



COUNCIL MEETING AGENDA
May 29, 2025 at 4:00 PM

ROLL CALL

1. Council Members

Bob Rosen, Mayor
Ben Hunt, Vice Mayor
Richard Bardach
Adam Frankel
Keely Paul
Jay Shatz
Dara Wood

Staff Liaisons

Scot Lahrmer, Village Manager
Chris Fritsch, Zoning & Project Administrator
Tammy Reasoner, Clerk of Council

PLEDGE OF ALLEGIANCE

CITIZENS TO SPEAK

REVIEW OF RFP'S

1. The Mayerson Company
2. KZF Design
3. Urban Fast Forward

COUNCIL DISCUSSION

ADJOURNMENT

39Forward's Approach to Community Engagement

Inclusive. Strategic. Transparent.

We believe Amberley Green's success depends on listening to those who live in and love Amberley Village. That's why The Mayerson Company endorses 39Forward to lead this work — ensuring every voice is heard, respected, and reflected in the final strategy.

This isn't about checking a box. It is about creating lasting vibrancy by uncovering not just what people want, but why it matters, so Amberley Green truly reflects the entire community.

Engagement Goals.

We will ensure a statistically valid sample (~10–15% of households) while aiming for 50% participation to foster deeper community ownership. This ambitious target reflects our commitment to adapting and doing what's necessary to capture meaningful input.

Our Approach Will Include.

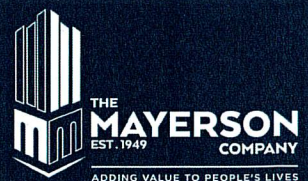
Our approach is about engaging as many people as possible via using a multitude of tools and techniques that can align with their interest, time, and availability. We would work with the council to align on the right approach including tools and depth.

- **Balanced Targeted Outreach** - Reach long-term, new, diverse, and multi-generational residents.
- **Community Champions** - Engage trusted community members to drive participation.
- **Surveys (Passive Input)** – Designed with balanced questions and distributed via email, mail, QR codes, signage on site and at locations across Amberley Village.
- **Onsight Feedback and Tracking** - Understand who uses the site today and why. Include residents and visitors.
- **Digital Analytics + Power BI** - Track responses, prevent duplicates, and map data insights.
- **Face-to-Face Conversations** - Host open houses and pop-ups at accessible locations.
- **Social Media + Marketing Analytics** – Utilize zip codes to do market analysis based on digital engagement, and audience trends.
- **Location Services** - Track visitor patterns and identify site users digitally.
- **Community Events** - Organize drop-in sessions at public and familiar locations.
- **Economic Impact Study** - Include pricing elasticity and future revenue considerations.

We will stay focused on success.

- Maximizing value for residents and the community.
- Preserving green space while enabling limited development.
- Ensuring economic sustainability, including potential job creation.
- Protecting trees, topography, natural features, and ponds.
- Managing traffic flow and mitigation.
- Supporting Mayerson JCC needs including camp expansion.
- Creating public park and recreation opportunities.
- Integrating residential connections thoughtfully.

39FORWARD



WE WANT TO CONTINUE TO INVEST

Our approach is different, and that is the point.

Our family has lived in and contributed to Amberley Village for generations. Our connection is personal—not just professional, as this land is tied to memories, milestones, and meaning for our family. We have over decades and continue to be committed to supporting the Mayerson Jewish Community Center, preserving open spaces, and being part of the Village's growth and legacy.

We will invest our own dollars to help understand what the community wants and needs.

For The Mayerson Company, Amberley Green isn't just a place and a potential project, it is a chance to do something enduring for a place that means so much to our family.

Why Privately Fund Community Engagement Ourselves?

- We believe the future of this property deserves careful, community-centered consideration.
- We want to remove financial hesitation and allow the Village to focus on what matters—a well-done and authentic process.
- We are committed to getting it right, not just getting it done. It's about true understanding vs. just collecting data and going through an exercise.

What Do We Expect in Return? We are not seeking guarantees. But we do ask to:

- Be some of the first to see the data and learnings.
- Be granted the first opportunity consideration for any development that results from this process.
- Be seen as a trusted partner for our expertise, and one who values process and people, not just outcomes.
- Be evaluated not by promises, but by the integrity and care we bring to every step.

An Alternate Approach

We recognize you may not want us as part of the process for various reasons. We support an alternative approach utilizing 39Forward to do this work utilizing a low-cost monthly retainer model focused on results. This approach may provide more clarity, control, or comfort to the Council. We believe it is very important that a curious and collaborative team does this work to prioritize gathering meaningful, diverse input while being nimble enough to adapt as new ideas emerge. This process shouldn't be bound to a structured scope that doesn't guarantee thorough results.

Amberley Green deserves more than a standard playbook. It deserves heart, patience, creativity, and vision. That is what The Mayerson Company brings—not just because it's our business, but because it's our home.



Amberley Green Proposal

The Mayerson Company

Adam Mayerson

adamm@themayersoncompany.com

513.762.3069

Proposal Date: 02/14/2025



THE
MAYERSON
EST. 1949
COMPANY
ADDING VALUE TO PEOPLE'S LIVES

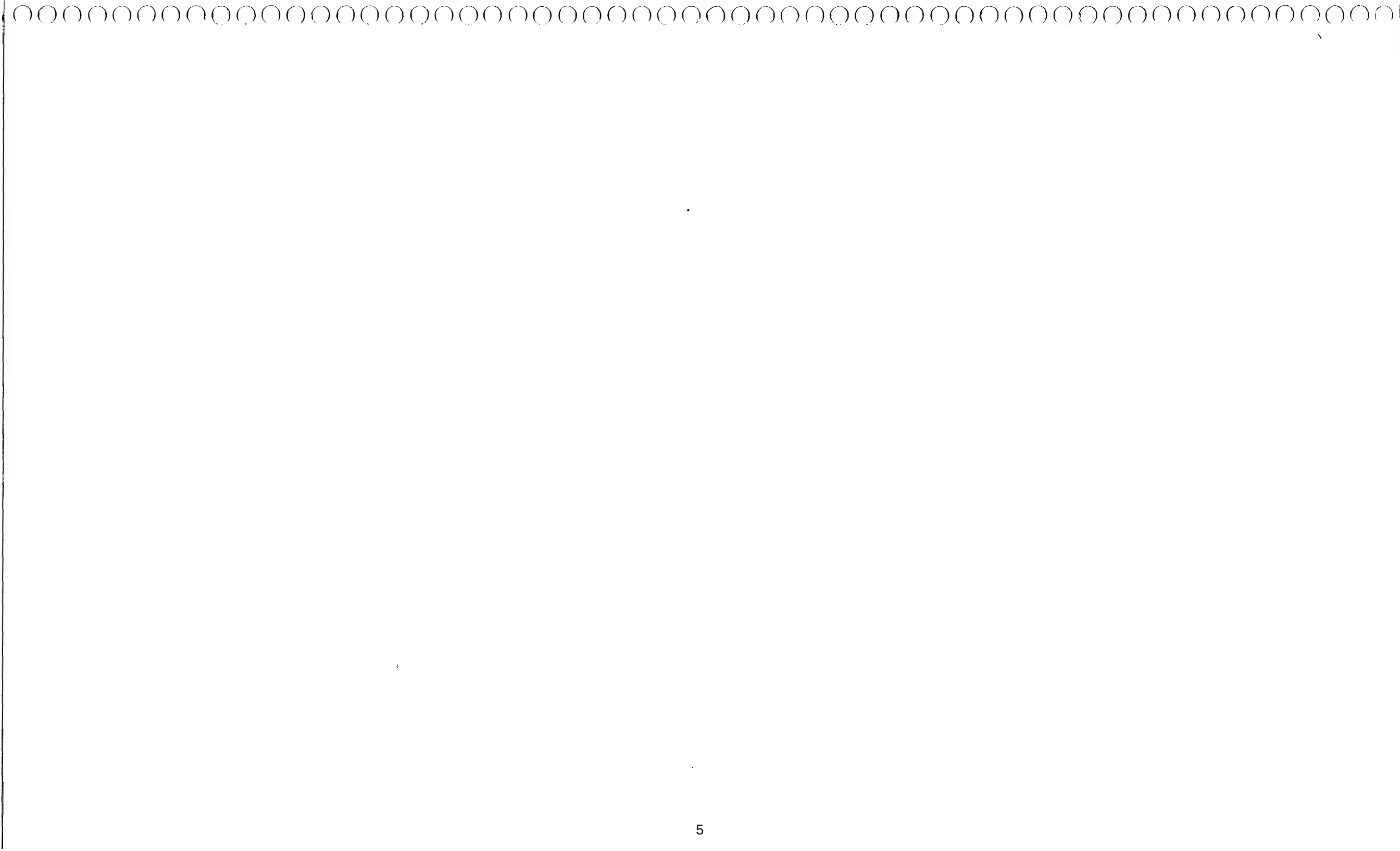


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Adding Value to
People's Lives

A Vision for Amberley Green: Rooted in Legacy, Focused on the Future

The Mayerson Company is honored to submit this proposal for the transformation of Amberley Green. For generations, the Mayerson family has been a cornerstone of Amberley Village, dedicating time, resources, and passion to strengthen its institutions, preserve its natural beauty, and invest in its economic vitality. This project represents both a continuation of our legacy and an opportunity to collaborate with the community to shape the future.

Our commitment is unique: we bring the dual perspective of a for-profit company with decades of real estate expertise and a philanthropic family deeply invested in Amberley's success. We envision Amberley Green as a vibrant, sustainable space that respects its past while embracing its potential.

Through inclusive community engagement, we will ensure that every resident has a voice in crafting a shared vision for Amberley Green. Our goal is to create a plan that enhances the site's natural beauty, drives long-term value for the Village, and fosters a stronger sense of community connection.

This is more than a proposal—it is our promise to honor Amberley's heritage and deliver a future that aligns with the aspirations of its residents. With Mayerson Companies' leadership, vision, and unwavering commitment, Amberley Green will thrive as a beacon of collaboration, sustainability, and progress.

Let's shape this future together.

Sincerely,
Adam Mayerson
Chief Operating Officer, The Mayerson Company

Amberley Green: A Vision for Community, Connection, and Growth

Amberley Green is a true treasure, a space where nature and community come together to create something extraordinary. Our vision is to preserve its natural beauty while reimagining its potential—a space that becomes a green beacon for Amberley Village, fostering connection, sustainability, and growth for generations to come. We are committed to the following vision.

Mayerson JCC Camp Expansion

We will seamlessly integrate the camp’s growth into the landscape, preserving tree cover and utilizing the site’s natural pond. This will allow the JCC to expand its educational offerings while enhancing the beauty and functionality of Amberley Green.

Public Park & Recreation

Our vision includes walking trails, a dog park, sports fields, a community pool, playgrounds, and a splash park, along with expanded tennis and pickleball courts. These spaces will be designed to encourage activity, connection, and shared enjoyment for residents of all ages.

Residential Component

Thoughtful housing options will cater to young families, professionals, and seniors, offering a chance to live close to the heart of this special site while fostering a vibrant and diverse community.

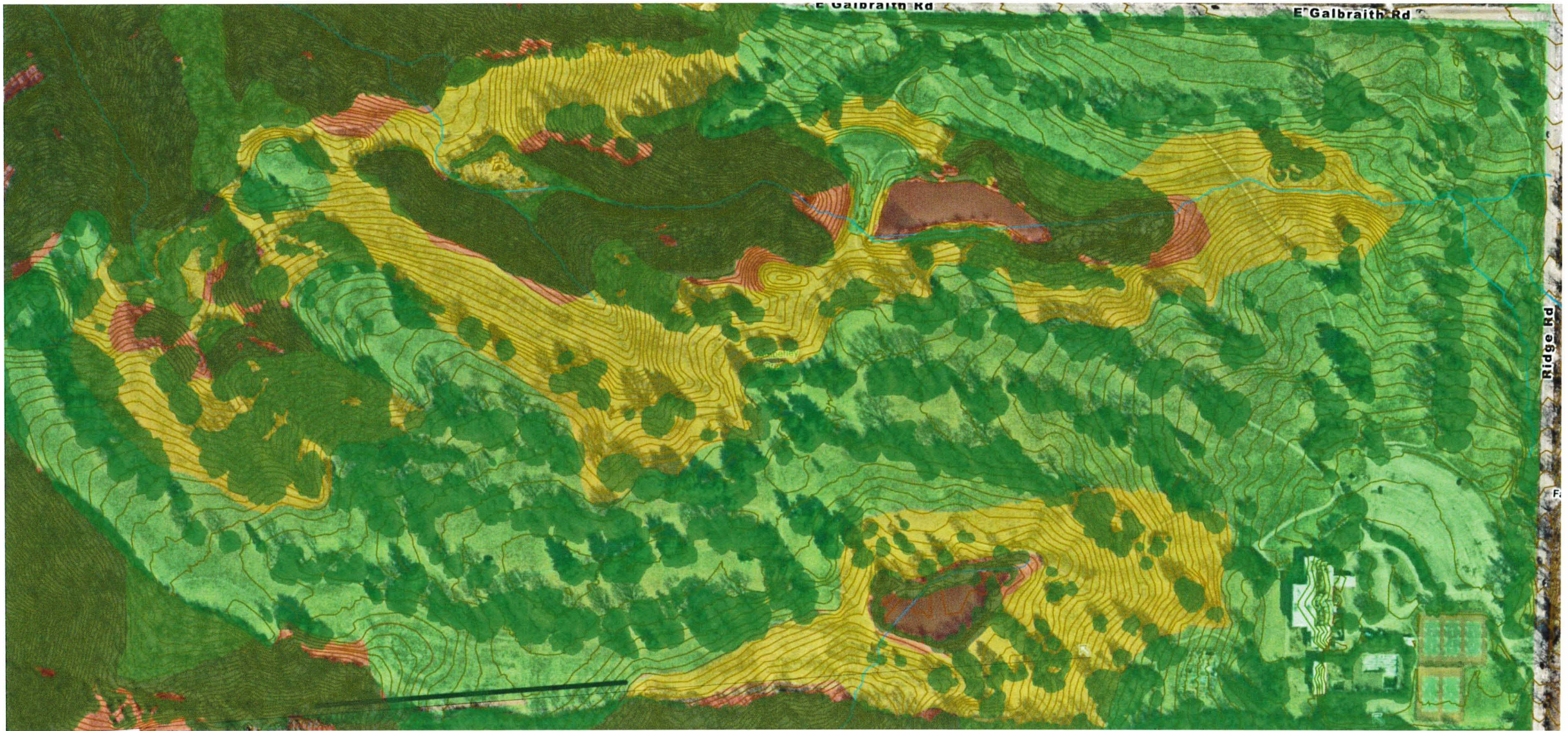
Job Creation

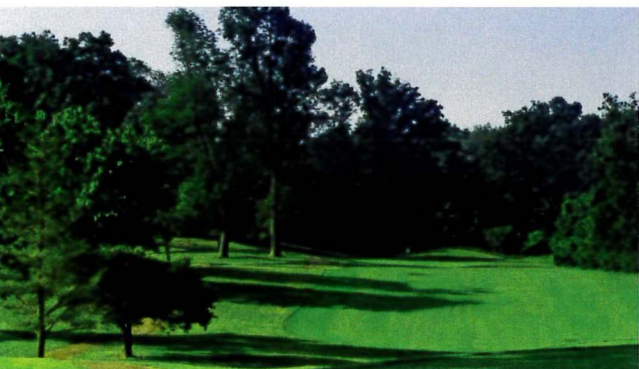
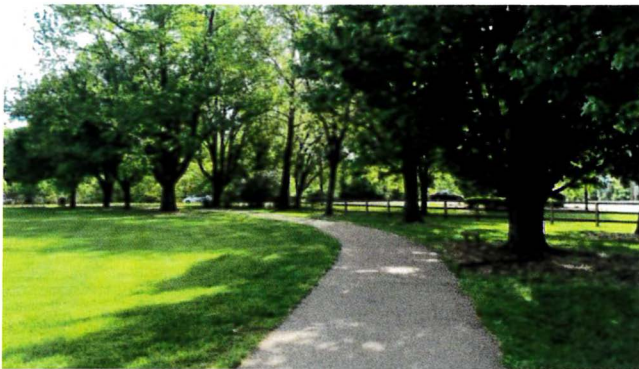
Our initial ideas have the potential to generate 100+ new jobs, with opportunities for even more depending on the feedback and priorities of the Village and its residents.

This project is more than just development—it’s an investment in Amberley Village’s future. Together, we will create a space that honors its natural heritage, enriches the community, and ensures its vibrancy for years to come.









Site Considerations

Preservation of Trees & Foliage

Amberley Green is home to a diverse canopy of mature trees that define its landscape. Our approach prioritizes preserving these natural elements while enhancing ecological balance, ensuring that both native species and newly planted greenery support a thriving environment.

Topography & Natural Features

Amberley Green’s landscape is defined by rolling hills, valleys, and natural contours, a legacy of its past as a golf course. Our planning approach will respect and integrate these natural landforms, ensuring the site’s beauty is preserved and enhanced.

Existing Ponds

The site features naturally occurring ponds that contribute to its scenic and ecological value. Our planning will enhance these water features for both sustainability and recreation, exploring opportunities for improved drainage, habitat preservation, and integration into community amenities.

Traffic Flow & Mitigation

Managing access and mobility within and around Amberley Green is essential. Our approach will include thoughtful traffic flow strategies such as dedicated turn lanes, potential roundabouts, and pedestrian-friendly pathways to ease congestion and maintain the Village’s character.

Village Objectives

Amberley Green represents a critical opportunity for the Village to balance conservation, recreation, and responsible growth. The Village's objectives, as outlined in the RFP, emphasize resident-focused, sustainable, and economically viable land use planning.

Maximizing Value for Residents

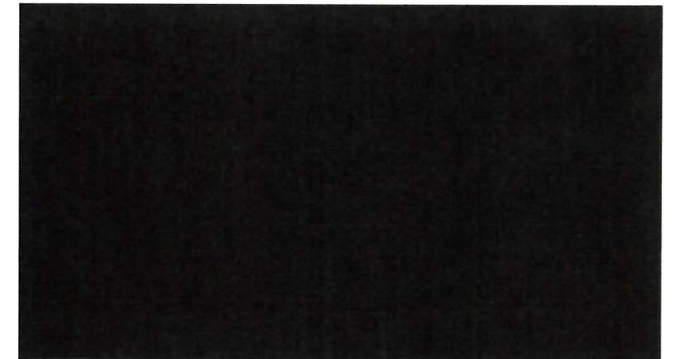
Amberley Village is committed to ensuring that any development at Amberley Green enhances the daily lives of its residents. The plan must create public amenities, preserve access to nature, and ensure long-term financial sustainability. The project will prioritize enhanced recreational opportunities, walkability, and spaces that foster community connection.

Preserving Green Space While Allowing Limited Development

A defining goal is to protect and enhance the natural environment while carefully integrating appropriate development. Amberley Green's rolling hills, wooded areas, and ponds make it a beloved natural space. Any development must respect these environmental assets, ensuring that future generations can enjoy them. The Village seeks solutions that incorporate trails, recreational spaces, and natural buffers, preserving the ecological integrity of the site while allowing thoughtful improvements.

Ensuring Economic Sustainability for the Village

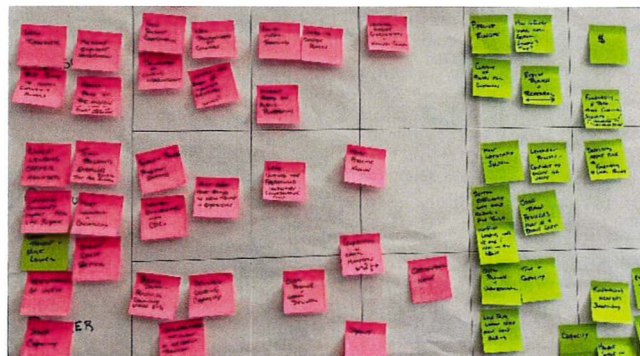
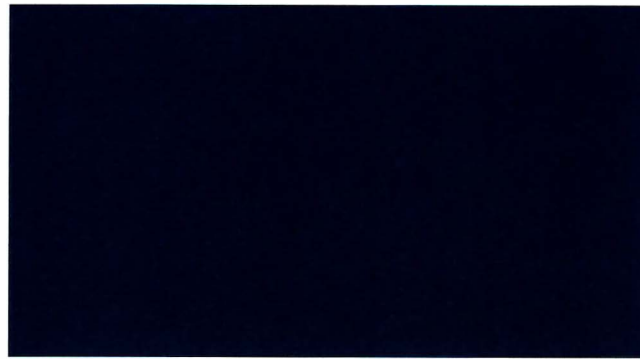
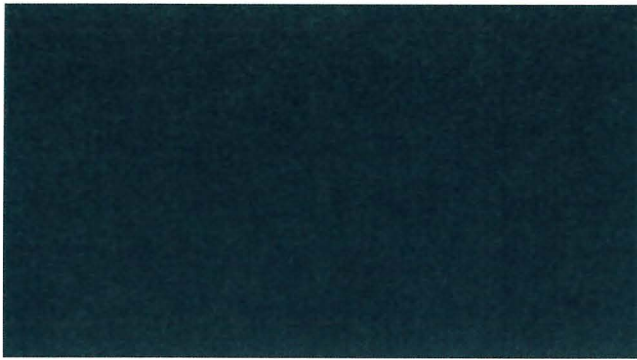
Amberley Green must be financially viable in the long term. The Village is looking for a plan that considers maintenance costs, potential revenue sources, and funding opportunities such as grants or public-private partnerships. Any proposed development should align with the Village's budget while maximizing community benefits.



Obtaining Comprehensive Public Feedback on Park Features and Costs

A transparent and inclusive public engagement process is central to Amberley Village's vision. The Village seeks broad resident input to determine the types of amenities, programming, and development that best serve the community. The engagement strategy must reach all demographics, ensuring that diverse perspectives are heard.

Our team understands these priorities and the importance of creating a balanced, sustainable, and community-driven plan. Through inclusive engagement, data-driven decision-making, and thoughtful design, we will ensure that Amberley Green remains a cherished asset while also contributing to the Village's long-term success.



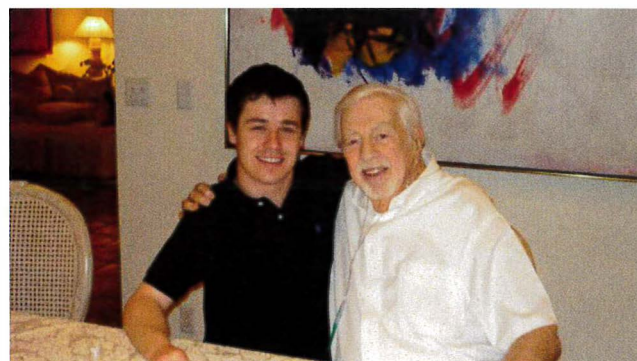
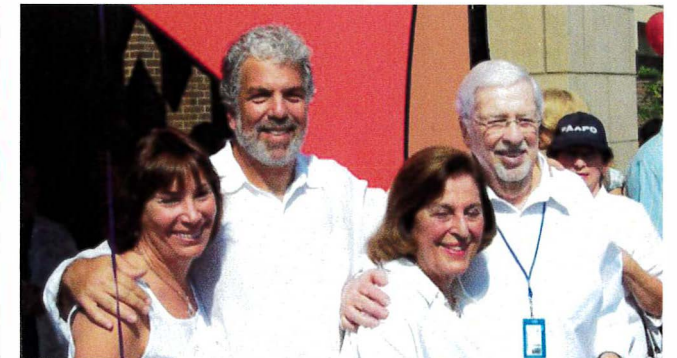
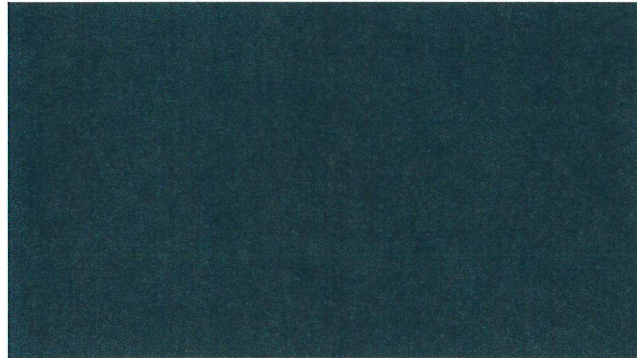
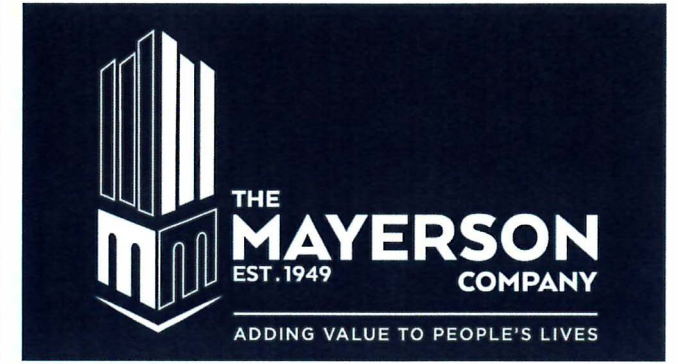
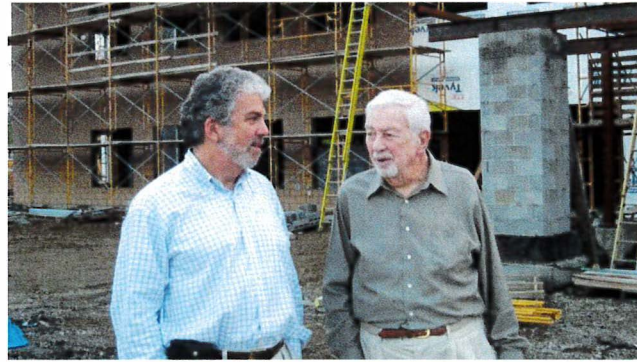
Guiding the Future of Amberley Green

A Legacy of Investment, Development, and Community Stewardship

For over 75 years, The Mayerson Company has been a trusted leader in real estate development, community investment, and responsible land stewardship. As a multi-generational, family-owned firm, we specialize in thoughtful, sustainable development that enhances communities while preserving their unique character.

Our deep ties to Amberley Village go beyond business—we have lived here, invested here, and helped shape its institutions, including the Mayerson Jewish Community Center. We see Amberley Green as a rare opportunity to create something meaningful: a balance of green space, public amenities, and sustainable development that benefits all residents.

As the lead partner, The Mayerson Company will guide this process with strategic vision, financial commitment, and deep-rooted community understanding. Most importantly, we are invested in this project's success, not just as developers, but as stewards of Amberley's future.





39Forward

As a leader in strategic facilitation and organizational development, 39Forward specializes in public engagement and process design that ensures inclusive and insightful decision-making. Their expertise in community-driven strategy makes them an invaluable partner in shaping a transparent and effective approach for Amberley Green. Their ability to bridge stakeholders, align objectives, and translate vision into actionable steps will ensure the community's voice remains central in this project.



MA Design

With over four decades of experience in residential, mixed-use, and commercial architecture, MA Design is a recognized leader in creating vibrant, people-centric spaces. Their expertise in urban planning, sustainable development, and placemaking will help shape a land-use strategy that balances preservation with thoughtful growth. Their innovative and collaborative approach ensures that every development integrates seamlessly into its environment while delivering lasting value.



SHP

For over a century, SHP has been at the forefront of park, recreation, and community-centered design. Their experience in public spaces, educational environments, and sustainable design makes them a perfect fit for Amberley Green's future. SHP's ability to blend nature with functional, user-friendly spaces will ensure that any enhancements to the site maintain its green identity while maximizing community use and accessibility.



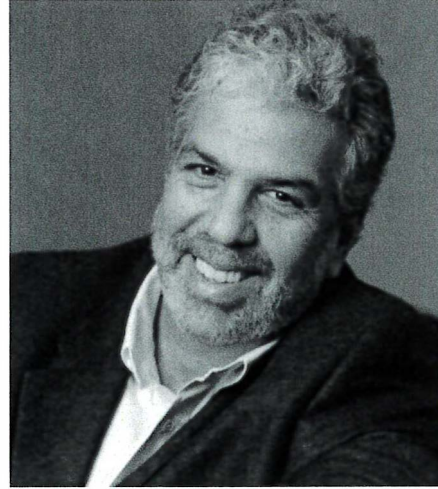
MSP

As one of the oldest and most experienced engineering and landscape architecture firms in Cincinnati, MSP brings unparalleled expertise in site infrastructure, stormwater management, and sustainable land planning. Their commitment to preserving natural topography while integrating modern infrastructure solutions will be instrumental in making Amberley Green both environmentally resilient and functionally optimized. MSP's ability to enhance ecological sustainability while ensuring practical, long-term site usability is a critical asset to the team.



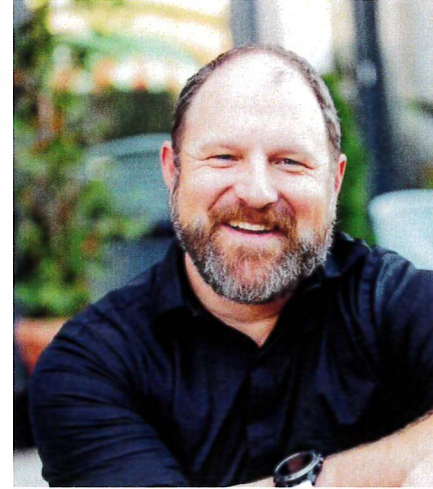
Adam Mayerson
The Mayerson Company
Project Lead

A visionary leader with deep roots in real estate and business development, Adam has led \$55M+ in projects, creating \$100M+ in asset value. His expertise spans multifamily, commercial, and mixed-use developments, and as a fifth-generation Mayerson, he is committed to building for the future while honoring community heritage.



Neal Mayerson, Ph.D.
The Mayerson Company
Executive Advisor

A renowned entrepreneur, psychologist, and philanthropist, Neal has spent 30+ years leading transformative real estate and philanthropic initiatives. His leadership has shaped major community investments and successful business ventures, ensuring every project is visionary, sustainable, and community-focused.



Dom Iacobucci
39Forward
Strategic Lead

A dynamic leader with global expertise, Dom specializes in solving complex challenges through strategic thinking and design excellence. As a professor of inquiry and innovative thinking, he is known for engaging groups and facilitating meaningful discussions that drive impactful solutions.



Amy Malmstrom
39Forward
Sustainability Lead

A detail-driven architect with a passion for sustainability and wellness, Amy ensures seamless project workflows and aligned outcomes. A certified leader in sustainable design, she is currently shaping the next evolution of sustainability at the Cincinnati Zoo and Botanical Garden.



Brandon Amann
39Forward
Human Experience Lead

A visionary problem-solver with global design expertise, Brandon connects people, tools, and ideas to drive innovation. He has led large-scale campus design and facility management for a top global shoe brand, ensuring spaces are optimized for experience and efficiency.



Steve Kenat
SHP
Community Visionary

Steve is an experienced architect who specializes in designing impactful spaces that enhance economic vibrancy and community authenticity. He collaborates with clients and stakeholders to drive meaningful change through architecture. His expertise extends to advising on policies and initiatives that promote systemic transformation.



Jeffrey Sackenheim
SHP
President and CEO

A licensed architect and visionary leader, Jeff specializes in design-forward projects across community and workplace environments. He brings cross-industry insights that push innovation in design and construction techniques. Since joining SHP in 2002, he has helped shape the firm's strategic direction and now leads as President & CEO.



Michael Haug
SHP
Planning Expert

Michael specializes in landscape architecture and planning across government, residential, and commercial sectors. His ability to communicate complex design possibilities ensures seamless collaboration between public stakeholders, staff, and external partners to drive impactful, well-integrated solutions.



Jose Castrejon

MSP Design

President, Landscape
Architecture & Planning

A landscape architect and planner with 25+ years of experience, Jose specializes in municipal projects, urban design, and park planning. His expertise spans sports field development, athletic complex design, and master planning, with a focus on collaborative, client-driven solutions that enhance communities.



Bryan Grome

MSP Design

Senior Landscape Architect

Bryan is a versatile landscape architect with expertise in park design, residential development, and municipal planning. His skills in site planning, planting design, and construction documentation ensure projects are both aesthetically and functionally optimized. He excels in creating dynamic outdoor spaces that enrich communities.



Jordan Weber

MSP Design

Civil Engineer

Experienced in engineering and land development, Jordan specializes in designing and coordinating construction documents for complex projects. He collaborates closely with government agencies and development teams, ensuring smooth project approvals and execution. His attention to detail and problem-solving mindset drive successful outcomes.



Emily Lubbers

MSP Design

Senior Project Architect

A registered architect and licensed interior designer, Emily brings over 14 years of expertise in architectural design and BIM management. She has worked across healthcare, federal, retail, housing, and office sectors, delivering functional and visually compelling spaces. Her skills in Revit, SketchUp, and Lumion ensure seamless project visualization and execution.



Seth Oakley

MA Design

Sr Principal, Accessibility Expert

A seasoned leader and technical expert, Seth brings extensive experience in residential, mixed-use, and commercial development. He ensures projects meet both client and community needs. Known for his keen attention to detail and deep knowledge of accessibility standards, Seth leads large-scale projects with a collaborative and solutions-driven approach.

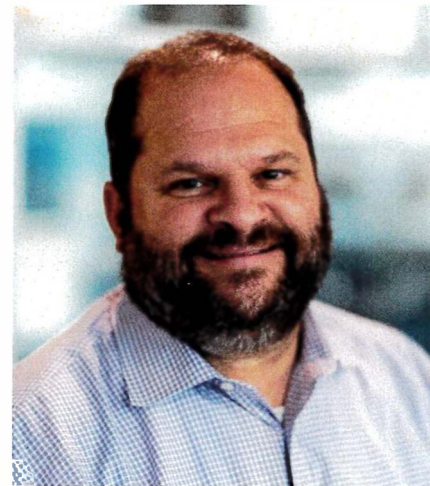


Sari Lehtinen

MA Design

Residential Design Expert

With a global perspective, Sari specializes in multifamily residential, mixed-use, and adaptive reuse projects. Her designs balance innovation with site-specific solutions, creating spaces that are both functional and forward-thinking. Drawing from experience in Chicago, Washington D.C., and Helsinki, she brings thoughtful, well-crafted design solutions to every project.

