



A Proposal For

City of Stoughton, Wisconsin Comprehensive Plan Update

March 11, 2016



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MADISON: 120 E. Lakeside St. • Madison, WI 53715 • 608.255.3988
MILWAUKEE: 247 Freshwater Way, Suite 530 • Milwaukee, WI 53204 • 414.988.8631

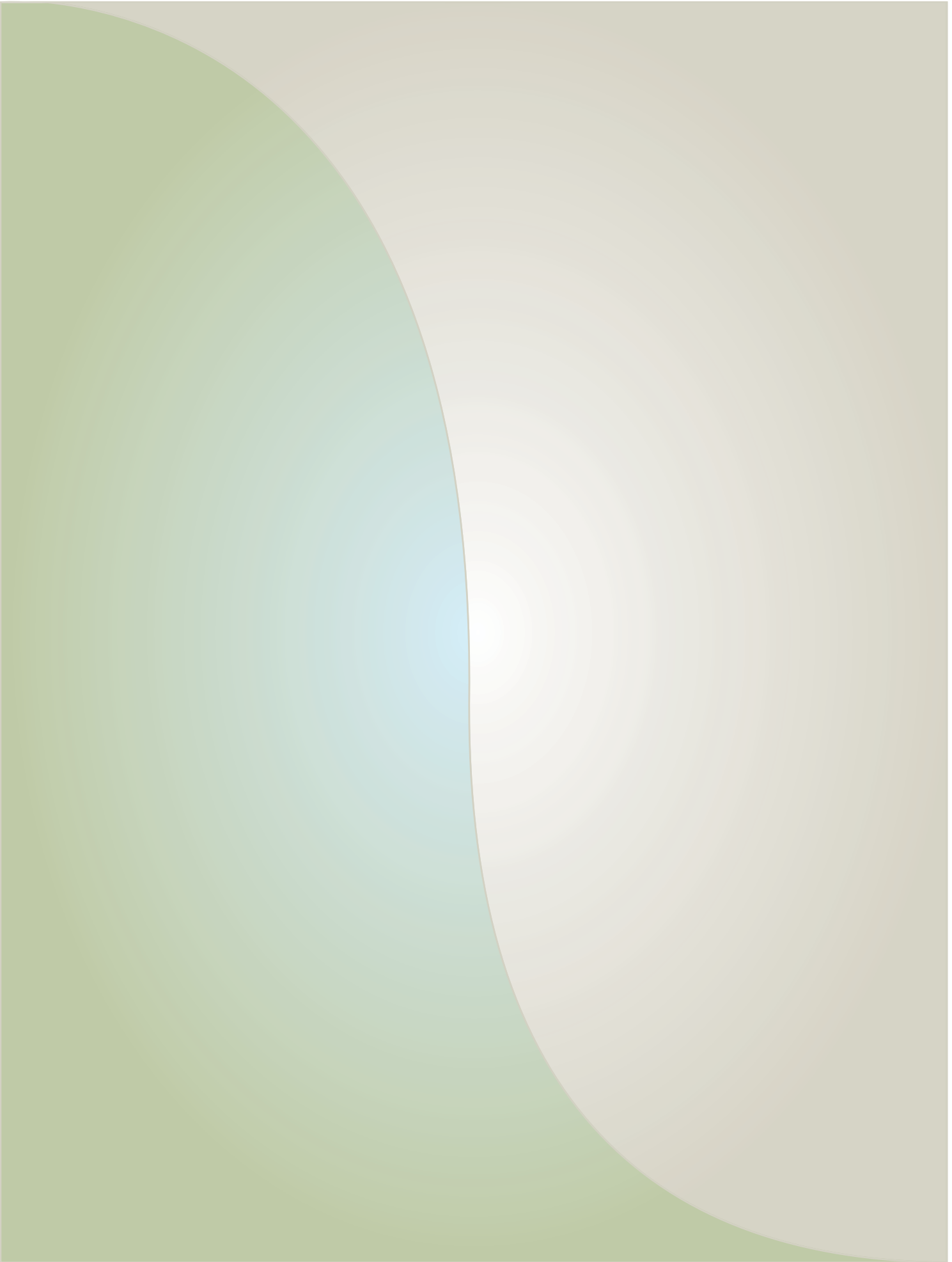




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Contact Information

Mike Slavney, FAICP

Vandewalle & Associates, Inc.
120 East Lakeside Street
Madison, WI 53715
(608) 255-3988
(608) 255-0814 Fax
mslavney@vandewalle.com

247 Freshwater Way, Suite 530
Milwaukee, WI 53204
(414) 988-8631

www.vandewalle.com





Vandewalle & Associates, Inc.

March 11, 2016

Rodney Scheel, Director of Planning and Development
City of Stoughton
381 East Main Street
Stoughton, WI 53589

Dear Mr. Scheel:

On behalf of Vandewalle & Associates, I am pleased to submit this proposal offering services to the City of Stoughton in updating your Comprehensive Plan. We have greatly enjoyed our work with the City over the years, including the 2005 Comprehensive Plan and 2012 Amendments, and zoning ordinance rewrite. It would be an honor to again be selected to assist you with this important effort.

The City of Stoughton is seeking a Comprehensive Plan Update that meets Wisconsin's comprehensive planning requirements, provides a visioning process in which to explore possibilities for the future of the City, and provides a guide for decision-making for the next 20 years. Stoughton and Dane County are destined for significant population growth over the next 20 years and beyond. This growth is likely to bring new challenges related to protecting water quality and open space, preserving independent community identity, and traffic congestion. The Comprehensive Plan must address these issues, while recognizing the strong planning efforts that have been done up to this point. The existing Comprehensive Plan will be assessed to determine which sections require updating, and which sections should be carried forward into the new Plan.

We think that an important theme for the Comprehensive Plan should be to leverage outside forces to create significant community benefits related to growing local jobs, more diverse shopping opportunities, a stronger downtown, and more balanced tax base. Through meaningful engagement with City leadership and citizens, the Comprehensive Plan must discover insights into the community's preferences for balancing the City's independent and historic character with its potential to become a metropolitan player – and how to best attain that balance.

We know how to do this. Our track record is particularly evident in Middleton, Fitchburg, and Sun Prairie, where our planning assistance and development projects have successfully balanced similar objectives and have responded to the goals identified by the community and local officials. We are leaders in designing and coordinating creative and engaging public participation. We have unmatched knowledge about the region's economy, and the emerging initiatives of WisDOT, the City of Madison, and Dane County. Furthermore, we are at the forefront of comprehensive planning, park and open space system planning, bicycle planning, and intergovernmental planning in Wisconsin and Dane County – with experience in working with growing cities surrounded by towns that are not subject to county zoning. Our seven principals in our Madison office have a combined 165 years of planning practice in Dane County, and we will capture each of their insights in this Plan. I personally serve as the local planner for 15 communities with populations of 1,000 to 25,000 residents. I administer many of the Plans we produce, and I know how to design Plans so they can be readily applied to real life.

Finally, we are committed to providing the tasks specified in our scope of services and can readily meet the project schedule identified in the RFP. The enclosed proposal is effective for 90 days from today.

I would like to thank you for inviting us to propose services for this important effort, and I look forward to discussing it with you in greater detail.

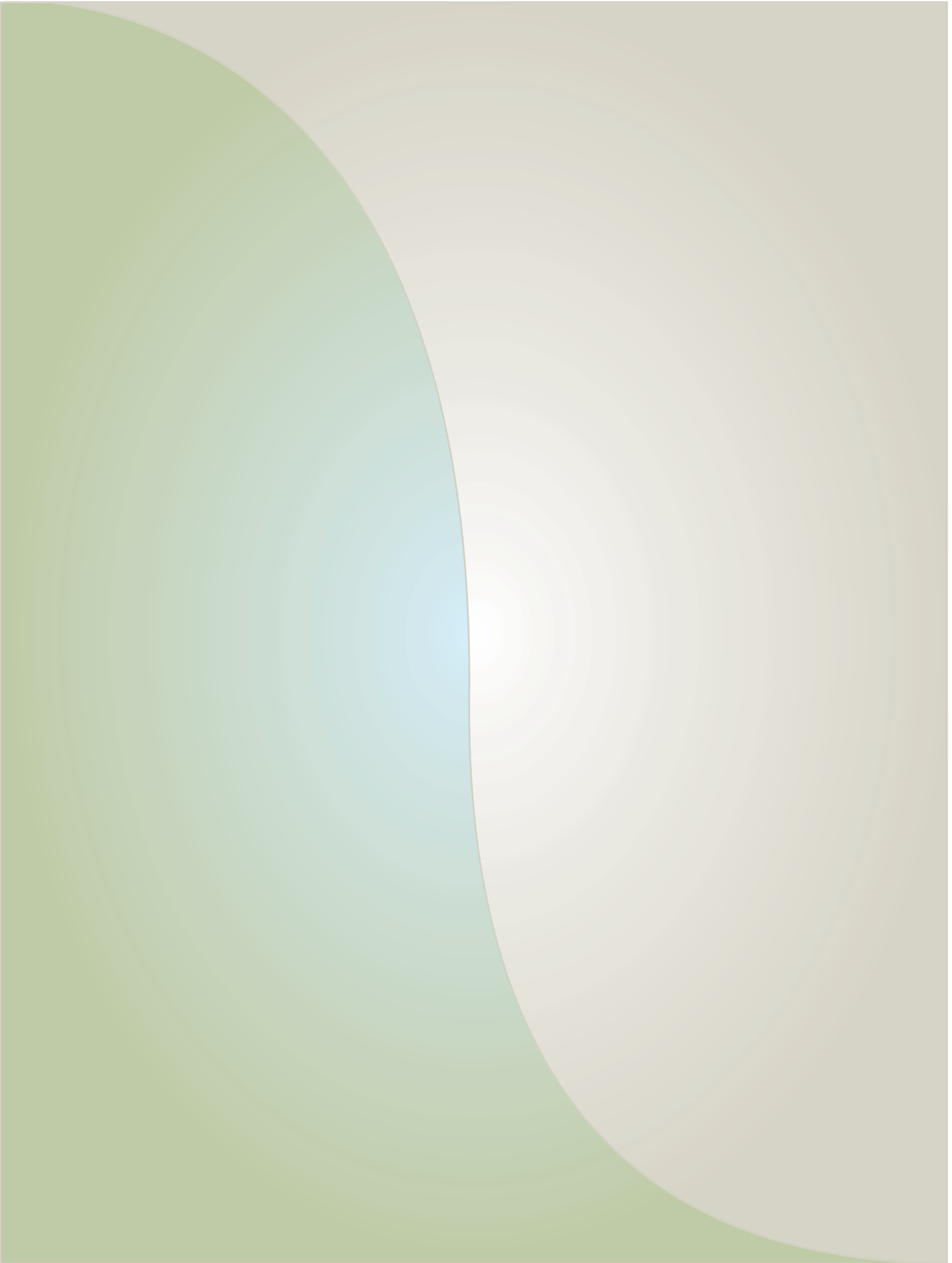
Sincerely,

A handwritten signature in black ink, appearing to read "Mike Slavney".

