



Historic West Des Moines

Master Plan Update

Proposal

TESKA TEAM
QUALIFICATIONS
August 25, 2021

Updated Sept. 1, 2021



Image Source: Valley Junction Facebook Page





August 25, 2021

Sent via e-mail to: Brad Mumford

RE: Historic West Des Moines Master Plan Update Proposal

Dear Brad:

It is with great pleasure that we submit this proposal to update the Historic West Des Moines Master Plan. We truly enjoyed working with the community in developing the original 2016 plan and are delighted by the significant progress achieved since that time. We look forward to assisting you and the community to update the plan to address current and anticipated future needs.

To best address your needs outlined in the RFP, we propose a 3-firm team as follows:

- **Teska Associates, Inc.** – Prime consultant, focusing on community engagement, planning, and landscape architecture
- **Small Nation** – Focused on Best Practices and implementation
- **Bauer Latoza Studio** – Focused on historic preservation, upper story reuse, residential styles, and design guidelines

We are committed to completing the project with in the noted not-to-exceed amount, and to meeting the time-lines listed in our proposal. Please let me know if you have any questions. We would be happy to adjust the scope to better meet your needs. I can be reached at MHoffman@TeskaAssociates.com or by phone at (815) 436-9485 (office) or (815) 557.4306 (cell).

Sincerely,

A handwritten signature in black ink that reads "Mike Hoff". The signature is stylized and includes a long horizontal flourish at the end.

Michael Hoffman, AICP, PLA
Vice President, Project Manager



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* Resumes of key personnel included at end of proposal

**Proposal Photo Credits: Images highlighted throughout this proposal include images from Teska as well as social media content from the Historic Valley Junction Foundation. We look forward to the opportunity to be local again, soon.

1 | Team

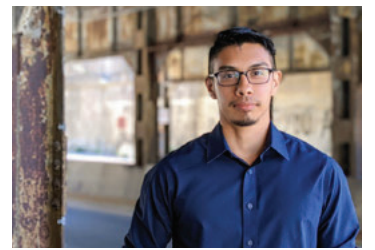
Firms • Teska • Bauer Latoza • Small Nation



TESKA
LEAD CONSULTANT

- Project Management
- Planning
- Engagement
- Design
- Market Analysis
- Zoning
- Placemaking

PLAINFIELD OFFICE
24103 Lockport St. #107
Plainfield, IL 60544
815.436.9485



TESKA ASSOCIATES, INC., founded in 1975, is a planning and landscape architecture firm with a twenty-one person professional staff based in Evanston and Plainfield, Illinois. The firm specializes in community planning, creative engagement, economic development, landscape architecture, and site design. Teska has completed hundreds of master plans, comprehensive plans, corridor/sub-corridor plans, special area, neighborhood and downtown plans, and transit-oriented/urban redevelopment projects - all of which incorporate cutting edge designs, new media, outreach tools, and visualization graphics to enhance the clarity and usability of plans.

BUILDING RELATIONSHIPS

We cherish long-term client-consultant relationships built by listening intently to client needs, maintaining clear and frequent contact, providing timely and responsive service, and exceeding expectations.

CREATING LIVABLE COMMUNITIES

We are passionate about creating livable communities; places with a strong economy, walkable and safe streets, and great venues to play and interact with neighbors.

GOING THE EXTRA MILE

We know that our success is based on the quality of our service. At Teska, quality service is based on responsiveness, anticipation of needs, maintaining flexibility, and creative and efficient problem solving.

HONEST ANSWERS TO TOUGH QUESTIONS

We provide solutions that are creative and realistic. Based on our experience and analysis, we sometimes have to tell a client that in our opinion an idea won't work - but that rejection is quickly followed by a solution that works.

1 | Team Teska • Bauer Latoza • Small Nation

BauerLatoza STUDIO



BAUER LATOZA SUB CONSULTANT

- Historic Preservation
- Architecture
- Design

332 S Michigan Ave, 701
Chicago, IL 60604
312.567.1000

Bauer Latoza Studio is recognized for its work in architecture, planning, historic preservation, and hospitality design. Established in 1990, the firm maintains a diverse portfolio of projects in the local, national, and international markets, and has received more than 30 design awards. The firm's interdisciplinary portfolio serves clients in federal, state, and local government, as well as private and nonprofit entities.

Bauer Latoza Studio maintains a strong commitment to Sustainable Design, and has been a member of the United States Green Building Council since 2002. The Studio is a certified Minority Business Enterprise (MBE) with the City of Chicago, Cook County, and the State of Illinois, a certified Disadvantaged Business Enterprise (DBE) with CTA, METRA, IDOT, CDOT, and Pace, and a qualified Small Business Set Aside (SBSA) vendor with the State of Illinois.

SMALL NATION



SMALL NATION SUB CONSULTANT

- Main Street Best Practices
- Strategic Partnerships
- Business Mix

130 S. Main St. Suite B101
Bellefontaine, Ohio 43311
937.565.4580

RECLAIM YOUR SMALL TOWN

SMALL NATION develops places, spaces and dreams for small towns and small town entrepreneurs across the country. We exist to help small towns, small businesses and small biz investors learn to take control of the down and turn it around. One dollar, one building, one business and one person at a time. Because you see, we think everyone celebrating the "BIG" has it backwards. Our BIGNESS is just an illusion. And Small? It's not small at all.

Jason Duff, the Founder of Small Nation, leads the team in developing places, spaces and dreams for small towns and small town entrepreneurs across the country.

1 | Team · Structure + Personnel

TESKA

Teska will serve as Lead Consultant in preparing the Historic West Des Moines Master Plan Update. The firm will head up all tasks related to land use, public engagement, planning, urban design, market analysis, goal setting, and drafting the plan. **Michael Hoffman, AICP, PLA** will be the overall Project Manager and primary client contact. **Emma Swanson** will be Project Planner and involved in all aspects of the work. Firm Principal **Erin Cigliano, AICP** will help develop and oversee public engagement tasks. Teska Principal and Lead Designer **Jodi Mariano, PLA**, will lead urban design, area and site planning, and community character tasks, with support from Project Designer **Jill Troiani**. Spanish translation will be provided by **Benito Garcia, LEED AP B+C**.

BAUER LATOZA

Bauer Latoza will serve as sub-consultant and lead tasks related to historic preservation, revitalization, architecture, and design. **Edward Torrez, RA, AIA, LEED AP BD+C**, president and principal of Bauer Latoza Studio, provides overall firm direction, in addition to design and business leadership. He sits on the Board of Advisors of the National Trust of Historic Preservation and served as a Commissioner for the City of Chicago Landmarks under Richard M. Daley.

SMALL NATION

Small Nation will serve as sub-consultant and lead tasks related to best practices for main streets, think creatively and strategically about partnerships, and make recommendations to enhance the health and strength of the business mix in HWDM. **Jason Duff**, founder and CEO of Small Nation, will be directly involved in developing strategies for HWDM.



“[The Historic Opera & Empire Blocks in Downtown Bellefontaine] is **one of the most visible** and important properties in the Downtown, not only because of building but the businesses that operate and have grown here. For several years, **the property has been in desperate need of immediate repairs and improvements...**”
- Jason Duff, Small Nation

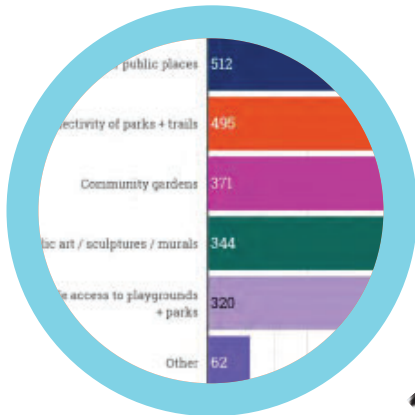
Small Nation recently acquired the three-story, 10 storefront building which encompasses over 40,000 square feet. The original structure was built in the late 19th century and is an iconic cornerstone of the downtown landscape, situated on Court Street - the first concrete street in the nation.

