WAUKESHA CHRISTMAS PARADE MEMORIAL

Request for Concept Memorial Designs

July 8, 2022

SEH

STRANG

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COVER LETTER

CITY OF WAUKESHA

RE: REQUEST FOR CONCEPT MEMORIAL DESIGNS

JULY 8, 2022

Ms. Jennifer Andrews:

As a proud Waukesha business, we are honored to share our Waukesha Christmas Parade Memorial design direction and associated details—this includes along the actual parade route and Grede Park. Throughout the following pages, you will get an excellent sense of the Memorial's scale, scope, interplay, and functionality. We'll take a comprehensive look at landscape design, site orientation, and horticultural highlights.

Please know, we do not look at this RFP as an opportunity to "win" a project; far from it. Our approach is to acknowledge that these sites—and our community—require sincere attitudes, respectful perspectives, and distinct dignity.

As architects, engineers, and designers then, this is our opportunity to lock arms and step forward with our fellow Waukesha neighbors to galvanize healing and send positive ripples across our entire community. In all sincerity, we wish to serve Waukesha—where we work each day. Our team is local, eminently qualified, fully staffed, and prepared to begin at your direction.

Tenets of Intention

For the Waukesha Christmas Parade Memorial, we believe in a methodology which redefines traditional project success. This protocol is formed upon three Tenets of Intention: **HONOR**, **HEALING** and **HOPE**. Each tenet serves to inspire, align, and focus our guidance and resources to meet the needs of the City and citizens of Waukesha.

HONOR

The center point of our guidance is to genuinely honor, through enduring love and dignity, those impacted by this tragedy. This includes, no less than the entire Waukesha community, beginning with:

- Casualties and injured – both physically and emotionally
- Immediate family and friends
- First responders
- Sidewalk and merchant heroes
- Healthcare providers
- Waukesha citizenry

This memorial will forever honor those listed above. We owe them—and ourselves—no less.

HEALING

There is no universal template or "5 Step Process" used to come to grips with our loss or grief, particularly when its origins are a violent act against humankind. In such a case, we attempt to "make sense of it all" where no sense is to be found.
Therefore, as we attempt to regain our footing, grow forward, or simply say our goodbyes, this memorial must anticipate, then enable all ranges of bereavement. Here is where we genuinely connect with our physical and emotional senses on varying levels. For example, this memorial must be a haven to sit alone quietly and reflect or gather with others and listen to music. Sightlines must be inspiring to some, calming to others. Here we may shed our tears in solitude or share a smile with the community. Each of these activities can help mend hearts, minds, and memories.

HOPE

This tragedy precipitates an unfathomable measure of sorrow and sadness. While HONOR and HEALING are of paramount importance, this memorial should also motivate us to focus upon hope for the future, reminding us of how valuable life is. This is not about "moving past" the tragedy. Rather, it's about the past not preventing us from moving forward—as families, friends, and the entire community.

While the pain remains, it does not impede us from finding the strength and resolve to build forward. As you have stated, "united in hope, strength, caring, and compassion". Yes, we are strong—**Waukesha strong.**

Larry Barton, AIA, LEED AP, WELL AP
President | Principal in Charge
LBarton@strang-inc.com | 262.875.6760

STRANG, INC.

811 EAST WASHINGTON AVENUE SUITE 200
MADISON, WI 53703

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WAUKESHA, WI 53188

Established in 1935, Strang, Inc has evolved into an interdisciplinary and award-winning planning and design firm. Our client-centric and service driven nature has allowed us to develop long-standing relationships with communities of all sizes.

Our inclusive design approach allows us to provide creative design for the most unique and challenging projects within the municipal, civic, and cultural sectors.

For 85 years, we have focused on creating synergy throughout the communities we serve. We focus on comprehensive design, identify client input, explore opportunities or challenges and only then, consider design direction.

We create innovative and welcoming urban environments that curate experiences, engage communities, and inspire.

One project. One team. One voice.

*We value **discovery**, we engage in **innovation** and we **inspire** excellence in design.*
We are Strang.

SHORT ELLIOTT HENDRICKSON, INC. (SEH)

SEH is an employee-owned engineering, architectural, environmental and planning company that helps government, industrial and commercial clients find answers to complex challenges.

Our 800-plus employee-owners share a core purpose: Building a Better World for All of Us®. This approach reflects a companywide commitment to improving the quality of life by designing safer, more sustainable infrastructure for government and helping industrial and commercial clients achieve their business goals.

Our team is based out of our local Delafield office and supported by professionals across our 32 offices in 10 states.

PARK AND MEMORIAL PLANNING AND DESIGN

From the Missouri River to the shores of Lake Michigan, SEH has been breaking new ground everyday planning and designing innovative parks and memorials customized to meet the needs of each individual community and location. From small towns to major metropolitan areas, SEH has helped communities across the Midwest create places that provide a sense of serenity and enable reflection.

CREATIVE PLACEMAKING

At SEH, we provide a multidisciplined planning and design approach to help communities make decisions about shaping their future. We bring together planners, engineers, urban designers and graphics experts to develop solutions that help communities visualize and achieve their short- and long-term goals.

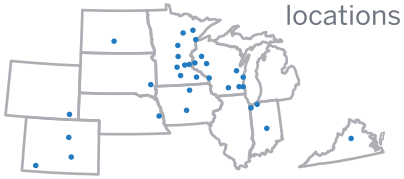
Our integrated design team is experienced in creating durable, multi-functional parks and open spaces of lasting beauty. SEH has experienced facilitators who are trained in the NCI Charrette System™. This experience helps us bring diverse stakeholders with divergent opinions together to find areas of mutual understanding and address community needs.

PRIMARY PLACEMAKING SERVICES

» Park and memorial planning and design
» Public engagement
» Site analysis
» Urban design
» Public art programming and management
» Transportation planning
» Public realm, streetscape planning and design
» Downtown revitalization
» Design visualization
» Planting design
» Natural resource planning and design

95TH Anniversary est. 1927
Building a Better World for All of Us®

HAS GROWN TO **32** locations



EMPLOYING **800+**

engineers, architects, planners, scientists and talented professionals

WHO WORK TOGETHER TO SERVE

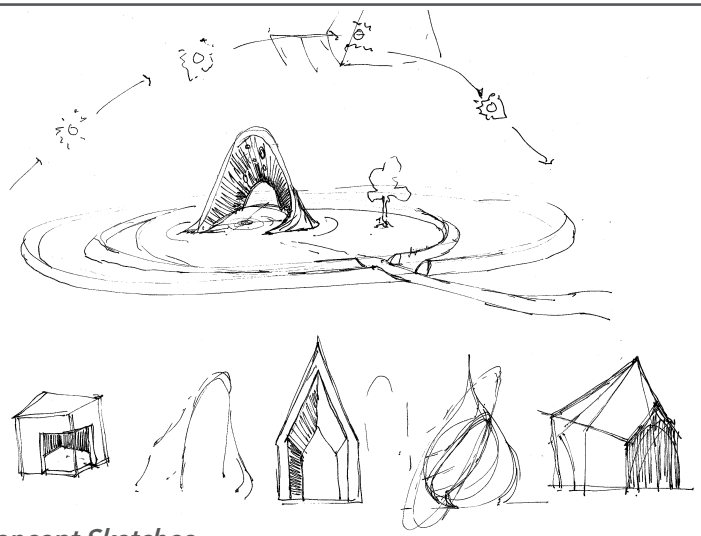
4 market areas: mobility, better places, clean water and renewing infrastructure

AN IMPRESSIVE **80%**

of our clients are repeat customers

DESIGN APPROACH

Design Charette



Charette Concept Sketches

Our approach begins with excitement and an open mind, through a process called Design Synchronicity. It simply is having our team of architects, artists, and landscape designers working seamlessly together. Our entire team unifies to identify client input and explore opportunities. We keep everyone–clients especially–involved from beginning to end. One project. One team. One voice. That is Design Synchronicity.

Throughout the design concept process, Strang and SEH have been working together in close collaboration. Our team combines Strang's expertise in ideation and architectural design with SEH's experience in landscape and memorial design. With an atmosphere of open communication that encourages stakeholder coordination, our team implements a proven interdisciplinary system when it comes to navigating the design process.

We strive for excellence in everything we do, right down to assembling your project team. The project team has been specifically selected based upon their experience and our understanding of your needs. Some of these designers live or work in Waukesha, and our team invited Waukesha staff members to join our initial design charette to offer a firsthand perspective from the Waukesha community.

Together we've united to create a space that serves as a reflection and celebration of those who've lost their lives.
The initial charette that led to the creation of our design concept is just one of the tools we use in our project process. A charette is a hands-on session that brings together groups such as the community, stakeholders, and design team to collaborate together, creating ideas and possible solutions through words, Post-Its, and sketches. This process allows for momentum and excitement to build as consensus emerges in the form of a conceptual design.

In this highly interactive process, our goal was to explore new concepts of how Waukesha functions and flourishes as a community, what values you hold, and your vision for the future. The tangible result is to build consensus and establish a clear path forward with the design concept.