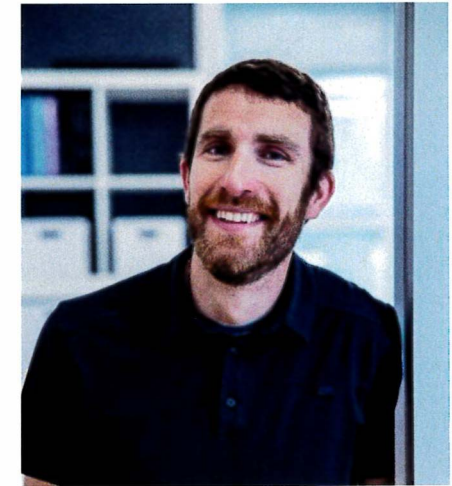


Dan Yacavone

MA Design

Director

Dan is a versatile designer with experience spanning small-scale projects to large international developments. He specializes in master planning, building information modeling, and project management, ensuring strategic alignment with client goals. His collaborative leadership style and ability to navigate complex design challenges make him an invaluable asset to any project.



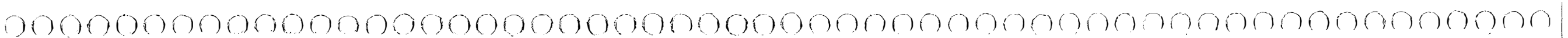
Peter Hilligoss

MA Design

Architect

A detail-oriented architect with expertise in multi-family residential and mixed-use projects, Peter seamlessly manages projects from concept to completion. His strength lies in balancing design vision with technical precision, ensuring that every element aligns with client needs and long-term functionality.





Commitment to Success

To ensure the success of this project and provide Amberley Village with a seamless, effective, and community-driven planning process, we have established a clear framework for leadership, investment, and execution.

Staffing Contingency Plan

The Mayerson Company, alongside our trusted partners, is fully committed to delivering a successful outcome for Amberley Green. Our team of business leaders, architects, planners, and engineers are not only experts in their fields but also stakeholders in the success of Greater Cincinnati. We have assembled a high-caliber team that is structured for execution, ensuring that our expertise, personnel, and resources remain dedicated throughout the project lifecycle.

Professional Agreement

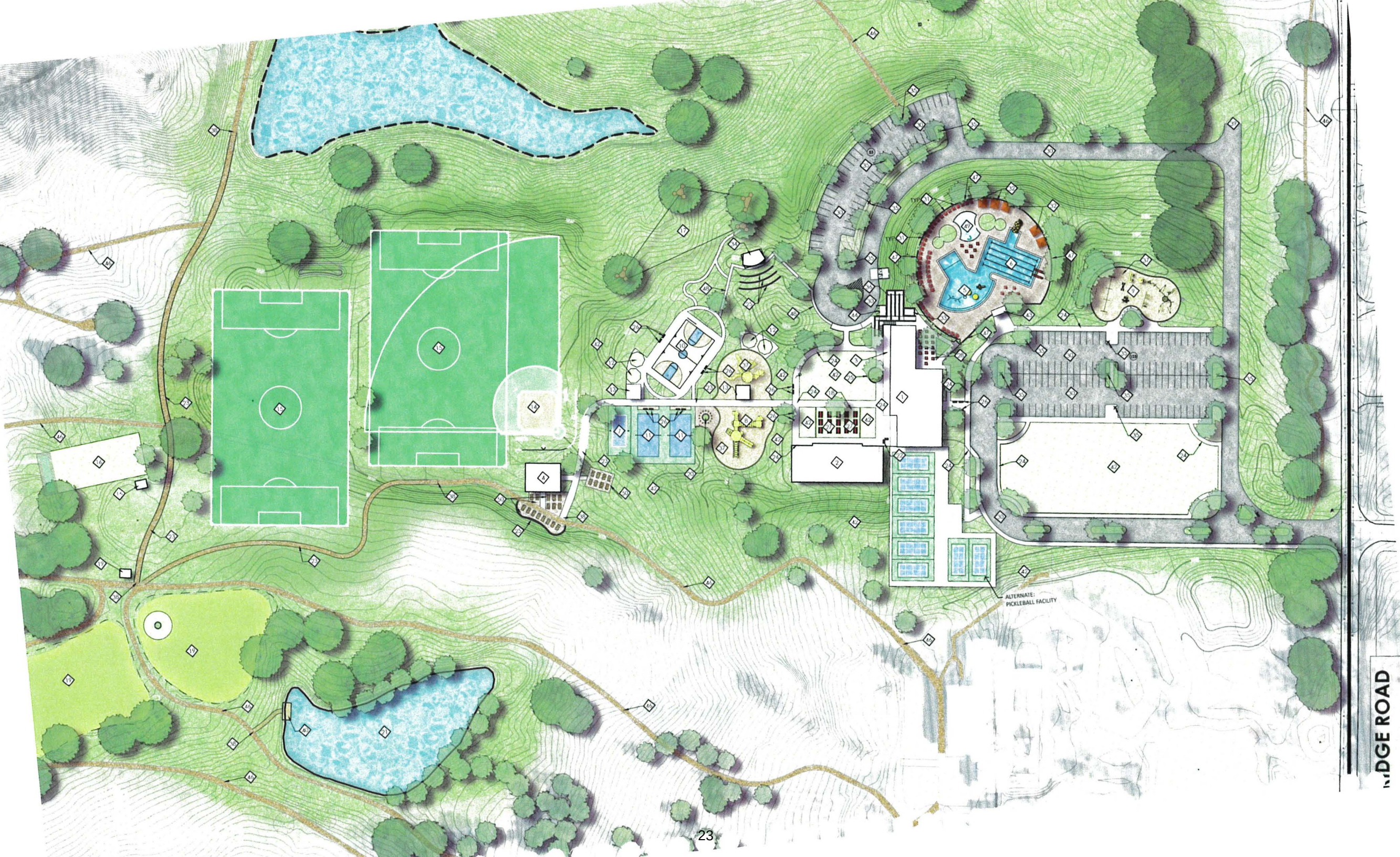
The Mayerson Company will serve as the lead entity, taking full responsibility for the project's direction, execution, and coordination. Any additional specialized work—including design, engineering, and public engagement efforts—will be contracted through The Mayerson Company as needed, ensuring accountability, efficiency, and a streamlined process for Amberley Village.

Investment Commitment

The Mayerson Company is willing to fully fund the engagement and study phase of this project, eliminating financial risk for Amberley Village. This investment reflects our belief in the long-term success of this site and our commitment to developing a plan that benefits residents while being economically responsible. This approach allows for a comprehensive study and engagement process without requiring upfront Village funding, ensuring that Amberley Village has a high-value, no-risk opportunity to shape the future of Amberley Green.

Project Timeline

We estimate that this engagement, including public input, strategic planning, and concept development, can be successfully completed within 3-6 months. Our process is designed to move efficiently while ensuring thorough resident engagement and planning considerations. We are prepared to begin immediately upon alignment with Amberley Village, working in structured phases to achieve meaningful and actionable results.



ALTERNATE:
PICKLEBALL FACILITY

Project Experience

Our team brings extensive expertise in community-driven development, sustainable planning, and strategic public engagement. The projects highlighted in this document represent a select list of relevant experiences from individual team members, showcasing their ability to navigate complex challenges, lead multidisciplinary teams, and deliver high-impact developments.

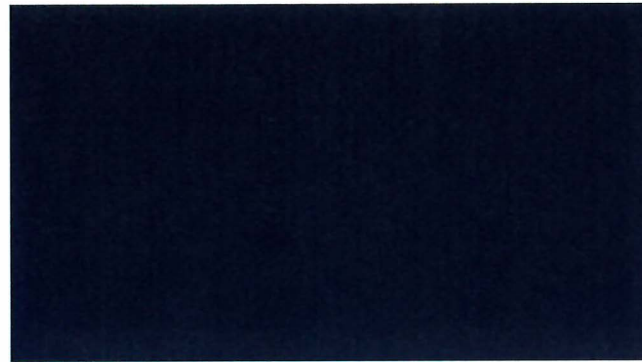
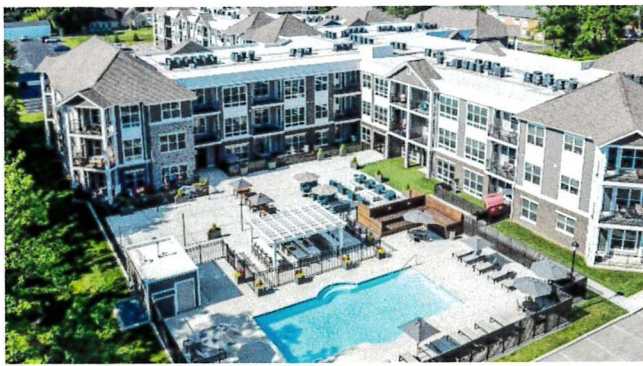
While this team has not worked together on these specific projects, each member has played a critical role in similar efforts, ensuring a deep foundation of knowledge and execution that will directly benefit Amberley Green.

Additionally, we recognize that references are most valuable when tailored to specific inquiries. Instead of providing a fixed list, we welcome the opportunity to have a conversation with Amberley Village to then generate a list of references that best align with the priorities and interests of the community, ensuring meaningful and relevant insights.

Our team thrives on complexity and is well-versed in guiding projects that balance vision, practicality, and long-term community value. We are ready to bring this experience to Amberley Green.

Select relevant projects:

- 550 at Lytle Park
- Ag47
- Atwood Lake Peninsula Master Plan
- Blue Ash Town Square Park
- Camp Livingston Master Plan
- Camp Mojo Master Plan
- The Cincinnati Zoo and Botanical Gardens
- Eastgate Mall Master Plan
- Easton Town Center
- Hampton Farms Apartments
- John R. Green Lofts
- Katz Jewish Community Center
- Manhattan Harbor Riverfront Development
- Mayerson JCC Camp Master Plan
- One Highland
- Oxford Community Arts Center
- Playhouse in the Park
- Pleasant Ridge
- Rivers Edge Park
- Rockwell District
- Scripps Center Modernization Project
- Stonegate and One30 Apartments
- The Vintage Club of Montgomery
- Village North
- Violet Township Master Plan



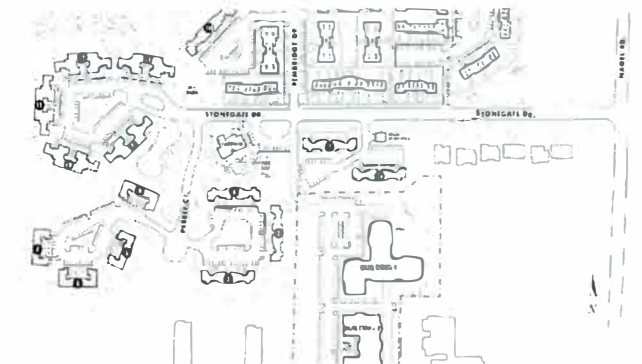
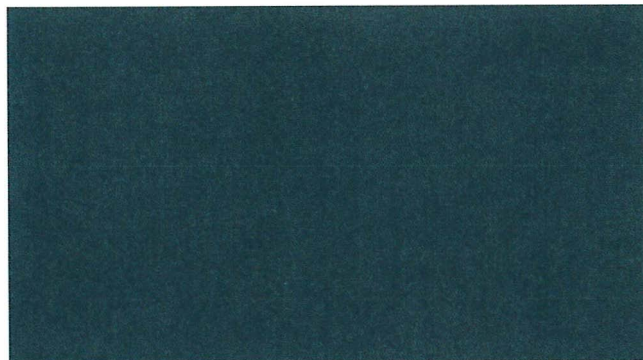
Stonegate and One30 Apartments

Residential Dev., Public-Private Partnership | The Mayerson Company

Developed in 1972 by Manny Mayerson, Stonegate Apartments has expanded over four phases, adapting to evolving community needs. The newest addition, One130 at Stonegate, introduces 130 Class A luxury apartments with premium amenities.

Key Contributions:

- **Long-Term Vision & Development Strategy** – Expanded Stonegate over four decades, ensuring sustainable, high-quality residential growth.
- **Public-Private Collaboration** – Partnered with Anderson Township leadership to align development with community needs and goals.
- **Community Engagement & Zoning Approvals** – Led an extensive two-year zoning and public hearing process, addressing resident concerns and ensuring project success.
- **Investment & Project Execution** – Delivered a \$33M+ residential development, enhancing Anderson Township's housing offerings.



Stonegate Apartments and One130 at Stonegate represent a legacy of quality development, strategic partnerships, and long-term investment in Anderson Township's future.

Hampton Farms

Apartments

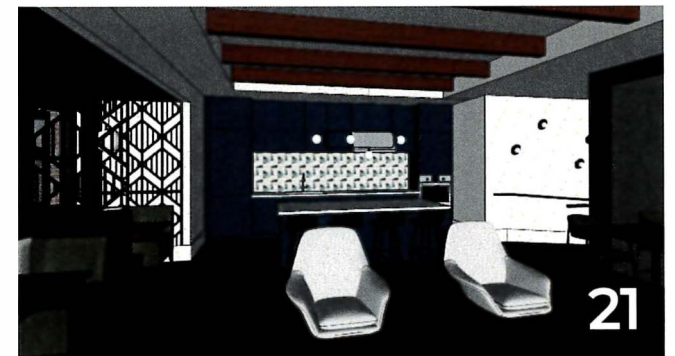
Multifamily Redevelopment | The Mayerson Company

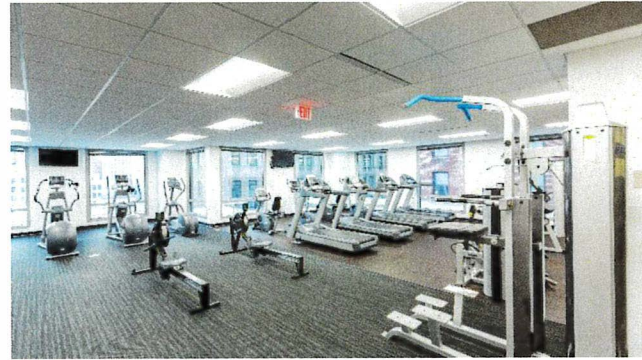
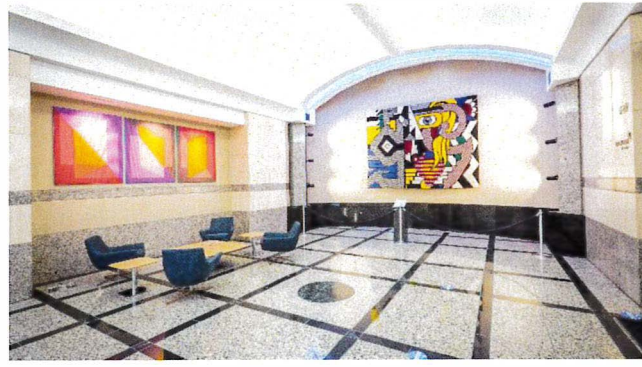
Originally developed in 1988 by Manny Mayerson, Hampton Farms is a 288-unit apartment community next to Northern Kentucky University (NKU). In 2022, The Mayerson Company launched a full-scale renovation to enhance interiors, amenities, and infrastructure.

Key Contributions:

- **Full-Scale Apartment Renovation** – Transformed all 288 units with modernized interiors, updated fixtures, and enhanced functionality.
- **Plumbing System Overhaul** – Replaced aging polybutylene pipes, mitigating long-term failure risks and ensuring property resilience.
- **Clubhouse Expansion & Amenity Upgrades** – Increased clubhouse size by 50%, introducing new community spaces, fitness areas, and resident amenities.
- **Industry-Leading Project Execution** – Successfully completed renovations across 14 buildings in just 22 months, an unprecedented timeline for multifamily renovations.

With an investment of \$12M+, this project has redefined modern living at Hampton Farms, positioning it as a premier housing option for NKU and the surrounding community.





Scripps Center

Modernization Project

Class A Office Development & Renovation | The Mayerson Company

Developed in 1990, Scripps Center is Cincinnati's premier Class A office building. In 2020, The Mayerson Company initiated a \$5.3M modernization project to enhance building systems and amenities.

Key Contributions:

- **Strategic Long-Term Asset Management** – Successfully owned and operated Scripps Center for over three decades, maintaining its premier status.
- **Full-Scale Building Modernization** – Executed a comprehensive renovation, including elevator system upgrades, enhanced security, access control, and garage security improvements.
- **Amenity Enhancements** – Transformed tenant experience with a revamped fitness center and a state-of-the-art conference room featuring a sports simulator.
- **Accelerated Project Delivery** – Completed a \$5.3M renovation in 14 months instead of the planned 2 years.

Scripps Center continues to serve as a landmark office destination, combining cutting-edge amenities, operational excellence, and long-term investment in Cincinnati's commercial landscape.

Blue Ash

Town Square Park

Project Management | Previous Work At Prior Company

After the success of Summit Park, the City of Blue Ash sought to reimagine Town Square Park, transforming it from an underutilized space into a vibrant community hub. While honoring its historical roots, the goal was to create an active, welcoming park for residents and visitors.

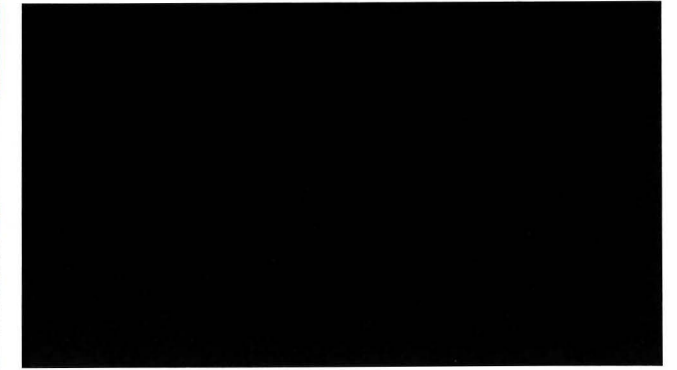
We led the planning and execution, ensuring the project aligned with community needs, budget constraints, and long-term usability.

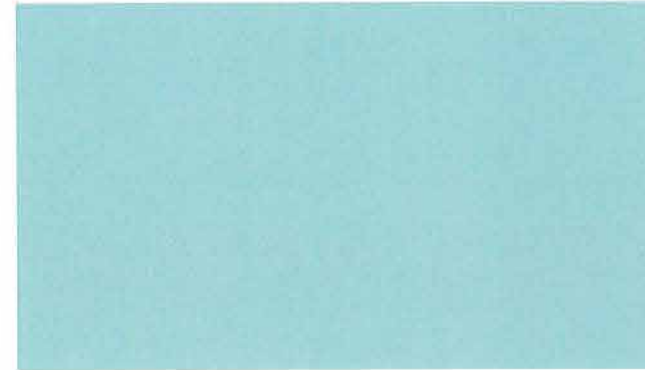
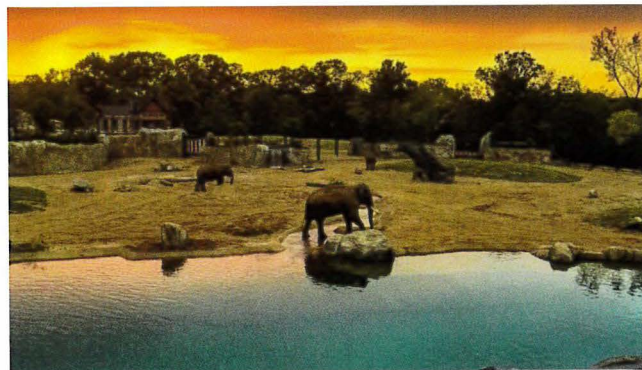
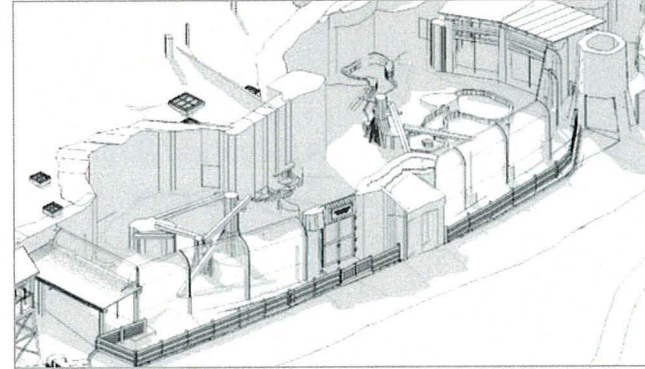
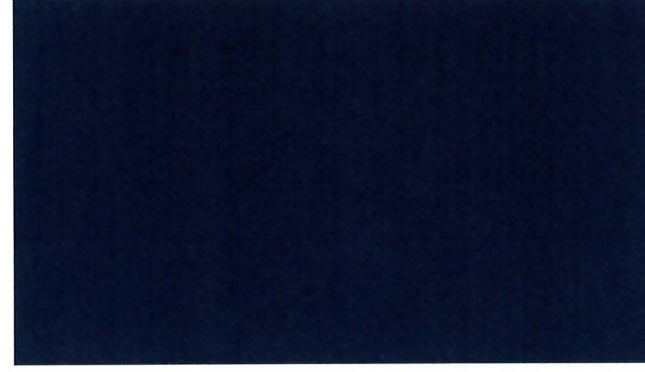
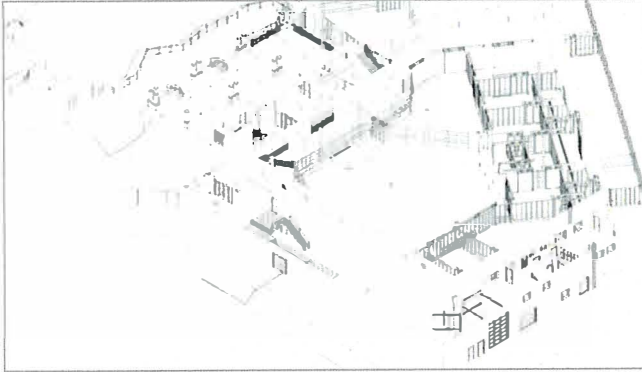
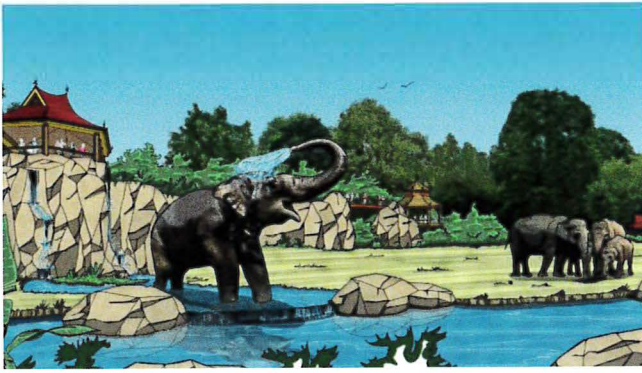
Key Contributions:

- **Vision & Design Leadership** – Assembled and managed the A/E Design Team, refining the plan for functionality and aesthetics.
- **Project Oversight** – Developed and managed the design schedule and key milestones.
- **Budget & Scope Management** – Maintained alignment between design evolution and fiscal responsibility.
- **Community Coordination** – Served as the primary liaison between city officials, designers, and stakeholders.

The revitalized Town Square Park will be a modern, accessible gathering place that blends history, functionality, and community activation.

Work executed while at BHDP Architecture





Cincinnati Zoo

Elephant Trek

Owner's Representative | 39Forward

The Cincinnati Zoo & Botanical Garden embarked on its largest habitat expansion to date with Elephant Trek, designed to set a new standard for animal welfare, visitor engagement, and conservation. Delivering a complex, multi-phase project required expert coordination and strategic leadership to balance design, operations, and sustainability goals.

39Forward guided the Zoo through design, scheduling, and execution, ensuring that every decision aligned with animal care, guest experience, and long-term sustainability.

Key Contributions:

- **Design Oversight** – Assessed and refined project plans, ensuring best practices in zoo habitat design.
- **Stakeholder Coordination** – Facilitated communication between zoo leadership, animal care teams, designers, and engineers.
- **Budget & Schedule Alignment** – Developed phasing strategies to minimize operational disruptions.
- **Sustainability Integration** – Ensured the project met Net Zero goals and industry-leading conservation standards.

With expert leadership and structured execution, 39Forward helped the Zoo bring its vision to life, making Elephant Trek a model for modern zoo habitats.

Eastgate Mall

Master Plan

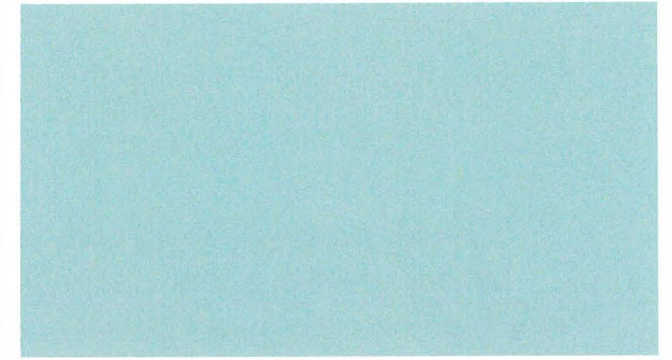
Designer | MSP Design

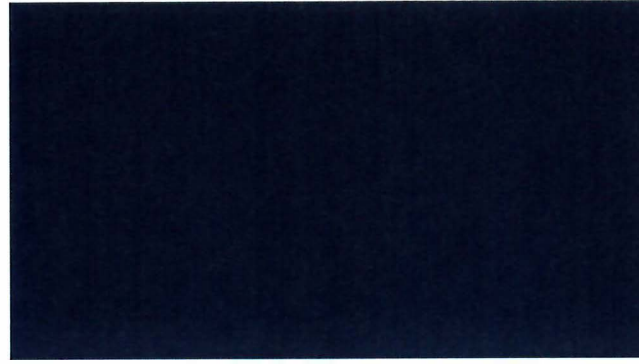
Once a thriving retail hub, Eastgate Mall had fallen into decline, leaving Union Township with a critical challenge: how to revitalize a 110-acre site and reimagine it as a vibrant gateway to Clermont County. The Township needed a visionary, data-driven plan to transform the site into a thriving mixed-use district.

Key Contributions:

- **Market Analysis & Economic Strategy** – Conducted a comprehensive market study to determine viable redevelopment opportunities that support long-term growth.
- **Visioning & Land Use Planning** – Developed a land-use framework featuring mixed-use spaces, residential units, retail, entertainment, and green space to create a sustainable, connected district.
- **Community Engagement & Stakeholder Alignment** – Led public outreach efforts to balance resident priorities with economic feasibility, ensuring broad community support.

The final master plan delivers a live-work-play environment, positioning Eastgate Mall as a dynamic regional destination that supports both economic growth and community well-being.





The Vintage Club of Montgomery

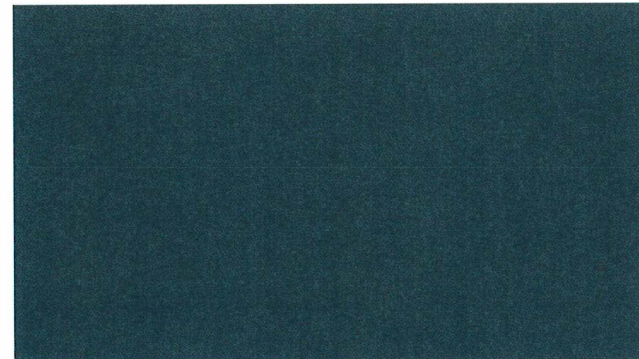
Designer | MSP Design

In the heart of Montgomery, Ohio, a private developer sought to create a high-end, walkable village, blending residential, commercial, and community spaces. The challenge was to preserve the city's character while introducing a modern, mixed-use environment.

Key Contributions:

- **Master Planning & Urban Design** – Developed a walkable, mixed-use layout, ensuring seamless integration of residential, commercial, and public spaces.
- **Public Realm & Placemaking** – Designed streetscapes, parks, and plazas, creating a welcoming and active public environment.
- **Infrastructure & Connectivity** – Planned a 370-car parking garage, medical office space, and retail corridors to support long-term district growth.

The Vintage Club of Montgomery is now a thriving community hub, seamlessly integrating high-end living, retail, and green spaces, reinforcing Montgomery's reputation for quality development.



Rivers Edge Park

Urban Park Design, Community Activation

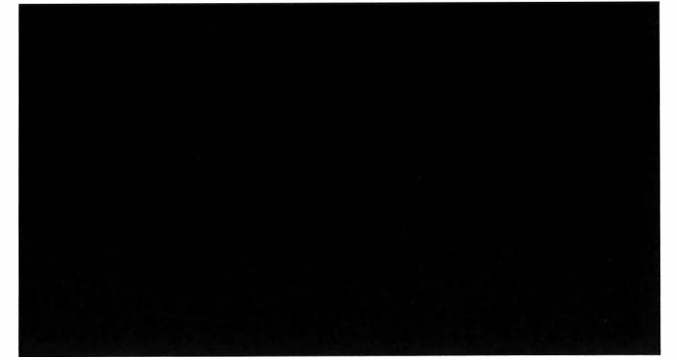
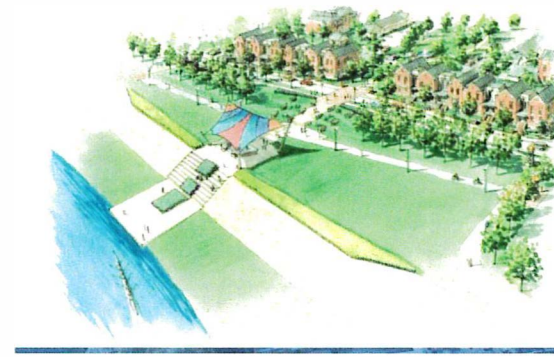
Designer | SHP

Situated along the Great Miami River, Rivers Edge Park serves as Hamilton, Ohio's premier cultural and performance venue. The City sought a comprehensive master plan to enhance public gathering spaces, recreational amenities, and event programming.

Key Contributions:

- **Public Space & Event Venue Design** – Developed a performance pavilion, amphitheater, and community plaza.
- **Connectivity & Pedestrian Experience** – Integrated waterfront access, river overlooks, and pedestrian pathways.
- **Infrastructure & Amenity Enhancements** – Designed a new concession building, upgraded restrooms, and expanded lighting/electrical services to support large-scale events.

Rivers Edge Park is now a vibrant cultural destination, strengthening Hamilton's commitment to the arts and community engagement.





Violet Township

Master Plan, Community Visioning

Designer | SHP

To support rapid community growth, Violet Township engaged SHP to develop a conceptual master plan for a mixed-use event district. The plan focused on site access, connectivity, and long-term sustainability.

Key Contributions:

- **Stakeholder Visioning & Engagement** – Led public outreach to define a shared vision for future development.
- **Zoning & Land Use Framework** – Organized the site into four distinct zones, including business, retail, event, and nature preserves.
- **Mobility & Infrastructure Planning** – Designed circulation improvements to enhance accessibility and pedestrian movement.

The resulting master plan creates a dynamic, nature-integrated community space, designed to evolve with seasonal needs and future development.

Camp Mojo

Outdoor Education, Camp Facility Planning

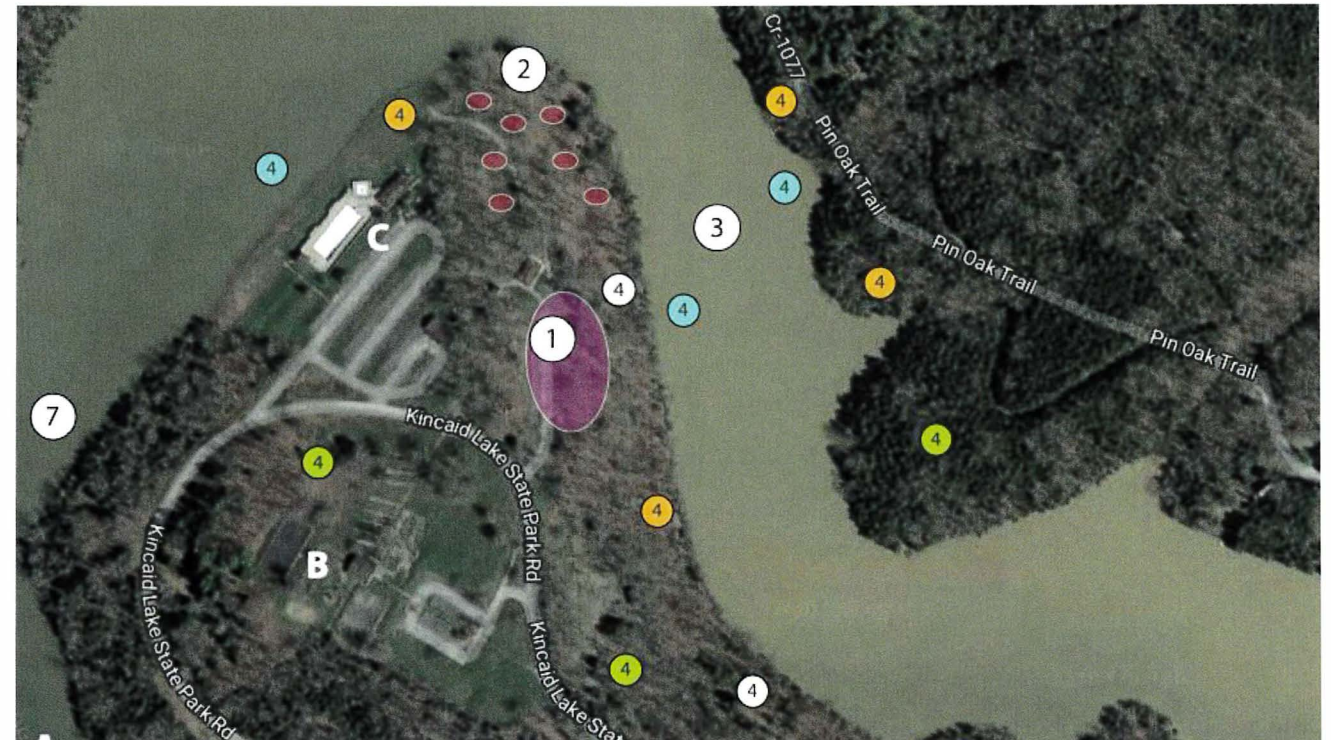
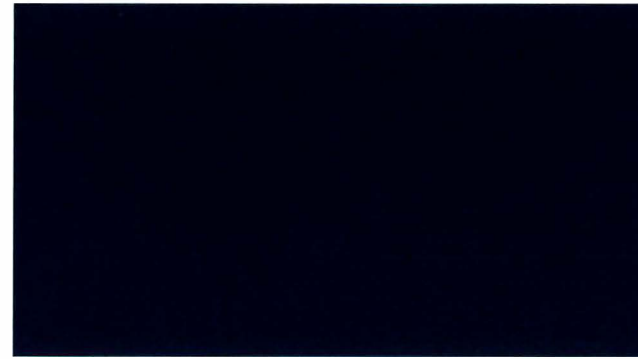
Designer | SHP

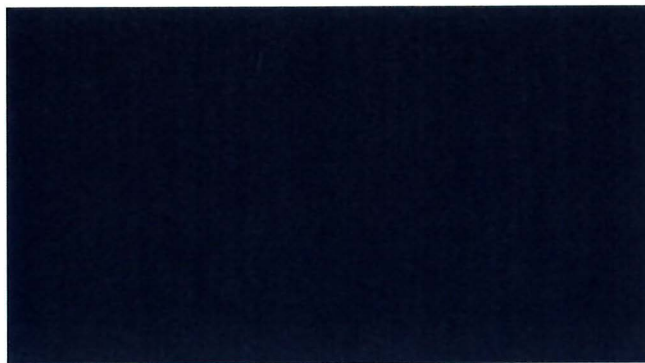
Camp Mojo, a wilderness retreat in Alexandria, Kentucky, engaged SHP to develop a conceptual master plan for new learning environments and overnight accommodations.

