

WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

www.windsordda.com

BOARD OF DIRECTORS MEETING

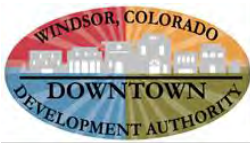
January 16, 2019 | 7:30AM– 9:30AM

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Agenda

- A. Call to Order 7:30AM**
- B. Roll Call
- C. Public Invited to be Heard (*3 Minutes Per Person*)
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
- E. Executive Session for the purposes of:
Regarding redevelopment of the backlot properties:
1. Consideration of financial documents protected by the mandatory nondisclosure provisions of the Colorado Open Records Act, pursuant to C.R.S. 24-6-402(4)(g); and
 2. To determine positions relative to matters that may be subject to negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402 (4)(b) and (e).
- F. KEY INITIATIVES: 7:45AM**
1. Mill Project Update – None.
 2. Backlot Boardwalk Update
 - i. 512 Ash Street – Parking Lot Conditional Use Permit Process, Environmental Study
 3. District Expansion/Sustainability – No Updates
- G. Approval of Minutes from the Regular Board of Directors Meeting December 19, 2018 – M. Ashby
- H. Report of Bills & Financial Report – M. Ashby
- I. Executive Director's Report – M. Ashby
- i. Cottage Plan RFP Update
 - ii. Crosswalk Project Update, Planting Design
- J. COMMITTEE REPORTS: 8:30AM**
1. Marketing Committee at Noon
- K. Wayfinding Update (45 Mins) – K. Cypher
- L. COMMUNICATIONS & NEWS:**
- Main Street Annual Review – January 23, 9:15-10:45AM
- M. Adjourn 9:30AM**

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

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BOARD OF DIRECTORS MEETING

December 19, 2018 | 7:30AM– 9:00AM

301 Walnut Street, First Floor Conference Room, Windsor, CO 80550

Attendance: Dan Stauss, Kristie Melendez, Dank Brunk, Brent Phinney, Dean Koehler. **Excused:** Sean Pike.

Staff: Matt Ashby, Josh Liley. **Public:** None.

Draft Minutes

A. Call to Order 7:30AM

- B. Roll Call – Welcome New Board Members
- C. Public Invited to be Heard (*3 Minutes Per Person*) – *None*.
- D. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board **KM – Motion to approve as presented. DK – Second. Approved Unanimously.**
- E. Executive Session for the purposes of:
Regarding redevelopment of the backlot properties:
 - 1. Consideration of financial documents protected by the mandatory nondisclosure provisions of the Colorado Open Records Act, pursuant to C.R.S. 24-6-402(4)(g); and
 - 2. To determine positions relative to matters that may be subject to negotiations, to instruct negotiators, and to receive legal advice on matters related thereto, pursuant to C.R.S. 24-6-402 (4)(b) and (e).
DK - Motion to enter at 7:37am. DB - Second. Approved Unanimously.
DK – Motion to close executive session. BP – Second. Approved unanimously 8:34AM.

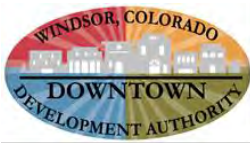
F. KEY INITIATIVES: 7:45AM

- 1. Mill Project Update – None.
 - 2. Backlot Boardwalk Update
 - i. 512 Ash Street – Parking Lot Conditional Use Permit Process
 - 3. District Expansion/Sustainability – No Updates
- G. Election of Officers – Vice Chair thru June 2020
KM - Motion to nominate Brent Phinney for Vice Chair. DB - second. Approved unanimously.
- H. Approval of Minutes from the Regular Board of Directors Meeting November 14, 2018 & Special Board Meeting December 7, 2018 – M. Ashby
DK – Motion to approve both as presented. BP - second. Approved unanimously.
- I. Report of Bills & Financial Report – M. Ashby
KM – Move to approve as presented. BP – Second. Approved Unanimously.
- J. Ayres 2019 Contract – M. Ashby
Matt provided an overview and proposed changes for the 2019 contract. **BP – Motion to approve as presented. DK – second. Approved unanimously.**
- K. Executive Director's Report – M. Ashby
 - i. Cottage Lot RFP Update
 - ii. Spot the DDA Elf Debrief

L. COMMITTEE REPORTS: 8:15AM

- 1. Marketing Committee

Note: Double Underlined items indicate attachments.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

P.O. BOX 381, Windsor, CO 80550

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M. Wayfinding Update – K. Cypher

- General feedback from the public on the wayfinding options was less positive toward the modern blue glass light. The stone was also not a popular alternative.
- For the final design, the gateway lighting has more of a railroad lantern style.
- Auto directional signs have “WINDSOR” at the top to help unify the community and advertise where people are located. Font matches the branding information that was presented to the DDA.
- Arch changes – Don’t like the heft of the Final Design. Like Design Option B. Location at 6th street (West side). CDOT discussion – they have approved similar designs with break-away.
- Many of the elements can be moved later if needed.
- Design Option B fits in more with some of the existing signage the Town has installed. How to blur the design to match existing a bit.

N. COMMUNICATIONS & NEWS:

O. Adjourn

9:00AM

DK - Motion to Adjourn. KM - Second. Adjourned at 9:40AM

Matt – Complete Great Western Forms (Mineral Royalty Payment)

- File 2017 Resolutions
- Record Chimney Park Façade Easement and Separate Recording Forms
- Record the Windsor Mill Façade Agreement
- Find DDA EIN and W-9
- Brinkman – Utility Status to get in Excel Queue
- Marketing Committee changed to January 16, Noon – 1:30.
- Complete Backlot Info Sheet – Sketch Plan – Post it on Website

Note: Double Underlined items indicate attachments.

DDA REPORT

Volume 6, Issue 10
November 2018



WINDSOR DDA REVENUE

Summary November 30, 2018	Collections	Budget	% of Budget
Property Tax Mill Levy	\$25,542	\$23,944	106.67%
Auto Registration Tax	\$1,782	\$850	209.65%
Grants	\$0	\$5,500	0.00%
Incremental Property Tax	\$32,333	\$34,437	93.89%
Interest	\$94	\$5	1880.00%
Town of Windsor Funding	\$584,750	\$357,000	163.80%
Total	\$644,501	\$421,736	152.82%

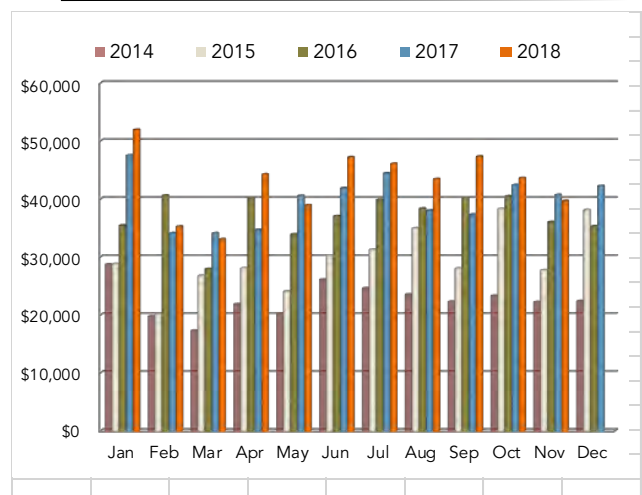
WINDSOR DDA EXPENDITURES

Summary November 30, 2018 Expenditures	Budget	% of Budget	
<u>Operations</u>			
Office Supplies	\$0	\$200	0.00%
Public Relations/Advertising	\$8,856	\$15,000	59.04%
Board Development	\$2,308	\$5,000	46.16%
Dues/Fees/Subscriptions	\$1,345	\$1,500	89.67%
Special Equipment	\$6,400	\$25,000	25.60%
Street Repair/Maintenance	\$0	\$2,500	0.00%
Travel/Mileage	\$0	\$500	0.00%
Liability Insurance	\$4,380	\$2,500	175.20%
Legal Services	\$19,914	\$40,000	49.79%
Contract Services	\$43,387	\$77,000	56.35%
Publishing/Recording	\$0	\$750	0.00%
Postage	\$184	\$500	36.80%
Printing/Binding	\$0	\$500	0.00%
Study Review/Consultant	\$21,213	\$65,000	32.64%
Façade Program	\$15,891	\$120,000	13.24%
Administrative Transfer	\$4,583	\$5,000	91.66%
Operations Total	\$128,461	\$360,950	35.59%
<u>Capital</u>			
Site Improvements (Land)	\$497,962	\$280,000	177.84%
Site Improvements	\$0	\$500,000	0.00%
Capital Total	\$497,962	\$780,000	63.84%
Grand Total	\$626,423	\$1,140,950	54.90%

POINTS OF INTEREST

- November 2018 sales tax collections were \$1,034 below November 2017 sales tax collections.
- 2018 average monthly sales tax collection is \$42,805 as compared to \$39,613 for 2017.
- Revenue is over target at the end of November 2018 at 152.82%. This is due to the Town contributing to the purchase of the Bertsch property.
- 2018 expenditures are 54.9% of the budget amount. The largest expenditure being the land purchase.

MONTHLY SALES TAX COMPARISON



DOWNTOWN DEVELOPMENT AUTHORITY

DDA MISSION STATEMENT

It is the mission of the Windsor DDA to create a prosperous, vibrant, energetic, and clean town center, by marketing downtown opportunities, retaining and expanding current business opportunities, preserving downtown charm, and enhancing physical appearance and amenities through partnerships with the community and stakeholders.

Windsor Downtown Development

P.O. Box 381
Windsor, CO 80550
Email: info@windsordda.com
Windsordda.com



PLAN OF DEVELOPMENT PROJECTS

The projects, facilities, programs and functions to be established and provided in the district will benefit and promote the health, safety, prosperity, security and general welfare of all occupants and owners thereof and will prevent deterioration of property values, will prevent the growth of blighted areas, and will be of special benefit to all property within the district.

- A. The promotion of, participation in, and assistance to private and public developments consistent with the priorities of the DDA by all means permitted by federal, state and local laws and regulations, including but not limited to, land assemblage, and/or acquiring, constructing, reconstruction, rehabilitating, equipping, selling and leasing space.
- B. Public facilities and improvements as necessary to complement private developments.

DDA BOARD

Matt Ashby, Executive Director — director@windsordda.com

Dan Strauss, Chairperson — dan@windsordda.com

Term: July 2022

Heidi Washburn — heidi@sfheidi.com

Term: July 2022

Dean Koehler — dean@windsordda.com

Term: July 2021

Sean Pike — Sean@windsordda.com

Term: July 2020

Dan Brunk — dan@haydenoutdoors.com

Term: July 2020

Brent Phinney — brentphinney@hotmail.com

Term: July 2021

Kristie Melendez, TOW Board Liaison—Kristie@windsordda.com

Term: July 2020

Report of Bills - DDA

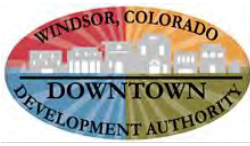
December 2018



TOWN OF WINDSOR
301 WALNUT STREET
WINDSOR, CO 80550
WWW.WINDSORGOV.COM

(970) 674-2400
MON-FRI 8AM TO 5PM

Check No.	Vendor/Employee	Transaction Description	Date	Amount
Fund: 19 DOWNTOWN DEVELOPMENT AUTHORI				
Department: 486 DOWNTOWN DEVELOPMENT AU				
87783	C+B DESIGN, LLC	SIGNAGE AND WAYFINDING PLAN	12/07/2018	6,800.00
87853	SMART MARKETING, LLC	POSTERS, WINDOW CLINGS, FLYER	12/14/2018	968.45
87854	AYRES ASSOCIATES, INC.	MAIN STREET SUMMIT TRAVEL	12/14/2018	15,842.41
87888	COREN PRINTING, INC.	DDA-FULL COLOR NAME BADGE	12/21/2018	24.00
87894	XCEL ENERGY	DDA - 512 ASH STREET	12/21/2018	185.47
87945	LILEY LAW OFFICES, LLC	DDA ASH STREET	12/21/2018	1,224.00
88037	XCEL ENERGY	UTILITIES	12/31/2018	85.38
88088	RUSSELL + MILLS STUDIOS	WINDSOR DDA CROSSWALK ENHA	12/31/2018	6,668.00
88137	KAILEE MELENDEZ	WEBSITE UPDATES, NEWSLETTER,	12/31/2018	125.00
88160	C+B DESIGN, LLC	SIGNAGE AND WAYFINDING PLAN	12/31/2018	6,700.00
Total for Department: 486 DOWNTOWN DEVELOP				38,622.71



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

Executive Director Report

Date: January 11, 2018
To: Downtown Development Authority Board of Directors
From: Matt Ashby, DDA Executive Director
Re: January Report

Meeting Summary:

From mid-December thru early January, staff focused on completing end of year invoice management, completed reviews of wayfinding and pedestrian crossing projects, completed Main Street reporting, and helped advance the Backlot development. The following meetings occurred between December 15 – January 11, including:

- Wayfinding Call – December 17
- Regular Board Meeting – December 19
- Windsor Rotary Meeting, Recording Mill Docs – December 20
- Foundry Tour – January 3
- Town Manager Update – January 10

Billing Breakdown (As of 12/27/18):

General (YTD) - \$72,120 = 95% of Budgeted \$75,560 (with 100% of year completed)

Backlot (YTD) - \$20,512

Mill (YTD) - \$3,716

Anticipated Workload January - February:

- Backlot Development Agreement Formalization
- 512 Demolition Estimates
- Wrapping up Wayfinding Plan
- Conditional Use Permit (Parking at 512 Ash)
- Thru Lot Appraisal
- Main Street Grants & RFPs
- Initiating Cottage Lot Discussion

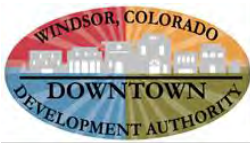
Current Initiatives:

Mill –Work has begun on the Mill. Staff will document progress and provide updates via social media to help generate excitement about the project.