Moving forward, our design process will build upon Waukesha's previous community engagement efforts and feedback by engaging with further interviews of key stakeholders. Our goal is to update our design concept to be as authentic and localized as possible to your targeted stakeholder community.

PROJECT TEAM

Example Design Charette

LARRY BARTON, AIA, LEED AP ID+C, WELL AP (STRANG)

Principal-In-Charge

Larry has more than 30 years of expert experience in a variety of building types, including science and technology, corporate headquarters, office renovations, manufacturing and higher education buildings. His background includes master planning studies, extensive renovations, additions, and new building design. A passionate proponent of LEED/sustainable building practices, Larry is equally passionate about WELL Building standards, including them in our 2018 Strang workplace which has been awarded LEED Gold Certification. His leadership has guided many of Strang's most complex projects.

EDUCATION

Associate Degree, Architecture, Madison College

REGISTRATION

Architect: Wisconsin

CERTIFICATIONS/ ACCREDITATIONS

LEED Accredited Professional
WELL Accredited Professional

Relevant Project Experience

- Madison College Ingenuity Center, Madison, WI
- Electronic Theatre Controls Headquarters, Middleton, WI
- Summit Credit Union Headquarters, Cottage Grove, WI
- Wisconsin Physicians Service (WPS) Headquarters, Monona, WI
- GE Lunar Headquarters, Madison, WI M3 Insurance Corporate Headquarters, Madison, WI
- WiscNet World Headquarters, Madison, WI
- U.S. Cellular Headquarters, Madison, WI
- Culvers Headquarters, Sauk Prairie, WI
- Applied Tech Headquarters, Madison, WI
- General Heating & Air Conditioning Headquarters, Madison, WI

CAITLIN BLUE, PLA (SEH)

Senior Landscape Architect

Caitlin is a landscape architect and ecologist who strives to harmonize ecology, infrastructure and community in her design solutions She has programmed and designed memorial landscapes, parks, streetscapes, waterfronts, zoological exhibits, trail networks, multi-family residential landscapes and ecological restorations. The common theme that unites these projects is her focus on bringing the story of the natural and cultural history of a project site to life through her use of native plants, locally sourced materials, and sensitive site programming. Caitlin has drafted construction drawing bid packages using AutoCAD and created conceptual graphics using 3D modeling, digital illustration and hand rendering techniques. Caitlin will support the design of the Main Street Memorial and the Grede Park Memorial, focusing specifically on ecologically responsible design.

EDUCATION

Master of Landscape Architecture
University of Minnesota-Twin Cities

Bachelor of Science
Zoology and Biological Aspects of Conservation
University of Wisconsin-Madison

REGISTRATION

Landscape Architect: WI

Relevant Project Experience

- Veteran's Park Phase 1, Milwaukee, WI
- Rockwell Park, Oconomowoc, WI
- Veterans Tiny Homes Village, Milwaukee, WI
- Parks Master Planning, Combined Locks, WI
- Great River Landing Plan, Onalaska, WI
- Woodland Prairie Park Master Plan, Fox Crossing, WI
- Arrowhead Park Activity Building, Neenah, WI
- Downtown Master Plan, Elm Grove, WI
- Downtown Riverwalk West, West Bend, WI
- Random Lake Park Planning, Random Lake, WI
- Campbell Field Master Plan, Muskegon, MI
- Meet Me at the Confluence Learning Center, South Beloit, IL
- North Pond Nature Sanctuary Sunshine Playscape, Chicago, IL
- Beloit City Center Master Planning, Beloit, WI

MITCHELL BRANSCOMBE, AIA (STRANG)

Architect

Mitchell achieves consensus and attains project-critical goals through an earned value analysis system. His passion for community focused design makes him an active proponent for his projects, injecting energy and excitement into the design and building process. The best qualities in Mitchell as a citizen architect are the ones that make him happy to play while he works, serving as joyful and effective support to his community, clients, and friends. An avid researcher, Mitchell closely monitors activities, deliverables, and decisions, assuring your project moves forward smoothly and nothing is overlooked. He incorporates progressive design strategies into Strang's client-focused process to provide solutions that appropriately and distinctively address the specific requirements that make each project unique.

EDUCATION

Bachelor's Degree, Architecture
University of Wisconsin – Milwaukee

REGISTRATION

Architect: Wisconsin

Relevant Project Experience

- UW Oshkosh Buckstaff Planetarium, Oshkosh, WI
- Eurofins, Madison, WI
- Summit Credit Union Branches, various locations
- The ARTery, Milwaukee, WI
- ICAN2 Labs, Milwaukee, WI
- Washington Park Collaborative Studio, Milwaukee, WI
- Badger Prairie Needs Network Schematic Design, Verona, WI
- Ridgeway Community Center , Ridgeway, WI

MOLLY WAGNER, PLA (SEH)

Senior Landscape Architect

Molly is a landscape architect and project designer with experience in park and memorial planning and design projects. She provides effective communication strategies with clients and contractors from concept to construction, leveraging the use of graphics such as rendered plans, sections, elevations, plants and material boards, as well as construction documents to convey design intent. She is passionate about designing parks and recreational facilities that represent the voice and identity of their communities, and she works diligently to incorporate the needs of the end users. Molly will provide site design experience on the Grede Park and Main Street Memorials.

EDUCATION

Master of Landscape Architecture
University of Minnesota-Twin Cities

Bachelor of Arts
Biology
Gustavus Adolphus College - St. Peter, MN

REGISTRATION

Landscape Architect: WI, CO, IN

Relevant Project Experience

- Milwaukee Shoreline and Veteran's Park Master Plan and Phase I Implementation, Milwaukee, WI
- Rockwell Park, Oconomowoc, WI
- Parks Master Planning, Combined Locks, WI
- Bain School Site Fire Station, Kenosha, WI
- Waterfront Vision Plan, Hudson, WI
- Freedom Park Master Plan, New Richmond, WI
- CORP and Downtown Parks Master Plan, Baldwin, WI
- St. Johns Park and Bark River Restoration Project, Delafield, WI
- Arrowhead Park Phase 1B, City of Neenah, WI
- Birthing Center Courtyard (Southwest Washington Medical Center), Vancouver, WA
- Healing Garden (Unity Point Meriter Child and Adolescent Psychiatry (CAP) Clinic), Madison, WI

TOM OSTERGAARD, AIA (STRANG)

Architect

Thomas is a recently licensed architect with professional experience primarily in healthcare and federal projects. He has a bachelor's degree in Architectural Studies and a master's degree in Architecture. Thomas is skilled in BIM production and design, as well as technical coordination and planning. He addresses design problems with a thoughtful, humanist approach that incorporates the broad spectrum of project and client needs.

EDUCATION

Master of Architecture, University of Wisconsin – Milwaukee

Bachelor's degree, Architectural Studies, University of Wisconsin – Milwaukee

REGISTRATION

Architect: WI

Relevant Project Experience

- LabCorp, Madison, WI
- Tomah Veterans Affairs Medical Hospital, Tomah, WI
- Martinsburg Veterans Affairs Medical Hospital, Martinsburg, VA
- Phoenix Veterans Affairs Medical Hospital,, Phoenix, AZ

EDUCATION
Bachelor of Science
Civil Engineering
University of Wisconsin-Platteville

REGISTRATION
Engineer: WI, TX

MIKE COURT PE (SEH)

Civil Engineer

Mike is a principal and project manager, specializing in civil engineering and currently as the office manager for SEH's Delafield, Wisconsin, office. Mike's experience and regular responsibilities include municipal engineering, stormwater management and construction management. In addition, as office manager, Mike oversees the production of all municipal projects for the SEH Delafield office.

Relevant Project Experience

» Rockwell Park, Oconomowoc, WI
» Downtown Riverwalk West, West Bend, WI
» Delafield Civic Plaza, Delafield, WI
» Waterfront Park Planning, Random Lake, WI
» Cushing Park Road and Path Improvements, Delafield, WI
» Wales Park, Wales, WI
» Sunset Park, Genesee, WI

EDUCATION
Master of Science
Engineering Mechanics
University of Missouri-Rolla

Bachelor of Science
Civil Engineering
University of Missouri-Columbia

REGISTRATION
Engineer: WI, IA, MN

BEN WOLF (SEH)

Structural Engineer

Ben is a project engineer with significant experience and specialization in the structural engineering of buildings, industrial equipment and bridges. He has been and is actively involved in structural design and inspection, as well as field investigations and assessments of existing structures. Ben brings a history of creative problem solving for both new buildings and rehabilitation and addition projects. He understands that there are numerous ways to accomplish project goals and works closely with architects and owners to develop structural design solutions that help achieve the aesthetic and functional goals of each project. He has served as structural project engineer and design engineer on numerous public building projects throughout the states of Minnesota, Iowa and Wisconsin.