Mike Slavney, FAICP
Principal and Project Manager

Profile of the Firm





Vandewalle & Associates, Inc.

Madison • Milwaukee • Midwest



Powerful thinking that turns assets to economic opportunities, catalytic projects, and solutions.

Vandewalle & Associates is a unique collection of highly talented individuals with expertise in economic strategy, planning, design, redevelopment, architecture, marketing, and real estate. The firm was established in 1976 and has been a Midwest leader in innovative economic positioning for more than 20 years. We work with our clients to identify core, place-based assets and translate them into innovative solutions and new opportunities. Our firm is comprised of more than 20 talented economic development and real estate specialists, community and regional planners, urban designers, and redevelopment experts.

We shape places for the future. We are attuned to changing global economic trends and know how to reposition declining industries and obsolete facilities to embrace emerging industries and new opportunities. We know every corner of the region, every important industry, hundreds of regional leaders, and most of the major employers. We have worked for the Midwest's largest metropolitan regions and global corporations, as well as its smallest towns and villages.

What we do best. With this exceptional pool of expertise and an agile team structure, we've developed innovative ways of shaping places to meet rapid change and the issues of today like no one else can.

Revitalizing urban places. Even places that are underutilized or underperforming can be reinvigorated in exciting new ways. We discover and harness assets through judicious visioning, design, branding, and

implementation to raise each place to a uniquely prominent and competitive position.

Shaping Communities. For large urban centers, small communities, or several locales seeking to work together, we provide the insight, management, and public involvement needed to structure complex plans and agreements that set a clear course for your community's future.

Catalyzing and Implementing Projects. Not every project comes to us fully defined. We are adept at helping our clients discover the partners, the project champions, and the funding to answer multi-faceted needs and make big ideas happen. We can coalesce, develop, and manage the vision, and explain complex ideas along the way.

Proven results. Over long-term relationships working as partners with our clients, we've shaped sites, communities, cities, and regions into vibrant and magnetic economic centers. Take a look at Moline, Illinois; Waterloo, Iowa; Middleton, Wisconsin; Sheboygan, Wisconsin; and the Milwaukee Regional Medical Center Campus. These are just a few of our long-term, living success stories; places we've helped to leverage their assets for change.

Our website, www.vandewalle.com, provides descriptions of dozens of our current and past projects. We encourage you to review these and to contact any of our clients to learn more about what we have helped them to achieve.



Qualifications and Relevant Experience

Comprehensive Planning

Vandewalle & Associates has been preparing innovative comprehensive plans in Wisconsin for over 30 years. Our mission has been to preserve and enhance communities' quality of life through long-range planning. Our experienced, diverse team of professionals ensures that plans are truly "comprehensive" in their scope. Our comprehensive plans provide communities with the necessary tools to effectively manage growth and achieve their desired character. We accomplish this by working with each community to uncover what makes it special, and by providing clear, highly visual recommendations on how to protect and enhance its unique combination of attributes, resources, and opportunities. This process involves a proactive and ongoing approach to public involvement with a focus on implementation. Vandewalle & Associates is a leader in developing comprehensive plans that comply with Wisconsin's Comprehensive Planning requirements. In fact, we have prepared more compliant comprehensive plans than any other firm in the state.

The Vandewalle & Associates team of expert planners has firsthand insight into the evolving nature of the Comprehensive Planning legislation. We frequently speak at planning conferences around the Midwest and provide Plan implementation services and expert testimony assistance to many cities, villages, towns, and counties.

In sum, our team members will continue to be at the forefront of comprehensive planning in Wisconsin. Our expertise and experience enable us to prepare comprehensive plans that not only contain the required Comprehensive Plan elements, but also provide living guides for maintaining a community's character and achieving its desired future. In this manner, we offer our client communities the opportunity to let their characters determine their futures, rather than allowing the future to dictate their characters.

Public Participation and Community Consensus Building

Vandewalle & Associates has been recognized many times for conducting highly effective and productive public participation events, including an award from the Wisconsin Chapter of the American Planning Association for our work in assisting the City of Madison with designing a public participation program for their comprehensive planning process.

The purpose of our public participation programs is to actively involve the general public, local governments, and key community interests in identifying important issues, refining a vision for the community, providing input on future land use issues, and suggesting strategies to achieve the vision. This effort also emphasizes intergovernmental coordination.

Web & Social Media Engagement

Vandewalle & Associates' Communications team has experience with providing a full spectrum of web communications services, and we are able to use the web to promote public participation events, as desired by the Village. We can provide content and re-purpose Plan graphics and maps for use on the web. Typically, we recommend building off of a community's existing web and social media presence in order to promote planning processes and outreach events.





Community Planning/Urban Design

Vandewalle & Associates excels in providing urban revitalization, redevelopment planning, and implementation services to public and private sector clients throughout the United States. We bring our skills to a variety of complex challenges, including waterfront redevelopment projects; transit-oriented, mixed-use development in blighted urban cores; urban commercial corridor redevelopment plans; brownfield site reuse planning; and neighborhood redevelopment projects. Some of the firm's key urban revitalization projects include Machinery Row in Racine, Wisconsin; John Deere Commons in Moline, Illinois; downtown redevelopment in Middleton, Wisconsin; and downtown, neighborhood, and corridor projects in Sheboygan, Wisconsin. Over the past 30+ years, the firm has demonstrated success in building the public and private partnerships necessary to leverage the opportunities implicit in the community, find the capital needed to get the job done, and serve our clients as a multi-disciplinary, ongoing economic development advisor and growth management consultant. Our goal is to prepare redevelopment and revitalization plans that are highly creative, implementable, and acceptable to all players and stakeholders in the public and private sectors. The Vandewalle & Associates team uses an "urbanomic" approach to urban redevelopment. Instead of simply "cleaning and greening" sites to improve their aesthetic quality, the firm develops long-term economic revitalization strategies that, over time, replace lost jobs and create a new, stable tax base. This planning approach includes a detailed opportunity analysis process during which we take an in-depth look at the economic opportunities and strengths that have been lost or underused by the community. This analysis leads to an understanding of the realities of the current and emerging marketplace, allowing the firm to determine what can be done to

best achieve successful and sustainable revitalization and economic growth in the targeted redevelopment area within the context of the larger economic region.