Backlot –

512 Ash – The Environmental Study for asbestos was completed on December 10th for 512 and the Legion. The lead based paint test was completed December 27, but the reports are not available to be released until the EPA reviews the reports.

The application for a Conditional Use Permit has been submitted to the Town. This would allow for a gravel parking lot to be built early in 2019 to accommodate the shift from the 400 Block. Staff will plan to present at Planning Commission January 16 and then Town Board.



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

The case to resolve the Area of Unknown Ownership is progressing. Staff reviewed and signed an affidavit describing the purposes behind the action. In addition to the legal steps being handled by the Town, Brinkman has been working on utility plans that would provide the information needed to underground the utilities in the area. The undergrounding of utilities has been a priority for the DDA since inception and this enhancement will remove the overhead utility poles which occupy space and limit the current function in the area for parking, trash, and circulation.

Staff have followed up with Brinkman regarding design of options for the 400 Block. Brinkman is focusing first on a Terms Sheet for the Public Works Block and will then present updated design concepts for the 400 block.

The American Legion voted to approve the sale of their existing facility and a move to 4th Street.

The appraisal for the portion of the "Thru-Lot" with Foster Valuation Company was approved following the December meeting. Work is anticipated to be completed in January-February.

Parking / Crosswalk / Plantings

Initial design concepts for the plantings and crosswalk enhancements are included in your packet. We hope to determine the preferred design approach to the planting so that can be finalized at the February meeting. We anticipate forwarding this information to the Town for review.

Wayfinding Project

Updated designs based on the feedback from the December board meeting are included in your packet. We anticipate the final plan will be presented in February with a review by the Town to follow.

We will likely want to roll quickly into bidding out the first phase of the project once the Town approves the plan. That way we can work to have signs installed earlier in the summer.

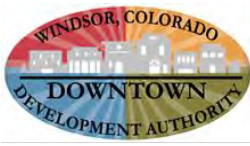
Cottage District

The RFP was reissued to allow for responses in January. One proposal was received and is included in your packet. We will review with Colorado Main Street to determine next steps.

Action Checklist Review:

New Items –

- Complete Great Western Forms (Mineral Royalty Payment) (Completed)
- File 2017 Resolutions (Completed)



WINDSOR DOWNTOWN DEVELOPMENT AUTHORITY

- Record Chimney Park Façade Easement and Separate Recording Forms (Completed)
- Record the Windsor Mill Façade Agreement (Completed)
- Find DDA EIN and W-9 (Completed)
- Brinkman – Utility Status to get in Excel Queue (To Do)
- Marketing Committee changed to January 16, Noon – 1:30. (Completed)
- Complete Backlot Info Sheet – Sketch Plan – Post it on Website
- Thru Lot – send appraisal contract for January work (Completed)

Carryover –

- Move forward on applying for conditional use permit for parking on 512 Ash property. (Application has been submitted.)
- Coordinate with the Town on demolition on 512 Ash due to the shared cost. (Discussions have been initiated on bidding.)
- Check on grant amounts received. (To Do)
- Regarding the undergrounding of the utilities for the area of unknown ownership, staff will include future updates that are focused on the Undergrounding to keep track of the details. (Meeting held, ongoing coordination anticipated.)
- Josh - Review the easement on the property and may issue a cease and desist letter for parking on the DDA's through lot. (To Do.)
- Josh – Provide a 1-page form contract in support of the parking program. (To Do.)
- Matt – Check in on insurance once property closing is completed. (Completed)
- Matt: Create project explanation focused on the alley improvements, how long the electrical undergrounding has been a priority for the backlots. (Narrative has been completed. Need to determine how to visually format.)
- Staff – Website – Board positions need to be updated along with leadership roles. (Completed)
- Add key contacts to the block captain maps. (To Do with next assignment)
- Check with the Legion for names of veterans for posters. (To Do)



January 11, 2019

Gayle Langley
Andrew Coburn

Via Email Only

RE: REQUEST FOR PROPOSALS, Windsor Main Street Cottage Subdistrict Visioning, Project # F19MS003

Dear Ms. Langley and Mr. Coburn,

SBrand Consulting is pleased to present a proposal to manage the Windsor Cottage Subdistrict Visioning Project. We understand the objectives of this project include defining how to better serve the businesses by creating a cohesive vision, with strategies and tools for success. The outcome would be that the Cottage Subdistrict is a recognizable and unique place within the larger downtown district in Windsor.

I will be partnering with Mike Tupa on this project. As you can see from his resume, Mike has a long history of working with Colorado communities in the areas of planning and design and has worked extensively with DOLA through the CU program. Mike will be taking the lead on the unique planning aspects of the Project.

As a team we are uniquely qualified for this project. With Mike's planning and design background, and my background in community and economic development (along with the Certified Master Facilitator™ training) we can deliver a well-researched project that has support and buy in from the stakeholders. I have worked with Main Street Communities across Colorado and clearly understand the Main Street Pillars and points of revitalization. I will personally be taking the lead for the full Scope of Work, and no more than 49% of the work needed to complete the task will be done by Mike.

SBrand Consulting understands that the work must be completed by April 12, 2019. We have no conflict of interest or appearance thereof with regard to this Project.

I am very excited about the prospect of working with you and your team! Thank you for your consideration of our proposal. I look forward to hearing from you.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Sheryl Trent', with a stylized flourish at the end.

Sheryl Trent, Owner

Contents

Cover Letter with Name and Contact Information
Executive Summary
Project Understanding and Experience
Project Staff
Scope of Work
Deliverables, Cost and Schedule
Appendices

Project Understanding and Experience

The Town of Windsor DDA also functions as the Main Street Board, and over the last several years some significant Plans have been adopted and changes anticipated for the Downtown area. A Downtown Corridor Plan has been adopted, and public private partnerships have created interest and investment in nearby commercial opportunities. The Town of Windsor has demonstrated that downtown is a vital part of their efforts to preserve quality of life for their residents and visitors.

The Cottage Subdistrict area of study is located along Main Street, which is also State Highway 392. It generally encompasses 6th Street to 7th Street east to west, and ½ block north and south. The intent of this Project is to develop a cohesive vision for the area with design elements and recommendations to accomplish that vision. Strategies and tools will be created based on extensive research of successful projects across the country. The outcome will be a distinct area with the Downtown with its own style and character that still ties into and relates to the rest of Downtown.

The approach to the Project will include significant outreach to the business community as well as research of similar projects in order to recommend a Vision that will be successful both visually and economically for the business owners and the Downtown as a whole. Part of that outreach will be individually facilitated meetings with each business owner as well as a close out meeting to review the recommended results before a final draft is prepared.

Project Staff

Uniquely qualified as a result of experience, certifications, training, and a varied client base, SBrand Consulting is the firm to manage the Windsor Main Street Cottage Subdistrict Visioning Project. Both Sheryl Trent and Mike Tupa have worked on planning, development and visioning projects in the public sector, and Sheryl has facilitated hundreds of meetings with business owners, stakeholders, and Boards across the country. Mike Tupa is a community planner and design specialist and has worked in downtowns across Colorado.

Sheryl Trent, Owner of SBrand Consulting LLC will oversee the project and lead the facilitated meetings, document creation and reports (written and in person). Sheryl will also conduct research and assist with strategies and tools.

Michael Tupa, ASLA, RLA is the owner of PRiDiAN Design Group and has outstanding experience with in the design and planning of community projects. His experience with detail site design, downtown streetscape design programs, community involvement efforts, and with the workings of multi-disciplinary teams has yielded hundreds of successful projects across Colorado. With a Master of Landscape Architecture and undergraduate in Environmental Planning he has a full grasp of the essentials of the profession. Mike will attend the facilitated meeting with business and property owners, conduct research, create renderings, and prepare documentation and reports.

Scope of Work

During our work with hundreds of clients, we have found **three key inputs** that turn a “normal” planning process into something extraordinary. They are the people, the preparation, and the product.

People

Our preference is to incorporate as many people into the process as possible – “none of us is as smart as all of us”. For this project that will include:

- o DDA Board
- o DDA Staff
- o Business Owners in the Subdistrict
- o Community and Stakeholders

Windsor Main Street is already aware of the opportunities to engage stakeholders through surveys, phone conversations, and in person interviews. Another opportunity may exist through an open invitation meeting during the draft stages of the Plan, where the stakeholder can help provide specific feedback and support for the overall Vision and Goals. A close out meeting is a great idea and should take place prior to any final Presentation Plan so that business owner support and buy in can be created.

Preparation

Preparation for the conversations, the meetings, and the result is critical and should be based on creating the desired outcome and deliverable. Based on the kickoff meetings, review and research of documentation and facilitated interviews, Sheryl and Mike will be able to focus research and recommendations on a vision that is appropriate, supported by the community and implementable.

The preparation for the facilitated meetings is both an art and science. As a Certified Master Facilitator™ Sheryl is a recognized expert in creating a facilitated meeting that accomplishes:

- Full, comfortable, and enthusiastic input and engagement from business owners
- Relationship building through communication before and during the meeting
- Support for the Vision, and buy in for the implementation of the Vision

Product

We create Plans that **DO NOT sit on a shelf**. These Plans get used. Why? Because we involve the right people and have the right preparation. But, the Plan itself needs to be visually

appealing and have the right balance of information, graphics and inspiration! We are proposing to deliver 5 main products:

1. Draft and Final Schedule (both internal and public version)
2. Draft and Final Summary of Relevant Case Studies including Strategies and Tools
3. Draft and Final Current Conditions and Facilitated Meeting Results
4. Draft and Final Renderings of Ideas
5. Draft and Final Presentation Report

Task One: Kickoff Meetings and Calls, Schedule for Project

Note: all phone calls and emails with staff to coordinate and share information are included as a part of this proposal with no extra cost.

Task Two: Research and Report on Relevant Case Studies, Strategies and Tools

- ✓ Perform background research on existing plans and documents. Review any pertinent organization and other documents and talk with staff about important information. *This document research and personal interview process with key staff will allow us to build on the work that has already been done to solidify the foundation of the Vision and leverage successes.*
- ✓ Perform research of Main Street projects, cottage subdistricts across the country (and the world) and strategies and tools that will bring that Vision to life.

Task Three: Create a Working, Internal Schedule and Invitation Plan

- ✓ With the help of the DDA, create a schedule for moving forward on facilitated meetings and working with the business community.
- ✓ *Note: we are recommending that the facilitated meetings take place before/concurrently with research so that the affected stakeholders have an opportunity to offer suggestions and ideas of their own for research. That input will create broader and stronger support for the final report.*

Task Four: Document Current Conditions, Facilitate Meetings with Stakeholders

- ✓ Conduct a series of in-person meetings with business owners in the subdistrict and other stakeholders, as appropriate, to more deeply understand the current conditions, issues and ideas. Up to 15 meetings are included. *All interviews would be confidential, and only common themes and ideas would be shared.*
- ✓ Help design an internal and external stakeholder survey to help guide the critical discussions during the meeting. With the idea that this subdistrict will affect all of Windsor, we are recommending a wider survey to refine ideas and suggestions. *Based on the interviews, the survey questions can be drafted to create an understanding of the purpose of the Vision, build support for the Vision, and develop engagement and enthusiasm for the outcomes (as well as getting information needed to provide input to the Plan).*

Task Five: Written Summary of Current Conditions and Facilitated Meetings

- ✓ Prepare and present a written Summary of the current conditions, the facilitated meetings with business owners, and the survey (if applicable). This report will detail all the existing conditions with photos and other graphic information, any data that would be helpful and pertinent, and the common themes and ideas discussed during the meetings.



Task Six: Renderings of Ideas

- ✓ The renderings will be based on both the facilitated meetings and the research done by the SBrand team. At least 5 renderings will be drawn, one for each researched and recommended Vision opportunity.

Task Seven: Presentation Report for Final Approval

- ✓ Prepare and present (in person) a written recommendation for the Windsor Cottage Subdistrict Vision, with an accompanying Power Point. The final document will be a compilation of all the materials (which will be attached as Appendices) and will be designed as an implementable Plan for action.
- ✓ Note: included in this process is the final close out meeting for the business owners to review the final documents for buy in and support prior to creating a final Presentation.

Deliverables, Cost and Schedule

The fixed fee of \$31,200 includes all costs for the full completion of the Project. Costs shall include all travel, overhead, insurance, wages and operating costs. In addition to the deliverables listed above in the Tasks, and the deliverables listed in the attached schedule, we have found our projects also result in other positive impacts. We call those Deliverable Outcomes:

Deliverable Outcomes

- ✓ A unified Vision for the area
- ✓ Support and buy in for the Vision
- ✓ Deepened relationships with the business owners in the area
- ✓ Open communication

✓

Again, thank you for the opportunity to submit a proposal for the Windsor Main Street Cottage Subdistrict Visioning Project. Based on our experience working with Main Streets, our completed projects for downtowns and my specialized training certification in facilitation, I believe we are a great match for the needs of Windsor. We have the time, talent and expertise to create an incredible outcome.... a process that results in a Plan that has support, engagement, enthusiasm, and a clear focus on implementation. We look forward to working with you!