2 | Approach

Our team's efforts will be highlighted by effective community engagement, ensuring synergy between land use, zoning, design and development, detailed market analysis, economic sustainability and main street revitalization, and the use of asset based planning to build on previous plans.

1 BUILD AWARENESS + BUZZ

How do you get the word out about the planning process, engage the community, and raise awareness? Creative marketing and project promotion, of course. Print and digital avenues as well as placemaking activations will come into play to kick-off the planning process.



2 ASK + LEARN

Through stakeholder interviews, surveys, focus groups, and virtual and in-person community events we will focus on specific topics, questions, needs and opportunities. The findings of this collective feedback will then be merged with data and research to develop future strategies.

3 PRIORITIZE + VISUALIZE

With data, future projects, and consensus outlined, the next step is developing a clear direction with regards to policies, goals, and recommendations. Scenarios are developed for review and priorities drafted.



4 DESIGN + REFINE

Behind every good plan is a strategy that works. Teska works with residents, local leaders, developers, property owners, and non-profits to prepare near-term projects and phased actions to ensure steady progress towards goals. Actions need to focus on the immediate to carry momentum forward.

2 | Approach

Project Engagement, Outreach, and Marketing

A Look Back, A Look Forward



Community engagement is the foundation to our team’s approach to planning and will be critical to ensuring the Master Plan’s vision is reflective of aspirations, needs, and opportunities. The 2016 Historic West Des Moines Master Plan integrated a variety of creative tools and successful events to connect with and learn from the community. Many of those same techniques will be applied to Master Plan Update, alongside newer techniques to further collaboration and consensus on key topics including design and revitalization.

The list of starter ideas (pages 5-6) and engagement focus areas (pages 7-9) that follow provide an overview of input avenues to invite and entice local residents and stakeholders to be a part of the Historic West Des Moines Master Plan Update -- recognizing that to truly engage the full community will require a mix of outreach methods, mediums, and marketing. As we embark on the plan, we look forward to adding additional context and intel to these approaches.

Starter Ideas

□ PLANNING AND ZONING COMMISSION + CITY COUNCIL

On-going check-ins with and updates to the Planning and Zoning Commission and City Council are fundamental to our process to ensure they are aware, engaged, and understand emerging themes and priorities as they take root.

□ STEERING COMMITTEE SESSIONS

Steady study sessions, information sharing, and interactive activities with the steering committee will take place at consistent intervals to hone in on plan topics, analysis findings, key questions, and next steps. These working sessions are instrumental in listening, learning, and collaborating with each other to help inform public-facing activities and events.

□ DESIGN GUIDELINES + VISUAL PHONE POLLS

An interactive design workshop and photo poll will be essential to generate input on the topic of design guidelines, as well as zoning -- two aspects which need to be completed by June 2022. Prior to engaging the public on these topics, we would connect with our steering committee to do real time polling with the results showcased and discussed in real time.

□ HVJF POP-UPS

Piggybacking onto existing community events as a way to connect and engage the public is a tried and true science. You engage with and hear from far more people when attending events such as the farmers market, jingle in the junction, or sidewalk sales than you do hosting a project specific workshop.



2 | Approach

□ BUZZWORTHY COMMUNITY EVENT

As they say, “You gotta start strong!”... A community kick-off event will be planned to promote the plan and website, generate excitement, and start to circulate buzz. Creative marketing avenues and connecting with local partners will be important to get the word out across multiple channels and networks. Our steering committee will be an essential arm to further the project’s reach.

□ THE FOUNDRY

Given that the new keyword in this plan is “update”, we want to mix-up the type and location of workshops to celebrate progress made since the original master plan was adopted in 2016. An event at The Foundry could be a great way to connect past to present, and invite folks to take part in the process

□ MOBILE WORKSHOP KICKSTART

Getting folks in the right “headspace” is essential to quality feedback and participation. Given that much of the focus of this update considers the built environment, historic character, preservation and design, a mobile workshop that includes a historic field trip and education on preservation case studies could be a great fit and highly engaging. Our project partners, local businesses, and property owners would also be engaged to help coordinate.

□ EDUCATING RESIDENTS + MAKING IT FUN

Outreach should provide residents with a foundation to learn. Big picture visioning is important, but so too is understanding how those possibilities can come to fruition through reality-based solutions. Education is integrated within our engagement processes to ensure consensus is not only reached, but is achievable.

□ APPLYING TOOLS + TRANSPARENCY

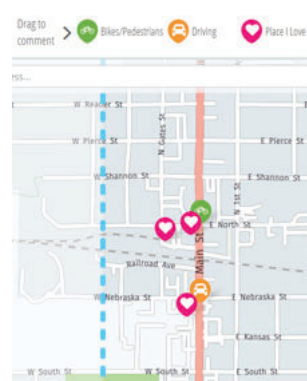
Transparency via steady updates and ways to share (whether online, in-person, or at an event) is integral to ensuring representative feedback and plan success. Our approach ensures engagement is occurring throughout the planning process, showcasing the results of feedback and incorporating the community into the process.

□ ACCESSIBLE ENGAGEMENT

Now more than ever, it is critical to revisit use of proven engagement tools and strategies, recalibrate which mediums are used (online, in-person) and emphasize partnerships with local leadership to reach all residents. Teska has been providing a healthy mix of digital, virtual, and in-person outreach mix well before a pandemic.

□ INTERACTIVE WEBSITE + MAPPING

The project website will be an online resource to learn about the project and share feedback throughout the process. In addition to topic specific polls, comment tools, and email registration, an interactive mapping tool will allow the community to pin place-based suggestions and ideas directly to a map of the study area.



2 | Approach

Connecting with the Community

SCHOOL FOCUS GROUPS

Teska engages students (from middle school to college) as part of nearly every project we take on! Younger students have excellent ideas on their community and tend to offer really valuable insights on connectivity of pathways and trails... whereas college students shine light on the places they want to live, work, and play.



"We need connecting paths, especially in areas around Prestwick and Chelsea." - Student Focus Group as part of the Frankfort Comprehensive Plan · Activities: Visioning, Mind Mapping, Priority Voting and Mapping

COFFEE + CONVERSATION

Whether connecting in-person or sharing cups of virtual coffee, Teska engages with local organizations, businesses and non-profits as part of our upfront outreach, early in the process. Depending on the comfort of individuals, we have structured these as online zoom sessions with individuals and small groups, or larger business groups and chamber .



"This new normal, might become the normal (working from home)--do we need this entire building? Start-ups don't need to be downtown." - Virtual Community Interviews as part of the Carrboro Connects Plan

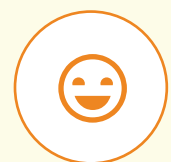
ENGAGEMENT BUCKETS

In-Person: From community workshops to dedicated focus groups and partner interviews, our in-person engagement and facilitation methods are considered, creative, inclusive and effective. Teska ensures concerns and aspirations are understood allowing for a depth of insight and collaborative ownership of plans.

Virtual: Innovative tools and virtual engagement helps to embrace a wide range of residents while ensuring steady, accessible communication, especially in response to CoVid-19. Teska provides a toolbox full of outreach options, best practice guidelines, and online poll / ideation platforms to bridge these challenging times.