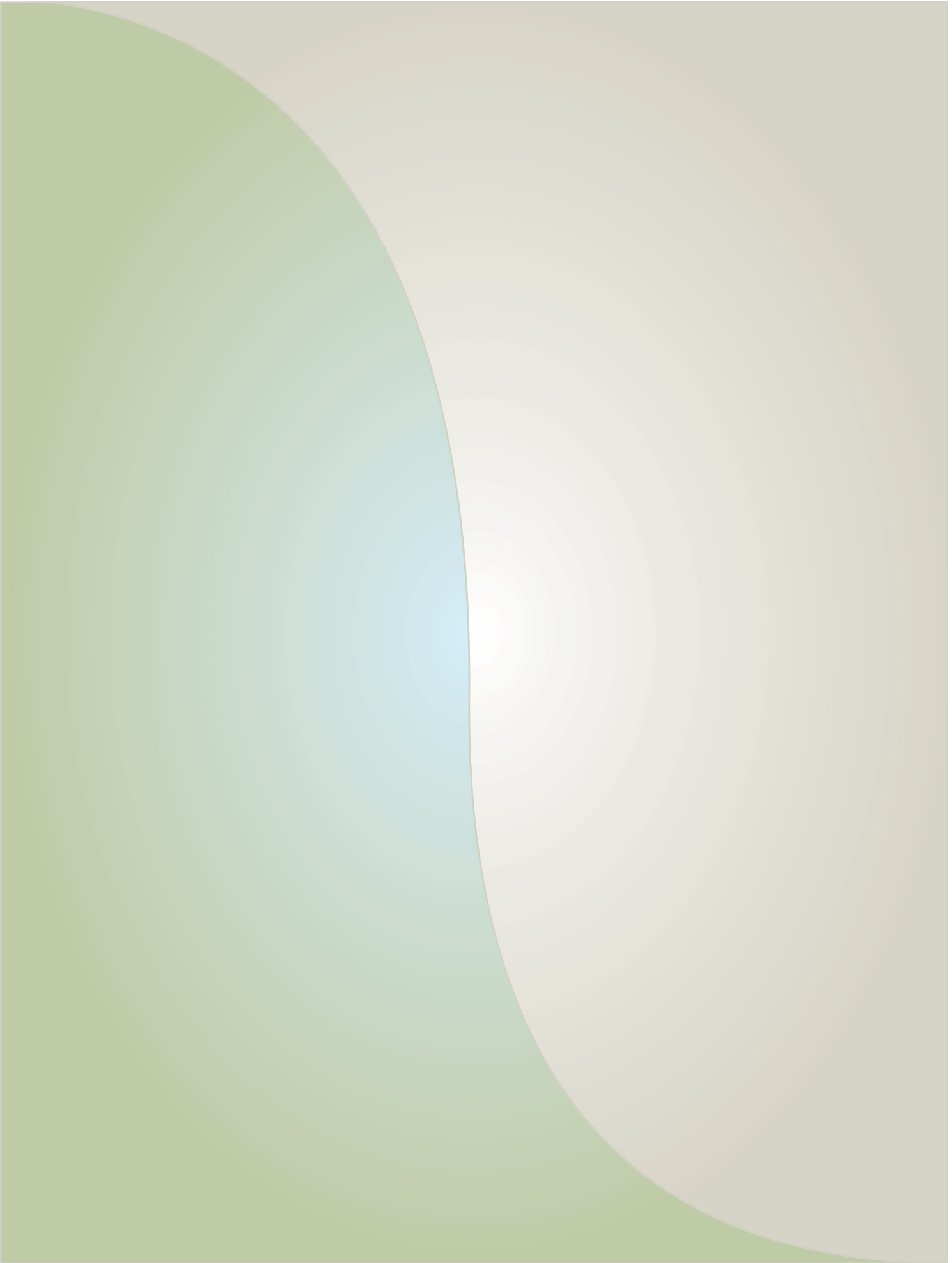
Grant Writing Experience and Success

Vandewalle & Associates understands that municipal budgets are tight, now more than ever. The firm has documented success in the preparation of implementation-related grant applications. Vandewalle & Associates has been successful in assisting our clients in securing more than \$89 million in state and federal grants and assistance for brownfield assessment, reuse planning, remediation, regulatory closure, and redevelopment. The firm has also successfully obtained grants for other purposes such as housing improvements, energy initiatives, recreational facilities, comprehensive planning, and detailed planning initiatives in a variety of communities. The firm develops relationships with key state and federal agencies and tracks opportunities within the context of frequently-changing state and federal programs and fiscal priorities.



Consultant Qualifications







Project Team

Vandewalle & Associates is comprised of over 20 talented community and regional planners, economic development specialists, urban designers, landscape architects, and GIS mapping specialists. This multi-disciplinary team of professionals provides a comprehensive range of creative solutions and services required to create economically, socially, and environmentally sustainable communities.

The following staff members will participate in the City of Stoughton Comprehensive Plan Update. The project team will be led by Mike Slavney, FAICP. Additional staff on the project include planners and urban designers at the Principal, Associate, and Assistant levels.

All of our team members are genuinely excited about the prospect of creating a positive and lasting impact on the City of Stoughton, and all have the capacity to undertake and fully complete this project.

Mike Slavney, FAICP, A Principal Planner with 33 years of experience, has prepared Comprehensive Plans for more than 75 communities and has served as the staff planner for over 50 communities in Wisconsin, Illinois, and North Carolina. Mike will advise on and guide solutions for the project, and will be very active in designing and administering all public participation and plan adoption efforts. Mike is a Dane County native, is a past president of the Natural Heritage Land Trust, and is currently a member of the Dane County Parks Endowment Fund Committee.

Scott Harrington, AICP, A Principal Planner with 25 years of experience, Scott will serve as the redevelopment and urban design expert on the project. Scott has been a practicing planner in Illinois, Florida, Colorado, and Wisconsin and has significant experience preparing zoning ordinances and infill design standards for communities such as East Dundee, Moline, and Galena, Illinois; Gulf Stream, Florida; Grand Junction and Rifle Colorado; Kirkwood and Olivette, Missouri; and Madison, Wisconsin. Scott will review and guide solutions for the Downtown Issues Audit and will advise on economic development and redevelopment topics.

Jackie Mich, AICP. An Assistant Planner, Jackie currently assists with comprehensive planning and zoning projects in communities such as Oregon, Edgerton, Milton, Grafton, and Manitowoc. Jackie will assist in all aspects of the project, including ongoing coordination, due diligence, deliverable writing, workshop facilitation, meeting preparation and follow-up, and preparation of presentation materials.

Dan Eckberg. A GIS Specialist with over five years of experience, Dan will coordinate with City staff to provide updated data for Plan maps. Dan has led GIS based planning and mapping efforts in a number of communities including Fontana, Lake Geneva, Williams Bay, East Troy, Delavan, Whitewater, and Janesville, Wisconsin. Dan will provide GIS and cartographic expertise on the project as necessary. Dan has extensive GIS data collection experience and has worked with other professionals around the state to collect, create, and synthesize mapping data for use in municipal comprehensive plans.

Team Member	Percentage of Time on Project
Mike Slavney, FAICP	15%
Scott Harrington, AICP	5%
Jackie Mich, AICP	50%
Dan Eckberg	15%
Administrative	15%



Mike Slavney, FAICP

Principal Planner
Director of Planning Services
Vandewalle & Associates



Mike Slavney is the Director of Planning Services for Vandewalle & Associates. In this role, he coordinates the firm's activities in providing general planning services to municipalities, state agencies, and organizations.

He is a nationally recognized leader in zoning, growth management, development review and negotiation, farmland and open space preservation, inter-municipal planning, participatory techniques, transportation planning, indirect and cumulative impact analysis, and plan implementation.

Mr. Slavney is Wisconsin's longest-servicing Member of the College and Fellow of the American Institute of Certified Planners (FAICP), and is one of several hundred planners nationwide recognized with that honor. In that same year he was recognized by the Wisconsin Chapter of the American Planning Association for his "Outstanding Contributions to Planning Practice."

Mike has been leading zoning rewrite projects and working with community transects and form-based codes since 1983. He served as the Chair of Madison's Zoning Code Rewrite Advisory Committee throughout the code rewrite and zoning map adoption process.

Mike's education and career have focused on the interrelationship between land use, transportation, resource protection, and populations since 1980. He has served on many WisDOT EISs and Design Studies as a land use, economic development, public participation, and local government coordination expert. He is currently serving this role on the Madison Beltline PEL Study, and the WIS 100 Study in Milwaukee County.

In the mid-2000s, Mr. Slavney had the honor of serving as one of the principal planners gaining approval of a Planned Unit Development to provide for a new

WisDOT Central Office Building and the redevelopment of the Hill Farms State Office Building site.

Mike has been certified by the American Institute of Certified Planners since 1985 and has been a practicing consulting planner since 1981. Prior to joining Vandewalle & Associates, he served as the Director of Planning and Development for the City of Sun Prairie, Wisconsin; as the Senior Associate Planner for Lane Kendig, Incorporated in Chicago; and as the Principal Long-Range Planner for the City of High Point, North Carolina. Mike's clients include over 100 municipalities and counties, numerous state agencies, school districts, and organizations.

Education

- M.S. City and Regional Planning
concentrations in Land Use & Transportation
University of North Carolina
Chapel Hill, North Carolina
- B.S. Economic Geography and Urban Sociology
University of Wisconsin
Madison, Wisconsin

Professional Accolades

Member of the College and Fellow American Institute of Certified Planners (FAICP), 2004

Member, American Planning Association (APA) and the Wisconsin Chapter of APA (APA-WI)

2004 APA-WI Recognition for Outstanding Contributions to the Planning Profession

2004 APA-WI Project of the Year,
North Mendota Parkway Study

2002 APA-WI Project of the Year,
City of Muskego Conservation Plan

Past President, Natural Heritage Land Trust



Scott Harrington, AICP



Principal Planner
Vandewalle & Associates

Scott Harrington is a Principal Planner and project manager at Vandewalle & Associates, contributing special expertise in the creation and implementation of urban redevelopment initiatives. For over 25 years, Scott has worked on the front lines in a number of cities in the Midwest, South, and Western U.S. He is well versed in the complex processes of management, community participation, and financing and negotiations required to craft and implement long-range planning and large-scale revitalization efforts. His ease among elected bodies and plan commissions and with public financing is second to none.

Given his diverse background, Scott leads and assists with a wide variety of projects at Vandewalle & Associates including everything from regional economic positioning initiatives, to municipal comprehensive plans and zoning regulations, to redevelopment strategies for downtowns, corridors and sites. Over the last few years in particular, much of Scott's work has been focused on economic development and redevelopment in older, first ring suburbs of major metropolitan areas, including Milwaukee, Chicago, and St. Louis, as well as downtowns and commercial districts of mid-sized and smaller central cities, including Madison and Moline.

With his Gulf Stream Design Manual, he received an Award of Merit from the American Society of Landscape Architects for his work in Urban Planning and Design. He also served as the firm's project manager for the City of Madison East Washington Avenue Capitol Gateway Corridor Plan that received an

award for Outstanding Urban Design from the Wisconsin Chapter of the American Planning Association in 2010.

Education

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

Professional Licenses, Registrations, and Memberships

Member, American Institute of Certified Planners

Member, Wisconsin and Illinois Chapters of the American Planning Association

Former Board Member, Orchard Ridge Neighborhood Association, Madison, WI

Former Member, Technical Advisory Committee to Legislature on Intergovernmental Coordination, Florida Department of Community Affairs

Former Board Member, Colorado Chapter of the American Planning Association

Presenter, "Preserving Neighborhood Character" American Planning Association National Conference (1996 and 2002)



Jackie Mich, AICP

Assistant Planner
Vandewalle & Associates



Jackie Mich is an Assistant Planner with Vandewalle & Associates. Jackie brings her experience in local government planning, zoning, comprehensive planning, and transportation planning.

Prior to joining Vandewalle & Associates, Jackie worked at the Midtown Greenway Coalition in Minneapolis, where she supported bicycle transportation and researched the economic development impacts of streetcar systems. Jackie also worked as a Green Building Intern for the University of Wisconsin-Extension, and she researched the economic impacts of interpretive centers as graduate student in the University of Wisconsin's Department of Urban and Regional Planning. Jackie began her career with the Wisconsin Historical Foundation in Madison.

