

CITY OF SHEBOYGAN

SHEBOYGAN WATERFRONT PARK & MARINA MASTER PLAN

SMITHGROUP

August 11, 2023



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Re: Sheboygan Waterfront Park & Marina Redevelopment

DAVID BIEBEL
City of Sheboygan

Dear Mr. Biebel,

Thank you for the opportunity to develop a Master Plan for Deland Park and the Sheboygan Waterfront. We recognize your desire to activate the waterfront as a destination that appeals to a broader range of residents, connects people to the water and increases the quality of life in Sheboygan.

Your goals are perfectly aligned with our focus – to create transformative waterfront destinations. We have built a national practice with a focus on Great Lakes communities that work at the water’s edge. Our teams include diverse perspectives from civil and coastal engineers to architects, landscape architects and urban designers because it provides a holistic response that addresses the broad needs of the community. We are well versed in the range of activities and services needed to create vibrant waterfront places, how to develop funding and phasing strategies and incorporate the regulatory and permitting considerations inherent with a waterfront destination. Our experience will provide you with a solution that is:

INCLUSIVE - providing a destination that is for all the community, rather than focusing on a select few.

ANTICIPATION BUILDING - our approach to design and engagement builds excitement while forging consensus to create widespread community support that generates change.

TRANSFORMATIVE - we seek results that are authentic to the distinct needs and opportunities of your community to create one-of-a-kind destinations.

ATTAINABLE - our depth of knowledge on the technical aspects of waterfront spaces results in creative solutions that get built.

We look forward to the opportunity to continue our relationship with the City of Sheboygan and build upon our past success. We have a distinct understanding of how to deliver transformative change for lakefront communities and feel we would make great partners working closely with you to determine the future of the park and marina.

On the following pages, you will find a description of our integrated team of professionals and qualifications as well as a proposed scope of services. We would be happy to review the scope and approach with you in greater detail to tailor it to fit your needs.

Sincerely,



Tom Rogers, PLA
Principal-in-Charge
608.327.4402
tom.rogers@smithgroup.com





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SECTION 1

FIRM OVERVIEW





SMITHGROUP EXPERIENCE

Our mission is to create a legacy of inspiring places that enhance the environment and enrich the human experience. We work together to create well-thought, well-crafted places that artfully balance beauty with function.

Founded in 1853, SmithGroup has become an award-winning, multi-national organization that employs research, data, advanced technologies, and design thinking to help clients solve their greatest challenges.

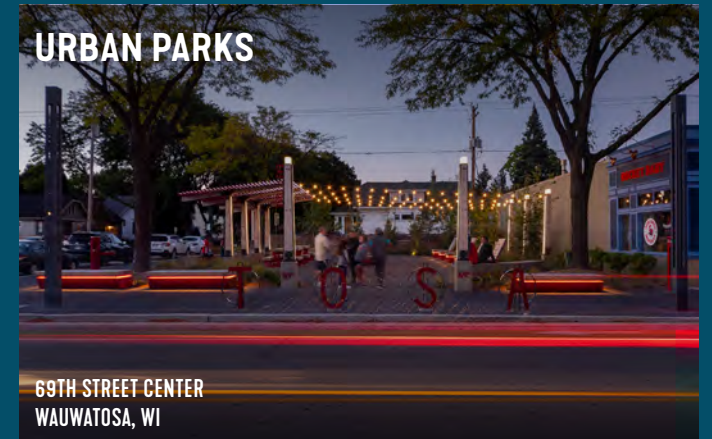
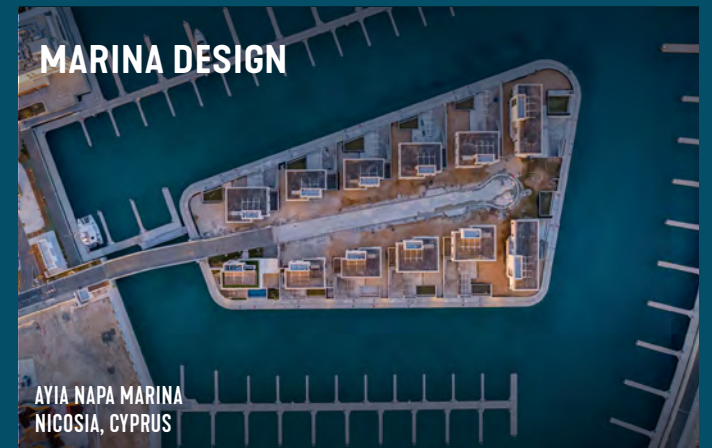
Working across a network of 20 offices internationally, our team of 1,300 experts is committed to excellence in strategy, design, and delivery—giving rise to new and innovative processes and methodologies that are redefining the way we work and collaborate. Our specialists—from planners to architects and engineers, space programmers, campus system strategists and beyond—develop beautiful, sustainable, future-focused solutions for higher education, science and technology organizations, healthcare providers and cultural institutions, urban environments, diverse workplaces, mixed-use and waterfront developments, and parks and open spaces.

Our integrated practice offers depth in all disciplines serving the built and natural environment, including architecture, engineering (civil, structural, mechanical, electrical, and plumbing), landscape architecture, urban design, ecology, and planning.

We have successfully partnered with local governments, districts, and other public agencies in the Midwest and nationally. The following is a partial list of successful regional partnerships from the past 5 years:

