

Comprehensive Plan Update

Proposal for Town of Dryden, NY

July 1, 2019



BERGMANN

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NATIONAL FIRM. STRONG LOCAL CONNECTIONS.



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Kimberly Baptiste, AICP
Municipal Practice Leader
(716) 310-3684
kbaptiste@bergmannpc.com

Ray Burger
Director of Planning
Town of Dryden
93 East Main Street
Dryden, NY 13045

Dear Mr. Burger,

Thank you for the opportunity to submit our proposal in response to the Town of Dryden's RFP to complete a Comprehensive Plan Update. We believe our team is uniquely qualified to support the Town with creating a plan that will effectively inform future needs and development opportunities within this unique upstate New York community. We recognize the Town's desire to enhance existing assets and promote multi-modal transportation opportunities, affordable housing development, economic development and natural resource protection.

What sets the Bergmann team apart?

- **We have proven experience across Upstate NY and specialize in land use planning.** We live and work in Upstate NY and understand the unique challenges and opportunities that face local communities. Our Planning + Design team has completed comprehensive plans, economic development strategies, transportation studies and land use regulations for communities across the state and is recognized for its creative solutions and graphic presentations of project and policy ideas. We have recently completed comprehensive plans in the Town of Pittsford, NY and Whitemarsh Township, PA.
- **Full Service Planning, Design and Implementation Services.** Our team offers the Town access to a full range of planning and design professionals who can respond in an effective and timely manner to any opportunity or concern which arises through this planning process. In addition to the team members identified in our Organizational Chart, we can pull in other experts as needed to address specific elements to address and advance the concepts within the Town's Comprehensive Plan Update.
- **We prioritize on Implementation.** We recognize that funding for future projects is often one of the greatest obstacles when implementing projects and recommendations. Since we are innately familiar with available grant opportunities, we will ensure recommendations and projects are aligned with available resources. We are experts in grant writing and can offer the Town assistance in pursuing resources for key initiatives identified through this plan.

The Bergmann team is comprised of outstanding firms with specific expertise that area ready and eager to provide you with the services you need. We believe our team can develop a comprehensive plan for the Town of Dryden that reflects past growth patterns and showcases the unrealized potential for the Town's future. Should you have any questions or need additional information, please do not hesitate to contact me at any time. I look forward to the opportunity to work together.

A handwritten signature in blue ink that reads "Kimberly Baptiste".

Kimberly Baptiste, AICP
Municipal Practice Leader



FIRM QUALIFICATIONS





BERGMANN

1980

Year Founded

Bergmann was founded in 1980 with seven employees.

384

Our Staff

We employ more than 400 professional and technical staff.

>90%

Repeat Clients

More than 90% of our work is from repeat clients.

204

Engineering News Record Rank

We ranked 204 in ENR's Top Design Firm rankings for 2017.



Village of Medina Local Waterfront Revitalization Program



Downtown Master Plan North Tonawanda, NY

"Bergmann Associates has been an integral part of our planning and development team. They have brought professionalism, passion, and creativity to our redevelopment process and their work has gotten our community excited about the future of North Tonawanda"

*Michael Zimmerman, Executive Director
Lumber City Development Corporation*

Nearly four decades of dedicated, client-focused service!

Bergmann is a nationally recognized architecture, engineering and planning firm with offices throughout the Northeast, Midwest and Atlantic regions. With almost 400 talented professionals who pride themselves on the highest level of integrity, dependability, ethics and quality of work, Bergmann has long been recognized as a trusted partner and advisor on projects ranging from commercial/retail to municipal/civic, transportation, research & manufacturing, water resources and workplaces.

As a full-service, multi-disciplinary firm, Bergmann provides our clients with complete architecture, engineering and planning services. Our variety of in-house experts provide municipalities with a highly efficient, cost-effective and responsive approach to planning and design. Bergmann's unique capabilities guide clients through the stages of concept analysis and funding strategy to design and construction.



Subconsultants

To provide the Town of Dryden with the best overall team, Bergmann has partnered with Camoin Associates and Sustainable Planning Design, LLC (WBE).

Camoin Associates

Camoin Associates will lead all tasks associated with economic development. In today's marketplace of economic development service providers, how does Camoin Associates differentiate itself? Quite simply, our projects are measured solely by tangible metrics, namely job creation and capital investment. Across our service lines, the projects that we complete are intended to stimulate investment as the means of achieving our clients' economic development objectives through strategy development, public policy evaluation, and project implementation. Our service mix has been carefully designed so that we have the capability to offer start-to-finish economic development solutions. Our main service areas include:

- Site Selection
- Target Industry Analysis
- Economic Development Strategic Planning
- Workforce Development Planning & Analysis
- Economic & Fiscal Impact Analysis
- Market & Feasibility Analysis
- Economic Development Organizational (EDO) Advisement
- Technology and Energy-led Economic Development

Bergmann and Camoin have worked together for more than 15 years on planning projects across New York State, including the Lyons Falls BOA and Lewis County Comprehensive Plan.

What sets the Camoin Associates Team apart?

We Utilize the Best Economic Data Available Anywhere in the Country

Our data resources include many cutting edge sources such as CoStar, Economic Modeling Specialists Intl., ESRI Business Analyst, On the Map, Smith Travel Research, IBISWorld and Decision Data Resources. The key advantage of these tools is that we are armed with very robust, highly useful, and comprehensive information on the historical and emerging trends of the Town and region.

We Have Proven Success in Analyzing Sites & Developing Feasible Concepts

Our team has a proven track record analyzing sites and developing site development concepts that are feasible from a market, financial, and political/public perspective. For example, our team led a similar project in Biddeford, Maine where through our research and analysis we developed a market, financial, and politically feasible framework for redevelopment that is guiding the private sector in adapting to emerging market opportunities.

Sustainable Planning Design, LLC (WBE)

Sustainable Planning Design, LLC, is a woman-owned urban planning and urban design firm located in Buffalo, NY. The firm is dedicated to working with communities and providing high quality professional services. All planning and design should evaluate sustainability. To be successful, plans need to look to the future to understand the impacts of actions on future generations. Sustainable Planning Design integrates this philosophy in all its projects and communicates impacts through the use of high quality graphics and concise descriptions. Planning and design is a tool to tell the story of a community, and how its past, present and future work together for a sustainable tomorrow.

- Environmental and Sustainability Planning
- Community and Area Planning
- Design Guidelines
- Downtown Development
- Heritage and Tourism Planning
- Land Use and Comprehensive Planning
- Parks and Open Space Planning
- Policy Planning



SPECIAL PRACTICE AREAS



Syracuse South Avenue Corridor



Comprehensive Planning

Bergmann approaches comprehensive planning with a holistic lens, recognizing the range of physical, economic, and natural features that impact design.