Jackie is also working with Mike Slavney, FAICP, in serving as the local planners for about 20 cities, villages, and towns. Jackie is currently working on comprehensive plan updates in Edgerton and Milton, Wisconsin. Jackie's work in zoning and current planning has involved development review, zoning code amendments, and complete zoning code rewrites in Cross Plains, Oshkosh, and Shawano, Wisconsin.

At Vandewalle & Associates, Jackie is working on a number of complex projects as part of the consultant team on the Madison Beltline Planning and Environmental Linkages Corridor Study, the Highway 51 EIS, and Stoughton Road EIS, as well as assisting with Indirect and Cumulative Effects Analyses for various highway projects throughout Wisconsin. Her work in transportation planning has also included visioning and public participation efforts in support of Madison in Motion: the Sustainable Madison Transportation Master Plan.

Education

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

Professional Memberships

Member, American Institute of Certified Planners

Member, American Planning Association (APA) & Wisconsin Chapter (APA-WI)

Awards

American Institute of Certified Planners Outstanding Planning Student Award (2013)

American Planning Association-Wisconsin Chapter Scholarship (2011-2013)



Dan Eckberg

GIS Specialist
Vandewalle & Associates



Dan Eckberg is a GIS Technician with Vandewalle & Associates and has the primary responsibilities of map creation; data acquisition, organization, and manipulation; and spatial data analysis.

Dan has experience with Environmental Systems Research Institute's (ESRI) ArcDesktop GIS software packages, including Python scripting, and utilizes this knowledge to effectively apply cartographic techniques to a range of planning projects. During his time with Vandewalle & Associates, Dan has worked on a variety of projects. These include identifying developable land for the Jefferson and Columbia County Farmland Preservation Plans, mapping natural hazards for the Grant County Hazard Mitigation Plan, evaluating bike trail routes for the Village of Oregon, analyzing demographics of food deserts in Freeport, Illinois, geo-coding survey results for several Madison development projects, designing and creating a database of potential Brownfield sites for the City of Janesville, creating and editing numerous comprehensive plan maps, and preparing the Official Zoning Maps for Shawano, Cross Plains, Portage, Whitewater, Fontana, East Troy, Prairie du Sac, and Marshfield, Wisconsin.

Dan has also worked extensively with school districts on conducting long range growth analyses, including managing all components of a growth study for the Monona Grove District. For this project, he met with representatives from all District municipalities, studied

pertinent adopted Future Land Use Plans and historic population trends, and with the aid of GIS, projected and mapped anticipated quantities and locations of student growth in the District over for a 20 year period.

Prior to joining Vandewalle & Associates, Dan worked as a GIS research assistant at the Minnesota Population Center. His responsibilities included helping to update the National Historic Geographic Information System (NHGIS) by realigning digital United States census tract boundaries. Before that, Dan worked at East View Geospatial and held an internship with U-PLAN, a community planning group for the Frogtown/Rondo neighborhood of St. Paul, Minnesota. In the latter position, Dan helped design a traffic impact analysis for the neighborhood using the CommunityViz extension of ArcGIS.

Education

B.A. Geography /City Systems
Minor Geographic Information Systems
Magna cum laude
University of Minnesota
Minneapolis, Minnesota

Awards

Excellence of Scholarship Award from the National Council for Geographic Education (2010)



Comprehensive Plan

Oregon, Wisconsin



Client/Project Partners: Village of Oregon

Dates: 2004 and 2013

Need: Vandewalle & Associates' Mike Slavney has been serving as the Village of Oregon's planning consultant since 1999. Oregon enjoys a 20-minute freeway commute to downtown Madison and the UW-Madison campus via US 14, yet maintains an intact mix of community services and amenities in its classic "villagey" downtown. By 2003, the Village was running out of land that was planned, annexed, and zoned for new residential neighborhoods and light industrial development. The Village also wanted to promote significant redevelopment of aging strip commercial development on North Main Street and Janesville Street.

Services: In 2004, Vandewalle & Associates worked with the Village to adopt its first comprehensive plan. The full ten-year update of the Plan was adopted in 2013, as most of the areas planned for new development in the 2004 Plan were reaching full build-out.

Results: The 2004 Comprehensive Plan process revealed that Village residents and officials prioritized balancing continued high-quality residential and community service-based commercial and office development with maintaining its small-town character. These insights informed the need for new development ordinances including Zoning, Land Division, and

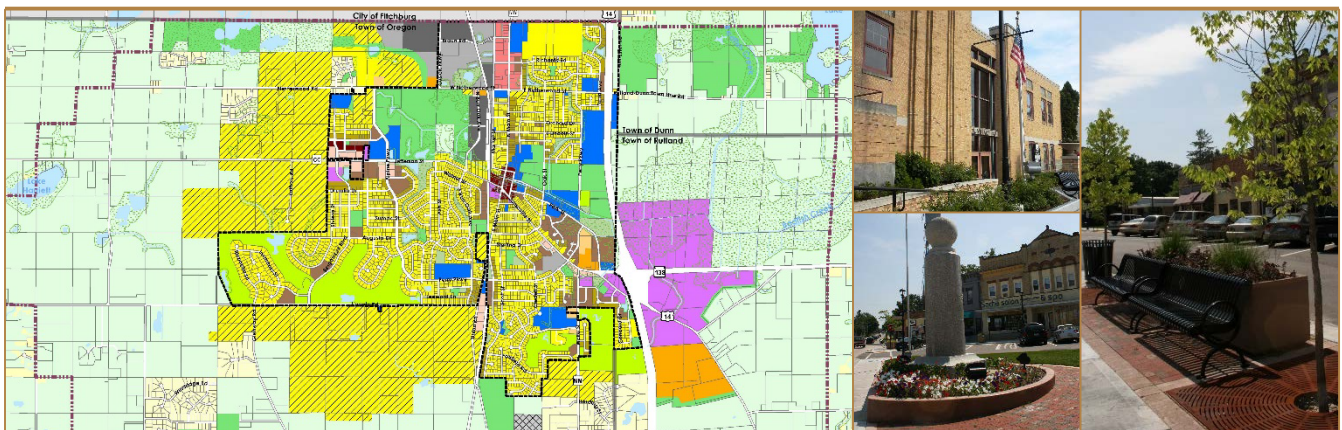
Stormwater Management regulations. These were completed, and have facilitated the management of large-scale subdivisions in the Bergamont, Alpine Meadows, and Oregon Parks neighborhoods.

Extensive public participation also emphasized the objective of retaining key government facilities in the downtown area, including the Village Hall, Library, Senior Center, Youth Center, Post Office, School Administration Offices, and baseball fields; and to a lesser extent the Police Station, Fire Station, and Public Works offices. The community's indoor pool, bowling alley, and a "hot" local restaurant scene further enliven the area. The Village is currently undertaking a Civic Campus Plan designed to provide future locations for these facilities in the downtown area, as well as provide for the expansion of public parking.

The Plan also identified the need for a new location for high-quality office and industrial development. Between 2006 and 2012, the Village partnered with a private developer to make the Northside Business Park a reality, including the re-establishment of local industrial rail service to the community.

Reference:

Mike Gracz, Village Administrator
(608) 835-3118 • MGracz@vil.oregon.wi.us





Comprehensive Plan

Edgerton, Wisconsin



Client: City of Edgerton

Dates: 2015 to present

Need: Provide an updated comprehensive plan that supported a high-quality development around the new hospital, addressed vacant industrial sites, and supported the continued economic vitality and character of the downtown.

Services: We have served as Edgerton's consulting planner since 1995. Over this period, we have developed thorough knowledge, built strong relationships, and assisted the City in forwarding many of its objectives. Since the development of the 2000 Downtown Master Plan and Design Guidelines, the City has had significant success in revitalizing its downtown, including the redevelopment of several historic tobacco warehouses into downtown housing and the development of a large new mixed-use building on Main Street. While the residential projects have been very successful, commercial vacancies still exist downtown. Additionally, finding users for vacant industrial properties throughout the City continues to be a challenge. The full ten-year update of the Plan was adopted in 2015, as City officials sought to reconfirm the Plan vision and address these continuing challenges.

Results: The 2015 Comprehensive Plan process involved a reimagining of the future of the Dana plant, a 125-acre vacant industrial site on the west side of the City. Too distant from the interstate to attract a new industrial user, the site has been mostly unoccupied for years. Vandewalle & Associates worked with the City to determine what viable options this site could support. Ultimately, the area was designated to

be a new neighborhood in the future, with connections to other neighborhoods and parks.

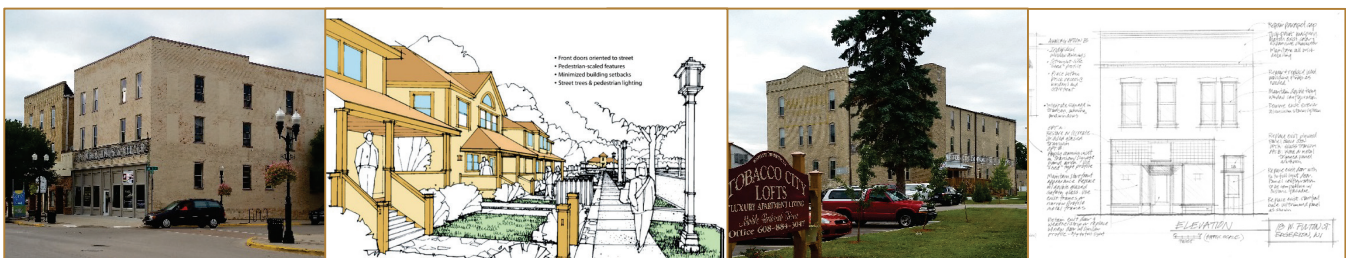
Additionally, Vandewalle & Associates helped the City plan for the east side of the City, between the current municipal boundary and the interstate. The development of a new hospital in this area has created challenges and opportunities, as development is likely to occur around the new hospital site. The firm identified the east side as a key intergovernmental planning area, and recommended a small area plan to determine this area's future. Intergovernmental planning would ensure any future development in that area is of high quality and meets the standards of the City. This future planning process would occur with close involvement of the adjacent towns, as well as stakeholders such as business owners, property owners, and the hospital.