Hybrid: The best of both! Our in-person tools are adapted for virtual platforms and our online tools, are translated to support in-person engagement. Whether conducting a focus group session, interview, workshop, survey, or visioning exercise, all of our engagement mediums embrace both in-person and online realms.

Facilitation: best brainstorming sessions are multi-dimensional. Mind mapping is a visual tool and facilitation process that synthesizes input, engages participants and generates new ideas. Teska uses mind mapping to get a quick handle on project pieces, partners and process and is ideal for focus groups, both in-person and virtual!

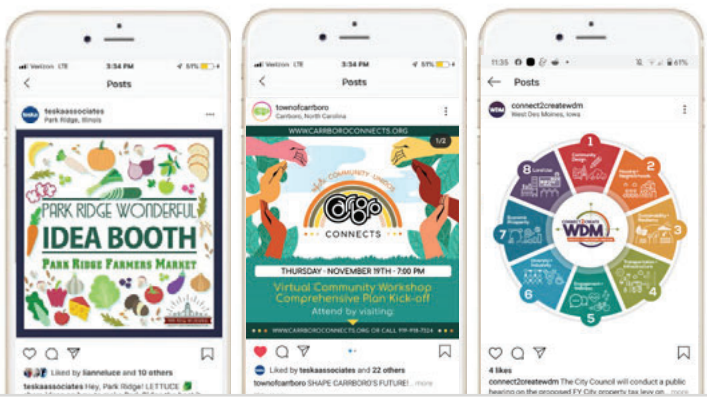


2 | Approach

The Power of Technology

SHARING IS CARING

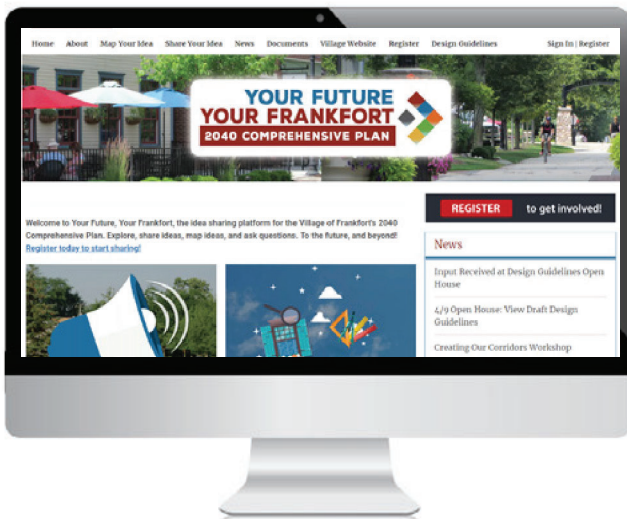
Let's talk social media! To promote of the plan and get the word out about the project website, workshops, pop-up events and local activations, a full suite of branded materials are designed and shared with staff, residents, and community partners for posting and marketing.



Outreach Toolbox 101 · Fact: Visuals are processed 60,000x faster than text. That is why developing meaningful outreach materials and infographics is so important. Our team works with you to design graphics to celebrate and amplify project messaging.

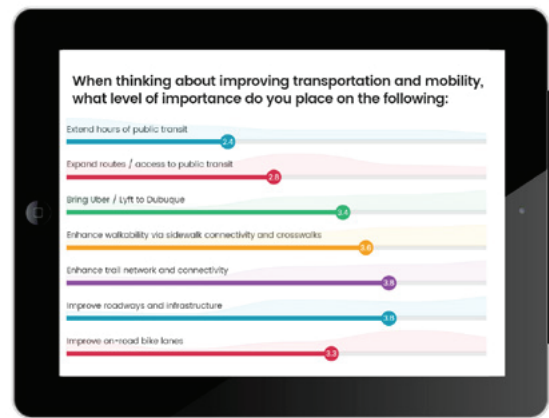
WEBSITES

Our interactive websites are custom built to meet project needs and evolve over the course of the project with new tools and updates. Project websites serve as a way for folks to learn, engage, share, and ask questions at a time/place that works for them.



SMART PHONE POLLING

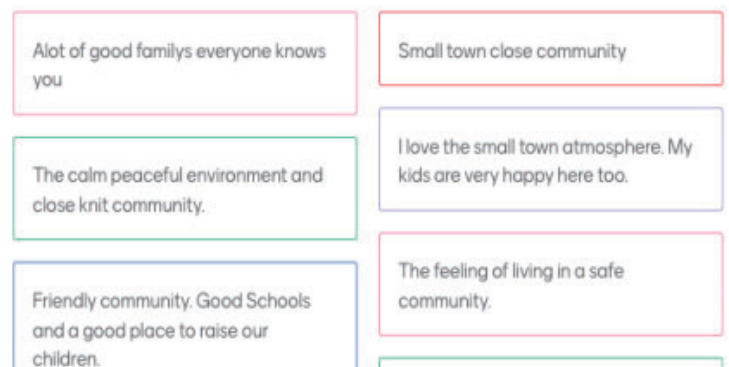
Throughout the project our team posts and host interactive phone polls, live strategy sessions, and surveys to engage, build consensus and showcase transparency. From charts and ideation wordles, to specific priorities and recommendations, results are then shared via multi-media marketing channels.



“What do you love about your community? What are some of the strongest assets?” - Live Smart Phone Polling and Big Picture Visioning takes place as part of a Virtual Workshop for the Beecher Comprehensive Plan

DIGITAL COMMUNICATION

Project newsletters, eblasts, and website tools integrate graphically rich, interactive documents, tools, and PDFs to maximize engagement. Materials may include videos, narrated highlights, outreach themes, and infographics to provide an engaging experience.



2 | Approach

SOCIAL MEDIA MARKETING

Effective marketing starts with great graphics, key questions and on-point messaging. Once these components are in play we work with staff and project partners to outline a promotion timeline that connects with existing social media and outreach events.

INFOGRAPHICS

These creative and compelling visuals help communicate information and complex topics clearly. In addition to guiding readers' eye, infographics improve cognition and memory retention! Teska is a big proponent of the use of visual data within our projects.



RENDERINGS

Seeing is believing. Renderings showcase development scenarios, project recommendations, and help build consensus. They bridge both data and outreach to celebrate input, analysis and budget considerations.

MIND MAPPING

Mind mapping embraces the way we are wired. It is a visual tool and process that synthesizes input, engages participants, improves memory retention, and generates new ideas. This tool is great for focus groups, steering committee ideation, and community events.



Mind Map designed by Teska and inspired by community input that took place at a National Night Out event in Easton, Pennsylvania as part of the West Ward Choice Neighborhood Plan.

2 | Approach

Project Understanding

The City of West Des Moines, Iowa is seeking to update the Historic West Des Moines Master Plan. The Master Plan was originally accepted by City Council in September 2016. The community has been actively implementing elements of that plan over the past 5 years, and it is time to take a step back and see what worked well, what didn't pan out as anticipated, and what we should be thinking of for the future. In particular, the effort will focus on:

- **Re-engaging residents** and the business community in a conversation about HWDM – where we are today and where we would like to go in the future. The effort will focus on creating a shared vision for HWDM that is both aspirational and realistic.
- **Develop design guidelines and zoning regulations** to implement the desired vision for the area. We understand there has been some concern regarding the design of some recent buildings, and it is certainly important to consider the area's historic character and how new development respects and blends with that. The zoning provisions and accompanying design guidelines will provide developers with a clear understanding of what the community would like to see and how renovations and new construction can be designed to weave into the fabric of both residential and commercial areas.
- **Set the stage for continued success** by understanding and implementing best practices in both neighborhood and Main Street revitalization and resiliency. HWDM is a special place both within the community and the region. Efforts will be focused on maintaining that unique character while accommodating appropriate change and evolution to keep it fun, friendly, and fresh.
- **Practical solutions to functional issues** like parking, pedestrian and bike access and circulation, and reuse of upper story spaces.
- **Market responsive solutions** that identify local opportunities for reuse/redevelopment that fit within the context of HWDM.

