill development along South Main Street
7. Mixed use development (commercial and restaurants uses on the ground floor with office and residential uses on the upper floors)
8. Office or mixed use building
9. Mixed use development (commercial and entertainment uses on the ground floor with office and residential uses on the upper floors)
10. Parking for mixed use development along South Main Street
11. Parking deck for office or mixed use (3 levels)
12. Riverwalk
13. Multi-family development
14. 9th Avenue extension/connection
15. Trailhead and parking
16. Pedestrian bridge
17. Multi-family development
18. Hotel / resort
19. Pioneer plaza and gathering area
20. Existing marina, boat storage, and boat docks
21. Multi-family development
22. Trails, open space, and berm buffering existing railway
23. Arena
24. South Main Street roadway improvements (using expanded right-of-way)
25. Adjacent residential neighborhood
26. Commercial infill development along South Main Street
27. South Main Street roadway improvements (using current right-of-way)
28. Commercial infill development along South Main Street
29. Multi-family development
30. Multi-family development
31. Single-family attached



City of Eden Prairie, Minnesota
Comprehensive Plan
“Aspire Eden Prairie 2040”

In January 2017, **Houseal Lavigne** and the City of Eden Prairie initiated a process to update its Comprehensive Plan. Branded as Aspire Eden Prairie 2040, the Plan acts as Eden Prairie’s primary policy guide for growth and development over the next 20 years.

Personalized and topic-focused outreach and community-wide stakeholder involvement was integral to the Plan. The strategic outreach efforts included interactive online community engagement, online and in-person community issues mapping, in-person interviews and focus-group meetings to discuss specific topics, Do-It-Yourself (DIY) workshop packets, which allowed residents to conduct community workshops within their organization and neighborhoods, and much more. In addition, the Plan integrates the concepts of community health, equity and diversity, sustainability and resilience, and historic preservation into both its Comprehensive Plan, and in greater detail, its Special Study Area Plans. Best practices on these topics drove the Plan’s development, while identifying recommendations that further enhance the City’s natural setting and environmental assets, protecting the community’s character, health, and wellbeing, welcoming and celebrating diversity, promoting equity, and furthering sustainability and resilience.

Sustainable Resilience

Energy Action Plan
The Energy Action Plan focuses on three key areas: energy efficiency, renewable energy, and energy equity. The plan includes various programs and incentives to encourage energy conservation and the use of renewable energy sources. The goal is to reduce the city's carbon footprint and increase its resilience to climate change.

Resilience & Sustainability
Goal 1: Increase climate resiliency and promote environmental and economic sustainability.

Estimated Market Value

Owner-Occupied Housing Estimated Market Value

- High Single-Family
- Single-Family
- Single-Family Duplex
- Low Apartment

Land Use Guide Plan 2040

Land Use Classifications

- Residential
- Low-Density Residential
- Medium-Density Residential
- High-Density Residential
- Resort/Leisure
- Urban Center
- Regional Commercial
- Commercial
- Office
- Industrial Flex Tech
- Flex Service
- Concentration
- Industrial
- Airport
- Public/Open Space
- Golf Course
- City/Institutional
- Right-of-Way
- MUSA Boundary

Chapter 4: HOVAP Chapter 3: Land Use DRAFT REVIEW ONLY Aspire Eden Prairie 2040 55

MnDOT Property Development Opportunity Site

This vacant, five-acre MnDOT property is a priority development opportunity for the area. Located between Veterans Lane and W. 20th Street, this large site is heavily wooded and provides a desirable setting for new development. The site can appropriately accommodate a range of uses including residential, retail, mixed-use, commercial, and business. Specific opportunities include a brewery with a taproom and a co-working space for startups. Given the size of the site, multiple uses could be accommodated. Any development should be oriented toward Veterans Lane and provide a connection to the Minnesota River Bluffs LRT Regional Trail.

Improvement Plan
 Martin Drive Special Study Area

Study Area Improvements

- Opportunity Site
- Existing Regional Trail
- Existing Local Trail
- Proposed Pedestrian/Bike/Transit Improvement
- Encourage Traffic Calming
- Preferred Transit Location
- Proposed Sidewalk

Economic Competitiveness

Land Use Classifications

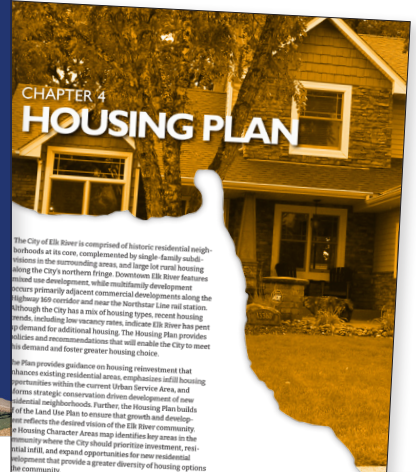
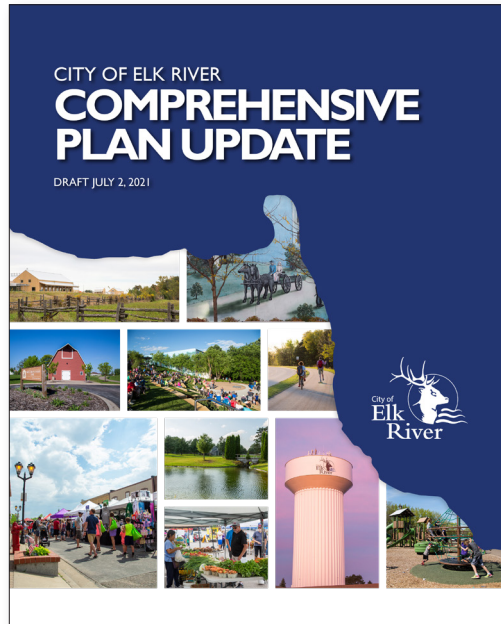
- Mixed-Use
- Town Center
- Transit-Oriented Development
- Regional Commercial
- Commercial
- Office
- Industrial Flex Tech
- Flex Service
- Industrial

City of Elk River, Minnesota
Elk River Comprehensive Plan

Elk River is the seat of Sherburne County, located 34 miles northwest of Minneapolis/ St. Paul. Between 1990 and 2018 the City of Elk River saw a 54% increase in its population. Two decades into the 21st Century, Elk River is projected to continue to experience consistent population growth through 2035. To help navigate growth and development into the future the City selected **Houseal Lavigne** to update its Comprehensive Plan.

The Elk River Comprehensive Plan provides a vision for the community that applies a smart growth approach to managing development over the next 15 years in the community. The Plan provides guidance on housing reinvestment that enhances existing residential areas, emphasizes infill housing opportunities, and informs strategic conservation driven development of new residential neighborhoods. In addition, the Plan also focuses on strengthening commerce and expanding employment opportunities within the City.

Actionable recommendations are provided throughout the Comprehensive Plan and include leveraging the City's waterfront assets, enhancing connections to outdoor recreation, and creating unique commercial options that support livability and establish Elk River as a destination along the Highway 169 corridor.



Housing Vision Statement
 In 2015, the City of Elk River adopted a range of housing options from smaller housing to entry-level homes for new families, and apartments and condos for young professionals. Infill housing development in the downtown and adjacent neighborhoods will reinforce the historic character of the City and support the established neighborhood character of the area. This will be complemented by the development of new neighborhoods that include increased housing variety and provide new affordable options for both homeowners and renters in the community.

Goal:
 Encourage residential development with a variety of housing types that fosters high-quality, livable neighborhoods to address housing and future residents.

Policies:

- Support Residential Development
- Support Residential & Purpose Density
- Support Strategic Conservation
- Foster Greater Housing Choice

City-wide Housing Policies
 The following policies include policies to encourage housing in Elk River regardless of location. Some neighborhoods specific policies that support the character unique to each area of the City are included in the following report.

Promote Context Sensitive Infill
 While context sensitive infill housing is a great way to increase housing stock, it is important that the City should encourage context sensitive infill housing that respects the character of the neighborhood. This includes supporting the development of infill projects that are similar in style and building type to existing housing in the neighborhood.

Context Sensitive Infill
 Context sensitive infill housing, like the design shown in the image, is a great way to increase housing stock in a neighborhood that is already built out with existing high-quality housing.

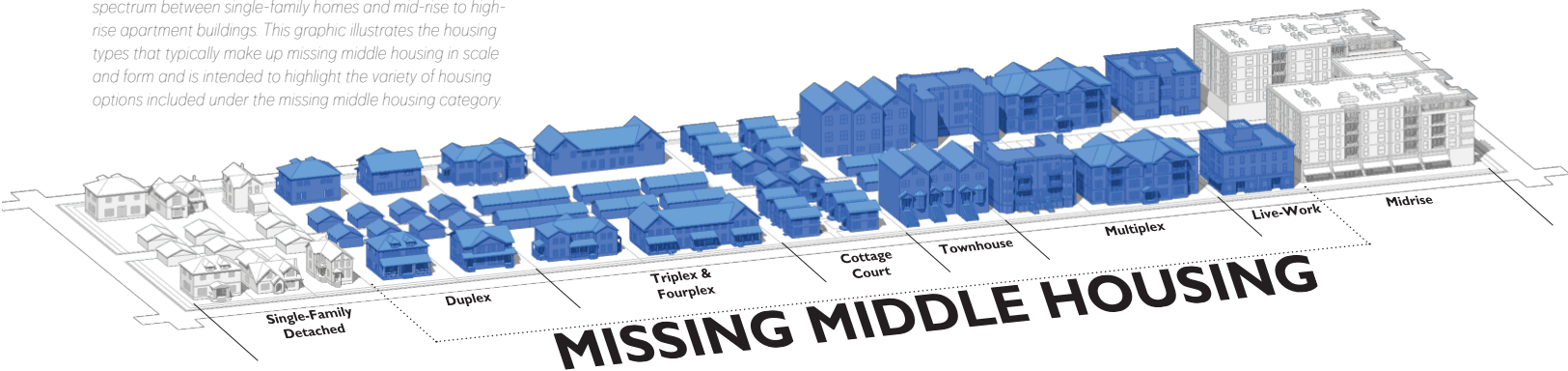
Encourages Quality Materials and Design
 To ensure development reflects the City's high-quality and attractive housing, encourage the use of high-quality construction materials in all new development. Construction materials that are consistent with the character of the neighborhood and that are durable and long-lasting are encouraged.

Practice Smart Growth
 The City should practice smart growth that promotes the efficient use of land and resources. Smart growth includes the development of new residential opportunities in areas that are already developed or near existing infrastructure. Smart growth also includes the development of new residential opportunities in areas that are currently undeveloped but have access to transit, parks, and other amenities.

Proactively Up-Zone to Align with the Land Use Plan
 The City should proactively update zoning to support the development of new housing types. This includes updating zoning to allow for higher density housing, such as townhomes, duplexes, and triplexes. This will encourage the development of higher density housing in areas that are currently zoned for single-family detached housing.

CONSERVATION DESIGN
 Conservation design includes the use of sustainable building practices and materials. This includes the use of energy-efficient appliances, low-VOC paints, and recycled materials. Conservation design also includes the use of green roofs and rainwater harvesting systems.

Missing middle housing sits in the middle of the development spectrum between single-family homes and mid-rise to high-rise apartment buildings. This graphic illustrates the housing types that typically make up missing middle housing in scale and form and is intended to highlight the variety of housing options included under the missing middle housing category.



City of St. Cloud, Minnesota
**Comprehensive Plan &
 Downtown Subarea**

With a vibrant Downtown along the Mississippi River, a thriving local economy, and home to a major university, St. Cloud is a community that has strong foundation upon which to plan for its future. The City's new comprehensive plan, directed by **Houseal Lavigne**, focuses on revitalizing the core neighborhoods, guiding investment in the commercial corridors and employment areas, enhancing multi-modal connectivity, and establishing a strong economic development strategy. Rich in graphics and illustrations, the Plan includes a detailed Downtown Plan and Division Street Corridor Plan that enhances urban design, sense of place, and overall functionality. The Plan also identifies development opportunity catalyst sites and provides a development program and development visualization for market viable concepts.



North Downtown Riverfront Catalyst Site

Site Characteristics:

- **Size:** 37,020 SF/0.42 acres
- **Parcels:** 7
- **Zoning:** R-6 Multi-Family Residential Development, R-7 High Rise Multi-Family Residential District
- **Existing Development:** 80-unit apartment building (public housing), historic mixed-use building, two multi-family buildings, light industrial business, underdeveloped lots of way.

Design Considerations:

As a result of these various design considerations, redevelopment of the North Riverfront site requires a piecemeal approach where development of one component is not dependent on another.

- Located adjacent to the Mississippi, this site presents an opportunity to create a development that takes advantage of its riverfront access and location within the Downtown and proximity to the River's Edge Convention Center.
- The site is bisected by actively used railroad and utility rights-of-way that limit development parcel assembly opportunities. A subdivision that is located at 5th Avenue and 2nd Street N must remain, but will be reduced in size.
- The northern extension of the Beaver Island Trail must also be accommodated either in its current alignment or in a new alignment that maintains connections to the north of the site.