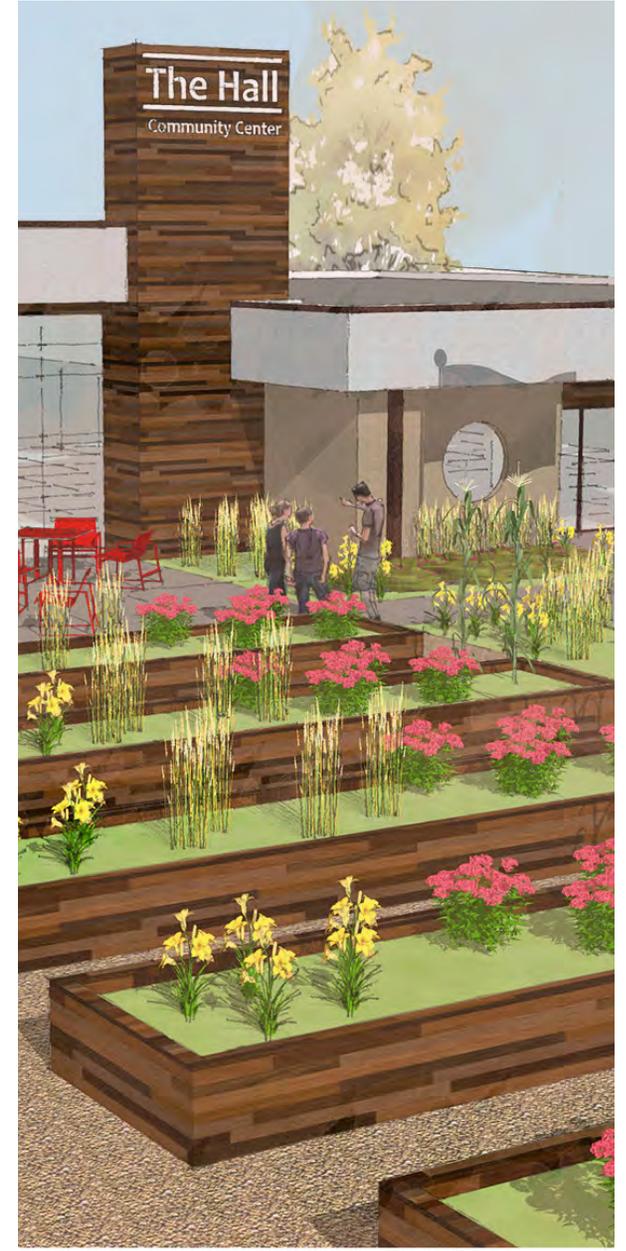
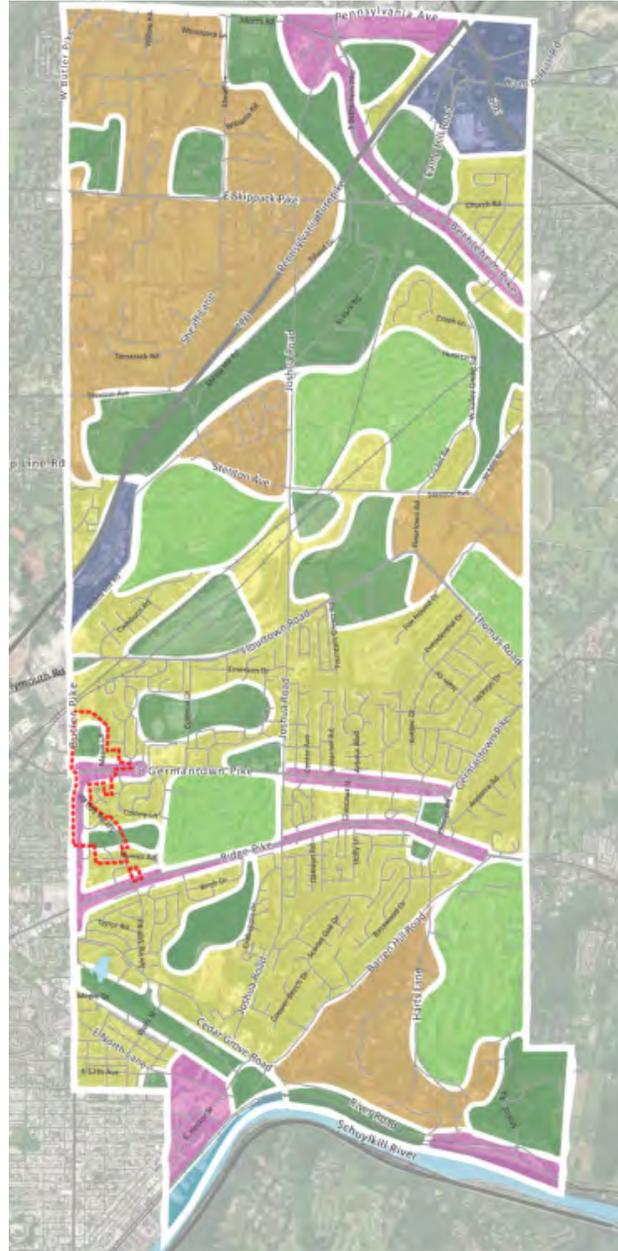
At Bergmann, we employ a multi-disciplinary approach to comprehensive planning. Bergmann's team of planners, architects and engineers have developed a planning process that translates the community's vision into effective policies and strategies that guide decision-making as it relates to a wide range of revitalization topics including redevelopment and growth, land use, multi-modal transportation options, housing, historic preservation, infrastructure, parks and open space. We balance economic realities and market conditions with physical opportunities and constraints that exist on the ground. Our process elevates a community's long-term goals and provides a strong foundation for growth and development for years into the future. We are passionate about helping communities understand neighborhood-level needs, as well as how those relate to the larger community and region. Our approach is focused on the mantra that "implementation shouldn't wait". From our first kick-off meeting, until the final deliverables are submitted, we will work with you to think creatively about how we can advance strategic and priority projects that will help to catalyze additional investment.

Services

- Comprehensive Plans
- Community Visioning
- Policy Guidance & Action Plans
- Master Planning
- Land Use Analyses
- Zoning Codes
- Design Guidelines & Standards
- Watershed Management Plans
- County-wide Comprehensive Plans
- Regional Farmland Plans
- Long-range Transportation Planning
- Intermunicipal Smart Growth Strategies



Comprehensive Plan | Pittsford, NY



Future Land Use Plan | Medina, NY

Comprehensive Plan | Whitmarsh ,PA

Land Use Plan | Canandaigua, NY



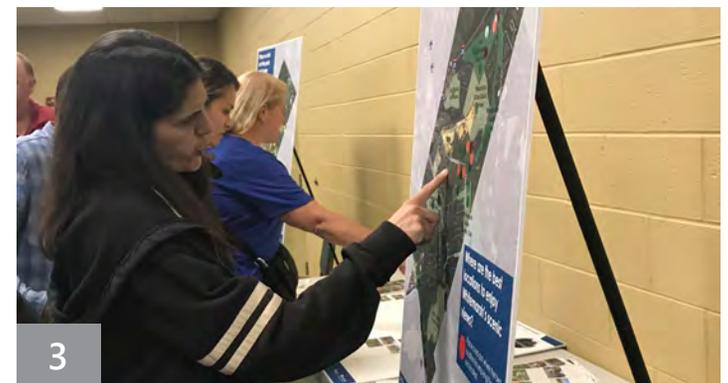
Outreach + Engagement

Public participation in the planning process is essential to accurately define the future vision of the community as well as ensure the transparency of process.

When the public is involved in a carefully constructed participation program, an open exchange of information and ideas can be achieved. Ultimately, public participation allows the planning process to be driven by consensus rather than conflict.

Every project and community is unique and requires a specialized approach to community participation. In some communities, intensive design charrettes and workshops are well received and result in exceptional planning programs. In other communities, the population reacts better to mail-out surveys or small, focused meetings. Therefore, it is essential to work with each municipality to define a Community Involvement Plan that is designed to effectively engage citizens in the planning process.

At Bergmann, we specialize in the development of Community Involvement Plans. We have experience in all facets of public engagement ranging from the formal public hearings to the intensive multi-day design charrettes in communities throughout New York and Pennsylvania.



1. Tactical Urbanism



4

2. Visioning Workshop

3. Design Workshop

4. Policies & Actions Prioritization Session



Streetscapes & Transportation

We provide effective land use and community-based transportation planning, public outreach and environmental compliance expertise.

Traffic planning, analysis and state-of-the-art modeling to assess existing operations and predict future conditions at specific target locations or across an entire transportation network. We bring our expertise in travel demand forecasting, design and operation of traffic signal systems as well as evaluation and implementation of optimized timing to improve the functional aspects of infrastructure that moves people and goods safely and efficiently.