Opportunities and Constraints

BUILDING ON UNIQUENESS

Historic West Des Moines is a special place – full of unique shops, restaurants and other businesses that are surrounded by a charming and diverse neighborhood. This area is the oldest part of the community, and with that comes challenges of property maintenance and renovation.

NEED FOR BALANCE AND COHESION

The area is home to many ongoing and annual events that draw visitors from throughout the region. Yet these events sometimes cause challenges when parking, traffic and other issues spread into the surrounding neighborhood. The area is very popular, with strong demand for both housing and commercial space. That demand has and continues to produce demand for redevelopment. However, redevelopment must fit the scale, feel and character of HWDM. Design guidelines and zoning tools are needed ASAP to allow appropriate development to proceed in a way that enhances overall community character while accommodating growth.

STRENGTH IN DIVERSITY

HWDM is diverse, the home of residents from many cultures and backgrounds. This planning effort must go the extra mile to reach all populations and find solutions that promote equity and benefit to everyone.

**“REDEVELOPMENT
MUST FIT THE
SCALE, FEEL AND
CHARACTER OF
HWDM.”**

2 | Approach

Working Relationships

CONNECTIVITY CHALLENGES

Our planning work is built from the community – requiring close interaction throughout the planning process. Here’s how we envision the working relationships with key groups during the planning process:

City Staff:

We will work closely with City staff throughout the planning process to share insights and ideas, maximize community input, and ensure that the plan addresses all issues identified in the RFP. We recommend establishing a regular ‘check-in’ every couple of weeks to discuss plan progress, identify any challenges, and generally keep the project on-track. This would typically be done via Zoom, Teams, or other agreed conferencing format to allow sharing of screens and clear communications. This schedule may be adjusted to accommodate in-person meetings when the consultant team is in town for Steering Committee meetings or community workshops.

Master Plan Steering Committee:

The Steering Committee will be critical to assisting the team in establishing the plan vision, and in engaging the community in plan development. We have proposed 8 Steering Committee meetings throughout the planning process. These would typically be every other month but would switch to monthly for a period next spring when we are in the heart of making plan recommendations. These meetings would be held in-person and within the study area. If needed, we could do these meetings in a hybrid format, allowing remote participation.

Planning and Zoning Commission and City Council:

It will be important to keep both the Planning and Zoning Commission and the City Council informed throughout the planning process. The scope of services includes the following touchpoints:

- Two (2) Joint City Council/Planning & Zoning Commission meetings, one early in the process to review scope and encourage participation, and one to review key plan recommendations.
- Two (2) public hearings on the design guidelines/zoning ordinances amendments in June/July 2022.
- A Planning & Zoning Commission meeting to review the draft plan and conduct a public hearing if desired.
- A City Council meeting to review and accept the plan.

Historic Valley Junction Foundation (HVJF):

The HVJF was very instrumental in encouraging involvement and support from the business community in development of the 2016 plan and should play a similar role in this plan update. We will work with HVJF to schedule focus groups and/or interviews with business owners, communicate plan progress and solicit participation from Foundation members, and identify and facilitate pop-up participation in community events.

Neighborhood Organizations:

The involvement of local neighborhood organizations is critical not only in plan development, but in plan implementation. While we will rely on Steering Committee members to engage their own organization in the planning process, the Teska Team also plans to go directly to at least one meeting of both neighborhood organizations within HWDM. We will also be providing them with social media posts and other materials that can be used to spread the word about community workshops and other avenues to provide input into plan development.

2 | Approach

Budget Controls

TESKA HAS A PROVEN TRACK RECORD

Teska has a proven record of completing projects on time and on budget. We invoice monthly based on work completed, with a close look at tasks completed and tasks yet to accomplish. If it appears that certain early tasks required more time than anticipated we will bill only for the budgeted time, placing remaining accumulated hours on hold. Once the draft plan is completed and we are confident that all key tasks are completed, we will either bill or write-off those on-hold hours depending on if funds remain in the total project budget.

We also know that things often come up during a project like this – perhaps an additional meeting or outreach opportunity or a need for additional drawings to clarify a plan concept. We have proposed a 5% contingency to cover such situations. If the City requests additional tasks that can not be covered by this contingency, we would outline a specific scope and budget for these additional items and agree in writing before beginning any additional work outside the scope included in this proposal.

Expenses for travel will be kept to a minimum by careful scheduling of trips to cluster meetings, workshops, etc. Expenses will be charged at cost, with no-markups.

IMPLEMENTATION ORIENTED

Implementation tasks must be focused on accomplishing the outcomes established in the plan. Further, they must be within the bounds of the local and regional real estate markets, and the capacity of the community to manage to completion. A laundry list of too many actions, spread over too many actors, and on a short time frame will not succeed. The plan must realistically set short, middle, and long-range actions; establishing priorities and reflecting the true cost and effort to bring them to fruition. Our team understands that successful implementation is a balance between numerous interests, projects, and essential services.

3 | Scope

In this section we highlight points of our approach and work tasks that shall take place. We look forward to further refining and detailing the work plan herein with staff.

Phase 1

Community Engagement

This is a plan for a specific area of West Des Moines, and it should be driven by the community. Every effort will be made to hear from all voices within the residential neighborhood and the business district through a wide variety of outreach efforts noted in the approach section. Key components of this outreach will include:

1.1. Steering Committee: Interactive meetings with the Master Plan Steering Committee (8 meetings planned). Meetings will be led by the Teska Team – but the clear focus is on hearing from the community regarding the dreams, hopes and vision for this special area of West Des Moines.

1.2. Project Website + Marketing: A project website is an essential planning tool to allow anyone with interest to quickly understand what the planning effort is about and how to get engaged. It provides an opportunity to provide direct input, see what others have suggested, and track the planning effort. The website will be mobile friendly and easy to navigate. Marketing, in the sense of letting the community know about the project and how they can get involved, is another critical component of engaging the community. This effort will be done throughout the planning process. Marketing will take many forms, from project cards and posters to social media posts, press releases, and much more.

1.3. Interviews/Focus Groups: There is nothing like one-on-one or small group conversations to gain a quick understanding of key issues and concerns. This effort will involve connecting with business owners, developers/property owners, neighborhood groups, and others interested in HWDM. While most interviews/group discussions will occur early in the planning process, a few groups will occur latter in the process when focused on specific plan elements like zoning, bicyclist access, and implementation.

1.4. Community Workshops: A series of community workshops are planned to bring people together to plan the future of HWDM. It is assumed that these would be in-person events – but they could be done in a hybrid or all on-line format if required. We will work closely with the Steering Committee to refine the content of these workshops, but our initial thoughts would include:

1.4.1. Best Practices: A presentation on what is working well in other comparable communities – both regarding traditional Main Streets (5th Street in the case of HWDM) and neighborhoods. We plan to bring in the folks from Small Nation to share some of their wisdom gained in transforming downtowns to assist with this effort. This workshop will also engage the audience to learn of other examples they have seen which may have applicability to HWDM.

1.4.2. Design Guidelines & Zoning: This workshop will likely include a visual preference survey to explore different architectural and design elements that should be addressed I the guidelines. It will also look and typical zoning issues such as setback, coverage, building height, etc.

1.4.3. A Vision for HWDM: This session will focus on how HWDM should change and evolve over the next 5 to 15 years. Participants will engage in a variety of exercises designed to identify key priorities and areas for further study and refinement.