Appendices

Resume for Michael Tupa

Representative Projects for Michael Tupa

Windsor DDA Cottage District 2019

Assumes contract start date of February 1, 2019

Note: we recommend completing the facilitated meetings concurrently with or before finishing the research to allow for suggestions and support from the business owners for the final report

Note: proposed cost is a not to exceed and includes all travel expenses and reimbursable expenses

Note: we recommend completing the facilitated meetings concurrently with or before finishing the research to allow for suggestions and support from the business owners for the final report				February							March							April							Costs	Deliverable	
Note: proposed cost is a not to exceed and includes all travel expenses and reimbursable expenses				1	4	Week of 24		15	22	1	8	15	22	29	6	12											
Task One: Schedule and Lead Initial Call																											
Schedule Call (phone call or emails to establish date, time and content)																							Included	Initial planning call and call notes with a schedule			
Develop agenda for call																							Included				
Complete Call																							\$ 500.00		Anticipated 2 hour call		
Create and distribute call notes within 2 days																								Included	Will include a full project timeline		
Additional follow up calls and emails as needed																							Included				
Task Two: Conduct Research																									Prepare a draft and final written summary of not less than 5 relevant case studies, and a list of other potential/recommended strategies and tools		
Review applicable documents for Town of Windsor and DDA																								\$ 1,000.00			
Research Main Street USA information, Research relevant examples worldwide, Research design, promotion and economic vitality case studies																								\$11,500.00			
In person visits to Windsor																								\$ 1,200.00		Up to 3 additional on site visits	
Create list of tools and strategies																								\$ 500.00			
Prepare a draft and final written summary																								\$ 500.00	Complete by March 22nd to allow for review		
Task Three: Schedule																									Internal schedules for meetings		
Create a schedule for property and business owner meetings																								Included			
Create meeting invitations and communications for property owners																									\$ 500.00	Includes all emails and graphic work	
Task Four / Six: Document Current Conditions and Facilitate Meetings																										1 hour meetings anticipated	
Send communication and information to affected business owners																									Included		
Conduct in-person facilitated discussions (up to 15)																									\$ 5,500.00		
Document Existing Conditions																									\$ 1,500.00		
Develop draft and final survey for approval																									\$ 500.00		
Conduct an internal and external stakeholder survey																									\$ 1,500.00		
Develop quick renderings																									\$ 2,500.00		
Prepare report on survey and meetings																									\$ 500.00	Complete by March 22nd for review	
Task Five: Written Summary of Current Conditions and Feedback																										Written summary including current conditions, and feedback from facilitation meetings, surveys	
Prepare a written summary by Main Street Point																									\$ 500.00		
Close Out meeting with the business owners (to share information) Anticipated to be a 2 hour meeting																									\$ 1,500.00	Note: this was listed in Task 4 but fits well here	
Task Seven: Final Project Report																										Draft and final report	
Creation of Presentation Draft to include verbal and visual presentation																									\$ 500.00		Starts March 22
Draft report sent for review																										Included	No later than March 29
Review period, corrections and changes - up to 3 revisions																										Included	Full 2 week review period
Present Project Report to DDA and Stakeholders																									\$ 1,000.00	2 hour meeting anticipated	
Final report submitted																										Included	
Total Not to Exceed Cost																										\$31,200.00	Printed reports will be billed at cost with receipts provided



Michael Tupa, ASLA, RLA

Landscape Architect Environmental Planning

Mike Tupa, a community planner and design specialist with PRiDiAN Design Group, has outstanding experience in the design and planning of community projects. His experience with detail site design, downtown streetscape design programs, community involvement efforts, and with the workings of multi-disciplinary teams has yielded hundreds of successful projects across Colorado. With a Master of Landscape Architecture and undergraduate in Environmental Planning he has a full grasp of the essentials of the profession.

Education

Master of Landscape Architecture, University of Colorado
Bachelor of Science, Landscape Design - Environmental Planning, University of Minnesota

Professional Licensure

Registered Landscape Architect, Colorado

Professional Affiliations

American Society of Landscape Architects, Member
Downtown Colorado Inc. Board of Directors

Employment History

Colorado Department of Highways, Chief Landscape Architect
CRSS - Carter Burgess, Landscape Architect
Tupa Associates, Principal Landscape Architect
University of Colorado CCCD Project Manager
Colorado State University Extension Community Development Coordinator, Pgm Director
PRiDiAN Design Group, Senior Landscape Architect

Experience has been gained through work as Chief Landscape Architect for the Colorado Department of Highways on interstate highway projects from Frisco over Vail Pass and into Glenwood Canyon. Followup experience as a private consultant produced projects including C-470 in south Denver, I-25 enhancements from 19th Street through the I-76 interchange, and I-25 through Colorado Springs. As a private consultant his projects ranged from wetland and channel change design for ski resorts, railroad companies, and public agencies.

Community planning over the past decade has centered on downtown restoration, infill development, parks and public space within the rural downtown and main street programs to promote the importance and structure of downtown organizations. An past board member of Downtown Colorado Inc. Mike has been instrumental in more than 10 community CRP visits with DCI and hundreds of visits through the CU and CSU-DOLA program. His experience with coordinating community input into the design process is in part the reason for the success of these programs.



Lyons community meeting for their East Entry Improvement project. Lyons, CO

Selected Project Experience,

Loveland Downtown Master Plan Concepts, Loveland, CO
Berthoud Downtown Master Plan, Berthoud, CO
Windsor Downtown Master Plan, Windsor, CO
Brush Downtown Façade Improvement Program
Downtown Ault Master Plan, Ault, CO
Fort Lupton Parks Master Plan, Fort Lupton, CO
Canon City Signage and Main St. Master Plan, Canon City, CO
Holly Downtown Facades, Parks, and Streetscape Planning, Holly, CO
Lyons East Entry Landscape Development MP, Lyons CO
Sterling Downtown, Signage, Roadway and Main Street Buffer, Sterling, CO
Bennett Main Street Design Guidelines, Bennett, CO
I-70 Frisco over Vail Pass and Glenwood Canyon CO
I-25 Noise Barriers and Mesa Springs Park, Colorado Springs Colorado
Pinery Glen Development and Park, Parker, Colorado
Metro Wastewater Facility Landscape Master Plan, Denver, CO
Bear Creek Trails Master Plan, Morrison, CO
Beaver Creek Channel Change and Park, Beaver Creek Resort, CO



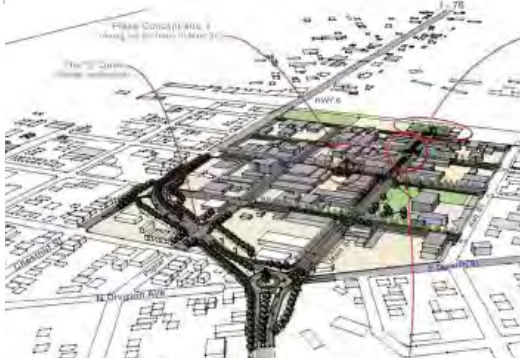
Pridian Design Group

Project Sheets



Relevant Project Experience: Individual Projects

Downtown Streetscape Master Plan, Signage and Roadway Concepts Sterling, CO



Sterling contacted the CSU-DOLA Technical Assistance Program to develop ideas for downtown Sterling that would explore 1) Bypass options for SH14-SH6, 2) Explore Downtown 2way streets and how that would affect the pedestrian environment, 3) develop streetscape ideas for the downtown retail district, and 4) illustrate how signage could help direct tourist traffic. Mike Tupa, assistant project manager, Melanie Ames and the CSU-DOLA team of interns prepared plans, passed the ideas through several well attended public gatherings and finalized a report that provided action points for the town to proceed. This project completed in 2011 has produced follow up work that includes signage, buffering landscaping and now has the town talking with CDOT about bypass and highway options.

PDG was active with the City team and local merchants and both presented at public meetings.

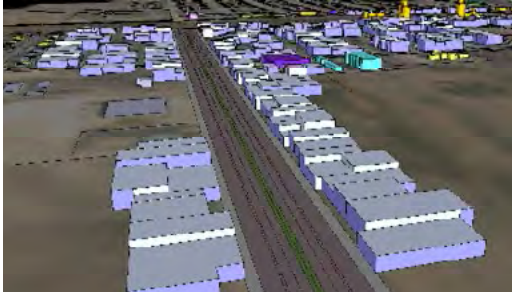
Scope of Work:

- Downtown Streetscape Master Planning,
- Idea Development and Public Process.
- Roadway Design Alternates
- Signage and Wayfinding



Relevant Project Experience: Individual Projects

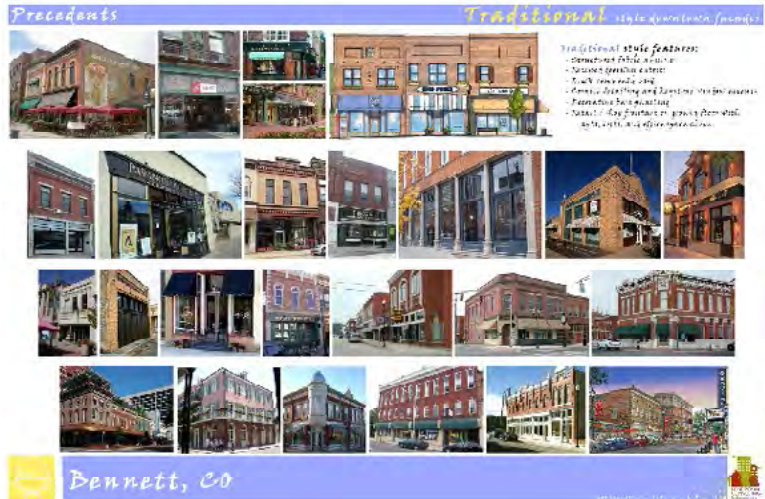
Bennett Downtown Overlay District Bennett, CO



Scope of Work:

Downtown Streetscape Master Planning, Idea Development and Public Process.

Signage and Wayfinding



Work involves the design of a “new downtown” district within the rural community of Bennett. Work establishes design guidelines that would allow the existing scattered retail and residential lots to evolve into an active retail district. Design and planning efforts are coordinated into the community comprehensive plan and guidelines are directed to provide form and character to the resulting streetscape. Involved several public meetings, team coordination and on-site inventory work with local businesses.

The project is currently under way and final work is anticipated to be completed in the fall of 2011.

PDG Involvement:

Produced design illustrations, downtown sections and elevations, coordination with local officials and within the planning team.



Relevant Project Experience: Individual Projects

Front Street Buffer Sterling, CO



Design work covers site inventory, coordination with local steering committees, and design of a range of alternates for the screening of a railroad maintenance yard at the end of Main Street in downtown Sterling. Design ideas include screening wall to reflect the character of downtown buildings, wall art/sculpture relief, planters, lighting, shade trees and seasonal color.

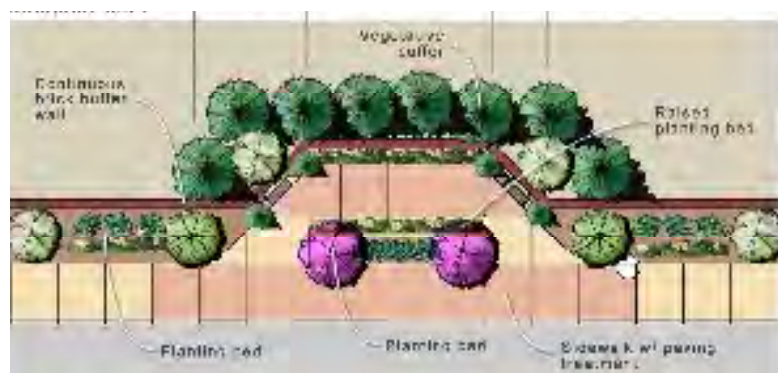
Plans are now being coordinated with Union Pacific Railroad to secure landscape easements along Front Street and local funding is being explored.

PDG Involvement:

The full PDG team produced design illustrations, downtown sections and elevations, planting schematics, and local coordination.

Scope of Work:

Downtown Rail Yard Buffer Design
and Illustration
Art in Public Spaces



Relevant Project Experience: Individual Projects

Downtown Loveland Design Concept Studies Loveland, CO



Loveland contacted the CSU-DOLA Technical Assistance Program to develop ideas for downtown Loveland that would inspire redevelopment in the downtown district. Designs produced by Mike Tupa and Melanie Ames outlined and illustrated use of back alley-ways, pass through retail malls, and addition of one large celebration plaza just south of the existing art museum-gallery. These ideas were presented at and grew out of input from several public meetings. Since this work in 2007 the City has contracted for streetscape improvements and is on its way to expanding the downtown district using ideas generated under this program.

Scope of Work:

Downtown District Design Idea
Development and Presentation.

Mike Tupa and Student Intern's Role:

Mike was project manager and design team coordinator. Melanie Ames was principle illustrator. Both were active with the City team and local merchants and both presented at public meetings.





Response to Request for Proposals for

WINDSOR COTTAGE SUBDISTRICT VISIONING

January 11, 2019

Submitted by:

DHM DESIGN LANDSCAPE ARCHITECTURE
URBAN DESIGN + LAND PLANNING
ECOLOGICAL PLANNING

Project Understanding and Experience

Project Understanding

This project provides a wonderful opportunity to enhance the identity of the Main Street Cottage Subdistrict of Windsor, Colorado. One of the great qualities of Windsor is the walkability and range of uses accessible within short distances. This project has the opportunity to even further improve the quality of the downtown with formalization of the subdistrict within a cohesive vision and connected physical character as building uses have shifted to meet market conditions in the area. The goal is to unify the area as a recognizable place within the larger downtown district.