Project Types

- Community gateways
- Urban street systems
- Parking Analysis
- Complex interchanges
- Roundabouts/signalized intersections
- Pedestrian/trail structures

Services

- Traffic analysis and simulation
- Bridge evaluation
- Corridor, interchange and intersection analysis
- Traffic impact studies
- Traffic planning and analysis
- Traffic signal design and evaluation



1. Route 31 Pedestrian Improvements | Pittsford, NY



2. Complete Streets Plan | Oswego, NY

3. Downtown Revitalization Initiative | Geneva, NY

4. Route 5&20 Intersection | Auburn, NY



Placemaking

Our proficiency in urban design enables us to provide unified design plans that bridge the built and natural environments.

We weave the social, cultural and aesthetic aspects of a project into the function to produce beautiful designs that are technically and environmentally sound. Each job demands an intimate knowledge of the site to successfully meet the needs of our clients. Site visits and background research investigating environmental and cultural conditions occur throughout the design process. Often, proposed designs integrate the needs of today's client with preservation of the site's cultural and historic resources.

Project Types

- Urban Plazas
- Greenways & Trails Systems
- Streetscape Enhancements
- Historic Preservation & Restoration
- Bicycle & Pedestrian Trails
- Urban Revitalization
- Adaptive Reuse
- Placemaking
- Gateway & Wayfinding Development

Services

- Landscape Design
- Public Art Collaboration and Implementation
- Community Master Planning
- Ecological Planning and Design
- Sustainable Site Design
- Scenic Resource Assessment & Preservation
- Open Space & Recreational Planning
- Park Master Planning & Design



1. Arts & Entertainment District | Pottsville, PA



4

2. State Street Park | Auburn, NY

3. Comprehensive Plan | Whitmarsh, PA

4. ArtWalk | Rochester, NY



Community Revitalization

Defining the future of your community requires a multifaceted planning approach that integrates broad visionary concepts with realistic initiatives.

Generational shifts and lifestyle preferences over the last several years have brought new opportunities and challenges to urban areas. Bergmann understands that downtown planning and urban revitalization are more important than ever. Our innovative approach to revitalization and planning for adaptive reuse can help communities capitalize on this changing landscape to ensure a vibrant and healthy future. We specialize in Brownfield Redevelopment Area (BOA) projects, where we have a proven track record of success.

Services

- Downtown Redevelopment
- Master Planning
- Phasing and Funding Strategies
- Brownfield Redevelopment Area (BOA)
- Site Analysis



Tonawanda Island BOA | North Tonawanda, NY



ROC the Riverway | Rochester, NY



Downtown Gateway Plan | Auburn, NY



Eastman Business Park | Rochester, NY



PROJECT TEAM

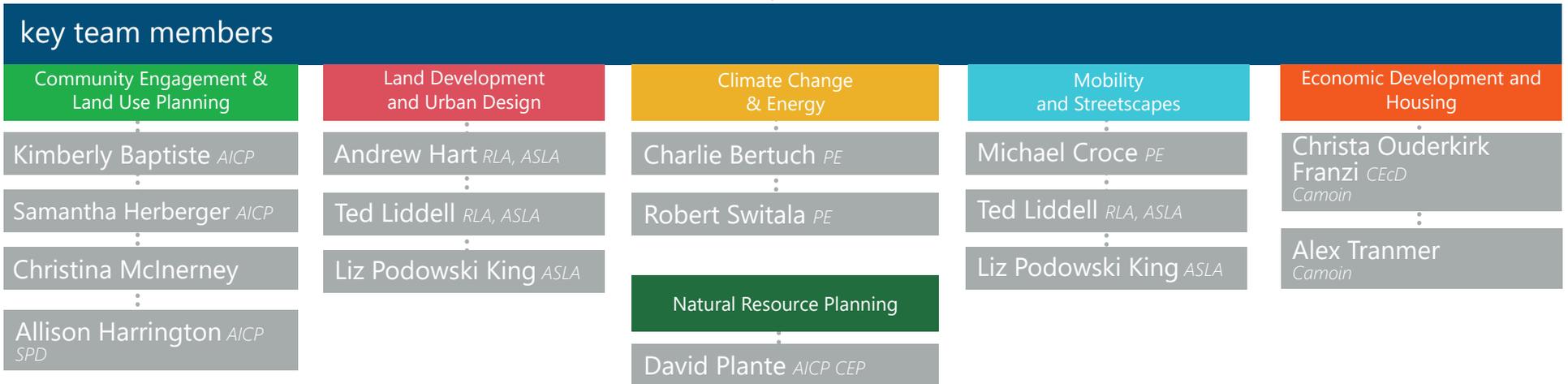


Uptown Canandaigua



Organizational Chart

Our team members have an established track record of working together to exceed the expectations of our clients. All of the staff identified below have availability in their project schedules for the timely completion of the project. The depth of experts at Bergmann allows us to tap into a variety of resources, as needed, to effectively execute and address any project needs.



Kimberly Baptiste, AICP

PRINCIPAL-IN-CHARGE/PROJECT MANAGER



BACKGROUND

Kimberly Baptiste has focused her 20-year career on supporting municipal clients and helping them to achieve their short- and long-term goals. With a diverse background in planning, urban design, site development and historic preservation, Kimberly brings a unique perspective to every project. A significant amount of her work involves utilizing unique approaches to gather information, educate stakeholders and build consensus around multifaceted projects with a focus on transportation, urban revitalization, placemaking and land use planning. She regularly uses planning tools and techniques to evaluate the social, economic and development implications of land use and design alternatives. Kimberly specializes in managing large-scale, multi-disciplinary projects and she offers significant experience coordinating various agencies and stakeholders to reach consensus on project direction.

PROJECT EXPERIENCE

- Town of Pittsford Comprehensive Plan | Project Manager
- Village of Holley Comprehensive Plan | Project Manager
- North Greenbush Comprehensive Plan | Project Manager
- Town of Perinton Comprehensive Plan | Project Manager
- Lewis County Comprehensive Plan | Project Manager
- City of Oswego Comprehensive Plan Update | Project Manager
- Whitmarsh Township Comprehensive Plan Update | Project Manager
- North Tonawanda Comprehensive Plan | Project Manager
- South Avenue Corridor Master Plan | Syracuse, NY | Project Manager
- Lyons Falls BOA | Project Manager
- Auburn Sparks Downtown Revitalization | Auburn, NY | Project Manager
- City of Geneva DRI Strategic Investment Plan | Project Manager
- City of Rome Downtown Revitalization Initiative Round 2 | Project Manager
- I-86 Strategic Action Plan | Horseheads, NY | Project Manager
- North Tonawanda Oliver Street Needs Assessment | Project Manager
- City of Oswego NYS Route 104 Complete Streets Project | Project Manager
- Niagara Street Gateway Design & Streetscaping | Niagara Falls, NY | Project Manager

Education

MS, Urban Planning
SUNY Buffalo

Bachelors of Environmental Design
SUNY Buffalo

Professional Affiliations

American Institute of Certified Planners
American Planning Association
National Trust for Historic Preservation
Genesee Finger Lakes Chapter | APA
Western Erie Canal Alliance | President

Samantha Herberger, AICP

PLANNER



BACKGROUND

Samantha Herberger is an urban planner with specializations in both environmental land use and economic development. Her diverse background in planning has provided multiple municipalities with unique strategies to revitalize and transform their communities to provide for a better quality of life. Sam is innately familiar with the New York State Brownfield Opportunity Area Program and the New York State DEC Brownfield Cleanup Program. She is also well versed in the New York State Environmental Quality Review Act process and requirements.