Public participation events revealed interest in a coordinated citywide trail network linking schools, parks, the downtown, the library, the hospital, employment areas, and neighborhoods. Residents also wished to provide more housing options for seniors, continue the momentum downtown, and leverage that success to attract new families to live in Edgerton. These priorities were incorporated into the final recommendations of the Plan.

Our work in Edgerton continues, as a recent decision by WisDOT to tightly restrict access to US 51 has resulted in a need to revisit the City's North Neighborhood Plan originally adopted in 2007. Currently, we are working with City staff to redesign the street network and land use pattern for the north side of the community.

Reference:

Ramona Flanigan, City Administrator
(608) 884-3341 • rflanigan@cityofedgerton.com





Comprehensive Plan

Watertown, Wisconsin



Client/Project Partners: City of Watertown

Dates: 2000 and 2010

Need: In 2000, Vandewalle & Associates prepared a pioneering comprehensive plan for the City of Watertown, becoming one of the first comprehensive plans in the state to meet all requirements of Wisconsin's smart growth legislation. In 2009, the City of Watertown again retained Vandewalle & Associates to prepare a 10-year update for its comprehensive plan.

Services: Both in 2000 and again in 2009, the Watertown Comprehensive Plan sought to guide future growth in a manner that limits sprawl, promotes infill development, and addresses conflicts between land use and zoning. The City is highly devoted to limiting unfettered development within its extraterritorial jurisdiction; in response, comprehensive plan policies discourage sprawl, promote infill and redevelopment, and encourage collaboration with neighboring jurisdictions. In fact, the 2000 plan includes a landmark intergovernmental agreement between the City of Watertown and the Town of Emmet in Dodge County providing for long-term potential growth areas northwest of the City.

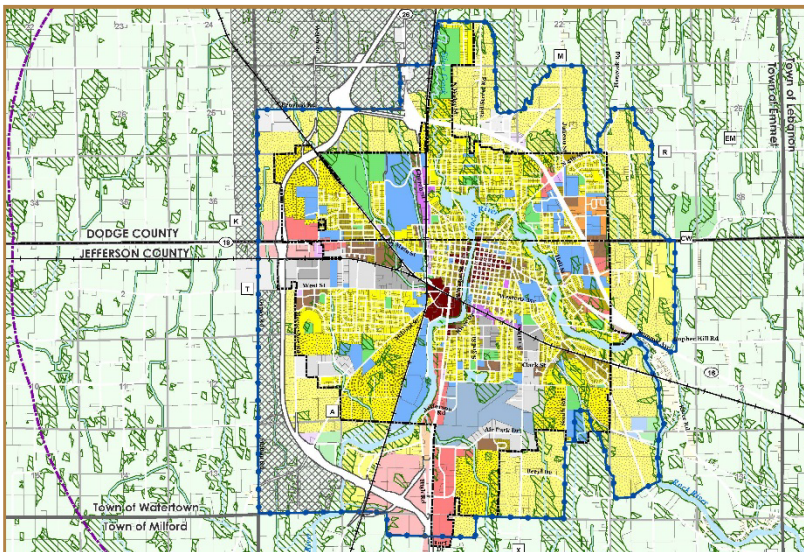
Recommendations: Plan recommendations include stabilization and enhancement of the City's unusually large downtown area through zoning changes, redevelopment of key downtown properties, and taking advantage of the Rock River waterfront.

The plan also recommends limiting commercial strip-development along the City's main entryways and thoroughfares and controlling the appearance of future commercial development. Vandewalle & Associates integrated the use of a tax incremental financing (TIF) district on the south side of the City along Highway 26 to create a planned business, office, and industrial area near the airport to provide an attractive entryway into the community.

Implementation: Vandewalle & Associates has assisted the City of Watertown in numerous implementation efforts including the development of a riverfront and redevelopment master plan, riverwalk implementation plan, and tax incremental finance project plans.

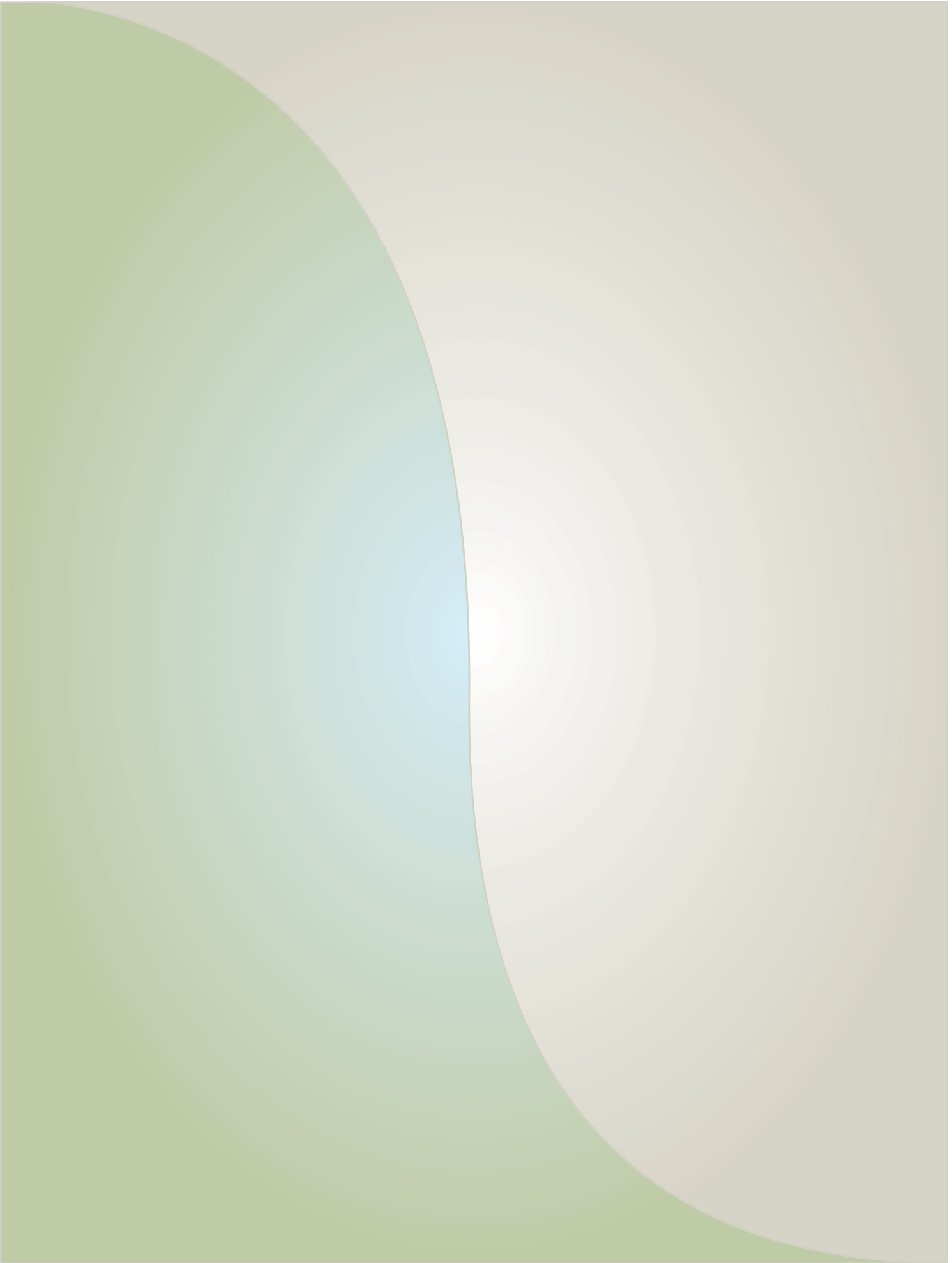
Reference:

Mayor John David – City of Watertown
(920) 262-4000 • johnd@CityofWatertown.org



Consultant Approach







Project Understanding and Approach



Project Understanding

Due to the confluence of continued regional growth and several major highway projects undergoing long-range planning, Stoughton is poised to make decisions that will strongly influence community character, development, employment, and economics for many years to come.

As a historic community with a vibrant downtown, Stoughton's character and built environment should continue to be a high priority. Areas targeted for special planning focus will include the northwest side of the City, the northeast side near County Highway B and County Highway N, the east side growth area, the south side where Page Street would extend to Aacker Road, the Kettle Park West area, and other areas identified through public participation. Conscientious planning in these areas will shape Stoughton's future for the better. Our long-standing planning and place-making experience throughout Middleton, in downtown Sun Prairie, and in significant projects in Fitchburg, provide a glimpse of an alternative range of possibilities that are also possible in Stoughton.

Over the last decade, all communities have witnessed considerable changes in local and national economic conditions, leading to new and evolving issues not anticipated ten years ago. The existing Comprehensive Plan needs to be critically evaluated to ensure that the updated Plan reflects current community objectives and new realities. In particular, this update

needs to recognize and respond to possibility of working with neighboring towns that now have the option to opt out of Dane County zoning. We have experience working with cities and villages in which the adjacent towns have independent zoning, and we will ensure that the Comprehensive Plan Update reflects our accumulated knowledge and experience. Although much has changed since Stoughton adopted its 2005/2012 Comprehensive Plan, many of the Plan's primary goals and recommendations likely remain relevant, and the Comprehensive Plan Update will continue to pursue these objectives.