Proposed Redevelopment Concept:

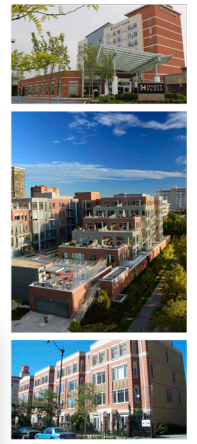
Hotel - 4-6 stories, 40-80 rooms
 A hotel with a lobby, restaurant, and event space on floors. The hotel would have a strong orientation to the river with meeting and event space with riverfront views.

**Mixed Use - 3-4 stories, 20-30 units
 1500 square feet commercial.**
 A new mixed-use building of similar intensity to the adjacent Carver Building, office or retail located on the ground floor with residential units on the upper floors.

Multi-family - 5-6 stories, 70-80 units
 Assembly and redevelopment of two existing two-story multi-family properties with more intense multi-family development. Average grade change to accommodate multi-level, underground parking with residential units on upper floors gaining views of the riverfront. Redevelopment of these properties would allow for the relocation of the Beaver Island Trail to its originally preferred alignment as an on-grade path along the riverfront north of 2nd Street N.

Parking - Surface lots, on-street, and structured
 Overall, each development component would provide sufficient on-site or related off-street parking. Existing on-street parking on 5th Avenue would likely be converted to angled or parallel parking to facilitate through traffic on the site.

Hotel parking would be provided via a surface lot immediately adjacent the hotel as well as a new lot located in the area between the lobby and stairwell.



Case Study: Business to Business, Buying Local in Detroit

As Detroit's economic engine, the business-to-business sector is a key driver of growth. The city is working to attract and retain these businesses by providing a supportive environment for their needs.

D2D
 Connecting Detroit, business by business.

Attracting, Retaining & Growing Business!



North Downtown Riverfront Conceptual Visualization

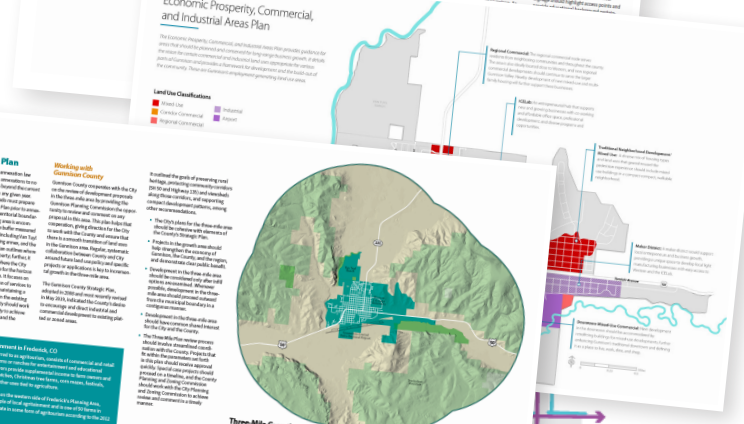
City of Gunnison, Colorado
Comprehensive Plan

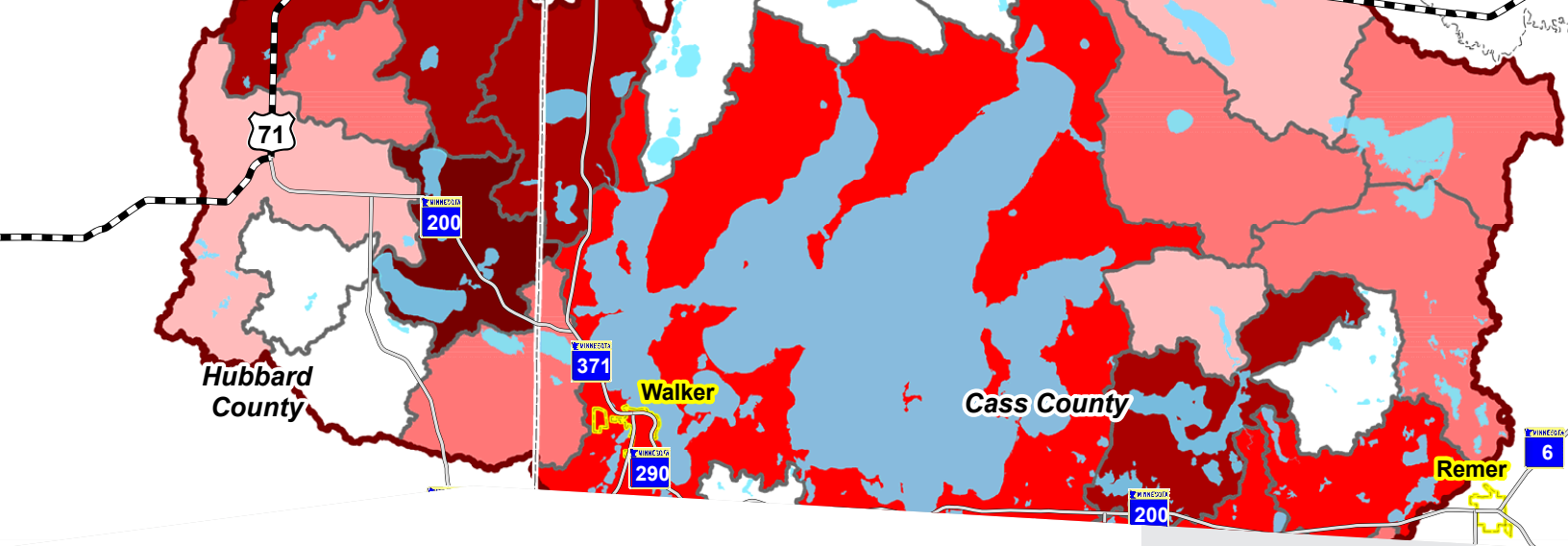
The City of Gunnison, Colorado is an active, outdoor-oriented place boasting a picturesque downtown, strong western heritage, and a lively entrepreneurial and arts community. As a base for access to regional natural areas and world class skiing, the city is well served by a strong tourism industry. The growing Western Colorado University campus, located on the east side of the city contributes to its unique character.

Faced with the opportunity to leverage these distinct assets in a small-town setting, the city sought an update to its Comprehensive Plan. Desiring guidance for carefully considered expansion into its growth areas and attainable housing options for a growing population, all while retaining its character and heritage, the city hired Houseal Lavigne, JR Engineering, and local housing consulting firm Williford LLC to prepare its new comprehensive plan.

The plan aims to build on the community's assets while increasing opportunities for residents old and new. The plan prioritizes improving housing availability and attainability for a growing population. The subareas bookend the community, providing a framework for thoughtful growth to the north while outlining an improved gateway experience to the south.

Tailored specifically to Gunnison, sustainability and resiliency best practices supported by extensive community outreach are woven throughout the Comprehensive Plan. They address the city's high-desert climate, which regularly delivers extreme cold temperatures, as well as the community's desire for preservation of natural areas and farmland.





1W1P Leech Lake

Cass County, Minnesota

HR Green staff have direct experience with comprehensive One Watershed, One Planning. We recently completed the Leech Lake River One Watershed, One Plan. This particular watershed has identified many Natural World, Quality of Life, Effective Leadership and Climate and Risk associated values and related issues and opportunities to focus implementation strategies for. For example, Natural World values include surface waters (lakes, streams and wetlands), groundwater (quantity and quality), land use (forests, agriculture and ranching, urban areas and fisheries and wildlife). quality of life values include outdoor recreation and local economic sustainability. Each of these have explicitly defined value statements for each resource as well as the issues/risks affecting them. For example, risks associated with land use alteration, dramatically increasing rainfall intensity, aging and undersized stormwater infrastructure and weak land development code related to surface drainage and storage combine to increase economic, public safety and fisheries/wildlife habitat risks associated with local and downstream flooding. HR Green staff was also involved in the One Watershed, One Plan Pilot studies, helping to form the processes and tools necessary to develop these integrated, comprehensive implementation plans. The benefits to local communities: well-informed decision making, prioritized, targeted and optimized actions, strategic partnerships, mid- and long-term measurable goals and identification of funding sources typically outside of standard capital improvement planning.

REFERENCE

Kelly Condiff
 Environmental Services
 Cass County
 303 Minnesota Avenue
 Walker, MN 56484
 P: (218) 820-9165
 E: kelly.condiff@co.cass.mn.us

COMPLETION DATE

2019

KEY HIGHLIGHTS

- HUC8 Watershed (854,659 acres/259 square miles).
- Comprehensive Watershed Plan.
- 10-year Implementation Plan with Long-term Goals for Future.
- Stakeholder Values-based approach focused on Ecological, Social and Economic Values.
- Thirty-three (33) Unique Subwatershed Management Zones with 11 Prioritized as Target Subwatersheds for Implementation in first 10-years.
- Measurable Goals, Costs, Funding Sources, Partnerships and Timelines.



Southwest Harriet Stormwater Management Master Plan

Minneapolis, Minnesota

HR Green was selected by the City of Minneapolis to prepare a flood reduction feasibility study for the neighborhoods southwest of Lake Harriet. The 365-acre area to the southwest of Lake Harriet and north of Minnehaha Creek has a long history of flooding due to inadequacies of the storm drain system. This area is heavily urbanized and is surrounded by a mix of residents, businesses and public institutions including two (2) community parks. Multiple flooding issues impacting private property have been identified in the project area over the past 40 years due to undersized infrastructure. Projects to reduce flooding had been proposed in the past; however, poor stakeholder support, cost constraints and constructibility issues had prevented them from implementation. Since then, the City has entered into a Memorandum of Understanding (MOU) with the Minnehaha Creek Watershed District (MCWD), and the Minneapolis Parks and Recreation Board (MPRB) to encourage project collaboration. The MOU outlines how the three (3) agencies will work together to identify multi-jurisdictional initiatives to achieve complex goals such as:

- ▶ Reducing flooding
- ▶ Achieving regional pollutant load reductions identified in TMDLs
- ▶ Reducing runoff volumes and peak flows to Minnehaha Creek
- ▶ Eliminating combined sewer overflows

HR Green led the collaborative efforts on this study that included workshop meetings with representatives of the MOU partners to accomplish project goals outlined by each of the partners. Using XPSWMM and Optimatics software, HR Green came up with infrastructure upgrades that would not only reduce flooding and private property impacts, but also stay within the set design parameters. With the fully developed, densely urbanized area, finding volume reducing solutions that were actually feasible was challenging. A holistic approach including both green and grey infrastructure techniques were used including storage within the street ROW and adjacent park properties. With all proposed upgrades, roughly 60 homes and businesses are expected to be removed from 100-year event flooding impacts.

REFERENCE

Lisa Goddard, PE
Principal Engineer
P: 612.673.2096
E: lisa.goddard@minneapolis.mn.us

STUDY COST

\$200,000

COMPLETION DATE

2018

SIMILAR FEATURES

- Hydrology and Hydraulics Analysis
- OPTIMATICS Optimizer
- Flood Mitigation Master Plan
- Stakeholder Collaboration
- Holistic Approach with Combination Green and Grey Solutions
- Multi-Agency Partner Goals (Flood Control and Water Quality)
- Constructibility and Feasibility Review
- Engineer's Opinion of Construction Costs Estimates



Indian Mounds Regional Park Trail merges various user types through the 2-mile long park.



KEY PERSONNEL

- Tim Thoreen, PMP
- Jordan Horejsi, PE
- Bridget Osborn, PE, CFM

Indian Mounds Regional Park Trail Improvements

St. Paul, MN

HR Green prepared a preliminary layout and participated in a public open house discussing the design alternatives and decision process. The preliminary and final design included ADA design of 13 intersections, multi-use trail, clearing and grubbing, retaining wall, BMP design, and lighting coordination. HR Green led the project through a very tight time line and garnered support from the St. Paul Public Works, Ramsey-Washington Watershed District, THPO, MnDOT State Aid, OSA, OES, and SHPO. Ultimately, delivering the plans, Project Memo, and all other State Aid DCP content to receive approval from FHWA.



Traffic Impacts were evaluated for multiple alternatives through the TH 27 corridor.



KEY PERSONNEL

- Tim Thoreen, PMP
- Jordan Horejsi, PE
- Tyler Wiles, PE

Th 27/I-94 Interchange Corridor Study

MnDOT District 4

MnDOT District 4 selected **HR Green** to conduct a corridor assessment for TH 27/CSAH 46 in Douglas County, on the west side of Alexandria at the interchange with I-94. Tasks on the project included, data collection (including traffic counts), traffic forecasts and an Intersection Control Evaluation, public involvement, evaluation criteria, business access evaluation, development of alternatives, cost estimates, and presentation of recommended alternative in a Corridor Assessment Report.

As part of the study, HR Green developed concepts for new interchange types, roundabouts, signing improvements, and detour routes. Freight haulers were an important stakeholder in the project, so alternative concepts were especially focused on addressing large truck safety and mobility needs. A scan of environmental issues was incorporated into the evaluation in order to evaluate potential project development and funding issues.

References

At Houseal Lavigne, we are proud of our work and the long-term relationships we maintain with clients. We believe each of these references demonstrate our ability to satisfy clients through an approach that meets the technical and financial needs of client communities.