PROJECT EXPERIENCE

- Town of Pittsford Comprehensive Plan | Planner
- Whitmarsh Township Comprehensive Plan Update | Planner
- Village of Gowanda | Pre-Nomination Study | Project Manager/Planner
- City of Jamestown | Chadakoin River West Master Plan | Project Manager/Planner
- City of Lackawanna | First Ward Master Plan | Project Manager/Planner
- City of Cortland | Southeast Cortland Master Plan | Project Manager/Planner
- 1111 Elmwood Avenue | Environmental Impact Statement | Planner
- Gates Circle Redevelopment | Generic Environmental Impact Statement | Planner
- City of Jamestown | Smart Tourism Transportation | Assistant Project Manager
- Syracuse IDA | South Avenue Economic Development Feasibility Study | Assistant Project Manager
- Town of Canandaigua | Uptown Canandaigua Mixed Use and Transportation Corridor Feasibility Study | Assistant Project Manager
- DL&W Terminal Redevelopment | State Environmental Quality Review | Planner

Education

MS, Urban and Regional Planning
SUNY Buffalo

BS, Environmental Studies
SUNY Binghamton

Professional Affiliations

American Institute of Certified Planners
American Planning Association
Upstate New York Chapter | APA

Christina McInerney

PLANNER



BACKGROUND

Christina McInerney has a diverse background in planning, transportation planning, operations planning, and geographic information systems. Her past projects include: evacuation time estimate studies, and various aspects of land use planning, including: site plan review, the development of zoning ordinances, and design guidelines. Christina is skilled at compiling data and information and distilling into readable, user friendly documents.

PROJECT EXPERIENCE

- Pittsford Comprehensive Plan | Planner
- Whitmarsh Township Comprehensive Plan Update | Planner
- City of Rome Downtown Revitalization Initiative Round 2 | Rome, NY | Planner
- Johnson City Brownfield Opportunity Area | Planner
- City of Auburn Downtown Revitalization Initiative | Planner
- City of Lockport Downtown Revitalization Initiative | Planner
- Greater Binghamton Fund | Binghamton, Endicott, and Johnson City, NY | Planner
- City of Rochester Comprehensive Plan Update | Planner
- Oliver Street Corridor Needs Assessment | North Tonawanda, NY | Planner
- Vacuum Oil Brownfield Opportunity Area Step 3 | Rochester, NY | Planner
- West River Wall | Rochester, NY | Planner
- City of Oswego Brownfield Opportunity Area | Planner
- Broome County | Endicott-Johnson Industrial Spine Brownfield Opportunity Area | Johnson City, NY | Planner
- Monroe County Department of Planning & Development | Rochester, New York | Planner II
- State of NY Metropolitan Transportation Authority | New York, New York | Assistant Transportation Planner
- Village of Endicott iDistrict Revitalization Plan | Endicott, NY | Planner

Education

MS, City & Regional Planning
Rutgers University
BA, Global Studies
Hofstra University

Professional Affiliations

American Planning Association, Update New York Chapter / Newsletter Editor

Ted Liddell, RLA, ASLA

PROJECT LANDSCAPE ARCHITECT



BACKGROUND

Ted has 15 years of experience in the Landscape Architecture profession with projects that range from small-scale public park design, streetscape enhancements, to city-wide master planning and site specific development plans. Aided by his strong computer background in SketchUP, the Adobe Creative Suite, and AutoCAD, Ted has the ability to take a design from conceptual graphics straight through to construction documents.

PROJECT EXPERIENCE

- Pittsford Comprehensive Plan | Landscape Architect
- Whitemarsh Township Comprehensive Plan Update | Landscape Architect
- North Tonawanda Comprehensive Plan | Landscape Architect
- Greater Binghamton Fund | Binghamton, Endicott, and Johnson City, NY | Landscape Architect
- City of Geneva DRI Strategic Investment Plan | Landscape Architect
- City of Rome Downtown Revitalization Initiative Round 2 | Landscape Architect
- JJohnson City Brownfield Opportunity Area | Landscape Architect
- Village of Endicott iDistrict Revitalization Plan | Landscape Architect
- City of North Tonawanda, Tonawanda Island Brownfield Opportunity Area Study | Landscape Architect
- City of North Tonawanda Wayfinding Plan | Landscape Architect
- City of Niagara Falls Citywide Parks Master Plan | Landscape Architect
- Village of Macedon Brownfield Opportunity Area (BOA) Nomination Study | Landscape Architect
- Vacuum Oil Brownfield Opportunity Area Step 3 | Rochester, NY | Landscape Architect
- City of Rochester Promenade at Erie Harbor | Landscape Architect
- City of Cohoes Clinton's Ditch Interpretive Area and Erie Canal Heritage Trail | Landscape Architect

Education

BS, Landscape Architecture
SUNY College of Environmental
Science & Forestry

AAS, Landscape Architecture
SUNY Delhi College of Technology

Professional Certifications

American Society of Landscape Architects

Andrew Hart, RLA, ASLA

LANDSCAPE ARCHITECT



BACKGROUND

Andrew Hart has 24 years of experience in the Landscape Architecture and Site Development profession with projects that range from small-scale public park design and detailing to large-scale commercial projects. His additional background in Architecture gives him well-rounded knowledge of all phases of a project from the building to the site. He has prepared and overseen the preparation of construction and landscape documents for commercial, offices and retail buildings, including rendered landscape plans for various uses, and designed storm water drainage systems and sanitary sewers. Andy has managed several large retail shopping plaza projects for several developers in New York State. His experience includes overseeing design teams in their preparation of Draft Environmental Impact Statements, construction documents, as well as client contact and coordination with other design consultants.

PROJECT EXPERIENCE

- YMCA Application Review for Planning Board | Lysander, NY | Project Manager
- Towne Center at Fayetteville | Manlius, NY | Project Manager
- Latham Retail Center | Colonie, NY | Project Manager
- Town Center at Webster | Webster, NY | Project Manager
- ABVI Goodwill Centennial Campus Phase II | Rochester, NY | Civil/Site Lead
- Collamer Crossing Business Park | Dewitt, NY | Project Landscape Architect
- Rochester Downtown Transit Center | Civil Project Lead
- Town of Alden Park Improvement Project | Project Manager
- Lehigh Valley Railroad Multi-Use Trail | Brighton & Henrietta, NY | Project Landscape Architect
- Campus Improvement Project Phase 1 | Rochester, NY | Landscape Architect & Civil Engineering Lead
- Horseheads Central School District Running Track | Horseheads, NY | Landscape Architect & Designer
- Horseheads Central School District Bus Garage Facility | Horseheads, NY | Project Manager

Education

Cornell University Project Leadership
 BA of Landscape Architecture
 SUNY College of Environmental Science and Forestry
 AAS Architecture
 SUNY Delhi College of Technology

Professional Affiliations

Immediate Past President, New York Upstate Chapter American Society of Landscape Architects
 New York State Council of Landscape Architects, Treasurer Member

Michael Croce, PE

STREETSCAPE DESIGN



BACKGROUND

Mr. Croce has combined expertise in the disciplines of highway design, traffic operations, and safety. In highway design, his projects have ranged from limited access expressway to interchanges on the Interstate System and from county roads to small urban streets. Among his technical specialties is the analysis and design of intersections. He has managed and produced design approval documents, plans, specifications and contract documents for private, municipal, state, and Locally Administered Federal Aid projects. Mr. Croce enjoys working closely with others to develop sound transportation solutions. He is experienced in the facilitation and conduct of public outreach activities, including meetings and open houses for transportation projects.