Relevant Project Experience

» Rockwell Park, Oconomowoc, WI
» Wenzel Family Plaza Design, Marshfield, WI
» Arrowhead Park Preliminary Design, Neenah, WI
» Waterfront Park Planning, Random Lake, WI
» Gamehaven Park Improvements, Rochester, MN

DESIGN CONCEPT & NARRATIVE

Legend

A. Memorial gathering space

B. Ripple pavilion

C. Terraced lawn seating

D. Chalk remembrance wall with 6 individual memorial plaques for the 6 deceased victims

E. 6 seating areas for the 6 deceased victims

F. Musclewood trees in honor of victims symbolize "Waukesha Strong"

G. Rings of native WI ornamental trees planted or donated by victims & families

H. Ripple mounds planted with blue flowers

I. Memorial niche for leaving tokens for others impacted by the tragedy. Marked by blue tone pavement and facade.

J. Entrance plaza with gateway feature tied to Main Street Memorial

K. Planted linear garden enhances connection to Main Street, provides opportunity for community planting

L. New multiuse path provides direct connection to pedestrian bridge

M. Expanded Parking

Lawn

Native Planting

Decorative Pavement

Pedestrian Walkway

Existing Tree

STRANG SEH

CONCEPTUAL DESIGN | Waukesha Parade Memorial

Design Vision

We are honored to be considered for the design and programmatic development of the Waukesha Christmas Parade Memorial. Our vision is to design a permanent memorial, steeped in Waukesha County pride, which respectfully honors the lives lost, those physically or emotionally injured, and the entire Waukesha community at large. Here is a space in Grede Park, with aligned tributes along the parade route, which will embrace and honor the courage and life of so many of our Waukesha neighbors.

A Living Legacy

This memorial, in its entirety, will be recognized as an inspirational tribute, befitting of the Waukesha Christmas Parade tragedy. We must then imagine and create a place–not simply a design–which is respectful of the memorial that will (initially) awaken sorrow, then surpass grief into uplifting sentiments, and connect honor and healing with hope.

To do this our team engaged the key principles of **community placemaking** where people feel a strong stake within specific locales of their communities. This is a "by design" protocol which encompasses safety, connectivity, and positive socialization.

This will be a reflective, somber place, but it does not have to be a sad place. As time passes, we will always remember, and it will be here that we honor the strength that ripples throughout our community.

"Waukesha Strong" is only the beginning of our courage, resolve, and tenacity.

Community Placemaking

"**Placemaking**", according to the Project for Public Spaces, "inspires people to collectively reimagine and reinvent public spaces as the heart of every community, strengthening the connection between people and the places they share."

Our team's design proposal is rooted in placemaking; aspiring to reflect the collective community experience surrounding the Waukesha Christmas parade tragedy. Our design provides areas for community gathering and quiet reflection, as well as spaces for joy and interaction. Themes that reintroduce themselves throughout the design include the use of blue light, ripple imagery, and the use of native plants and materials. More than that, these components of design create spaces that build the Waukesha community through shared experience–past, present, and future.

Entrance to Grede Park, Summer Afternoon

Your placemaking strategy will be:

» **Community-driven**, building upon established themes. For example, the site and feature lighting incorporate the use of blue light, a reference to the original blue porch lights. Furthermore, incorporation of musclewood trees reflect the idea of the "Waukesha Strong" through their sinewy bark and addresses a common theme from the public ideas and comments.

» **Visionary.** The memorial is seen as a place to reflect the events of the past and to envision further community building. Your space will be easily accessible, inclusive, and accommodating to all. This means placing function before form, yet another component of optimal placemaking.

» **Focused** on creating a true destination which utilize site lines from Main Street and a community node along W. St. Paul Avenue.

» **Context-specific** where materials like stone will be locally sourced and plant selections will be species native to the Waukesha area. We also recommend preserving the majority of existing mature site trees and taking full advantage of your proximity to Fox River.

» **Dynamic,** ever adapting to seasonal evolutions throughout the year. For example, through lighting designs and plantings, the memorial's "personality" will morph over time with winter's serene and reflective mood, spring's sense of awakening and rebirth, summer's sense of celebration, and autumn's quiet reflection.

» **Transformative,** anticipating a gathering space which facilitates a multi-functional area for celebration and remembrance.

» **Sociable.** A variety of spaces are created along Main Street and within Grede Park that provide opportunities for a variety of social interactions–whether a meeting at one of the Main Street memorials, a community event at the ripple pavilion and terraced lawn, a small gathering at one of the six smaller monuments, or a quiet stroll through the park.

Memorial Walk, Spring Afternoon

Our Turning Point

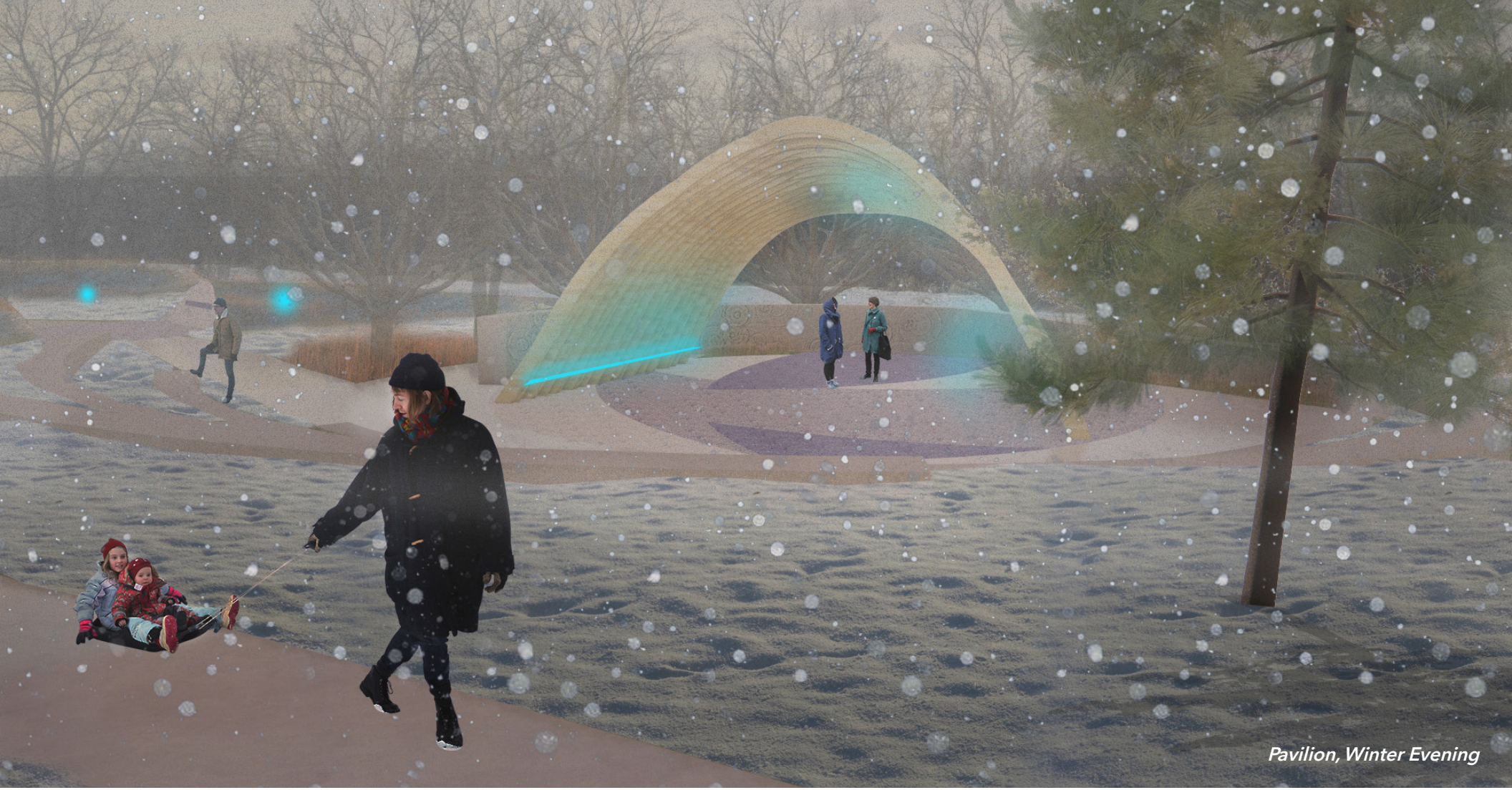
As we reflected upon the Waukesha Christmas Parade tragedy, the more solemn the conversations became. Here was our turning point. Our design journey sought to transcend sorrow and begin to guide us toward hope, strength, and the prospect of brighter times. It was that insight which opened our hearts and minds and enabled us to envision the memorial.

Design Rationalization

Moving forward, further discussions ensued, and a common theme began to emerge. As this event rippled through the entire Waukesha community, our message or design inspiration is just that–a **ripple**.

This direction originated from Waukesha residents who described the news of the tragedy as "rippling throughout the community." We brought ripples into our internal meetings as a direct result of Waukesha citizen dialogue. After considerable deliberation and checking with our **Three Tenants of Design** as outlined in our cover letter, we found that ripples could offer a connective tissue for the memorial across the city. They would add texture, context, and thematic association across all memorial locations. From the moment of tragedy to today, this theme encapsulated our perception.