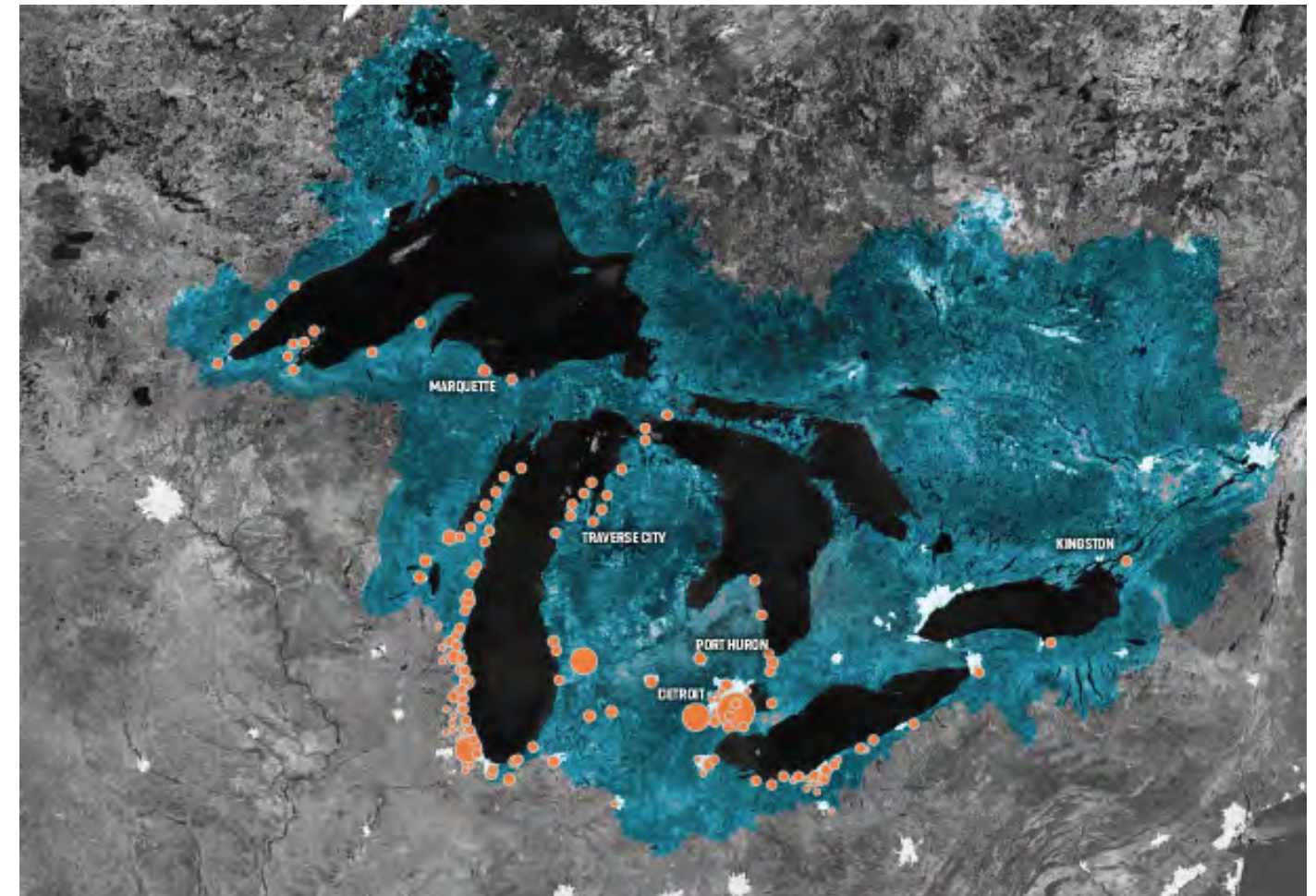
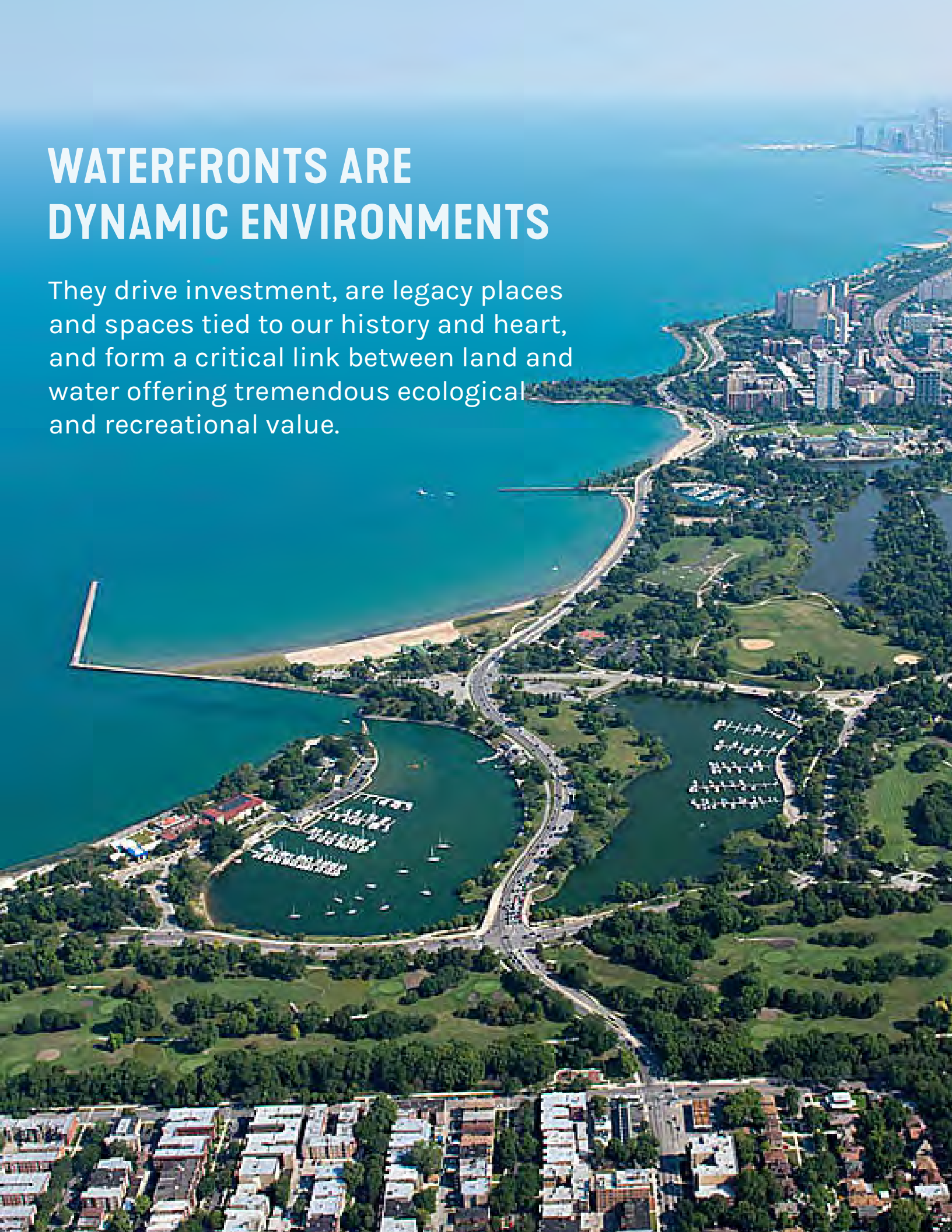
- Milwaukee, WI
- Two Rivers, WI
- Sturgeon Bay, WI
- Kenosha, WI
- Racine, WI
- Ashland, WI
- Sister Bay, WI
- Oshkosh, WI
- Watertown, WI
- La Crosse, WI
- Onalaska, WI
- Washburn, WI
- Two Harbors, WI
- Grand Marais, MN
- Des Moines, IA
- Burlington, IA
- Sioux City, IA
- Chicago, IL
- Evanston, IL
- Detroit, MI
- City of Euclid, OH
- City of South Bend, IN
- City of Toledo, OH
- Cuyahoga County, OH
- Great Rivers Greenway, MO
- Michigan Department of Transportation, MI
- Urbana Park District, IL
- Tower Grove Park, MO
- Village of Mahomet, IL
- Wayne County Parks & Recreation, MI

YOUR TRUSTED PARTNERS IN:



WATERFRONTS ARE DYNAMIC ENVIRONMENTS

They drive investment, are legacy places and spaces tied to our history and heart, and form a critical link between land and water offering tremendous ecological and recreational value.