Key Contributions:

- **Educational & Experiential Design** – Planned an outdoor learning center with classrooms, observation spaces, and camp stores.
- **Recreational & Adventure Amenities** – Designed a zip-line tower, event spaces, and prefabricated rental cabins.
- **Sustainable Development Strategy** – Proposed 40-60 lodges for overnight campers, ensuring a balance of eco-conscious design and camp functionality.

The master plan enhances Camp Mojo's role as an outdoor education leader, blending learning, recreation, and environmental stewardship.



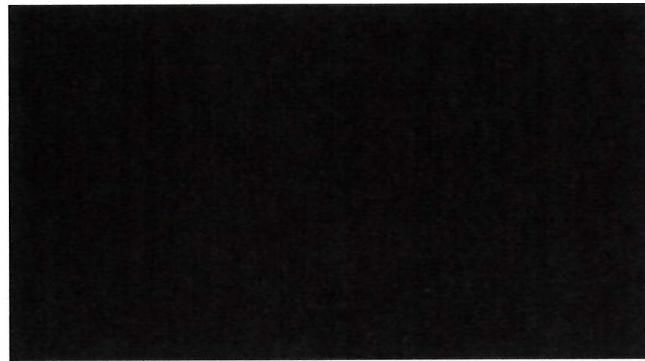
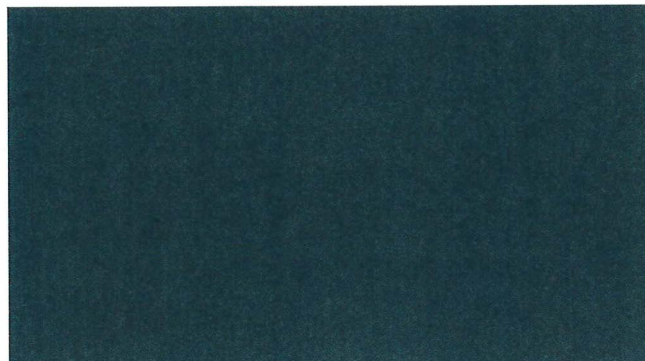


550 at Lytle Park

High End Residential

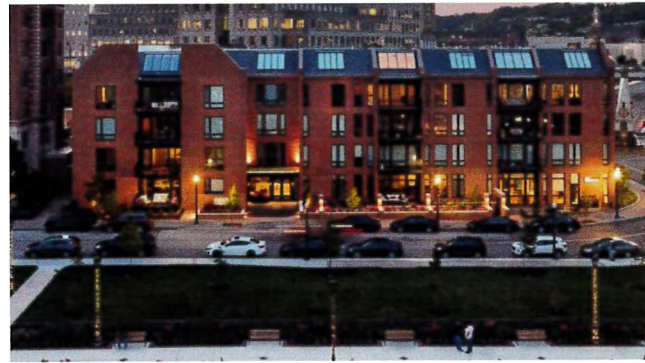
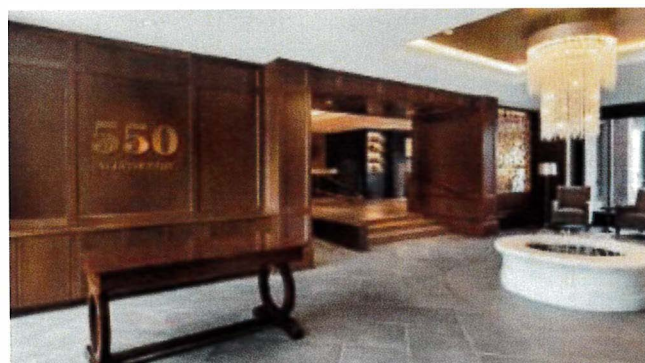
Designer | MA Design

A transformation of timeless elegance in Cincinnati's urban core. The complete renovation of 550 E. 4th Street reimagines luxury living through architectural enhancements, refined interiors, and an improved resident experience. The project included façade improvements, a redefined entry sequence, site rework, and full interior renovations that embrace a sophisticated, modern aesthetic.

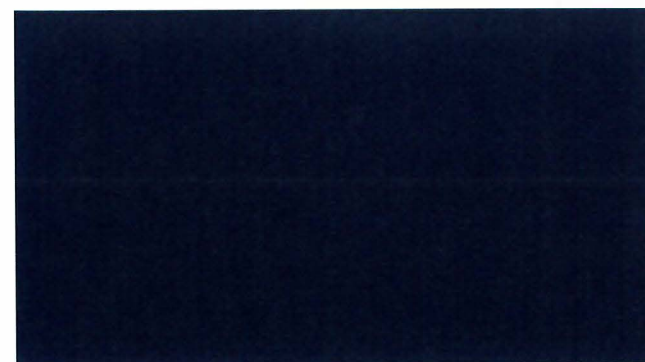


Key Contributions:

- **Architectural Design** – Honored the building's original character while integrating timeless elegance and modern finishes.
- **Enhanced Resident Experience** – Integrated seamless technology and personalized design elements to elevate comfort.
- **Urban Connectivity** – Reworked site design to improve pedestrian flow and connectivity to downtown amenities.
- **Curated Luxury** – Developed exclusive residential offerings that reflect the urban lifestyle, with premium finishes and materials.



This renovation successfully blends historic charm with modern sophistication, creating a luxury living experience that enhances both the building and its surrounding urban context.



Ag47

Mixed-Use Development

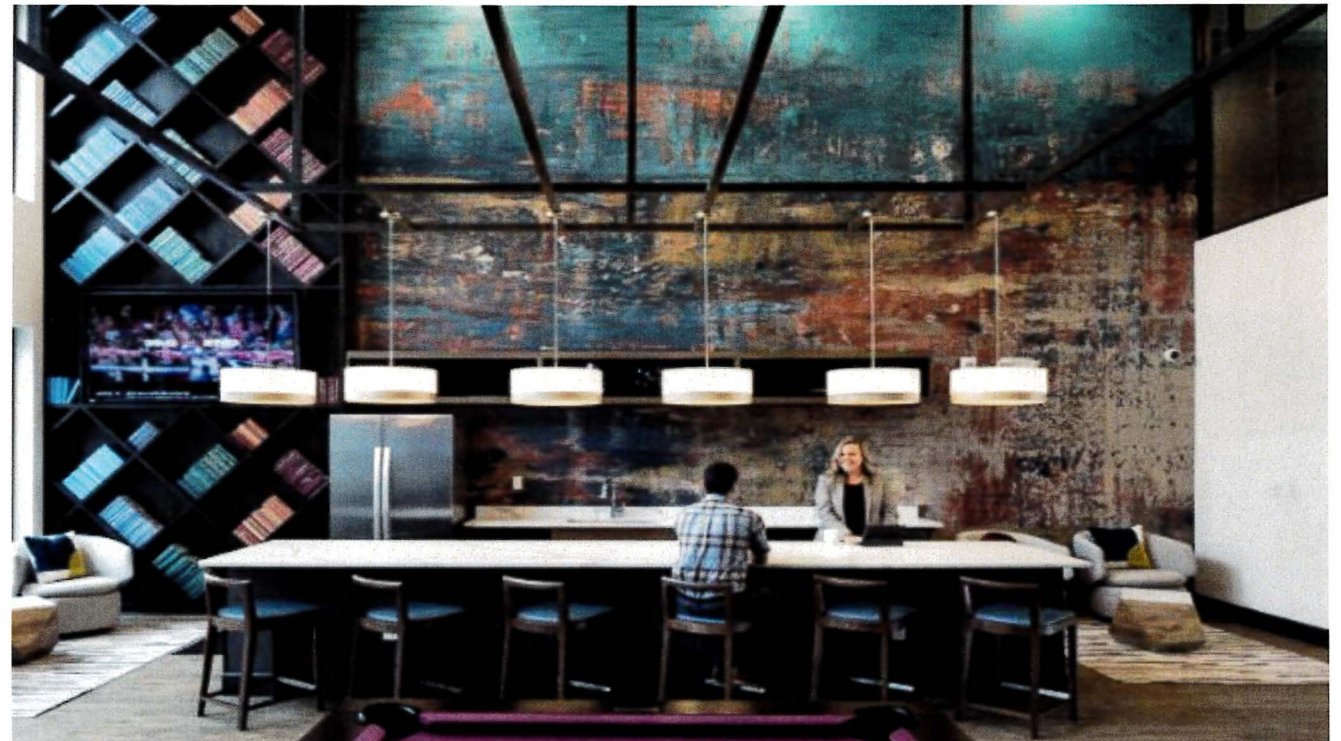
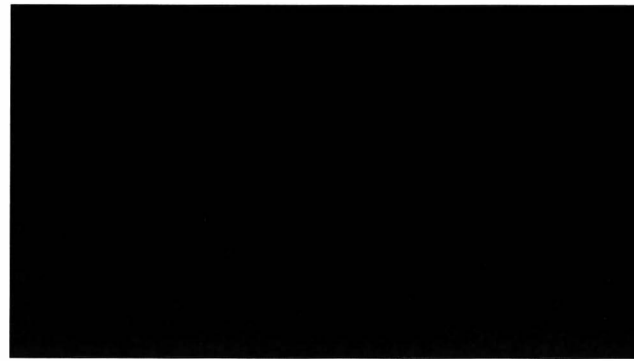
Designer | MA Design

A catalytic development for Silverton, Ag47 introduces new luxury apartments, office space, and retail, revitalizing the neighborhood with modern, pedestrian-friendly urban planning.

Key Contributions:

- **Master Planning** – Developed a comprehensive site strategy that maximizes land use and integrates seamlessly with the community.
- **Mixed-Use Design** – Created a vibrant combination of retail, office, and residential spaces to foster economic and social engagement.
- **Urban Activation** – Designed a dynamic streetscape with walk-up townhomes, public gathering areas, and integrated green space.
- **Sustainable Growth** – Ensured long-term community impact by incorporating efficient land use and future-forward design principles.

This project strengthens Silverton's economic and social fabric, establishing a foundation for continued growth and investment.



Pleasant Ridge

Residential Mixed-Use Development

Designer | MA Design

A mixed-use development designed to uplift and revitalize Pleasant Ridge, replacing underutilized properties with a vibrant residential and commercial hub. The Tudor-inspired five-story building integrates retail, office, and apartments while maintaining the historic architectural character of the district.

Key Contributions:

- **Neighborhood Integration** – Designed a structure that harmonizes with Pleasant Ridge’s historic fabric while supporting new economic activity.
- **Community-Oriented Spaces** – Created pedestrian-friendly features, including a rooftop deck, dog run, and coworking areas.
- **Sustainable Development** – Incorporated modern efficiencies with bicycle storage, EV charging, and shared green spaces.
- **Mixed-Use Activation** – Designed flexible commercial spaces that enhance the neighborhood’s retail and office ecosystem.

This development preserves the essence of Pleasant Ridge while positioning it for a vibrant and sustainable future.

Easton Town Center

Urban Mixed-Use Development

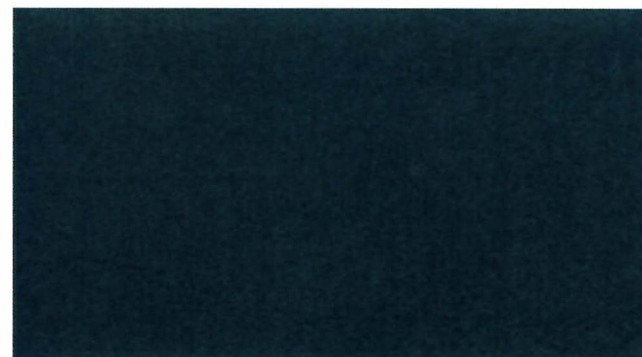
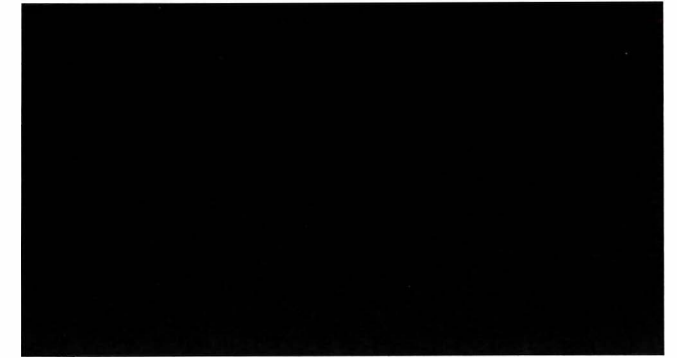
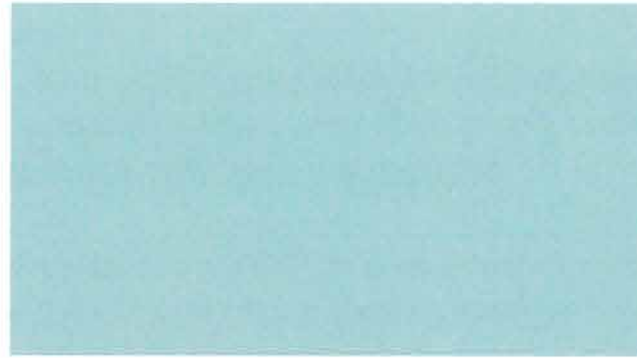
Designer | MA Design

One of the nation's premier mixed-use developments, Easton Town Center continues to evolve as a vibrant retail, office, and entertainment hub. Over 25 years, this urban district has expanded with new streetscapes, plazas, and immersive experiences that redefine the shopping and social environment.

Key Contributions:

- **Retail & Public Realm Design** – Created an engaging, walkable streetscape that enhances visitor experience.
- **Historical Inspiration** – Utilized classic materials and architectural elements to reinforce the district's timeless character.
- **Ongoing Expansion** – Supported phased growth, including Fenlon Square and major building renovations.
- **Award-Winning Development** – Recognized for innovative mixed-use planning and urban placemaking.

Through continued evolution and investment, Easton Town Center remains a benchmark for experiential urban development.



The Right Team. The Right Vision. The Right Time.

*“Let’s shape the future of
Amberley Green together.”*



Amberley Green: A Legacy Project for the Future

Amberley Green is more than a development—it’s an opportunity to preserve, enhance, and shape the future of Amberley Village. The Mayerson Company is uniquely positioned to lead this effort with expertise, financial commitment, and a deep-rooted connection to the community.

A Legacy of Leadership & Community Investment

The Mayerson family has lived in, invested in, and shaped Amberley Village for generations. Our commitment goes beyond business—we are stewards of this community, ensuring Amberley Green remains a vibrant, thriving space for future generations.

Proven Expertise in Sustainable, Community-Centered Development

With 75+ years of experience in real estate, strategic development, and public-private partnerships, we have successfully led projects that balance preservation, recreation, and responsible growth. We know how to integrate green space, residential components, and community assets to enhance quality of life and support long-term economic sustainability.

A Thoughtful, Resident-Driven Process

We believe in collaborative planning and inclusive decision-making. Every resident will have a voice in shaping Amberley Green’s future. Through transparent engagement, expert planning, and financial stewardship, we will ensure a visionary yet achievable outcome that benefits the entire Village.

A Fully Funded, No-Risk Partnership

Unlike traditional developers, we are willing to fund the engagement and planning process, removing financial risk for Amberley Village. This ensures a well-researched, community-backed vision before any decisions are made, giving the Village full control over its future.

The Right Partner for the Right Moment

Amberley Green is a once-in-a-generation opportunity, requiring a team with the vision, expertise, and deep commitment to do it right. The Mayerson Company stands ready to lead this effort with passion, experience, and trust.





39FORWARD



Amberley Green Proposal

The Mayerson Company

Adam Mayerson

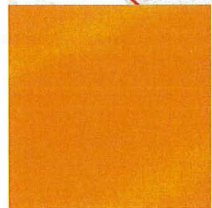
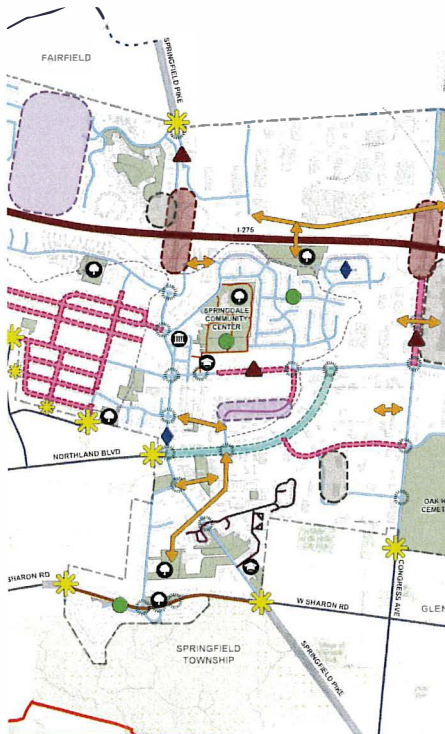
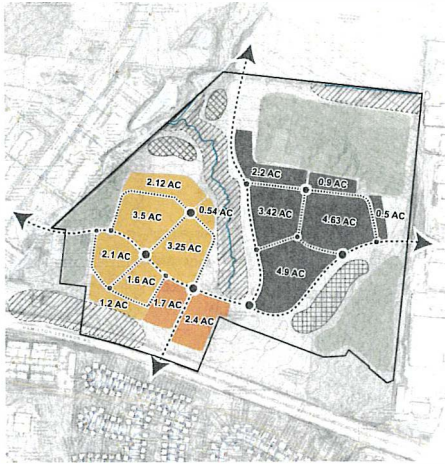
adamm@themayersoncompany.com

513.762.3069

Proposal Date: 02/14/2025



THE
MAYERSON
EST. 1949
COMPANY
ADDING VALUE TO PEOPLE'S LIVES



Public Engagement for Amberley Green

We create **places** that build community.

February 14 2025



Village of Amberley
Attn: Scot Lahrmer, Village Manager
7149 Ridge Road, Amberley Village, Ohio 45237
slahrmer@amberleyvillage.org



February 14, 2025

Subject: Proposal for Planning Services - Public Engagement for Amberley Green

INTRODUCTION AND EXECUTIVE SUMMARY

Amberley Village is recognized as a premier suburb of Cincinnati, home to mature trees, convenient access to local amenities, and major local employers including Procter and Gamble. Within the heart of the Community is a unique redevelopment opportunity, the 133-acre Village Green site.

Efforts have been underway for more than 15 years to transform the former Crest Hills Country Club into a vibrant, sustainable, pedestrian-oriented space for the residents of Amberley Village to enjoy and also provide economic benefits to the village. With delays and unexpected events such as the COVID-19 pandemic slowing the progress of revitalizing the site, the village is looking for a new way forward that will maximize value to residents, be consistent with the needs of the village, and contribute to the economic health and sustainability of the village.

To reignite the planning efforts of this site, Amberley Village needs a dedicated partner with both the visioning and implementation skills required to plan and design strong communities that promote growth and vitality. KZF Design is eager to be that partner.

KZF Design's planners, architects, engineers, and landscape architects plan and design community infrastructure that enriches the lives of all who live in or pass through your community. Our experience covers a variety of municipalities from major metropolitan areas to suburban villages and rural towns. It is this range of work, in combination with our community engagement experience, our focus on implementable solutions, and our advanced graphics and mapping abilities, that makes us the ideal partner to provide the comprehensive study services needed for Amberley Green.

- **Trusted Partner to a Variety of Municipalities:** We pride ourselves on lasting relationships with regional governments who have repeatedly trusted us with their planning projects. Clients include the City of Cincinnati, the City of Monroe, the State of Ohio, the Village of Woodlawn, the City of Covington, the City of Florence, and many more across the country.
- **Consensus Building through Community Engagement:** Our planners have extensive experience in developing transparent processes that involve open communications with the public, stakeholder groups, and regulatory bodies. Our tools and techniques include meeting facilitation, online surveys, mapping, open houses, project communications, and more.
- **Priority on Implementation:** A major benefit of our multidisciplinary approach is a greater understanding and emphasis on developing implementable plans from the beginning stages. Our team includes in-house landscape architects, civil engineers, and architects to provide their unique insights into plan recommendations with early identification of potential difficulties or unseen opportunities.
- **Advanced Visualization and Assessment Tools:** We utilize the latest tools to perform key analyses and create eye-catching graphics, maps, and videos. Our professionals leverage powerful geographic and digital visualization tools to not only perform analyses but also to communicate and document your project details by developing maps, renderings, public involvement materials, and graphics for final plan documents.

To further augment our team, we have partnered with Rasor, a leader in the region for public engagement. Rasor is invaluable to our team as they are a trusted consultant firm with whom KZF partners with frequently, including on the 4 example projects included in these qualifications. We are collectively ready to hit the ground running as a cohesive team.

The attached qualifications and proposal demonstrate the experience and expertise we believe makes us an ideal partner for Amberley Village. If you have any questions, we would be pleased to answer them at your convenience.

Sincerely,

Clete Benken, RLA
Director of Landscape Architecture
clete.benken@kzf.com • 513.621.6211

KZF DESIGN INC. • 700 Broadway Street • Cincinnati, OH 45202
main 513.621.6211 • fax 513.621.6530 • kzf.com



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Glenwood Gardens to Winton Woods Trail
Aquatic Center Master Plan

Proposal



Covington Central Riverfront

KZF DESIGN

Designing Better Futures

Our Services

Architecture
 Assessments
 Community Engagement
 Community Planning
 Computer Generated Renderings
 Conceptual Design Studies
 Construction Administration
 Construction Document Services
 Cost Estimates
 Energy Modeling
 Engineering (Civil, Electrical,
 Mechanical, Plumbing and
 Structural)
 Environmental Graphics
 Grant Writing
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 Landscape Architecture
 LEED Certified Design
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 Specialty Science & Technology Labs
 Specifications
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 Streetscapes
 Sustainable Design
 Telephone & Data
 Urban Design

Who We Are

At KZF Design, we help our clients design better futures.

Our team of more than 75 architects, engineers, interior designers, landscape architects and planners have created regional landmarks across the country and around the world.

We've built our reputation on thoughtful, award-winning designs and unparalleled technical proficiency in both the public and private sectors, with specific expertise in commercial, workplace, education, community infrastructure, industrial, cultural and government projects.

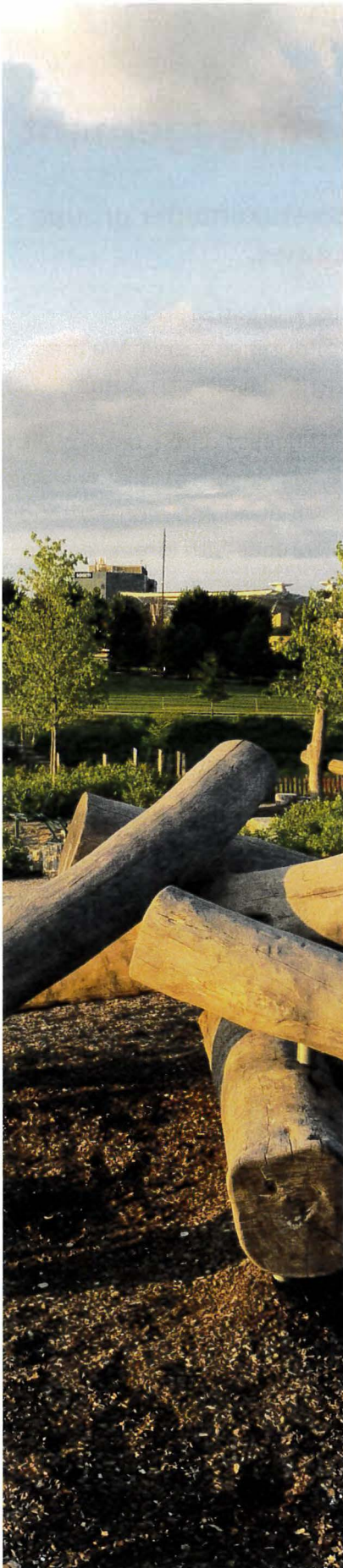
As one of the Midwest's premier design firms, we pride ourselves on fostering an internal culture of continuous improvement and reinvention. This translates to our clients through strong relationships, creativity and independent thinking — factors that have made us a leader in providing value-based design for more than 65 years.

Address

700 Broadway Street, Cincinnati, OH 45202

Contact

Clete Benken, RLA, ASLA
 Project Manager, Director of Landscape Architect
 email clete.benken@kzf.com
 main 513.621.6211 ■ fax 513.621.6530



Summit Park

What We Do

A community is only as strong as the infrastructure that supports it. Roadways and bridges provide safe and efficient mobility while parks, trails and streetscapes enhance livability and attract new residents, visitors and development.

Through objective analysis, thoughtful design, precise technical execution and detailed environmental documentation, we help communities design better futures.

Our community and urban design experts will work with you to enrich the lives of all who live in or pass through your community today — and anticipate their needs for tomorrow. We design places that stand out from the crowd and bring your community’s unique culture to life. Our designs and renovations maximize infrastructure life cycles, conserving both natural and economic resources.

At KZF Design, we adhere to the details without losing sight of the fact that our work is about more than nuts and bolts, bridges and pavement. Our work is about making your community safer, more functional, more maneuverable and ultimately—more enjoyable. Our central design criteria are always advanced technology, enhanced environments, community safety and resource conservation.

Qualifications

KZF Design has been delivering quality Architectural, Engineering, and Planning projects in the Tri-state area since 1956 and has been recognized with more than 70 awards in the past 10 years.

Our Cincinnati-based, multi-disciplinary staff is comprised of:

Architects	20	Designers	21
Professional Engineers	15	Interior Designers	4
Planners	4	Construction Administration	2
Landscape Architects	2	Administrative	12

Stakeholder & Public Engagement

TOOLS & TECHNIQUES

Surveys
Online mapping
Interviews and focus groups
Stakeholder meetings
Design workshops and charrettes
Virtual and in-person presentations
Social media and press releases
Interactive websites
Group exercises and games
Renderings and fly-through videos

Effective participation by diverse stakeholder groups results in improved project outcomes.

We build consensus and draw out the ideas, dreams, and imagination of the people who make communities strong. We then transform those collective ideas into visions of a possible future.

Community engagement is critical to the success of this project. We need a good response from the public to best understand their vision for the future. We will achieve strong participation and representation by offering in-person engagement opportunities with direct, face-to-face interactions.

Further details of our Stakeholder and Public Engagement plan are outlined in the Proposal section of this document.



Engagement Tools



Meeting Facilitation



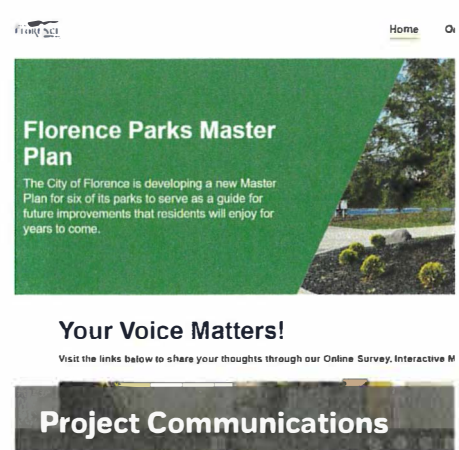
Design Workshops



Open Houses & Presentations



Visioning & Goal Setting



Project Communications

Key Personnel

Project Personnel



Clete Benken, RLA, ASLA
Project Manager



Eric Anderson, AICP
Planner



Libby Esterle
Engagement Consultant

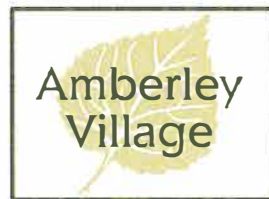


Michael Maltinsky, AIA
Engagement Support

INTEREST IN AMBERLEY GREEN

Proposed Project Manager, Clete Benken, has a significant interest in this project due to his **previous experience in the 2018 Amberley Village Connectivity Study**

Also passionate about seeing the potential realized at the Amberley Green site is Michael Maltinsky, providing Engagement Support. Michael has been a **resident of Amberley for over 25 years**



PROJECT MANAGER



Clete Benken, RLA, ASLA

PROJECT TEAM



Eric Anderson, AICP
Planner

Michael Maltinsky, AIA
Engagement Support



Libby Esterle
Engagement Consultant



CLETE BENKEN, RLA, ASLA

Project Manager

Clete Benken is Director of Landscape Architecture at KZF. Over his 35 years of professional practice, he has led a wide array of project types including streetscape master planning and design, downtown district redevelopment, campus planning, parks and recreation, and mixed-use commercial, residential, and institutional project work throughout the region.

EDUCATION

Bachelor of Science
Landscape Architecture
Ohio State University

PROFESSIONAL REGISTRATION

Registered Landscape Architect
OH, KY

PROFESSIONAL AFFILIATIONS

American Society of Landscape
Architects (ASLA)
Member

YEARS OF EXPERIENCE

35 years of experience
1.5 years with KZF

RELEVANT EXPERIENCE

Amberley Village Connectivity Study *(Performed at Previous Firm)* **Amberley Village, OH**

Clete served as Principal in Charge of Amberley Village's 2018 Pedestrian and Vehicle Connectivity Study. The study evaluated alternate-use plans, development plans, routing plans, and regional trail connectivity. This included identifying potential pedestrian paths to access Amberley Green as well as a multi-use path connection along Ridge Road.

Summit Park Master Plan *(Performed at Previous Firm)* • **Blue Ash, OH** **City of Blue Ash**

Clete served as Principal in Charge for the Summit Park Master Plan which guided the development and adaptive reuse of 230 acres of former airport lands in Blue Ash, OH. As PIC, Clete led the project team through community engagement, public meetings, stakeholder workshops, and market analysis. The master plan identified 130 acres to be developed as a city center park and greenspace with the remaining 100 acres dedicated to a mixed-use development adjacent to the park. The area is now a major regional destination, spurring economic development and growth.

The Neighborhoods at Summit Park Land Use Plan *(Performed at Previous Firm)* **Blue Ash, OH**

Clete served as Principal in Charge in the land use planning for the Neighborhoods at Summit Park, a new 100-acre, \$350 million mixed-use district. The plan included the development of four distinct but interconnected districts which include a variety of office, residential, and retail spaces. All of these districts leverage the value of the park, create a diverse mix of uses with shared infrastructure, and provide a pedestrian and cyclist-friendly network.

Downtown Master Plan • **Monroe, OH** **City of Monroe**

Master planning a vision for Downtown Monroe, including building façade concepts, streetscapes, pedestrian access, parking, and other public amenities. The Plan will serve as the guiding document for anticipated growth, development and revitalization of the Downtown area and will act as a framework for future ordinances and initiatives. KZF developed the plan with participation and input from the City's residents, business community, and other stakeholders.

Central Riverfront Redevelopment • **Covington, KY** **City of Covington**

KZF is leading a team of architects, engineers, urban planners, and consultants whose drawings will lay the foundation for public infrastructure that will ready the 23-acre former IRS site for private development. KZF will also work with City officials to subdivide the site into parcels to be marketed for development.



ERIC ANDERSON, AICP

Planner

Eric is Director of Planning with more than 15 years of experience in a variety of project types including neighborhood plans, streetscapes, plazas, bicycle and pedestrian facilities, parks, signage/wayfinding, public spaces and infrastructure. To keep up with the latest in Planning standards, Eric is active in the American Planning Association activities, attending conferences and education events, and recently served as a President for APA Ohio.

EDUCATION

Bachelor of Urban Planning
University of Cincinnati

PROFESSIONAL REGISTRATION

American Institute of Certified
Planners (AICP)

PROFESSIONAL AFFILIATIONS

American Planning Association
Past President Ohio Chapter

YEARS OF EXPERIENCE

18 years of experience

15 years with KZF

RELEVANT EXPERIENCE

Central Riverfront Redevelopment • Covington, KY

City of Covington

KZF is leading a team of architects, engineers, urban planners, and consultants whose drawings will lay the foundation for public infrastructure that will ready the 23-acre former IRS site for private development. KZF will also work with City officials to subdivide the site into parcels to be marketed for development.

Village Square Master Plan • Woodlawn, OH

Village of Woodlawn

As part of the Springfield Pike Improvement Plan, the area between Grove and Riddle Roads is envisioned as an urban, mixed-use neighborhood business district. Community input was essential in the development of this concept with residents and stakeholders providing valuable feedback regarding potential uses, residential typologies, building heights and density, and overall aesthetics of the proposed area.

Glenwood Gardens to Winton Woods Trail • Woodlawn, OH

Great Parks of Hamilton County

KZF is providing project management, planning, and engineering, including development of a Public Involvement Plan, project scheduling pre-design research and analysis, for an asphalt shared use trail within the Parks that provides multi-model transportation functions, as well as for an entrance drive. The goal to incorporate best practices to create a more accessible and inviting pedestrian network, improved bicycle mobility, and increased user safety measures.

Smale Riverfront Park • Cincinnati, OH

City of Cincinnati and Cincinnati Park Board

KZF Design provided planning, architecture, civil, structural, mechanical, plumbing, and electrical engineering, street lighting and utilities services to the Cincinnati Park Board and US Army Corps of Engineers on a variety of projects focusing on Riverfront development specifically in the area of greenspace and parks. Amenities include visitor's center, bike house, play areas, event lawn, enclosed carousel, banquet center, and restaurants.

Berry Lawn Park • Lebanon, OH

City of Lebanon

Planning, civil, electrical, structural engineering for a new pocket park to activate street in front of Berry Elementary School and improve connectivity along Broadway Street between downtown and mixed-use development. Design takes cues from the downtown streetscape and features a pathway with seating and swings, landscaping, controllable LED lighting, memorial wall and improved signage for school.



LIBBY ESTERLE

Engagement Consultant

Libby brings more than 24 years of project management, account management, communications, and public relations experience to Rasor. Libby provides project management for many public sector projects and clients and also manages marketing plan development, communications audit work, branding and key messaging, collateral development, website development, media relations and public relations.

EDUCATION

**Bachelor of Science, Speech
Communications**

Gustavus Adolphus College

Bachelor of Science, Psychology

Gustavus Adolphus College

YEARS OF EXPERIENCE

27 years of experience

16 years with Rasor

RELEVANT EXPERIENCE

Indiana DOT SR101 • Southeast IN

Indiana Department of Transportation

Libby managed the public engagement for this project to extend SR 101 and connect several southeastern Indiana counties to major interstates. The public involvement scope included developing a community advisory committee, an environmental justice group, a public involvement plan with multimedia communications, three public meetings, a public hearing, and part-time staffing for a local project office.