Client	Services	Contact
Oshkosh, Wisconsin	Downtown Plan, Sawdust District Master Plan	Mark Lyons Planning Services Manager – Community Development (920) 236-5059 mlyons@ci.oshkosh.wi.us
Oak Creek	Comprehensive Plan and Zoning Update	Kari Papelbon Planner (414) 766-7027 kpapelbon@oakcreekwi.org
St. Cloud, Minnesota	Comprehensive Plan and Downtown Subarea	Matt Glaesman Community Development Director (320) 650-3110 Matt.Glaesman@ci.stcloud.mn.us
Gunnison, Colorado	Comprehensive Plan	Anton Sinkewich Community Development Director (970) 641-8152 asinkewich@gunnisonco.gov
Elk River, Minnesota	Comprehensive Plan	Zack Carlton Planning Manager (763) 635-1035 zcarlton@ElkRiverMN.gov

UNDERSTANDING & SCOPE OF WORK

Project Understanding

The City of La Crosse is western Wisconsin's primary population, commerce, and cultural center. The City's location on the Mississippi River at the confluence of the Black and La Crosse rivers is a defining attributes. Riverside Park and Pettibone Park provide popular access to the City's riverfront for residents and visitors of all ages to jog, bicycle, or walk. La Crosse offers diverse economic opportunities, including the University of Wisconsin at La Crosse, Gunderson Health System, Mayo Clinic, and other employers that provide stable jobs and anchor the health and service economy. Meanwhile, the City's historic neighborhoods offer an appealing residential setting for La Crosse residents.

Several planning issues have emerged since 2002 when *Confluence: the La Crosse Comprehensive Plan* was adopted. The population grew slightly from 51,818 to 52,680 between 2000 and 2020, while the supply of land available for development diminished. Houseal Lavigne understands the City's need for a plan that engages the community to create a vision for the future, articulates La Crosse's issues and opportunities, and fulfills the Comprehensive Plan content required in Wisconsin Statutes Section 66.1001 as well as Section 101-60 of the City's municipal code. Our team has developed an understanding of a few key issues for the process.

Guiding Growth

Given the presence of major service sector employers, growth pressure in La Crosse is likely to continue over the next few decades. The new Comprehensive Plan should engage the community to reassess and clarify the City's growth policies. To do this, the planning process can assess residents' and stakeholders' opinions on recent housing rehabilitation projects, and gauge whether the projects have enhanced the community or disrupted neighborhood qualities such as appearance or level of activity. The Comprehensive Plan can examine opportunities for continued housing rehabilitation along Jackson Street, Market Street, Ferry Street, and other neighborhoods near Downtown, and provide policy to identify the appropriate appearance of housing in these areas.

The 2002 Confluence Plan expresses that the City should annex land outside its border. While natural terrain limits the City's physical growth to the east, outward growth and annexation may occur in the City's urban expansion areas. Considering the slight population growth, the new Comprehensive Plan can engage the community to determine the priorities for outward growth and annexation, including whether they present the potential for residential growth or alternately preservation. Further, the new plan can clearly articulate the importance of neighborhood revitalization relative to expansion outside La Crosse's current boundary.



Embracing the Influence of Higher Education Institutions

The City benefits from two important campuses – University of Wisconsin–La Crosse, and Western Technical College. The large number of students in the core of the City bring many benefits, including a seasonal workforce, a population that uses transit, and an influx of vibrancy and activity in the Downtown. To continue to support these important institutions, the Comprehensive Plan should anticipate strategies to invest in new student housing, identify strengths and weaknesses of public transit for students and year-round residents alike, and connect the campuses to everything Downtown La Crosse has to offer.

Envisioning the Riverfront and Downtown

The City's Downtown is the center of the Coulee Region. The 2002 Confluence Plan focused redevelopment efforts on the riverfront, in distressed neighborhoods, and within activity centers. Further, the 2002 Plan articulates that the City should foster mixed-use and traditional neighborhood design in appropriate locations. In recent years, revitalization has occurred in these areas. The Downtown block along US Highway 53 between State and Vine Streets features new mixed-use structures occupied with first-floor service offices and upper-floor residential uses. Likewise, the Landmark by the Rivers Property has been redeveloped with luxury loft residential units.

While these recent projects constitute progress toward the City's redevelopment and revitalization goals, their completion presents an opportunity for the community to examine their impact. The planning process can engage the community on recent and planned projects, such as the affordability of new residential units and whether their appearance could better fit the Downtown and riverfront.

Establishing Housing Inventory and Policies

La Crosse's historic neighborhoods formed in the late 1800s and early 1900s and are primarily comprised of single-family housing. The 2002 Confluence Plan anticipated that senior individuals would grow as a segment group and that the population is expected to become more diverse and cultural. Demand for diverse housing formats is likely to accompany shifting demographics. The housing element of the plan can define the community's priorities considering these trends.

The plan can assess how incomes stack up against housing costs, how strong growth pressure will remain for new housing, and whether housing gaps exist for specific population groups such as seniors. The process should engage the community to determine its housing preferences and desirable formats, including the balance between townhomes, duplexes and other similar formats, and single-family residences.

Capitalizing on the Prominence of Key Corridors

Corridors are unique in the planning world as they are typically viewed as having competing interests that create unique challenges for a community. First, major corridors serve a regional function – to move traffic. This is WisDOT's priority objective, and it makes decisions based on this priority. Second, major corridors serve a local function by offering places of commerce and creating a sense of place.

Several major corridors cross the La Crosse community. These corridors present unique challenges and complications, but also provide the opportunities, visibility, access, and market for the City's robust commercial base. The Comprehensive Plan, and potential small area plans, must drill down in these corridor areas to fully leverage local commerce, sense of place, institutional presence, and opportunity while minimizing the negative impacts of regional arterial rights of way and traffic. Based on our experience conducting more than 100 corridor studies across the Midwest and the rest of the country, our team understands corridors and will ensure a strategic approach to planning for them.

Scope of Work

Houseal Lavigne recognizes the importance of using the planning process to establish community consensus and foster a sense of stewardship for the creation of a new **Comprehensive Plan 2040** for La Crosse. Our Scope of Work ensures that City staff, residents, business owners, key stakeholders, community leaders, and elected officials are engaged throughout the planning process to help establish a visionary, goal-oriented plan, and an actionable implementation strategy that will help guide La Crosse's future.

Our planning process is based on community engagement and bolstered by a thorough analysis of existing conditions to provide a concise and accurate assessment of the community's issues and opportunities. Our process includes the development of plan recommendations and implementation strategies that are actionable, fiscally grounded, and rooted in citizen engagement. We are well-versed in Wisconsin Statutes Sec. 66.1001 – our proposed scope of work and the final plan deliverable are designed to meet or exceed all state requirements and guidelines. Additionally, the City's new plan will meet the requirements for the content of the Comprehensive Plan as outlined in municipal code Sec. 101-60.

Flexible Public Participation Approach

Our responsive approach allows us to be flexible to maximize resources spent on creative planning and delivery of services. All workshops, meetings, and working sessions identified in the scope of work would ideally be done in-person but given circumstances around COVID-19 and social distancing restrictions on gathering, these engagements can be effectively conducted virtually if the need arises, as we have been doing across the country over the past year and a half. Houseal Lavigne has developed a full suite of virtual activities using a variety of platforms to assure effective and engaging outreach and productive and meaningful meetings and working sessions. We can pivot as conditions dictate and stay on project budget and timeline using platforms such as Zoom, Microsoft Teams, Google Meet, GoToWebinar, Facebook Live, Poll Everywhere, and more. We are confident the suite of online engagement tools we provide will allow us to obtain the community input required to provide La Crosse with the Comprehensive Plan it needs.

We will work closely with City staff and officials to further refine this process, ensuring that all local needs and requirements are met. Each task of our proposed scope of work is presented in detail on the following pages.

Task 1: Project Initiation

To “kick-off” the planning process on the right foot, meetings will be conducted with City staff, the Plan Commission (as part of the Steering Committee), and the City of La Crosse Common Council before undertaking other community outreach activities. This approach allows the Consultant Team and the various City designated individuals to discuss roles, responsibilities, scope, and community issues and opportunities, to ensure the project gets off to a good start.

1a: Staff Coordination Call (Virtual/Remote)

The Project Team will host a web meeting/conference call with City Staff to confirm dates and times for the official staff kickoff and department head meetings. On this call, we will also discuss data needs and clarify any outstanding matters including the formation of a Comprehensive Plan Steering Committee. To ensure consistent communication and coordination the Project Team manager will conduct regular and “as-needed” conference calls and/or web meetings with City Staff throughout the planning process.

The Project Team will work with City staff to ensure that following meetings in Task 1 (1d-1g) are during the same trip if they can be conducted in person, otherwise, arrangements will be made to conduct these meetings virtually on consecutive days.

Formation of a Comprehensive Plan Steering Committee

It is our understanding that La Crosse planners will establish a Comprehensive Plan Steering Committee, made up of City Plan Commissioners. The Steering Committee will provide a public face to the planning process and demonstrate a commitment on behalf of the City to seek meaningful input. The Steering Committee should serve as a community sounding board, meeting at key points along the process to discuss issues and overall planning direction and provide feedback for consideration by the various adopting bodies. Participation by members of the Plan Commission on the Steering Committee will help develop champions for the plan and ensure that the process moves smoothly. Meetings will be conducted with the Steering Committee at key intervals throughout the planning process.

1b: Community Education – Branding and Collateral

As part of project initiation, this task will play a significant role in garnering support for the planning process and piquing public interest in the Comprehensive Plan as important guides to improving the quality of life throughout La Crosse. The graphic design and communications experts on the Project Team will use their expertise in community-based marketing to create an “identity” for the planning process as well as the plan document. We will work with City staff to provide support for radio and TV spots. Collateral such as postcards, posters, static advertising, newspaper, and email blasts can be developed for use by City staff to better promote the plan and inform and engage the community.

1c: Data Collection

As part of the project initiation task, the Project Team will coordinate with the City to collect a variety of datasets related to land use and development. The data collection task focuses on GIS data needs including, but not limited to parcels, building footprints, zoning districts and overlays, community facilities, parks, traffic volumes, sidewalk inventory, traffic signals, bike routes, and trails.

1d: Staff Kick-off Meeting and Orientation Tour of the City

A kick-off meeting will be held with the City Staff assigned to the Comprehensive Plan project. This first face-to-face meeting will allow us to 1) review the project scope of work; 2) discuss project goals, timeline, and key deliverables; 3) share information about potential issues and areas of concern; 4) review administrative procedures; and 5) clarify any outstanding matters. This meeting will conclude with a staff-led tour of the community to better understand existing conditions and the context of La Crosse and its urban expansion areas. We intend to function as a unified and integrated team alongside City staff and officials. During this meeting, we will also confirm upcoming meetings and events.

1e: Department Heads Meeting

Immediately following the City Staff Kick-off Meeting the Project Team will host a meeting with key members of City departments such as the Airport, Assessor’s Office, Engineering, Parks and Recreation, Community Development and Housing, Streets, Transit Utility, Utilities, and the Police and Fire Departments. Comprehensive Plan recommendations will have bearing on a wide variety of City policies and support from all City departments will be essential to the implementation of the plan.

1f: Steering Committee Project Initiation Meeting

A project initiation meeting will be held with the Steering Committee to set the foundation for the planning process and review and discuss the overall direction and policy issues facing the community. The purpose of this meeting will be to (a) discuss the committee’s role for the Comprehensive Plan update; (b) review overall project objectives and work program; and (c) review a preliminary schedule for the project. The meeting will include an exercise to identify La Crosse’s top issues, concerns, assets, and priorities.

1g: City of La Crosse Common Council Roundtable Discussion

The Project Team will facilitate an introductory roundtable discussion with the Common Council at a Council Planning meeting to solicit their concerns and aspirations for the community. As the community’s policymakers, it is important that the Common Council has a chance to communicate and discuss their issues and concerns with the Project Team, as well as each other, at the beginning of the process.

The primary purpose of this work session is to gather ideas from City officials, ensuring that the plan accurately captures the shared sentiments of the leaders of the community. This work session will provide a unique opportunity to jointly discuss the foundation of the Comprehensive Plan process, the overall direction and policy issues facing the community, and begin the discussion of the future vision of the community.

Task 2: Community Engagement

Anticipating high levels of participation from an active and engaged community, our proposed outreach processes for the Comprehensive Plan include both traditional (face-to-face) and web-based activities to obtain the broadest levels of participation possible. Outreach summaries will be prepared at the end of each event of our engagement effort. The summaries will be delivered to City Staff for review and posted to the project website. Outreach summaries will be compiled and incorporated into the Existing Conditions Memorandum/Presentation (3e).

2a: Project Website

At the onset of the project, we will design and host an interactive project website linked to the City's existing website. We are committed to using the internet to maximize the participation and communication between the City and its residents. An interactive project website provides a home base for information regarding the Comprehensive Plan. This website will be used to promote and popularize the planning process and be used to post project schedules and meeting dates; display graphics, interactive maps, and draft documents; address frequently asked questions; host map.social; and provide an online community questionnaire.