STEWARDSHIP AND NATURAL RESOURCES: PLANNING AND DESIGN

As a nationally recognized, multidisciplinary land planning and design firm, our projects have taken us across the nation, from New England to the California coast, and from the Great Lakes states to Texas. Our clients have included national, state, regional, and cultural organizations; major corporations; and private developers. Our work includes waterfront stabilization and development, environmental habitat restoration, parks, greenways and trails.

Since the beginning of our practice, one facet of design has remained constant and integral to our work—the responsible management of our natural resources. Our team integrates environmental science, planning, site design, and engineering to achieve a

sustainable balance between project objectives and ecological processes. We know the quality of life and long-term sustainability of our environment requires responsible planning and design—and we take on that responsibility willingly.

GREAT LAKES EXPERIENCE

We have extensive experience along the shorelines, lakefronts, and riverfronts within the Great Lakes basin. Our experience ranges from science-based environmental restoration and habitat creation projects along with shoreline protection and restoration designs supported by physical and computer modeling data. Our multi-faceted team of professionals comes together at every step of the design process to deliver our clients imaginative, comprehensive solutions that are tailored for each unique project we undertake.

YOU'RE IN GOOD COMPANY

SmithGroup creates vital urban destinations for people in cities and communities of all sizes. By building on each community's particular assets and aspirations, we design environments that welcome people while expressing a unique sense of place. These qualities provide enduring value, and our award-winning work is an eloquent testimony to the sensitivity and quality we bring to each planning and design project.

Our public spaces should be built and adapted for people first, emphasizing public health outcomes and human-powered movement.



CATALYTIC PROJECTS

Sheboygan can create a unique destination on the lakefront that will serve as an extension of the downtown and can spur additional interest and development. It will be important that the design reflects the authenticity of the place while creating a flexible and adaptable multi-season destination. We work closely with communities and key stakeholders to make sure spaces support community growth, while blending within the context of their place.



PERFORMANCE SPACES

We understand it will be important to create a beautiful destination that captures the spirit and essence of Sheboygan's location on the lake, while deftly integrating the programmatic and infrastructure requirements necessary for a high-quality experience. Our team has provided facilities that range from formal to informal, indoor to outdoor and dedicated spaces to flexible, multi-purpose venues.

INCLUSIVE WATERFRONT

The park can enhance connectivity between the downtown and the lakefront and can create a deeper connection to the water, ecosystem restoration and enhancement, while improving the access to open space and mobility corridors. Our planning and design experience encompasses a wide array of similar environments.



STAKEHOLDER ENGAGEMENT

We believe design of the best community spaces is driven by the people who use them. Broad community support is essential to long-term success of a catalytic project. SmithGroup uses a variety of tools to create a unique and energetic engagement experience. We have also adapted to work through both in person and virtual formats, using interactive design tools to shape a lively and positive interaction that creates support and enthusiasm for the project.

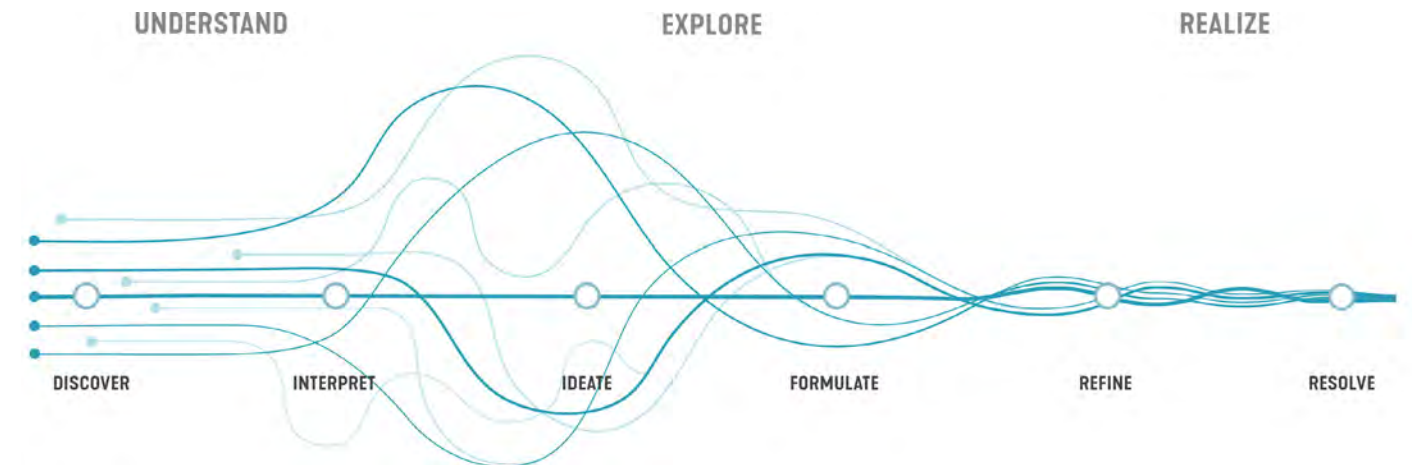
- Mural Board
- Presentations
- Work Sessions



SECTION 2

UNDERSTANDING &
APPROACH





UNDERSTANDING & APPROACH

The Harbor Centre Marina currently serves a limited group of users and is not performing well financially, while Deland Park is underutilized. Both the marina and the park are full of untapped potential for the City of Sheboygan and those interested in spending time along the lakefront. The City of Sheboygan seeks a master plan to guide modifications to portions of Deland Park and the Harbor Centre Marina that will provide a greater range of recreation opportunities that are more inclusive to residents and enhance the quality of life in Sheboygan.

The current breakwater is porous and allows portions of the marina to silt in creating an ongoing maintenance concern. In this challenge, we see opportunity to explore an alternate use for smaller watercraft or paddling. Similarly, we understand the Marina building, and pool are underutilized and might be suitable to repurpose for more diverse uses. In addition, there is potential to modify the parking lot area to create a venue that supports community events and special functions.