Bus Rapid Transit (BRT) Study • Cincinnati, OH

Southern Ohio Regional Transportation Agency

Libby was the project manager for this intensive engagement project through multiple in-person and virtual public meetings, and online surveys for BRT routes. Once the two corridors were identified, the team coordinated public workshops to gather more detailed information to aid with mapping the stops and features, provided stakeholder and staff engagement support, website development, research, digital communications, and media relations support.

Blueway Plan Development • Cincinnati, OH

Great Parks of Hamilton County

Libby is providing project management on this project to create better river and trail access for people of all backgrounds and abilities in three large parks along the Great Miami and Miami Whitewater Rivers. In addition to engaging with nearby residents, park visitors, park staff and volunteers, coordination with indigenous communities is a key component of this plan development.

Economic Development Public Relations • Mason, OH

City of Mason

Libby provides project management and writing for the City of Mason's website, media relations, and social media channels. She also manages public relations and media relations work and provided content for CenterPoint- Mason's community magazine.

RELEVANT EXPERIENCE *Before Joining Rasor*

Upon relocating to Cincinnati in 1999, Libby joined one of Cincinnati's largest public relations agencies, where she spent five years as a senior account executive and business development lead. She moved into the non-profit world in 2004, spending three years as the marketing and communications manager for The Leukemia & Lymphoma Society, Southern Ohio Chapter. Prior to joining Rasor, Libby worked in the PR department at Justice & Young Marketing and Public Relations.



MICHAEL MALTINSKY, AIA

Engagement Support

Michael has a unique talent for coordinating efforts of diverse teams on complex, multi-phase projects and for keeping each team member focused on the goal of producing a successful project. Through his experiences directing multi-disciplined design teams, he ensures expectations and deliverables meet project budget, schedule, and goals. Michael's approach consists of maintained involvement, focus, and timeliness of information and action.

EDUCATION

Bachelor of Science, Architecture
Minor in Business Administration
University of Cincinnati

PROFESSIONAL REGISTRATION

Registered Architect | OH VA

PROFESSIONAL AFFILIATIONS

American Institute of Architects

YEARS OF EXPERIENCE

32 years of experience
3 years with KZF

RELEVANT EXPERIENCE

Summit Country Day Master Plan • Cincinnati, OH

The Summit Country Day School

KZF Design is providing comprehensive design services for a Master Plan for this K-12, private, co-educational school serving approximately 1000 students, located in the Cincinnati suburb of Hyde Park. Project tasks include, but are not limited to, evaluating current space allocations and adjacencies for educational instruction, classroom furniture, sports facilities onsite and offsite, dining services, libraries, and administrative offices.

Campus & Sustainability Master Plans • Dayton, OH

The Miami Valley School

KZF is performing campus and sustainability master planning for The Miami Valley School, Dayton's only independent, PreK – 12 college prep school. The Facilities Master Plan will identify future educational spaces, review the existing athletic and fine art facilities, reimagine the campus to align with the strategic goals, and provide recommendations for MVS leadership. The Sustainability Master Plan will provide a roadmap for the school to achieve sustainability goals while aligning with economic realities.

Cincinnati College Preparatory Academy High School Ren/Add • Cincinnati, OH

Cincinnati College Preparatory Academy

CCPA's High School required more and better space to achieve student success. In outgrowing the existing facility there is a need for 5 additional as well as specialized classrooms for more authentic learning to occur. CCPA High School program sits on an urban campus adjacent to elementary and middle school programs, each in a separate structure. These share a campus with the Lindner YMCA, posing opportunities and challenges. KZF/CCPA engaged in a process including Visioning, development of High School Master Plan and Concept Design based on Plan, before moving into schematic design and construction documentation-Phase 1.

Edgewood Campus Study/Master Plan • Edgewood, KY

Gateway Community & Technical College

KZF Design is providing planning, architectural, MEP engineering. Gateway desired to modernize the Student Service Center (SSC) building. Since the SSC will require more than allocated funding to be fully modernized, KCTCS requested KZF develop a scope of work for Phase 1 funds, a scope for full modernization (Phase 2) and budget for that work to be requested in annual request process. KZF began by facilitating focus groups with Executive Team and Staff to develop project definition, goals and Vision.

Trusslow Commons Expansion and Renovation • Dayton, OH

The Miami Valley School

Project Management, architecture, interior design, MEP, and civil/structural engineering to add a floor within an existing gymnasium space to create a new central cafeteria and kitchen, as well as an upper-level commons, classrooms, maker space, and offices. Project involved planning and focus group meetings with Upper and Middle School students, parents and faculty, and staff.

Relevant Experience & References

Previous Experience

Master Planning, Urban Design & Redevelopment Strategies

SERVICES

Visioning
Revitalization Planning
Community planning
Master Planning
Capital Improvement Planning
Urban Design
Feasibility studies
Environmental Assessments
Economic Impact Studies
Safety and Security Design
Public Involvement
Streetscape Improvements
Gateway Design
Signage and Wayfinding
Lighting Design
Facade Improvements
Architectural Guidelines
Right-of-way Planning
Phasing Planning
Cost Estimating
Grant Funding Strategies
Permitting

The KZF team works collaboratively across disciplines to create public environments that promote community interaction and spur economic development. Our planners and designers reinforce your unique and vibrant identity throughout public spaces including streetscapes, plazas, gateways, and landscaped medians.

We help communities become distinctive by focusing their efforts on a common vision, shared by the entire community, communicated effectively, and woven into the culture of leadership.

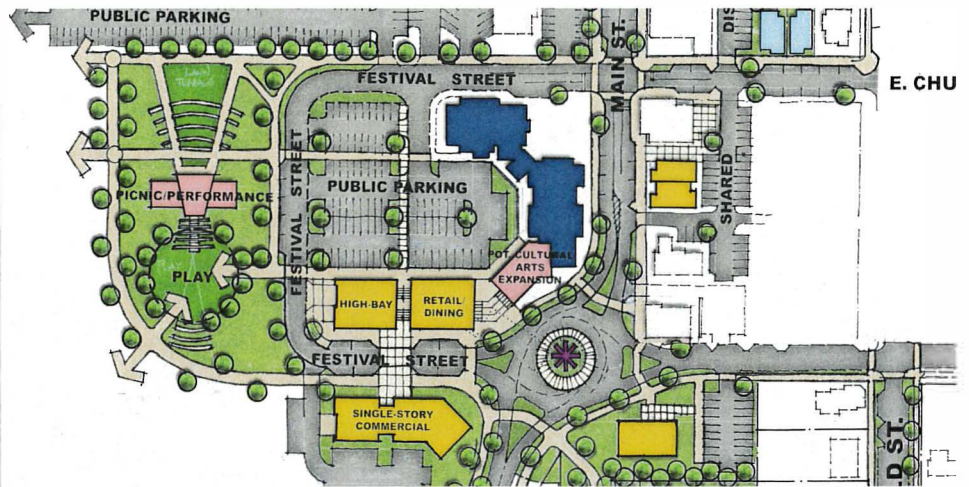
We work from within communities to build consensus and draw out the ideas, dreams, and imagination alive in the people who make communities strong. We contribute and transform the collective ideas and dreams into verbal and visual representations of a possible future.

From small villages to major metropolitan areas, the KZF Community Design Studio provides the services you need for a project of any scale. Our award-winning staff will work with you to enrich the lives of all who live in or pass through your community today – and anticipate their needs for tomorrow.



Monroe Downtown Master Plan

Working with the community to develop a vision for historic Downtown.



HIGHLIGHTS

Project Type

Downtown Master Plan

Client

City of Monroe

Adoption Date

2024

View the Document

<https://www.monroehio.org/DocumentCenter/View/2509/Downtown-Master-Plan>

Client Reference

Tom Smith
Director of Development
smitht@monroehio.org
513.539.7374

Work included recommendations for a Downtown Overlay District to align Monroe's zoning code with the master plan.

Monroe Downtown Master Plan

KZF developed a vision for Downtown Monroe, including building façade concepts, streetscapes, pedestrian access, parking, and other public amenities. The plan will serve as the guiding document for anticipated growth, development, and revitalization of the Downtown area and will act as a framework for future ordinances and initiatives. KZF developed the plan with participation and input from the City's residents, business community, and other stakeholders.

Coordinated strategies are in development to help reinvigorate the Downtown area and make it an attractive gathering place for people to enjoy dining, retail, arts, public amenities, and employment opportunities.

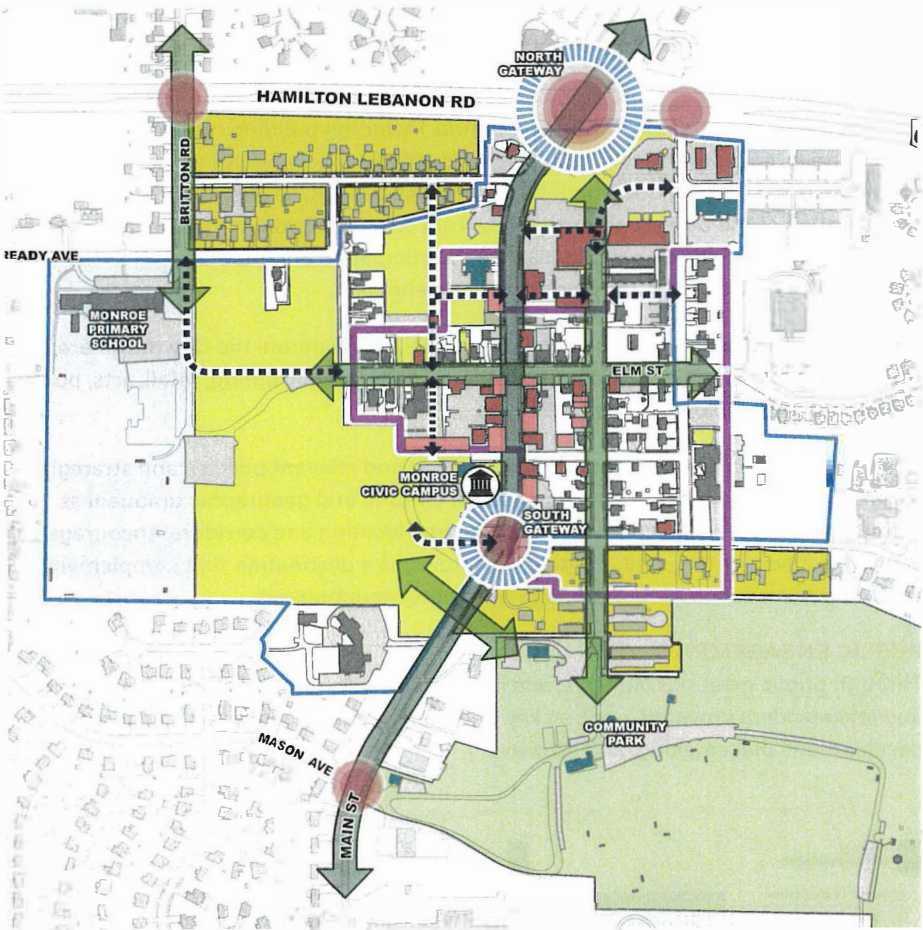
The plan is visionary yet grounded with practical and relevant policies and strategies to guide Downtown growth. It recognizes the cultural and geographic uniqueness of Monroe and seeks to capitalize on its regional location and corridors, encourage economic development, and promote Downtown as a destination that complements the area while encouraging patronage from other communities.

PUBLIC ENGAGEMENT

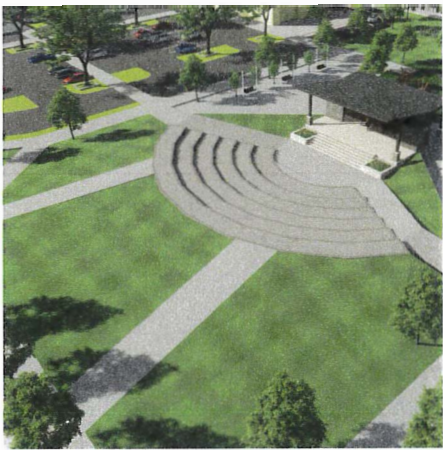
Through public meetings, surveys, and interactive tools, residents, business owners, and stakeholders provided input on key priorities, including walkability, economic development, placemaking, and growth.



Final Plan Excerpts



Downtown Master Plan,
Monroe, OH



Comprehensive long-term strategy for six City of Florence parks.



HIGHLIGHTS

Project Type

Parks Master Plan

Client

City of Florence

Status

Ongoing

Client Reference

Tom Gagnon

Project Manager

tom.gagnon@florence-ky.gov

859.647.5416

Florence Parks Master Plan

KZF is providing master planning, project management, facility assessments, and facilitating public engagement in the development of the City of Florence's Parks Master Plan, encompassing six unique parks in the city. The guiding vision of the plan is to establish the City of Florence as a leader in the region and a destination for all things Parks & Recreation by providing best-in-class, inclusive parks that continue to meet community needs and positively impact people's lives.

PUBLIC ENGAGEMENT

Extensive engagement occurred over two years and included community surveys, in-person public meetings, virtual open houses, and an active stakeholder group. More than 1,000 participants provided 5,125 plan comments and map notes.

PARK ANALYSIS



OPPORTUNITIES:

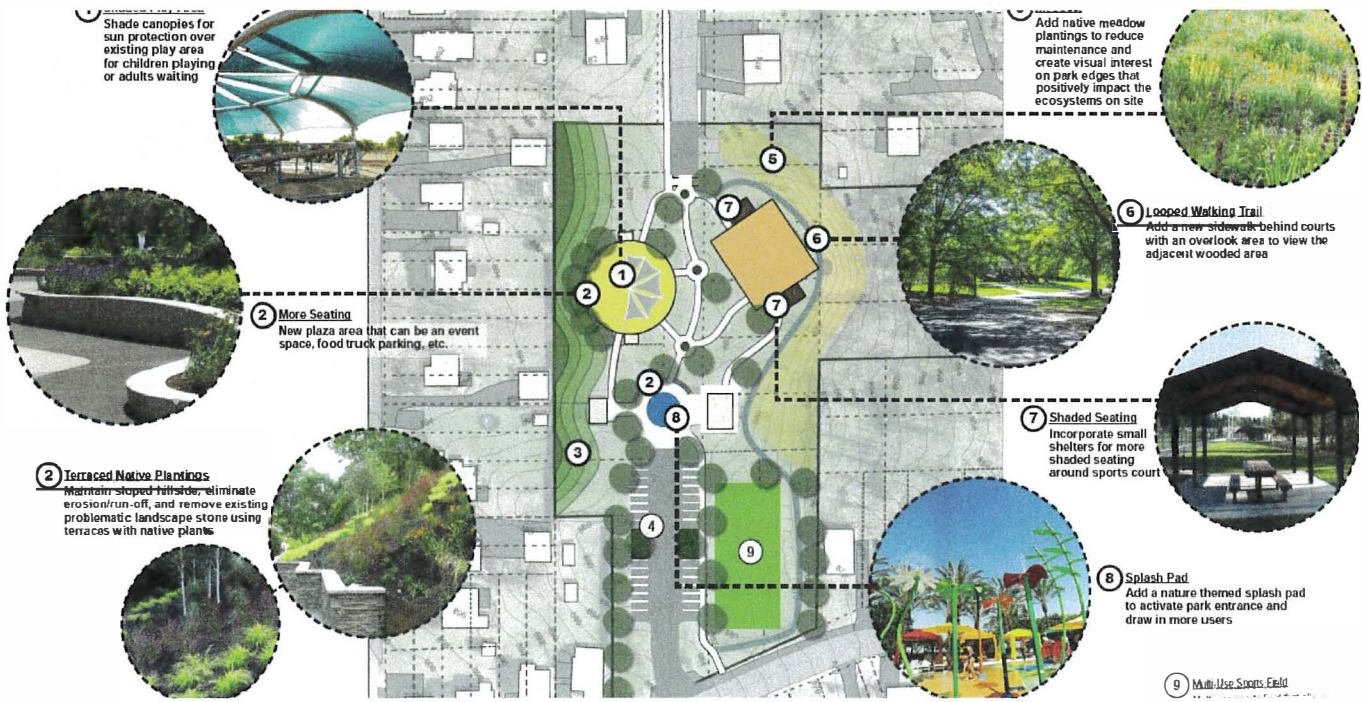
1. Expand park amenities, planting to stabilize or enhance shoreline.
2. Expanding park amenities to include the lake (e.g., dock, fishing).
3. Expanding connectivity with pedestrian paved trail to connect to the lake.
4. Expanding park amenities to woodlands and areas with potential off-surface trails.
5. Expanding park amenities with outdoor meadow planting and/or interpretation to enhance meadow area.
6. Potential opportunity to create a local park's gateway space with view of the lake.
7. Planting native shrubs to screen park from residential area.
8. Select to add outdoor amenities (e.g., soccer field) to a small local walking track.
9. Planting native shrubs to screen park from residential area.
10. Adding an access point along perimeter with a view to the lake and additional shade.
11. Add open space plan for adding new access points with a view to the lake.
12. Enhancing park amenities with additional amenities, including a playground and picnic area.

CONSTRAINTS:

1. Steep slope around pond and lake with existing vegetation.
2. Close proximity to residential homes.
3. Proximity to major road.
4. Steep slope separating northern and southern portions of park.

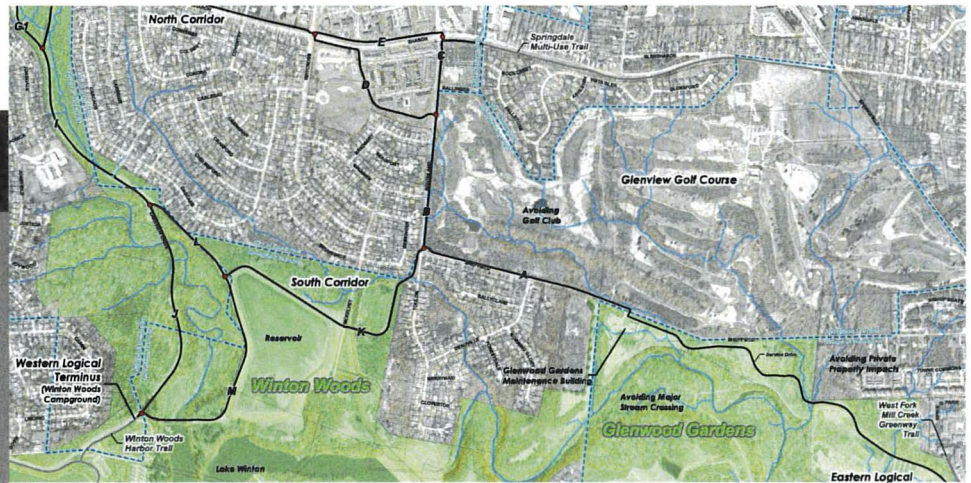


Draft Plan Excerpts



Parks Master Plan,
Florence, KY

A regional trail connecting two great parks and 2,890 acres of green space.



HIGHLIGHTS

Project Type

Shared-use Trail

Client

Great Parks of Hamilton County

Length

2.8 miles

Construction Cost

\$8,600,000

Completion Date

Estimated November 2026

Client Reference

Ben Helmes, Landscape Architect
Great Parks of Hamilton County
bhelmes@greatparks.org
513.521.7275

Glenwood Gardens to Winton Woods Shared-use Trail

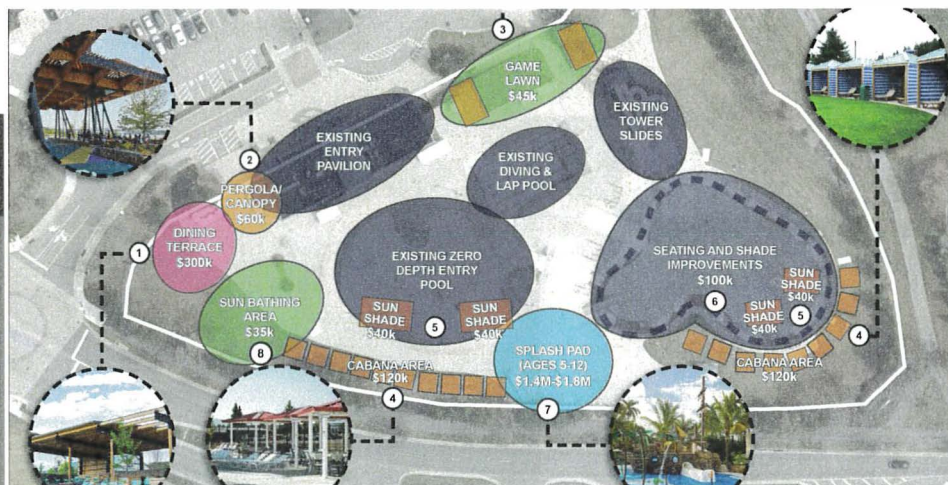
KZF Design is currently providing design and engineering services to construct a paved 12-foot-wide shared-use trail, approximately 2.82 miles in length, from the Glenwood Gardens Visitor Center's parking lot to the Winton Woods Campground, making connections to existing trails at each end.

Technically the two parks already adjoin – the back boundaries of the protected green space are seamless to local wildlife. But when people want to get from one park to the other, they are faced with a 10-minute drive.

Developed with multiple uses in mind, a wide off-road design will give plenty of room for runners, walkers, strollers and bikers to all enjoy the space safely away from cars. Less than three miles long, the length makes it ideal for kids just learning their way around a pedal, with lots of stops for bathrooms, playgrounds, wildlife viewing and even ice cream along the way. For adults wanting more of a workout, the trail can be combined with others nearby to increase the mileage. Take a detour around Winton Lake or continue out of Glenwood Gardens onto the West Fork Mill Creek Greenway Trail that travels through Woodlawn and Wyoming.

The Glenwood Gardens to Winton Woods multi-use trail will be a new place to play for people all over the TriState. It's one of many steps Great Parks is taking to better connect communities to each other and to their parks in a way that is safe and fun for everyone.

Master Planning
focused on
community input
for local aquatic
center.



HIGHLIGHTS

Project Type

Master Plan

Client

City of Florence

Status

Ongoing

Client Reference

Eric Hall
Public Services Director
eric.hall@florence-ky.gov

Aquatic Center Master Plan

KZF Design is leading a team of planners, park designers and public involvement specialists in the master planning of the City of Florence's Aquatic Center. The master plan will serve as a guide for future improvements that residents will enjoy for years to come. The project team is taking a close look at how the facility currently operates to better understand ways to improve or add to the facility to meet the community's needs.

The planning process consists of four phases:

- Phase I: Existing Conditions & Facility Assessment
- Phase II: Operational Analysis
- Phase III: Community Engagement
- Phase IV: Visioning & Master Planning

PUBLIC ENGAGEMENT

KZF partnered with Rasor to engage the community with involvement activities including an online survey to gather public input. The results of this survey will help guide the project team as they make decisions during this early planning phase. The website will be live throughout the project and additional features, including an interactive map and ideas wall, will be available soon. Initial concepts and draft plans will be published on the website for feedback at later stages of the process.

Proposal

Proposal for Planning Services

February 14, 2025

This agreement between KZF Design Inc. (KZF) and Village of Amberly (CLIENT) identified herein provides for the professional services described within this agreement.

Client	Village of Amberly, Ohio
Address	7149 Ridge Road Amberley Village, Ohio 45237
Contact Representative	Scot Lahrmmer, Village Manager
Contact Email	slahrmer@amberlevillage.org
Project	Public Engagement for Amberley Green

PROJECT OVERVIEW

Village of Amberly seeks to engage a qualified urban planning and design consulting firm to conduct a comprehensive study aimed at determining resident preferences for the development of a park at Amberley Green, with minimal additional development. This initiative aligns with the Village Council's motion from October 14, 2024, to update the Amberley Green Conservation Study of Fall 2020 to include the creation of a park that enhances the quality of life for all residents and adds value to living in Amberley.

SCOPE OF SERVICES

KZF Design shall provide professional planning services necessary to provide the following items related to the Public Engagement and Land Use for Amberley Green project.

1. Kickoff & Project Management
2. Public Involvement Plan & Message Track
3. Advisory Group
4. Online Community Survey
5. Open House Public Meeting

Task 1.0 Kick-off and Project Management

KZF Design Project Manager, Clete Benken will serve as the primary contact from the consultant team. Michael Maltinsky, Eric Anderson and the Rasor Marketing team will assist with data collection, local coordination, and research. The following activities will be included in this task:

Kickoff Meeting: KZF will conduct one (1) kickoff meeting with CLIENT. The methodology and schedule will be reviewed at this meeting, including due dates and project deliverables. Participants at the kickoff meeting will be asked to affirm scope objectives and priorities and highlight areas of concern. Staff will also be asked to share information about the following topics:

- Ongoing village initiatives that may relate to this planning process.
- Previous studies and existing plans that may be relevant to this planning process.
- How project deliverables should be organized and structured to enable the city to get the most out of the plan.

Regular Progress Updates: KZF will provide periodic updates by email to CLIENT to ensure transparency and alignment throughout the project duration.

Task 2.0 Public Engagement Plan & Message Track

Task 2.1 Develop Message Track. Outline key messages that clearly communicate the project's purpose, benefits, and impact. We will tailor these messages to different audiences to ensure consistency, address concerns, and build trust throughout the engagement process.

Task 2.2 Public Participation Plan. Develop a Comprehensive Participation Program: Create a public engagement strategy that encompasses various activities aimed at gathering local knowledge and experiences from residents and key stakeholders. We will design the process to actively seek out and involve residents and stakeholders who are typically less likely to participate in standard meeting-style engagements to ensure that participation reflects both the current and future citizenry to increase buy-in of the final product.

Task 3.0 Advisory Group

KZF will work with CLIENT to convene a 6-8 person Advisory Group, which will include KZF, village staff, and other key stakeholders, which may include individuals from other village departments, local community council, residents, representatives of local community groups or business associations, and key business and property owners. KZF will establish a regular meeting cadence with the Advisory Group. During this project, the Working Group will meet up to three (3) times, virtually or in-person, for a project kick-off, visioning workshop, and an Open House debrief.

Task 4.0 Online Community Survey

KZF will utilize online tools to reach a broad audience and collect quantitative data.

Task 4.1 Design and Conduct Survey. KZF will work with CLIENT to develop and administer one (1) digital survey to assess opinions on issues and opportunities which residents and stakeholders believe should drive future decisions related to preservation, conservation, improvement, potential development and funding of future improvements within the Amberley Green property.

Task 4.2 Pre-Survey Consultation: Prior to conducting the survey, meet with CLIENT to align survey objectives and methodologies.

Task 4.3 Analyze Public Feedback. Compile and assess data gathered from public engagement activities to inform planning decisions

Task 5.0 Open House Public Meeting

Plan and execute one (1) in-person Open House to educate the public about the project and gather initial input to help inform the planning process. Work includes:

- Developing meeting materials (fact sheet, survey, boards, etc.) in printed and digital formats
- Assist with notification efforts including:
 - News release (assumes Village will distribute)
 - Social media posts to be distributed through Village social media platforms
 - Yard signs
 - Announcements on the Village website
- Analyze input received and prepare an open house summary report

Deliverables

- One (1) public engagement plan.
- One (1) digital survey and summarized results.
- One (1) in-person open house-style public meeting.
- One (1) open house summary report.

ADDITIONAL SERVICES (not included in the scope of work)

Any scope items not specifically outlined in the Scope of Work are not included in this proposal/RFP and can be provided as an additional service. In the event CLIENT requests additional services such as those described herein, they can be provided on an hourly rate basis in accordance with KZF Design's attached Hourly Rate Schedule.

AS.1 Virtual Open House. Provide platforms for residents to participate remotely, ensuring inclusivity.

AS.2 Focus Groups. Conduct targeted discussions to delve deeper into specific topics or concerns.

AS.3 Social Media/Newsletter Content. Prepare social media posts to coincide with key project milestones to be distributed by the Village through their existing social media platforms. Prepare project updates to be featured in Amberly Village communications materials, such as a community newsletter.

AS.4 Project website. Develop project website page for the project. Provide quarterly updates. Village to post content on their website.

AS.5 Media relations. Prepare news releases to:

- Announce project launch and raise awareness of the effort (to be completed during the Awareness phase)
- Announce the recommendations of the completed project/master plan (to be completed after the Vision phase concludes)
- Additional releases will be prepared to announce the public meetings/workshops, however, those are accounted for in the public meeting/workshop estimate Provide daily media monitoring services.

AS.6 Strategic Counsel / Coordination. Provide on-going strategic counsel to the Village and project team. Includes participation in in-person meetings with the Village and on-going coordination with KZF.

AS.7 Preliminary Land Use Planning and Recommendations

- Develop Land Use Scenarios. Create up to three (3) land use possibilities for Amberley Green, clearly outlining the fiscal impacts associated with any park or other development.
- Prepare Deliverables. Produce an updated Amberley Green Visioning Study, including:
- Detailed Survey Results Addendum. A comprehensive appendix listing all survey findings.
- Policy Statements and Goals: Clearly defined policies and objectives guiding the development.
- Design Guidelines: Recommendations for design elements to ensure cohesive development.

- Implementation Matrix: A detailed framework outlining steps, timelines, responsible parties, and estimated costs for various features to provide clear and predictable guidance to developers, stakeholders, and residents.

Beyond the scope outlined in the RFP, KZF has the capability to provide the following services:

- Any design phases beyond Feasibility Study including Concept, Schematic Design, Design Development, Construction Documents, Bidding, Construction Administration
- Architecture, interior design or building design services
- Civil, traffic, site, electrical/lighting, structural, bridge or any other engineering services
- Mechanical or plumbing engineering services
- Schematic design, detailed design, or construction documentation
- Detailed engineering and site design of riverfront, terraces, access, etc.
- Land use analysis and zoning
- Survey, right-of-way plan development
- Geotechnical or hazardous materials investigations
- Landscape architecture design services
- Bidding assistance and permitting
- Construction administration and inspection services
- Drone footage or photography
- Building evaluations/assessments
- Grant writing and administration
- Resource and environmental documentation
- Renderings and fly-through videos
- Environmental assessments
- Hydraulic analysis/modeling

SCHEDULE (in calendar days)

Task 1: Kickoff	5 days
Task 2: Public Involvement Plan & Message Track	20 days
Task 3: Advisory Group	20-75 days
Task 4: Online Community Survey	35 days
Task 4: Open House Public Meeting	75 days

BASIC SERVICE FEES

Kickoff and Project Management	\$4,389
Public Involvement Plan & Message Track	\$4,168
Advisory Group	\$4,350
Online Community Survey	\$1,584
Open House Public Meeting	\$10,308
<u>Estimated Reimbursables</u>	<u>\$200</u>
Proposed Lump Sum Fees	\$24,999

Client Responsibilities

1. Provide KZF a current copy of GIS files (electronic version), all levels available.
2. Provide KZF any previous reports, plans or other relevant documents.

3. Promptly review and provide comments to KZF as drafts recommendations and maps are submitted. Also, advising the team on matters pertaining to public comments.
4. Coordinate, organize, host and facilitate/run any public involvement efforts.
5. Manage/facilitate stakeholder involvement to ensure participation at client review periods.

Compensation

For the basic Scope of Services defined herein, KZF Design proposes a lump sum fee as described above. Additional services beyond the scope of this proposal will be billed on an hourly rate basis, with authorization by CLIENT. All subconsultant costs (hours, expenses, etc.) will include a ten percent (10%) mark-up for KZF's management and coordination. KZF shall invoice every four weeks for the amounts due for professional services rendered and expenses incurred. Progress payments shall be based on percentage completion of work at date of invoice. In addition to the compensation for professional services, KZF shall be reimbursed for out-of-pocket expenses at cost plus ten percent (10%) fee for KZF's management and coordination.

Presumptions

- a) This proposal shall remain valid for thirty (30) calendar days.
- b) It is presumed that the CLIENT will coordinate meeting attendance and encourage participation from required personnel.
- c) All agency permitting is specifically excluded.
- d) Additional meetings beyond those specifically addressed are excluded.
- e) Access will be granted for necessary field reviews. Escorts will be provided as needed.
- f) It is understood that CLIENT will be the lead contact with the public and KZF will only provide informational support.
- g) KZF has allotted time for CLIENT review in our proposal. If CLIENT is not able to provide the comments to the A/E Team per the schedule it will be necessary to extend the schedule for each day after the scheduled deadline that review comments are received by two (2) days. This extension is necessary in order to accommodate the loss of time with the overall schedule and to account for the required internal adjustment of staff schedules and other commitments.
- h) Existing drawings and GIS mapping shall be provided by CLIENT within 14 days of project kick-off, so that KZF can produce base drawings for use during the project.
- i) KZF's fee is based on the proposed schedule and does not include cost that may be incurred if the project is delayed or suspended for reasons beyond KZF's control. If CLIENT delays or suspends the Project, through no fault of KZF, KZF shall be compensated for services performed prior to notice of such delay or suspension. When the Project is resumed, KZF shall be compensated for expenses incurred in the interruption and resumption of KZF's services. KZF's fees for the remaining services, and the time schedules to complete the work shall be equitably adjusted by approved Change Order prior to resuming work. KZF Staff will be reassigned during all delays or suspensions. Additional time to be added to the project schedule shall include time required for staff to complete alternate assignments, to remobilize staff to the project, to refamiliarize staff with the project, and if necessary, to make available and educate new staff to the project.

2024 Hourly Rate Schedule

3/20/2024

Category	Rate
Architect Level 1	\$150
Architect Level 2	\$170
Architect Level 3	\$220
Civil Designer Level 1	\$150
Civil Designer Level 2	\$160
Civil Engineer Level 3	\$220
Clerical	\$110
Construction Administrator	\$210
Designer Level 1	\$110
Designer Level 2	\$140
Designer Level 3	\$170
Designer Level 4	\$180
Electrical Designer 1	\$120
Electrical Designer 2	\$150
Electrical Designer 3	\$160
Electrical Engineer Level 1	\$190
Electrical Engineer Level 3	\$290
Interior Designer Level 1	\$110
Interior Designer Level 3	\$200
Mechanical Designer Level 2	\$150
Mechanical Engineer Level 2	\$190
Mechanical Engineer Level 3	\$240
Planner Level 1	\$110
Planner Level 3	\$210
Landscape Architect Level 3	\$240
Principal	\$360
Project Manager Level 1	\$160
Project Manager Level 2	\$210
Project Manager Level 3	\$240
Structural Designer Level 1	\$110
Structural Designer Level 2	\$120
Structural Designer Level 3	\$130
Structural Engineer Level 2	\$180
Structural Engineer Level 3	\$220

Terms and Conditions

KZF will endeavor to develop design documents that meet the requirements of the Project and will modify the documents as required to correct inconsistencies that may exist in that regard. It is our expectation that the Client will also provide a review of the documents for compliance with the Project requirements and advise KZF of any conflicts or discrepancies that exist prior to document release for construction. KZF will provide design services required to modify the design to meet the requirements of the Project.