By updating its Comprehensive Plan, the City will be in an optimal position to leverage the emerging changes in the metropolitan area to the advantage of the City, its residents, its businesses, its developers, and its taxpayers. With our unsurpassed knowledge of the region and its evolving market and demographic forces, Vandewalle & Associates is well-positioned to assist Stoughton with this important project with minimal start-up costs.

Project Approach

The Scope of Services contained in the next section of this proposal provides a description of the individual tasks Vandewalle & Associates will undertake to prepare the components of the Comprehensive Plan Update and the deliverables we will provide.

We have thoroughly reviewed the RFP and the scope of services desired for the Comprehensive Plan Update. In addition to completing those tasks, we offer a selection of optional tasks which the City may wish to consider, depending on the depth of involvement desired.

This scope includes a public participation program that will meet the City's budget expectations. Additionally, we have provided a menu of supplementary public participation options for the City to consider. We have also pulled printing costs out as an optional task, so that the City can decide where to focus its planning dollars. We are very open to discussing



alternative printing solutions to ensure that the reviewing bodies have access to the materials they need, without unnecessary costs.

Comprehensive Planning for Historic Communities

Vandewalle & Associates has worked in a number of historic communities with traditional downtowns, including Edgerton, Watertown, Mt. Horeb, Oregon, Middleton, and Milton. The Comprehensive Plan Update will continue to recognize the importance of Stoughton's historic neighborhoods and downtown in its character and economy. As a key asset for the community, the downtown is appealing to visitors, but it also makes Stoughton an attractive place for entrepreneurs, professionals, and young families to live. The Comprehensive Plan must continue to protect and enhance Stoughton's historic character and reinforce historic preservation as a core value of the community. Development at community edges should be balanced with efforts that contribute to the health and revitalization of important historic areas and designated historic districts. The new Plan must also account for the impact of recent statutory changes related to historic districts and properties.

Plan Commission Role

In our experience, it is best for the Plan Commission to serve as the principal reviewing body and steering committee for the Comprehensive Plan Update process. Plan Commissions are typically cross-sections of the community, with the Commissioners representing different perspectives and interests (e.g. real estate developers, neighborhood leaders, City Council representatives, etc.). Statutes require the Plan Commission to manage the comprehensive planning process, and working directly with the Plan Commission is the most cost-effective way to update the Plan while capturing community perspectives. In addition, other key stakeholders will be strongly encouraged to be involved in the process through public meetings and public participation events. If this planning process will address strongly divisive or contentious topics, using the Plan Commission as the steering committee

can be a fair and rational alternative to attempting to appoint a committee that is seen as balanced and representative to the satisfaction of all constituents.

However, if additional stakeholder points of view are desired by the City, an ad hoc Comprehensive Plan Update Steering Committee could be established to guide the planning process. This group should include all members of the Plan Commission, as well as other carefully selected citizens to bring in different perspectives.

Assistance by City Staff

The City will assist with the audit of the existing Comprehensive Plan and confirm the results of the audit. The City will also be responsible for hosting the public participation events, as well as distributing invitations to the community-at-large. The City will identify stakeholders to be included in the planning process, and, if applicable, invite stakeholders to participate in focus groups and track RSVPs. For Plan Commission meetings and City Council meetings, the City will be responsible for the coordination of the meeting venue, meeting notifications, and sending the public hearing notice to the official newspaper and to other interested parties as required by state statutes.

Vandewalle & Associates will assist the City Clerk's office in complying with all of the procedures and notices required by statutes. Finally, the City will post each draft of the plan documents to the City website for public review.





Scope of Services

The following Scope of Services is proposed for the Comprehensive Plan Update. The overall approach is arranged in the following phases: Background Information, Public Participation & Community Visioning, Document Preparation, and Optional Tasks.

Phase One: Background Information

Task 1.1: Audit of Current Comprehensive Plan

Vandewalle & Associates will review the vision, goals, objectives, policies, data, and maps in the 2005/2012 Comprehensive Plan to determine what content should be retained, revised, and/or deleted. Vandewalle & Associates will review the results of the audit with City staff to confirm the focus and priorities for the Comprehensive Plan Update. The audit will direct the development of the first draft of the Comprehensive Plan Update and guide the creation of new and updated goals, objectives, and policies.

Task 1.2: Prepare Base Map

Vandewalle & Associates will use the latest data sources to create an updated base map for the City and surrounding extraterritorial planning area. As part of this process, we will ensure that the base map has an up-to-date municipal boundary, street pattern, and parcel lines. The base map will be used as a foundation for all of the maps in the Comprehensive Plan Update.

Task 1.3: Conduct Land Use Inventory

Vandewalle & Associates will update the City's Existing Land Use Map. This will be accomplished through a combination of a driving inventory, site visits for specific areas, recent satellite data, and guidance from the City.

Task 1.4: Collect Data and Conduct Inventory of Existing Conditions

Vandewalle & Associates will update the data in the 2005/2012 Comprehensive Plan using the latest U.S. Census data, City data, and other available sources. This will include data related to demographics, land use, housing types, transportation, public agency, historic properties, and parks. Vandewalle & Associates will present this information through text, charts, tables, and graphs of select variables that will inform the Plan and meet state requirements. Additionally, Vandewalle & Associates will review the Wisconsin DOA's population and household projections for the City and will develop population forecasts based on a number of proven methods for projecting growth. These forecasts will inform the updated recommendations of the Comprehensive Plan Update.

Task 1.5: Review of Existing Plans, Policies, and Ordinances

Vandewalle & Associates will review relevant existing plans and ordinances that apply to or affect the City, including the City's 2005 Comprehensive Plan and 2012 amendments, other adopted local plans/reports/surveys, the zoning ordinance, as well as regional or county-wide land use, open space, transportation, and stormwater management plans.





Phase Two: Public Participation & Community Visioning

Task 2.1: Public Participation Plan

In accordance with state statutes, Vandewalle & Associates will create a Public Participation Plan outlining the procedures to be used in the planning process to foster public participation, as described in the following tasks. The Public Participation Plan communicates the opportunities for public participation throughout the Comprehensive Plan Update process. The Public Participation Plan will be reviewed and recommended by the Plan Commission and adopted by the City Council.

Deliverables: Public Participation Plan document, model Plan Commission resolution, model City Council adopting resolution.

Task 2.2: Project Kickoff and Plan Commission Meeting #1

The Project Kickoff will be a half-day of information gathering and listening by Vandewalle & Associates. We will meet with City Staff to give an overview of the planning process, learn about key community issues, learn about City Staff's main goals for the Plan update process, and discuss the format/content of the Community Vision Workshop. This will be followed by a meeting with the Plan Commission in order to give an overview of the planning process, learn about key community issues, discuss the Community Vision Workshop, and the understand goals for the Plan update.

Task 2.3: Community Vision Workshop

Vandewalle & Associates will organize and facilitate a two-hour Community Vision Workshop. This workshop is intended to engage City residents and other stakeholders near the beginning of the planning process and encourage them to generate, develop, and discuss a range of planning ideas and goals to guide Plan development. The Community Vision Workshop will be highly interactive and will involve facilitated small-group sessions and larger group discussions. Vandewalle & Associates' vision workshops are typi-

cally divided into three sections that build on one another and encourage participants to think comprehensively about the future of their community.

Vandewalle & Associates will assist in generating publicity for the Community Vision Workshop by providing the City with a model press release and flyer. The consultant team will also be available to offer advice on other successful approaches for advertising the event. Attendance of between 20 and 90 people is typical. Following the Community Vision Workshop, Vandewalle & Associates will discuss the outcomes with City staff and the Plan Commission.

Deliverables: All workshop materials for presentation and distribution, including an agenda and worksheets; compilation of workshop results; model press release and flyer.

Task 2.4: Plan Commission Meeting #2

Vandewalle & Associates will attend a meeting of the Plan Commission. Prior to the meeting, we will provide the Plan Commission with a draft plan and project status report. Vandewalle & Associates will guide the Plan Commission through a review of the results of the Community Vision Workshop and will review the first draft of the updated Comprehensive Plan. This meeting will be an important opportunity to share information and gain policy direction from the Plan Commission.





Task 2.5: Draft Plan Review Open House

Vandewalle & Associates will coordinate a Draft Plan Review Open House to provide an opportunity for residents and stakeholders to learn about the Comprehensive Plan and offer input on the document before it is adopted. Vandewalle & Associates will help organize and facilitate this two-hour, “drop-in” public event. The Open House will involve a brief presentation by the consultant and will offer a chance for participants to review draft Plan materials and discuss the document with City staff, elected and appointed officials, and the consultant.

To facilitate the Open House, Vandewalle & Associates will present the draft plan, prepare exhibits and solicit written and oral feedback. Vandewalle & Associates will summarize the comments received during the Open House to be shared with City Staff and the Plan Commission. Vandewalle & Associates will provide the City with a model press release and flyer.

Deliverables: All Open House materials for presentation and distribution, including comment forms, display items, and presentation materials; model press release; and flyer.

Task 2.6: Plan Commission Meeting #3

Vandewalle & Associates will attend a meeting of the Plan Commission to discuss the results of the Open House and confirm the policy decisions included in the Comprehensive Plan Update. Prior to the meeting, we will provide the Plan Commission with a draft plan and project status report. We will also guide the Plan Commission through a review of Draft #2 and discuss any remaining revisions prior to the preparation of the public hearing draft of the Comprehensive Plan.

Task 2.7: Joint City Council and Plan Commission Public Hearing and Adoption of Comprehensive Plan

After the final drafts of the plans are completed, there will be a minimum 30-day notice period for the Public Hearing, as required by state statutes. During this period, Vandewalle & Associates will prepare the draft public hearing notice necessary to start the notice period. City Staff will be responsible for sending the notice to the official newspaper and to other interested parties required to be noticed by state statutes. Vandewalle & Associates will assist the City with compiling the list of applicable interested parties.