PROJECT EXPERIENCE

- City of Elmira College Avenue Improvements | Project Engineer/Manager
- Village of Johnson City Harry L. Drive | Project Engineer
- City of Elmira Promenade | Transportation Engineer/Project Manager
- City of Rochester Dewey Avenue & Driving Park Avenue Intersection Realignment | Project Manager
- Town of Greece Lexington Avenue Extension Study | Project Engineer
- City of Rochester University Avenue Reconstruction | Traffic Engineer
- City of Jamestown Urban Design Plan | Highway and Traffic Team Leader
- Town of Irondequoit Route 590 Reconstruction | Design Engineer
- City of Rochester Mt. Hope Avenue | Design Engineer
- Ontario County | CR 23 at McIvor Road and Fort Hill Road Intersection Improvements | Farmington, NY | Project Manager
- City of Rochester E. Henrietta Road & Mt. Hope Avenue Improvement Projects | Traffic Engineer
- City of Elmira Bike Path/Route Study | Project Engineer

Education

MS, Civil Engineering
Michigan State University, 1998

BS, Civil Engineering
Clarkson University

Professional Affiliations

Institute of Transportation Engineers
New York State Association of Transportation Engineers

Licenses

New York
Pennsylvania

Elizabeth Podowski King, ASLA

MOBILITY PLANNER



BACKGROUND

Liz has expertise in planning, landscape architecture, active transportation, and ecology. She thoughtfully approaches every project from an interdisciplinary perspective, valuing the unique characteristics and connections of a site. Her design experience includes urban streetscapes, bicycle and pedestrian infrastructure, trails, parks, and bike share systems. She has developed complete street plans tailored to the specific needs of municipalities in New York, Connecticut, and Vermont; she has managed Citibike expansions in New York City and Jersey City; and, she has extensive experience implementing creative public engagement strategies tailored to community needs. Liz also has experience conducting SEQR reviews and preparing contract documents for local and state transportation projects.

Education

MLA, Landscape Architecture
University of Oregon

MS, Biology
Pennsylvania State University

BS, Biology and GIS Minor
Pennsylvania State University

Professional Affiliations

American Society of Landscape Architects (ASLA)
Eastern Section Chair of New York Upstate
Chapter of ASLA

PROJECT EXPERIENCE

- Oswego Design Standards | Project Manager
- City of Oswego BOA | Landscape Architect
- NYS Route 104 Complete Streets Plan | Oswego, NY | Landscape Designer
- Southern Regional Council of Governments | Complete Streets Toolkit | CT | Landscape Designer
- City of Montpelier, VT Complete Street Design Guide | Landscape Designer
- Orange County Complete Street Workshop and Design Recommendations | Landscape Designer
- Downtown Albany Business Improvement District Streetscape Master Plan | Landscape Designer
- Downtown Detroit Partnership | Woodward Avenue Multi-Modal Streetscape Improvements | Landscape Designer
- Town of Tarrytown Intersection Improvements | Landscape Designer
- Cambridge Redevelopment Authority | Kendall Square Bicycle Infrastructure Design | Cambridge, MA | Landscape Designer
- Hudson Valley Greenway | Empire State Trail Feasibility Studies | New York | Landscape Designer
- Groundwork Hudson Valley | Lowerre Rail Trail Design | Yonkers, NY | Landscape Designer
- Motivate, Inc. | Citibike Bike Share | New York, NY | Project Manager

Charles Bertuch, PE, LEED AP, CEM

ENERGY SPECIALIST



BACKGROUND

Charles Bertuch has more than 31 years experience in consulting engineering, specializing in energy efficiency and sustainability. He has worked at a wide variety of clients and facilities, including institutional, manufacturing, industrial facilities, laboratories, hospitals, schools, and office buildings. As Business Segment Leader of Bergmann’s dedicated Energy Group, he is routinely involved in project conceptual design, energy efficiency evaluation, sustainability assessments, technical quality, and staff professional development.

Education

BS, Mechanical Engineering
SUNY Buffalo

MS, Mechanical Engineering
Syracuse University

Professional Affiliations

Certified Energy Manager (CEM)

American Society of Heating, Refrigeration and
Air Conditioning Engineers

CNY Chapter President

U.S. Green Building Council NY Upstate Chapter
–Chair of the Governance Committee

Onondaga County Energy and Sustainability
Committee

PROJECT EXPERIENCE

- Onondaga County Energy Studies: Arena, Ice Rink, Convention Center | Syracuse, NY | Project Engineer
- Rochester District Heating Plant Feedwater System Upgrade | Project Engineer
- NYSERDA Diverse Foods Facility | Syracuse, NY | Project Engineer
- NYSERDA Bio-Fuels Program | Statewide, NY | Project Engineer
- Carousel Mall Expansion Energy Evaluation | Syracuse, NY | Project Engineer
- United Technologies Manufacturing Facilities Energy Evaluation | Nationwide | Project Engineer
- NYSERDA/New York State Energy Office | Statewide, NY | Project Engineer
- Onondaga County District Heating and Cooling Plant | Syracuse, NY | Project Engineer
- Gleason Works Flammable Storage Room | Rochester, NY | Project Engineer
- Eastman Kodak Company Janus Project | Rochester, NY | Project Engineer
- Cornell NYS College of Agriculture and Life Science | Ithaca, NY | Project Engineer
- M&T Bank Building Renovation | Rochester, NY | Mechanical Engineer

Robert Switala, PE, CPSWQ, CPESC

SOLAR ENERGY ENGINEER



BACKGROUND

Robert Switala has over 18 years of experience in municipal, land development and civil engineering. He is a registered Professional Engineer in fourteen states including New York. Robert also holds a dual international certification in Storm Water Quality (CPSWQ) and Erosion and Sediment Control (CPESC). His expertise is in managing multi-disciplined projects. His past projects have included site feasibility studies, redevelopment projects, site development, municipal projects, and public engagement. Robert oversees the Horseheads, NY office for Bergmann and has extensive experience working on both public and private clients across the Southern Tier.

PROJECT EXPERIENCE

- Lake Tunnel Solar Village | Geneva, NY | Project Manager
- Southern Tier Economic Group (STEG) Site Selection Study | Chemung County, NY | Project Manager
- Town of Big Flats Planning & Engineering Services | Big Flats, NY | Project Manager
- City of Corning Municipal Planning & Engineering Services | Corning, NY | Project Manager
- I-86 Corridor Study | Southern Tier, NY | Engineering Manager
- The Technology Farm | Geneva, NY | Project Manager
- Arnot Mall Redevelopment Study | Big Flats, NY | Project Manager
- City of Hornell IDA Redevelopment Study | Hornell, NY | Project Manager
- Greater Binghamton Fund | Binghamton, NY | Engineering Manager
- Simmons Rockwell Dealership | Hornell, NY | Project Manager
- Host Terminal Redevelopment | Horseheads, NY | Engineering Manager
- Private Community Large Scale Solar Development | Various Locations in NYS | Project Manager
- Dairy Barn Event Center | Big Flats, NY | Project Manager

Education

BS of Architectural & Civil Engineering
Drexel University

Licenses

Delaware | Maine | Michigan
Maryland | New Jersey | New York
Ohio | Pennsylvania | Rhode Island Virginia
Illinois | Missouri
Iowa | Texas

Professional Certifications

Certified Professional Storm Water Quality
Certified Professional Erosion and Sediment
Control

Christa Ouderkirk Franzi, CEcD

ECONOMIC DEVELOPER



Education

MS, Geography
Binghamton University

BS, Environmental Science and Geography
SUNY Oneonta

BACKGROUND

Successful economic development initiatives require an interdisciplinary perspective, which is just what Christa brings to the Camoin Associates team. With a developed understanding of the complex interrelationships between economic development, land use, culture, workforce, quality of life, and environmental sustainability, she has devised and successfully implemented economic development projects that will be financially, environmentally, and socially sustainable for years to come.