2b: Online Community Questionnaire

To provide another means for community participation, we will prepare an online questionnaire for the residents and business owners of La Crosse to offer a community-wide opinion on a range of topics and issues. The business component of the questionnaire will include the opportunity to provide specific input on those issues and concerns most important to the City's business community. The online community questionnaire will be easily accessible on the project website. At the close of the questionnaire response period, we will review and summarize results as a gauge of community issues, key themes, and principles.

2c: map.social (Online Map-Based Engagement Platform)

The project website will feature map.social, a web-based community issues mapping tool. Developed by Houseal Lavigne, this tool allows users to identify, map, and comment on geographic areas of concern and valued community amenities. map.social simplifies the mapping process and familiarizes users with all areas of the La Crosse community in a manner that is exciting, interactive, and effective. Input from users allows us to create a composite map of community issues to assist with the establishment of community goals and policies. The City can publicize the map.social link using email lists, social media, and postcards.

2d: Key Stakeholder Interviews (up to 12)

Key stakeholder interviews allow us to gain insight into the community that we might otherwise not be able to obtain. Up to 12 confidential interviews will be conducted to obtain additional information regarding local issues and potentials. The Project Team will work with City Staff and elected officials to identify those to be interviewed. We recommend a broad sampling of interviewees who may possess unique perspectives or special insights into the community. Interviewees could include selected property owners, new or lifelong residents, local business owners, school district officials, adjacent communities, and representatives from other government agencies, institutions, and/or civic groups. The interviews will be conducted in-person during scheduled visits related to other outreach events or via telephone/virtual conference as needed.

2e: Do-It-Yourself (DIY) Workshop Kits

To effectively engage residents at the local/neighborhood level, the Project Team can prepare Do-It-Yourself (DIY) workshop kits. DIY workshop kits will allow City staff, community groups, and residents to facilitate their own workshops and gather input from specific segments of the population that may not otherwise participate in more formal planning activities.

The Steering Committee and City staff will play a key role in helping distribute DIY workshop materials to target groups and providing summary information to the Project Team. DIY Workshops can either be conducted by staff or volunteers as in-person events or hosted online using a small group virtual event format such as Zoom or Microsoft Teams. The Project Team will provide a training session to City staff and community group leaders. If the timing of the training session cannot be coordinated with other in-person visits, the training session will be conducted virtually.

2f: Business Community Workshop

This workshop will be targeted specifically to business owners and managers, developers, and La Crosse's corporate citizens as an important stakeholder group. The purpose of the workshop is to establish a dialogue and obtain feedback from those members of the business community that have a unique insight and perspective and whose assistance and involvement are crucial to the Plan's ultimate success. The workshop will be scheduled to coincide with other in-person engagement activities and can be conducted in the early morning to minimize impacts to business owners or scheduled as part of a regularly scheduled event where numerous property owners and business owners are typically in attendance. A virtual format is also an option if an in-person engagement cannot be timed with a previously scheduled visit or is not desired.

2g: Community Engagement Key Themes and Takeaways Summary

This task will conclude in summary of the key themes and takeaways from all initial community outreach events. The summary will provide focus and direction for subsequent activities. The summary will be incorporated into the Existing Conditions Memorandum delivered as part of Task 3.

Task 3: Existing Conditions, Issues, and Opportunities Analysis

This task will include the preparation of an Existing Conditions Memorandum that will provide an inventory and summarize our analysis of existing conditions, document existing land uses, identify key thoroughfares and community facilities, and provide an economic and demographic profile. It will be based on issues and opportunities identified in outreach, past plans and studies, information provided by the City and partner agencies, feedback from community service providers, and reconnaissance conducted by the Project Team. We intend to move through this task efficiently, reserving project budget and resources for visioning, planning, and action.

3a: Current and Past Plans, Studies, and Reports Summary

We will review existing plans and policies, including:

- Confluence: The La Crosse Comprehensive Plan (2002)
- La Crosse Strategic Plan for Sustainability (2009)
- Harbor & Waterfront Plan (2011)
- Bicycle & Pedestrian Master Plan (2012)
- Gunderson Health Campus & Powell-Poage-Hamilton Neighborhood Plan (2013)
- Riverside North Charrette Master Plan (2014)
- Highway 53 Corridor Master Plan (2019)
- City Vision 2040 (2021)
- Climate Action Plan (in development)

This review process will help determine 1) recently adopted City policies that need to be reflected in the Comprehensive Plan, 2) changes within the community that have occurred since the adoption of previous plans, 3) conflicts between or deficiencies within existing plans, and 4) the validity of previously collected data. We understand that the City is also developing its first Climate Action Plan. We will review the Climate Action Plan during Task 3a to ensure that the Comprehensive Plan fits with the City's emission reduction and climate resilience goals. The Project Team will work with City staff to identify any additional relevant studies and reports that should be reviewed as part of this task.

3b: Demographic Analysis and Economic Profile

The project team will prepare a demographic analysis of the La Crosse community that will include an analysis of recent trends in population, households, income, age and gender characteristics, racial and ethnic composition, and labor force and employment. This analysis will be summarized, and an economic profile will be formulated that will provide an overview of supply and demand trends for residential, retail, office, and industrial land uses. We will use U.S. Census data, proprietary

3c: Existing Conditions Analysis

We will inventory existing land use, environmental features, community facilities, and prepare a map comprised of all parcels within La Crosse. This task will provide a foundational understanding of the La Crosse community. The Existing Conditions analysis will include an evaluation of the following components, each presented in the Existing Conditions Memorandum with text, maps, and graphics as appropriate:

Land Use and Development

Field reconnaissance, aerial imagery assessment, and a review of the City's GIS data will be used to inventory land use in the City and its urban expansion areas in the immediate fringe. An Existing Land Use Map that identifies all existing land uses within the City and its immediate fringe will be prepared, including agricultural areas, residential areas and neighborhoods, commercial and industrial areas, open space, conservancy areas and areas of the natural environment, and public and quasi-public uses. Incompatible arrangements and land use and development issues and opportunities will be presented and assessed in this section. Recognizing the importance of the City's historic Downtown and the four additional designated historic districts found in the community, as well as the City's designated historic sites, we will assess the local cultural and historic resources, and destinations that define La Crosse's image and identity.

Zoning and Development Regulations

A preliminary diagnosis of the City's current Zoning Ordinance, Zoning Map, and established development regulations the City's current Code of Ordinances, as well as an inventory entitled development based on available City data, will be conducted to identify alignment with existing land use and needed areas of improvement.

Transportation and Mobility

Existing transportation conditions, including vehicular, bike and pedestrian facilities, and transit will be assessed along with a review of existing transportation information from the City, La Crosse County, Wisconsin Department of Transportation (WisDOT), La Crosse MTU and other sources as needed/relevant. An inventory will be compiled of planned and proposed improvement projects, and existing deficiencies and issues. We assess the City's key corridors, setting up planning strategies in subsequent tasks to examine their continued viability. An Existing Transportation Facilities Map will be prepared as part of this task.

Community Service Facilities and Infrastructure

Public and semi-public facilities and services will be inventoried and assessed regarding location, capacity, and future needs. To support this inventory, a community facilities survey will be sent to the necessary facility and service providers in the community. An Existing Community Facilities and Infrastructure Map will be prepared.

Parks, Open Space, and Natural Features

Recreational facilities, amenities, parks, and trails will be inventoried and assessed. This analysis will also inventory natural resource conservation areas and riparian areas. Existing Parks and Natural Features maps will be prepared.

3d: Existing Conditions Memorandum – Issues and Opportunities Element

The Project Team will compile the results from community engagement activities and the existing conditions analysis into an Existing Conditions Memorandum. The Project Team will review the City's current Issues and Opportunities list for the community and work with City staff to incorporate the current and relevant issues and opportunities into the Existing Conditions Memorandum. During this task, key redevelopment sites and potential areas for focused study will be identified. The memorandum will include existing conditions, issues, and opportunities that will be addressed in the new Comprehensive Plan. The Existing Conditions Memorandum/Presentation is an interim deliverable collecting and presenting data and information gathered in Tasks 1 through 3 under a single memorandum to City staff.

3e: City Staff Review and Discussion (Virtual/Remote)

City staff and the Project Team will review the Existing Conditions Memorandum ahead of its distribution to the Steering Committee. The review process may include two rounds of revisions. We will also work to ensure that substantive comments provided by City Staff integrate into the ensuing Plan development. This meeting will be a conference call/screen share with City staff.

3f: Steering Committee Meeting

The Project Team will meet with and present the Existing Conditions Memorandum to the Steering Committee to gather feedback and input. The Project Team will work with staff to ensure that this meeting is conducted during the same trip as the community visioning as Task 4a.

Task 4: Vision, Goals, and Preliminary Land Use Element

The Comprehensive Plan needs to establish an overall “vision statement” for the future of La Crosse that can provide focus and direction with goals based on analysis and themes identified during community outreach. The vision and goals, combined with a Preliminary Land Use Element to direct place-based recommendations, will serve as the “cornerstone” of the consensus-building process and provide focus and direction for subsequent planning activities.

4a: Community Visioning Workshop

The purpose of the Community Visioning Workshop is to allow residents and stakeholders to tell Project Team what they think before plans and recommendations are crafted. The Community Visioning Workshop will involve the Project Team, elected officials, City staff, the Steering Committee, and members of the community.

The workshop will begin with a large group exercise where participants will work together to identify planning priorities, issues, and opportunities. Participants will then “break out” into small groups for a mapping exercise where they will put pen to paper and work to develop their “vision” for the future of the community. The workshop will conclude with a general agreement regarding the community’s issues and opportunities, key planning themes and principles, the long-term role and character of La Crosse, and the projects and improvements that will be desirable in the future.

If social distancing requirements limit the size of groups, we can work with City staff to agree on a multi-room format that adheres to state and local requirements. We recognize that even if legal requirements do not limit event size or format, it may be in the best interest of the project to promote an engagement format that responds to a reluctance among stakeholders to participate in large group events, particularly for vulnerable populations. If in-person workshops are not feasible due to social distancing requirements, we will work with City staff to shift to a virtual format.

4b: Vision Statement & Goals

The Project Team will synthesize all feedback received during the previous tasks of the planning process and prepare a vision statement and goals for the City of La Crosse. The vision statement will be prepared based on feedback from the community visioning workshop, community outreach activities, and observations garnered from the existing conditions memorandum. Plan goals will also be developed to provide a more specific focus and direction for planning recommendations. As a starting point, we can assess and update goals from the 2002 Comprehensive Plan. Working with City staff, the Project Team can develop additional categories for goals that no longer apply or were not part of the 2002 plan.

4c: Preliminary Land Use Element

Based on the outcome of the previous tasks, the Preliminary Land Use Element will include recommendations and policies for the next 20 years for all land use areas in the City and its urban expansion areas in the immediate fringe, including agricultural areas, residential areas and neighborhoods, commercial and industrial areas, open space, areas of the natural environment, and public and quasi-public uses.

The Preliminary Land Use Element will form the core of the Land Use Plan Element and will identify and address a range of land use topics such as desired development patterns, new urban expansion areas, land use compatibility issues and mitigation strategies, commercial and mixed-use development, and agricultural and conservation areas. The Preliminary Land Use Element will identify a growth framework based on constraints such as productive agricultural soils, natural limitations for building site development, floodplains, wetlands, and other environmentally sensitive lands, and public utility and community facility boundaries to identify where the City should consider expansion in the immediate fringe.

This first core element will provide the overarching guidance to all other land use related components of the Comprehensive Plan including housing and economic development elements developed in Task 5.

4d: Staff Review

Staff and the Project Team will review the Vision, Goals, and Preliminary Land Use Element of its distribution to the Steering Committee. Comments provided by City Staff will be integrated into the Vision Statement and Goals distributed to the Steering Committee for their review. This meeting will be a conference call/screen share with City Staff. Following staff review, the Project Team will work with City staff to ensure that following meetings (4f and 4g) are conducted during the same trip.

4e: Comprehensive Plan Steering Committee Meeting

The Project Team will meet with and present the Vision, Goals, and Preliminary Land Use Element to the Steering Committee to gather feedback and input.

4f: Common Council Roundtable Discussion

If desired, the Project Team can present the Vision, Goals, and Preliminary Land Use Element at a Common Council meeting to gather feedback and input. This feedback will serve as the foundation for future tasks in the planning process and ensure that elected and appointed officials have provided high-level policy direction before plan development. Tasks 4f and 4g will be conducted during one trip.

Task 5: Draft Elements

This task will entail the preparation of draft plan elements and recommendations.

5a: Preliminary Elements

Collectively, the following elements will identify trends that should be considered in planning for the future and address issues identified by the community, City staff, and stakeholders. Although the elements will accommodate appropriate and desirable development and improvements, all elements will be respectful and supportive of the community's vision and goals developed in the previous task. All plans will be highly illustrative and graphically compelling. Maps, illustrations, and concept visualizations will be utilized to convey planning and development concepts and recommendations.

We understand that the final plan will include the elements as defined in Wisconsin Statutes Sec 66.100, whether individually or combined into larger elements. While the elements will be refined with staff at the outset of the process, based on our preliminary understanding of the community, the following will be prepared as part of Task 5a: Preliminary Elements:

Housing Element

The Housing Element will consider location, types, age, and condition of housing; owner and renter occupancy; and affordability of housing. This element will identify the recommended location for different housing types to meet the current and future needs of La Crosse's residents. The element will include a discussion of anticipated impacts of demographic trends and regional growth based on the existing conditions analysis.