In nature, as ripples move out from the center of energy in peaks and troughs, things slowly return to calm. We believe a ripple-inspired memorial design can bring our beloved community together to mourn loss, celebrate life, and only then begin to heal together.



Pavilion, Winter Evening

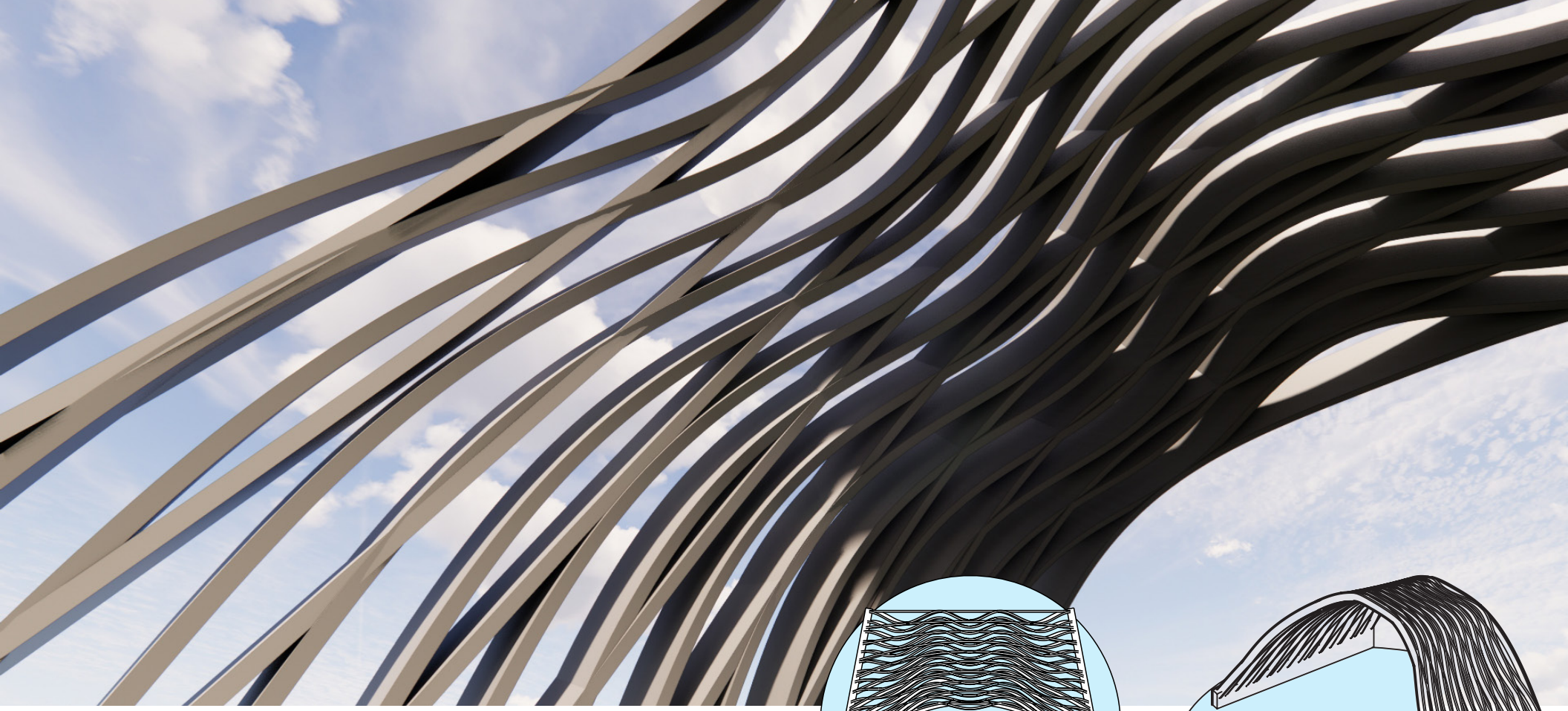
Honor and Healing

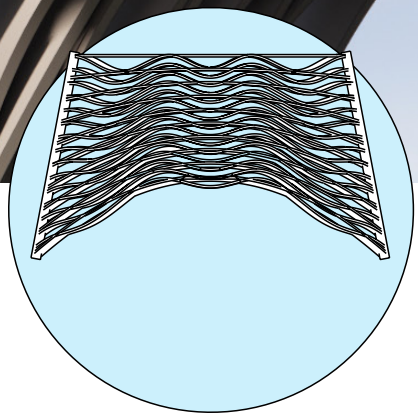
A central plaza will be home to the main memorial structure which will be the centerpiece within Grede Park. Designed to embody the waves of a ripple, this structure will be a place to pause and reflect as well as listen to speakers or participate in community events. Made out of natural wood, the structure will be woven together in overlapping waves at specific structural points.

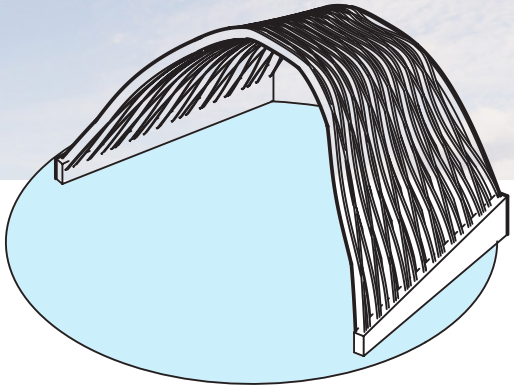
We also include spaces designed to leave tokens of healing along the memorial walk leading to the plaza as well as a chalk wall to write words of remembrance.

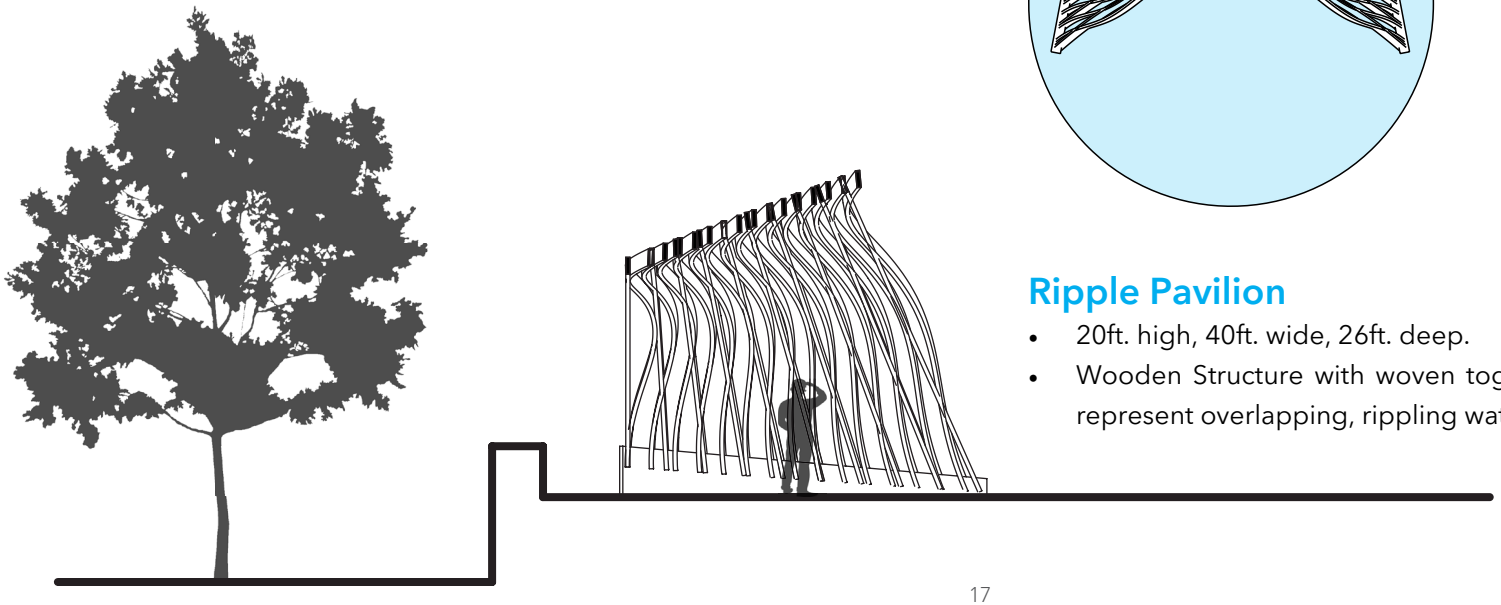
Six plaques in honor of the six victims who lost their lives are incorporated into this wall that lines an ascending path to the plaza. Seating areas opposite the memorial wall provide a place for reflection, and are backed by musclewood trees whose sinewy and beautiful bark evokes the strength of the Waukesha community.

This site will serve as a preeminent location for commemorative gatherings of all types. Across our community, numerous populations share milestone dates, pioneering spirits, and significant achievements. Let this memorial be a community focal point, rippling across the entire region.