1.4.4. HWDM 2.0: This workshop will include a review of the draft plan, verifying if we have properly documented the desired direction for HWDM. We will also seek input on priorities and identify resources that may aid in achieving the plans vision.

3 | Scope

1.5. Planning & Zoning Commission/City Council:

It will be critical to make sure that key City elected, and appointed officials stay involved in the planning process for HWDM. The scope integrates key check-in points early and during the planning process to keep them informed and seek input, as well as meetings at the end of the process for necessary project approvals.

1.6 HWDM Ambassador Program

Community Engagement From the Community: Teska will train the Steering Committee to serve as community ambassadors who will help to further engagement to specific groups of folks who are local or attend events, but don't typically engage.

WHAT DOES A COMMUNITY AMBASSADOR DO?

- Ambassadors collect experiences and insights from their neighbors and community resources to provide Historic West Des Moines with a broad community perspective to help inform priorities and initiatives.
- Serves as a point of contact at public and community events on behalf of the Project
- Promotes the project, shares information, engages their circle to share and attend events
- Assists with managing engagement based on their strengths, skills, experience, and availability

YOU ARE AN IDEAL CANDIDATE TO BECOME AN AMBASSADOR IF YOU...

- Have experience living or working in Valley Junction and/or the surrounding area
- Are curious about other people's perspectives and interested in outreach to discover solutions
- Bring a positive and constructive approach to offering perspective so we can learn from each other



Teska is a firm believer in meeting the community where they are. We consistently find that year after year, pop-ups at community events make it easy and convenient for people to share ideas in environments where they feel comfortable.

3 | Scope

Phase 2

Historic West Des Moines Today

While the basic character of HWDM has not changed dramatically since the 2016 study, there are some critical issues that need to be examined in more detail in planning for the next 5 to 15 years. This effort will assess where HWDM is today and help to identify opportunities for the future through market analysis and examination of best practices. Specifically, the Teska Team will complete the following.

2.1. Parking Analysis and Recommendations:

Conduct a detailed analysis of existing parking conditions in and around the commercial/business district, including available on and off-street spaces and parking utilization (parking available by location, particularly at peak times). This evaluation will also examine future parking needs and propose ways to address those future needs.

A separate memorandum report will be provided that documents existing parking and utilization, required parking based on existing requirements, and suggested ways to address any parking deficits now or anticipated in the future. A summary of this report will be included in the final Master Plan.

If parking issues within the residential neighborhood are identified during the community engagement effort, recommendations will also be provided to address these concerns.

2.2. Market Analysis: This effort will examine demand for new commercial development within the HWDM study area. It will identify anticipated target businesses, that would fit in the area given the physical and economic conditions of HWDM.

2.3. Residential Mix and Housing Analysis: This effort will be focused on gaining a detailed understanding of the mix of residential styles and densities currently in HWDM while addressing rental vs. owner occupied and detached/attached/multi-family rental mix and conditions. It will identify targeted populations of this area, and what type of housing products that would be needed for those targets.

This effort will also be utilized to assist in defining design guidelines for new or renovated residential development and assist in determining opportunities for new housing within the study area.

2.4. Land Use Analysis: This study will look at overall mix of land uses within the study area and suggested changes where appropriate. Land use changes may be suggested in areas that are under-utilized, in poor condition, vacant or exhibit some type of land use incompatibility. Opportunities for appropriate mixed-use development (either vertical or horizontal) will also be explored.

2.5. Building Analysis: This effort will be led by Baur Latoza Studio, and will examine the historical character of the area, residential and commercial architectural styles and scale, and general building conditions. It will also include a review of upper story space and the challenges and opportunities that go along with those unique areas. Recommendations for potential preservation and reuse of existing building will be included in this effort.

2.6. Property Maintenance Analysis: This effort will involve a visual inspection of the study area to evaluate property maintenance. Best practices for promoting and encouraging good property maintenance will be provided, along with specific recommendations to address any issues that are identified.

2.7. Comparative Study & Best Practices: This task will involve examining best practices in both neighborhood and commercial area enhancement and revitalization. Examples from both within the region and the Midwest will be provided of comparable communities to the HWDM area. Small Nation will have a significant role in this effort.

3 | Scope

Phase 3

Vision

This phase will answer the critical questions of how HWDM should evolve over time, and what steps should be made to enhance and protect the areas existing character. Specific areas to be examined include:

3.1. Design Guidelines: This task will include creation of guidelines that will be used to communicate to the development community the nature, style, and character of development desired in HWDM. These guidelines will also be used by the City in plan review to assess compliance. Guidelines will be based on a shared set of values identified through preference surveys and input from the community. The guidelines will be specific enough to provide good direction while still allowing for creativity in design and execution. The guidelines will address such elements as scale, building placement, architectural style, building height, site landscaping, lighting, parking, outdoor seating, and other design elements relevant to both residential and commercial development, both new and renovations/expansions. Given development interest, this effort will be addressed early in the plan development process. The guidelines will be critical and ensuring that new construction and renovations blend with the existing character of the Neighborhood.

3.2. Zoning Recommendations: This effort will involve a close examination of existing zoning, working with staff to identify challenges they have experienced in applying the existing regulations within HWDM, and review and suggestions of appropriate zoning mechanisms that will facilitate desired development patterns. This effort will examine opportunities for both form-based, and more traditional (Euclidean), and hybrid zoning techniques to determine the appropriate solution to address concerns and opportunities throughout the study area. Where helpful, illustrations will be provided to help communicate the zoning requirements. The result of the analysis may be creation of new zoning districts or modifications to existing regulations. Like the design guidelines, this effort will be accelerated in the planning process to provide guidance to active developers in the area.

3.3. North Expansion Opportunities: A detailed analysis of the needs, if any to expand the commercial district, into the 400 and 500 blocks of 5th Street will be completed. This effort will examine potential development opportunities based on the market analysis. If additional opportunities are identified, this task will examine how those market opportunities would fit within these blocks, including the impact of such issues as parking and compatibility with the surrounding neighborhood.

3.4. Railroad Avenue Corridor Opportunities: This task will analyze current land uses along Railroad Avenue and provide specific recommendations and guidelines that would allow redevelopment/renovation of the commercial properties while respecting the interface with adjacent residential properties. This effort will include sketches and photographs to illustrate what proposed development would like on each defined opportunity site.

3.5. Encouraging Continued Investment: Specific recommendations on how to maintain viability and encourage continued investment in or redevelopment of existing commercial and residential areas will be addressed in this task. This effort will include examining a range of potential solutions from education to financial incentives such as grant or loan programs.

3.6. Upper Story Recommendations: This effort, led by Baur Latoza, will examine existing upper story spaces along 5th Avenue. and opportunities for enhanced utilization. The effort will examine impediments to redevelopment and ways to address those challenges.

3 | Scope

3.7. Master Plan Graphics: A graphic master plan will be developed to show key plan recommendations. This overall plan graphic will be supplemented with sketches and photographs as appropriate to communicate the envisioned character and vision of HWDM as the area continues to evolve and redevelop.

3.8. Complete Streets: Strategies on how to enhance the pedestrian and bicyclist experience through complete streets, including streetscape and landscape improvement and how to better connect with the area south of Railroad Avenue will be provided. While some recommendations from the 2016 plan have been implemented in this regard, other solutions need to be reconsidered to maximize the areas potential for all modes of access.

Phase 4

Implementation

4.1. Funding Sources: Often, redevelopment requires a ‘stacking’ of various funding sources to make a project economically viable. This effort will examine both public and private sources of funding that can be tapped to assist in plan implementation. Development of examples of grants, incentive programs, tax incentives, and other possible funding sources that might be appropriate for the area will be identified in this task.