Christa has contributed skill, insight, and innovative approaches to some of the firm’s most challenging strategic planning, market analysis, and impact studies for clients in both the public and private sector. Her unique talent for creative problem solving helps communities make sense of complex systems and capitalize on otherwise “hidden” opportunities.

Her passion is working in main street and downtown areas to address their distinct economic development needs with innovative strategies. She recently completed a project for the Connecticut Main Street Center on making the case for why downtowns matter for the future of the State’s economy.

PROJECT EXPERIENCE

- City of Lockport, NY | Lockport BOA
- City of Oswego, NY | Oswego BOA
- City of Rochester, NY | BOA Market analysis and financial feasibility study
- City of Cohoes, NY | BOA Market analysis and financial feasibility study
- City of North Tonawanda, NY | Downtown BOA area market analysis & financial feasibility study
- City of Glens Falls, NY | South Street BOA market analysis and financial feasibility study
- City of Geneva, NY | Downtown Revitalization Initiative
- City of Rochester, NY | Neighborhood market analysis for Vacuum Oil BOA and LYLACS BOA
- Abele Builders | Market analysis for proposed mixed-use development in Clifton Park, NY
- City of Allentown, PA | Market analysis for Allentown Metal Works
- City of Biddeford, ME | Market analysis and strategy for downtown mill district
- City of Binghamton, NY | Market analysis and financial feasibility study for brownfield opportunity area
- City of Geneva, NY | Market analysis for Geneva’s Downtown Revitalization Initiative (DRI)
- City of New Haven, CT | Market analysis for properties in Transit Oriented Development (TOD) district

Alexandra Tranmer

ECONOMIC ANALYST



Education

Master of Science in Planning,
University of Toronto

H.B.A. Political Science, University of
Toronto

Professional Associations

International Economic Development
Council (IEDC)

BACKGROUND

Alex uses her background in economic geography and urban planning to inform how she approaches the challenges facing communities. Alex delves into a community's historic economic activity and learns about assets and challenges to help formulate sustainable strategies that will encourage job creation and small business development. She believes that building grassroots momentum for economic development activities helps to create long-term community support and draw in partners to achieve economic development goals.

Alex has led complex strategic planning efforts in geographies that range from bustling urban centers to pastoral tourist destinations, requiring adept stakeholder management and collaboration. She works with clients to balance the competing interests of stakeholders, while ultimately helping the client develop a plan that is ambitious, yet achievable under their current organizational climate.

PROJECT EXPERIENCE

- City of Lockport Downtown Revitalization Initiative | Lockport BOA
- City of Oswego, NY | Oswego BOA
- City of Rome Downtown Revitalization Initiative | Rome, NY
- City of Binghamton, NY | Market analysis and financial feasibility study
- City of Lockport, NY | Lockport BOA
- South Avenue Economic Development Feasibility Study | Syracuse Industrial Development Agency
- Downtown Market Analysis, Downtown Revitalization Round III | Auburn, NY
- Durkee Street Market Analysis | City of Plattsburgh (Chazen Companies)
- Downtown Market Analysis | Village of Waterloo, NY

Allison D. Harrington, AICP, MCIP, RPP

PLANNER



BACKGROUND

Allison Harrington is the principal of Sustainable Planning Design, LLC, and is an experienced urban planner and designer. With project experience in over 40 different municipalities, Allison is a skilled community liaison that has successfully guided projects from initiation to implementation. Allison's range of expertise include all aspects of plan development such as research, analysis, writing, public involvement, visioning, policy and recommendation development. A distinct feature of Allison's planning approach is that it utilizes graphic design to better illustrate the story of a community. Before establishing Sustainable Planning Design, LLC, Allison was a senior planner and urban designer at peter j. smith & company, inc., for 10 years (2004 - 2014). Her early career experience includes work at the Journal of Environmental Planning & Management from 2004 to 2005 and at Goodman Engineering from 2001 to 2003.

Education

MS, Urban Planning
 SUNY Buffalo
 BA, Architectural Studies
 Hobart and William Smith Colleges

Professional Associations

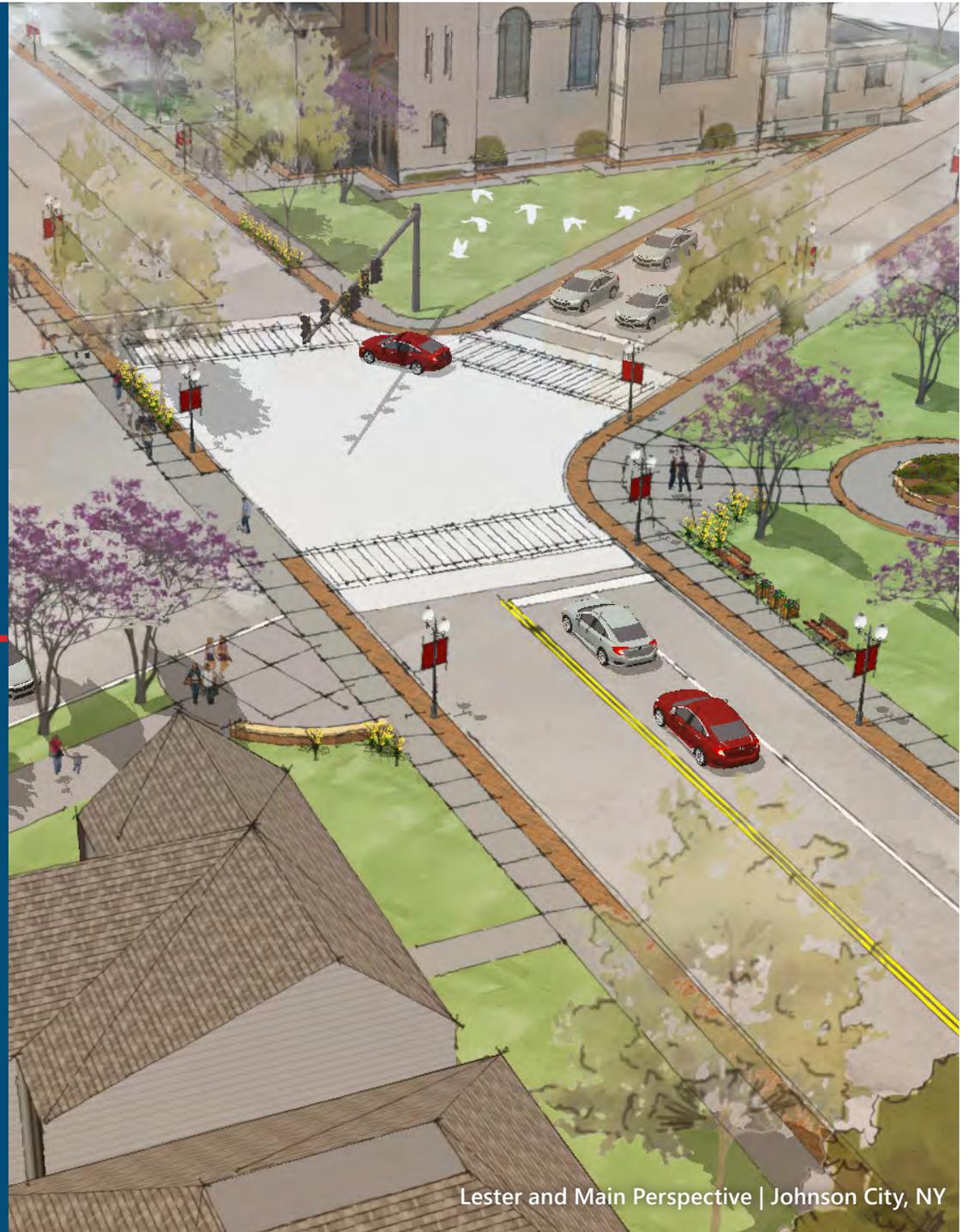
American Institute of Certified Planners (AICP)
 American Planning Association
 Canadian Institute of Planners, Member (MCIP)
 Ontario Professional Planners Institute,
 Registered Professional Planner (RPP)