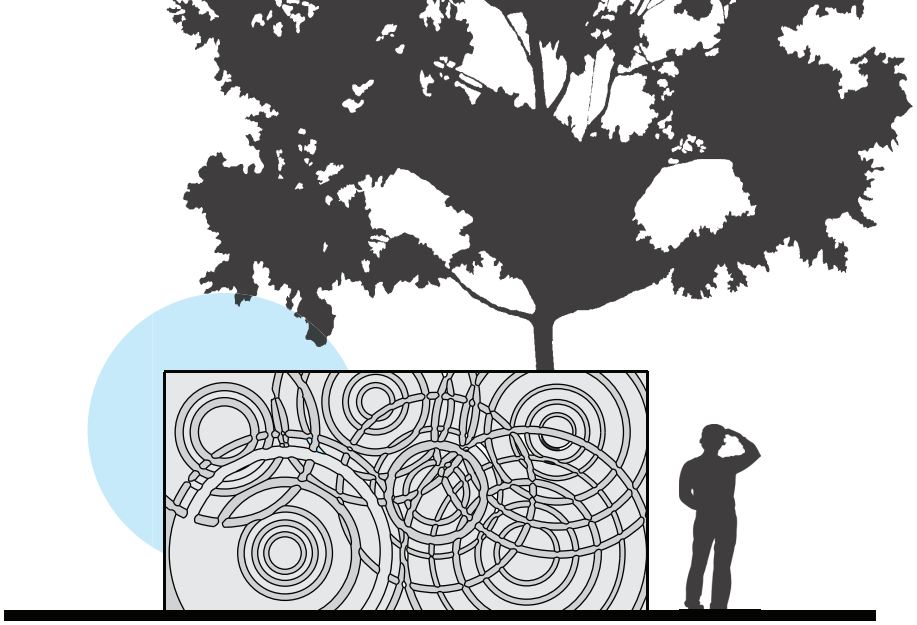






Ripple Pavilion

- 20ft. high, 40ft. wide, 26ft. deep.
- Wooden Structure with woven together at specific structural points to represent overlapping, rippling water.

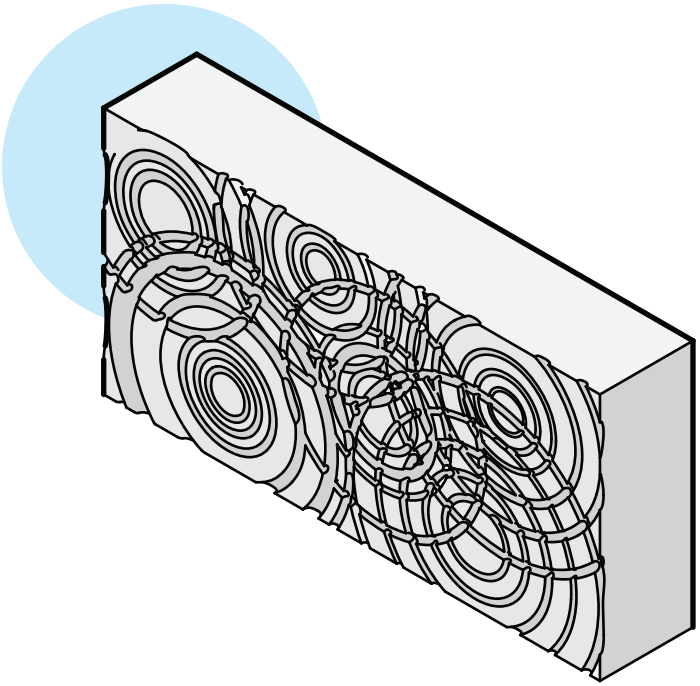


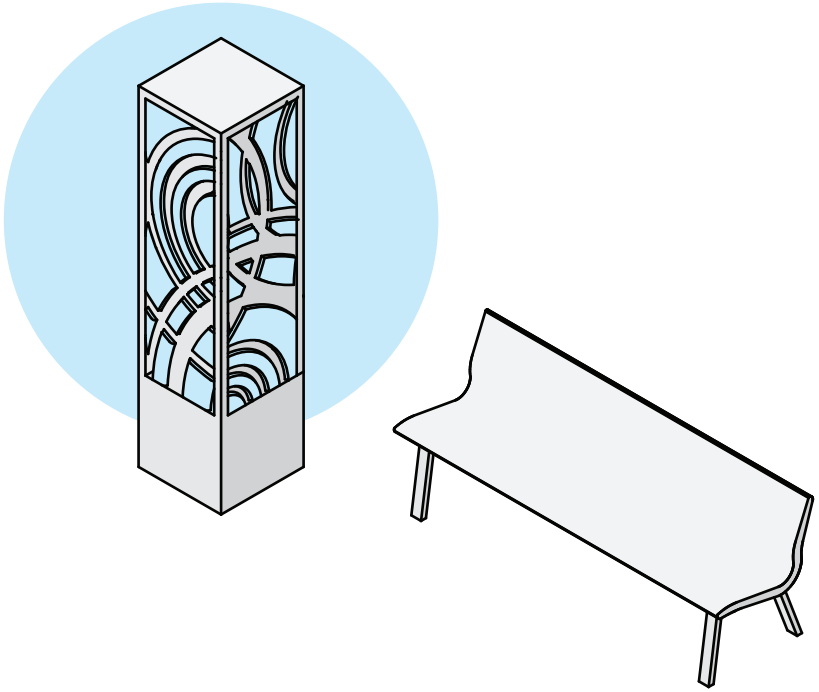
A signature element of the Main Street memorial is a rippling monolith. Located at the 5 Points Intersection, this element will be designed to accept notes, memorial tokens, or padlocks of love. The monolith will depict "rippling water" symbolized by circular carvings in stone with six center points representing the six individuals who lost their lives and the effects that they had on their community. The monolith design will incorporate a plaque commemorating all the victims of the parade tragedy as well as the names of the six people who lost their lives, and stories of the people that were affected by the tragedy.

At several points leading down Main Street there will be benches with a similar rippling aesthetic. The benches will be crafted of reinforced lightweight concrete and cut steel with a removable panel for easy cleaning. Each will include an internal blue LED light representative of the idea of **"Waukesha Strong"** as they lead the way to the Grede Park memorial.

Main St Monolith, Night

Lantern & Bench, Night



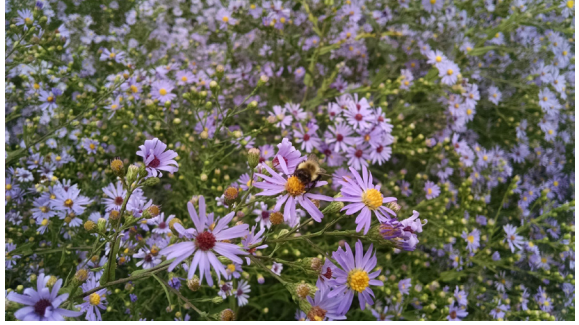
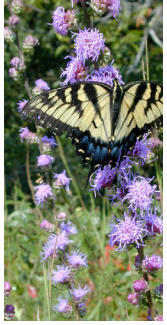


Ripple Monolith

- Centerpoints representing the deceased
- Rings representing those injured and affected
- 8ft. high, 12ft. long, 2ft. deep
- Carved native Wisconsin stone
- Carved with CNC machine, Quorra Stone or similar
- Information about the event, deceased on a plaque in front of the Monolith

Respite Benches & Memorial Lanterns

- Lantern: 8ft. high, 2ft. wide, 2ft. deep
- Crafted of cut steel with removable panel for cleaning
- Internal blue LED light. Integrated powered wheelchair charging station
- Bench: 8ft. long
- Crafted of reinforced lightweight concrete and embedded with a name of the deceased

A Sanctuary Amid a City

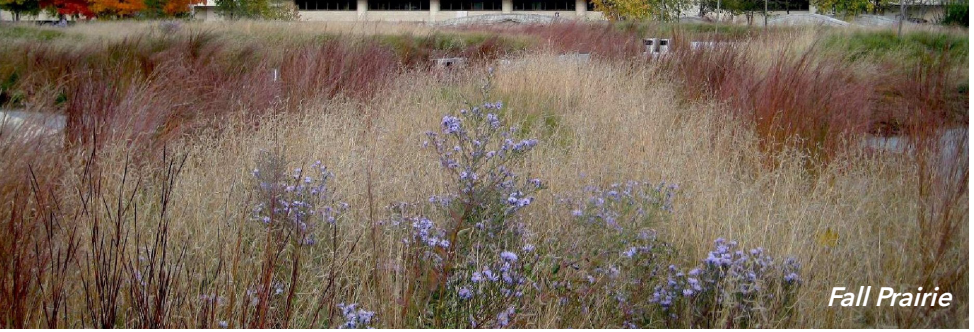
When it comes to memorials, the grounds upon which they are situated are of equal importance to the structure itself. Here, we recognize the vitality of the Waukesha community and of the lives lost through natural interjections of landform, vibrant plants, and deliberate color palettes.

Strong diagonal emphasis at the north end of the park is a native flower bed that represents an extension of Main Street. For people arriving at the site from Main Street it is meant to draw their eyes and serve as a consistent gateway to the larger memorial at Grede Park.