The master plan should consider the greater context of the lakefront, neighborhood, and park, but focus improvements on the existing marina facilities and parking. It should result in an implementation strategy that includes funding and phasing considerations and generates public interest and enthusiasm.

It is imperative to engage key stakeholders and residents to generate interest and excitement, influence and create broad support for transformative change to the waterfront.

The City of Sheboygan will form a leadership team of city staff, local leaders, and key stakeholders as a Steering Committee to guide decision-making for the project.

SMITHGROUP'S VALUE PROPOSITION

- Deep knowledge of Deland Park and Harbor Centre Marina
- Engaging approach that builds enthusiasm and support
- Transformational destinations
- Unparalleled technical and design talent

DESIGN PROCESS

SmithGroup's design process is best described and visualized as a creative arc of integrated design. The graphic above illustrates the complex variety of design drivers, points of view, and disciplines. We are committed to a process that weaves those essential threads into an elegant whole.

Rooted in design thinking and lean methodology, our process builds a culture of interdisciplinary problem-solving. We embrace complexity and thrive in challenging and multifaceted projects. A design process dominated by a single view or lone voice is the very antithesis of our integrated and outward mindset. It is not important to us who brings the best ideas to the table, just that they are brought forth.

We apply a tenacious creativity taking three active roles from start to finish.

UNDERSTAND Discovers and interprets relevant project knowledge to expand potential.

EXPLORE Engages that potential—with multiple ideas and forms—then narrows the focus to decide on a direction.

REALIZE Refines and resolves that direction to fulfill potential.

DESIGN GOALS

Our goal is to achieve a holistic design, the simultaneous overlay and comprehensive resolution of program, building, systems, budget, and place. Innovation, sustainability, and a "sense of place" are expected outcomes when the integrated process is employed. At the center of all this is you, the client. We want to "get" you – to deeply understand your stakeholders, aspirations, and your challenges. Built on a collaborative relationship, the project's success is one where you, your staff, your community are delighted with the outcomes.

You have our commitment that our SmithGroup team will bring:

- An analytical, data-driven mindset supported by research
- Creativity and a fresh perspective
- An unwavering commitment to your vision
- Empathy to explore the human experience
- A planning process that will challenge you to stretch your goals
- Camaraderie and collaboration

SECTION 3

SCOPE OF SERVICES





SCOPE OF SERVICES

The proposed scope of work for Deland Park and the Harbor Centre Marina describes SmithGroup’s approach to an engagement-based master plan design process for your project needs. All deliverables identified in the scope will be provided in electronic format unless otherwise provided. For meetings identified in the scope, SmithGroup will provide agendas, facilitate discussions, and prepare summary memoranda.

The following scope describes a process that leverages engagement and community input to inform design while enabling City Staff and the Steering Committee to guide the overall outcome. Three overall tasks inform the design process, first our team will seek to **UNDERSTAND**, creating a basis of goals and needs for the plan, as well as understanding influences and restrictions. Second, we will **EXPLORE**, working closely with the Steering Committee we will study a range of options that leverage different aspects of the goals. Finally we will **REALIZE**, by evaluating the alternatives with the Steering Committee, we will formulate a response that best serves the community, generates excitement, support and interest, and creates an implementable solution.

TASK 1: UNDERSTAND [4-6 WEEKS]

Our first task creates a thorough understanding of the existing site conditions and influences and develops the goals and values with the community to use as a basis for developing design alternatives. As part of this first task, SmithGroup will provide the following:

TASK 1.1 KICKOFF MEETING & DATA COLLECTION

Attend a virtual meeting with the city leadership team to confirm work plan, schedule, and process, identify key stakeholders, local and regional influences and review key components and potential considerations. Set up a bi-weekly call to keep the team connected and informed during the process.

During the call we will review the preliminary data sources available and document any initial data that may be required. Based on our previous work we have much of the anticipated data but will review the following to make sure we have the most up to date information.

- Base data, including but not limited to topography, planimetric data including structures and paving, parcel boundaries and ownership, vegetation, easements, rights of way and utilities
- Digital ortho photography
- Wetland inventory maps and delineations (if present)
- Site soil mapping including geotechnical analysis (if available)
- DNR or city correspondence regarding use, drainage, natural resources, restoration, regulatory needs or restrictions within or adjacent to the property
- Historic information including available photography
- Information regarding expected infrastructure improvement location in or adjacent to the site
- Previous planning studies such as Comprehensive Outdoor Recreation Plan
- Any previously completed engineering, utility or brownfield evaluations of the area.

Our team will assemble a basemap and prepare a qualitative and quantitative site analysis of the existing conditions.

TASK 1.2 STAKEHOLDER INTERVIEWS & COMMUNITY WORKSHOP

Over the course of a multi-day visit, we will conduct a site tour to review existing conditions and verify the site analyses, meet with city staff and key stakeholders. We will conduct a goal-setting session and needs assessment with the project Steering Committee and lead a public meeting and workshop that will include a presentation of our site analysis and group work sessions to gather public input.

TASK 1.3 ONLINE SURVEY

Following the public input meeting, we will provide an online survey that can be accessed through the city website. The web link will allow users to engage in the process similar to attending the meeting. It will include information on the project goals, purpose, and schedule, as well as providing an opportunity to participate in voting on key aspects and adding general comments. We generally leave the survey open for 2-3 weeks for participants.

TASK 1.4 GOALS AND VISION SUMMARY

Following the public input survey, we will summarize the public feedback and goals and develop a preliminary draft of principles, goals and metrics for success for the overall plan. We’ll develop initial diagrams and supporting imagery to demonstrate potential programming ideas and review them with the Steering Committee in a virtual presentation. The diagrams will not be designs but will illustrate key programming ideas and relationships along with potential improvements.

The site analysis, public input and project goals and vision will be summarized in a memo to be incorporated as part of the master plan document.