Windsor is a truly wonderful community and deserves a firm that understands the Town thoroughly. DHM has had worked with the Town in the past to develop neighborhood parks and understands the Town's planning process, Land Use Development Code, and related guiding plans. We believe in a collaborative process, working hand in hand with the Town Staff to produce the most compelling visualizations that adhere to the community's desires for the future of this Subdistrict.

We understand the Main Street points of revitalization through our work with DOLA and Downtown Colorado Inc. since 2010. For your unique project, we have assigned Ann Christensen and Matthew Whipple to lead the design and community outreach efforts.

Design:

We will work with the Town to explore opportunities for unified, inviting design elements. Our process will include preparing specific design alternatives for circulation routes, street cross sections, parking and transit modifications, intersection improvements, walk widths, hardscape improvements, furnishings palettes, planting, lighting, and renovations. Additionally, the nature of urban design considers the surrounding land use to build connections from the Subdistrict to the more traditional retail areas located on Main Street. The team will identify ways that design can create a continuous, dynamic pedestrian experience to support a diversity of users.



Matthew Whipple Attending/Facilitating Public Meeting; Wheat Ridge, CO



Character Sketch; Montrose, CO

Our solutions will be extremely realistic in terms of meeting appropriate short and long term opportunities, as well as responding to appropriate land use needs, traffic conditions, and market demands. Our solutions will propose streetscape character that responds to the community input and strengthens the larger sense of place, applying progressive solutions. We understand that this corridor is unique and requires careful thought of the implications of proposed scenarios and will work closely with the Town to apply suitable solutions that are defensible and gain support.

Promotion:

The Subdistrict has very unique assets and we are excited to leverage those by finding connections between the owners and exploring opportunities to promote them as a whole. What makes the Main Street Cottage Subdistrict different from other locations can be celebrated and is a key element to promoting any community. Creating a unified vision around this authentic identity and then finding ways to effectively communicate and build on that message with your unique audience leads to success. The goal is to gently guide the change in perception through strong connections with your audience, consistency, and the patience to find a message and stick with it.

The team will work with the Town to identify the market in terms of potential shoppers and any "competition", then understanding its assets such as people, buildings, heritage, and character. After defining Main Street's market niche "position" in the marketplace, recommendations can be made to create image campaigns, retail promotions, and special events-to lure people to the district.

Economic Vitality:

The team will work with the Town to explore opportunities to increase consumer traffic and sales in the subdistrict, as well as ways to enhance its ability to attract new investment and businesses to Windsor. Conceptual visualizations is an art we excel. We have committed to integrating these tools into our work and are constantly pushing the boundaries with emerging technologies including new interactive web tools, augmented reality and virtual reality. We have found, with our municipal clients over the past 40 years, comprehensive conceptual visualization is crucial to the overall success economic development.

Experience

DHM offers specific expertise in inspiring a cohesive identity appropriate to Windsor in this critical time of growth and prosperity for the Town. Our work in the West Edge of downtown Cheyenne attracted private investment and public funding to propel multiple projects forward that contribute to the community in a way that is acting as a catalyst to positive transformation. This was a deliberate approach as an alternative to trying to regulate toward a preferred solution and is resulting in rising property values and deep buy-in from property owners. The redevelopment plans produced by DHM for Durango provide a future look at potential increased site density. The Durango vision was shaped by the community and promoted to property owners and developers to encourage investment in an aging and underutilized downtown corridor. <https://dhmdesign.com/library/camino-del-rio-character-district-planning-study/>

Downtown Colorado Inc. Technical Assistance

The goal of a DCI downtown assessment is to gather community leaders and stakeholders to develop a structure and process for the community to support local businesses and a vibrant commercial district. The process results in a road map to guide community leaders in providing services and training to help local businesses thrive. Many members of the DHM staff have participated in technical assistance for small towns around Colorado through Downtown Colorado Inc.'s Technical Assistance program, which identifies physical design, economic, promotional and organizational improvements to their downtown cores. DHM has contributed to these 2-3 day charettes in Parker, Wellington, Parachute, Bayfield, Arvada and Georgetown, CO.

Plan Influence Area



Downtown Erie Redevelopment Plan

Downtown Erie

DHM Design embarked with the Town on a thoughtful planning and design process to create a conceptual plan that will help to transform Historic Downtown Erie into a vibrant, energetic place. Starting with the existing Comprehensive Plan and Land Use Plan to identify off site influences such as parks and open space corridors, primary vehicular routes to and from downtown, competing and/or supporting adjacent land uses, we moved into a more detailed and thorough analysis of the proposed Downtown District and its edges. Through public outreach and collaboration with the Town, we created a conceptual design package for the redevelopment of Coal Creek Park which will act as the anchor and main event space for the Downtown. Recently the Town of Erie was presented with the Governor's Award for Downtown Excellence in the category of Best Adaptive Reuse or Rehabilitation for Town of Erie Urban Renewal Authority's "Firehouse to Brewpub" project, an outcome of the initial planning project. The success of the that project has allowed continued development into the Park West Building.

Downtown Montrose

DHM worked with Winter and Company to assist the Montrose Downtown Development Committee in the creation of a downtown development plan for Montrose. Through a series of design charrettes, our team guided the committee in identifying opportunities for physical improvements to the downtown area with the purpose of stabilizing downtown as the vibrant heart of Montrose in the face of competing development pressures at the edge of town. These efforts led to the Downtown Development Plan, which focused on enhancing existing character, promoting wayfinding and circulation, and augmenting the viability of downtown events and business. The plan included numerous proposals for pedestrian enhancements, streetscape improvements and civic spaces which have since been implemented.



Downtown Montrose, CO

Project Staff



Downtown Erie



MATTHEW WHIPPLE

Principal | NRPA

Role: Principal, Project Manager, Public Meeting Attendance/Facilitation, Design

Matthew is a leader in parks, recreational, open-space, and educational campus facility planning & design with 20 years of experience helping communities and government agencies develop effective and sustainable solutions. His dedication to responsible design and excellent client service has led to a wide range of successful project types and scales. Matthew's extensive experience with existing and proposed recreational facilities, knowledge of natural resource issues, detailed design and construction experience, understanding of development costs and outstanding communication skills allow him to exceed project management expectations.



ANN CHRISTENSEN

Principal | Chief of Business Development | PLA (CO, NM, WY, ID, OK) | LEED AP | ASLA

Role: Principal, Research and Conceptual Planning

Ann is a licensed landscape architect with over 25 years of experience. Her work focuses on redevelopment and urban design. Her approach emphasizes building on unique place making amenities. She seeks ways to emphasize creative design solutions that balance economic, social, and environmental sustainability. Ann recently completed visioning plans for the redevelopment of downtown Durango's highway corridor where aging strip malls are ripe for new mixed-use infill. Recent streetscape clients include the town of Ridgway, Cheyenne, Cortez, and Farmington, NM.



KYLE DAVIS

Senior Associate | LEED AP

Role: Senior Designer, Public Meeting Attendance/Facilitation

Kyle Davis joined DHM in 2006 after graduating from Colorado State University. His interests in connecting people with nature, sustainable design and creating exciting outdoor spaces have led him to work on projects that focus on offering unique places that are mindful of the environment and have lasting value to their communities. Inspired by nature and building upon other great ideas, he has brought a fresh perspective to DHM's planned community, residential, greenway and park design projects.



SHEENA KERSTIENS

Designer

Role: Designer

Sheena joined DHM Design in June of 2016 with an interest in landscapes that allow us to interact and explore the world around us. She likes to connect people to the land and brings a thoughtful aesthetic to recreation and civic projects. On her own time, she enjoys the outdoors with her dog Shelby and is an avid photographer as she explores our beautiful state.

Scope of Work + Deliverables, Cost and Schedule

Prepared By DHM Design
January 11, 2019

Windsor Cottage Sub-District Visioning

Windsor, Colorado
Work Plan and Professional Fees

Landscape Architect DHM Design		
Principal Project Manager	Senior Designer	Designer
\$ 135	\$ 95	\$ 75

DESCRIPTION OF SERVICES

Task 1: Initial Project Kick-off

Project Start Up:

- Assemble base map info & review background information for use with coordination design efforts with client and business district

Meeting #1: Initial Planning Meeting

- Preparation for Initial Planning Meeting - Agenda & internal coordination
- In-person planning meeting with Windsor DDA Executive Director / Main Street Manager (Executive Director), and Chairman of the Board of Directors - Dependent of Availability
- Meeting Agenda:
 - Coordinate with leadership team to discuss project goals and potential issues
 - Coordinate with leadership team to finalize best methods/format to engage local business owners
 - Coordinate with leadership team to discuss project milestone dates
 - Coordinate with leadership team to review detailed project schedule
- Site-walk with Leadership Team
- Preparation of meeting follow-up documentation

Task Summary

Meetings:

- (1) Initial Planning Meeting

Deliverables:

- Planning meeting agenda and notes (PDF Format)

Sub-Totals:

\$ 540.00	\$ 570.00	\$ 750.00
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Task 2: Research and Conceptual Planning

Research:

- Identify successful project examples using design, promotion and economic vitality strategies
- Summarize these projects, strategies used, actions taken and results of these actions
- Provide list of design, promotion and economic strategies/tools for possible inclusion in process
- Provide both a draft and final written summary of relevant project examples and strategies for Windsor

Meeting #2 & #3: Coordination Meetings

- Meet with leadership team to provide progress of research and ensure the direction of the project is in-line with goals previously set forth in Task 1 - (2) Separate meetings during course of this task
- Preparation of meeting follow-up documentation

Task Summary

Meetings:

- (2) Coordination Meetings

Deliverables:

- Draft written summary of relevant project examples and strategies (PDF Format)
- Final written summary of relevant project examples and strategies (PDF Format)

Sub-Totals:

\$ 1,080.00	\$ 2,280.00	\$ 600.00
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Task 3: Visioning Scheduling

Coordination:

- Develop a preliminary detailed internal schedule for Task 4 - Coordinate with Executive Director and Staff
- Identify days/time/reason for business owner / stakeholder meetings
- Ensure Consultant and Executive Director have same goals and timeframe for completion
- Work closely with Executive Director to outline schedule
- Finalize a detailed internal schedule for Task 4
- Develop meeting invitation to be distributed to property owners - Distribution by Client

Meeting #4: Scheduling Coordination

- Meet with leadership team to review/revise preliminary detailed schedule

Task Summary

Meetings:

- (1) Scheduling review meeting

Deliverables:

- Invitation for Business Owner / Stakeholder meetings (PDF Format)
- Preliminary Schedule (PDF Format)
- Final Schedule (PDF Format)

Sub-Totals:

\$ 1,620.00	\$ 760.00	\$ 300.00
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Task 4: Existing Conditions Documentation**Research / Documentation:**

- Document current conditions through corridor: Imagery and detailed descriptions - On-site Review
- Prepare summary of findings for discussion

Outreach with Local Businesses:

- Facilitate series of meetings with individual business owners/stakeholders in sub-district and gather feedback on visioning
- Close-out meeting with Town Staff, business owners and stakeholders

Meeting #5: Coordination with Team

- Meet with leadership team to review findings and feedback prior to moving forward with visioning efforts for the Windsor Cottage Sub-district

Task Summary**Meetings:**

- (1) Day - Series of meetings with local business owners and stakeholders - Possible (2) days
- (1) Coordination & review meeting

Deliverables:

- Documentation of existing conditions (PDF Format)

Sub-Totals:

\$	2,430.00	\$	3,040.00	\$	2,400.00
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Task 5: Preliminary Summary & Feedback**Summary:**

- Assemble a written summary of tasks performed in Task 4
- Documentation of current conditions through corridor
- Summarize the Public feedback process and outcomes

Task Summary**Deliverables:**

- Summary of current conditions and public outreach process (PDF Format)

Sub-Totals:

\$	540.00	\$	760.00	\$	-
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Task 6: Visualization & Renderings**Visualization & Renderings:**

- Based upon feedback received from all entities involved, a series of concepts and renderings shall be produced outlining possibilities for improvements
- Hand renderings over aerial images shall be the basis for layout renderings and with cross-sections
- DHM is available to provide photo-realistic 3D renderings, if requested based on a time & expense basis

Task Summary**Deliverables:**

- Renderings and graphics representing feedback received (PDF Format)

Sub-Totals:

\$	1,080.00	\$	3,800.00	\$	1,800.00
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Task 7: Finalization of Visioning**Presentation Draft Report:**

- Prepare a preliminary final report outlining the process of the project to date.
 - Example projects serving as basis for visioning
 - Current conditions
 - Feedback from public outreach
 - Meeting summaries
- Preparation of final presentation

Meeting #6: Presentation of Report

- Presentation of preliminary final report to Board of Directors and stakeholders
- Refinement of report, if necessary

Task Summary**Meetings:**

- (1) Presentation of preliminary final report to Board of Directors & Stakeholders

Deliverables:

- (1) Preliminary final report (PDF Format)
- (1) Preliminary final report presentation - slide show (PDF Format)
- Final report (PDF Format)

Sub-Totals:

\$	1,620.00	\$	1,900.00	\$	600.00
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Expenses (mileage, printing, etc.)
 Overall Project Design Sub-Total:
Visioning Design Total (Not-to-Exceed):

\$275
\$ 28,470.00
\$ 28,745.00

Proposal Notes and Omissions

1. All time for scope of work outlined above to be billed hourly to a Not-to-Exceed fee.
2. Our team is available for additional meetings, beyond what is outlined, on a time and expense basis.
3. DHM staff is available to begin work on this project immediately.
4. DHM is available, and would welcome the opportunity, to negotiate fee listed above.