4.2. Socio-Economic Implications: An analysis of the socio-economic implications of policy and regulations that are proposed for implementation. This effort will outline strategies to address any anticipated socio-economic impacts of redevelopment and offer strategies to address such impacts.

4.3. Priorities and Partnerships: The plan will include numerous recommendations to enhance HWDM. This task will prioritize these efforts, providing focus and identification of the partnerships and resources needed to carry the plan’s vision forward.

4.4. Plan Draft and Formatting: This final task will focus on creating a complete document that summarizes the planning process and key plan recommendations. The plan will be highly graphic, utilizing illustrations, graphics, photographs, and other approaches to present recommendations in an easy to understand and compelling manner. An Executive Summary will also be provided. Two sets of revisions to the initial draft are anticipated – and initial round of edits based on staff and steering committee review, then a final set of edits based on the public hearing and formal review by the Planning and Zoning Commission and City Council.

4 | Budget

Budget Proposal

PHASE	MIKE	ERIN	SR. ASSOC.	ASSOC.	COST
Hourly Rates	\$160	\$130	\$120	\$110	
1. COMMUNITY ENGAGEMENT					
Steering Committee	50	32	0	0	\$12,160
Website + Marketing	2	60		24	\$10,760
Interviews/Focus Groups	28		0		\$4,480
Community Workshops (SN, BL)	38	38		38	\$15,200
Planning Commission/City Council	46				\$7,350
SUBTOTAL					\$49,960
2. HWDM TODAY					
Parking Analysis (3)	6	0	0	35	\$4,810
Market Analysis (11, 12, 13)	35	0	0	30	\$8,900
Residential Mix and Housing Analysis (8, 17, 9) (BL)	30	0	0	25	\$7,550
Land Use Analysis (10)	8	0	10	10	\$3,580
Building Analysis (16, 9) (BL)	2	0	0	0	\$320
Property Maintenance (18)	12	0	0	20	\$4,120
Comparative Study + Best Practices (20, 21) (SN)	4			18	\$2,620
SUBTOTAL					\$31,900
3. VISION					
Design Guidelines (1) (BL)	16	22		24	\$8,060
Zoning Recommendations (2)	32			30	\$8,420
North Expansion Opportunities - 400 & 500 Block (4)	18			22	\$5,300
Railroad Avenue Corridor Opportunities (7)	18	0	24	16	\$7,520
Encouraging Continued Investment (6)	18	0	0	10	\$3,980
Upper Story Space Recommendations (14) (BL)	3	0	0	0	\$480
Master Plan Graphics (15)	6		24	44	\$8,680
Complete Streets / Bike / Ped Recommendations (22)	14	0	0	25	\$4,990
SUBTOTAL					\$47,430
4. IMPLEMENTATION					
Funding Sources (19)	12	0	8	10	\$3,980
Socio-Economic Implication (23)	18	0	0	10	\$3,980
Priorities and Partnerships	18	0	0	10	\$3,980
Plan Drafting and Formatting	40	14	0	60	\$14,820
SUBTOTAL					\$26,760
<i>Teska Staff Hours</i>	464	166	66	461	\$ 156,050
<i>Expenses</i>	24	350			\$10,000
<i>BAUER LATOZA total (BL)</i>					\$30,000
<i>SMALL NATION total (SN)</i>					\$11,500
<i>Contingency</i>					\$10,000
Project Total					\$217,550

Note: Hours listed are for Teska staff only.

BL = Tasks where Bauer Latoza will have a significant role

SN = Tasks where Small Nation will have a major role.

5 | Timeline

Proposed Project Timeline

The chart outlines the anticipated timeline for the project. All noted staff in this proposal are available to complete the required tasks for the Historic West Des Moines Master Plan Update within the noted time frame. The timing of various activities is indicated on the timeline below. Additional community engagement as determined by the project team and City staff will be ongoing throughout the planning process. *NOTE: (#) indicates reference to items listed in the RFP under scope of Work.*

PHASE	2021					2022											
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
COMMUNITY ENGAGEMENT (5)																	
Steering Committee																	
Project Website + Marketing																	
Interviews / Focus Groups																	
Community Workshops																	
Planning Commission / City Council																	
HWDM TODAY																	
Parking Analysis (3)																	
Market Analysis (11, 12, 13)																	
Residential Mix and Housing Analysis (8, 17, 9)																	
Land Use Analysis (10)																	
Building Analysis (16, 9)																	
Property Maintenance (18)																	
Comparative Study + Best Practices (20, 21)																	
VISION																	
Design Guidelines (1)																	
Zoning Recommendations (2)																	
North Expansion Opportunities - 400 & 500 Block (4)																	
Railroad Avenue Corridor Opportunities (7)																	
Encouraging Continued Investment (6)																	
Upper Story Space Recommendations (14)																	
Master Plan Graphics (15)																	
Complete Streets / Bike / Ped Recommendations (22)																	
IMPLEMENTATION																	
Funding Sources (19)																	
Socio-Economic Implications (23)																	
Priorities + Partnerships																	
Plan Drafting + Formatting																	

SELECTED EXPERIENCE

Mr. Hoffman brings to his clients a blend of planning and landscape architecture experience. This combination of skills enables him to serve the needs of both municipal governments and private developers. Prior to joining Teska Associates, Inc. in 1990, he held positions with J.T. Dunkin & Associates, Inc. in Dallas TX, and with the City of Allen TX.

Project management experience includes leading multi-disciplinary teams and facilitating local advisory committees with a goal of development of inventive solutions built on consensus.

Mr. Hoffman's municipal planning assignments have focused on the development of planning tools to direct and manage the growth of small and mid-sized communities and counties. His recent assignments have included comprehensive plans for Dubuque, IA and Cape Girardeau, MO, the historic West Des Moines Master Plan, a new zoning ordinance for Olympia Fields, and development plan review in Morris and Kankakee, IL.

Mr. Hoffman has had a wide variety of responsibilities in land planning and landscape architecture, including site analysis, design and presentation. For both municipalities and for private developers, he has designed civic, commercial and residential land plans and landscape improvements. His recreational assignments have ranged from detailed design of sports complexes to the conceptual design of a four-hundred acre green belt park, and several park and recreation master plans.



MIKE HOFFMAN, AICP, PLA
VICE PRESIDENT

EDUCATION

B.L.A. Landscape Architecture
University of Illinois (Urbana)

M.B.A. Business Administration
Texas A & M University

National Charrette System
Certificate Training

PROFESSIONAL AFFILIATIONS

American Institute of Certified Planners
American Planning Association
Lambda Alpha International
State of Illinois, Registered Landscape Architect (License No. 157-001160)

SPEAKING ENGAGEMENTS

- Community Engagement: From the Mississippi Delta to Dubuque, 2018 APA National Conference
- New Voices, New Ideas: Engaging the Whole Community, 2017 APA Upper Midwest Conference
- Best Practice for Tourism Planning, 2017 IML
- The Importance of the Plan in TIF, 2016 IML
- Economic Development in Small Towns, 2015 Illinois APA
- Assessing the Cost of Development, Chicago Metro APA Seminar
- Smart Growth Regulations, Illinois APA
- Planned Development, Chicago Metro APA

CIVIC ACTIVITIES

Board Member, New Life For Haiti
Past Chairman, Mt. Prospect Plan Commission
Past Chairman, Downtown Mt. Prospect Redevelopment Committee
Co-Director, Joliet Cares



SELECTED EXPERIENCE

People Place Planner + Creative Strategist · Erin creatively engages communities using her experience in planning, communication and interactive design. Grounded in the basics of solid planning and community engagement, and brought to life via dynamic visuals and storytelling, her abilities span from data visualization, web design, and online outreach to in-person workshop facilitation, youth engagement, and mind mapping. By merging the application of outreach mediums with creative thinking, Erin builds project momentum and ensures processes and plans are inviting, inclusive, and inspired.