Schedule Delays. KZF's fee is based on the schedule included in the proposal and does not include costs that may be incurred if the project is delayed or suspended for reasons beyond KZF's control. If the Owner or Contractor delays or suspends the Project, through no fault of KZF, KZF shall be compensated for services performed prior to notice of such delay or suspension. When the Project is resumed, KZF shall be compensated for expenses incurred in the interruption and resumption of KZF's services. KZF's fees for the remaining services, and the time schedules to complete the work, shall be equitably adjusted by approved Change Order prior to resuming work. KZF Staff will be reassigned during all delays or suspensions. Additional time to be added to the project schedule shall include time required for staff to complete alternate assignments, to re-mobilize staff to the project, to re-familiarize staff with the project, and if necessary, to make available and educate new staff to the project. In the event of termination not the fault of KZF, KZF shall be compensated for services performed prior to termination, Reimbursable Expenses incurred, and all costs attributable to termination, including costs attributable to KZF's termination of consultant agreements.

Consequential Damages. Notwithstanding any other provision to the contrary, and to the fullest extent permitted by law, neither Client nor KZF shall be liable to the other for any incidental, indirect or consequential damages arising out of or connected in any way to the Project or the Project Agreement(s). This mutual waiver of consequential damages shall include, but not be limited to, loss of use, loss of profit, loss of business, loss of income, loss of profits, loss of reputation, loss of financing, or any other consequential damages that either party may have incurred from any cause of action whatsoever, whether arising in contract, warranty, tort (including negligence), strict liability or otherwise.

Dispute Resolution. Any claim, dispute or other matter in question arising out of or related to the Project or the Project Agreement(s) shall first be subject to non-binding mediation as a condition precedent to binding dispute resolution. The method of binding dispute resolution shall be litigation in a court of competent jurisdiction, unless all parties agree, in writing, to make the final results of the non-binding mediation, binding upon the parties.

Reimbursable Expenses. Expenses including but not limited to mileage, travel, overnight shipping mailing charges and printing are considered reimbursable and will be billed at cost plus 10% to the Owner or Contractor.

Invoicing. KZF shall invoice every four weeks for the amounts due for professional services rendered and expenses incurred. Owner or Contractor shall pay KZF the full amount due upon receipt of invoice. All past due amounts shall bear interest at the rate of one and one-half percent (1-1/2%) per month compounded monthly after sixty days. KZF Design reserves the right to suspend services and or not issue documents for permit approvals if the Owner or Contractor account is past due.

Liquidated Damages. KZF, (or any sub-consultants for whom KZF is contractually liable), shall not be held responsible for any costs or delays outside of its control, including but not limited to liquidated damages. The Client shall not withhold amounts from KZF's compensation to impose a penalty or liquidated damages on KZF, or to offset sums requested by or paid to contractors, sub-contractors or suppliers for the cost of changes in the Work, unless KZF agrees, in writing, or has been found liable for the amounts in a binding dispute resolution proceeding. Compensation due KZF which has not been specifically designated, in writing, by Client as being withheld due to KZF's performance or lack thereof, shall not be withheld by Client.

Ownership of Documents. KZF warrants that it is the copyright owner of its Instruments of Service. KZF grants to the Client a nonexclusive license to use KZF's Instruments of Service solely and exclusively for purposes of constructing, using, maintaining, altering and adding to the Project, provided the Client substantially performs its obligations under the Project Agreement(s), including prompt payment of all sums when due. In the event of Default by Client, if KZF rightfully terminates the Project Agreement(s) with Client for cause, the nonexclusive license shall terminate. The Client shall not assign, delegate, sublicense, pledge or otherwise transfer the nonexclusive license to another party without the prior written consent of KZF. Any unauthorized use of the Instruments of Service shall be at the Client's sole risk and without liability to KZF and KZF's consultants. In the event the Client uses the Instruments of Service without retaining the authors of the Instruments of Service, the Client agrees KZF and KZF's consultant(s) are released from all claims and causes of action arising from such uses.

Insurance Coverage. KZF will provide insurance coverage limits in the following amounts for this project. A copy of KZF's Certificate of Liability Insurance can be made available upon request.

- A. Commercial General Liability
 Personal & Adv Injury: \$2,000,000
 Aggregate/\$1,000,000 each occurrence
 Excess Umbrella: \$1,000,000 Aggregate/\$1,000,000 each occurrence
- B. Professional Liability Claims: \$2,000,000
 Aggregate/\$1,000,000 each claim
- C. Comprehensive Automobile Liability
 Bodily Injury & Property Damage: \$1,000,000
 Combined Single Limit (each accident)

BIM Execution Plan and Use of CAD Files. KZF will use the KZF DESIGN 2019 BIM EXECUTION PLAN FOR PRIVATE MARKET PLACE PROJECTS to establish the protocols for the development, use, transmission and exchange of a native REVIT model or native AutoCAD files (the "CADD Files"). Any use of or reliance on all or a portion of the CADD Files shall be at the using or relying party's sole risk and without liability to KZF or its consultants. Differences may exist between these CADD Files and corresponding hard-copy Contract Documents prepared by KZF and/or its consultants. KZF and/or its consultants make no representation regarding the accuracy or completeness of the CADD Files. Furthermore, it is understood and agreed that the CADD Files being provided by KZF and/or its consultants are incomplete in-progress files that are not to be used for Construction purposes. Use of the CADD Files does not relieve the user of the CADD Files of their duty to confirm all as-built construction, confirm and coordinate all dimensions and details, take field measurements, verify field conditions, resolve any conflicts that may exist between the CADD Files and any existing facility, and coordinate your work with that of other entities for the Project. Under no circumstances shall delivery of the CADD Files for use by Client be deemed a sale by KZF and/or its consultants, and no warranties are made, either expressed or implied, of merchantability and fitness for any particular purpose. In no event shall KZF and/or its consultants be liable for any loss of profit, or any consequential damages, as a result of Client's use or reuse of the CADD Files.

Electronic File Transfer. KZF will provide copies of the Contract Documents in PDF and/or hard copy format, as provided for in the Project Agreement(s). If Client request native CADD files (REVIT or AutoCAD) for use by Contractor, Contractor's consultants, subcontractors or suppliers, Contractor and all entities receiving the native CADD files shall sign an Electronic File Transfer Agreement prior to release and use of the native CADD files. A draft copy of the Electronic File Transfer Agreement can be made available upon request.

Limitation of Liability. The Owner or Contractor agrees that to the fullest extent permitted by law, KZF's total liability to the Owner or Contractor for any and all injuries, claims, losses, expenses, damages, arising out of this Project Agreement(s) from any cause or causes shall not exceed KZF's fee or \$50,000, whichever is greater.

Assignment. Neither Client, nor KZF, shall assign the Project Agreement(s) without written consent of the other, except that Client may assign the Project Agreement(s) to a lender providing financing for the Project if the lender agrees to assume all of the Client rights and obligations under the Project Agreement(s), including any payments due to KZF by Client prior to the assignment. If Client requests KZF to execute certificates or consents, a draft copy of certificates or consents shall be submitted to KZF for review, comment and approval prior to the signing of the Project Agreement(s). KZF shall not be required to execute certificates or consents that would require knowledge, services or responsibilities beyond the scope of the Project Agreement(s) or beyond the scope of KZF's services.

Force Majeure: Notwithstanding anything to the contrary contained herein, KZF shall not be liable for any delays or failures in performance resulting from acts beyond its reasonable control including, without limitation, acts of God, terrorist acts, supply shortages, breakdowns, malfunctions of computer facilities, loss of data due to power failures or mechanical difficulties with information storage or retrieval systems, labor difficulties, war, or civil unrest.

Thank you for the opportunity to offer these services. This proposal and terms and conditions may be accepted by signing below and returning one executed copy to KZF Design. We reserve the right to withhold our reports and project submittals until the signed Agreement has been received by KZF Design. This document will serve as the notice to proceed and as our contract for services. This proposal is valid only if authorized within 30 days from the listed proposal date.

Sincerely,
 KZF Design Inc.



Eric Anderson, Vice President

APPROVED AND ACCEPTED

Village of Amberly, Ohio

This _____ day of _____, 2024

Scot Lahrmer, Village Manager

Partner with Us

Let us demonstrate how KZF Design
can help you design a better future.

KZF DESIGN
Designing Better Futures

KZF Design Inc.
700 Broadway Street • Cincinnati, OH 45202
513.621.6211 • kzf.com



Response to RFP

**Public Engagement
and Land Use for Amberley Green**

Prepared for:

Scot Lahrmer, Village Manager
7149 Ridge Road
Amberley Village, Ohio 45237

May, 12th 2025

Photo credit: Amberley Village



Prepared by:

Urban Fast Forward
1710 Elm Street
Cincinnati, Ohio 45202

Introduction

INTRODUCTION

Amberley Village owns 133 acres along Ridge Road, site of the former Crest Hills Country Club.

The course closed in 2003 and after a protracted process, the Village acquired the property in 2008. It has been studied in myriad ways since. The initial investigation, by the Long Range Planning Commission, culminated in a plan and recommendations in 2010.

To date those recommendations have not been enacted. More than a dozen additional investigations, large and small, have followed.

Recently the Village secured funds to demolish the deteriorated former club house. However, otherwise the land remains a green space. Tennis courts are leased to an outside user, the sole amenity for which is a porta potty, the parking lot is in poor condition and maintenance costs are a burden on community resources.

The site is important to community members and there is a variety of opinions on its ideal destiny. It is also of strategic importance to the community overall. So does its present form actually represent highest and best use or are there other opportunities that might benefit Village residents to an equal or even greater degree?

The purpose of the anticipated engagement process is to canvas those opinions as widely as possible and provide Village leadership with a true and current snapshot of community opinion.

What do Amberley Village residents want to see on this land? What decisions need to be made and how can the Village move forward decisively after more than 20 years of stasis?

PROJECT LEAD

Team lead will be Urban Fast Forward a woman owned Cincinnati planning and real estate firm.

We know from wide experience that every place has a unique personality. Exploring that, led by community conversations, is how we craft a site-specific way forward. We specialize in smaller communities which have urban assets but also distinctive individual qualities. Uncovering and building on those assets is at the core of everything we do. Urban Fast Forward will lead community engagement, advise on real estate and be project manager.



Photo credit: Ronny Salerno

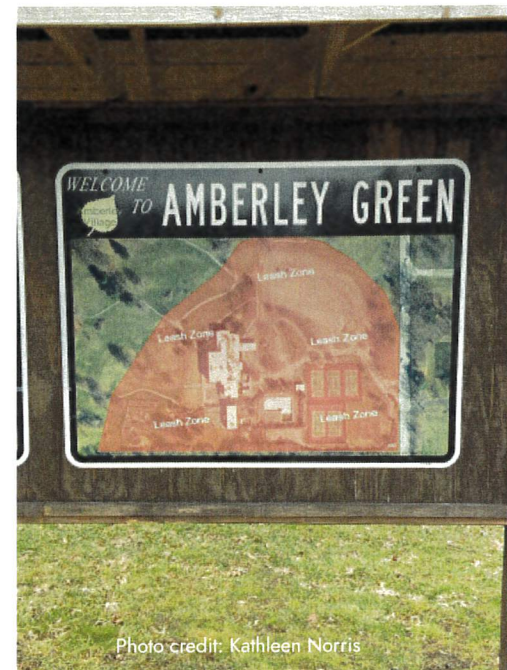


Photo credit: Kathleen Norris

Public Engagement and Participation Strategy

PROCESS

Amberley Village is a community of beautiful homes, mature trees and unique character within the wider region. There is a limited number of businesses within the boundaries, important contributors to economic stability. There are also a number of faith and social organizations which play an important role in community life.

Elected leadership is a council of 7 and a professional Village Manager and staff. Amberley is home to fewer than 3900. Village residents are passionate about their neighborhood and its peaceful character. The proposed engagement process must accommodate this commitment while also ensuring that even the quietest of voices have a chance to be heard.

Many community engagement processes rely heavily on large group meetings. While these are important, they can also be an environment in which the loudest voices carry the day. For true consultation to occur, it is important that the broadest spectrum of opinions are accommodated.

To ensure that, most of our work will use primarily small group meetings, amplified by surveys, social media connections and direct mail among other tools to engage this diverse citizenry.

Working with leadership we will identify key stakeholders, both individuals and organizations and host a series of community conversations at a variety of times in places convenient to residents.

The business community is also an important piece of the puzzle, and their opinions will be sought in small meetings.

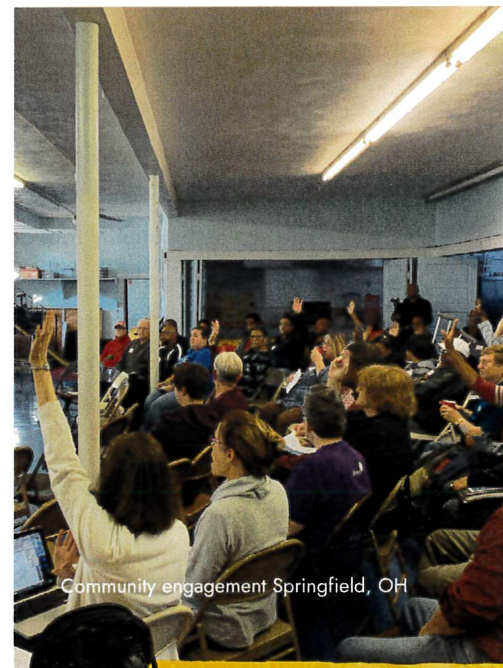
Key leaders and residents also may be engaged in a series of one on one or very small meetings

One large scale roundtable will be the last step in the public conversation process. We will develop and circulate a survey early in the process, in both electronic and hard copy formats. If desirable to amplify response we will develop and circulate a second survey toward the end of the investigative process.

Final work product will be an updated Amberley Green visioning report of 18 – 25 pages summarizing findings and making recommendations.



Community engagement in North Avondale



Community engagement Springfield, OH

Project Scope and Fee

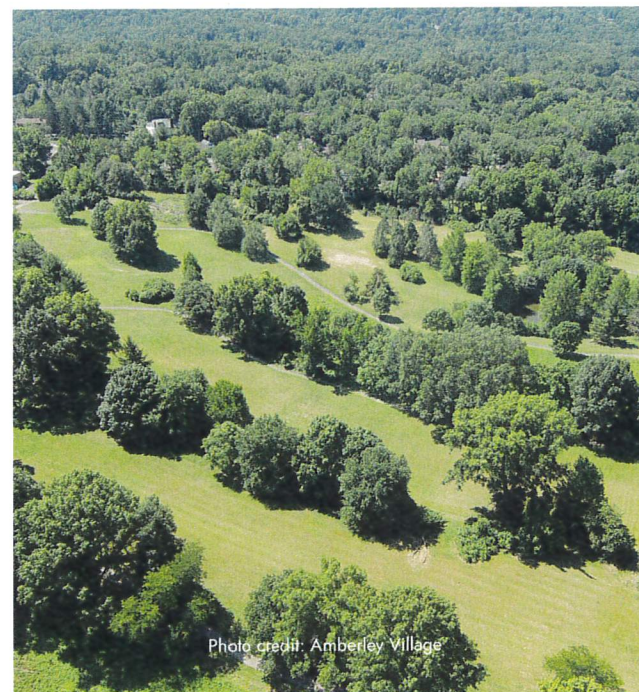
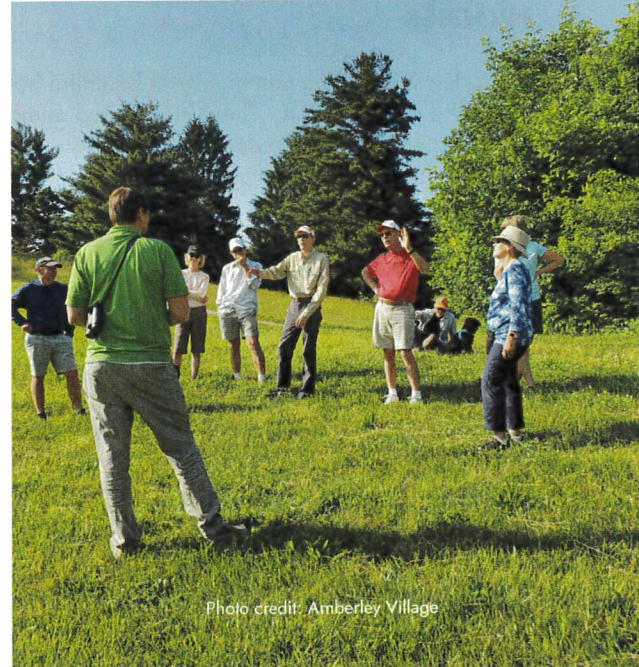
SCOPE

- Review of previous studies and relevant documents
 - Longe Range Planning recommendations
 - Utility, zoning and traffic studies
 - MKSK Visioning Study
 - Business Retention Report
 - Amberley Green Expense history
- Staff and Council engagement
 - 4 periodic meetings with staff
 - 2 Investigatory meetings with Council
- Identification of key stakeholder groups
 - Development of marketing materials
 - Postcards
 - Flyers
 - Social media content
- Development and circulation of first survey
- Up to 10 small group meetings with Community Organizations
 - Scheduled for participant convenience
- Up to 5 additional Community Conversations
- Up to 8 individual meetings with key stakeholders
- Up to 4 meetings with business leaders
- 1 large scale community roundtable
- Development and circulation of second survey
- A final report with summary of findings and recommendations
- 1 final presentation to Council

Fees and Expenses (Not to Exceed):

Consulting Services	\$30,600.00
<u>Reimbursable Expenses</u>	<u>\$ 6,500.00</u>

Total	\$37,100.00
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ABOUT URBAN FAST FORWARD

Urban Fast Forward is a unique combination of a real estate brokerage and planning consultancy specializing in urban revitalization with a particular concentration on the creation and recreation of walkable mixed use commercial districts. For more than a decade, Urban Fast Forward has worked with local governments, community revitalization corporations, developers, landlords and tenants on the design and activation of great center cities and urban neighborhoods. Thinking beyond standard market analysis and pro forma tenanting, the Urban Fast Forward team delves into the unique character and assets of an area, and works closely with stakeholders to envision a distinct and sustainable future. Expertise in landlord and tenant relations, land use, valuation and branding and marketing, allow Urban Fast Forward to develop real world plans incorporating both community aspirations and market realities through real estate and planning solutions.



PLANNING

- » Site Analysis
- » Feasibility Review
- » Urban Planning
- » Land Use Strategy
- » Marketing and Branding
- » Zoning
- » Form-Based Code
- » Market Analysis

ENGAGEMENT

- » Community Engagement
- » Government/Community Relations
- » Site/Community Activation
- » Public Policy Development and Coordination
- » Keynote/Conference Speakers
- » Community Capacity Building

REAL ESTATE

- » Tenant Recruitment
- » Leasing Strategy/Planning
- » Assemblage/Disposition
- » Site Search
- » Landlord/Tenant Rep
- » Owner Rep

CONTACT

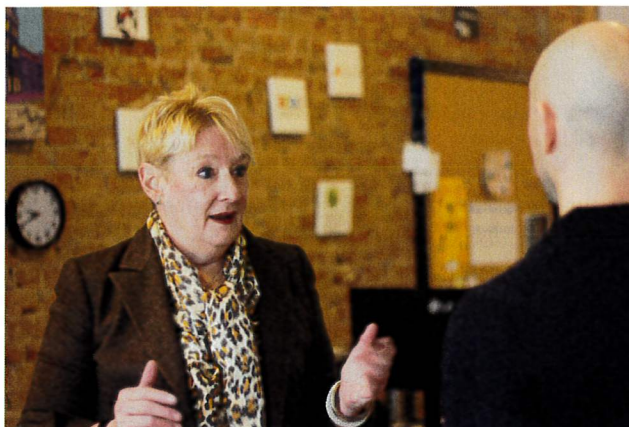
Kathleen Norris

513.888.0320

kathleen@urbanfastforward.com

1710 Elm Street

Cincinnati, OH 45202



SERVICES

COMMUNITY PLANNING

Our Planning and Consulting team has a wide array of skills to assist communities in developing an implementable vision for revitalizing downtown and neighborhoods centers. With a unique combination of planning experience, paired with hands on real estate expertise we have demonstrated success in creating and recreating downtowns, town centers and neighborhood business districts. Through robust investigation, data analysis and outcome-oriented visioning we help our clients develop the tools needed to foster growth, resilience, and economic vitality.

REAL ESTATE

Urban Fast Forward's real estate team specializes in all issues pertinent to urban real estate but is especially adept at working with independent retailers and restaurants. The brokerage side works as both landlord and tenant representative and is recognized for an ability to identify hidden gems in a market. Our real estate experience helps us identify what is working in a commercial district, what's not, and how to effect repairs. The goal is always to develop realistic objectives and pair that with on-the-ground strategies to help move communities forward.

ENGAGEMENT

Engagement, at the community, government and corporate levels, can be essential to a successful planning process, though it is rarely straightforward. Our team is skilled at navigating difficult conversations with a diverse array of stakeholders. Whether with community members, business owners, landlords, or government leaders, Urban Fast Forward understands the rigorous and meaningful discussions often necessary for progress. We have experience hosting in-person workshops and open houses as well as online, phone and video conference engagements. Our team can also utilize such tools as a customized website to gather public input through interactive surveys and tools.

IMPLEMENTATION CONSULTING

Communities need specialized expertise to help develop, organize and move plans forward. Urban Fast Forward can provide that missing expertise, offering added capacity to implement growth strategies, sharing skills and experience, and developing local expertise to create thriving urban environments and facilitate vision. Our range of experience allows us to customize an approach to specific short- or long-term needs.

ZONING

Sometimes the most important early answers are in the code. Urban Fast Forward can analyze and, where useful, help revise zoning codes. Our team has worked with both conventional and form-based codes. That experience has taught us that successful zoning codes start from a vision built from local ambitions embedded in a plan with well defined implementation tactics.



KATHLEEN NORRIS

PRINCIPAL, BROKER

EDUCATION

 University of Cincinnati

LICENSING

 Ohio Real Estate Broker

PROFESSIONAL AFFILIATIONS

 Leadership Cincinnati Class 14:
Cincinnati USA Chamber of
Commerce

 International Downtown Association

 Urban Land Institute

PUBLIC SPEAKING

 Urban Development Institute of
Australia (2018)

 ULI National Conference
(2016)

 ICMA National Conference
(2015)

 International Economic
Development Conference
(2014)

THE TEAM

Kathleen Norris is a specialist in urban real estate and revitalization. She made began as a Leasing Consultant for the revitalization of Cincinnati's historic Over the Rhine, where she developed the concept for a new destination retail district. In 2 years, she recruited more than 20 retailers and restaurant operators to Over the Rhine, creating one of the most popular new shopping and dining destinations in Greater Cincinnati.

She has since become a sought-after consultant and practitioner on real estate issues pertinent to urban revitalization, known for a creative approach and an understanding of and sensitivity to community issues. She is an acknowledged leader of community conversations, successfully managing public and private dialogue with individuals, corporate leaders, government officials, artists and others.

Ms. Norris is also a licensed realtor, and Managing Principal of her own firm, Urban Fast Forward. In that capacity, she is currently recruiting for several high profile clients as well as a number of neighborhood business districts and has initiated and/or managed hundreds of transactions in the urban sphere. She represents some of Greater Cincinnati's best independent restaurateurs and retailers as well as a select list of regional and national clients. Prior to becoming a realtor and consultant, Ms. Norris was an arts industry executive for more than 30 years, serving as CEO of performing arts companies in Cincinnati, New York and Sydney, Australia. She's a fourth generation real estate professional, mother of two spectacular daughters and a native Cincinnati.

SAMPLE ASSIGNMENTS

URBAN REVITALIZATION STRATEGY

CITY OF CINCINNATI

- Race Street Corridor Revitalization (Downtown)
- Form-Based Code Implementation
- Land Development Code Industry Engagement

3CDC

- Over-the-Rhine

UPTOWN CONSORTIUM

- Short Vine Revitalization Strategy (Corryville)
- Ludlow Avenue Corridor Revitalization (Clifton)

TENANTING STRATEGY / LEASING EXECUTION

- Model Group – Broadway Square (Pendleton)
- Great American Tower (Downtown)
- Gantry Place (Northside)
- City of Blue Ash – Summit Park
- Walnut Hills Redevelopment Foundation (Walnut Hills)
- The Community Builders (multiple neighborhoods)
- AT580
- Findlay Market Garage



NATE WEYAND-GEISE

URBAN PLANNER

EDUCATION



Bachelor of Arts:
Urban Planning
University of Cincinnati

PROFESSIONAL AFFILIATIONS



APA OHIO, KY

THE TEAM

A recent addition to the Urban Fast Forward planning team, Nate has worked on projects including the Beekman Corridor Housing Study, North Avondale Neighborhood Plan, Fairfield Development Opportunity Report and the North College Hill Comprehensive Plan.

His skills include community engagement, graphic design and report development. He is also an involved transit and bicycle advocate, whose efforts to diversify Cincinnati and Northern Kentucky's transportation choices can be seen in his work as President of Ride the Cov.

A graduate of the University of Cincinnati's School of DAAP, Nate has a Bachelors in Urban Planning. While a student he spent an extended internship with the Cuyahoga County Planning Commission. In that capacity Nate worked on a variety of master plans for suburban communities in the Cleveland area. His contributions included community engagement and graphic design.

He lives in Covington, KY and is slowly renovating his house into a cozy community space.

CONSULTANT PROJECTS

- Beekman Housing Study (Cincinnati, OH)
- North Avondale Neighborhood Plan (Cincinnati, OH)
- Fairfield Strategic Plan (Fairfield, OH)
- Westwood Neighborhood Plan (Dayton, OH)
- North College Hill Community Master Plan (North College Hill, OH)

GRAPHIC DESIGN

- ArcGIS
- Adobe InDesign, Illustrator, and Photoshop
- SketchUp

SELECT PROJECTS



ENGAGED NEIGHBORHOOD PLAN: PHASE I

SPRINGFIELD, OH

The City of Springfield, Ohio hired Urban Fast Forward and CUDA Studio to develop a strategic revitalization plan for a neighborhood just south of its downtown. The area has a storied past anchored by a key Underground Railroad site and several streets of historic buildings recently threatened by decline, absentee ownership, and demolition by neglect.

Our job was to help the community knit together disparate resident groups and develop a plan to rebuild economic vitality in the area.

The team conducted extensive community engagement with long-time stakeholders, both eager and skeptical, to build a vision for the neighborhood. The team developed a set of recommendations that range from a tactical Phase 0, to long-term capacity building for incremental, organic, and sustained neighborhood revival.

At the core of these recommendations was recognizing the value of every resident and celebrating the area's important history.

Our team continues to work with the community on a second phase which includes progressive implementation of the first phase report.

PROJECT FACTS

PROJECT COMPLETION

2020

THE TEAM

Urban Fast Forward
CUDA Studio

THE CLIENT

The City of Springfield

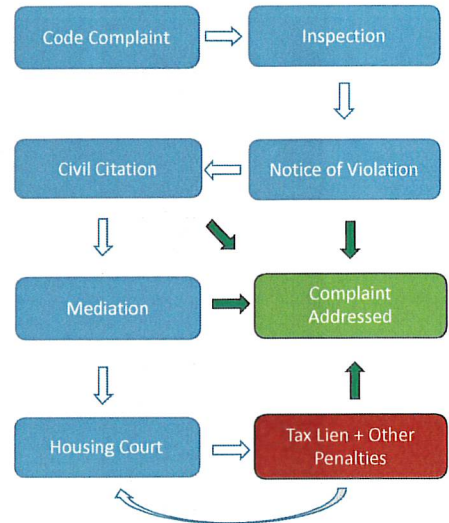
SERVICES PROVIDED

- 1 Market Analysis
- 2 Branding & Marketing
- 3 Implementation
- 4 Community Engagement
- 5 Urban Design

REFERENCE

Steve Thompson
City of Springfield
Deputy Community Development
Director
sthompson@springfieldohio.gov
(937) 324-7674

SELECT PROJECTS



ENGAGED NEIGHBORHOOD PLAN: PHASE I & II

SELECT PROJECTS



SUMMIT PARK PHASE I

BLUE ASH, OH

Blue Ash, a community north of Cincinnati is the region's secondary corporate capital. In 2012, understanding that the lifestyle preferences of the millennial generation included such concerns as walkability, access to independent restaurants, and elements of urban living, City leadership reached out to Urban Fast Forward.

Summit Park is a major redevelopment of a former airport. In 2014 this vacant property was developed into a 100-acre park that now attracts over 1 million visitors a year.

Urban Fast Forward's real estate team recruited the initial four restaurants to locate inside the park's community center: The Senate, Brown Dog Cafe, Tahona and Nanny Belle's.

The presence of these unique, experienced businesses has helped turn Summit Park into a dining destination in Blue Ash, attracting more restaurants and retailers to the park and supporting the corporate community as well as residents.

PROJECT FACTS

PROJECT COMPLETION

2016

THE TEAM

Urban Fast Forward

THE CLIENT

City of Blue Ash

SERVICES PROVIDED

- 1 Tenancing Strategy
- 2 Retail Recruitment

REFERENCE

David Waltz
Blue Ash
City Manager
dwaltz@blueash.com
(513) 745-8500

SELECT PROJECTS



NORTH AVONDALE MASTERPLAN

CINCINNATI, OH

Starting in March of 2024 Urban Fast Forward led the update on the first comprehensive neighborhood plan for North Avondale since 1974. The project was undertaken by the City of Cincinnati, the North Avondale Neighborhood Association (NANA), and UFF led a team of consultants; Human Nature, Illumine Transportation and CUDA Studios.

The team of consultants tackled neighborhood challenges uncovered in extensive and in-depth community engagement. Master plan priorities focused on enhancing the neighborhood's parks and greenspace, on the commercial area's re-development, and the safety of the streets.

Our team was able to balance the desires of a highly engaged community with the identified needs and available resources. The City and neighborhood are moving forward with implementing a shared vision for revitalization of the parks and green space, enhanced safety of the streets, and re-development of city-owned land in their commercial node.

PROJECT FACTS

PROJECT COMPLETION

Expected 2025

THE TEAM

Urban Fast Forward

THE CLIENT

City of Cincinnati

SERVICES PROVIDED

- 1 Community Engagement
- 2 Stakeholder
- 3 Urban Design
- 4 Parks and Greenspace
- 5 Commercial Strategy

REFERENCE

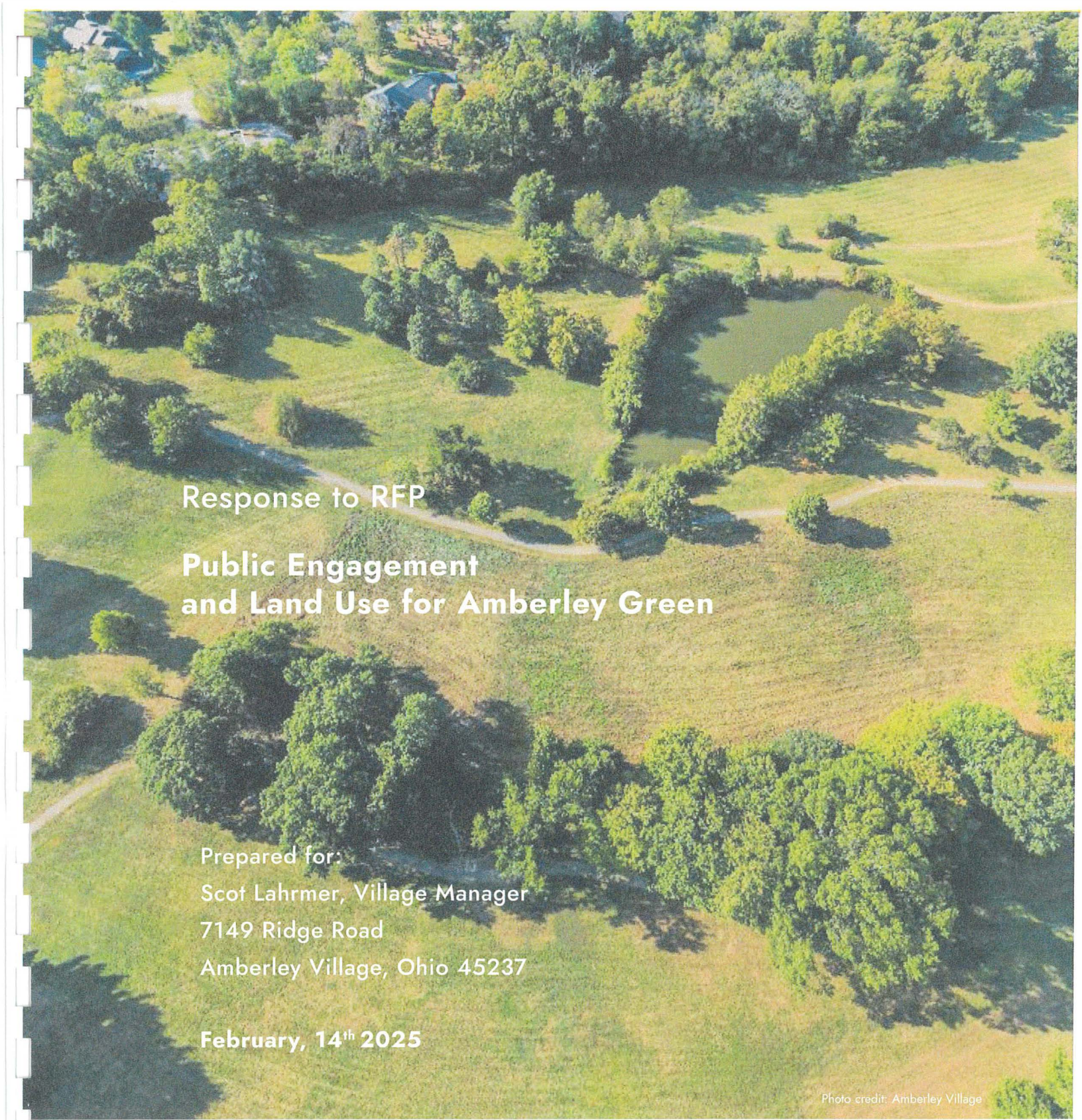
Katherine Keough-Jurs

City Planning Director

City of Cincinnati

katherine.Keough-Jurs@cincinnati-oh.gov

(513) 352-4845



Response to RFP

**Public Engagement
and Land Use for Amberley Green**

Prepared for:
Scot Lahrmer, Village Manager
7149 Ridge Road
Amberley Village, Ohio 45237

February, 14th 2025

Photo credit: Amberley Village



MICHAEL WATKINS
ARCHITECT, LLC
Urban Design & Architecture



Letter of Interest



February 14th, 2024

Scot Lahrmer
Village Manager
7149 Ridge Road
Amberley Village, OH 4537

Dear Mr. Lahrmer,

Attached please find our response to your RFP issued 1/13/25. We have reviewed this document closely and are optimistic that we have addressed all your requests.