We recommend a joint public hearing attended by both the Plan Commission and the City Council. This approach allows both bodies to hear the public testimony provided at the hearing before taking action on the Plan. Following the public hearing, the Plan Commission will recommend the Comprehensive Plan to the City Council, by resolution. Following this recommendation, the City Council will adopt the Comprehensive Plan by ordinance. Vandewalle & Associates will provide a model adopting ordinance for City Council consideration and a model recommending resolution for Plan Commission consideration.

Deliverables: A model public hearing notice; model Plan Commission resolution; model City Council adoption ordinance.





Phase Three: Document Preparation

Task 3.1: Prepare Draft #1 of the Comprehensive Plan Update

Vandewalle & Associates will prepare the first full draft of the Comprehensive Plan Update for review and comment by the public and City leadership. This working draft will contain all of the elements of a comprehensive plan that are required by state statutes. As directed by the audit of the existing Comprehensive Plan (Task 1.1), the draft Plan will reflect changes that have occurred since the adoption of the 2005 Comprehensive Plan and subsequent 2012 amendments, and provide an up-to-date understanding of Stoughton's current planning context. Each chapter of the updated Plan will include background data and recommendations guided by the visioning process, public participation, and the input of the Plan Commission, City Council, City Staff, and Vandewalle & Associates.

Vandewalle & Associates will work with City staff and Plan Commission to craft new and updated goals, objectives, and policies that reflect the City's current priorities. This effort will also involve the development of an updated Implementation Strategy to help the City achieve these goals, objectives, and policies.

Vandewalle & Associates will update the maps in the 2005/2012 Comprehensive Plan to reflect the latest data and current conditions, as directed by the audit of the Plan in Task 1.1.

Deliverables: A digital copy of Draft #1, including maps and text. The City will be responsible for distribution of the documents to reviewing bodies and staff.

Task 3.2: Prepare Draft #2 of the Comprehensive Plan Update

Following the Community Vision Workshop, Vandewalle & Associates will produce a revised draft of the Comprehensive Plan (Draft #2) for review by the community at the Public Open House. This draft will incorporate input gathered at the Community Vision Workshop, from City staff, and the Plan Commission.

Deliverables: A digital copy of Draft #2, including maps and text. The City will be responsible for distribution of the documents to reviewing bodies and staff.

Task 3.3: Prepare Draft #3 of the Comprehensive Plan Update

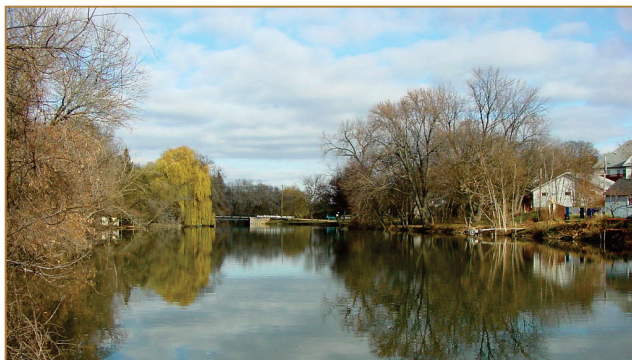
Following the Open House, Vandewalle & Associates will produce a public hearing draft of the Comprehensive Plan. This draft will incorporate input gathered at the Open House, from City staff, and the Plan Commission. The draft will be available for public review for at least 30 days prior to the public hearing, per state requirements.

Deliverables: A digital copy of Draft #3, including maps and text. The City will be responsible for distribution of the documents to reviewing bodies and staff.

Task 3.4: Production and Distribution of Final Adopted Plan

Following its adoption by the City Council, Vandewalle & Associates will prepare and provide to the City the final, adopted Comprehensive Plan. This document will include all changes approved by the Plan Commission and City Council at the Joint Public Hearing. Vandewalle & Associates will be responsible for all notices, and/or duplication and distribution of adopted Plan to local jurisdictions and state agencies, as required under state law. The City will be responsible for publishing the adopted ordinance as a Class I notice.

Deliverables: Digital copies of the final, adopted Comprehensive Plan in PDF and Microsoft Word formats. Maps and graphics as separate PDF documents. Maps and map data in ESRI GIS geodatabase format.





Phase Four: Optional Tasks

Task 4.1: Focus Groups on Key Issues

At the City's option, Vandewalle & Associates will hold up to four focus group meetings with key City stakeholders, during a half-day at City Hall. Each focus group meeting will be on a different topic of importance to the City and the Comprehensive Plan Update. Typical participants include major employers, school district representatives, key property owners, developers, recreation/tourism representatives, business owners, and interested parties who are knowledgeable of particular community issue. Specific comments will remain confidential, but the input will be incorporated into the Plan. City staff will advise on which stakeholders should be invited to participate in the focus groups.

Deliverable: A summary of focus group input.

Task 4.2: Community Questionnaire or Survey

At the City's option, Vandewalle & Associates will develop a questionnaire or survey to understand the public's priorities for the future of the community and other specific topics as desired by the City. As a lower cost option, the questionnaire could be distributed primarily through email and other online channels, with limited distribution of paper copies. Alternatively, Vandewalle & Associates could mail a paper survey to all residents of Stoughton, or a combination of electronic and paper distribution could be employed.

Vandewalle & Associates will work with the City to design the communitywide questionnaire. This task will include conference calls with City staff to determine the content, format, and distribution of the questionnaire and to review the results of the questionnaire after the survey period ends.

Vandewalle & Associates will produce and distribute the questionnaire, provide a link to be shared with constituents, administer the online questionnaire during the survey period, and compile and summarize the results.

Deliverables: Questionnaire, printer-friendly version of the questionnaire, and summary of results.

Task 4.3: Downtown Issues Audit

Vandewalle & Associates will lead a work session with City staff and other downtown stakeholders in order to understand the strengths, opportunities, and issues that affect growth and redevelopment in Downtown Stoughton. We will work with the City to collect and evaluate past plans, policies, and documents that relate to the downtown, including redevelopment plans and small area plans, existing economic development activities and programs, county and regional economic development reports, and other documents as directed by the City.

Vandewalle & Associates will review all open Tax Increment Financing District plan documents and current finances and will have discussions with City staff about potential projects in each. This will include an identification of potential projects and sites that may be ripe for implementation. The findings from the review will be incorporated as a new section within the Economic Development chapter of the Comprehensive Plan Update.

Deliverables: Downtown Issues Audit summary for Comprehensive Plan Update.





Task 4.4: Printing of Draft Plans by Vandewalle & Associates

If desired by the City, Vandewalle & Associates will provide printed black and white copies of Draft #1 and Draft #2 in sufficient quantities for the Plan Commission and City staff. The cost for each copy of the plan is approximately \$55. This assumes 166 black and white pages on 8½x11" paper, 10 black and white maps and graphics on 11x17" paper, binding, and staff time to assemble the plans. The total cost estimate includes 10 copies of each of the 2 drafts. Actual costs may vary based on the number of copies the City requires.

Deliverables: 10 black and white copies of Draft #1 and 10 black and white copies of Draft #2, including all maps printed at 11x17" in black and white.

Task 4.5: Printing of Final Adopted Plans by Vandewalle & Associates

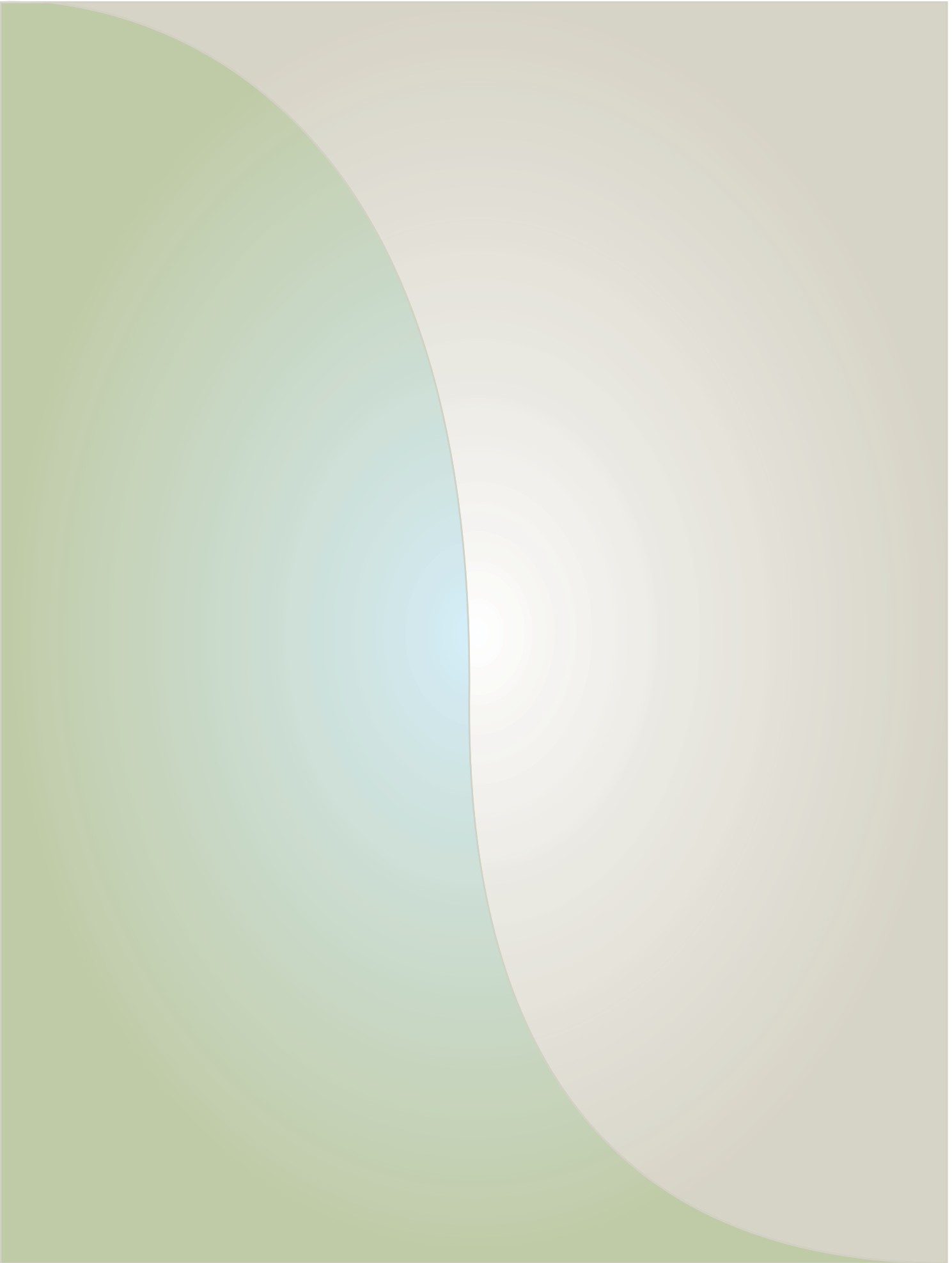
If desired by the City, Vandewalle & Associates will provide 20 printed copies of the final, adopted Plan. The cost for each copy of the plan is approximately \$73. This assumes 166 black and white pages on 8½x11" paper, 10 color maps and graphics on 11x17" paper, binding, and staff time to assemble the plans.