Economic Development Element

The Economic Development Element will provide additional detail and guidance regarding desired retail, office, and industrial development. It will also outline policies designed to strengthen employment, job creation, and to provide and grow a diverse and thriving tax base for the City, focusing on existing and planned commercial and industrial use areas.

Agricultural and Cultural Resources Element

The Agriculture section of this element will ensure that this very important land use, industry, economy, and way of life is appropriately addressed in the plan. Recommendations and policies related to agriculture will be developed that ensure agriculture is incorporated into the City's decision-making process over the next 20 years as it relates to growth, development, land use, economy, and culture.

The Cultural Resources section of this element will consider historic buildings and structures, the arts, historic districts, unique, natural, or scenic resources, and other cultural resources. This element will seek to strengthen cultural resources as key amenities for La Crosse and provide recommendations and new ideas to fully leverage the community's rich offerings.

Transportation Element

The Transportation Element will focus on the coordination and optimization of all modes of travel within the City, including vehicular, bicycle, walking, and transit services. “Complete Streets” principles will be incorporated as appropriate throughout the framework, to ensure effective mobility environments for pedestrians, cyclists, motorists, and persons using public transit.

Utilities and Community Service Facilities, and Intergovernmental Cooperation Element

The Utilities, Community Service Facilities, and Intergovernmental Cooperation Element will identify and inventory all community facilities and service providers in the City and include recommendations and policies for municipal facilities and services and intergovernmental coordination and cooperation. This element will help plan for anticipated capital needs such as investments in water supply, treatment, and distribution; sewage system and wastewater treatment; and solid waste collection and disposal. Strategies will focus on infrastructure improvements to support the existing population, as well as ensure new development and growth can be supported. The element will focus on joint planning and decision making with other jurisdictions for siting and building public facilities and sharing services. The element shall analyze the relationship of the City to school districts, drainage districts, adjacent municipalities, and to other governmental units.

Parks, Open Space, and Natural Resources Element

The Parks, Open Space, and Natural Resources Element will identify linkages, greenways, environmental protection areas, open space, and unique and sensitive natural resources. This element will consider riparian corridors and other water resources, slope characteristics, forested land, plant and animal habitats, parks and recreation areas, scenic views and sites, wetlands, and other environmental features and ecological systems within and influencing the City and its expansion area.

5b: Small Area Plans – Preliminary Subareas (Up to 3 Areas)

In addition to citywide plan elements, policies, and recommendations, detailed subareas will be included within the Comprehensive Plan. Recognizing certain areas of La Crosse are more susceptible to change or impacts from growth, more detailed planning efforts are needed to better guide investment. We will work with City staff and the Steering Committee to identify and develop subareas for two to three key areas, depending on the size of the areas and the complexity of the issues addressed. Areas of the City impacted by a need for student housing to support University of Wisconsin-La Crosse, neighborhoods where extension of the Downtown atmosphere is desired, and potential annexation areas where new development is anticipated may be considered for subareas.

Subareas will address land use and development, urban design, and access and mobility issues within each character area. The subareas will establish the guiding considerations, objectives, and priorities for each area, firmly establishing character and future intent. Each Subarea will utilize graphics, illustrative plans, and images to demonstrate important local planning concepts.

5c: Catalyst Site Concepts (1 Site per Subarea)

Sketch plans illustrating potential site configurations will be developed for key redevelopment sites identified in the existing conditions analysis as part of Task 3d. The sketch concepts will establish use programs, parcel division, lot/building orientation and layout, parking layout, access, circulation, buffering, landscaping, and open space/detention. The sketch concept plans will also explore different mixes and approaches to assist in attaining the best use and desired development characteristics within the subarea.

5d: Web Meetings Series (Two Virtual/Remote Meetings)

The Project Team will conduct a series of two web meetings focusing on the Preliminary Elements and Subareas listed above. Each web meeting will provide an opportunity for the Project Team, City staff, and the Steering Committee to discuss preliminary policies, plan recommendations, and initial maps and graphics. Web meetings can be hosted by the Project Team and recorded for City staff and any Steering Committee members unable to attend.

The use of web meetings will increase the number of touchpoints between the Project Team, City staff, and the Steering Committee. This will provide for a more responsive and efficient workflow that minimizes the potential for issues and time-consuming revisions, maximizing Project Team resources spent on plan development. This process will also enable incremental review of draft plan content by City staff and the Steering Committee, rather than a wholesale review, which can be arduous and dilute the quality of input. This approach allows City staff and the Steering Committee to effectively monitor the progress of the work program at a manageable scale.

Task 6: Draft Comprehensive Plan

Based on the previous tasks in the planning process, the draft version of both Plans will be prepared and presented for review.

6a: Draft Comprehensive Plan Document

Based on feedback received in Task 5 the Project Team will prepare the draft Comprehensive Plan document that synthesizes the findings and recommendations contained in these deliverables. The plan will be user-friendly, highly illustrative, and visually compelling. Concise, well-written text will be combined with attractive and easy-to-understand maps, graphics, illustrations, and photographs to effectively communicate the Plan's policies and recommendations. The new La Crosse Comprehensive Plan will include all draft elements from Tasks 4 and 5 and will meet or exceed all state requirements for comprehensive planning, including all required elements as identified in the City's RFP, and align with Wisconsin Statutes Sec. 66.100.

Implementation Element

The new La Crosse Comprehensive Plan will include an Implementation Element. The Implementation Element will be developed in Task 6a and will describe the actions required to carry out the policies contained in the Comprehensive Plan, including identifying potential short-, medium-, and long-range strategies and recommendations related to zoning and other land use regulations, priority improvement projects, potential capital improvement projects, funding sources and implementation methods, timing and prioritization, and general administration, management, and a clear process for timely updates to the Comprehensive Plan. The Project Team will work with Staff to ensure that these implementation recommendations are both practical and actionable.

6b: Staff Review (Virtual/Remote)

The Project Team will submit the draft Comprehensive Plan and document to City staff in electronic format for final review. It is anticipated that the plan will be subjected to a two- or three-stage review process.

6c: Steering Committee Working Session

A final meeting will be conducted with the Steering Committee to review and reach an agreement on the draft Comprehensive Plan document before proceeding to the public review and adoption process. Appropriate revisions to the draft Plan will be made based on feedback from the Steering Committee and the final Comprehensive Plan will be prepared for community open house presentation.

6d: Community Open House

Members of the Project Team, along with City staff, will be present for a community open house to allow residents and community stakeholders the opportunity to examine, discuss, and comment on the contents of the draft Comprehensive Plan document. The Project Team will be available throughout the community open house to present material, answer questions, and get feedback before initiating the approval process. If an Open House is not feasible due to social distancing requirements, we will work with City staff to shift to a virtual solution.

6e: Common Council Adoption

The Project Team will present the draft Comprehensive Plan document for adoption at one (1) Common Council meeting.

6f: Final Comprehensive Plan Document

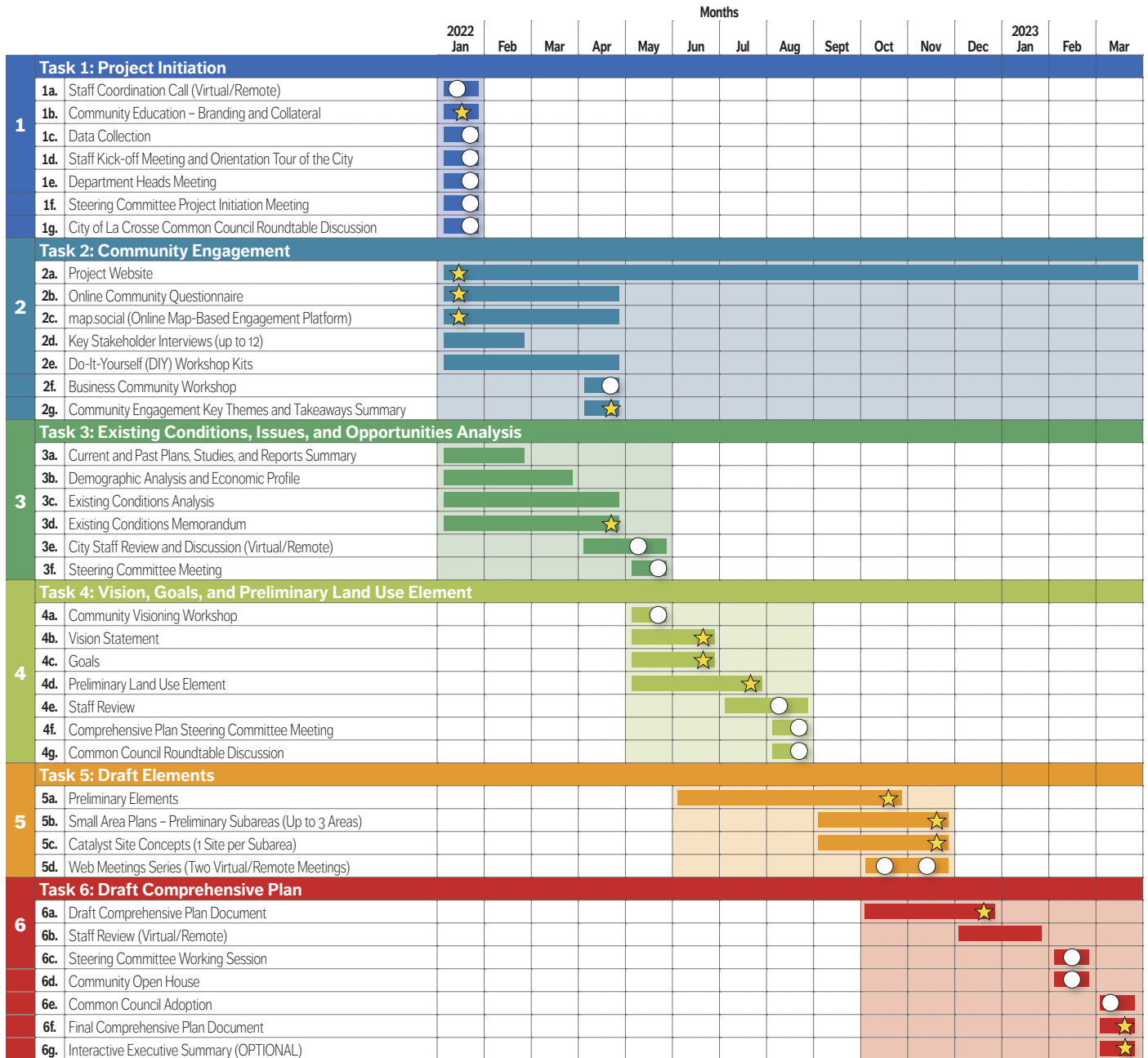
Following the community open house and presentations, the Project Team will work with City Staff to revise the draft Comprehensive Plan. It is anticipated that up to two additional review cycles may be necessary to incorporate any final changes.

6g: Interactive Executive Summary (OPTIONAL)

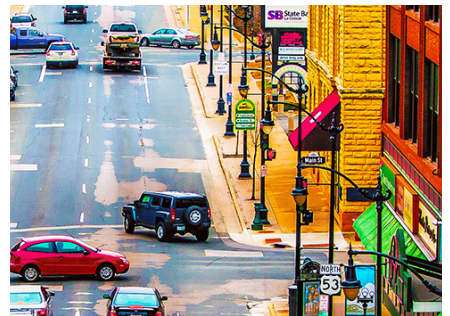
The planning process for La Crosse will yield a traditional "long-form" plan. The plan document will allow for printing and on-screen viewing and easy distribution, searching, and navigation. In addition, we can leverage ArcGIS Online StoryMaps to create an "app," providing an interactive Executive Summary version of the Comprehensive Plan. Combined with photos, text, and other media, ArcGIS Online will power interactive maps that can be queried and explored, providing an engaging, "digital" way to experience the Comprehensive Plan. Content will be interwoven with attractive maps, visuals, and interactive content that simplifies navigation between related, cross-referenced components of the plan. This step will take place after the Comprehensive Plan is adopted, as it cannot be completed before adoption.

Project Schedule

The project schedule below provides an overall framework to complete the proposed project approach. Should the City favor our basic approach, we will work with staff to refine the process and anticipated project schedule in a manner that is most advantageous to the project.