To punctuate the ripple design theme, rippled ground berms are interspersed throughout the site and range approximately 5 ft high, sloping down towards the ground and bisecting the meandering walkways. The ripples will be planted with native blue to lavender perennials representing **"Waukesha Strong"** (this includes bluebells, blue lobelia, monarda, little bluestem, and baptisia). Embankment walls at each of the berms and path intersections contain niches for people to leave mementos, and plaques to acknowledge the effects the tragedy had on those affected—physically and mentally—those in attendance and those who chose to step up and provide financial and emotional support from near and far.

In between the berms are rings of native flowering trees planted by loved ones, community members, or local organizations. The front face of each berm is faced with a blue aggregate veneer that contains niches for people to leave commemorative tokens for those affected by the tragedy. The understory is bunching native grasses and sedges representing pom poms. Over time, the blue flowers on the berms may self-seed and organically start to take root in the areas between the berms. This is meant to be a metaphor for grief being ever present but becoming more diffuse through time—like a wave or ripple dissipates and returns to calm.

Paths will be graded in to minimize damage to existing trees. A direct multi-use path is rerouted along Riverwalk Drive to provide a utilitarian connection for walkers who just want to get to the pedestrian bridge. This will avoid conflict with fast moving users like bikers and those who want to linger at the memorial.


Fall Prairie

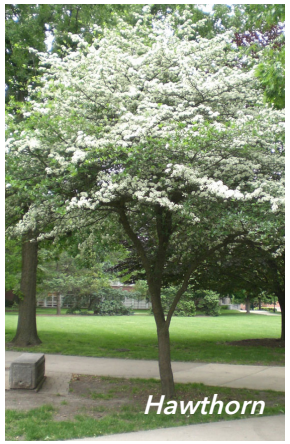
Fall Musclewood

Musclewood

Redbud

Fall Dropseed

Serviceberry


Hawthorn

Prairie Crab

American Hornbeam

In Season

We believe the character and settings of the park can, and indeed should change throughout the year. In **autumn**, many plantings are dormant but still share a calm beauty. At this time of year, we approach the anniversary date of the tragedy. This will afford our community opportunities to memorialize the date with displays of blue lights and late seasonal plantings. The **winter** season is quiet, at peace, and reflective in nature. The park's environs will reflect that atmosphere. **Spring** represents anticipation and renewed spirits as plants and fauna reemerge to a new season. **Summer** is time to immerse ourselves within all the park and memorial have to offer and celebrate life.

Numeric Symbolism

Numeric symbolism conveys significant thematic messages in memorials. Within the Waukesha Christmas Parade Memorial, we propose six trees and six berm ripples for the six individuals who lost their lives. The central plaza circle is 62 ft in diameter, the same number of people reported injured during the event. The memorial plaza paving pattern is made up of six radii, each reflecting the age of the victim.

The six trees would be majestic musclewood trees, representing the idea of **"Waukesha Strong".** In addition, ornamental trees for planted tree rings could include, redbud, prairie crab apple, thornless hawthorn, serviceberry, and pagoda dogwoods.

A Final Thought

To us, this memorial should construct **"Waukesha Strong"** into a physical tribute honoring the caliber, character, and caring of the Waukesha community. To our team, this means lending our neighbors a hand in time of crisis. It also means recognizing that together it is OK not to be OK. And finally, it means sharing our care, empathy, and love for the city and people of Waukesha. Our pain remains, yet feelings are healing. This memorial will serve to strengthen hope within our community.

Drop a pebble in the water: just a splash, and it is gone;
But there's half-a-hundred ripples circling on and on and on,
Spreading, spreading from the center, flowing on out to the sea.
And there is no way of telling where the end is going to be.

Drop a pebble in the water: in a minute you forget,
But there's little waves a-flowing, and there's ripples circling yet
And those little waves a-flowing to a great big wave have grown
You've disturbed a mighty river just by dropping in a stone.

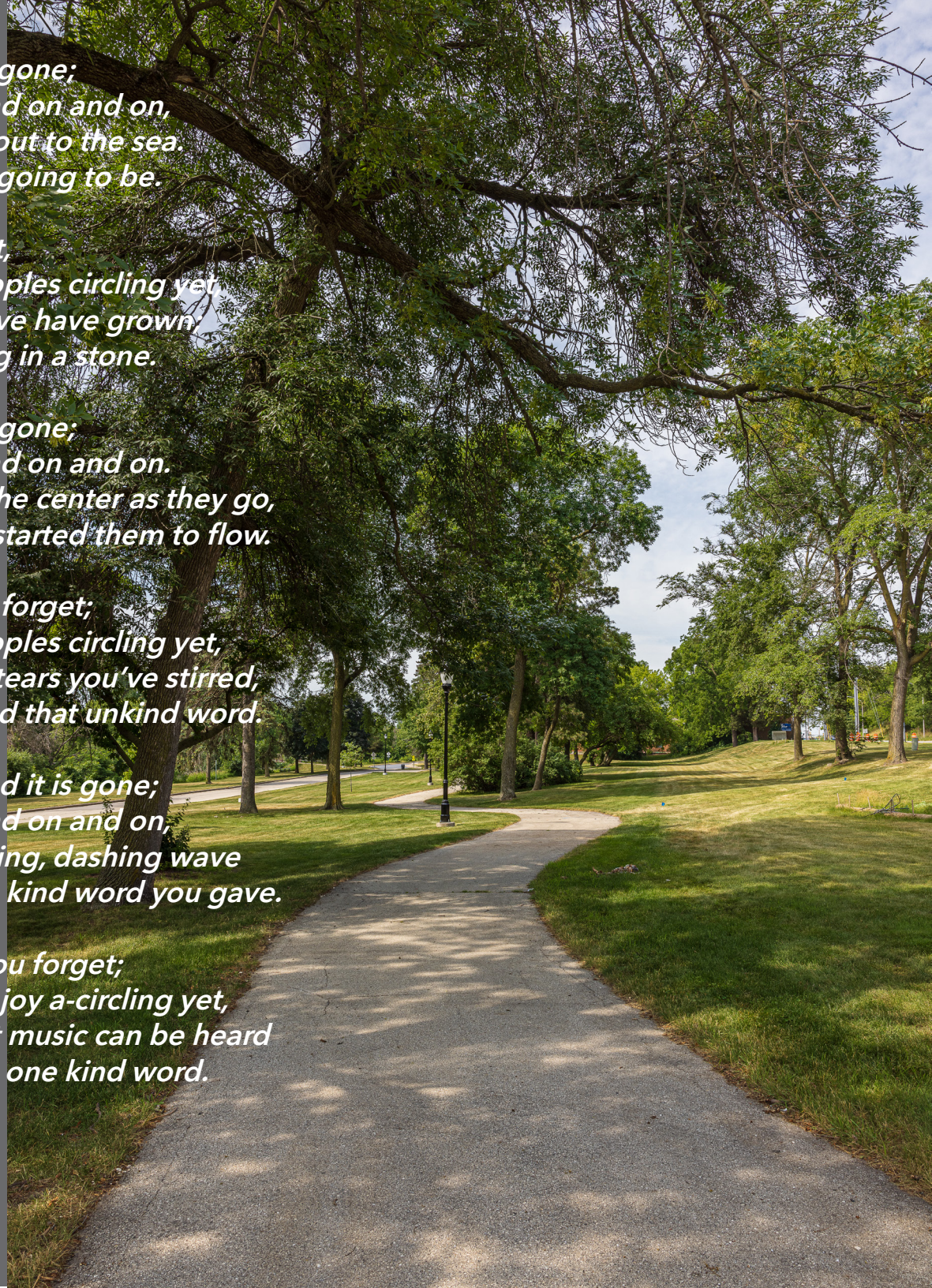
Drop an unkind word, or careless: in a minute it is gone;
But there's half-a-hundred ripples circling on and on and on.
They keep spreading, spreading, spreading from the center as they go,
And there is no way to stop them, once you've started them to flow.

Drop an unkind word, or careless: in a minute you forget;
But there's little waves a-flowing, and there's ripples circling yet,
And perhaps in some sad heart a mighty wave of tears you've stirred,
And disturbed a life was happy ere you dropped that unkind word.

Drop a word of cheer and kindness: just a flash and it is gone;
But there's half-a-hundred ripples circling on and on and on,
Bearing hope and joy and comfort on each splashing, dashing wave
Till you wouldn't believe the volume of the one kind word you gave.

Drop a word of cheer and kindness: in a minute you forget;
But there's gladness still a-swelling, and there's joy a-circling yet,
And you've rolled a wave of comfort whose sweet music can be heard
Over miles and miles of water just by dropping one kind word.