Fee Summary

Task 1:	\$	1,860.00
Task 2:	\$	3,960.00
Task 3:	\$	2,680.00
Task 4:	\$	7,870.00
Task 5:	\$	1,300.00
Task 6:	\$	6,680.00
Task 7:	\$	4,120.00
Expenses:	\$	275.00

Total (Not-to-Exceed): \$ 28,745.00

Schedule

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Disclosure of Conflicts of Interest

DHM Design has no conflicts of interest.



Durango Character District Study; Durango, CO
<https://dhmdesign.com/library/camino-del-rio-character-district-planning-study/>



*Ann Christensen at the Cheyenne Downtown
 Redevelopment Edge Fest Event*



Downtown Victor, 3rd Street Plaza; Victor, CO

APPENDIX - RESUMES



DHM DESIGN

MATTHEW WHIPPLE

Principal | NRPA

Matthew is a leader in parks, recreational, open-space, streetscape and educational campus facility planning & design with 20 years of experience helping communities and government agencies develop effective and sustainable solutions. His dedication to responsible design and excellent client service has led to a wide range of successful project types and scales. Matthew's extensive experience with existing and proposed recreational facilities, knowledge of natural resource issues, detailed design and construction experience, understanding of development costs and outstanding communication skills allow him to exceed project management expectations.

ABOUT

EDUCATION

B. of Architectural Design
Hamilton University, 1995

ORGANIZATIONS

National Recreation and Park Association

RECENT PROJECTS

Cheyenne West Edge Planning; Cheyenne, WY
Civic Center Commons; Cheyenne, WY
Depot Plaza; Cheyenne, WY
Dove Valley Streetscape; Arapahoe County, CO
80th Avenue Streetscape; Arvada, CO
Briargate Crossing; Colorado Springs, CO
Town Center at the Meadows; Castle Rock, CO
Arvada Holistic Fitness Park; Arvada, CO
Northglenn Northwest Open Space; Northglenn, CO
Lutz & Long Lake Ranch; Arvada, CO
Mylar Park; Cheyenne, WY
Cahill Park; Cheyenne, WY
Columbine County Club; Littleton, CO
Grant Street Medians; Northglenn, CO
Green Valley Ranch 48th Avenue Streetscape;
Denver, CO
Meadows Streetscape; Castle Rock, CO
Northglenn Medians at 1-25 and 104th Ave;
Northglenn, CO
O'Brian Canal; Commerce City, CO
Reunion Streetscape; Commerce City, CO
The Farm at Arapahoe County; Arapahoe County, CO
The Preserve at Greenwood Village Streetscape;
Greenwood Village, CO

CONTACT

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303.892.5566
www.dhmdesign.com

NOTABLE WORK

Windsor Neighborhood Parks | Windsor, CO

The Town of Windsor began with a rich history of wheat and sugar beet farming. That history fueled iconic companies such as the Great Western Sugar Company, Kodak and Budweiser. What started out as a farming community has become a central hub in northern Colorado and Windsor is experiencing a rapid urban growth in recent years. The town has been actively redeveloping parks and open spaces and selected DHM Design to design 3 of their parks. DHM Design provided design and construction services for three neighborhood park. Working with the Town Staff and the community, DHM Design created unique parks for the town that caters to all ages and reflects the town's rich history.

Cheyenne West Edge Redevelopment | Cheyenne, WY

Economic development blossoms when arts and cultural investments bring people into the community. For the City of Cheyenne's West Edge neighborhood, DHM Design's goal is to strategically shape the physical and social character of the area around arts and cultural activities following assessment and remediation of the brownfield properties. DHM is currently leading a team of consultants funded with an EPA brownfield planning grant to provide help the community redevelop the revitalized downtown. This effort follows on related work by DHM as part of a larger brownfield planning team to create a vision for vibrant infill of historic and warehouse blocks applying improved streetscape, a system of new public parks, and adaptive reuse of currently vacant landmark buildings. Instead of traveling elsewhere for entertainment and cultural experiences, residents will invest in the local economy. This newly created centralized park and connected parkway system will preserve the historic character of the near west side while creating new vibrant public venues.

Meadows Streetscape | Castle Rock, CO

DHM worked with the Town of Castle Rock, the Castle Rock Development Company and the Meadows community to renovate the extensive entry medians and streetscape into the Meadows community. We developed alternative concepts that we presented to the community for input and ultimate selection. The community process involved an educational component to promote benefits of water efficiency, water budgets, value of indigenous plants, energy conservation and safety.



DHM DESIGN

ANN CHRISTENSEN

Principal | Chief of Business Development | PLA (CO, NM, WY, ID, OK) |
LEED AP | ASLA

Ann is a licensed landscape architect with over 25 years of experience. Her work focuses on redevelopment and urban design. Her approach emphasizes building on unique place making amenities. She seeks ways to emphasize creative design solutions that balance economic, social, and environmental sustainability. Ann recently completed visioning plans for the redevelopment of downtown Durango's highway corridor where aging strip malls are ripe for new mixed-use infill. Recent streetscape clients include the town of Ridgway, Cheyenne, Cortez, and Farmington, NM.

ABOUT

EDUCATION

B. of Science Landscape Architecture,
Colorado State University, 1990
M. of Landscape Architecture,
Harvard Graduate School of Design, 1999

CERTIFICATIONS

Professional Landscape Architect
Colorado | New Mexico | Wyoming | Idaho |
Oklahoma
US Green Building Council
LEED Accredited Professional
US Green Building Council
Sustainable Sites Technical Advisor 2001-2005

RECENT PROJECTS

Durango Character Districts; Durango, CO
Crow Canyon Archaeological Center; Cortez, CO
Ignacio Library; Ignacio, CO
Rocky Vista University Master Planning; Ivns, UT
Silverton School Master Plan; Silverton, CO
Sunute Community Center; Ignacio, CO
Central City Design Guidelines; Central City, CO
Cheyenne West Edge Redevelopment Plan;
Cheyenne, WY
Ewing Mesa Multi-Event Center Master Plan;
La Plata County, CO
Southern Ute Tribe Comprehensive Plan
Three Springs Code Revisions; Durango, CO
Three Springs Design Guidelines; Durango, CO
Aztec North Main Streetscape Improvement; Aztec, NM
Cortez Medians and Gateways; Cortez, CO
Crested Butte 6th Street Improvements; Crested
Butte, CO
Grand Junction Streetscape; Grand Junction, CO

NOTABLE WORK

Downtown Streetscape | Montrose, CO

DHM worked with Winter and Company to assist the Montrose Downtown Development Committee in the creation of a downtown development plan for Montrose. Through a series of design charrettes, our team guided the committee in identifying opportunities for physical improvements to the downtown area with the purpose of stabilizing downtown as the vibrant heart of Montrose in the face of competing development pressures at the edge of town. These efforts led to the Downtown Development Plan, which focused on enhancing existing character, promoting wayfinding and circulation, and augmenting the viability of downtown events and business. The plan included numerous proposals for pedestrian enhancements, streetscape improvements and civic spaces which have since been implemented.

Downtown Durango Streetscape | Durango, CO

DHM was part of a multi-disciplinary design team that provided streetscape planning for Main Ave in historic downtown Durango. There was a public process and large steering committee that identified community needs and concerns. The challenge in small towns with a tourism economy is how to preserve the western character while improving infrastructure and safety. The result was a light handed approach with a focus on organizing furnishings, upgrading utilities, and improving pedestrian safety. The busiest intersection was transformed with decorative paving and a traffic signal that provides a pedestrian crossing only cycle.

Three Springs Planned Community | Durango, CO

Three Springs Durango is a master planned community designed with smart growth principles to achieve a walkable neighborhood with a wide range of amenities for residents and employees. DHM has been providing a range of master planning and site design services since 2004 to implement several phases of construction. The community features a framework of greenways and pedestrian oriented streets, hosting a variety of land uses. This award winning community features sustainable design techniques and connects residents to the rich natural setting of Durango.



DHM DESIGN

KYLE DAVIS

Senior Associate | LEED AP

Kyle Davis joined DHM in 2006 after graduating from Colorado State University. His interests in connecting people with nature, sustainable design and creating exciting outdoor spaces have led him to work on projects that focus on offering unique places that are mindful of the environment and have lasting value to their communities. Inspired by nature and building upon other great ideas, he has brought a fresh perspective to DHM's planned community, residential, greenway and park design projects.

ABOUT

EDUCATION

B. of Landscape Architecture
Colorado State University, 2006

CERTIFICATIONS

LEED AP

RECENT PROJECTS

104th Avenue Monumentation; Commerce City, CO
Green Valley 38th Avenue Streetscape; Denver, CO
Quebec Street Medians; Commerce City, CO
Shops at Quail Creek; Denver, CO
56th Avenue Streetscape; Denver, CO
Meadows Filing 18A and B; Castle Rock, CO
Swedish Hospital Parking; Englewood, CO
Wadsworth Crossing; Westminster, CO
Green Valley Ranch Monuments; Denver, CO
Continental Community Planning; Aurora, CO
The Farm; Colorado Springs, CO
Pine Bluffs Community Planning; Parker, CO
Angler Mountain Ranch; Colorado
Erie Commons Multi-Family Housing; Erie, CO
North Fork Development Community Planning;
Colorado Springs, CO
56th Avenue Apartments; Denver, CO
Riverside Downs; Littleton, CO
Northwest Open Space; Northglenn, CO
Arvada Skate Park; Arvada, CO
Crystal Valley Ranch Park; Castle Rock, CO
Ralston Central Park; Arvada, CO

NOTABLE WORK

The Farm | Colorado Springs, CO

The vision for the community was to create a lifestyle that is based upon farm values, activities and aesthetics. A place people of all ages want to live, work and play. This farm theme will be carried throughout the community in the form of entry monumentation, signage, fencing, landscape and architecture. The community gathering area was located near the existing ponds with outstanding views of Pikes Peak to the west. The gathering area includes a recreation center, pool, trails and picnic facilities. With over 100 acres of open space and more than four miles of trails within the community, The Farm encompasses all the beauty of Colorado Springs.

Reynolds Landing | Littleton, CO

DHM Design prepared a conceptual master plan illustrating a long term vision for the river, surrounding open spaces and adjacent development at Reynolds' Landing in Littleton, Colorado. The master plan leveraged the assets of the existing site including the adjacent pond, topography, cottonwood groves and river features. We incorporated better river access and amenities in addition to enhanced landscape, nature trails, picnic shelters, natural play features, restroom and interpretive features. Additionally, DHM Design was retained to prepare construction documents to realize the master plan in phases. We assisted with bidding and construction administration while working closely with the client and contractor.

Winter Farm Park | Windsor, CO

The Town of Windsor began with a rich history of wheat and sugar beet farming. That history fueled iconic companies such as the Great Western Sugar Company, Kodak and Budweiser. What started out as a farming community has become a central hub in northern Colorado and Windsor is experiencing a rapid urban growth in recent years. The town has been actively redeveloping parks and open spaces and selected DHM Design to design 3 of their parks. DHM Design provided design and construction services for Winter Farm Park which is a 5.6 acre neighborhood park. Working with the Town Staff and the community DHM Design created a one of a kind park for the town that caters to all ages and reflects the town's rich history.



DHM DESIGN

SHEENA KERSTIENS

Designer

Sheena joined DHM Design in June of 2016 with an interest in landscapes that allow us to interact and explore the world around us. She likes to connect people to the land and brings a thoughtful aesthetic to recreation and civic projects. On her own time, she enjoys the outdoors with her dog Shelby and is an avid photographer as she explores our beautiful state.

ABOUT

EDUCATION

B.S. Landscape Architecture
Colorado State University, 2014
Associates of Applied Science in Architectural Design
and Technology and Certificate in 3D Auto CAD
Arapahoe Community College

RECENT PROJECTS

Lutz Sports Complex; Arvada, CO
Solstice Planned Community; Littleton, CO
Civic Commons Park; Cheyenne, WY
Little Dry Creek Plaza; Englewood, CO
Hidden Brook at North Fork; Colorado Springs, CO
Continental; Aurora, CO
Cherry Creek Middle School #11; Cherry Creek, CO
Pueblo CDOT R2; Pueblo, CO
Northglenn Northwest Open Space; Northglenn, CO
Columbine Country Club; Littleton, CO
Barnum Park Improvements; Denver, CO
Cahill All-Abilities Playground; Cheyenne, WY
Cordera Filing 4 & 5; Colorado Springs, CO
Pikes Peak America's Mountain; Colorado Springs, CO
Sandy Hook Maintenance Facilities; Gateway NRA, NY
Erie Downtown Redevelopment Plan; Erie, CO

NOTABLE WORK

Civic Commons Park | Cheyenne, WY

DHM Design is working with the City of Cheyenne to design and implement the Civic Commons Park in the West Edge District. This project is part of a large scale revitalization of the area adjacent to the west of Cheyenne's central business district. The project will combine public infrastructure, parks, open gathering space, and infill development opportunities.