I am a native Cincinnatian and Amberley has always been, in my memory, a genuinely special place. There is a real romance to its founding, its history of deep civic engagement and the way it has remained cohesive in an increasingly fractured society.

I had not, however, focused on the fact that at its heart there remain 133 assembled acres of land. Few, if any, other regional communities have such an asset. This is an opportunity that can certainly be characterized as special, but which goes beyond that. It's fundamentally transformational. No matter what choices are made, they will impact your Village for decades, just as did the gifts and land use decisions of earlier times.

In considering your RFP we spent a lot of time thinking about how to advocate for change and growth in a way which might be challenging for some but would offer advantages for all. How to build on your legacy, strengthening the village economically, amplifying locational assets and planning for the generational shifts which are inevitable.

As is noted in our proposal, it is clear that yours is a community with a point of view and a deep sense of place. Those are the locales we like most. Community Engagement, listening to all the voices, is always our point of entry.

But then there is the question of what we engage the community about? If the acreage is to remain wholly a park, then little to no change would be required. But if this important asset is to "maximize value to residents"; "create unique opportunities"; "improve economic health"; and "bring value to the village" then inevitably additional ideas must be explored.

To address those and other topics you outlined, builds on community engagement but, at some point, has to take a hard turn into concrete option planning. The partnership we are bringing to this project is built to ensure success at that.

This is a premiere green space in the region and it is clear that your community wants that to remain a core value. So, we are partnering with Human Nature, led by Christopher Manning, a local but nationally recognized designer of exceptional green spaces.

Economic value can come from many uses but it would be unwise to ignore - at least as an exploratory exercise - the potential for housing or other structured uses on the site. In that portion of the exercise we want a wide range of examples to explore.

Letter of Interest

Existing Amberley architecture is exceptional and nationally recognized. So, we have reached beyond our region to Michael Watkins Architects. Mike has worked on dozens of national best-in-class projects since his graduation from UC's School of Design, Architecture, Art and Planning serving as both land planner, and town architect.

Illumine Transportation, led by Kevin Lee, is highly conversant with the local traffic engineering community. That expertise will be important in ensuring that local roads remain high functioning.

This team looked hard at your objectives and has put together a work plan which we believe prioritizes the need for thorough and effective community engagement but also an actionable and economically sustainable outcome.

We hope we have analyzed your needs correctly and addressed them in sufficient depth. If, however, we have missed the mark somehow, we would welcome the opportunity to clarify outstanding issues.

Yours is a community of exceptional value and we look forward to working with you to build on that.

Cordially,



Kathleen Norris,
Urban Fast Forward
www.urbanfastforward.com
(513) 888-0320
kathleen@urbanfastforward.com
1710 Elm Street
Cincinnati, OH 45202

Introduction

INTRODUCTION

Amberley Village is an urban idyll.

Entirely surrounded by the City of Cincinnati and other communities, it has a uniquely peaceful character, echoing elements of a rural village. Local roads serve to ensure that traffic is dispersed rather than concentrated, enhancing walkability. Industrial uses, which are important to financial stability, are fixed at the margins of the village.

It is also home to nationally recognized modern architecture, lovely homes on large lots, quietly spectacular private art collections, storied religious institutions, the second largest park in the region – and Amberley Green.

This site, 133 acres, formerly a country club, has been under used since closure in 2003. As a country club, it served an elite membership of fewer than 500 and hosted wedding receptions, birthday parties, anniversaries and other celebrations.

Since 2004 it has been a source of both delight and conflict in Amberley. The Village ultimately purchased the site in 2008 and rezoned it as a park. It is now the largest remaining tract of contiguous land in the community. Since purchase there have been at least 15 studies of various kinds, large and small.

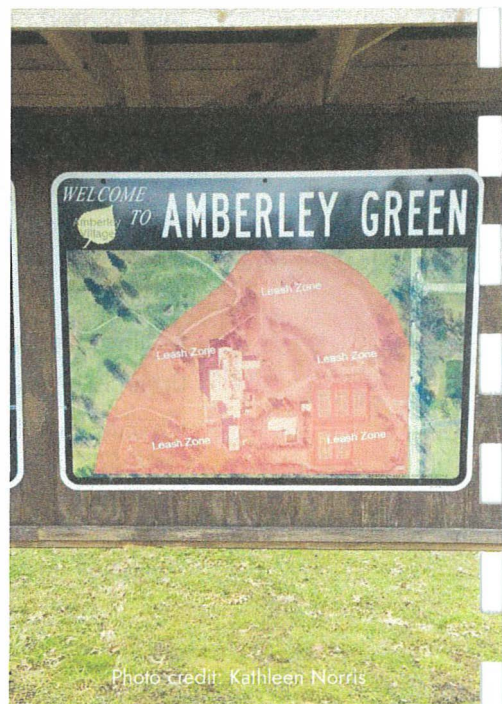
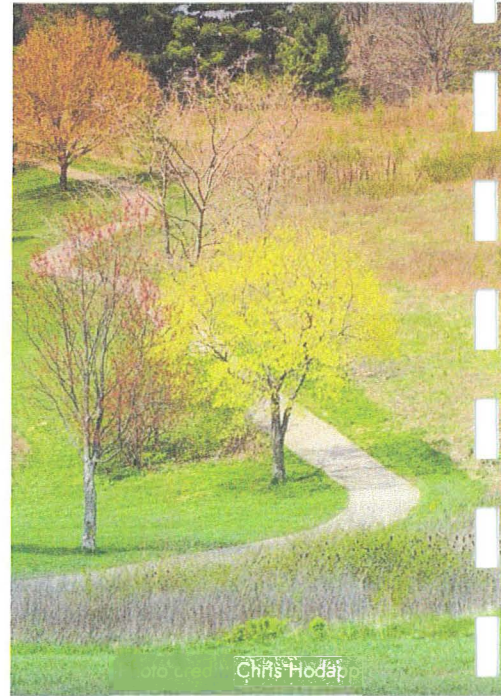
The earliest, and still potentially the most important of these was developed in 2010 by a special purpose Long Range Planning Committee which settled on a development plan encompassing four 'concept categories', noting that "Only a leading-edge, well-integrated development is worthy of this site".

To date that citizen-led vision remains unrealized. Former golf greens and cart paths serve as walking and running courses now. Rolling topography offers beautiful views which are seen by very few. Meadows and small community gardens have been inserted. Tennis courts, for which a porta-potty is the sole amenity, are used primarily by an outside organization. There is a plan, still in formation, to partner with a notable local institution for enhanced recreation facilities.

Yet the former clubhouse is an eyesore, necessarily slated for demolition, and its parking lot in poor condition. Abandoned swimming pools are potential hazards and certain blights.

But those visionary residents of 15 years ago remain correct. Amberley Green is as exceptional as the community which surrounds it.

It deserves to be not only treasured but also active, economically productive and well used.



Project Team

PROJECT LEAD



Team lead will be Urban Fast Forward a woman owned Cincinnati planning and real estate firm.

We know from wide experience that every place has a unique personality. Exploring that, led by community conversations, is how we craft a site-specific way forward. We specialize in smaller communities which have urban assets but also distinctive individual qualities. Uncovering and building on those assets is at the core of everything we do. Urban Fast Forward will lead community engagement, advise on real estate and be project manager.

PROJECT PARTNERS

MICHAEL WATKINS
ARCHITECT, LLC
Urban Design & Architecture

Michael Watkins Architects will serve as master Land Planner and consulting Architect.

Michael Watkins Architect is dedicated to designing and implementing a walkable, lasting, and beautiful public realm which fosters community. MWA's work includes master planning for neighborhoods, villages, and towns, leading and participating in design charrettes for communities across North and South America. The firm often assists in the implementation of such communities by serving as Town Architect.



Human Nature will serve as master Landscape Architect and lead consultant on green space design.

Human Nature a Cincinnati-based company specializing in the development and implementation of parks, green infrastructure, trails, and related urban design planning. The experienced and dedicated team of Human Nature Inc have, for 30 years, been envisioning innovative and environmentally friendly solutions for clients in the public and private sector with a focus on the creation of great public spaces. Their work brings together nature, art and people to build places of connection, relaxation and celebration. Among their work has been the master plan for French Park.



Illumine Transportation will serve as traffic and circulation analyst.

Illumine Transportation provides traffic solutions for communities, working collaboratively to create and innovate while learning and sharing along the way. The company's core services are research, transportation planning, and traffic engineering. Their expertise is working with multiple stakeholders to plan for and implement user-focused preferential treatments along urban corridors.

Key staff bios and project examples for all partners are appended. Partners are known to each other from collaboration over time in multiple communities.

Public Engagement and Participation Strategy

In reviewing past studies and histories it is evident first that Amberley Village is a highly cohesive, engaged community and second that Amberley Green is a beloved resource.

Project work must lead with community engagement, taking clear and continuing account of those facts. Community conversations should be robust and include as many points of view — both positive and negative — as can be collected. To determine a truly workable way forward, a broad spectrum of opinions should be canvassed.

Further, our team believes that each community has a unique and valuable personality, and it is important to uncover and build on that by working with those who know the community best and for whom it is home.

Amberley Village is well past boilerplate solutions. It's time to identify specifically how to make a difference.

Our goals, however, are simple:

Details of our engagement process are laid out in the attached schedule.

- Uncover authenticity of purpose, process and place
- Find a good balance of uses with community support
- Be honest and committed to providing a specific, enactable way forward

Among the tools we may employ are:

- Initial meetings with a small leadership group to establish baseline expectations, explore both strengths and weaknesses and work out a schedule to ensure broad-based citizen participation
- One-on-one or small group meetings with identified resources and leaders
- Interviews with relevant external leaders
- Electronic and direct mail communication with all Amberley households
- One or more preference surveys, both in digital and hard copy formats
- Social media posts
- Amberley Village News updates
- Small group walking and bike tours

But the most important community engagement tool we will bring to this assignment is a multi-day Charrette.

Appended is a document outlining a Charrette in general terms.



Public Engagement and Participation Strategy

Fundamentally, however, a Charrette is a brainstorming process involving a wide range of participants and driven by design. It is both collaborative and iterative. Ideas are presented to the group, discussed, refined by the group, redesigned and presented again. Multiple feedback cycles and a defined timeline help participants evolve toward a clear and agreed outcome.

Land planning, green space design and economic development strategies are specialist functions. But their implementation has generalist impacts. A design Charrette helps to level that playing field by bringing community members into the formulation and review of recommendations in a hands-on process. Collaborative brainstorming is made visible through immediate design concepts.

Charrettes are especially useful when there are a variety of topics to be addressed and multiple opinions to knit into an agreed way forward.

It is both creative and robust as well as structured and outcome oriented.

It's time efficient. Concentrating efforts into 4 working days will allow for the presentation of initial ideas, refinement, re-presentation, discussion and evolution of conclusions.

It gives participants latitude to consider, rework and discuss an issue in depth.

It's transparent – the team, pencil in hand, is putting visual substance to community ideas, even those most challenging, as they are expressed.

And it's fun. All participants get a voice and a chance to weigh in directly.

It will also be the concluding exercise in our community engagement work.

All the information, opinions, preliminary and interim ideas and even objections previously collected will inform the Charrette. That data will prove invaluable to not only challenging the consultants but also in presenting work for community review based on the variety of options, opinions and/or objections previously shared with the team.

From those will come the vision, conceptual design, recommendations and implementation tactics to move Amberley Green forward.



Community engagement Springfield, OH

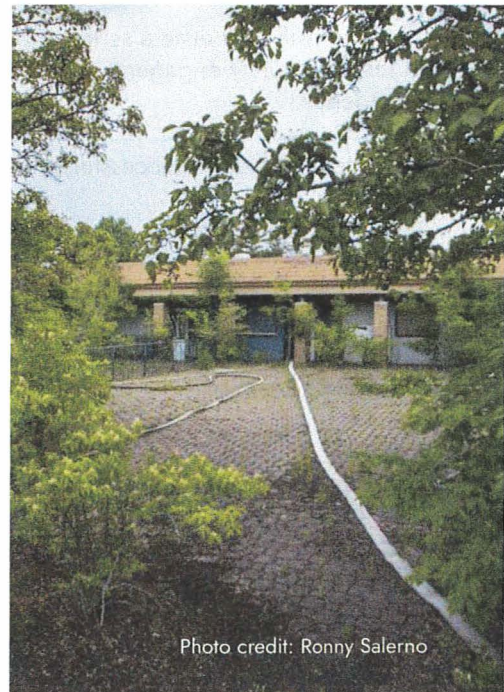


Photo credit: Ronny Salerno

Final Deliverable

FINAL DELIVERABLE

Following the Charrette the team will compile and supply documents including the following:

- Summary of Community Engagement
- Illustrative Master Plan
- Illustrative Detail Plan
- Master Plan Diagrams which may include:
 - 3D Visualization
 - Existing Site Conditions
 - Site images key map
 - Civic spaces and private lots
 - Thoroughfare network
- Green Space Design
- Traffic and circulation recommendations
 - Land Use traffic impact analysis
 - Transportation Network planning

The team will formulate a series of practical recommendations deeply rooted in the community engagement process but also based on our own extensive experience.

Precedent studies of successful initiatives in similar communities will be included.

Recommendations will also take account of learnings about the future growth of the village itself and the impact that Amberley Green could have on forward planning, anticipating generational shifts and preferences.

The consultant team will provide notional cost options for proposed solutions. Included also will be an implementation matrix for key items.

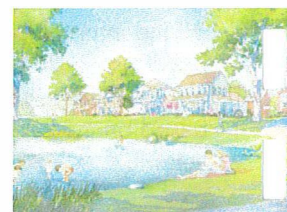
This report, in draft form will be delivered within 8 – 10 weeks of the conclusion of the Charrette. Client leaders will then have 4 weeks to question and request refinements. After the edit period a final report will be delivered to the client within 6 weeks.



Example of final deliverable of Master Plan diagram.
Human Nature, Kenton County Park



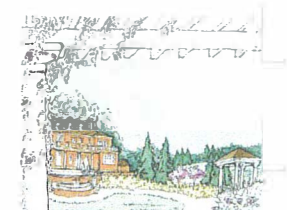
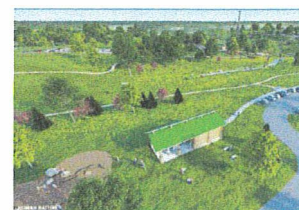
Example of final deliverable of detailed Master Plan.
Micheal Watkins Architects, LLC, St. Elmo Revitalization Plan



Micheal Watkins Architects examples of final 2D and 3D visualization.

(LEFT) St. Elmo, Independence, KY

(RIGHT) French Park, Amberley Village, OH



Human Nature examples of final 2D and 3D visualizations.

(LEFT) Kenton County Park, Independence, KY

(RIGHT) French Park, Amberley Village, OH

Proposed Schedule



MICHAEL WATKINS
ARCHITECT, LLC
Urban Design & Architecture



References

Human Nature

Washington Park

Steve Leeper
President/CEO
3CDC
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Cincinnati Art Museum

Dave Linnenberg
Chief Administrative Officer
Cincinnati Art Museum
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Kenton County New Park

Scott Gunning
Asst. Kenton County Administrator
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Micheal Watkins Architecture

St. Elmo Revitalization

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Norton Commons

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Planning Commissioner
Metro Louisville
President, Norton Commons
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Various Projects

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Urban Fast Forward

Summit Phase I

David Waltz
City Manager
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Springfield Phase I

Steve Thompson
Asst. Dir. Community Development
City of Springfield, Ohio
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North Avondale Masterplan

Katherine Keough-Jurs
Planning Director
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gov

Illumine Transportation

North Avondale Masterplan

Mel McVay
Senior City Planner, Transportation
Planning
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513-352-5269
Melissa.McVay@cincinnati-oh.gov

City of Cincinnati

Brian Goubeaux
Senior Engineer, Transportation
City of Cincinnati
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513-352-5305
brian.goubeaux@cincinnati-oh.gov

ABOUT URBAN FAST FORWARD

Urban Fast Forward is a unique combination of a real estate brokerage and planning consultancy specializing in urban revitalization with a particular concentration on the creation and recreation of walkable mixed use commercial districts. For more than a decade, Urban Fast Forward has worked with local governments, community revitalization corporations, developers, landlords and tenants on the design and activation of great center cities and urban neighborhoods. Thinking beyond standard market analysis and pro forma tenanting, the **Urban Fast Forward team delves into the unique character and assets of an area, and works closely with stakeholders to envision a distinct and sustainable future.** Expertise in landlord and tenant relations, land use, valuation and branding and marketing, allow Urban Fast Forward to develop **real world plans** incorporating both community aspirations and market realities through real estate and planning solutions.



PLANNING

- » Site Analysis
- » Feasibility Review
- » Urban Planning
- » Land Use Strategy
- » Marketing and Branding
- » Zoning
- » Form-Based Code
- » Market Analysis

ENGAGEMENT

- » Community Engagement
- » Government/Community Relations
- » Site/Community Activation
- » Public Policy Development and Coordination
- » Keynote/Conference Speakers
- » Community Capacity Building

REAL ESTATE

- » Tenant Recruitment
- » Leasing Strategy/Planning
- » Assemblage/Disposition
- » Site Search
- » Landlord/Tenant Rep
- » Owner Rep

CONTACT

Kathleen Norris

513.888.0320

kathleen@urbanfastforward.com

1710 Elm Street

Cincinnati, OH 45202



SERVICES

COMMUNITY PLANNING

Our Planning and Consulting team has a wide array of skills to assist communities in developing an implementable vision for revitalizing downtown and neighborhoods centers. With a unique combination of planning experience, paired with hands on real estate expertise we have demonstrated success in creating and recreating downtowns, town centers and neighborhood business districts. Through robust investigation, data analysis and outcome-oriented visioning we help our clients develop the tools needed to foster growth, resilience, and economic vitality.

REAL ESTATE

Urban Fast Forward's real estate team specializes in all issues pertinent to urban real estate but is especially adept at working with independent retailers and restaurants. The brokerage side works as both landlord and tenant representative and is recognized for an ability to identify hidden gems in a market. Our real estate experience helps us identify what is working in a commercial district, what's not, and how to effect repairs. The goal is always to develop realistic objectives and pair that with on-the-ground strategies to help move communities forward.

ENGAGEMENT

Engagement, at the community, government and corporate levels, can be essential to a successful planning process, though it is rarely straightforward. Our team is skilled at navigating difficult conversations with a diverse array of stakeholders. Whether with community members, business owners, landlords, or government leaders, Urban Fast Forward understands the rigorous and meaningful discussions often necessary for progress. We have experience hosting in-person workshops and open houses as well as online, phone and video conference engagements. Our team can also utilize such tools as a customized website to gather public input through interactive surveys and tools.

IMPLEMENTATION CONSULTING

Communities need specialized expertise to help develop, organize and move plans forward. Urban Fast Forward can provide that missing expertise, offering added capacity to implement growth strategies, sharing skills and experience, and developing local expertise to create thriving urban environments and facilitate vision. Our range of experience allows us to customize an approach to specific short- or long-term needs.

ZONING

Sometimes the most important early answers are in the code. Urban Fast Forward can analyze and, where useful, help revise zoning codes. Our team has worked with both conventional and form-based codes. That experience has taught us that successful zoning codes start from a vision built from local ambitions embedded in a plan with well defined implementation tactics.



KATHLEEN NORRIS

PRINCIPAL, BROKER

EDUCATION

 University of Cincinnati

LICENSING

 Ohio Real Estate Broker

PROFESSIONAL AFFILIATIONS

 Leadership Cincinnati Class 14:
Cincinnati USA Chamber of
Commerce

 International Downtown Association

 Urban Land Institute

PUBLIC SPEAKING

 Urban Development Institute of
Australia (2018)

 ULI National Conference
(2016)

 ICMA National Conference
(2015)

 International Economic
Development Conference
(2014)

THE TEAM

Kathleen Norris is a specialist in urban real estate and revitalization. She made began as a Leasing Consultant for the revitalization of Cincinnati's historic Over the Rhine, where she developed the concept for a new destination retail district. In 2 years, she recruited more than 20 retailers and restaurant operators to Over the Rhine, creating one of the most popular new shopping and dining destinations in Greater Cincinnati.

She has since become a sought-after consultant and practitioner on real estate issues pertinent to urban revitalization, known for a creative approach and an understanding of and sensitivity to community issues. She is an acknowledged leader of community conversations, successfully managing public and private dialogue with individuals, corporate leaders, government officials, artists and others.

Ms. Norris is also a licensed realtor, and Managing Principal of her own firm, Urban Fast Forward. In that capacity, she is currently recruiting for several high profile clients as well as a number of neighborhood business districts and has initiated and/or managed hundreds of transactions in the urban sphere. She represents some of Greater Cincinnati's best independent restaurateurs and retailers as well as a select list of regional and national clients. Prior to becoming a realtor and consultant, Ms. Norris was an arts industry executive for more than 30 years, serving as CEO of performing arts companies in Cincinnati, New York and Sydney, Australia. She's a fourth generation real estate professional, mother of two spectacular daughters and a native Cincinnati.

SAMPLE ASSIGNMENTS

URBAN REVITALIZATION STRATEGY

CITY OF CINCINNATI

- Race Street Corridor Revitalization (Downtown)
- Form-Based Code Implementation
- Land Development Code Industry Engagement

3CDC

- Over-the-Rhine

UPTOWN CONSORTIUM

- Short Vine Revitalization Strategy (Corryville)
- Ludlow Avenue Corridor Revitalization (Clifton)

TENANTING STRATEGY / LEASING EXECUTION

- Model Group – Broadway Square (Pendleton)
- Great American Tower (Downtown)
- Gantry Place (Northside)
- City of Blue Ash – Summit Park
- Walnut Hills Redevelopment Foundation (Walnut Hills)
- The Community Builders (multiple neighborhoods)
- AT580
- Findlay Market Garage

THE TEAM



NATE WEYAND-GEISE

URBAN PLANNER

EDUCATION



Bachelor of Arts:
Urban Planning
University of Cincinnati

PROFESSIONAL AFFILIATIONS



APA OHIO, KY

A recent addition to the Urban Fast Forward planning team, Nate has worked on projects including the Beekman Corridor Housing Study, North Avondale Neighborhood Plan, Fairfield Development Opportunity Report and the North College Hill Comprehensive Plan.

His skills include community engagement, graphic design and report development. He is also an involved transit and bicycle advocate, whose efforts to diversify Cincinnati and Northern Kentucky's transportation choices can be seen in his work as President of Ride the Cov.

A graduate of the University of Cincinnati's School of DAAP, Nate has a Bachelors in Urban Planning. While a student he spent an extended internship with the Cuyahoga County Planning Commission. In that capacity Nate worked on a variety of master plans for suburban communities in the Cleveland area. His contributions included community engagement and graphic design.

He lives in Covington, KY and is slowly renovating his house into a cozy community space.

CONSULTANT PROJECTS

- Beekman Housing Study (Cincinnati, OH)
- North Avondale Neighborhood Plan (Cincinnati, OH)
- Fairfield Strategic Plan (Fairfield, OH)
- Westwood Neighborhood Plan (Dayton, OH)
- North College Hill Community Master Plan (North College Hill, OH)

GRAPHIC DESIGN

- ArcGIS
- Adobe InDesign, Illustrator, and Photoshop
- SketchUp

SELECT PROJECTS



ENGAGED NEIGHBORHOOD PLAN: PHASE I

SPRINGFIELD, OH

The City of Springfield, Ohio hired Urban Fast Forward and CUDA Studio to develop a strategic revitalization plan for a neighborhood just south of its downtown. The area has a storied past anchored by a key Underground Railroad site and several streets of historic buildings recently threatened by decline, absentee ownership, and demolition by neglect.

Our job was to help the community knit together disparate resident groups and develop a plan to rebuild economic vitality in the area.

The team conducted extensive community engagement with long-time stakeholders, both eager and skeptical, to build a vision for the neighborhood. The team developed a set of recommendations that range from a tactical Phase 0, to long-term capacity building for incremental, organic, and sustained neighborhood revival.

At the core of these recommendations was recognizing the value of every resident and celebrating the area's important history.

Our team continues to work with the community on a second phase which includes progressive implementation of the first phase report.

PROJECT FACTS

PROJECT COMPLETION

2020

THE TEAM

Urban Fast Forward
CUDA Studio

THE CLIENT

The City of Springfield

COST

\$125,000 Planning

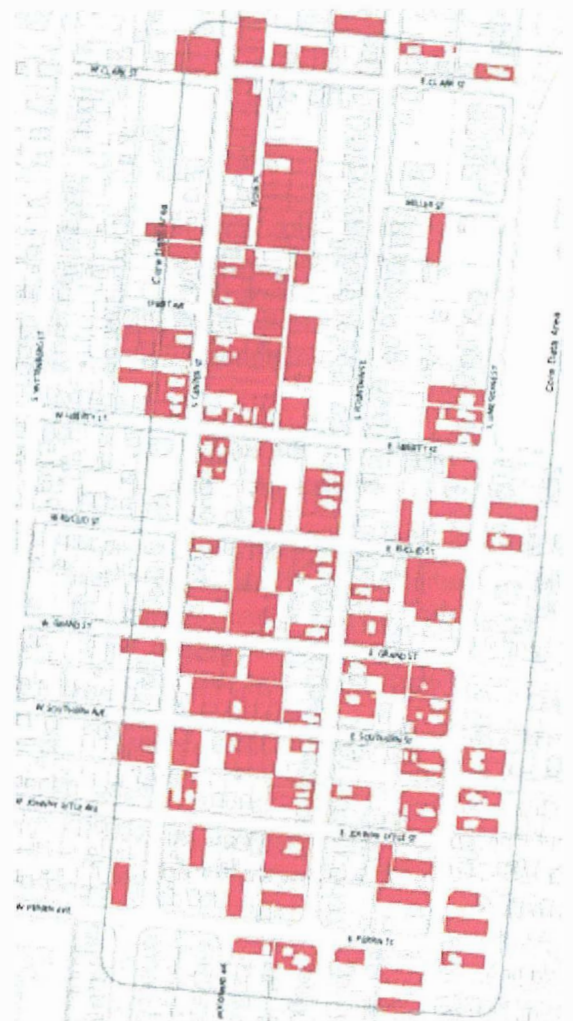
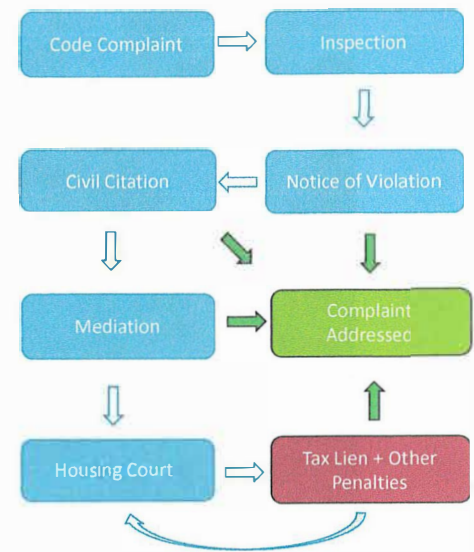
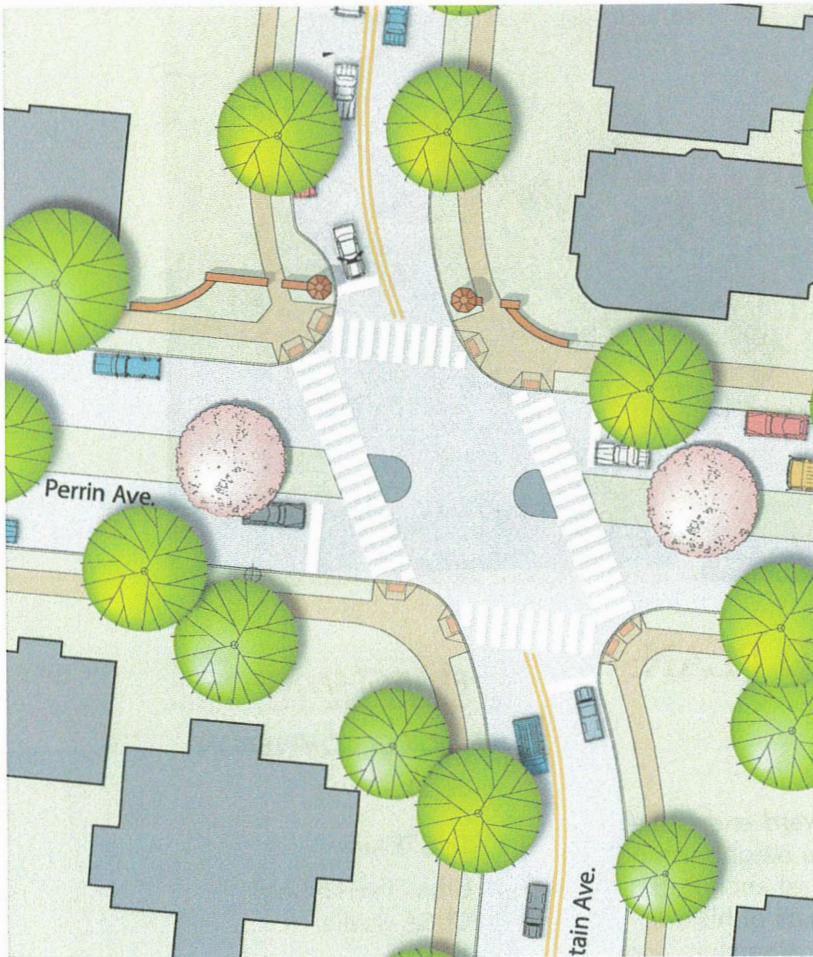
SERVICES PROVIDED

- 1 Market Analysis
- 2 Branding & Marketing
- 3 Implementation
- 4 Community Engagement
- 5 Urban Design

REFERENCE

Steve Thompson,
City of Springfield
sthompson@springfieldohio.gov
(937) 324-7674

SELECT PROJECTS



ENGAGED NEIGHBORHOOD PLAN: PHASE I & II

SELECT PROJECTS



SUMMIT PARK PHASE I

BLUE ASH, OH

Blue Ash, a community north of Cincinnati is the region's secondary corporate capital. In 2012, understanding that the lifestyle preferences of the millennial generation included such concerns as walkability, access to independent restaurants, and elements of urban living, City leadership reached out to Urban Fast Forward.

Summit Park is a major redevelopment of a former airport. In 2014 this vacant property was developed into a 100-acre park that now attracts over 1 million visitors a year.

Urban Fast Forward's real estate team recruited the initial four restaurants to locate inside the park's community center: The Senate, Brown Dog Cafe, Tahona and Nanny Belle's.

The presence of these unique, experienced businesses has helped turn Summit Park into a dining destination in Blue Ash, attracting more restaurants and retailers to the park and supporting the corporate community as well as residents.

PROJECT FACTS

PROJECT COMPLETION

2016

THE TEAM

Urban Fast Forward

THE CLIENT

City of Blue Ash

COST

\$200,000 Commissions

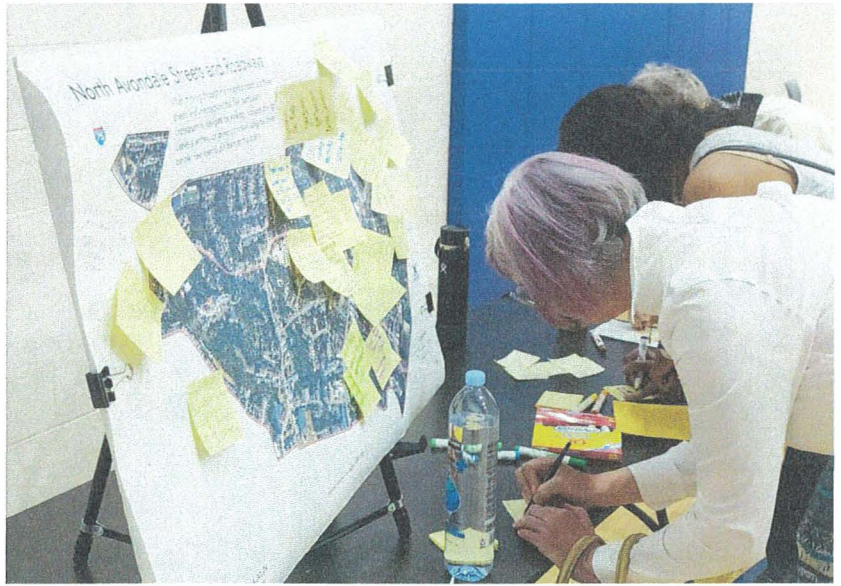
SERVICES PROVIDED

- 1 Tenancing Strategy
- 2 Retail Recruitment

REFERENCE

David Waltz, Blue Ash
dwaltz@blueash.com
(513) 745-8500

SELECT PROJECTS



NORTH AVONDALE MASTERPLAN

CINCINNATI, OH

Starting in March of 2024 Urban Fast Forward led the update on the first comprehensive neighborhood plan for North Avondale since 1974. The project was undertaken by the City of Cincinnati, the North Avondale Neighborhood Association (NANA), and UFF led a team of consultants; Human Nature, Illumine Transportation and CUDA Studios.

The team of consultants tackled neighborhood challenges uncovered in extensive and in-depth community engagement. Master plan priorities, developed by the community focused on enhancing the neighborhood's parks and greenspace (Human Nature), on the commercial area's re-development (CUDA Studios), and the safety of the streetscape (Illumine Transportation).

Our team was able to balance the desires of a highly engaged community with the identified needs and available resources. The City and neighborhood are moving forward with implementing a shared vision for revitalization of the parks and green space, enhanced safety of the streets, and re-development of city-owned land in their commercial node.

PROJECT FACTS

PROJECT COMPLETION

Expected 2025

THE TEAM

Urban Fast Forward

THE CLIENT

City of Cincinnati

COST

\$100,000 Planning

SERVICES PROVIDED

- 1 Community Engagement
- 2 Stakeholder
- 3 Urban Design
- 4 Parks and Greenspace
- 5 Commercial Strategy

REFERENCE

Katherine Keough-Jurs,
City of Cincinnati

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(513) 352-4845



MICHAEL WATKINS ARCHITECT, LLC is an urban design and architecture firm dedicated to designing and implementing a walkable, lasting, and beautiful public realm that fosters community. Our office is headquartered in Gaithersburg, Maryland. Watkins founded the firm in 2007 when he left his position as Director of Town Planning with Duany Plater-Zyberk & Company. While with DPZ, he established their Washington, D.C. office in 1988 to serve as Town Architect for Kentlands, a 352-acre neo-traditional neighborhood northwest of Washington, D.C. Under his direction, the work of DPZ's DC office grew to include projects throughout the U.S. and abroad. Likewise, the work of Michael Watkins Architect extends throughout North and South America and includes a wide variety of projects working with existing communities to rediscover and promote the cultural heritage of their built environment and assisting developers by planning new sustainable communities and neighborhoods. We build our teams from a network of other firms with whom we work regularly to craft the best team for each project.