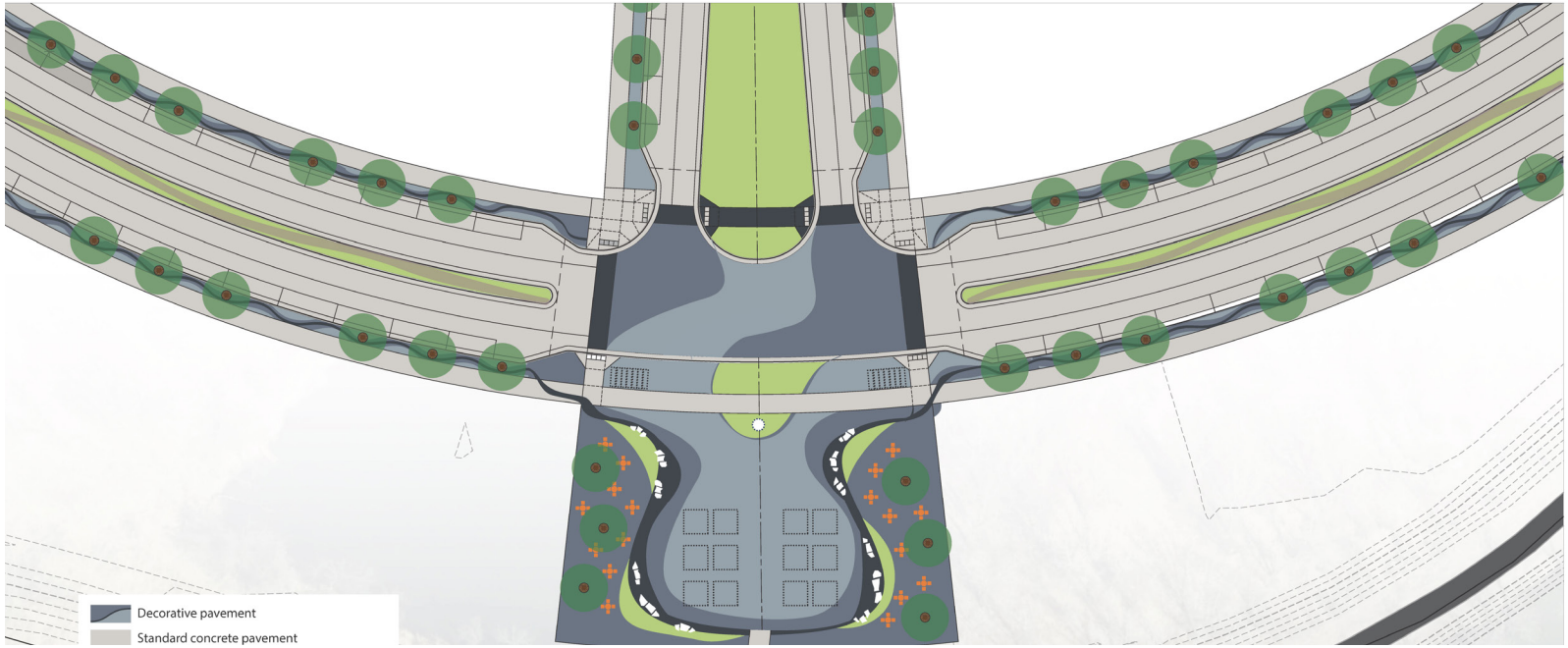
"Drop a Pebble in the Water" by James W. Foley



PROJECT EXAMPLES

RIVER POINT DISTRICT PROJECT

La Crosse, WI



CLIENT
City of La Crosse

YEAR COMPLETED
Ongoing

REFERENCE
Andrea Trane
608.789.7571
schnicka@
cityoflacrosse.org

KEY PERSONNEL
- Caitlin Blue
- Molly Wagner

SEH worked with the City of La Crosse Redevelopment Authority on the River Point District project to revitalize a former 48-acre brownfield site at the internationally significant confluence of the Mississippi, Black and La Crosse Rivers. The design was developed using the innovative National Charrette Institute (NCI) process culminating in an intense, seven-day interactive public workshop.

The resulting plan reflects the history and character of the riverfront city, as well as the community's vision for its future. The final plan provides strategies to reclaim and transform the riverfront property into a livable, walkable neighborhood with a mix of residential and commercial buildings, and increased recreational, economic and tourism-related attractions.

The new infill development is a key gateway into the downtown entering from Copeland Avenue. The riverfront and public multi-recreational trails will also connect the neighborhood to the downtown for work, shopping or recreational needs.

SEH recently completed bid drawings for the first roadway through the site, River Bend Road. Customized streetscape elements include a winding river of pavers that spills over into colored concrete intersections meant to emphasize the site's connection to the river and improve pedestrian safety. Large planters in intersection bumpouts, ornamental stone and bench seating pockets, and a native Wisconsin plant palette reinforce a unique sense of place.

VETERANS MEMORIAL GREENWAY

Dakota County, MN

CLIENT
Dakota County

YEAR COMPLETED
2022

REFERENCE
Mary Jackson
952.891.7039
mary.jackson@co.dakota.mn.us

KEY PERSONNEL
- Caitlin Blue
- Molly Wagner

SEH is working closely with Dakota County to provide final design services for the Veterans Memorial Greenway, a regional trail and open space corridor that links Lebanon Hills Regional Park in Eagan with the Mississippi River in Inver Grove Heights. The trail features a series of memorials that honor our nation's veterans.

This project is unique for the County in that an interpretive planning process was developed and woven into the engineering design simultaneously. A Veterans Advisory Group of Dakota County veterans has assisted the design team in the development of key veterans memorial concepts.

The 5-mile corridor is being designed through semi-developed and natural resource areas. Notable technical design components needed to overcome site challenges include pedestrian bridges, tunnels and boardwalks. Technical design has required close collaboration among multiple SEH disciplines, including structural, civil, environmental, geotechnical, railroad, traffic, natural resources and significant landscape architecture involvement.

A robust public involvement process was conducted with virtual open houses and online engagement tools in order to gain public consensus that provides recreation for residents of Eagan and Inver Grove Heights, as well as serves as a destination trail for the larger surrounding area.

ROCKWELL PARK

Oconomowoc, WI

The City of Oconomowoc hired SEH to design a public park in a prominent location within the City of Oconomowoc – on the isthmus between Lac La Belle and Fowler Lake on the homestead of the City's founding father. SEH gathered user preferences and design feedback through robust public and stakeholder engagement to guide the development of three preliminary designs and a final conceptual design.

The preferred conceptual design engages the waterfront through an accessible kayak and canoe portage around Peacock Dam, accessible walking trails, lawn areas and overlooks for sweeping views to the lakes and sunrise and sunset. Other improvements include a restroom, entry plaza, vehicle dropoff and accessible parking, and donor wall incorporating historic mill stones. The native meadow, raingardens, bird habitat and shoreline restoration reinforce the City's commitment to sustainable practices and preserving the water quality of adjacent lakes.

The design also features a stained glass memorial set in a sunburst themed custom pergola and contemplative shade garden designed to honor a local doctor who tragically lost his life snorkeling below the dam prior to the start of the project. The memorials were chosen in close cooperation with the victim's family and are meant to seamlessly integrate into the overall park design.

CLIENT
City of Oconomowoc

YEAR COMPLETED
2021

REFERENCE
Craig Hoeppner,
Director of Parks,
Recreation and Forestry
262.569.2177
choeppner@oconomo-woc-wi.gov

KEY PERSONNEL
- Caitlin Blue
- Molly Wagner

MAIN STREET DESIGN

Waupaca, WI

CLIENT
City of Waupaca

YEAR COMPLETED
2020

REFERENCE
Justin Berrens
715.258.4411
jberrens@
cityofwaupaca.org

KEY PERSONNEL
- Caitlin Blue
- Molly Wagner

To implement a component of the economic redevelopment plan for historic downtown Waupaca, SEH teamed with another firm to plan and design improvements for the reconstruction of four blocks of Main Street. SEH completed roadway design services and was instrumental in receiving formal approval from WisDOT to maintain on-street angled parking as part of the project – a very rare Exception to Standards. Without agreement, parking capacity would have been dramatically reduced, making it nearly impossible to attract new businesses to this regional tourist and shopping destination. SEH's work led to selection as the prime consultant to complete final design of Main Street and additional spin-off projects.

Following the planning process, design quickly ensued to help the City meet federal and state requirements within the STP-Urban funding timeframe. Design from building front to building front included the reconstruction of sidewalk, curb and gutter, the street and all utilities. The project design included custom granite road name markers, decorative pavement and native Wisconsin street trees with underground soil cells for enhanced tree health. All of these elements in concert worked to strengthen Waupaca's downtown brand and streetscape.

HO CHUNK MASTER PLAN

Madison, WI

The goal of this project was to create a convention center campus that would serve as a cultural and entertainment destination. The design of this project reflects the historic importance of the Ho-Chunk culture and celebrates the Ho-Chunk tradition of gracious hospitality. The proposed Heritage Center is designed to fulfill the goal of sharing, preserving, and celebrating the stories of the Ho-Chunk nation, who have made the Madison area, the "Four Lakes" region, their home for thousands of years. The objective is to create a vibrant and unique place in which social and physical connectivity is strengthened, sustainability is prioritized, and Ho-Chunk culture and heritage are celebrated.

Reflecting the Ho-Chunk name "DeJope" which means "Four Lakes", a chain of bio-retention basins, dry streams, landscape and hardscape forms and water features come together to represent the metaphor of Madison's chain of lakes that has graced the Ho-Chunk Nation's ancestral homeland for millennia.