Downtown Erie Redevelopment | Erie, CO

DHM Design embarked with the Town on a thoughtful planning and design process to create a conceptual plan that will help to transform Historic Downtown Erie into a vibrant, energetic place. Starting with the existing Comprehensive Plan and Land Use Plan to identify off site influences such as parks and open space corridors, primary vehicular routes to and from downtown, competing and/or supporting adjacent land uses, we moved into a more detailed and thorough analysis of the proposed Downtown District and its edges. Through public outreach and collaboration with the Town, we created a conceptual design package for the redevelopment of Coal Creek Park which will act as the anchor and main event space for the Downtown. Recently the Town of Erie was presented with the Governor's Award for Downtown Excellence in the category of Best Adaptive Reuse or Rehabilitation for Town of Erie Urban Renewal Authority's "Firehouse to Brewpub" project, an outcome of the initial planning project. The success of the that project has allowed continued development into the Park West Building.

Little Dry Creek Plaza | Englewood, CO

DHM Design has just wrapped up plans for a conceptual Master Plan at Little Dry Creek Plaza. This corridor spans over 5 acres in downtown Englewood, adjacent to Little Dry Creek. This is a renovation project to remove concrete lined channel and grouted riprap with a more aesthetically pleasing "green" park-like setting. Greater accessibility is being provided to the creek's edge, with multiple sculptural picnic shelters, playground areas, trail link, riparian plantings and spaces for public art. All site furnishings and light fixtures are being replaced with a more contemporary style to create more updated appearance. Below are some of the 3D sketches that are being provided to the client to illustrate the intent to the client.

EXISTING CONDITIONS



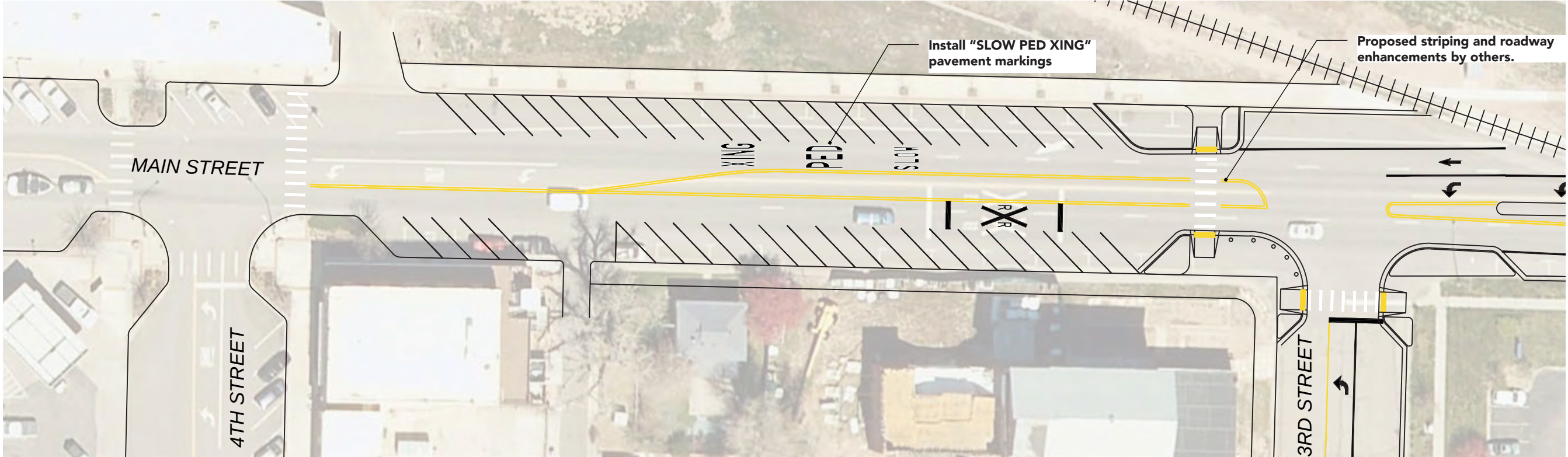
ADDITIONAL CROSSING STRIPING (maintained by town)

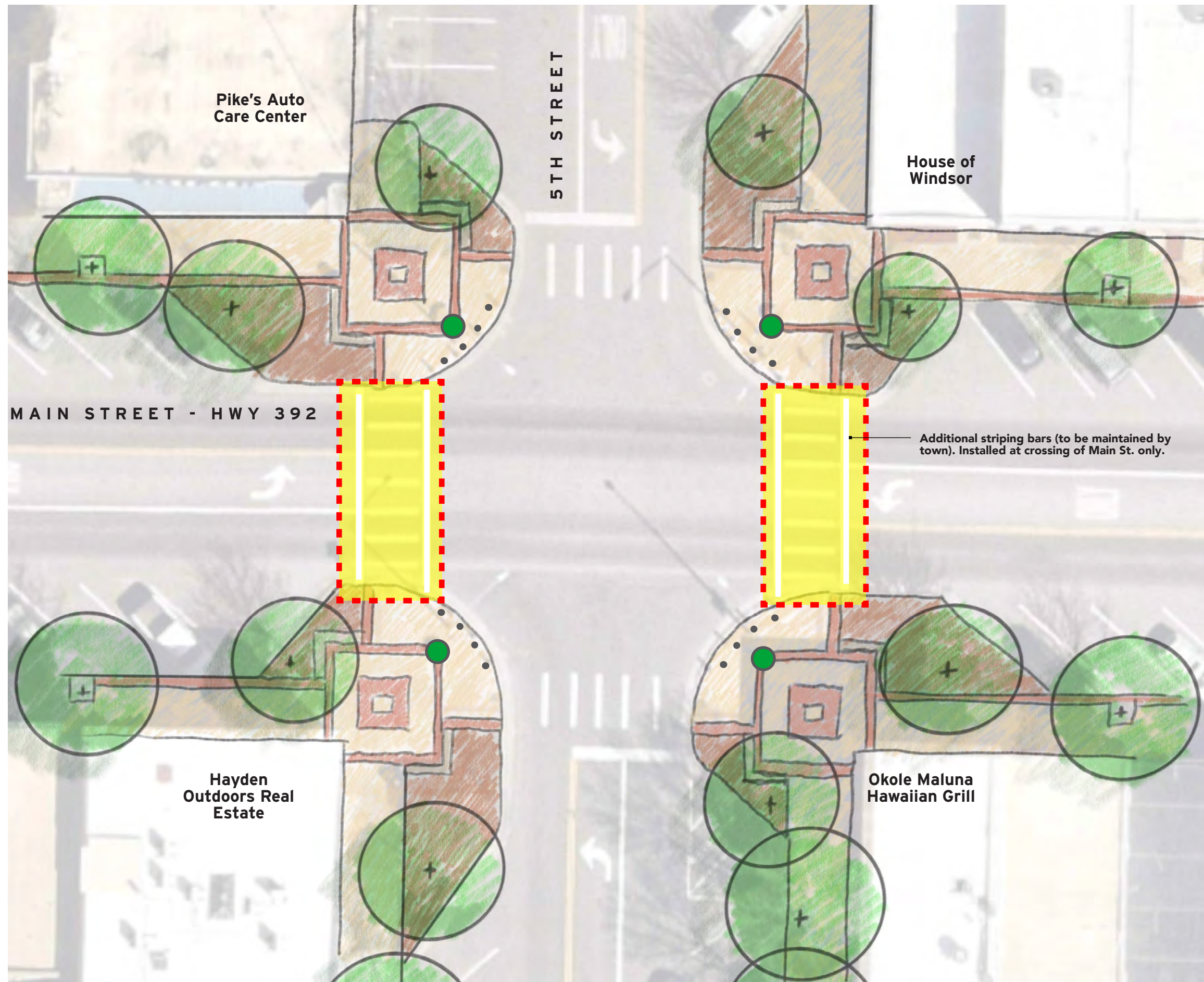


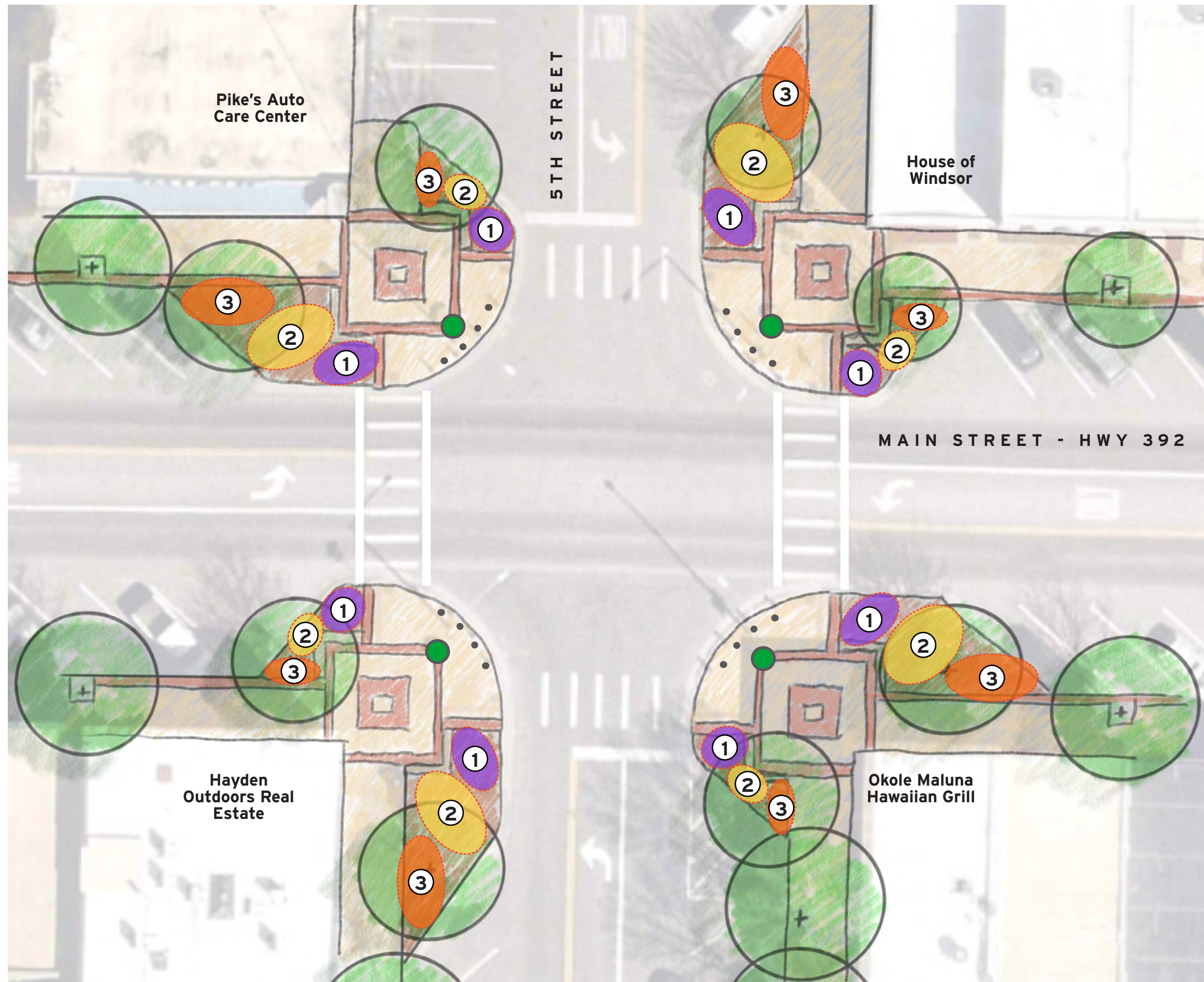
ADDITIONAL PEDESTRIAN CROSSING SIGNAGE



ADDITIONAL PEDESTRIAN ROADWAY MARKINGS



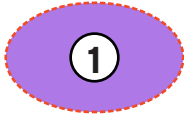




- Legend:**
- ① Plants 6-18" tall
 - ② Plants 18-24" tall
 - ③ Plants 24-36" tall



SUITABLE PLANT SPECIES - LOWER MAINTENANCE PLANTING CONCEPT



Plants 6-18" tall

Perennial species:

- Yarrow - Summer bloom - heights vary per cultivar - 6-18" ht.
- Sea Foam Sage - variable bloom - 12-14" ht.
- Poppy Wine Cups - Late spring, early summer bloom - 9" ht.
- Coneflower - Summer bloom - heights vary per cultivar - 12-18" ht.
- Daisy - Summer bloom - heights vary per cultivar - 12-18" ht.
- Catmint - Late spring to summer bloom - heights vary per cultivar - 8-18" ht.
- Black-Eyed Susan - Mid to late summer bloom - heights vary per cultivar - 12-18" ht.

Ornamental Grass species:

- Blonde Ambition Grama - 12-16" ht.
- Northern Lights Tufted Hair Grass - 12-15" ht.
- Blue Fescue - heights vary per cultivar - 6-12" ht.

Deciduous + Evergreen Shrub species:

- Dwarf spruce - heights vary per cultivar - 12-18"
- Pawnee Buttes Sandcherry - Mid spring bloom - 12-18" ht.



Plants 18-24" tall

Perennial species:

- Echinacea - Summer bloom - heights vary per cultivar - 20-24" ht.
- Daisy - Summer bloom - heights vary per cultivar - 12-18" ht.
- Daylily - Late spring to summer bloom - heights vary per cultivar - 20-24" ht.
- Salvia - Mid spring to late summer bloom - heights vary per cultivar - 20-24" ht.

Ornamental Grass species:

- New Mexico Feathergrass - 24" ht.
- Undaunted Ruby Muhly - 20" ht.
- Dwarf Fountain Grass - 24" ht.