TASK 1 MEETINGS

- Kickoff call
- Trip 1 including
 - Stakeholder Interviews
 - Steering Committee Meeting
 - Community Workshop
- Summary call
- (2-3) City Staff coordination meetings

TASK 1 DELIVERABLES

- Detailed work plan
- Meeting Minutes for the kickoff and public meeting
- Community Workshop Presentation and on-line survey to be posted to the City Website.
- Site Inventory and Analysis report describing
 - Circulation
 - Existing structures and amenities
 - Marina facilities review
 - Summary of regulatory considerations
 - Site programming and opportunity diagrams
 - Summary of Stakeholder, Steering Committee and public input

TASK 2: EXPLORE (6-8 WEEKS)

Based on the goals and vision outlined in Task 1, SmithGroup will generate alternative concepts to test design strategies. We will review and evaluate them with the committee to create a preferred approach. As part of this task, SmithGroup will provide the following:

TASK 2.1 DESIGN ALTERNATIVES

Based on the direction of the Steering Committee, we will formalize the preferred design program considerations and explore alternatives to enhance the site and marina. We will prepare up to 3 preliminary concept alternative plans, supported with sections, sketches and precedent imagery to demonstrate the potential range of alternatives. Alternative development is anticipated to include the following:

- Repurposing the parking area
- Downsizing the marina
- Modifying or replacing the existing marina building and pool area
- Enhancing public connections with the water and lake side trails
- Creating a range of opportunities that can be used by a broader range of the community throughout the year
- Provide Outdoor events venue
- New public use building

TASK 2.2 STEERING COMMITTEE WORKSHOP AND PUBLIC INPUT MEETING (TRIP 2)

We will create a summary presentation of the alternatives, review it with City Staff, the Steering Committee and key stakeholders and lead a public input session to evaluate alternatives based on the goals and metrics developed with the Steering Committee.

TASK 2.3 ONLINE INPUT (OPTIONAL ADDITIONAL SERVICE)

An online version of the public input session can be posted on the city website to collect additional input.

TASK 2.4 SUMMARY REVIEW

Following these sessions, our team will summarize feedback from the alternatives review and evaluation metrics for the project Steering Committee review and direction. We will review the information over a call and proceed with a preferred alternative based on the direction of the Steering Committee. City Staff will provide a memo documenting the preferred design direction moving forward.

TASK 2 MEETINGS

- Trip 2:
 - Steering Committee Workshop
 - Public Input Meeting

TASK 2 DELIVERABLES

- Summary Review
- (3-4) City Staff coordination calls
- Design Alternatives
- Steering Committee Workshop and Public Input Presentation
- Virtual Survey
- Preferred Alternative Summary

TASK 3: REALIZE (8-10 WEEKS)

The master plan will be developed based on the preferred alternative. As part of this task, we will refine the details of the plan, develop costs and an implementation strategy. SmithGroup will provide the following:

TASK 3.1 PREFERRED ALTERNATIVE

Based on the direction of the Steering Committee, we will generate a preferred alternative incorporating comments from the summary and review in a Steering Committee call. Comments from the committee will be used to refine this alternative into a master plan that best meets the goals and criteria established for the project.

TASK 3.2 MASTER PLAN

Develop the draft master plan graphics and summary report. The documents will include plans, renderings and diagrams to convey overall intent and demonstrate the layout, form and character of the proposed improvements. We will summarize how the plan meets the goals, metrics and priorities established for the site.

The Master Plan will include a preliminary opinion of probable costs for park and marina improvements along with potential funding and phasing considerations.

TASK 3.2 STEERING COMMITTEE REVIEW AND PUBLIC OPEN HOUSE (TRIP 2)

We will review the draft master plan documents with the Steering Committee, key stakeholders and the general public to gain feedback on the proposed improvements.

TASK 3.3 ONLINE INPUT (OPTIONAL ADDITIONAL SERVICE)

A final online survey can be posted for additional community input.

TASK 3.4 MASTER PLAN DOCUMENT

We will meet with city staff and the steering committee to review stakeholder and public input along with comments and markups on the draft master plan. We will work with City Staff to finalize a master plan and report and attend a presentation to city council for approval.

TASK 3.5 MASTER PLAN PRESENTATION

Present plan at City Council meeting for adoption.

TASK 3 MEETINGS

- Preferred Alternative Review
- Trip 3
 - Steering Committee Presentation
 - Open House
- Final Master Plan Document Review
- Council Presentation
- (4-5) City Staff coordination calls

TASK 3 DELIVERABLES

- Meeting Minutes for Steering Committee and public meetings
- Draft and Final Master Plan presentations
- Final Master Plan Report (PDF)
 - Executive Summary
 - An overall plan with key features
 - Circulation and Parking Strategy
 - Master Plan drawings of key structures (size and general massing)
 - Opinion of Probable Costs
 - Phasing Plan
 - Funding Considerations

Summary of process including meeting minutes, Task 1 and 2 deliverables and public.

SCHEDULE

A project schedule of 4-6 months is proposed for the scope of services outlined above. The final schedule will be determined in collaboration with the City to meet the project specific needs and expectations. If additional services are required, or project delays outside the control of SmithGroup occur, the schedule may need to be adjusted.

ASSUMPTIONS

The preceding scope of work was developed with the following assumptions:

- Base information will be complied by the Client and provided to SmithGroup. If additional information is required we will work with the Client to identify the outside data sources required to perform the necessary work (i.e. surveys, etc.) for an additional cost.
- The Client will print, publish and/or mail any necessary meeting invitations or notices, reserve meeting space including tables and chairs and establish a list of project stakeholders.

FEE PROPOSAL

SmithGroup will provide the scope described for a base fee of \$117,460 as follows. If desired, we have included online surveys and additional architecture support. We would welcome the opportunity to review the scope with you in detail and refine it to fit your needs.

BASE FEE	\$117,460
TASK 1: UNDERSTAND	\$23,797
TASK 2: EXPLORE	\$31,577
TASK 3: REALIZE	\$55,107

ADDITIONAL SERVICES

Online Input: An online survey is included within the base fee under Task 1.3. If desired, online surveys could be added to phases 2 and 3, at the cost of \$4,050 per phase.

Architecture Support: An architect will be included on our team as part of our basic services to inform the design approach at a masterplan level, especially on the size and access considerations for key elements.

If desired, we can provide a more in depth level of service to understand specific space needs and programming. Our team will conduct a survey of the existing building, conduct a building programming workshop for the existing and a proposed structure and incorporated space needs diagrams and preliminary sketches for a fee of \$13,325.

If needed, we can review and refine this scope in greater detail.



SECTION 4

RELATED TECHNICAL
EXPERIENCE



WATERTOWN TOWN SQUARE

SMITHGROUP

METROPARK PROVIDES ROBUST RANGE OF YEAR-ROUND EXPERIENCES



PROJECT RELEVANCY:



MASTER PLAN & TRANSFORMATION



PERMITTING



BOAT ACCESS



MULTIPURPOSE DESTINATION

Partnered with Metroparks Toledo and local community groups, SmithGroup developed a comprehensive master plan for a new waterfront park on a 70-acre stretch of land along the east bank of the Maumee River, opposite downtown Toledo. On a site of a former power plant that once produced electricity for Toledo residents, the transformative Glass City Metropark brings a new kind of energy to the banks of the Maumee River.