Deliverables: 20 black and white copies of the adopted Comprehensive Plan, with all maps and graphics printed in color at 11x17."



Cost Proposal







Project Time Schedule and Proposed Budget

In addition to the Scope of Services, we have provided a budget and timeline for the planning process. We have proposed a 12-month timeline for Plan creation, but we can extend or condense the timeline to suit the City's needs.

Vandewalle & Associates is focused on providing the City with a project that provides excellent value. This will be accomplished through expert project management and reliance on City staff to complete appropriate tasks. We will be responsible for payment of any and all charges resulting from the contract.

The proposed project budget provides estimates for each task and an overall cost proposal.

The final project amount will depend on which palette of optional tasks the City selects.

While the actual cost of individual tasks may ultimately be more or less than the amounts presented in this proposed budget, the total project cost for completing the work described in the Scope of Services will not exceed the total amount represented in the proposed budget.

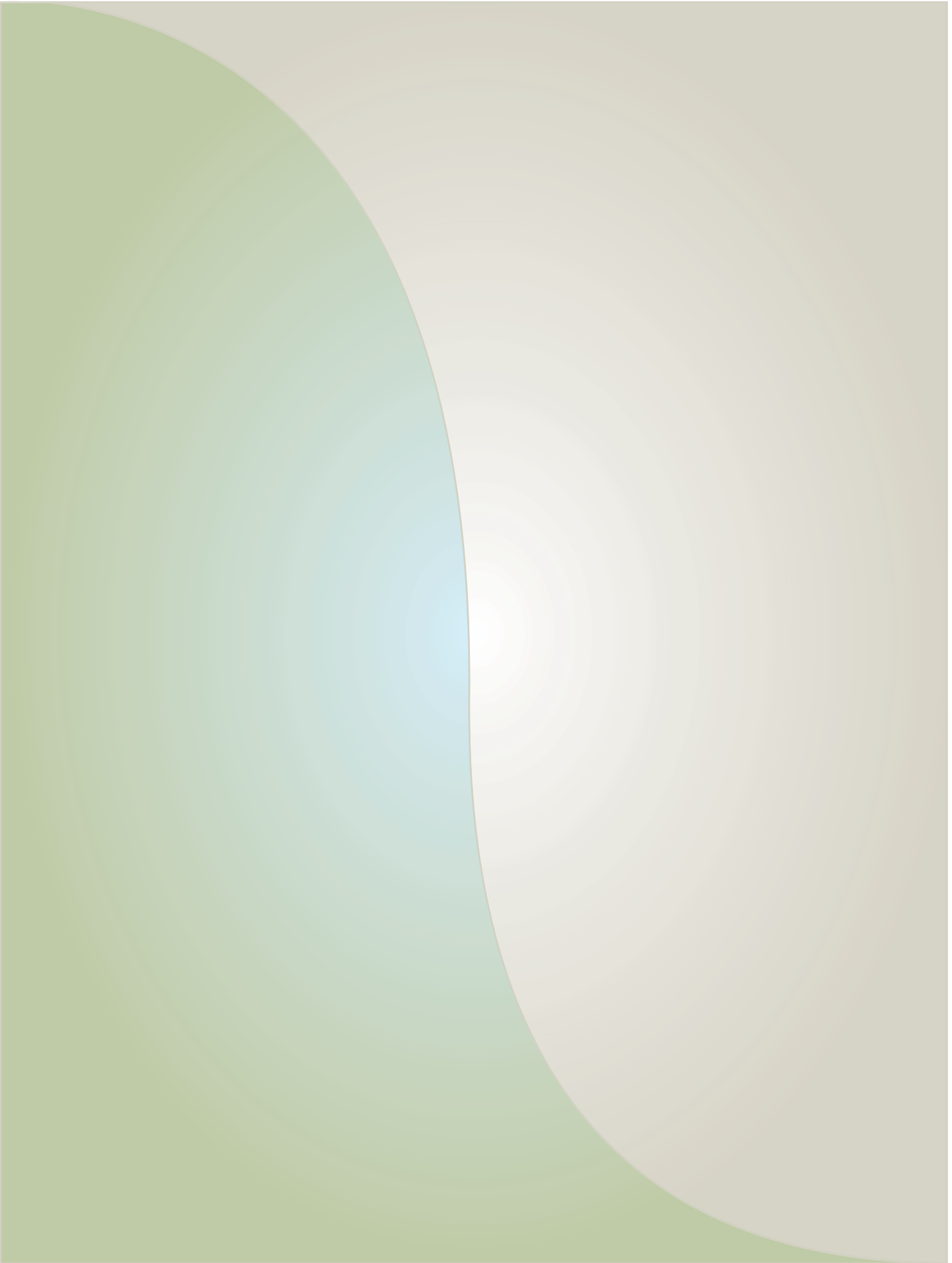
Tasks beyond those identified in the final contract will be completed through a Work Order and billed on a time and materials basis.

Billing rates by position and charges for other items are listed on the Fee Schedule below.

2016 Billing Rates			
Principal	\$160 to \$220	Other Charges: Invoice charges to the client consist of (1) Professional fees rendered at current billing rates, (2) Reimbursable expenses billed at cost multiplied by 1.1, excepting some in-house charges and travel, and, (3) Technology/Software expenses billed at \$50/month.	
Associate	\$85 to \$120		
Assistant	\$70 to \$85		
GIS Technician/Specialist	\$75 to \$85	Expense	Cost
Communications Specialist	\$60 to \$110	Mileage	IRS Rate
Project Assistant	\$40 to \$65	Printing and Postage	Cost plus 10%

City of Stoughton Comprehensive Plan Update Estimated Project Timeline & Budget		Month 1 Week 1 Week 2 Week 3 Week 4	Month 2 Week 1 Week 2 Week 3 Week 4	Month 3 Week 1 Week 2 Week 3 Week 4	Month 4 Week 1 Week 2 Week 3 Week 4	Month 5 Week 1 Week 2 Week 3 Week 4	Month 6 Week 1 Week 2 Week 3 Week 4	Month 7 Week 1 Week 2 Week 3 Week 4	Month 8 Week 1 Week 2 Week 3 Week 4	Month 9 Week 1 Week 2 Week 3 Week 4	Month 10 Week 1 Week 2 Week 3 Week 4	Month 11 Week 1 Week 2 Week 3 Week 4	Month 12 Week 1 Week 2 Week 3 Week 4	Total
Phase I. Background Information														\$5,270
Task 1.1	Audit of Current Comprehensive Plan													\$1,260
Task 1.2	Prepare Base Map													\$1,100
Task 1.3	Conduct Land Use Inventory													\$750
Task 1.4	Collect Data and Conduct Inventory of Existing Conditions													\$1,500
Task 1.5	Review of Existing Plans, Policies, and Ordinances													\$660
Phase II. Public Participation and Community Visioning														\$10,815
Task 2.1	Public Participation Plan													\$150
Task 2.2	Project Kick-Off and Plan Commission Meeting #1													\$1,860
Task 2.3	Community Vision Workshop													\$2,880
Task 2.4	Plan Commission Meeting #2													\$1,445
Task 2.5	Draft Plan Public Open House													\$2,190
Task 2.6	Plan Commission Meeting #3													\$1,295
Task 2.7	Joint City Council and Plan Commission Public Hearing and Adoption													\$995
Phase III. Document Preparation														\$10,394
Task 3.1	Prepare Draft #1 of the Comprehensive Plan Update													\$6,103
Task 3.2	Prepare Draft #2 of the Comprehensive Plan Update													\$2,173
Task 3.3	Prepare Draft #3 of the Comprehensive Plan Update													\$1,423
Task 3.4	Production and Distribution of Final Adopted Pan													\$695
Total Estimated Project Cost (without Optional Tasks)														\$26,479
Optional Tasks														
Task 4.1	Focus Groups on Key Issues													\$2,800
Task 4.2	Community Questionnaire or Survey													\$4,000-\$8,000
Task 4.3	Downtown Issues Audit													\$2,470
Task 4.4	Printing of Draft Plans by Vandewalle & Associates													\$1,220
Task 4.5	Printing of Final Adopted Plans by Vandewalle & Associates													\$1,580

● = Meeting





MADISON: 120 E. Lakeside St. • Madison, WI 53715 • 608.255.3988

MILWAUKEE: 247 Freshwater Way, Suite 530 • Milwaukee, WI 53204 • 414.988.8631