Deciduous + Evergreen Shrub species:

- Lavender - heights vary per cultivar - 18-24"
- Dwarf Pine - heights vary per cultivar - 18-24" ht.
- Spirea - Late spring to summer bloom - heights vary per cultivar - 18-24" ht.



Plants 24-36" tall

Perennial species:

- Penstemon - Spring to Summer bloom - 30" ht.
- Russian Sage - Summer bloom - heights vary per cultivar - 30-36" ht.

Ornamental Grass species:

- Feather Reed Grass - 36" ht.
- Northern Sea Oats - 36" ht.
- Miscanthus species - heights vary per cultivar - 30-36" ht.

Deciduous + Evergreen Shrub species:

- Butterfly Bush -Spring to Summer bloom - heights vary per cultivar - 30-36"
- Dwarf Dogwood - Spring to Summer bloom - heights vary per cultivar - 30-36"
- Hydrangea - Summer bloom - 30-36" ht.
- Dwarf Pine - heights vary per cultivar - 30-36" ht.

LOWER MAINTENANCE PLANTING DESIGN IDEAS



SUITABLE PLANT SPECIES - HIGHER MAINTENANCE PLANTING CONCEPT

1

Plants 6-18" tall

Bulb species:

- Tulips - Early, mid and late spring bloom - heights vary per cultivar - 6-18" ht.
- Daffodil - Early to mid spring bloom - heights vary per cultivar - 8-12" ht.
- Crocus - Early to mid spring bloom - heights vary per cultivar - 6" ht. Maximum
- Hyacinth - Mid to late spring bloom - heights vary per cultivar - 6-12" ht.

Annual species:

- Marigolds - Mid, late spring, early summer bloom - 12" ht.
- Impatiens (Touch-me-not) - Mid, late spring, early summer bloom - heights vary per cultivar - 10-12" ht.
- Violets - Mid, late spring, early summer bloom - 10" ht.

Perennial species:

- Yarrow - Summer bloom - heights vary per cultivar - 6-18" ht.
- Sea Foam Sage - variable bloom - 12-14" ht.
- Poppy Wine Cups - Late spring, early summer bloom - 9" ht.
- Coneflower - Summer bloom - heights vary per cultivar - 12-18" ht.
- Daisy - Summer bloom - heights vary per cultivar - 12-18" ht.
- Catmint - Late spring to summer bloom - heights vary per cultivar - 8-18" ht.
- Black-Eyed Susan - Mid to late summer bloom - heights vary per cultivar - 12-18" ht.

Ornamental Grass species:

- Blonde Ambition Grama - 12-16" ht.
- Northern Lights Tufted Hair Grass - 12-15" ht.
- Blue Fescue - heights vary per cultivar - 6-12" ht.

Deciduous + Evergreen Shrub species:

- Dwarf spruce - heights vary per cultivar - 12-18"
- Pawnee Buttes Sandcherry - Mid spring bloom - 12-18" ht.

2

Plants 18-24" tall

Bulb species:

- Allium - Late spring to summer bloom - heights vary per cultivar - 18-24" ht.
- Daffodil - Early to mid spring bloom - heights vary per cultivar - 16-24" ht.
- Tulip - Spring bloom - heights vary per cultivar - 18-24" ht.

Annual species:

- Zinnia - Mid, late spring, early summer bloom - 18-24" ht.
- Periwinkles - Mid, late spring, early summer bloom - heights vary per cultivar - 16-24" ht.

Perennial species:

- Echinacea - Summer bloom - heights vary per cultivar - 20-24" ht.
- Daisy - Summer bloom - heights vary per cultivar - 12-18" ht.
- Daylily - Late spring to summer bloom - heights vary per cultivar - 20-24" ht.
- Salvia - Mid spring to late summer bloom - heights vary per cultivar - 20-24" ht.

Ornamental Grass species:

- New Mexico Feathergrass - 24" ht.
- Undaunted Ruby Muhly - 20" ht.
- Dwarf Fountain Grass - 24" ht.

Deciduous + Evergreen Shrub species:

- Lavender - heights vary per cultivar - 18-24"
- Dwarf Pine - heights vary per cultivar - 18-24" ht.
- Spirea - Late spring to summer bloom - heights vary per cultivar - 18-24" ht.

3

Plants 24-36" tall

Annual species:

- Allium - Late spring to summer bloom - heights vary per cultivar - 18-24" ht.
- Zinnia - Mid, late spring, early summer bloom - 18-24" ht.
- Impatiens (Touch-me-not) - Mid, late spring, early summer bloom - heights vary per cultivar - 24-36" ht.

Perennial species:

- Penstemon - Spring to Summer bloom - 30" ht.
- Russian Sage - Summer bloom - heights vary per cultivar - 30-36" ht.

Ornamental Grass species:

- Feather Reed Grass - 36" ht.
- Northern Sea Oats - 36" ht.
- Miscanthus species - heights vary per cultivar - 30-36" ht.

Deciduous + Evergreen Shrub species:

- Butterfly Bush - Spring to Summer bloom - heights vary per cultivar - 30-36"
- Dwarf Dogwood - Spring to Summer bloom - heights vary per cultivar - 30-36"
- Hydrangea - Summer bloom - 30-36" ht.
- Dwarf Pine - heights vary per cultivar - 30-36" ht.

HIGHER MAINTENANCE PLANTING DESIGN IDEAS







To: Gayle Langley, Main Street Program Coordinator and Andrew Coburn, Main Street Local Community Contract Consultant

From: Jillian Sutherland, Community Builders

Re: Windsor Cottage Subdistrict Visioning RFP F19MS 003

January 11, 2019

Gayle and Andrew,

I was happy to receive the Colorado Main Street Program's Request for Proposals for the Windsor Cottage Subdistrict Visioning project. Community Builders is uniquely qualified for this work. Much like the Colorado Main Street Program, Community Builders' mission is centered on equipping local leadership with the tools necessary to make on-the-ground change. As such, we have found that blending capacity building throughout the visioning process exponentially increases likelihood for implementation. Partnering with Leggitt Studio, LLC, the Community Builders team will provide the Windsor DDA and Main Street Program with a creative, collaborative visioning process that will result in both visualizations that capture the Cottage District's unique character and potential and a practical plan to aide in implementation. Work with Leggitt Studio, LLC will be a small portion of the budget, totaling \$3,000 plus travel expenses.

This memo provides: (1) our understanding of the project and relevant experience, (2) some initial ideas about how we would approach the project, including scope of work and staff involved, and, (3) a description of deliverables and projected costs.

PROJECT UNDERSTANDING

The Colorado Main Street Program is seeking a contractor to assist the Windsor DDA with developing a cohesive vision for the Main Street Cottage Subdistrict that will unify and formalize the area as a distinct place within the greater downtown. Guiding a conversation with business and property owners to arrive at agreement on direction will be critical to project success. We see this role largely being that of facilitator and convener, with key work including:

- 1) Education on effective strategies for developing a district identity;
- 2) Facilitating discussion on the district's character, challenges and opportunities; and
- 3) Providing a visually compelling report detailing findings and action steps.

Community Builders has guided visioning processes for many communities across the West, always with an emphasis on capacity building and action planning to further desired outcomes. One aspect of Community Builders that separates us from other entities that provide visioning support is our extensive experience integrating learning into community assistance projects to empower local leaders for informed decision-making. Building a cadre of local leaders that both understand the value of revitalizing the Main Street Cottage Subdistrict and feel a sense of ownership in its success is an essential key for implementation. Integrating learning into project approach builds that foundation of leadership.

PROJECT STAFF

Jillian Sutherland, AICP: Jillian is a co-founder and Director of Programs for Community Builders. A certified planner, Jillian has extensive experience in creative public and stakeholder engagement that she developed through years of designing trainings and assistance projects for community leaders on planning, transportation and economic development issues. For this project, Jillian would provide facilitation, training development, oversight of process planning, and report production.

Alison Cotey Bourquin, AICP, PLA, LEED GA: Alison is a certified planner, urban designer and landscape architect. Her broad understanding of place allows her to creatively problem solve while maintaining the vision and integrity of a community to enhance the vitality of place in every project. For this project, Alison would provide facilitation, content expertise, design, and report production.

Sierra Jeter: Sierra is the Communications Capacity Builder for Community Builders, providing project support in the area of communications, community engagement, and research. For this project, Sierra would provide support for research, logistics coordination, and report production.

Jim Leggitt, FAIA: Jim Leggitt brings over forty years of experience in urban design to this team as a sub-contractor. Internationally recognized for his skill in bringing community visions to life through dynamic hand drawings, Jim would provide design support to this project at the design workshop.

SCOPE OF WORK

We are highly collaborative, and view all projects as partnerships between our organization and those we are serving. We don't approach any project with a "one-size-fits-all" mentality. With that in mind, we have developed this scope of work with a menu of options that can be tailored to fit the needs of both the Main Street Program and the Windsor Downtown Development Authority. We are also open to discussing the proposed schedule and modifying if needed.

Task 1. Project Launch – Late January/Early February 2019

Develop an overall process framework that confirms desired outcomes, outlines the scope and flow of the project, learning and engagement.

This task will be done in partnership with the Windsor DDA Executive Director/Main Street Manager (Executive Director) and Chairman of the Board of Directors. When scoping a project, one of the first steps we take is to clarify what project partners want to learn and get out of the project to get clear on priorities and desired outcomes.

Deliverables: 90-minute scoping phone call, refined scope of work and project schedule, community engagement and learning plan, bi-weekly planning calls for project duration (up to eight one-hour phone calls)

Task 2. Learning and Engagement – Late February 2019

Foster a shared understanding of district challenges, opportunities, and potential strategies to support desired outcomes.

We have found that the best way to ensure project implementation is through the assembly of a leadership committee to engage throughout the process. Participants would first be vetted with the Executive Director and Board Chair, and could be comprised of the property and business owners in the district, some DDA Board Members, a member of City Council and potentially a few adjacent property or business owners from the downtown core. This task will include both engaging with this team through an initial learning session and conducting an existing conditions analysis of the district.

Task 2.1 – Existing Conditions Analysis

Community Builders will review relevant existing reports and plans impacting the district. We will conduct an on-site observation analysis of the area including a photo inventory of building and street conditions, mapping uses and popular destinations to better understand district function.

Task 2.2 – Leadership Meeting #1

The first leadership convening will focus on discussion of existing conditions, challenges and opportunities in the district. To both spark creativity and ground-truth potential solutions, we propose learning from other communities be integrated into this first leadership team meeting rather than presenting written case studies. There are three proposed ways to accomplish this. One or multiple approaches may be appropriate based on budget, interest and needs:

1. **Mobile Tour** – One of the best ways to start thinking outside the box is getting out of the community and seeing something different. Community Builders has organized mobile workshops as a component of assistance projects, and it is consistently a highlight for participants, bringing best practices to life. Windsor's location is in close proximity to many peer communities on the front range that could spark creativity. With this approach, CB would coordinate a 1-day mobile tour to nearby communities for the leadership team to learn on-the-ground how other places are working to connect districts and build neighborhood character.

2. Leadership Workshop and Group Site Walk – Community Builders can provide learning best practices from other communities based on our experience. We are quite comfortable in this role and find it to be a useful way to help a group stretch and challenge its ideas and assumptions. Following presentation and discussion, CB would take the leadership team on a guided walk of the district.
3. Precedent Case Studies Report – If desired, Community Builders can also produce a visually compelling, written summary of no less than five relevant case studies. Case studies would include strategies and tools used, actions taken, and benefits that have resulted.

Task 2.3 – Stakeholder Conversations

Community Builders will perform on-site interviews with other important stakeholders identified by the Executive Director and Board Chair to learn about district challenges, perceived character, use and opportunities.

Task 2.4 – Existing Conditions and Feedback Summary

Community Builders will prepare a visually compelling existing conditions and feedback summary and a power point presentation of findings that will be presented to the leadership team at the onset of the workshop.

Deliverables: Coordination and coaching for assembly of leadership team, learning deliverables based off selected task option, existing conditions site analysis, existing conditions and feedback summary written document and power point presentation

Task 3. Workshop Preparation – Late February 2019

Prepare all materials for a successful design workshop and conduct an optional Photo Voice pre-engagement activity.

Community Builders will coordinate with the Executive Director and leadership team to develop content and a schedule for a design workshop as well as logistics.

Task 3.1 – Workshop Agenda

The CB team will work directly with the DDA to set an agenda, set up meetings and develop activities to engage the appropriate stakeholders.

Task 3.2 – Optional Photo Voice Activity

If budget allows, a Photo Voice activity in advance of a design workshop can be an excellent way to draw interest from the community and get them involved. If this optional task is selected, the CB team will coordinate with local entities to outreach to local citizens to take pictures of what they feel captures the character of the downtown. These images are utilized to inform design strategies during the workshop and are also displayed during the public workshop. Either the whole community or just the leadership can participate in this activity depending on what is felt to be appropriate.

Deliverables: Workshop agendas and materials, outreach materials including text for emails and press releases and flyers, organization of Photo Voice materials (if included)

Task 4. Design Workshop – March 2019

Facilitate a workshop to create and refine ideas and strategies for capturing and enhancing the character of the Cottage District.

The objective of this phase will be to attend, facilitate and execute a workshop that will present initial findings and develop and refine ideas for the Cottage District. Joined by Jim Leggitt of Leggitt Studio, LLC, the CB team will conduct a dynamic design process to produce visualizations that capture the character and potential of the district. The workshop agendas will be developed in detail in Task 3 but the content of the workshop could include; follow up focus group meetings, the development of concept plans and renderings, a public input workshop, and an action planning strategy session.