Upon completion of the master plan, SmithGroup began work on Phase 1 Implementation. This 21-acre phase of the park contains a sled hill, event lawn, a reimagined former marina, water access points, revived natural habitats, and an iconic events pavilion with an accessible green roof plaza. While connecting the community back to the waterfront, this park also incorporates local, state, and national trends in recreation and accessibility. It honors the values and expectations set by the community as it advances regional connectivity. This first phase of the Glass City Metropark opened to the public in 2020.

Phase 2 adds 51 acres to the park, along with a multitude of outdoor activities. Phase 2 contains an ice skating ribbon and skating pond, adventure play nodes, a recreated mini Maumee River watershed water play area, additional water access and overlooks, fishing spots, interactive public art, picnic shelters, cabanas, and a Market Hall that includes a full service restaurant and beergarden. Phase Two is under construction and anticipated to be open to the public in late fall 2022/winter 2023.

CLIENT

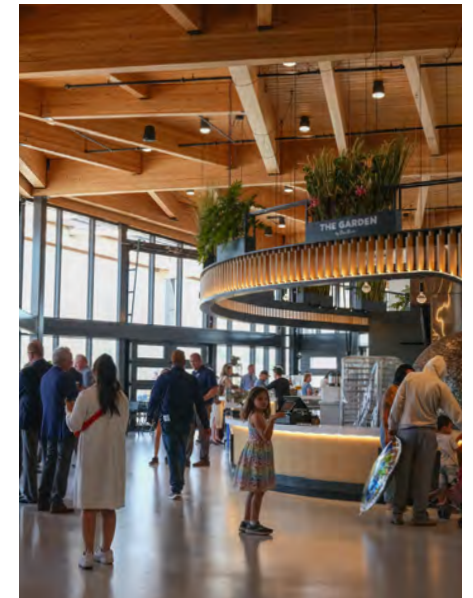
Metropolitan Park District of the Toledo Area

LOCATION

Toledo, Ohio

SIZE

70 acres



DESTINATION PARK CONNECTS DOWNTOWN WITH WATERFRONT



Sioux City's Chris Larsen Park is located on the eastern bank of the Missouri River between Veteran's Memorial Bridge/Hwy 77, Interstate 29, and the Floyd River. The heart of Sioux City's downtown is located just north of the park. Over the years, the park has grown in size and slowly accumulated a marina, event space, interpretive center, playground, statue, memorials, pedestrian paths, and parking lots serving the former casino boat industry.

SmithGroup was initially hired to prepare a master plan that provides a framework of goals and objectives to guide and inform future design and planning decisions in and around Chris Larsen Park. The master planning process began with a charrette and public meetings hosted in Sioux City. These were led by design consultants from SmithGroup and V&K and included a steering committee comprised of Sioux City staff, key stakeholders, and additional community members. Through the public process, SmithGroup developed a design for a 12 acre regional destination that includes: iconic shelters and plazas, splash play, playground, court sports, garden dog park, regional trail and large event spaces.

The park is designed to be flexible as a community destination, to help residents connect with water and create a day-to-day space for downtown workers and residents.

The park is currently under construction and the grand opening will be in the spring of 2023.

CLIENT
City of Sioux City

LOCATION
Sioux City, Iowa

SIZE
12 acres

HEART OF PARK REIMAGINED AS REGIONAL TRAILHEAD & LOCAL HUB



The Oshkosh Common Council determined that 70 acres of their former golf course would be redeveloped as a community park. SmithGroup then initiated a three-part planning process for Lakeshore Park, including data collection, meetings with city staff, site analysis, and public outreach.

Feedback from the Advisory Park Board and ongoing coordination with Parks and Engineering Staff resulted in a hybrid plan that borrowed preferred plan components from the three conceptual design alternatives. This hybrid plan reimagines the former Lakeshore Golf Course as a community destination with two distinct halves. The West Park is introverted and focuses on a great lawn, its earthworks helping to mitigate freeway noise. The largest of these earthworks is leveraged as a lookout and a location for an installation or piece of artwork in an effort to create an iconic community identifier at Oshkosh's front door.

The East Park is developed and extroverted, focused on Lake Butte des Morts and extending to connect to and complement its neighbors, Mary Jewell Park and Rainbow Memorial Park. This half of the park includes catalytic phase one improvements, including a four-season multi-purpose building for community and private events, a splash pad, plaza, and water access by way of a fishing/personal watercraft pier and a cobble beach. The East Park includes parking areas that are intended to serve its neighboring parks. It includes an area dedicated to recognizing and honoring the site's rich cultural history, and a nature playground.