PROJECT EXPERIENCE

- Brownfield Opportunity Area Step II Nomination Plan | Dunkirk, NY
- Lockport Downtown Revitalization Initiative | Lockport, NY
- Johnson City Zoning Updates | Johnson City, NY
- Auburn Downtown Revitalization Initiative | Auburn, NY
- An Urban Design Strategy for a 21st Century Commemorative Space | Ottawa, ON
- A Waterfront Redevelopment Visioning & Feasibility Study | Romulus, NY
- Beaufort/Gunn/Saunby/Essex Street Neighbourhood Secondary Plan | London, ON
- Black River Blueway Trail | Oneida, Lewis and Jefferson Counties, NY
- Carolina Beach Master Development Plan | Carolina Beach, NC
- Central Area Design Guidelines | Ingersoll, ON
- Cultural Master Plan | Halton Hills, ON
- Concord Grape Belt Heritage Area Management Plan | Chautauqua County, NY
- Corydon-Osborne Area Plan | Winnipeg, MB
- Destination Blueway: A Waterfront Plan | Carthage and West Carthage, NY
- Parks Master Plan | Cobourg, ON
- Parks, Recreation, Culture Master Plan | Orillia, ON
- Plan for Revitalization | Port Colborne, ON



RELEVANT EXPERIENCE



Lester and Main Perspective | Johnson City, NY



Town of Pittsford | Comprehensive Plan Update

Pittsford, NY

Bergmann was retained to provide professional planning services to the Town of Pittsford, NY associated with an update of their comprehensive plan. In addition to general comprehensive plan elements, including an assessment of existing and future land use, the project will focus heavily on key topics of notable importance to the community. The scope of work, to be completed in 2015, includes an evaluation of existing incentive zoning regulations, a healthy living analysis, a PUD analysis and a build out / transportation analysis for key transportation corridors. Data and recommendations will be compiled in an easy to use implementation strategy to assist the Town in securing future funding for projects.

Project Highlights

- Comprehensive Master Plan Update
- Pedestrian Access and Connectivity
- Land Use
- Traffic and Build Out
- Community Engagement



Client

Town of Pittsford
Bill Smith, Supervisor
bsmith@townofpittsford.org
(585) 248-6220



Whitemarsh Township Comprehensive Plan Update

Whitemarsh, PA

Many land use decisions, new developments and zoning changes within the Whitemarsh Township have taken place since the Township's 2003 Comprehensive Plan. For this reason, the Whitemarsh Township is completing a comprehensive plan update to ensure development patterns and policies are in place to inform the Township's future.

Bergmann is assisting the Township with this comprehensive plan update by providing community engagement expertise and technical assistance. Key tasks and activities, focused on land use and housing strategies, will provide the Township an updated comprehensive plan with a renewed policy guide for future development. The Bergmann team has provided the Township an updated inventory of existing conditions, future land use plan, and formulated a strategy and action matrix to ensure sound development within the town for at least the next 10 years.



Client

Whitemarsh Township
Charles L. Guttenplan, AICP
Director of Planning & Zoning
(610) 825- 3535



Village of Holley Comprehensive Plan

Holley, NY

Bergmann was hired by the Village of Holley, a canal town located in Orleans County, to develop a Comprehensive Plan. Bergmann led residents through the planning process and worked closely with the Village Board of Trustees and the Holley Planning Board/Comprehensive Plan Committee.

The goal of this process was to identify community vision and goals and to develop specific steps that could be taken to reach the desired end state. The main issues covered in the Plan included: enhancing the Central Business District and Business Park; expanding single-family housing opportunities; protecting and promoting the historic and natural resources located in and around the village, such as Holley Falls and the Erie Canal; preserving the historic character of Main Street; and improving public infrastructure.

Project Highlights

- Comprehensive Plan
- Zoning Analysis
- Neighborhood Stabilization
- Short and long term recommendations
- Implementation Strategy



Client

Village of Holley
Brian Sorochty, Mayor
(585) 638-6367



Oswego Comprehensive Plan Update

Oswego, NY

Bergmann prepared an Update to the Oswego Vision 2020 Comprehensive Plan which was adopted by the City in 2003. As the goals and objectives of the City have evolved over the last seven years, the City recognized the time was right to revisit the comprehensive plan and identify areas that may need to be modified or updated based on feedback and input from citizens, stakeholders, and officials.

The City has many assets in which to build upon, including its location on Lake Ontario and the Oswego River. The presence of SUNY Oswego, Oswego Health, and the Port of Oswego are key economic drivers for the community. Sustainability, tourism development, downtown revitalization, and healthy living infrastructure were identified as key focus areas for incorporation into the Plan Update.

Recognizing the need to establish a clear and focused set of action items for the City to pursue, Bergmann created a supplemental Action Plan to the Comprehensive Plan that identified priority recommendations and actions for the City to undertake over the next five years, including preparation of a Parks and Recreation Master Plan to help identify any gaps in their healthy living infrastructure.

Project Highlights

- NCI Charrette Process
- Community involvement and education
- Refined vision and policies
- Targeted Action Plan



Client

City of Oswego
Justin Rudgick
Director of Community & Economic
Development
(315) 342-8231



North Tonawanda Comprehensive Plan Update

North Tonawanda, NY

Bergmann was selected to complete the City of North Tonawanda Comprehensive Plan update. Located at the confluence of the Erie Canal and Niagara River, North Tonawanda is steeped in maritime history. As Niagara County's second largest City, North Tonawanda is home to a diverse cross section of residents and neighborhoods. Common to many small cities across New York State, the City is facing economic challenges associated with vacant industrial and manufacturing lands, limited in-migration of new residents and an aging infrastructure.

The planning process focused on the development of a new vision for the community to reinvigorate residents and reposition the community for the next 20 years. Of significant importance was the identification of appropriate redevelopment options for downtown and waterfront areas as well as neighborhood connectivity to future mixed use cores. The preservation of neighborhoods and residential quality of life was also of paramount importance to this project.

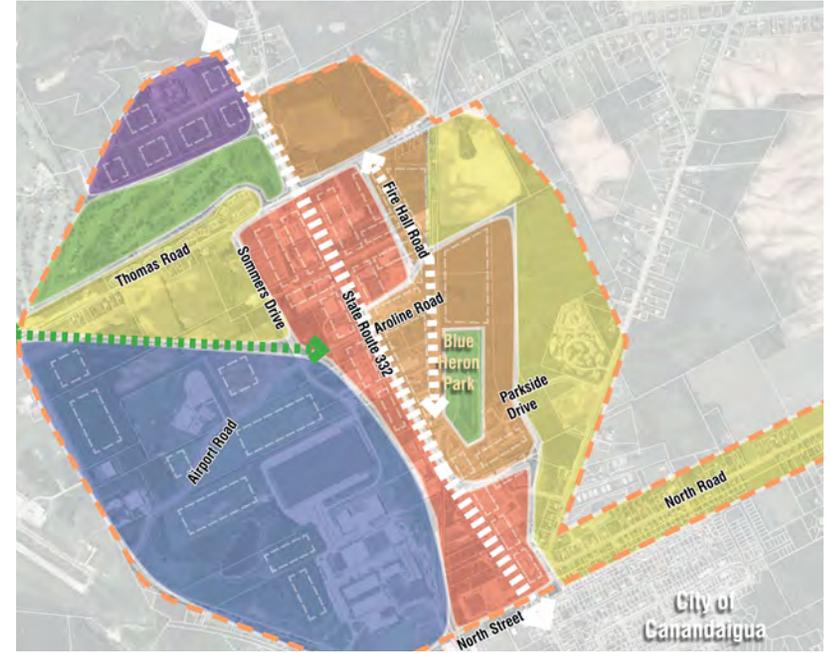
Project Highlights

- Comprehensive Plan Update
- Development of a New Vision
- Identification of Redevelopment Options