○ Denotes Meetings to be Conducted by our Team ★ Denotes Deliverables to be produced by our Team



City of La Crosse, Wisconsin

Comprehensive Plan Writing

Cost Proposal

November 15, 2021



Project Budget

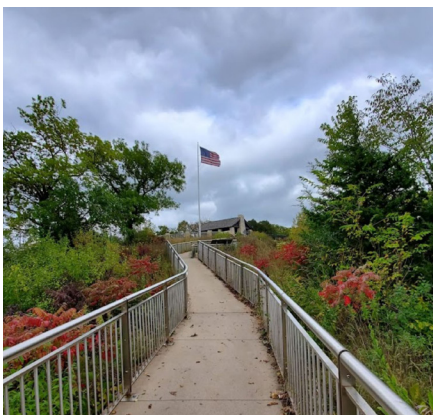
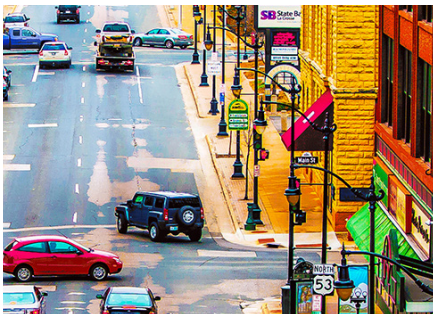
Houseal Lavigne proposes an estimated fee not to exceed **\$298,696** for the Comprehensive Plan Writing project including all professional fees and project expenses related to the code update and rewrite. If the City favors our basic approach, we are willing to work with the City staff to amend our scope of work as necessary to meet any budgetary constraints.

Steps	Cost
Task 1: Project Initiation	\$ 23,255
Task 2: Community Engagement	\$ 27,115
Task 3: Existing Conditions, Issues, and Opportunities Analysis	\$ 53,774
Task 4: Vision, Goals, and Preliminary Land Use Element	\$ 36,600
Task 5: Draft Elements	\$ 128,872
Task 6: Draft Comprehensive Plan	\$ 29,080
Total Project Cost	\$ 298,696

Positions	Hourly Rates
Principal	\$ 230-250
Senior Project Manager	\$ 170-190
Project Manager	\$ 140-150
Planner II	\$ 130-140
Planner I	\$ 100-115

Deliverables List

- Plan Branding
- Project Website
- Online Community Questionnaire
- map.social (Online Map-Based Engagement Platform)
- Community Engagement Key Themes and Takeaways Summary
- Existing Conditions Memorandum – Issues and Opportunities Element
- Vision Statement
- Goals
- Preliminary Land Use Element
- Preliminary Plan Elements
- Small Area Plans – Preliminary Subareas (Up to 3 Areas)
- Catalyst Site Concepts (1 Site per Subarea)
- Draft Comprehensive Plan Document
- Final Comprehensive Plan Document
- Interactive Executive Summary (OPTIONAL)



City of La Crosse, Wisconsin

Comprehensive Plan Writing

Technical Proposal - Appendix

November 15, 2021



Team Qualifications

Houseal Lavigne strives to develop strong relationships with our clients and consider ourselves an extension of staff. We will work closely with the City of La Crosse staff throughout the process to ensure that the final product reflects this collaboration.

For this important project, **Josh Koonce** will be the Project Manager serving as the primary contact and managing staff and deliverables. In addition, each of Houseal Lavigne's Principals is recognized as being at the very top of the field and will ensure accountability and devoted expertise from our team. For this project, **John Houseal** will serve as the Principal in Charge. The project team will be supported by staff with expertise in planning, zoning, visualizations, and market and economic development.

Houseal Lavigne will be joined by **HR Green**. HR Green is a full-service transportation and engineering firm with expertise in a wide variety of transportation and mobility systems, infrastructure, environment, and civil engineering disciplines.





John A. Houseal, FAICP

Principal|Co-Founder

John is a Principal and Co-founder of Houseal Lavigne and has established himself as one of the nation's top urban planning professionals. John has been inducted in the College of Fellows of the American Institute of Certified Planners, the highest recognition and distinction awarded by the American Planning Association. John's reputation and expertise within the profession as a leader in urban planning, innovation, contemporary development practices, and community outreach has garnered him wide recognition and numerous planning awards. John has been a featured speaker at national, regional, state, and local events and conferences for issues related to urban planning, zoning, transportation, context sensitive design, innovation, graphic communication, and the environment. John is recognized as one of the top community facilitators, consensus builders, and citizen participation experts in the profession.

John maintains professional memberships with the American Planning Association and the American Institute of Certified Planners. John received a Bachelor of Science in environmental sciences from University of Michigan and a Master of Environmental Planning for environmental planning and urban planning from Arizona State University. John is also an AICP certification instructor and has been responsible for training more than 1,000 planners for professional certification since 2005. John also sits on the Board of Directors for the Oak Park and River Forest Community Foundation and serves as the Co-chair of the CommunityWorks Advisory Board, overseeing community initiatives related to environmental sustainability, community leadership training, and programs aimed at the success of all youth in the community.

Prior to co-founding Houseal Lavigne, John was a Principal and the Director of Urban Planning for URS Corporation, a global multi-disciplinary engineering firm. Working from the Michigan Avenue office in Downtown Chicago, John oversaw and directed the firm's urban planning and community development projects, often coordinating on assignments throughout the country.

Education

Bachelor of Environmental Sciences
University of Michigan

Master of Environmental Planning
Arizona State University

Memberships

- American Planning Association
- American Institute of Certified Planners
inducted Fellow
- Lambda Alpha International
- OPRF Community Foundation
Board of Directors

Awards

- 2019 APA-CO - General Planning Award Aurora
Places Comprehensive Plan
- 2017 APA-IL Outreach Award
Envision Oak Park Comprehensive Plan
- 2016 APA-MN - Innovation Award St. Cloud
Comprehensive Plan
- 2015 APA-MI - Daniel Burnham Award (Best
Plan) Imagine Flint Master Plan
- 2014 APA National Award for Excellence
Emerging Planning and Design Firm
- 2014 APA-MI Public Outreach Award Imagine
Flint Master Plan
- 2014 APA-IA Daniel Burnham Award Coralville
Community Plan
- 2014 Congress for New Urbanism - Mackinac
Award for Outstanding Plan Imagine Flint Master
Plan
- 2012 APA-IL Daniel Burnham Award
Downers Grove Comprehensive Plan
- 2010 APA-IL Strategic Plan Award
River Forest Corridors Plan
- 2009 APA-IL Implementation Award
Ogden Avenue Enhancement Initiative
- 2007 APA-IL Daniel Burnham Award
Carpentersville Comprehensive Plan

AICP Certification Instructor

APA National and APA State Chapters
2005 to present

Project Experience

Comprehensive Plans

- 80+ Comprehensive Plans including:
- Aurora, CO
 - Benton Harbor, MI
 - Bentonville, AR
 - Brownsburg, IN
 - Cañon City, CO
 - Coralville, IA
 - Council Bluffs, IA
 - Downers Grove, IL
 - Edinburgh, IN
 - El Paso County, CO
 - Erie, CO
 - Flint, MI
 - Frederick, CO
 - Fort Lupton, CO
 - Geneva, IL
 - Greater Bridgeport Region, CT
 - Jackson, MO
 - Jackson, TN
 - Jenks, OK
 - Lynwood, IL
 - Marion, IA
 - Morton Grove
 - Mundelein, IL
 - Muskogee, OK
 - New Buffalo, MI
 - Oakbrook Terrace, IL
 - Oak Creek, WI
 - Oak Park, IL
 - Palos Park
 - Prairie Grove
 - River Forest, IL
 - Shoreham Village, MI
 - St. Cloud, MN
 - Summerville, SC
 - Tipton, IN
 - Windsor, CO

Downtown Planning

- 30+ Downtown Plans including:
- Bentonville, AR
 - Downers Grove Downtown
 - Forest Park Madison Street
Corridor
 - Geneva Downtown Master
Plan
 - Huntley Downtown Master
Plan
 - McHenry Downtown Plan
 - Oshkosh, WI Downtown Plan
 - Round Lake Downtown Plan
 - St. Joseph, MI

Special Area Planning

- 50+ Special Area Plans,
including:
- Bellwood TOD master Development
Plan
 - Countryside Dansher Industrial
Park Subarea Plan
 - Glenview The Glen Parcel 24
Master Plan
 - Montgomery Preserve Subarea
Master Plan
 - Naperville Martin Mitchell
Campus Master Plan
 - Oak Brook Commercial Areas
Master Plan
 - Palos Park Commercial Areas
Master Plan
 - Rolling Meadows Golf Road
Corridor Mobility Plan
 - Skokie Dempster Station Area
Plan

Corridor Planning

- 70+ Corridor Plans including:
- Hinsdale -
Odgen Avenue Corridor Plan
 - IL 47 Corridor Study
 - Lockport -
I-355 Corridor Master Plan
 - Melrose Park Broadway
Avenue Corridor Plan
 - Naperville -
Ogden Avenue Enhancement
Study
 - Oak Brook -
22nd Street Corridor Plan
 - Portage, IN -
Highway 20 Corridor Plan

Zoning & Design Guidelines

- 45+ Zoning & Design Guidelines
Assignments, including:
- Ardmore, OK
 - Benton Harbor, MI
 - Bentonville, AR
 - Bloomington, IL
 - Cañon City, CO
 - Cary, IL
 - Chicago
 - Flint, MI
 - Hainesville, IL
 - Hinsdale
 - Jackson, TN
 - Jenks, OK
 - Muskogee, OK
 - Marion, IA
 - Oak Creek, WI
 - River Forest, IL
 - Sunset Hills, MO



Brandon Nolin, AICP

Senior Project Manager

Brandon is a Senior Project Manager at Houseal Lavigne Associates with over 13 years of planning, urban design, and market analysis experience. Brandon specializes in comprehensive planning and economic development and is a self-described “numbers guy,” who uses his background in archaeology, statistics, and market research to develop data-driven plans that are both physically achievable and economically viable. Brandon has worked in communities of all shapes and sizes. He has created award-winning plans to reposition disinvested communities like Flint, MI and North Lawndale on Chicago’s west side; leverage key redevelopment opportunities in growing downtowns; revitalize aging commercial corridors in inner ring suburbs; and strengthen small rural towns and emerging suburban communities. Brandon also has extensive knowledge and experience in the use of Geographic Information Systems (GIS). GIS continues to evolve and Brandon strives to embed spatial analysis into all aspects of place-based recommendations like identifying areas underserved by infrastructure in Flint, MI or calculating the impacts of infill and redevelopment strategies in Jackson, TN.

Brandon has worked for Houseal Lavigne Associates for more than 10 years and also gained valuable experience in his work at the Chicago Metropolitan Agency for Planning (CMAP), a regional planning agency. While at CMAP he directed several projects within the organization’s innovative local-planning and technical assistance program and helped tie on-the-ground development and local initiatives to regional policies. Brandon was also a member of a Chicago-based real estate research firm specializing in market and financial analysis in both the public- and private-sectors.

Education

Bachelor of Science, Anthropology, Michigan State University

Masters of Urban and Environmental Geography, University of Illinois at Chicago

Masters of Urban Planning and Policy, University of Illinois at Chicago

Certifications

NCI Charrette System™
Certificate Training - Core Level

NCI Charrette Management and Facilitation™
Certificate Training - Advanced Level

Memberships

American Planning Association (APA)

American Institute of Certified Planners (AICP)

Illinois GIS Association

Chairman, APA Chicago Metro Section

Executive Committee Member, APA Illinois Chapter

Co-founder, Young Planners Group, APA Illinois Chapter

Project Experience

Comprehensive Plans

- Battle Creek, MI
- Benton Harbor, MI
- Brownsburg, IN
- Cary, IL
- Crothersville, IN
- Culver, IN
- Des Plained, IL
- Downers Grove, IL
- El Paso County, CO
- Elgin, IL
- Fairview Heights, IL
- Flint, MI
- Freeport, IL
- Geneva, IL
- Glen Ellyn, IL
- Greater Bridgeport Regional Commission (GBRC), CT
- Highwood, IL
- Jackson, TN
- Marion, IA
- McHenry County, IL
- McKinley Park, Chicago*
- Mundelein, IL
- North Lawndale, Chicago*
- Northfield, IL
- Oak Creek, WI
- Palos Park, IL
- Pingree Grove, IL
- St. Charles, IL
- St. Cloud, MN
- Summerville, SC
- Tipton, IN
- Tipton County, IN
- Westmont, IL

- Wyoming, MI

Downtown Planning

- Cary, IL
- Highwood, IL
- Huntley, IL
- Lombard, IL
- Murray, KY
- St. Cloud, MN
- Wilmington, IL*

Special Area Planning (TOD, Neighborhoods, Special District)

- Clarendon Hills, IL
- Jefferson-Chalmers, Detroit, MI
- Flint, MI
- Geneva, IL
- Lombard, IL
- Marengo, IL
- Milwaukee, WI
- Murray, KY
- Skokie, IL
- South Chicago Heights, IL
- Sterling, IL
- Winfield, IL

Zoning & Regulatory

- Benton Harbor, MI
- Fairview Heights, IL
- Flint, MI
- Harwood Heights, IL
- Marion, IA
- Murray, KY

- Muskogee, OK
- River Forest, IL

Corridor Planning

- Cary, IL - US 14
- Freeport, IL - West Galena Avenue
- Kane and McHenry Counties - Illinois Route 47
- Lockport, IL - I-355 Corridor Master Plan
- Milwaukee, WI - 27th Street
- River Forest, IL - Village-wide Corridors Plan
- St. Cloud, MN - Division Street
- Sugar Run Creek, Will County, IL - IL Route 53*

Market Analysis & Economic Development

- Bartlett, IL
- Brownsburg, IN
- Channahon, IL
- Chicago, IL*
- Clarendon Hills, IL
- IL Housing Dev. Auth. (IHDA)*
- Lake Barrington, IL
- Lincolnwood, IL
- Lombard, IL
- Milwaukee, WI
- Omaha, NE
- Palos Park, IL
- River Forest, IL

* Work conducted at another firm.