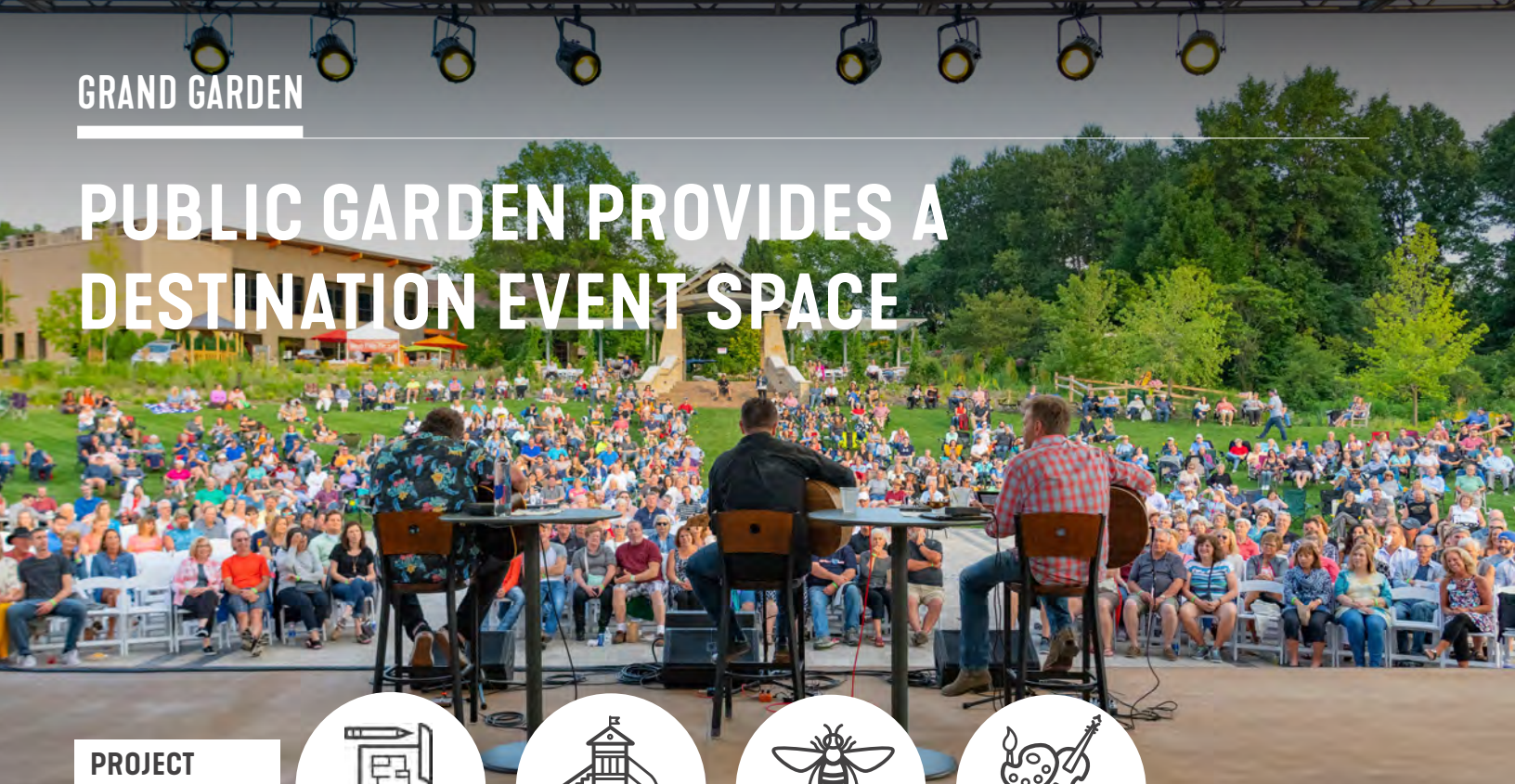
CLIENT
City of Oshkosh

LOCATION
Oshkosh, Wisconsin

SIZE
70 acres

GRAND GARDEN

PUBLIC GARDEN PROVIDES A DESTINATION EVENT SPACE



PROJECT RELEVANCY:



MASTER PLAN & TRANSFORMATION



MULTIPURPOSE DESTINATION



STORMWATER ENHANCEMENTS



LARGE-SCALE EVENTS VENUE

As the Green Bay Botanical Garden celebrated their 20th anniversary, they embarked on a major expansion with a new, 2.5 acre ‘Grand Garden.’ Featuring an amphitheater for the performing arts, the garden cultivates the community’s passion for music, theater and dance in a setting surrounded by nature’s ever changing display. The Grand Garden is envisioned to bring people together, whether it be a small intimate wedding party or a community event. The different spaces are scaled to accommodate groups of all sizes, from a gardening class with 8 students to a crowd of 1,800 enjoying a summer evening concert.

The Vision for Green Bay Botanical Garden (GBBG) is to be the leading educational, recreational, social and horticultural destination enriching the quality of life in the upper Midwest. To fulfill this aspiration, the Garden Development Task Force worked with SmithGroup to develop a Master Plan update in 2013 to assess and prioritize future development. SmithGroup utilized an intensive visioning process several times with GBBG to get the most out of their limited budget for design, by working hand-in-hand with the committee to sketch quick ideas and discuss opportunities and challenges of potential solutions. This process identified that while the existing gardens south of the Fischer Visitor Center offer an amazing series of small rooms and formal display gardens, a much larger garden space was needed to provide a destination supporting expanded events.

CLIENT

Green Bay Botanical Garden

LOCATION

Green Bay, Wisconsin

SIZE

47 acres

BURLINGTON DOWNTOWN RIVERFRONT PARK

FLEXIBLE EVENT SPACE FEATURED IN NEW RIVERFRONT



PROJECT RELEVANCY:



PARK & TRAIL DESIGN



BOAT ACCESS



MASTER PLAN & TRANSFORMATION

The master plan and designs for Burlington’s new ‘Riverfront Landing’ replaced an expansive parking lot with a new community green to provide continuous riverfront access where downtown Burlington meets the Mississippi. The first phase implementation of the master plan vision is carefully integrated with flood mitigation strategies, including a permanent, 42 inch high concrete wall and demountable floodwalls, which are erected temporarily when floodwaters threaten to overtop the city’s permanent structures. This initial round of construction will improve public access to the river, enhance and better support the Landing’s large event functions, reconfigure two boat launches to improve access and use, create a downtown destination space, and anticipate future improvements.

Future master plan components include additions to a historic port building, a new arrival plaza for the city’s Art Deco auditorium, flexible green space, a splash play water feature, a ‘stage terrace’, a river amphitheater, a floating pier / boardwalk, and several park structures. The site design’s sweeping forms are inspired by the curves and currents of the river and they respond to desire lines and important site connections. The design is open and flexible so as to not limit the park’s functions, and particular attention was given to the tactile quality of pavements, walls, and site furnishings to humanize both the riverfront’s large open spaces as well as required infrastructure and flood mitigation improvements.

CLIENT

City of Burlington, Iowa

LOCATION

Burlington, Iowa

SIZE

12 acres

ADDITIONAL EXPERIENCE:



MIDLEGROUNDS METROPARK, MASTER PLAN AND IMPLEMENTATION
Toledo, Ohio.

SmithGroup restored the former rail yard and industrial brownfield site into an vibrant, public waterfront boasting a robust trail network that bisects active and passive recreational spaces, picnic grounds, re-established native habitats, and a unique stormwater system that filters, infiltrates, and stores rainwater from the site and adjacent Anthony Wayne Bridge.



MILWAUKEE LAKESHORE STATE PARK
Milwaukee, Wisconsin.

After completing the Milwaukee Lakefront Development Plan, SmithGroup provided start-to-finish planning, design, permitting and construction documentation for a series of downtown lakefront projects celebrating the City's Great Lakes heritage and creating a new cultural and recreational tourism district directly adjacent to the downtown.



UW-MADISON SHORELINE AT THE MEMORIAL UNION
Madison, Wisconsin.

SmithGroup has provided planning and design services for a multitude of projects for the university of Wisconsin resulting in the transformation of the waterfront at and around the Memorial Union. A series of projects has included docking and shoreline protection, removed circulation conflicts, and enhanced public gathering at the water's edge.



An unsightly and underutilized parking lot was also transformed into a signature open space for the campus. The improvements have formed a signature space - and the number one tourist destination in Madison - at the nexus of the city and water.



SIoux CITY PEARL STREET DOWNTOWN PARK
Sioux City, Iowa.

The new downtown park filled a void space in the downtown area. Adjacent to the LaunchPAD Children's Museum, its proximity helped drive many of the family friendly design features, which includes a mix of open sunny green space and shaded seating areas, as well as an interactive sensory garden.