Recent projects include the Frankfort Comprehensive Plan (APA-IL Daniel Burnham Award for Comprehensive Plan), Imagine Dubuque Comprehensive Plan (APA-IA Outreach Award Winner), Wicker Park Bucktown Master Plan (APA-IL Outreach Award Winner), Winnetka Downtown Master Plan, Historic West Des Moines Master Plan, Park Ridge Comprehensive Plan (outreach), and Lincoln Square Master Plan (outreach). Erin also serves as the planner for the Village of Deer Park, Illinois.

Erin graduated from the University of Illinois, Urbana-Champaign, with a Bachelors in Urban Planning. She is an active member of the American Planning Association Illinois Chapter and serves as the Advisory Board Co-Chair for The Wabash Lights, a non-profit public arts initiative on the Wabash Avenue elevated train tracks in Chicago's loop.



ERIN CIGLIANO, AICP
PRINCIPAL

EDUCATION

B.U.P. Urban Planning
University of Illinois (Urbana)

Edward Tufte Design Training:
Presenting Data and Information

PROFESSIONAL AFFILIATIONS

AICP | American Institute of Certified Planners
APA | American Planning Association
AIGA | American Institute of Graphic Artists

SELECTED SPEAKING ENGAGEMENTS

Creative Community Revitalization + Strategic Financing | APA National Conference | 2019
Design + Layout Training | Champaign County Regional Plan Commission | 2018
APA-Chicago Metro Section | Beyond the Meeting Panelist | 2018
UIUC Wetmore Visiting Practitioner | Art + Zen of Creative Engagement | 2018
New Voices, New Ideas | APA Upper Midwest Conference Session | 2017
Information Architecture: Moving Beyond the Template | 2017 APA-IL
Zoning 101 - Making Documents User Friendly | 2016 IML
Using Video + Visuals to Tell Your Story | 2015 IML and APA-IL

SKILLS + PROGRAMS

+ Adobe Creative Suite: Illustrator, Photoshop, InDesign, AfterEffects
+ Mindmapping | Graphic + Verbal Facilitation | Photography | SketchUp | Print Production
+ Video: Stop Motion Animation | AfterEffects | Windows Movie Maker | iMovie

CIVIC ACTIVITIES

The Wabash Lights | Advisory Board Co-Chair
2018 Marketing Chair/Designer for the APA-IL State Conference
2016 Marketing Chair/Designer for the APA-IL State Conference
2014 Marketing Chair/Designer for the APA-IL State Conference



SELECTED EXPERIENCE

Since joining Teska Associates Inc. in 2018, Emma has worked on a variety of projects including comprehensive plans, feasibility analyses, zoning updates, and assistance with on-going municipal services and consulting. She enjoys using her skills in data analysis, community assessment, mapping, and research to fully understand communities and plan for their futures. Emma has also developed and refined her design skills alongside her planning experience. Her abilities allow her to produce engaging outreach materials, effective project branding, compelling data visualization, and unique plan design.

Prior to joining Teska, Emma started her career at the Chicago Metropolitan Agency for Planning (CMAP) where she completed a year-long Local Planning internship while completing her graduate degree at DePaul University. In this role, she assisted staff with providing technical assistance to municipalities and non-profit partners throughout the Chicago Region.

Emma holds a Bachelor’s degree in Environmental Studies and Geography with a certification in Geographic Information Systems from DePaul University (2017) and a Masters in Sustainable Urban Development from DePaul University (2018).

Emma is an experienced user of the Adobe Creative Suite, including Illustrator, InDesign, and Photoshop, as well as ESRI mapping software, including ArcMap Desktop and ArcGIS Online, and SketchUp Pro. Emma also assists with Teska’s digital marketing and social media management.

PROFESSIONAL AFFILIATIONS

Member, American Planning Association

REPRESENTATIVE PROJECTS

**Your Future, Your Frankfort 2040 Comprehensive Plan Update
Frankfort, IL**

Role: Planner
Project Tasks: Engagement, Existing Conditions Analysis,
Mapping, Document Text, Plan Design

**Enhance Downtown Morris Master Plan
Morris, IL**

Role: Planner
Project Tasks: Project Branding, Engagement, Mapping,
Document Text, Plan Design

**City of Lockport Comprehensive Plan
Lockport, IL**

Role: Planner
Project Tasks: Engagement, Mapping, Plan Design

**On-going Municipal Services
Kankakee, IL**

Role: Planner
Project Tasks: Zoning Review, Zoning Amendments,
Administrative Document Creation

**City of Kankakee Downtown & Riverfront Design Guidelines
Kankakee, IL**

Role: Planner
Project Tasks: Mapping, Document Text, Plan Design

**2019 & 2020 Wicker Park Bucktown SSA #33 Annual Report
Chicago, IL**

Role: Designer
Project Tasks: Infographics + Document Design

**City of Kankakee Land Bank Feasibility Study
Kankakee, IL**

Role: Planner
Project Tasks: Mapping, Interactive Web-map Creation, Report
Text



EMMA SWANSON
ASSOCIATE

EDUCATION

**M.A. Sustainable Urban
Development**
DePaul University

**B.A. Environmental Studies and
Geography**
*Certification in Geographic
Information Systems*
DePaul University



SELECTED EXPERIENCE

A registered landscape architect with a design addiction and passion for people places, Jodi has led Teska’s urban design practice for 15+ years. The practice is comprised of creatives in the fields of landscape architecture, community planning and public outreach. Jodi’s work focuses on community engagement designed to guide the planning and development of public spaces, such as streetscapes, parks and plazas.

Jodi has directed public processes which have resulted in useful master plans, successful funding applications and dynamic implementation projects. Her professional responsibilities range from concept planning through design, construction phase services, development approval and project installation.

Her proficiency with a wide range of graphic techniques, including hand drawings and computer generated graphics, allow her to craft effective and efficient communication techniques. Her technical experience enables her to produce dependable high quality construction documents.

Prior to joining Teska Associates, Jodi worked for a Chicago engineering firm on high profile infrastructural projects, developing her interest in blending vibrant community based design with functional infrastructure needs.

Jodi is an instructor at the Joseph Regenstein, Jr. School at the Chicago



JODI MARIANO, PLA
PRINCIPAL

EDUCATION

B.A. Landscape Architecture
University of Illinois (Urbana)

M.A. Architecture
University of Illinois (Chicago)

PROFESSIONAL AFFILIATIONS

- State of Illinois, Registered Landscape Architect, License No. 157-001062
- CLARB, Certified Landscape Architect, No. 4570
- Member, American Society of Landscape Architects
- Instructor, Joseph Regenstein, Jr. School, Chicago Botanic Gardens
- Member, Women’s Transportation Seminar

REPRESENTATIVE PROJECTS

Public Places

Fountain Square Plaza (Evanston, IL); Ainslie Arts Plaza (Lincoln Square, Chicago, IL); Wilmette Library (Wilmette, IL); Gibbs Morrison Cultural Center (Evanston, IL); Englewood Trail (Chicago, IL)

Schools + Campuses

Northwestern University (multiple assignments at the Evanston + Chicago Campuses); Seth Paine School, May Whitney School (Lake Zurich, IL); Glenbrook South High School Outdoor Classroom (Glenview, IL)

Downtown Streetscapes

Cities of Evanston, Kankakee + Lockport; Villages of Wilmette, Glencoe, Winnetka, Lake Bluff + Lemont

Gateway + Wayfinding Signage

Villages of Wilmette, Winnetka, Glencoe, Glendale Heights, Orland Park; Cities of Kankakee, Lockport

Parks + Urban Agriculture

Garden Park, Harbert Park (Evanston, IL); Apache Park (Des Plaines, IL); Talking Farm (Skokie, IL); Growing Home (Englewood, Chicago, IL)



EDWARD TORREZ, Principal AIA, LEED AP BD+C

Edward Torrez, President and Principal of Bauer Latoza Studio, provides overall guidance and firm direction, in addition to design and business leadership. He is responsible for the management of large-scale public and private sector projects. He serves as an Advisor to the National Trust of Historic Preservation and acted as a Commissioner for the City of Chicago Landmarks under Richard M. Daley. Edward has provided historic preservation consulting and leadership to communities throughout Chicagoland and beyond.