Current projects include the preparation of master plans for towns, neighborhoods and hamlets, revitalization and extension plans for existing communities, preparation of design guidelines, various town architect services for new and existing communities, and leading and participating in urban design charrettes. Our firm has collaborated with other New Urbanist firms including Torti Gallas + Partners, Placemakers, Urban Design Associates, and the Prince's Foundation for Building Community.

Watkins is one of several contributing co-authors of DPZ's SmartCode, a zoning ordinance that legalizes the development of traditional neighborhoods. He edited and produced A Guidebook to Old and New Urbanism in the Baltimore / Washington Region. Watkins and his staff speak on the subject of traditional architecture and urban design at universities and conferences in the U.S. and abroad. Watkins is a member of the Congress for the New Urbanism, the Institute of Classical Architecture and Art, the New Urban Guild, the National Town Builders Association, the American Institute

MICHAEL WATKINS
FAIA FAICP LEED-AP CNU-A



Michael Watkins is the founder of Michael Watkins Architect, LLC, an urban design and architecture firm dedicated to designing and implementing a walkable, lasting, and beautiful public realm that fosters community. The firm's work includes the preparation of master plans for towns, neighborhoods and hamlets, revitalization and extension plans for existing communities, preparation of design guidelines, various town architect services for new and existing communities, and leading and participating in urban design charrettes. The firm serves as the Town Architect for Norton Commons in Louisville, Ky. and other communities in, Louisiana, South Carolina, Ohio, and elsewhere. The firm has collaborated with other New Urbanist firms, among them: Torti Gallas + Partners, Placemakers, Urban Design Associates, and the Prince's Foundation for Building Community.

Duany Plater-Zyberk & Company hired Watkins to open their Washington D.C. office in 1988. While with DPZ, he served as the Town Architect for Kentlands, a 352-acre neo-traditional neighborhood northwest of Washington, D.C., led many charrettes for a wide variety of project types, and was a member of design teams for over sixty towns and neighborhoods in the United States and abroad. In 2007 Watkins left his position as Director of Town Planning with DPZ to enroll in the Masters program in Classical Design offered by The Institute of Classical Architecture & Classical America and the Georgia Institute of Technology.

Watkins is one of several contributors to Andres Duany's SmartCode, a zoning ordinance that legalizes the development of traditional neighborhoods. In 2003 he edited and produced The Guidebook to the Old and New Urbanism in the Baltimore / Washington Region. Watkins speaks on the subject of traditional architecture and urban design at universities and conferences in the U.S. and abroad. He is a member of the Congress for the New Urbanism and the Institute of Classical Architecture and Art. Watkins was the 2018 recipient of the New Urban Guild's Barranco Award and has been made a Fellow of the American Institute of Architects and the American Institute of Certified Planners.

www.MichaelWatkinsArchitect.com

Michael Watkins is the founder of Michael Watkins Architect, LLC, an urban design and architecture firm dedicated to designing and implementing a walkable, lasting, and beautiful public realm that fosters community. The firm's work includes the preparation of master plans for towns, neighborhoods and hamlets, revitalization and extension plans for existing communities, preparation of design guidelines, various town architect services for new and existing communities, and leading and participating in urban design charrettes. The firm serves as the Town Architect for Norton Commons in Louisville, Ky. and other communities in, Louisiana, South Carolina, Ohio, and elsewhere. The firm has collaborated with other New Urbanist firms, among them: Torti Gallas + Partners, Placemakers, Urban Design Associates, and the Prince's Foundation for Building Community.

Duany Plater-Zyberk & Company hired Watkins to open their Washington D.C. office in 1988. While with DPZ, he served as the Town Architect for Kentlands, a 352-acre neo-traditional neighborhood northwest of Washington, D.C., led many charrettes for a wide variety of project types, and was a member of design teams for over sixty towns and neighborhoods in the United States and abroad. In 2007 Watkins left his position as Director of Town Planning with DPZ to enroll in the Masters program in Classical Design offered by The Institute of Classical Architecture & Classical America and the Georgia Institute of Technology.

Watkins is one of several contributors to Andres Duany's SmartCode, a zoning ordinance that legalizes the development of traditional neighborhoods. In 2003 he edited and produced The Guidebook to the Old and New Urbanism in the Baltimore / Washington Region. Watkins speaks on the subject of traditional architecture and urban design at universities and conferences in the U.S. and abroad. He is a member of the Congress for the New Urbanism and the Institute of Classical Architecture and Art. Watkins was the 2018 recipient of the New Urban Guild's Barranco Award and has been made a Fellow of the American Institute of Architects and the American Institute of Certified Planners.



Scott Layton is a Project Manager and Designer with Michael Watkins Architect, LLC, an urban design and architecture firm dedicated to designing and implementing a walkable, lasting, and beautiful public realm that fosters community. The firm's work includes the preparation of master plans for towns, neighborhoods and hamlets, revitalization and extension plans for existing communities, preparation of design guidelines, various town architect services for new and existing communities, and leading and participating in urban design charrettes. The firm serves as the Town Architect for Norton Commons in Louisville, Ky. and other communities in, Louisiana, South Carolina, Ohio, and elsewhere. The firm has collaborated with other New Urbanist firms, among them: Torti Gallas + Partners, Placemakers, Urban Design Associates, and the Prince's Foundation for Building Community.

As an urban designer, Layton plays an integral role to the firm's efforts in urban design and master planning, most recently participating in design charrettes for Ford's Colony in Williamsburg, Va., Provenance in Shreveport, La., and Drake Farms in Fayetteville, Ark. He is routinely involved in the production of project books for master plans as well, and has contributed to the project books for Third Church, Provenance, and Blythe Oldfield. Layton has also completed civic space detail drawings which specify the character of civic spaces within neighborhoods.

Layton also contributes to the firm's code-writing and conceptual architecture efforts, and has been heavily involved in the Seaside Code, architectural standards for neighborhoods the firm has designed, and design standards for an existing neighborhood in a local jurisdiction. Layton plays an integral role in language-writing as well as the creation of illustrations for these codes.

In 2016, Layton earned a Bachelor of Arts in Architecture from Judson University in Elgin, Illinois. During his experience at Judson he developed a passion for traditional architecture and urban design and decided to make a career out of it. Layton is involved outside the office with organizations such as the Congress of the New Urbanism, the National Town Builder's Association, and the Institute for Classical Architecture and Art.

www.MichaelWatkinsArchitect.com

ST. ELMO REVITALIZATION PLAN

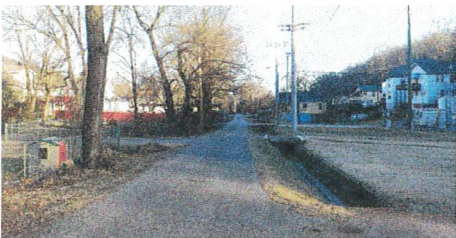
Chattanooga, Tennessee



Before: The Incline Plaza



After: The Incline Plaza



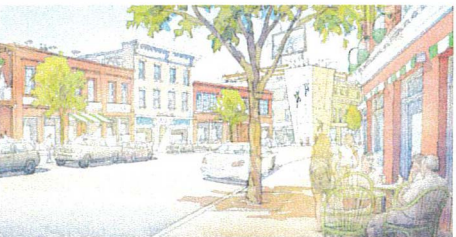
Before: Bike Path



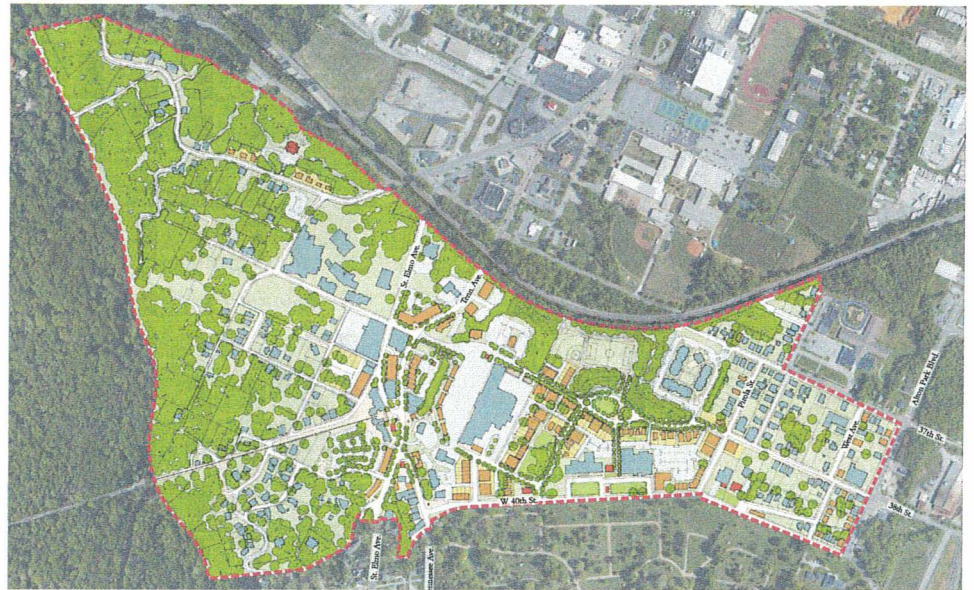
After: Bike Path



Before: Town center



After: Town center



Master Plan

For a week in January 2014, we set up an office in the South Chattanooga Recreation Center and invited the public to work with us to prepare a Master Plan for St. Elmo, a neighborhood adjacent to downtown Chattanooga. We spent the first two days listening, taking notes, measuring, photographing. Then we solicited advice and suggestions from a standing-room-only crowd that gathered despite the 17-degree weather. Meetings with residents, business owners, property owners, city officials and local organizations ran throughout each day. At nearly every meeting, connectedness became the theme; transportation routes, businesses-to-customers, within St. Elmo, between St. Elmo and adjoining neighborhoods, St. Elmo to

Downtown, streets to trails, and Tennessee to Georgia.

The final plan focuses on gateways, public spaces, improved streetscapes, opportunities for new development and, of course, connections. A form-based code was drafted to implement the plan, which carefully navigates between upholding and improving the image of the neighborhood without restricting the architectural and social diversity that is essential to St. Elmo's character.

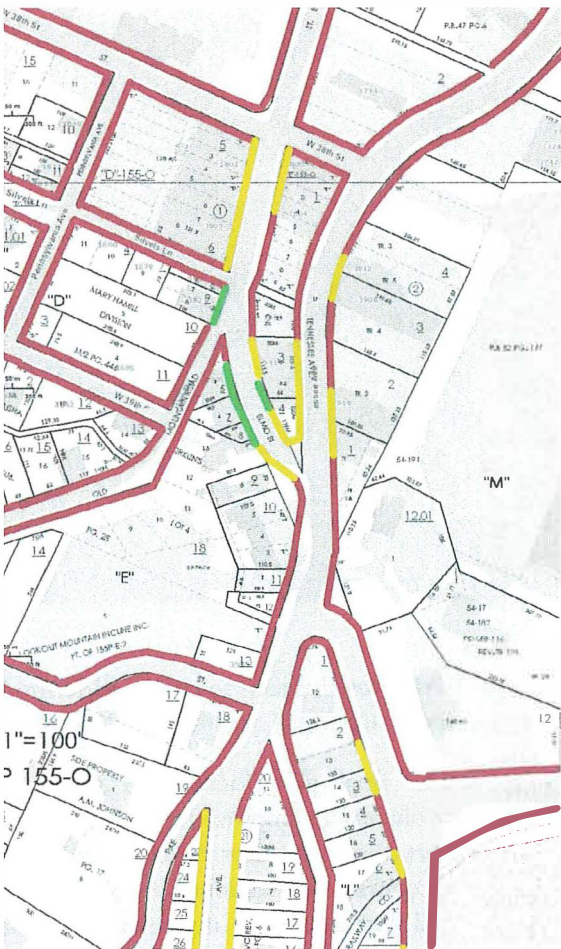
Client: Chattanooga Neighborhood Enterprise, Inc
Type: Enhancement
Acres: Chattanooga Neighborhood
T Zones: T4, T5, T6, SD



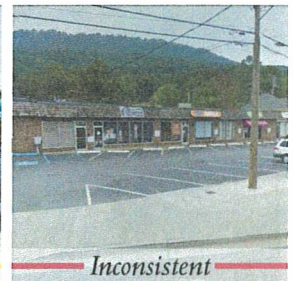
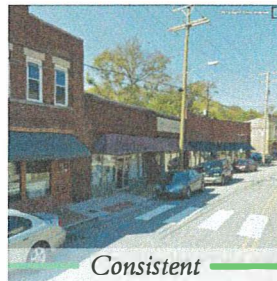
www.MichaelWatkinsArchitect.com

ST. ELMO REVITALIZATION PLAN

Chattanooga, Tennessee



Residential Frontage Character



Commercial Frontage Character

During the charrette, a synoptic survey was prepared: an analysis of the character of the frontage (the space between the curb and the building). Pedestrian experience is the metric for rating frontage character as consistent, acceptable, or inconsistent. Consistent frontage has a clear and well-maintained sidewalk, appropriate distance and buffer from moving traffic, and trees to provide shade, as well as consistent buildings shaping the street. The results of this analysis were used to inform the urban design, guiding where infill development should be most highly prioritized.

Idea	Time Frame	Partners
Transportation		
Transit		
Move Incline ticket booth into Plaza	6 months	CARTA Rock City? Downtown Merchants Riverside
Create bus stop at Bi-Lo with rider-friendly shade and seating	12 months	Bi-Lo Alton Park Neighborhood St. Elmo Neighborhood
Implement Timed Ticketing or App for nonfiction for Incline	6 weeks (trial)	CARTA
Implement Local Rates / multi-pass for Incline	6 weeks	CARTA St. Elmo Neighborhood
Extend CARTA schedules and routes for St. Elmo (shuttle and/or bus), particularly to the Elementary school	6 months	CARTA Alton Park Neighborhood St. Elmo Neighborhood
Pedestrian		
Improve Pedestrian access to Bi-Lo -Ramp at Driveway -Star from village center	6 months	Bi-Lo Alton Park Neighborhood St. Elmo Neighborhood CARTA?
Fix Tennessee and St. Elmo intersections with traffic signal and crosswalks	6 months	Transportation Dept.
Fix Tennessee Triangle: add crosswalks	6 months	Transportation Dept.
Fix Ochs Highway intersection; add crosswalks	6 months	Transportation Dept.
Connect surrounding trails as CBD	6 months	Chart. Parks & Rec LMC Hiking/Biking Group St. Elmo Neighborhood LMC
Install simple posts indicating street connections on trails	6 months	Chart. Parks & Rec LMC
Raise intersection at southern commercial area	6 months	Transportation Dept. TDO?
Reopen Cowart Street Tunnel	3 years	RJP Private School Chart. Parks & Rec
Add Pedestrian connections/bridges to gated apartment complex	12 months	Safeway Apt. complex mgmt

PARKING

The High Cost of Free Parking

Simple, easily managed parking strategies help reduce land parking quickly. This reduces traffic, encourages the use of efficient parking, long-term use, and makes the overall rider experience in St. Elmo a positive one.

Parking is an asset that must be managed for it to be utilized efficiently. Careful management of the on-street and off-street parking in a district maximizes the available parking resources.

Principles

- Ideal parking occupancy rate is 15% (1 in 7)
- Most commercial parking should accommodate accessibility at short-term stands (15 min)
- All day parking (including merchants and employees) should not occupy prime parking spaces
- Parking policy should be supportive of the other objectives in the downtown
- Parking should be visible and be perceived as an easy experience
- Parking should not cause for frustration who do not spend time or money in St. Elmo
- Residents, merchants and employees should always be able to park
- Parking should operate and be perceived as a network - not as isolated opportunities

Strategy

- Monitor on-street, except for accessible spaces and 15 min at 15 min
- Price on-street occupancy to achieve 15% vacancy
- Weekends and holidays may not necessarily be free depending on events
- Residents, merchants and employees should learn to use CARTA/incline less
- Price CARTA/incline lot seasonally depending on demand
- Free during off-peak
- Visible parking a business
- Provide parking cards/discounts for residents, merchants and employees during peak seasons

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AUXILIARY UNITS

An Auxiliary Unit is a secondary unit associated with a principal building by ownership and shared lot. An auxiliary unit may be located on the same lot as the principal building or on an adjacent lot. It is subject to specific limits of size and use to prevent overcrowding of the infrastructure. It may also be in the form of the English Renaissance, Synagogue, very large and include secondary building, auxiliary building, truck yard, garage, carriage house, garage, apartment, main, Creamy Flat, Unbuilding.

Auxiliary Unit in Knoxville, Tennessee

Auxiliary Unit in Chattanooga, Tennessee

ST. ELMO

IDEAS
BUILDING AND AUXILIARY UNITS

The team compiled a set of implementation strategies, identifying tasks which could be completed in near-, medium-, and long-term timeframes.

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ST. ELMO REVITALIZATION PLAN

Chattanooga, Tennessee



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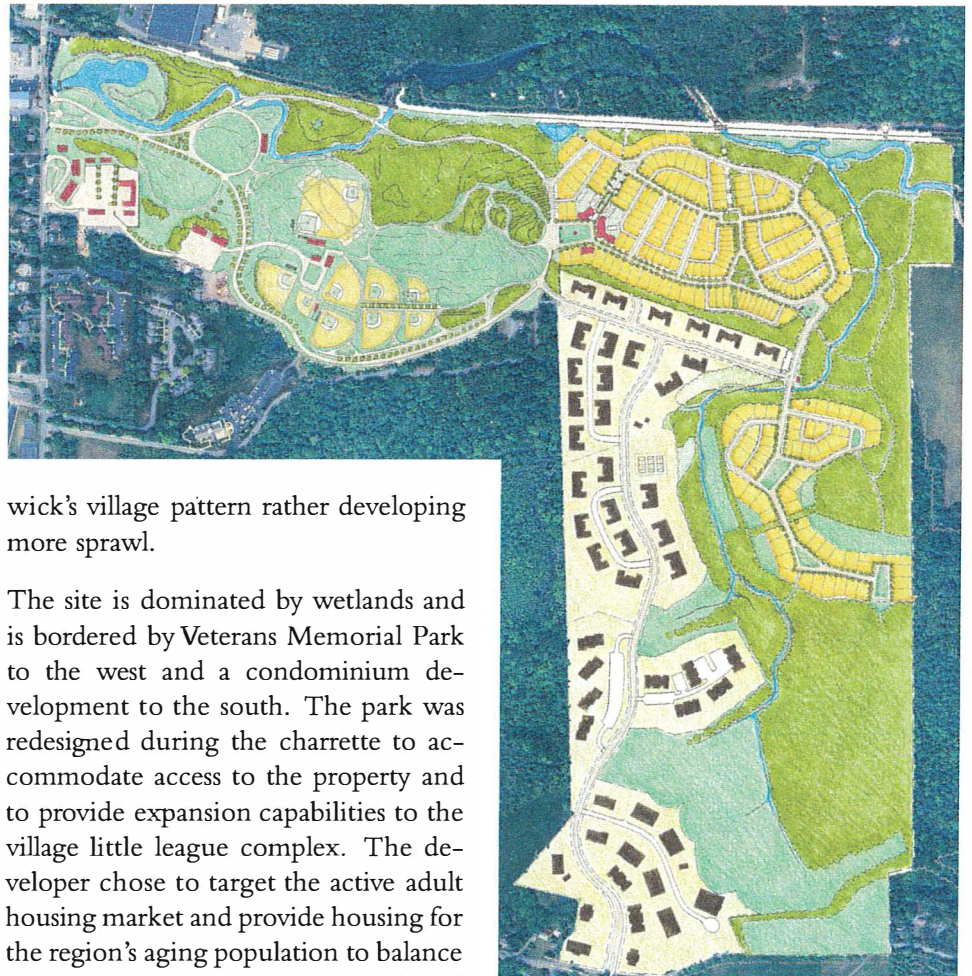
ST. ELMO REVITALIZATION PLAN

Chattanooga, Tennessee



WARWICK GROVE

Warwick, New York



In the fall of 1997, DPZ prepared a Master Plan and related documents for a new neighborhood in the village of Warwick, fifty miles northwest of New York City, which was experiencing growth pressure. While with Duany Plater-Zyberk & Company (DPZ), Watkins was the Project Manager for the neighborhood. Much of the demand for housing is/was generated by the area's aging population that is choosing to retire in the area. At the time, the zoning code allowed growth only in the conventional suburban sprawl pattern. The developer hired DPZ to preserve and connect to War-

wick's village pattern rather developing more sprawl.

The site is dominated by wetlands and is bordered by Veterans Memorial Park to the west and a condominium development to the south. The park was redesigned during the charrette to accommodate access to the property and to provide expansion capabilities to the village little league complex. The developer chose to target the active adult housing market and provide housing for the region's aging population to balance the predominately family population of the village and surrounding area. Access to the new neighborhood through the park will serve to connect existing developments to downtown Warwick.



Client: Leyland Alliance
Type: Neighborhood
Acres: 128
Program: 220 Residences
1,500 SF Commercial
T Zones: T3, T4

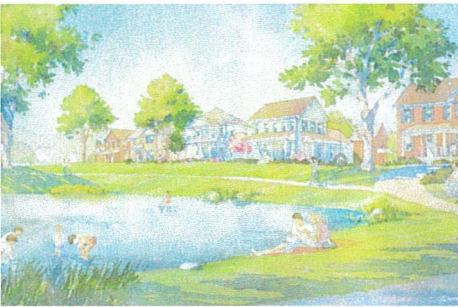
At the edge of the park at the entrance to the neighborhood, a clubhouse, post office, and homes shape a town green. The park was donated to the city.



www.MichaelWatkinsArchitect.com

JOHNSON SQUARE

Johnson, Arkansas



Johnson Square is a 69-acre mixed-use, compact, walkable neighborhood. At present, the city of Johnson has a population of roughly 3,000 people but lacks the civic square that the other 4 largest towns in the rapidly growing northwest Arkansas region enjoy. Johnson Square will change that with its design for a town square at the intersection of Main Street and Johnson Mill Boulevard. The site has a beautiful ravines, huge trees, a pond – and several large utility easements. The founders, Morgan Hooker and Ward Davis, recognize this site as an opportunity to enable a beautiful hillside near the historic center of town to become a vibrant town center and neighborhood community.

A design charrette led by Michael Watkins Architect LLC was held in March 2015, with several prominent architects participating. Immediately following the charrette the firm produced the zoning for the site in the form of a PUD, which the city of Johnson approved unanimously the following summer. Watkins not only serves as Town Archi-

tect reviewing the architecture that gets built, but also in a several other design capacities, working with landscape architects, engineers, and the founders to detail further the public realm.

The first building on the main square is open with a few other entering the construction document phase. Construction of the first phase, consisting of nearly 60 lots has already broken ground.

Client: High Street Real Estate & Development

Type: Neighborhood
Town Architect
Codes

Acres: 69

Program: 118 houses
36 townhouses
241 apartments
150,000 SF comm.
Post office, school, city hall, pool

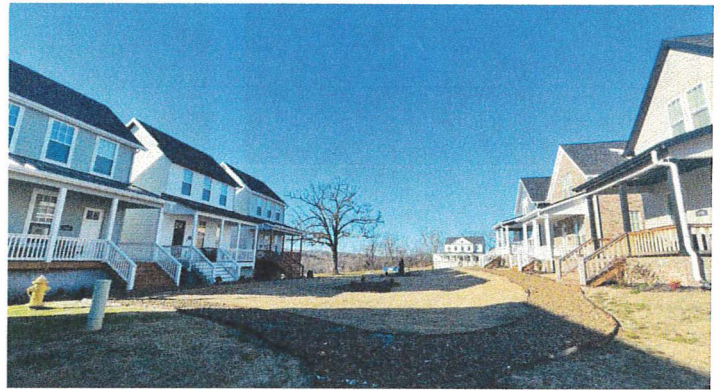
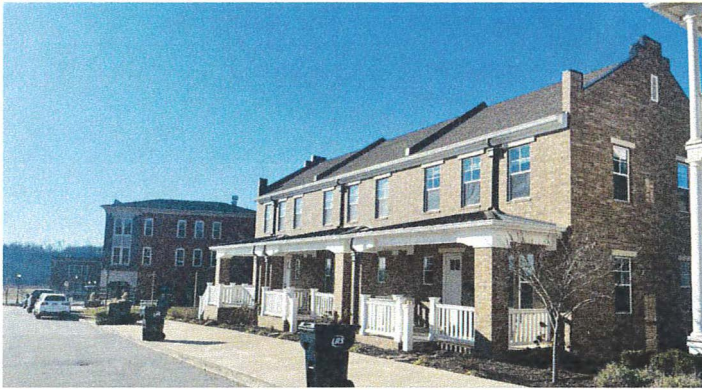
T Zones: T3, T4, T5

www: johnsonsquare.com

www.MichaelWatkinsArchitect.com

JOHNSON SQUARE

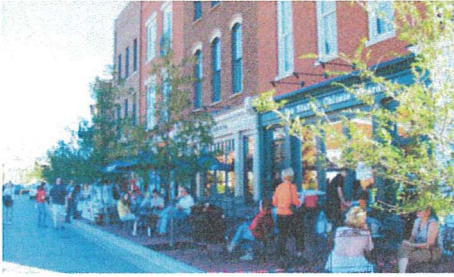
Johnson, Arkansas



www.MichaelWatkinsArchitect.com

NORTON COMMONS

Louisville, Kentucky



Norton Commons includes two mixed-use neighborhoods and a hamlet with 2880 units on a 660-acre greenfield site in Louisville, Kentucky. The Master Plan was prepared in a 1997 public design charrette by Duany Plater-Zyberk & Company (DPZ). While with DPZ, Watkins prepared the Design Code. Working collaboratively, Steve Mouzon, Placemakers and Watkins prepared the Pattern Book.

Since the charrette, Watkins has served as the Town Architect guiding the implementation of the Master Plan and reviewing much of the architecture for adherence with the Design Code and Pattern Book. Watkins has also worked with a number of the owners and their architects for civic buildings in the neighborhood including the fire station, elementary school, YMCA, Catholic church and school, and child care center.

The first neighborhood is approximately 90% complete and includes a full range of housing types, from single-

family detached homes to apartments. Multi-family and office buildings with ground floor retail have been integrated into the neighborhood and a central square is surrounded by mixed-use buildings with ground-floor retail and live/work units. The Town Founder, Traditional Towns, LLC, has done an excellent job programming the public realm to facilitate opportunities for community to thrive.

Client: Traditional Towns, LLC

Type: Neighborhood,
Town Architect
Codes

Acres: 660

Program: 2880 Residences
560,000 SF Comm.
Civic: fire station, church, private
elementary school, preschool,
YMCA

T Zones: T3, T4, T5

www: nortoncommons.com

www.MichaelWatkinsArchitect.com

NORTON COMMONS

Louisville, Kentucky



www.MichaelWatkinsArchitect.com

WHAT IS A CHARRETTE?



Origin of the term "Charrette"

The French word, "charrette" means "cart" and is often used to describe the final, intense work effort expended by art and architecture students to meet a project deadline. This use of the term is said to originate from the École des Beaux Arts in Paris during the 19th century, where proctors circulated a cart, or "charrette," to collect final drawings while students frantically put finishing touches on their work.

~ The National Charrette Institute

The term "charrette" has been popularized largely by new urbanist planners and architects, and refers to the intense, inclusive design process that is often used to design many new urbanist communities. While with DPZ, Watkins led dozens of charrettes and participated in countless others. Watkins has received the National Charrette Institute's Charrette System Certificate Training, and Management and Facilitation Certificate Training.

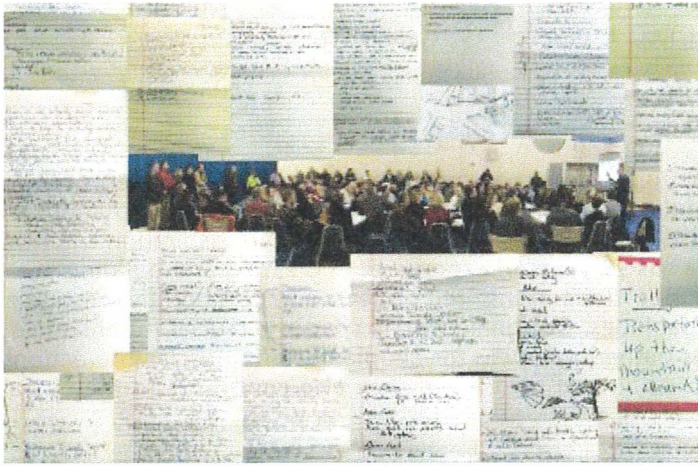
The charrette process is a collaborative design event that lasts five to ten days depending on the complexity of the issues to be addressed and the level of stakeholder involvement; most run about seven days. The key is to allow time for three feedback cycles between the stakeholders and the consultant design team. Stakeholders include those who can influence the approval of the project as well as those affected by its design. They need not all be present for the entire charrette, but are asked to participate as they are able, most important during design reviews, to provide their feedback. Through their participation, consensus can be built around an excellent plan. Gaining stakeholder support through building consensus becomes invaluable during the approval process. It also results in a place that the stakeholders love and cherish long after the developer and municipal leaders are gone.

Ideally a charrette is held on or near the site to make participation by stakeholders as easy as possible, and to allow constant verification of design decisions through frequent field checks. Typically, a public meeting is held

at the beginning of the charrette to share and establish common values and vision. Most of the design team will quickly begin to develop ideas, while a few will meet with stakeholders to draw out their thoughts and ideas, which are then shared by the design team with the stakeholders, in real time or during public "pin-up" reviews. These short feedback cycles build confidence that the process results in a plan that actually does incorporate stakeholder input. As the designs are critiqued, the best ideas are synthesized into several schemes and ultimately a single scheme that is developed in greater detail and further tested for economic, design and political feasibility. At the end of the charrette, a summary of the week's work and the results are shared in a public presentation.

Following the charrette, drawings are refined and completed, and, typically, an application prepared for submission to the governing municipality. It is worth noting that the charrette is most often in addition to the required public review process, however, the consensus behind the plan frequently results in a much smoother municipal review and approval.

WHAT IS A CHARRETTE?

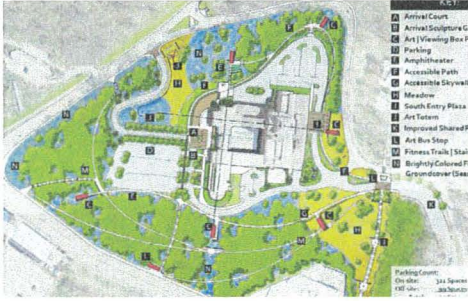
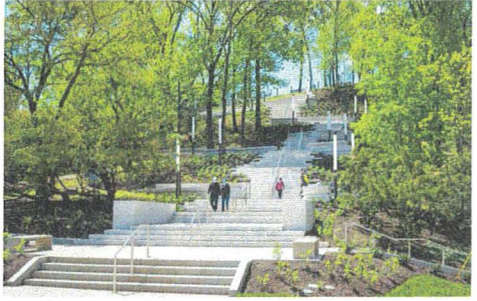
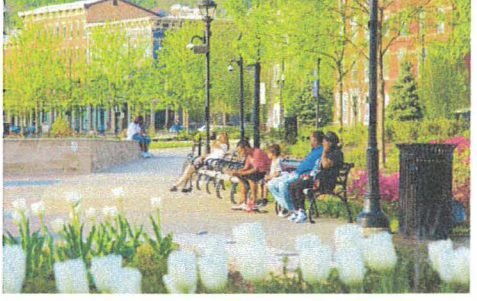
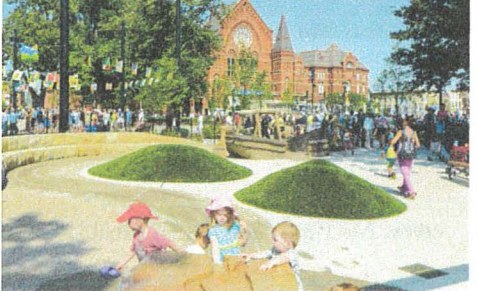




FIRM PROFILE

Established 1995
Office 990 St. Paul Drive, Cincinnati, OH 45206
 (513) 281-2211
Principals Christopher H. Manning, FASLA, PLA Gary R. Wolnitzek, PLA
Website humannature.cc

Human Nature was created to focus upon the planning/design of public open spaces and open space systems (parks, preserves, trails, greenways, streetscapes, districts, neighborhoods, plazas and public art). We provide a tailored approach and interpretation for each client, site and community. Our “place-specific design” philosophy draws inspiration from the unique qualities of the people and the location. Human Nature has 29 years of experience in creating and building great places for people to connect with nature and each other, and our portfolio of inspired projects and collaborative resources demonstrates our wealth of expertise and diverse range of capabilities. Designing public spaces is crucial for enhancing the livability and vibrancy of communities. These areas serve as gathering places for people, fostering social interactions, promoting physical activity, and offering opportunities for relaxation and recreation. They also contribute to the overall aesthetics and identity of a neighborhood or city.

PLANNING	DESIGN	IMPLEMENTATION
		
		
		
		



Christopher H. Manning, PLA, FASLA



Principal

Registration

Ohio, Kentucky, Indiana, Maryland

Education

Bachelor of Science Landscape Architecture, University of Kentucky

KEY QUALIFICATIONS

Mr. Manning is co-founder of Human Nature, Inc., a Landscape Architecture & Environmental Planning firm. He has 42 years of experience in planning and designing sustainable and place-specific parks, park systems, greenways, blueways, trails, campuses, gardens, farms, streetscapes, and other public open spaces. His professional philosophy and skills include the integration of sustainable design best practices, participatory design process, community building, protection and enhancement of natural and cultural resources and green infrastructure. Mr. Manning is responsible for the firm's design culture; leads multi-disciplinary teams through the planning/design process; and, overall project design vision - from master planning through construction. He serves on professional and academic design juries throughout the Midwest and lectures across the region on topics such as parks, sustainability, ecology, and public art.