DASH-PARK
Onalaska, Wisconsin.

For a half-block city park in a small Wisconsin community, Dash-Park is unique for its combination of urban park programming, contextual connections, and place-specific character. The park is comprised of three primary spaces - a plaza at Main Street, an amphitheater that captures views of the Mississippi and Black Rivers, and an upper lawn.



OAK CREEK LAKE VISTA
Oak Creek, Wisconsin.

The purpose of the project was to create an overall development framework for the site identifying general land uses, main vehicular and pedestrian connections with the site, and ways to provide public access to the waterfront. In addition, the plan identifies an implementation plan consisting of numerous phased action items identifying significant development steps as well as funding opportunities.



WATERTOWN TOWN SQUARE
Watertown, Wisconsin.

Located along the Rock River and within the City of Watertown's historic downtown, the Town Square will serve as a civic hub to attract residents and visitors, support local businesses and community functions, and create a compelling destination downtown. The new open space will enliven Main Street, connect people with the Rock River and serve as flexible space that supports active use throughout the year.

SECTION 5

KEY LEADERSHIP



WARREN CITY CENTER

SMITHGROUP



KEY LEADERSHIP

SmithGroup embraces a design philosophy that is inclusive from beginning to end. The team will shepherd the design during all project phases to ensure the initial design concept is realized. As the project moves into the detailed documents and subsequent construction phases, the same team members will remain active in all the aspects of the project. This involvement ensures that the details reflect the full design intent.

PROJECT ARCHITECT

IVO ROZENDAAL

AIA, NCARB



With over 15 years of experience, Ivo Rozendaal has brought a thoughtful and intentional design process of collaboration and consensus to a wide variety of project types. His portfolio stretches from urban design and mixed-use destination projects to higher education and corporate facilities. Whether a new construction or adaptive reuse, Ivo's projects meld the project vision with context, purpose, and community.

TOLEDO METROPARK GLASS CITY PAVILION
Toledo, Ohio.

CHRIS LARSEN PARK
Sioux City, Iowa.

OSHKOSH LAKESHORE PARK PAVILION
Oshkosh, Wisconsin.

LAKE MONONA WATERFRONT PRELIMINARY REPORT
Madison, Wisconsin.

PRINCIPAL-IN-CHARGE

TOM ROGERS

PLA



Tom's expertise lies in creating distinct and memorable spaces for people. His experience includes a broad cross section of project types from small urban areas to community and neighborhood redevelopment. He is adept at working with multiple disciplines and stakeholders to develop beautiful and sustainable solutions that embrace the values of a community to create powerful opportunities for positive growth.

BIRDLAND PARK AND MARINA MASTER PLAN
Des Moines, Iowa.

CHRIS LARSEN PARK
Sioux City, Iowa.

BURLINGTON DOWNTOWN RIVERFRONT PARK
Burlington, Iowa.

WATERTOWN TOWN SQUARE
Watertown, Wisconsin.

HARBOR DISTRICT RIVERWALK
Milwaukee, Wisconsin.

PROJECT MANAGER

TIM WAGNER

PE



Tim Wagner is a civil/coastal engineer with 15 years of experience in project management, dredging, coastal processes, sediment transport modeling, fluid dynamics, soil mechanics, and numerical modeling. He is adept at leading and delivering projects across all scales from conceptualization through implementation.

SHEBOYGAN COASTAL RESILIENCY PLAN
Sheboygan, Wisconsin*

SHEBOYGAN HARBOR CENTER MARINA
Sheboygan, Wisconsin.

CITY OF RACINE COASTAL RESILIENCY & IMPROVEMENTS
Racine, Wisconsin.

HARBOR DISTRICT RIVERWALK
Milwaukee, Wisconsin.

CIVIL ENGINEER

SAM HERNANDEZ

PE



Sam has over 8 years of experience in the field of civil engineering and project management. As a project manager she has worked with diverse teams leading the effort from large scale plans to final construction documents. She also provides essential technical support and design assistance on a range of projects. Her design expertise includes stormwater management plans, storm and sanitary sewer design, water system design, grading, and site design.

TOLEDO EAST RIVERFRONT
Toledo, Ohio.

GREEN BAY BOTANICAL GARDEN, GRAND GARDEN
Green Bay, Wisconsin.

LAKE VISTA REDEVELOPMENT PLAN
Oak Creek, Wisconsin.

OSHKOSH LAKESHORE PARK PAVILION
Oshkosh, Wisconsin.

LEAD TECHNICAL ENGINEER

ROB WRIGHT

PE



Rob Wright is a principal civil engineer with over 27 years of experience in the waterfront, coastal, heavy-civil, and municipal project areas. His experience includes engineering design and project management on a variety of diverse, multi-disciplinary, and complex coastal and waterfront projects.

BIRDLAND PARK AND MARINA MASTER PLAN
Des Moines, Iowa.

BURLINGTON DOWNTOWN RIVERFRONT PARK
Burlington, Iowa.

CAESAR CREEK MARINA
Warren County, Ohio.

CHATFIELD MARINA RELOCATION
Littleton, Colorado.

GRANT STRATEGIST / LANDSCAPE ARCHITECT

JASON STANGLAND

PLA, LEED APV



With over 18 years' experience, the past 10 years Jason has been working to strategically position communities to rebuild and enhance their waterfronts as catalytic economic and social reinvestments for the communities they serve. He has worked with municipalities throughout the Great Lakes and Mississippi River basin to holistically integrate ecological, economic, and cultural amenities that help reimagine underutilized waterfront properties.

ASHLAND ORE DOCK PARK
Ashland, Wisconsin

KENOSHA HARBOR SEDIMENTATION STUDY
Kenosha, Wisconsin.

LA POINTE HARBOR PLAN
Town of La Pointe, Wisconsin.

OAK CREEK LAKE VISTA REDEVELOPMENT PLAN
Oak Creek, Wisconsin.

SENIOR LANDSCAPE ARCHITECT

LORI SINGLETON

PLA, ASLA



Lori is passionate about bringing people together with the natural environment through the inventive design of vital public spaces. With 20 years of experience, Lori seeks to leverage vacant or underutilized spaces as a catalyst for meaningful place-making in urban areas. She is able to instill large-scale transformational change through a network of incremental, community-based projects that successfully synthesize the unique needs of clients and the community.

TOLEDO EAST RIVERFRONT GLASS CITY METROPARK
Toledo, Ohio.

ADADO RIVERFRONT PARK
Adado, Michigan.

JOE LOUIS GREENWAY FRAMEWORK PLAN
Detroit, Michigan.

MIDLAND RIVERFRONT PARK
Midland, Michigan.

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