SELECTED PROJECTS

Kinzie-Pilsen Industrial Context Statement

City of Chicago Dept. of Planning & Development | Chicago, Illinois
Assessment of historical industrial resources and significant "character buildings" in Kinzie and Pilsen Industrial Corridors, and evaluation of potential updates to special land use designation

Pilsen Historic Landmark District Report

City of Chicago - Dept. of Planning and Development | Chicago, Illinois
Developed historic context, narrative, property listing, and graphics for the Pilsen Historic District local landmark designation report. Primary and secondary research supported the criterion for listing of both the architecture and extant murals in the district.

Positioning Pullman Plan

AIA | Chicago, Illinois

Historic planning as part of a design charrette for the national monument Pullman District including an inventory of historic buildings and recommendation for future use. Adapted as basis of Pullman National Monument Visitor Center and Site Design.

City of Lockport Downtown Master Plan

City of Lockport | Lockport, Illinois

Downtown master plan focusing on redevelopment opportunities including market analysis, historic preservation planning, streetscape and urban design, and design guidelines for the historic district along the I&M Canal

East Chicago Downtown Assessments

City of East Chicago | East Chicago, Indiana

Assessment services for six properties in the Harbor District of Downtown East Chicago, Indiana to determine eligibility of the properties for restoration and future use as part of a future master plan for the city

Uptown Square Historic District

City of Chicago - Dept. of Planning and Development | Chicago, Illinois

Developed context, narrative, property listing, and graphics for the Uptown Square Historic District local landmark designation report. Primary and secondary research supported the boundary designation and criterion for listing.

Marktown Historic Revitalization Plan

City of East Chicago | East Chicago, Indiana

Redevelopment and revitalization plan for the Marktown Historic District including a historic resources survey, concept plan scenarios, and strategy for implementation

Winnetka Design Guidelines

Village of Winnetka | Winnetka, Illinois

Architectural and site design guidelines for three commercial districts within the Village of Winnetka, focusing on commercial, institutional, and multi-family residential buildings.



PROFESSIONAL REGISTRATION

Architect: Illinois

Self-Certified Architect: City of Chicago

LEED Accredited Professional by the United States Green Building Council
Registered Energy Professional

EXPERIENCE

35 years practicing architecture and historic preservation

25 years practicing architecture, historic preservation and planning at Bauer Latoza Studio

Professional Qualification Standards
36 CFR Part 61: Historic Architecture
Languages: English and Spanish

EDUCATION

Bachelor of Architecture; University of Illinois, Urbana-Champaign

AFFILIATIONS

Grant Park Advisory Council: Committee on Arts, Markers & Monuments

National Trust for Historic Preservation, Advisor

City of Chicago Landmarks, Past Commissioner

Environment Transition Committee for Chicago Mayor Lori Lightfoot

Arquitectos Chicago, Past President
American Institute of Architects (AIA)

AIA Chicago, Past Officer

AIA National Diversity, Past Chair

Association for Preservation Technology, Member

BauerLatoza
STUDIO

ANDREA TERRY, Principal RA, LEED AP

Andrea Terry leads the Bauer Latoza Studio team's renovation efforts with her broad experience and training in historic preservation and adaptive reuse. Her work focuses on historic, civic, and museum projects. Her skills with masonry construction, code analysis, historic research and writing, and historic guidelines are utilized on many of the Studio's projects. She exceeds the Secretary of the Interior's Professional Qualification Standards for both Architecture and Historic Architecture and has led multiple award-winning Historic Preservation projects.

SELECTED PROJECTS

Pilsen Historic Landmark District Report

City of Chicago - Dept. of Planning and Development | Chicago, Illinois
Developed historic context, narrative, property listing, and graphics for the Pilsen Historic District local landmark designation report. Primary and secondary research supported the criterion for listing of both the architecture and extant murals in the district.

Kinzie-Pilsen Industrial Context Statement

City of Chicago Dept. of Planning & Development | Chicago, Illinois
Assessment of historical industrial resources and significant "character buildings" in Kinzie and Pilsen Industrial Corridors, and evaluation of potential updates to special land use designation

Uptown Square Historic District

City of Chicago - Dept. of Planning and Development | Chicago, Illinois
Developed context, narrative, property listing, and graphics for the Uptown Square Historic District local landmark designation report. Primary and secondary research supported the boundary designation and criterion for listing.

Ravenswood Corridor Study

City of Chicago - Dept. of Planning and Development | Chicago, Illinois
Survey of Ravenswood Industrial Corridor to identify character buildings through fieldwork and research; report documenting criteria for guiding future development

48th Ward (North Broadway) Plan

URS Corporation | Chicago, Illinois
Investigation and recommendations for treatment of historic resources and opportunities along North Broadway including 10 landmark properties, 4 historic districts, 104 contributing historic properties, and 37 architecturally-significant properties

Housing Survey and Design Guidelines

City of Chicago Dept. of Planning & Development | Chicago, Illinois
Survey of residential building stock to identify common building characteristics in the Pilsen neighborhood. The data is used to develop locally tailored design standards.

Central Avenue Historic Properties Survey

Illinois Dept. of Transportation | Cook County, Illinois
Survey of ~80 properties for National Register of Historic Places criteria in Area of Potential Effect (APE) of work on S. Central Avenue, detailed in Historic Properties Identification Report

Interstate 80 Corridor Historic Properties Survey

Illinois Dept. of Transportation | Will/Kendall/Grundy Counties, Illinois
Survey of 500 properties for National Register of Historic Places criteria in Area of Potential Effect (APE) of work on Interstate 80, detailed in Historic Properties Identification Report

Lathrop Homes Master Plan

Chicago Housing Authority | Chicago, Illinois
Historic consulting services as part of a new master plan for the 35 acre housing site, including assistance with all aspects of the Federal Section 106 process, and evaluation of the potential impact of development plans of future Historic Tax Credit eligibility



PROFESSIONAL REGISTRATION

Architect: Illinois

LEED Accredited Professional by the
United States Green Building Council
Registered Energy Professional

EXPERIENCE

26 years practicing architecture and
historic preservation

24 years practicing architecture and
historic preservation at Bauer Latoza
Studio

Professional Qualification Standards
36 CFR Part 61: Historic Architecture

EDUCATION

Master of Science, Historic
Preservation, The School of the Art
Institute of Chicago

Bachelor of Science, Architectural
Engineering Technology, Wentworth
Institute of Technology

AFFILIATIONS

Landmarks Illinois

Association for Preservation
Technology

United States Green Building Council
National Trust for Historic
Preservation

PUBLICATIONS

Joliet-Lemont Limestone in Illinois:
Its History and Preservation (Illinois
Historic Preservation Series #21)



MICHAEL HOFFMAN, AICP, PLA
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