RELEVANT PROJECT EXPERIENCE

- French Park MP - Cincinnati, OH
- Kenton County New Park MP & Design - Kenton County, KY
- Blue Ash Towne Square - Cincinnati, OH
- Medpace Corporate Campus - Cincinnati, OH
- Devou Park Master Plan - Covington, KY
- Washington Park Master Plan & Implementation - Cincinnati, OH
- Chamberlin Park MP - Deer Park, OH
- Florence Parks MP - Florence, KY
- North Avondale Neighborhood Plan - Cincinnati, OH
- Lick Run Greenway - Cincinnati, OH

ACCOMPLISHMENTS

Kentucky ASLA Merit Award, The Greenway at Dry Creek, 2024
Cincinnati Design Awards, Blue Ash Towne Square, 2022
Cincinnati Design Awards, Cincinnati Art Museum Art Climb, 2020
Cincinnati Design Awards, Amsterdam 4IR District Plan, 2019
Cincinnati Design Awards, Ft Thomas Community Plan, 2019
Ohio Chapter ASLA Merit Award, Cincinnati Art Museum Art Climb Master Plan, 2019
Cincinnati Design Awards, Ziegler Park, 2018
Ohio Chapter ASLA Award of Excellence, Ziegler Park, 2018
Cincinnati Design Awards, Covington Riverfront Opportunities Overlay Strategies, 2016
Ohio Chapter ASLA Honor Award, Cincinnati Connects Plan, 2016
Ohio Chapter ASLA Award of Excellence, Lick Run Master Plan, 2013
Ohio Chapter ASLA Honor Award, Washington Park Redevelopment, 2012
Kentucky Chapter ASLA Honor Award, Devou Park Master Plan, 2009



David P. Whittaker, PLA, LEED AP



Associate Principal / Design Manager

Registration
Ohio

Education

Master of Landscape Architecture, University of Oregon

Bachelor of Science Landscape Architecture, University of Kentucky

KEY QUALIFICATIONS

David has 26 years of experience in landscape architectural design and planning. His professional philosophy and skills include the integration of sustainable design, public process, community building, cultural resources, and art. As a lead project designer, David has led many sustainability and regenerative design initiatives both within our firm and in the Greater Cincinnati region. He has worked on several LEED projects and has been a strong regional advocate for the Living Building Challenge. He has participated in site projects from conceptual design through design details and construction drawings, and he has played an instrumental role in creating innovative technical and aesthetically compelling solutions to stormwater management challenges.

RELEVANT PROJECT EXPERIENCE

- Kenton County New Park MP & Design - Kenton County, KY
- Blue Ash Towne Square - Cincinnati, OH
- Devou Park Master Plan - Covington, KY
- Washington Park Master Plan & Implementation - Cincinnati, OH
- Florence Parks MP - Florence, KY
- Cincinnati Art Museum & Site Enhancements - Cincinnati, OH
- Lick Run Greenway - Cincinnati, OH

ACCOMPLISHMENTS

Kentucky ASLA Merit Award, The Greenway at Dry Creek, 2024

Cincinnati Design Awards, Blue Ash Towne Square, 2022

Cincinnati Design Awards, Cincinnati Art Museum Art Climb, 2020

Ohio Chapter ASLA Merit Award, Cincinnati Art Museum Art Climb Master Plan, 2019

Ohio ASLA Award of Excellence, Ziegler Park, 2018

Cincinnati Design Awards, Ziegler Park, 2018

Ohio ASLA Merit Award, UC Teachers College, 2018

Ohio Chapter ASLA Award of Excellence, Lick Run Master Plan, 2013

Ohio ASLA Honor Award, Washington Park, 2012

Ohio ASLA Merit Awards, Hills & Dales MetroPark, 2010

Ohio ASLA Merit Awards, Wright State University National Center for Medical Readiness, 2010

Kentucky ASLA Honor Award, Devou Park Master Plan, 2009

Cincinnati Horticultural Society Flower Show Gold Medal, Ripple Effects, 2008

Cincinnati Design Awards, Liuzhou, China Friendship Garden, 2007



Sara DiLandro, AICP



Environmental/Community Planner & GIS Specialist

Registration

American Institute of Certified Planners

Education

Master of Community Planning, University of Cincinnati

Bachelor of Philosophy, Miami University

KEY QUALIFICATIONS

Ms. DiLandro has 17 years of experience in environmental planning, community planning and GIS analysis. With this comprehensive cross-training, she provides innovative approaches to community and environmental planning and natural systems inventory and analysis. As a GIS specialist, Ms. DiLandro utilizes geospatial data to inventory and analyze the natural and cultural resources that exist within a community and on a particular site. Ms. DiLandro also uses GIS as a problem solving tool for planning and green infrastructure projects that require a comprehensive understanding of how a community can utilize stormwater to its benefit. Sara enjoys working with communities to identify and develop creative, practical, sustainable and place-specific solutions to present challenges. Integral to the planning and design of green infrastructure systems is public education and inclusive engagement and the ability to explain technical and complex community issues efficiently and succinctly in a way that everyone can understand.

**RELEVANT PROJECT
EXPERIENCE**

- Kenton County New Park MP & Design - Kenton County, KY
- Chamberlin Park MP - Deer Park, OH
- Kenton County Parks Master Plan - Kenton County, KY
- Florence Parks Master Plan - Florence, KY
- Washington Park Implementation - Cincinnati, OH
- North Avondale Neighborhood Plan - Cincinnati, OH
- Middletown Parks Master Plan - Middletown, OH
- Fort Thomas Community Plan / Parks Master Plan - Fort Thomas, KY
- Lick Run Greenway - Cincinnati, OH

ACCOMPLISHMENTS

Cincinnati Design Awards, Honor Award, Ft Thomas Community Plan, 2019
Ohio Chapter ASLA Award of Excellence, Lick Run Master Plan, 2013



FRENCH PARK MASTER PLAN

Amberley Village, OH

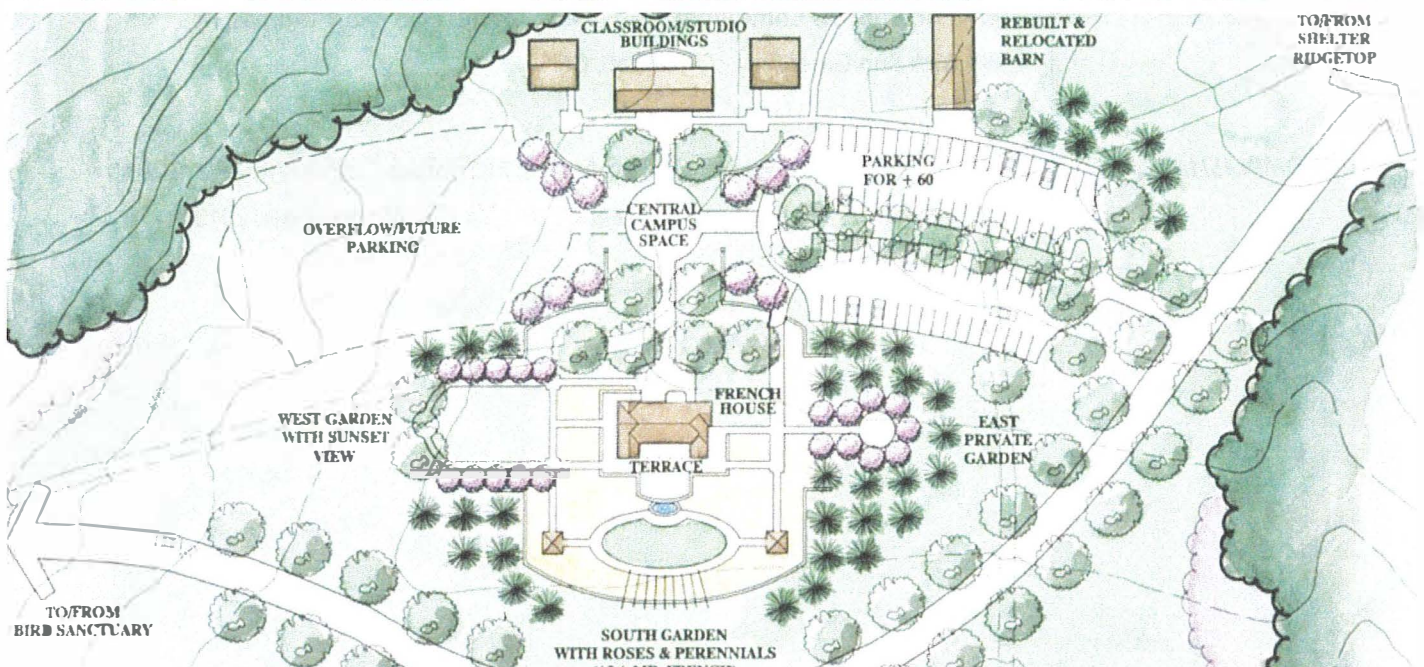
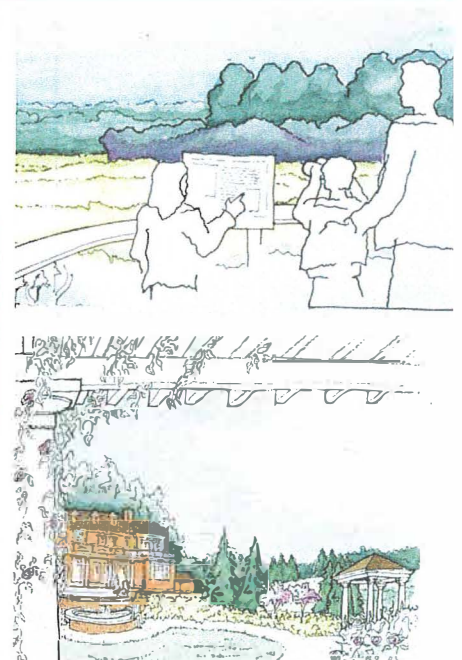
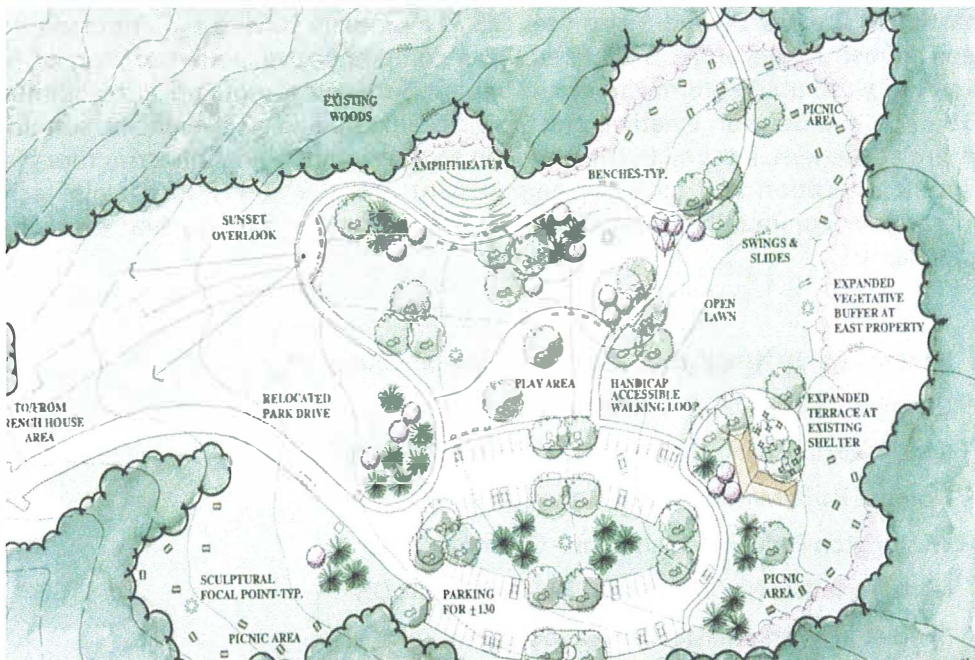
An urban oasis nestled in the heart of Amberley Village, French Park's 275 acres represent the Cincinnati Park Board's second largest park. The Master Plan for the park, created by Human Nature and the Fearing/Bauer-Nilsen Studio, celebrates the site's unique creek corridors and forested areas with improved trails, overlooks, interpretive stops, and an enhanced bird sanctuary. A new entry drive showcases the existing French House and restored formal gardens, both of which will be part of a new arts campus for landscape painters and environmental sculptors. At the ridgetop of the site, a sunset overlook, amphitheater, play area, and enhanced picnic facilities provide a hub for day-long family activities.

CLIENT

Cincinnati Park Board

PROJECT SCOPE

Master Plan





KENTON COUNTY NEW PARK

Independence, KY

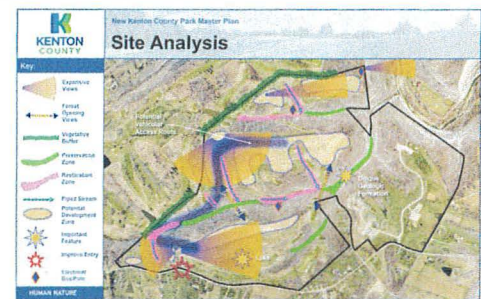
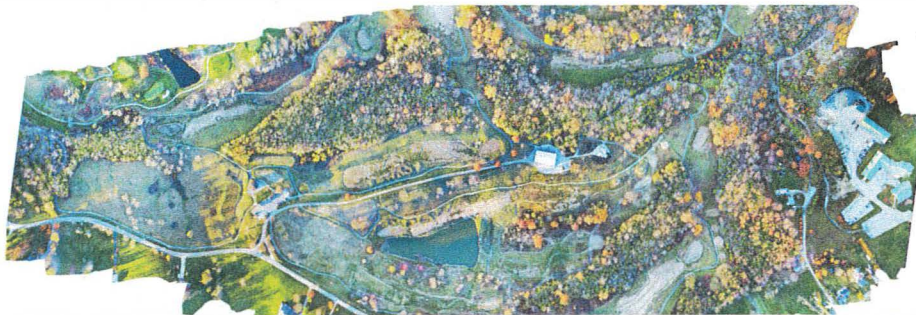
Human Nature developed a park master plan for a former 225 acre golf course. The site consists of alternating grassy ridges and forested valleys that define large landscape rooms. The master plan works with this topography to create different use areas for each ridge and valley. Overall, the park design emphasizes adventure recreation opportunities, such as mountain biking, hiking, ropes courses, ziplining, disc golf, and a skate park. The park will also include a small lake for fishing, a community gathering space, a dog park, nature-based playgrounds, and a nature/event center. Art work will be scattered around the park to attract visitors to the park and to provide destinations for hikers. The streams in the forested valleys will be restored to improve their appearance, health, and habitat value. Much of the existing lawn areas will be replaced with native pollinator meadows to provide habitat for birds, insects, and other species. An extensive trail system will provide visitors a variety of experiences, views, and levels of difficulty. The park is intended to be a recreational hub and destination for the county and the region.

CLIENT

Kenton County, KY

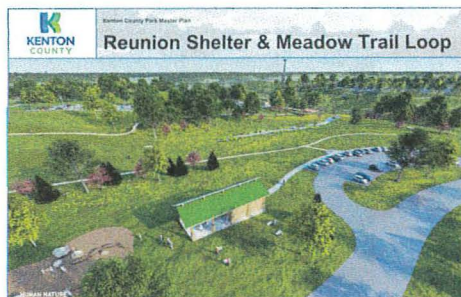
PROJECT SCOPE

Master Plan



LEGEND

- A Dog Park & Fitness Loop
- B Civic Gathering Space & Tower
- C Lake Edge Shelter/deck
- D Sledding Hill
- E Skateboard Park
- F Playground & Water Play
- G Restroom & Concessions
- H Ropes & Zipline Courses
- I Family Shelter With Small Play Space
- J Axe Throwing Area
- K Relocated Maintenance Building
- L Multi-use Playing Field
- M Nature/event Center With Community Gardens
- N Nature Play Area
- O Mountain Biking Trail Head & Pump Track
- Park Entrance
- Public Art



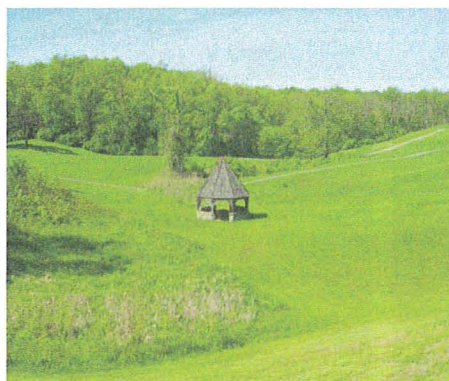
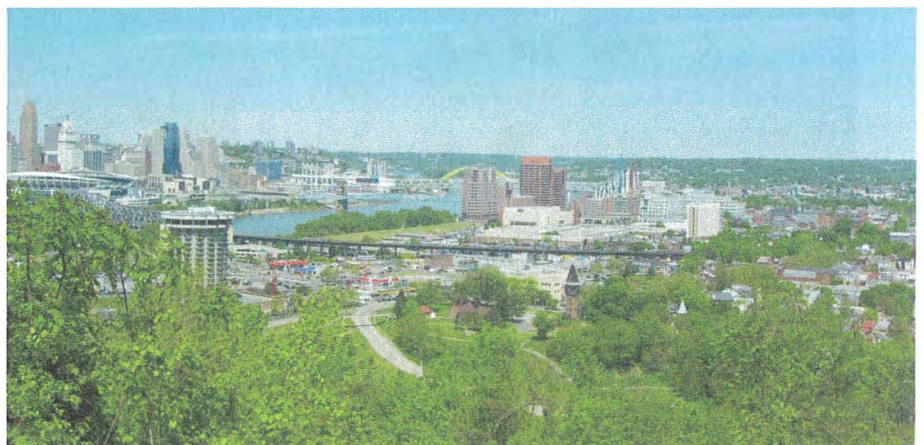
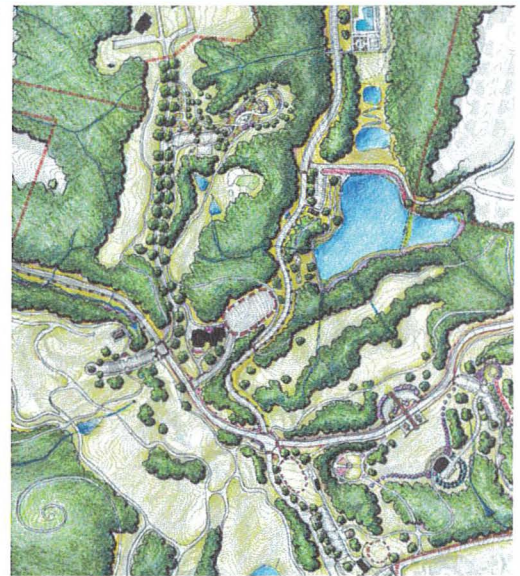
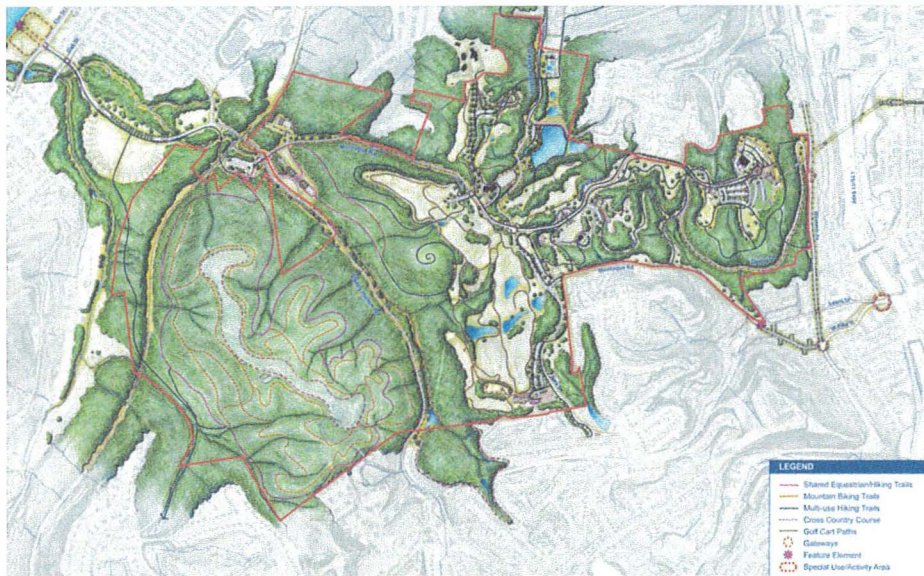


DEVOU PARK MASTER PLAN

Covington, KY

Human Nature led a multi-disciplinary team of consultants to develop a master plan for Devou Park, a 700 acre oasis overlooking the Ohio River Valley in Covington, KY. Devou Park is a treasured greenspace significant to the urban core with major trails and a unique constellation of cultural and natural resources. With help and input from a dedicated Steering Committee, civic groups and engaged citizens, the plan proposed new mountain biking trails, a new clubhouse/meeting room facility, improvements to the Prisoner's Lake area and surrounding roads, memorial gardens near the Concert Bowl, enhancements to the Cincinnati skyline overlook, and expanded trail linkages.

CLIENT	PROJECT SCOPE	AWARDS
City of Covington	Master Plan	Kentucky ASLA Honor Award, 2009





CINCINNATI ART MUSEUM

Cincinnati, OH

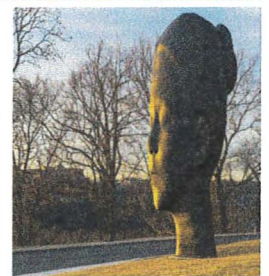
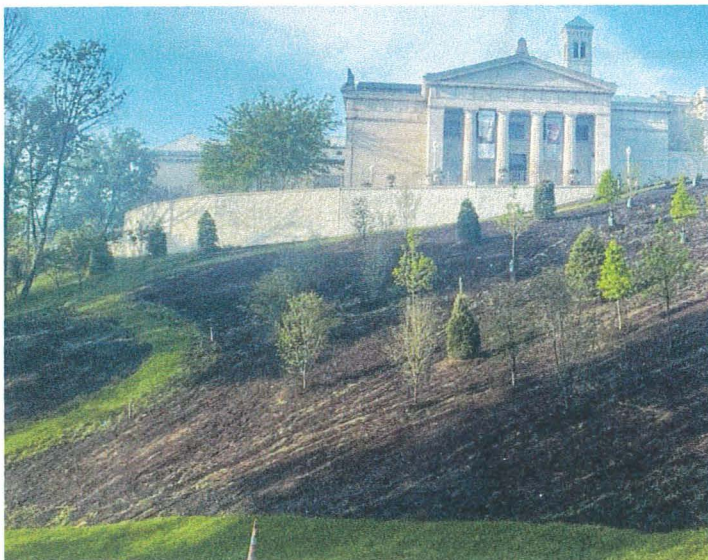
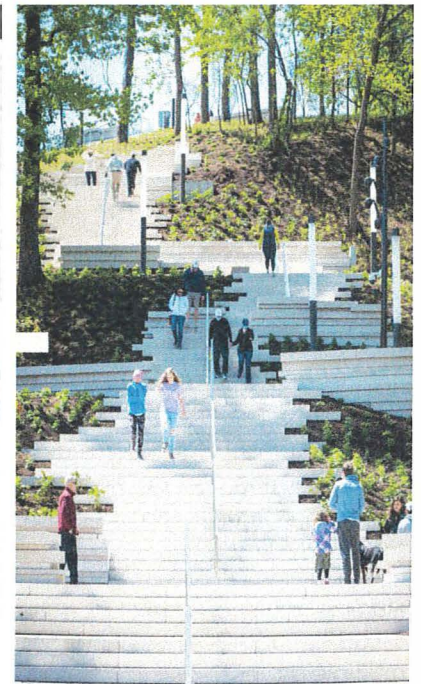
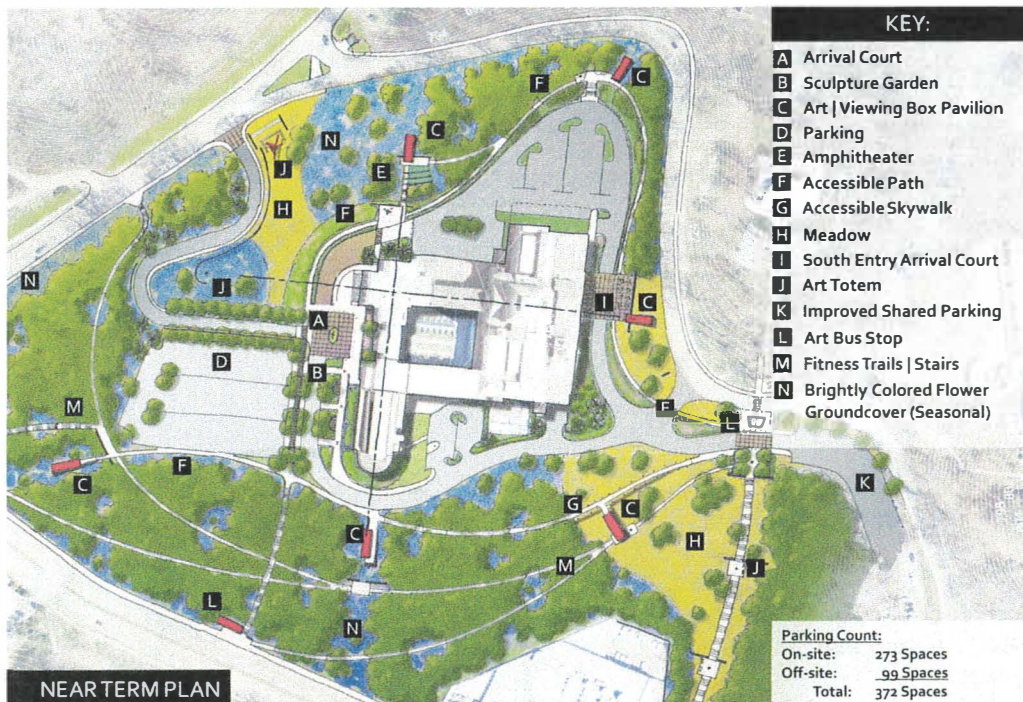
Human Nature collaborated with Emersion Design and Strand Associates to generate a new and far-reaching vision for the Museum and its ridgetop site. The master plan proposes a new entry to the Museum property that improves access and the visitor arrival experience. In addition, a network of pedestrian walkways and site-based, art pavilions extend the mission and impact of the Museum beyond the building and into the Eden Park landscape. Inspired by the landscape paintings of Van Gogh, the proposed site will itself become a work of art that changes with the seasons and that expresses different eras in American landscape design history. In addition to the Site Master Plan, Human Nature continues to play a role in the design and implementation of several site improvement projects, including updates to the Alice Bimel Courtyard, the Art Climb, a new entry drive, parking court, arrival garden, and installation of two major pieces of art. One of the primary goals of these projects is to bring museum's art out of the building and into the community.

CLIENT

Cincinnati Art Museum

PROJECT SCOPE

Site Master Plan and Various Site Improvement Projects



RETHINKING TRANSPORTATION.



WHO WE ARE

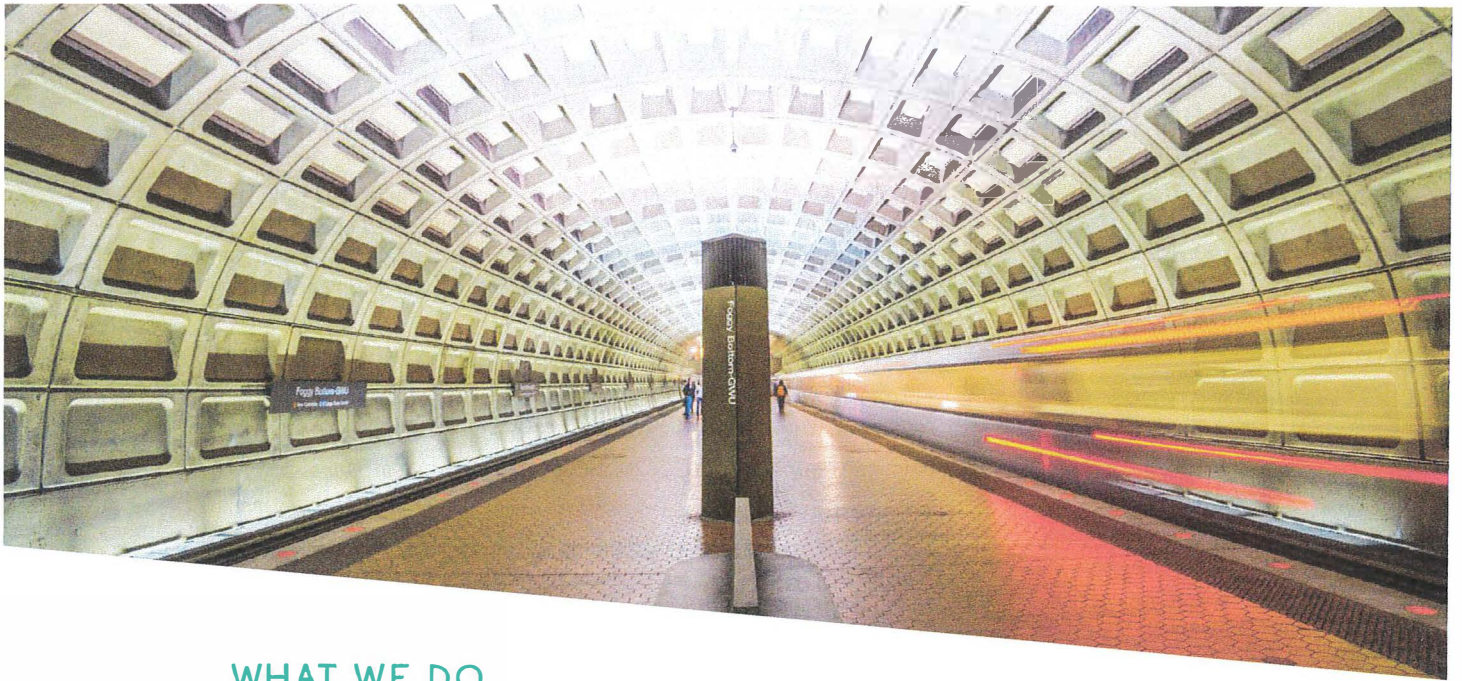
Illumine Transportation provides multidisciplinary transportation and traffic solutions for communities. Services: research, transportation planning, and traffic engineering.

Illumine Transportation, LLC is certified as a Disadvantage Business Enterprise (DBE) company in multiple states.

KEVIN LEE, FOUNDER

Kevin has focused on multimodal traffic signal operations for nearly 20 years, successfully leading projects. Areas of specialty: multimodal intelligent transportation systems (ITS) technologies, traffic signal systems and operations, emerging technologies, system performance, transit-preferential treatments, transit signal priority, pedestrian and bicycle treatments, and traffic engineering.





WHAT WE DO



RESEARCH

Our research integrates with local, regional, and national entities.



TRANSPORTATION PLANNING

Alternatives analysis

Bicycle and pedestrian planning

Complete streets

Concept designs

Feasibility studies

ITS and technology planning

Operational planning

Performance measures

Transit planning

Vision zero



TRAFFIC ENGINEERING

Bicycle facilities

Capacity analysis

Connected vehicles

Emerging technologies

Intelligent Transportation System (ITS)

Pedestrian facilities

Safety studies

Signal timing

Signal design

Transit systems and operations

Transit signal priority

Transportation Systems Management and Operations (TSMO)

Traffic impact studies



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-  [illuminetransportation.com](https://www.illuminetransportation.com)
-  connect!

KEVIN LEE, PE, PTOE

PRINCIPAL



Kevin Lee is a leader in multimodal signal operations, balancing traffic signal operations and arterial management for all users in varied operating environments. He has led all aspects of ITS, systems engineering, and signal systems projects, including planning, designing, and operating preferential treatments.

EMPLOYMENT HISTORY

Kittelson & Associates, Inc: 2003-2022 (Locations: Portland, Oregon, Baltimore, Maryland, Washington, DC, Cincinnati, Ohio)

Illumine Transportation, LLC: 2022-Current (Location: Cincinnati, Ohio)

EDUCATION

- MS, Civil Engineering, Purdue University - 2003
- BS, Civil Engineering, Purdue University - 2001

YEARS OF EXPERIENCE

20

LICENSES/CERTIFICATIONS

- Professional Engineer: OH (PE.78540), IN (PE11400718), KY (38156),
- Professional Traffic Operations Engineer (#3261)
- IMSA Traffic Signal Technician Level I, II
- IMSA Traffic Signal Bench Technician Level II

AFFILIATIONS

- Transportation Research Board Traffic Signal Systems Committee, Secretary
- Institute of Transportation Engineers (ITE) Ohio, Member

PROJECT EXPERIENCE

District DOT Traffic Safety Engineering Services On-Call; Washington, DC

The District Department of Transportation (DDOT) addressed neighborhood traffic safety needs through the Traffic Safety Engineering Support Services (TSES) On-Call Contract. Tasks included day-to-day support for traffic safety, traffic operations, transportation engineering, transportation planning, and transportation engineering design services upon neighborhood requests. As project principal, Kevin was responsible for senior oversight and quality assurance/quality control. The project consisted of nearly 30 task orders addressing safety needs across District neighborhoods. Tasks included efforts ranging from field data collection, traffic counts, and parking inventories to analysis for speed mitigation treatments, pedestrian and bicycle improvements, safety countermeasures, traffic signal retiming, and intersection designs.

Arlington County Army Navy Dr. Traffic Study & Complete Street Redesign; Arlington County, VA.

As part of an on-call contract with Arlington County, Kittelson conducted a multimodal transportation analysis of existing and future conditions to evaluate baseline no-build conditions and design alternatives for a complete streets project on Army Navy Dr. As senior technical lead, Kevin developed multimodal alternatives, including two-way protected bike lanes and exclusive transit lanes. The alternatives balanced local- and system-level needs for all users while considering corridor and intersection capacities, user delays, and safety. The team also developed microsimulation models for select alternatives and identified the operational changes for each corridor configuration. Kevin provided guidance and oversight for analysis considerations and QA/QC.

ORIL: Bike Routes on Ohio Local System; OH.

In collaboration with the Ohio State University, Kevin served as Co-Principal Investigator guiding the team to conduct a scan of current practices to develop and apply scalable methodologies leveraging existing roadway network data sets. The team assessed methodologies to identify and assess roadway networks for bicycle facilities within Ohio. The desire was to identify a preferred methodology that all types of agencies within Ohio can utilize a method to identify, characterize, and assess bicycle facilities and relative levels of traffic stress. Once a model was developed, agencies will be able to manipulate mapping data to effectively and strategically plan future investments.

District DOT and WMATA Bus Stop Improvement Design, Washington, D.C.

Kevin led the planning and design of bus stop improvements along three corridors at twelve locations. Over twenty locations were initially evaluated, assessing construction feasibility and opportunities for improvements such as pedestrian access, construction of a bus shelter, improved stop amenities, and pavement conditions. Upon selected, design plans were developed for construction including cost estimates and specifications. In addition, bus stops were evaluated to determine the potential for relocation from near-side to far-side or to modify on-street parking to accommodate additional buses at the stop. The project team coordinated with WMATA, DDOT parking, and traffic operations staff.