Michio Murakishi

Senior Project Manager

Michio is a Senior Project Manager at Houseal Lavigne bringing over 15 years of experience in community planning and economic development. Recognizing the significance of economic viability, he feels strongly that professional planning practices must be firmly rooted in financial and market realities, as well as pragmatic fiscal policies. To this end, Michio brings special expertise to the firm in the areas of economic development strategy, public-private deal negotiation, financial feasibility analysis, fiscal impact analysis, and market analysis. In addition to his practice leadership in these areas, Michio is responsible for the management of comprehensive, corridor, and subarea plan assignments in his role at Houseal Lavigne.

Michio's consulting experience has concentrated principally on structuring complex real estate financial transactions for numerous public- and private-sector clients. He guides real estate development projects from the visioning stage through project implementation and construction, working closely with both municipalities and developers. His representative work includes the negotiation of a public-private financing structure for the \$110 million Wheeling Town Center mixed-use development project, providing development advisory services to the ownership group of the iconic Cermak Plaza shopping center, securing public funding in support of a LEED-certified renovation of the historic Inland Steel Building, and serving as lead TIF analyst on the Olympic Village financing plan included in the Chicago 2016 bid book submitted to the International Olympic Committee.

Prior to joining Houseal Lavigne, Michio worked at the Bureau of Economic Development in the City of Chicago's Department of Planning and Development. Before that, he spent several years operating his own consulting practice, worked in the national Capital Markets group at Jones Lang LaSalle, and held a senior position at a Chicago-based development advisory firm. Michio received a Bachelor of Arts degree in Sociology from Michigan State University and attended the University of Cincinnati, where he earned a Master of Community Planning degree as a HUD Fellow.

Education

Bachelor of Arts,
Michigan State University

Master of Community Planning,
University of Cincinnati,

Publications

"Amazon HQ2: Lessons for local economic development" Illinois City County Management Association

Presentations

"Promises in the Dark: How to evaluate economic development proposals" Government Finance Officers Association

Project Experience

Development Advisory Services

- Chicago, IL*
- Evanston, IL*
- Flossmoor, IL
- Hanover Park, IL*
- Indian Head Park, IL
- Lincolnshire, IL*
- Milwaukee, WI*
- Oak Park, IL*
- Palatine, IL*
- Park Ridge, IL*
- Prospect Heights, IL*
- River Forest, IL
- River Grove, IL
- St. Charles, IL*

Comprehensive Plans

- Ardmore, OK
- Aurora, CO
- Bentonville, AR
- Brentwood, MO
- Morrisville, NC
- Northfield, IL
- Sioux City, IA
- Wake Forest, NC
- Westmoreland County, PA

Subarea Plans

- Detroit, MI
- Huntley, IL
- Oshkosh, WI
- Peoria Heights, IL
- Public-Private Partnerships
- Cermak Plaza, Berwyn, IL
- Inland Steel Building, Chicago, IL*
- Ujamma Construction, Inc., Chicago, IL*
- Wheeling Town Center, Wheeling, IL

Market Analysis

- Batavia, IL*
- Brownsburg, IN
- Commerce City, CO
- Franklin Park, IL*
- Frederick, CO
- Oak Creek, WI*
- Palos Park, IL
- Sioux City, IA

Special Projects

- Chicago 2016, Olympic Village Financing Strategy*
- City of Naperville, Entitlement Fee Study
- DuPage County, O'Hare Airport Western Access*
- Humboldt Park Health, Community Wellness District Plan
- Palos Park, IL, Fiscal Impact Analysis
- Prairie Grove, IL, Impact of Annexation*



Joshua Koonce, AICP

Project Manager

Josh is a Project Manager with Houseal Lavigne who brings eight years of experience in the areas of zoning, mapping, historic preservation, community development, and bicycle planning. His approach to any assignment is anchored by data-driven plan communication, a people-oriented approach to transportation, and the integration of technology and visuals in the planning process.

Before joining Houseal Lavigne, Josh worked as the sole staff planner and zoning coordinator for the Village of Maywood, a suburban Chicago community of 23,000 residents. In that capacity, he served as the staff liaison for the environmental beautification committee, the historic preservation commission, and the plan commission/zoning board. Josh interacted daily with Village officials, residents, developers, architects, and engineers, conducting zoning and development review for projects ranging from residential homeowner improvements to large mixed-use and industrial developments. Josh also handled all GIS mapmaking and data management tasks for the Community Development Department.

Josh adeptly engages and interfaces with a community and its committees, boards, and commissions. He brings a fresh, outside perspective coupled with an inside, practical understanding of municipal government structures. He has frequently acted as a liaison between these types of entities and local community development organizations and coalitions to connect, build relationships, and advocate and defend the vision of any given assignment.

An additional benefit of his experience is a thorough understanding of the research and procedures necessary to secure planning-related grant monies at the local level. As the planner for the Village of Maywood, Josh applied for and received over \$1 million in planning and engineering grant funds, which increased the capacity for implementation of planning initiatives within the community.

Josh is a certified planner with the American Institute of Certified Planners and an active APA member, enabling him to network with planning professionals and stay up-to-date with planning best practices. Going forward, Josh is interested in helping communities navigate and prepare for a variety of scenarios by finding creative and thoughtful ways to plan and benefit from local assets.

Education

Master Of Urban Planning And Policy
University of Illinois at Chicago,
College of Urban Planning and Public Affairs,
Chicago, IL, 2010

Bachelor Of Arts In Sociology And English
Trinity Christian College,
Palos Heights, IL, 2005

Memberships

American Institute of
Certified Planners (AICP)

American Planning Association (APA)

Project Experience

Comprehensive Plans

- Cañon City, CO
- Commerce City, CO
- Fort Wayne & Allen County, IN
- Grand Junction, CO
- Gunnison, CO
- Jenks, OK
- Peoria Heights, IL
- Opelika, AL
- Claremont, CA

Zoning

- Cañon City, CO
- Jenks, OK
- Knightdale, NC
- Verona, WI

Downtown Plan

- St. Joseph, MI

Economic Development

- Brownsburg, IN Economic Development Strategic Plan

Corridor Plans

- Jefferson-Chalmers Mainstreet Master Plan, Detroit, MI

Misc. Studies

- MWRD Stormwater Master Plan

Subarea Plans

- Diamond Willow Property Master Plan, Sioux City, IA
- Grand Junction, CO
- Gunnison, CO
- Jenks, OK
- Oshkosh, WI, Sawdust District Master Plan
- Peoria Heights, IL

Development Services

- Flossmoor, IL

Grant Writing*

Secured and managed the following grant funds or grant-funded projects:

- IHDA abandoned properties grant funding
- Invest in Cook County funding for a major Village roadway project
- Local Technical Assistance funding for a Metra Station Area plan (RTA)
- Local Technical Assistance for updated zoning ordinance public facing guide (CMAP)
- MWRD Green Infrastructure Grant



Jackie Wells, AICP

Project Manager

Jackie is a Project Manager at Houseal Lavigne, where she is focused on working with municipalities to develop actionable plans that reflect the vision and goals of the community and to update their zoning, sign, and subdivision ordinances to ensure they are useful tools in plan implementation. Her experience with both planning and zoning grounds all her work in the realities of the market and effectively balances community aspirations with what it takes to get good development done.

Jackie received her Bachelor's degree in architectural studies and Master's degree in Urban Planning from the University of Kansas. While in school her passion for community engagement was ignited, leading to her award of a research grant to further study the geospatial impacts of public engagement preferences.

Prior to joining Houseal Lavigne, Jackie was the Housing and Development Planning Specialist for a community of approximately 45,000. There she developed, implemented, and monitored the City's five-year Consolidated Plan and Annual Plans; applied for, received, and administered local, state and federal grant funding; acted as a liaison between the City and local community groups; spearheaded the City's targeted efforts in two historically disadvantaged neighborhoods; and planned and facilitated community engagement campaigns and events. Through these responsibilities, she gained valuable experience in program and policy development, engaging community groups, and supporting the establishment of new neighborhood associations. Jackie uses her experience in local government to develop data-driven solutions that manage the needs of elected and appointed officials, department heads, non-profit partners, and residents of the community.

Education

Master of Urban Planning,
University of Kansas

Bachelor of Arts in Architecture,
University of Kansas

Memberships

American Planning Association, IL

American Planning Association, National

Rotary International

Presentations

APA-IL State Conference: A Tale of Two
Neighborhoods - Community Driven Recal-
ibration of Urban Renewal Era Policy

APA-IL CMS Finding the Middle: Inclusive by
Design

APA-IL State Conference: Zoning to Balance
Gentrification, Preservation, and Investment

APA Quad State Conference: Economic Argu-
ment for Flexible Parking Requirements

Project Experience

Comprehensive and Master Planning

- Bensenville, IL - Parks & Recreation Master Plan
- Cañon City, CO - Comprehensive Plan
- Elk River, MN - Comprehensive Plan
- Jenks, OK - Comprehensive Plan
- Oak Creek, WI - Comprehensive Plan
- Northfield, IL - Comprehensive Plan
- Fairfield, CT - Strategic Plan
- Northfield, IL - Comprehensive Plan
- Greenwich, CT - Comprehensive Plan
- Sioux City, IA - Comprehensive Plan
- Eden Prairie, MN - Comprehensive Plan
- Marion, IA - Comprehensive Plan Update

Land Development Regulations

- Ardmore, OK - UDC
- Bloomington, IL - Zoning Ordinance
- Bloomington, IL - R-3B Zoning District Analysis
- Bloomington, IL - Sign Ordinance
- Cañon City, CO - UDC
- Carol Stream, IL - UDO
- Cary, IL - UDO
- Hainesville, IL - Zoning Ordinance Update and Retainer Services
- Jackson, TN - UDO
- Jenks, OK - UDO
- Knightdale, NC - UDO
- Marion, IA - Zoning Code Update
- Oak Creek, WI - Zoning and Sign Ordinance
- River Forest, IL - Sign Ordinance
- Roscoe, IL - Zoning / Regulatory Controls
- Springfield, MO - Grant Avenue Parkway District
- Sunset Hills, MO - Zoning / Regulatory Controls
- Verona, WI - Zoning and Sign Ordinance
- Yorkville, IL - UDO

Corridor, Downtown & Small Area Planning

- Hastings, MN - Vermilion Street Corridor Plan
- Lawrence, KS - Downtown Master Plan
- Plainfield/Joliet, IL - Boulevard Place PUD Design Guidelines
- Springfield, MO - Grant Avenue Parkway Corridor Plan



Trisha Parks, AICP

Planner II

Trisha is a Planner II with Houseal Lavigne and is instrumental in executing and evolving the firm's distinctive style and transformative 3D and GIS-based visualizations. Her primary area of expertise is visual communication through the development of illustrative maps, graphics, 3D visualizations, plan branding collateral, and plan document layouts.

Trisha received a Bachelor's degree in Architecture from the University of Illinois at Urbana-Champaign and a Master's degree in Urban Planning and Policy from the University of Illinois at Chicago, concentrating in spatial planning and urban design. While attending University, she was awarded the AICP Outstanding Student Award honoring her exceptional achievements in the study of planning. Prior to joining Houseal Lavigne, Trisha worked for the City of Highland Park. Throughout her time with the City, she worked on projects such as the Highland Park Downtown Design Guidelines and the Cultural Arts Master Plan.

Across a wide breadth of scales, Trisha brings specialization in all planning and design platforms, including but not limited to ArcGIS, ArcGIS Pro, Adobe, SketchUp, and CityEngine, to forge the connection between the planning process and the final deliverable. Her ability to design engaging and easy-to-understand graphics and collateral greatly assist the firm throughout the planning and outreach processes. Though she largely concentrates on the graphic representation of planning policies, she is interested in all aspects of the planning process.