The site and landscape design involve deliberate sculpting of the land to define and create space. This includes defining the Great Circle, berming to screen the parking structures, creating view corridors, and referencing Ho-Chunk heritage through the tradition of mound-building. Circles are important in Ho-Chunk culture as the form of their gathering spaces, and this is reflected in the Great Circle and the Great Room of the Heritage Center. The Great Circle is a large circular lawn-covered green space that will be the venue for celebrations and performances. On axis with the Great Circle is a large overhead garage door that opens the Conference Center to the outside, creating a stage for performances and celebrations. The existing wetland on the site would be restored and a surrounding prairie and oak savanna would feature interpretive walking paths. The buildings—except the heritage center, which would be set off from other facilities—are designed to seem like one large structure with strong complementary architecture.

CLIENT
Ho-Chunk Gaming Madison

YEAR COMPLETED
2019

REFERENCE
Dan Brown,
Executive Manager
608.223.9576
Dan.Brown@ho-chunk.com

KEY PERSONNEL
- Larry Barton

MILWAUKEE SHORELINE & VETERAN'S PARK, MASTER PLAN & PHASE I IMPLEMENTATION

Milwaukee, WI

Led by The Sigma Group, the project team developed a comprehensive Vision Plan for Veterans Park and the War Memorial Center located along 2.5 miles of the Milwaukee Lakefront. The process explored ways to leverage the landscape, pathways and vehicular driveways to highlight an existing Vietnam War Memorial. The project also included the identification of opportunities to incorporate green infrastructure, with a focus on implementing best management practices for stormwater management, integrating Veterans Memorial Park and developing the highest and best use of public waterfront parkland.

The benefits of this project included improved public access, trail and recreational connectivity, safer vehicular and pedestrian interface, increased amenities, continued accommodation of large seasonal events, and better access and parking serving both the War Memorial and Milwaukee Art Museum from the north. A new permeable walkway draws visitors directly from the parking areas to the Memorial with a clear and compelling sight line. The path is bordered by native plantings and an evocative "walkable prairie" designed with topography to evoke Milwaukee's historic dunes and low native grasses that provide ornamental value while also withstanding occasional foot traffic.

The process was led by a committee representing all of the project partners. The analysis and outreach involved engaging key stakeholders and the general public. SEH's role in the master plan involved facilitating workshops, assisting in stakeholder meetings, providing waterfront and park planning expertise, generating alternatives and developing a final consensus plan.

An initial demonstration project was identified and chosen in order to focus on the removal of a temporary parking lot at the adjacent shoreline, which would start the transformation of the specified lakefront area from asphalt to green infrastructure. First phase concepts included biofiltration, introducing naturalized planting palettes, reduced impervious paving, better integration of the Vietnam War Memorial, increased trail connectivity to the surrounding areas and innovative stormwater treatment that incorporated public art.

CLIENT
Milwaukee County War Memorial Inc.

YEAR COMPLETED
2017 (master plan)
Phase I ongoing

REFERENCE
Vickie Chappell,
Director of Development
414.273.5533

KEY PERSONNEL
- Caitlin Blue
- Molly Wagner

SEH completed the design of site pathways, native ornamental plantings, driveways and permeable pavements so that site circulation and green infrastructure were leveraged to highlight the Vietnam War Memorial.

TIMELINE

Strang/SEH will work with you to develop a workplan (see example below) to take the Waukesha Memorial project through final design and prepare the project for pricing, construction, close-out and unveiling to the public. This full project schedule includes the necessary meetings, primary agenda items, and deliverables for each phase of development.

FINAL DESIGN - WORK PLAN

STRANG

WAUKESHA CHRISTMAS PARADE MEMORIAL

Updated: July 1, 2022

			Listen				Discover				Design							
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
LISTEN																		
Task	1	**Listen**																
	1.1	Organizational meeting	*															
	1.2	Detailed study of existing site and parade route																
	1.3	Review previous community engagement efforts/feedback																
	1.4	Interviews with key stakeholders		*														
	1.5	Steering Committee workshop #1				*												
DISCOVER																		
Task	2	**Discover**																
	2.1	Consideration of design variations and details						*										
	2.2	Site verification for design adaptation																
	2.3	Final selection of architectural materials structural systems																
	2.4	Final selection of hardscape and softscape site materials																
	2.5	Steering Committee workshop #2								*								
DESIGN																		
Task	3	**Design**																
	3.1	Advance design concept based upon discovery decisions																
	3.2	Steering Committee workshop #3										*						
	3.3	Design refinement based upon workshop feedback																
	3.4	Interim presentations to stakeholders												*				
	3.5	Finalize construction documents and specifications																
	3.6	Cost estimates and implementation strategy																
	3.7	Steering Committee workshop #4														*		
	3.8	Promotional renderings and graphic support																
	3.9	Assemble documents for competitive bidding/construction																
	3.10	Stakeholder final presentation																*

*** Collaboration touch points with leadership team and/or key stakeholders.**

FEES

Our fees are based upon the Strang/SEH team delivering the highest level of service from our creative design professionals. We know that in order to be successful, your memorial must maintain momentum and continuity of leadership. Your project is of utmost importance to us and will command priority attention from the beginning through successful completion

TASK DESCRIPTION (# Denotes Leadership / Key Stakeholder Touchpoints)	Total Hours	Principal In-Charge	Architectural Design	Architectural Production	Electrical Engineer III	Technology Designer II	Landscape Design	Site Civil Design	Structural Design
Final Design (16 Weeks)									
Listen - Data Gathering (4 weeks)									
# Organizational Meeting / Project Set-up *(Budgets, Schedule, Process)*	2	2	0	0	0	0	0	0	0
Detailed Study of Existing Site and Parade Route	8	0	2	0	1	1	2	2	0
Review of Owner Provided Site Survey and Geotechnical Data	5	0	1	0	0	0	2	2	0
Review of Previous Community Engagement Efforts / Feedback	4	0	2	0	0	0	2	0	0
Prepare Base Drawings of Existing Conditions	16	0	0	4	0	0	4	8	0
# Interviews with Key Stakeholders	16	0	8	0	0	0	8	0	0
Assemble Summary of Gathered Data and Interviews	2	0	2	0	0	0	0	0	0
Coordination Meetings/Discussions with Design Team	10	0	2	0	2	2	2	2	0
Principal-In-Charge Oversight	2	2	0	0	0	0	0	0	0
# Steering Committee Workshop #1	12	4	4	0	0	0	4	0	0
Discover - Explore Good-Better-Best Alternatives (4 weeks)									
Code/Regulatory Research and Discussion with Respective Agencies	6	0	2	0	0	0	0	4	0
Site Verifications for Detailing of Design Adaptation	24	0	4	8	2	2	4	4	0
# Meeting to Consider Design Variations and Details and Cost Impact	18	0	4	0	2	2	4	4	2
Final Selection of Architectural Materials	16	0	12	4	0	0	0	0	0
Final Selection of Structural Systems	24	0	0	0	0	0	0	0	24
Final Selection of Hardscape and Softscape Materials and Plantings	32	0	0	0	0	0	16	16	0
Preliminary Specifications	32	0	8	0	4	4	8	4	4
Principal-In-Charge Oversight	4	4	0	0	0	0	0	0	0
# Steering Committee Workshop #2	20	4	4	0	2	2	4	2	2
Design -Construction Documents Ready for Bidding and Construction (8 weeks)									
Advance Design Concept Based Upon Discovery Decisions	120	0	16	32	8	8	24	16	16
# Steering Committee Workshop #3	16	0	4	2	2	2	4	2	0
Further Design Refinement Based Upon Workshop Feedback	112	0	8	32	8	8	24	16	16
# Interim Presentation to Stakeholders	16	0	8	0	0	0	8	0	0
Finalize Construction Documents and Specifications	180	0	16	64	8	8	40	16	28
Cost Estimates and Implementation Strategies	30	4	8	0	2	2	8	4	2
# Steering Committee Workshop #4	8	0	4	0	0	0	4	0	0
Promotional Renderings and Graphic Support	48	0	8	16	0	0	24	0	0
Assemble Construction Documents for Competitive Bidding / Construction	42	0	8	16	2	2	8	4	2
Principal-In-Charge Oversight	8	8	0	0	0	0	0	0	0
# Stakeholder Final Presentation	12	4	4	0	0	0	4	0	0
Total Project Hours ----------->>	**845**	**32**	**139**	**178**	**43**	**43**	**208**	**106**	**96**
Total Project Design Fees ----------->>	**$117,233**	$8,256	$15,985	$18,334	$6,966	$6,192	$31,200	$15,900	$14,400

Estimated Reimbursable Costs:

Printing of promotional materials	$1,000
Travel (air, hotel, vehicle rental, meals) - Local Team, None Anticipated	$0

Excluded Services:

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W238N1610 BUSSE ROAD, SUITE 102
WAUKESHA, WI 53188
262.875.6760

STRANG-INC.COM

SEH INC.
MILWAUKEE REGIONAL OFFICE
316 NORTH MILWAUKEE STREET, SUITE 302
MILWAUKEE, WI 53202-5888
414.465.1200

SEHINC.COM