Deliverables: Workshop materials including maps and visualizations, presentation on existing conditions and initial feedback (Leadership Team Meeting #2), presentation of workshop summarizing work produced, and action-planning meeting for next steps (Leadership Team Meeting #3).

Task 5. Design Concept Refinement – Early April 2019

Refine design concepts developed during the workshop based on feedback.

Designs from the workshop will be refined per feedback and shared with the Executive Director and leadership team for a “thumbs up” before proceeding with production of the final report.

Deliverables: Refined designs

Task 6. Final Report and Implementation Strategies – Draft Report May 2019, Final Report June 2019

Deliver a visually compelling report complete with an action plan for implementation.

Community Builders will compile all information and visualizations and develop a report, detailing strategies for the enhancement of the Cottage District. It will also include recommended next steps to move toward implementation. A draft report will be shared with the Executive Director and leadership team for feedback and one round of comments will be incorporated before report finalization. Additionally, a one-page project “snapshot” will be produced for easy sharing and understanding of key takeaways. The project can conclude with an optional in-person presentation of the report and key findings.

Deliverables: Draft report, final report, optional in-person presentation to the leadership team and/or other stakeholders (ex. DDA Board, City Council, etc.)

DELIVERABLES AND BUDGET

Below are deliverables and budgets, which do not include optional tasks. Optional tasks are outlined below and can be considered as “add-on” dependent on both budget and interest.

Deliverable/Task	Cost
Task 1. Project Launch	\$3,240
Kick-Off Meeting	\$540
Project Management Tasks (Coordinating Calls, Agendas)	\$2,700
Task 2. Learning and Engagement	\$5,250
Leadership Team Development	\$270
Existing Conditions Analysis	\$1,320
Stakeholder Conversations	\$1,620
Existing Conditions and Feedback Summary	\$2,040
Task 3. Workshop Agenda & Preparation	\$1,040
Task 4. Design Workshop	\$8,720
Task 5. Design Concept Refinement	\$2,180
Task 6. Final Report & Implementation Strategies	\$7,300

Draft Report	\$5,480
Final Report	\$2,520
Total (not-to-exceed)	\$27,730
Travel costs – Existing Conditions Analysis (1-night stay, 2 staff)	\$550
Travel costs – Design Workshop (2-night stay, 3 staff)	\$1,250
Printing & Supplies	\$200
Total (not-to-exceed)	\$2,000
Total with travel, supplies (not-to-exceed)	\$29,730

OPTIONAL TASKS

Task 2.2 Learning Options	
Mobile Tour	\$4,560
Leadership Workshop & Group Site Walk	\$2,940
Precedent Case Studies Report	\$2,200
Task 3.2 Photo Voice Activity	\$650
Task 6 Final Report Presentation	\$2,400

Please let us know if we can provide any additional information for your consideration.

Thanks and best regards,



Julian M. Sutherland, AICP
 Director of Programs
 Community Builders



JILLIAN SUTHERLAND, AICP

Director of Programs
COMMUNITY BUILDERS

Jillian oversees Community Builders' programs. A certified planner, Jillian has extensive experience in creative public and stakeholder engagement that she developed through years of designing trainings and assistance projects for community leaders on planning, transportation and economic development issues. She believes there is an intuitiveness to great urban design and planning - people just need to be empowered to discover it within their own community.

Education

Master of Urban Planning and Policy, The University of Illinois, Chicago

BA, Sociology, Cum Laude, Wheaton College

Professional Affiliations

American Institute of Certified Planners (AICP)

PROFESSIONAL HIGHLIGHTS

- Principal Author & Trainer; Colorado Downtown Streets
- Curriculum Lead: Community Mobility Institute
- US 95 South Hill Improvement Plan, Bonners Ferry, ID
- Three, Two, One, Third Street Plan, Laramie, WY
- North Main Corridor Mobility Study, Durango, CO



ALISON COTEY BOURQUIN, AICP, PLA, LEED GA

Urban Designer — Landscape Architect
COMMUNITY BUILDERS

Alison is an urban designer and landscape designer driven from the belief that designers have the responsibility to influence the dynamic between space and people as a way of creating better places for everyday life. She loves to better understand our communities by observing how cultural patterns influence physical environments. Her broad understanding of place, from regional planning scale to detailed design, allows her the capacity to creatively problem solve while maintaining the vision and integrity of a community to enhance the vitality of place in every project.

Education

Masters of Urban Design, The University of Colorado - Denver

BA, Landscape Architecture, The University of Illinois - Champaign

Professional Affiliations

Colorado Registered Landscape Architect License #0001283

American Institute of Planners (AICP)

PROFESSIONAL HIGHLIGHTS

- Future 50, Revision Rainbow Blvd. Salida, CO
- Vibrant Together, A Downtown Initiative, Grand Junction, CO
- Colorado SR 4/49 and Mainstreet Master Plan, Angels Camp, CA*
- Third Street Downtown District Plan- Las Vegas, NV*
- UNR Mid-Campus District Plan, Reno, NV*

*Denotes work done with previous employer

**Education**

B.A. in Economics,
Sustainability & Society,
Minor in Peace and
Justice Studies, Xavier
University, Cincinnati,
OH

SIERRA JETER

Communications Capacity Builder
COMMUNITY BUILDERS

Sierra provides expertise in developing innovative and sustainable strategies for business development and social media networking. Strong public relations and social services professional with a Bachelor of Arts (BA) in Economics, Sustainability and Society (ECOS) and a minor in Peace & Justice Studies from Xavier University. Experienced Program Facilitator with a demonstrated history of working in the non-profit organization management industry. Skilled in sustainability, academic writing, research, public speaking, climate change, community engagement, leadership, and communication.

PROFESSIONAL HIGHLIGHTS

- Recycling Ambassador Program Facilitator, Civic Garden Center of Greater Cincinnati, Cincinnati, OH
- City of Cincinnati Government Administration, Cincinnati, OH
- Public Relations and Marketing Intern, U.S. P.I.R.G. DC Fair Elections, Washington, D.C.

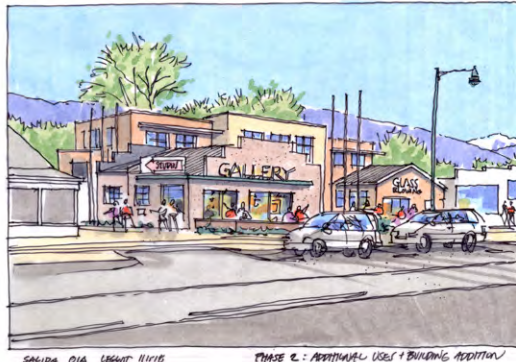
NIGHT 2: INSPIRATIONAL VISUALS

INSPIRATIONAL VISUALIZATIONS

The following perspectives were developed to show how potential redevelopment could change the look of the corridor over time. These are conceptual, meant to provide inspiration for the potential of Highway 50.



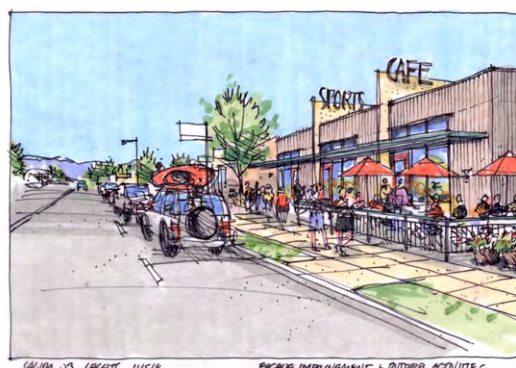
The existing business could incorporate facade improvements and activate the streetscape to attract more business.



Small scale development could take place by adding small residential rental units on the back of the property for added income and increase business vibrancy.



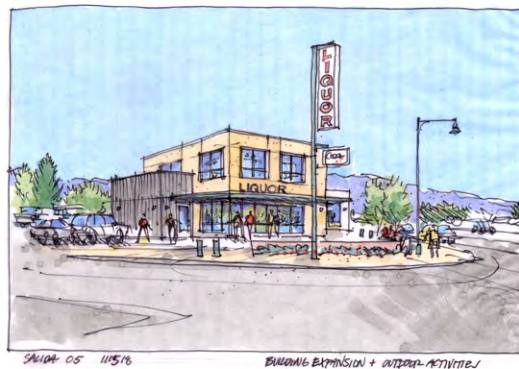
The existing cafe and future donut shops utilize parking behind with reinvestment from the City and is able to allocate their existing parking to outdoor dining, increasing customers and business revenue.



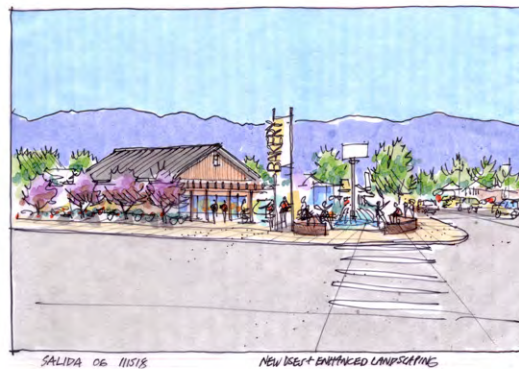
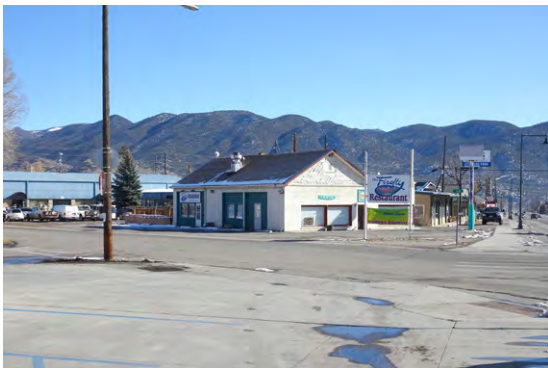
Success from the nearby donut shop and cafe results in the sale of the adjacent building for a good price. The developer invests in adaptive reuse and the improved property attracts new business and better sales for existing tenants.



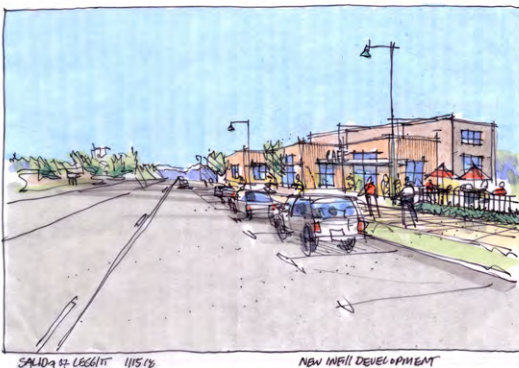
With revitalization in the district attracting an increase in customers, the existing brewery invests in parking lot improvements and a building and patio expansion.



With more people living nearby and increased parking in the district the existing liquor store reallocated the parking area to an outdoor beer garden and wine tasting patio that is popular all weekend long.



A local restaurant owner purchases the existing Firefly (currently for sale) and redevelops the property with patio seating. The City invests in a gateway park at the key intersection.



The revitalization of the Uptown District encourages new a mixed-use retail and housing development of the vacant parcel at 14th and Hwy 50.

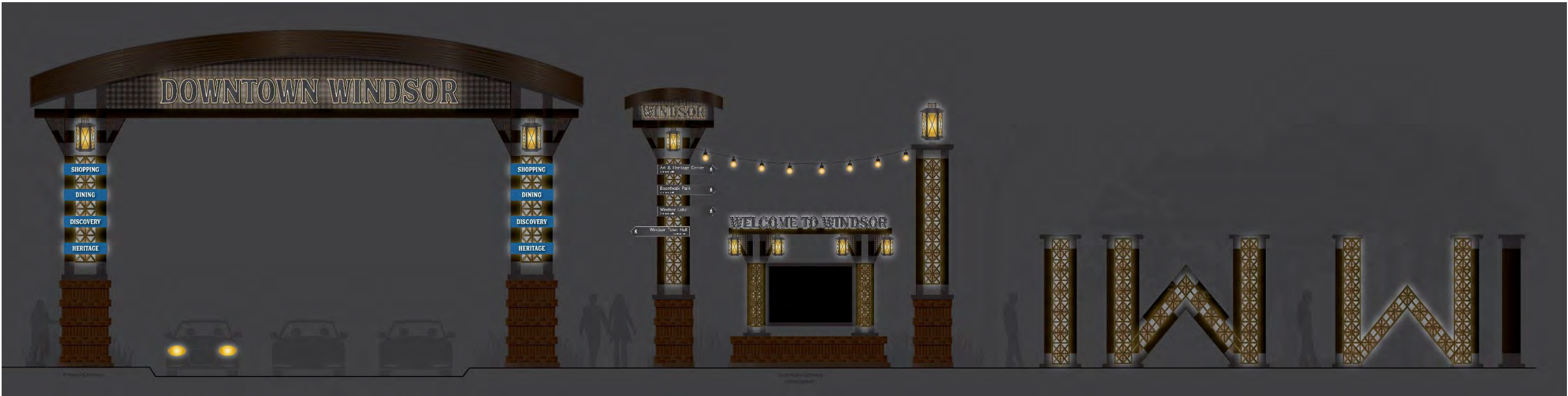


Alternative 1, Night View

Wayfinding Alternatives – January 2019



Above: Alternative 2 Below: Alternative 3, Night View



Wayfinding Alternatives – January 2019



Alternative 4