Education

Masters of Urban Planning and Policy
with a Certificate in Geospatial
Analysis & Visualization
University of Illinois, Chicago

Bachelor of Science in Architecture, Univer-
sity of Illinois, Champaign/Urbana

Memberships

American Planning Association
Illinois Chapter

American Planning Association
National Chapter

IL GIS Association

Certifications

American Institute of Certified Planners

ArcGIS Desktop Associate
Issued by Esri

ArcGIS Desktop Professional
Issued by Esri

Presentations

Wisconsin Land Information Association
Persuading Citizens & Corporations
with Visualization

Awards

2018 Special Achievement in GIS Award
Oshkosh Lakeshore Development

Project Experience

Comprehensive Plans

- Aurora, CO
- Ardmore, OK
- Battle Creek, MI
- Bentonville, AR
- Brentwood, MO
- Brownsburg, IN
- Cañon City, CO
- Cape Cod, MA
- Channahon, IL
- Eden Prairie, MN
- El Paso County, CO
- Fort Lupton, CO
- Downers Grove, IL
- Galesburg, IL
- Glen Ellyn, IL
- Grand Junction, CO
- Gunnison, CO
- Jenks, OK
- Lake Barrington, IL
- Marion, IA
- Minooka, IL
- Morrisville, NC
- Northfield, IL
- Oak Creek, WI
- Peoria Heights, IL
- River Forest, IL
- Schaumburg, IL
- Sioux City, IA
- Summerville, SC
- Westmoreland County, PA
- Wyoming, MI

Plan Branding

- Aurora, CO
- Cañon City, CO
- Brentwood, MO
- Fort Lupton, CO
- Fort Wayne, IN
- Jenks, OK
- New Buffalo, MI
- Westmoreland County, PA

Downtown Plans

- Lisle, IL
- Oshkosh, WI
- Springfield, MO
- St. Joseph, MI

Site Development Visualizations

- Ames, IA
- Battle Creek, MI
- Bentonville, AR
- Diamond Willow Property, Sioux City, IA
- Elmhurst, IL
- Fort Lupton, CO
- Hastings, MN
- Oshkosh, WI
- Peoria Heights, IL
- St. Cloud, MN
- Norwegian American Hospital Health District Master Plan

Subarea Plans

- Huntley, IL
- Elmhurst, IL
- Frederick, CO
- Peoria Heights, IL
- Oshkosh, WI

Corridor Plans

- Ames, IA
- Bradley, IL
- Hastings, MN
- Oak Brook, IL
- Oshkosh, IL

Zoning Ordinances

- Bentonville, AR
- Bloomington, IL
- Cary, IL
- Marion, IA
- Roscoe, IL
- Sunset Hills, MO

Parks & Recreation Plans

- Bensenville, IL
- Fort Lupton, CO
- St. Cloud, MN



Daniel Tse, AICP

Planner II

Daniel is a Planner II with Houseal Lavigne and brings seven years of experience in urban planning and design. One of his specialties is developing illustrative graphics and innovative design work to further planning recommendations and concepts in a manner that is attractive and easy to understand. He is passionate about working with communities to identify issues and opportunities and design visually appealing graphics to create implementable plans. He adeptly incorporates development concept visualization and 3D renderings into planning documents and also concentrates on the mapping of the physical environment, creating and customizing GIS datasets, and using spatial analytic tools to inform policy recommendations in planning projects at all scales.

Daniel received a Bachelor's and Master's degrees in Urban Planning from the University of Illinois at Urbana-Champaign. His professional practice includes working with metropolitan planning organization to update a county's Long-Range Transportation Plan and drafting a bicycle and trails master plan for communities. He also have experience working in a planning and design firm in Asia-Pacific where he helped communities develop city-wide planning and bicycling plans. Prior to joining Houseal Lavigne, Daniel worked at a multi-disciplinary firm in the United States where he expanded his practice and skillset into landscape architecture and architecture through campus master planning, site concept design, golf course facility redevelopment, and railroad underpass design.

His extensive experience in a wide variety of projects, including comprehensive plans, corridor plans, transit-oriented development, bike and trail plans, subarea plans, research park master plans, design guidelines, and zoning regulations has solidified his position as a well rounded urban planner. He is able to tackle the breadth of activities involved in a planning assignment including research, policy writing, design recommendations formulation, project management, community engagement, implementation, and visually cohesive document design.

Education

Master of Urban Planning, University of Illinois at Urbana-Champaign

Bachelor of Arts in Urban Planning, University of Illinois at Urbana-Champaign

Memberships

American Planning Association

Certifications

American Institute of Certified Planners

Awards

Matteson Streetscape Improvement Plan
2020 APA-IL Award for Best Practice*

Master's Capstone Award
Hong Kong Institute of Planner's
Certificate of Merit

Edmund J. James Scholar Student
James Scholar Research Creativity Award

UIUC Department of Urban and Regional
Planning Outstanding Sophomore Award

Project Experience

Comprehensive Plans

- Brookfield, IL*
- Crawfordsville, IN*
- Cary, IL
- Coralville, IA
- Council Bluffs, IA
- Elgin, IL
- Fort Dodge, IA
- Frederick, CO
- Gardner, KS
- Greater Bridgeport Regional Council, CT
- Hudson, OH
- Jackson, TN
- Maywood, IL
- North Aurora, IL
- Oak Park, IL
- Plainfield, IN
- Pleasant Hill, IA
- St. Cloud, MN
- Sunset Hills, MO
- Windsor, CO

Corridor Plans

- Champaign, IL*
- Moline, IL*
- Matteson, IL*
- Bi-State Regional Planning Commission, IL*

Downtown Plans

- Carson City, NV
- Rock Island, IL
- South Holland, IL*

Visualizations

- Crystal Lake, IL
- Monmouth, IL
- Oshkosh, WI
- Pleasant Hill, IA
- Fort Dodge, IA
- Richton Park, IL
- Sterling, IL
- Tulsa, OK

Zoning

- Ardmore, OK
- Bloomington, IL
- Canon City, CO
- Jenks, OK
- Knightdale, NC
- River Forest, IL
- Roscoe, IL
- Verona, WI

Station Area Plans

- Crystal Lake, IL
- Prairie View, Buffalo Grove, IL*

Campus Master Plans

- Research Park at the University of Illinois at Urbana-Champaign, Champaign, IL*

Golf Facilities Master Plans

- Indy Parks & Recreation, Indianapolis, IN*

Strategic Plans

- West Chicago, IL
- Brownfield Reuse Plans, Sherman Park, Indianapolis, IN*

Design Guidelines

- Aurora, IL*
- Brookfield, IL*

* Work conducted at another firm.



Timothy Thoreen, PMP

Transportation Planner

Tim brings over 22 years of experience in project management, environmental documentation, and regulatory agency coordination for state and local government clients in the Upper Midwest. He has extensive background in local environmental documentation and permitting for programs and projects, including for municipal, watershed district, transit authorities, and State Departments of Transportation. Tim specializes in project management, public involvement and proactive stakeholder management as an integral part of decision-making. As a planner, Tim's recent project leadership has come on Environmental Assessments, bridge location studies, corridor studies, and community transportation plans. Tim's history includes managing development of a legislatively mandated report for MnDOT to assess opportunities for improving how the state can work with small businesses to minimize and mitigate impacts of highway construction. The report led to the development of a new best practices for business outreach by MnDOT and the creation of new legislation requiring the use of a "Business Liaison."

Education

MA, Public Affairs,
University of MN- 1998

BA, Environmental Studies,
Gustavus Adolphus College- 1996

Registration/License:
PMP, MN #1321936

Experience

22 years

Project Experience

East Peoria & Washington Transportation Priorities Plans - HLA - Lead Planner

HR Green served as a Subconsultant to Houseal Lavigne & Associates (HLA) to develop Transportation Priorities Plans for the cities of East Peoria and Washington, IL. The studies included analysis of pavement condition, crash history, capital improvement plans, and future traffic forecasts to develop a report for use by the cities in future comprehensive plan updates. Tim served as HR Green's Lead Planner for the project.

Elk River Comprehensive Plan Update – Elk River, MN - HLA – Transportation Planner

HR Green, in a subconsultant role to HLA, is preparing the Transportation and Infrastructure chapters of the new Comprehensive Plan for the City of Elk River, MN. For the update, HR Green coordinated with city engineering and utilities staff to document existing conditions and key issues, and to develop priorities for future improvements and related policies in Elk River. Of critical importance to the study was an evaluation of the effects of converting Highway 169 through Elk River from a signalized arterial into a freeway corridor. Tim served as HR Green's Lead Transportation Planner.

I-94/ TH 27 Planning Study - MnDOT District 4 - Project Manager

Tim served as the Project Manager for completion of a corridor study to create an action plan for future improvements in the TH 27 corridor including the I-94 interchange in Alexandria, MN. The study investigated cooperative measures for MnDOT to take with Douglas County for local road and interchange ramp improvements to enable more efficient operations and local business access at this growing portion of Alexandria. Tim was the Project Manager on this project, and also facilitated each of the public open house and stakeholder meeting events.



Tim Korby, PE, LEED AP BD+C

City Engineer | Client Service Manager

Mr. Korby is a highly experienced civil engineer that has worked for various clients throughout Minnesota and Wisconsin. He knows and understands a community's engineering needs and unique problems. These may include expansion of urban infrastructure to meet development needs, municipal surveying, planning and development issues, maintenance best practices for municipal improvements, and development of parks, trails, and similar amenities. He also has expertise in traffic and transportation issues ranging from addressing neighborhood traffic studies to local roadway design projects, environmental projects including solving neighborhood drainage problems, preserving wetlands, designing wastewater and water treatment plants, well head and ground water protection, stormwater pond design, and design and construction Municipal State Aid roadways. This gives him a unique insight into how local communities must balance all of these issues. He has been involved with communities facing both rapid development and redevelopment needs.

Tim also has provided extensive technical support to City staffs throughout his municipal career. This technical advice includes completing resolutions, public notices, running meetings and public hearings, funding issues, addressing engineering issues, policy studies, preparation of maintenance programs and reports, and analysis of project development. Many comprehensive studies included maintenance manuals for street systems, water systems, and stormwater systems. These documents were used in developing capital improvement programs and maintenance plans for city infrastructure systems.

Education

BS, Civil Engineering,
University of Minnesota, 1987

Professional Engineer
MN #25830,
WI #30900,
MI #6201044629

LEED AP #10075939

Experience

34 years

Project Experience

Multiple City Comprehensive Plan Projects: Albert Lea, MN, Hudson, WI, and St. Francis, MN

Tim was part of a team that completed the Master Comprehensive Plan for the Cities of Hudson, WI, Albert Lea, MN, and St. Francis, MN. Tim was responsible for the engineering sections of the reports including the water, sewer and stormwater sections.

Additional Sewer, Water, and Stormwater Comprehensive Plans

- Eagan, MN - Stormwater Master Plan & Sanitary Sewer Comprehensive Plan – Engineer
- Hudson, WI - Sanitary Sewer Comprehensive Plan – Engineer
- Chaska, MN - Stormwater Master Plan & Sanitary Sewer Comprehensive Plan – Engineer
- Chanhassen, MN - Stormwater Master Plan & Sanitary Sewer Comprehensive Plan – Engineer
- Plymouth, MN - Sanitary Sewer Comprehensive Plan – Engineer
- Apple Valley, MN - Water Comprehensive Plan – Engineer
- Sturgeon Lake, MN - Water Master Plan & Sanitary Sewer Comprehensive Plan – Engineer
- Hastings, MN - Sanitary Sewer Comprehensive Plan – Engineer
- Carlton, MN - Water Comprehensive Plan – Principal



Steve Prideaux, AICP

Staff Planner

Steve has demonstrated outstanding capabilities as an urban planner and environmental consultant since beginning his career with HR Green in 2007. For an extended period, he served as a resident part-time city planner for a key client of the company. In that role, he earned high marks for assisting the development process in a city of nearly 30,000 people. Steve served as the primary author of two sub-area plans, drafted zoning ordinances, reviewed site plans and preliminary/final plats, and created staff reports for presentation at City Planning Commission, Zoning Board of Adjustment, and City Council meetings. He also has extensive knowledge of the EPA Brownfields Program.

Education

MS, Urban and Regional Planning,
University of Iowa- 2008

BA, Political Science,
University of Iowa- 2006

BA, History, University of Iowa- 2006

Registration/License:
AICP, IA #242953

Experience

14 years

Project Experience

City of Sioux City Comprehensive Plan - HLA / City of Sioux City, IA - Project Planner

As a sub-consultant to Houseal Lavigne Associates, HR Green's responsibilities were tied most directly to scope tasks related primarily to transportation and infrastructure. This included performing an Existing Conditions Analysis, Sub-Area Plans, Community-Wide plans and Policies, Implementation Strategy and Plan Documents and Adoptions. Steve served as the primary author of the transportation chapter for the community's Comprehensive Plan.

Chamberlain Redevelopment Planning - City of Waterloo, IA - Project Planner

Steve collaborated with key stakeholders including city staff, Kansas State University Technical Assistance to Brownfields (TAB) representatives, and nearby property owners to identify appropriate re-uses for a contaminated former munitions manufacturer. The work involved helping develop redevelopment concepts for display at a public outreach meeting.

Resident Planning Services - City of Clinton, IA - Staff Planner

HR Green provided the services of a resident planner to staff the City of Clinton's Planning Department.

Steve served as a resident part-time city planner. In this role he served as the primary author of two sub-area plans, helped review and amend existing zoning ordinances, wrote reports with city staff recommendations for the Planning and Zoning Commission and the Zoning Board of Adjustments, and handled day-to-day planning-related issues such as a site plan review and attending pre-development meetings. Steve also drafted the city's first Planned-Unit Development (PUD) Overlay District ordinance.

Elk River Comprehensive Plan Update - MN - Staff Planner

HR Green, in a subconsultant role to HLA, is preparing the Transportation and Infrastructure chapters of the new Comprehensive Plan for the City of Elk River, MN. For the update, HR Green coordinated with city engineering and utilities staff to document existing conditions and key issues, and to develop priorities for future improvements and related policies in Elk River. Of critical importance to the study was an evaluation of the effects of converting Highway 169 through Elk River from a signalized arterial into a freeway corridor.