Client

City of North Tonawanda
Michael Zimmerman
Executive Director
Lumber City Development
Corporation
(716) 695-8580, ext. 5515



Uptown Canandaigua Land Use Plan

Town of Canandaigua, NY

Bergmann was hired by Town of Canandaigua to develop a master plan for an area of the Town known as “Uptown Canandaigua”. This area encompasses the lands around State Route 332. With funding provided by the Genesee Transportation Council, this project focuses on developing an action-oriented master plan coupled with detailed transportation improvements to transform the Uptown area. This plan recommends specific land use recommendations to increase development within the Town as well as multi-modal transportation improvements to enhance pedestrian and bicycle enhancements over the next 20 years. This project included creative community engagement techniques, such as walking tours and interactive visioning sessions, to obtain “out-of-the-box” ideas from the public.



Client

Town of Canandaigua
 Doug Finch
 Town Manager
 (585)394-1120 x2234



Auburn Downtown Master Land Use Plan

Auburn, NY

Bergmann was retained by the City of Auburn to prepare planning and design services to develop the Auburn Downtown / Owasco River Corridor Plan as part of the Brownfield Opportunities Area (BOA) program. The project area can be characterized by traditional residential neighborhoods and a strong downtown business district centrally located along the Owasco River. Several key businesses that once contributed to the economic stability of the city have recently closed or relocated outside the community, leaving several significant industrial and commercial sites vacant. Through significant public participation and a unique collaboration with the Auburn Central School District, the project team is working to identify the best and appropriate uses for these vacant and underutilized sites, and develop a market-drive, economically feasible plan for the Owasco riverfront and downtown corridor. The final plan will include a detailed strategy that identifies key resources, funding opportunities, and community partners to support project implementation, and advance implementation projects on strategic sites.

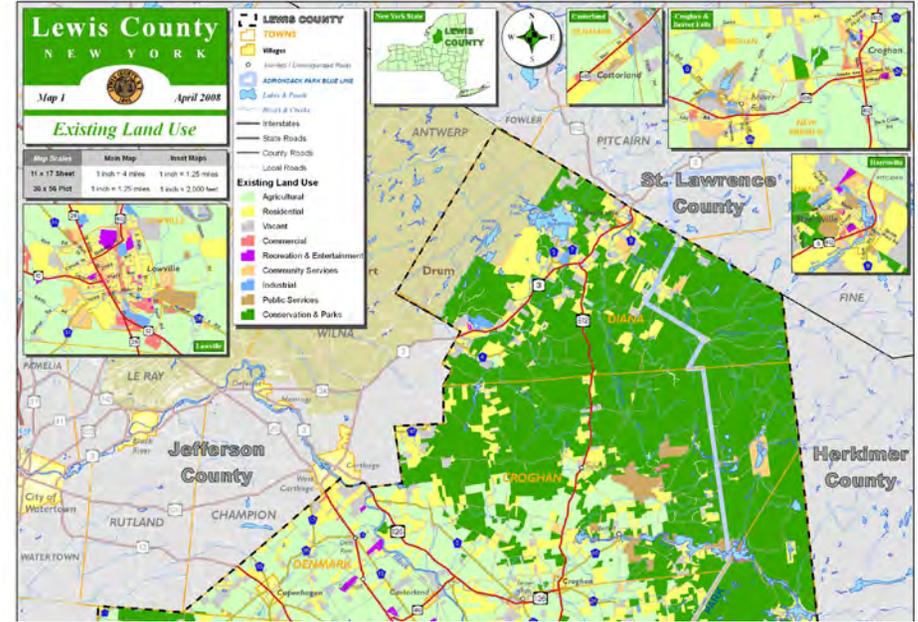
Project Highlights

- Site redevelopment plans
- Branding and marketing
- Downtown investment strategy
- Public Arts Plan
- Wayfinding strategy
- Community Engagement
- Environmental Analysis



Client

City of Auburn
 Jenny Haines, Director
 Office of Planning & Economic
 Development
 (315) 255-4115



Lewis County Comprehensive Plan

Lewis County, NY

Bergmann completed the Lewis County Comprehensive Plan. With 26 municipalities and a total population of approximately 30,000, Lewis County is best described as a rural county with a few well established village centers. Agriculture and forestry is a major components of the local economy, having the 3rd largest dairy production in the State. The Plan looked at topics such as natural resource protection, farmland preservation, community character, economic development and zoning.

Local planning is varied and ranges from adopted zoning and comprehensive plans to no official plans or land use regulations. For this reason, community involvement and education is a major component of our process. Additionally, in an effort to provide a product of regional as well as local value, we will be preparing three sub-regional implementation plans. Our objective is to provide a consistent planning framework for local municipalities with actionable strategies that are relevant to specific areas. This process will include the development of a county-wide framework and land use plan. Additionally, our team will prepare a web-based GIS system that will allow non-GIS users to access data and prepare maps.

Project Highlights

- Community involvement and education
- Preparation of three sub-regional implementation plans
- Development of a county-wide framework and land use plan



Client

Lewis County
 Eric Virkler
 Lewis County Department of
 Economic Development
 (315) 376-5422



NYS Route 104 Complete Streets

Oswego, NY

The City of Oswego is transforming the approximately 3.3-mile corridor NYS Route 104 as it passes through the city. They envision a future Route 104 that enhances the character of the corridor while improving safety and mobility options for all users. Bergmann, in conjunction with Alta Planning + Design, is taking a critical look at the current configuration of NYS Route 104. The project goal is to provide comfortable and safe bicycle accommodation for the residents as well as SUNY Oswego students to downtown Oswego. Additionally, the design team will seek ways to calm the traffic and enhance the pedestrian environment to provide a corridor that is equally attractive to all modes of transportation. Opportunities for green infrastructure will also be investigated to incorporate more greenspace into the environment as well as to functionally reduce the storm water runoff volumes in response to a DEC consent decree to reduce discharge into Lake Ontario.

Project Highlights

- Concept Plan Development
- Complete Streets Project
- Bicycle Accommodation
- Green Infrastructure
- Road Diet
- Grant Writing



Client

City of Oswego
Justin Rudgick
Planning and Zoning Director
(315) 343-3795



South Avenue Economic Development Feasibility Study

Syracuse, NY

South Avenue is a neighborhood corridor within the City of Syracuse, New York. Extending from West Onondaga Street to Glenwood Avenue, this economic development feasibility study set out to inventory and analyze South Avenue in order to generate a renewed sense of place for this neighborhood.

Bergamann's scope of work included redevelopment planning focused on infrastructure analysis and community engagement to solidify strategic recommendations to revitalize the South Avenue Corridor. Recommendations primarily focused on low-hanging fruit projects and site redevelopments to showcase the existing strong community fabric. Recommendations from this study also well-positioned South Avenue community organizations to apply for New York State funding through the Consolidated Funding Application.



Client

City of Syracuse
 Department of Neighborhood and
 Business Development
 Honora Spillane
 (315) 473 - 3275

Project Highlights

- Community Engagement
- Infrastructure Analysis
- Transportation Analysis
- Market Analysis
- Complete Streets
- Recreation Analysis
- Site Development
- Economic Pro Formas



Agribusiness Development Strategy and Farmland Protection Plan

Steuben County, NY

Bergmann was retained by Steuben County and the Steuben County Industrial Development Agency to develop an Agricultural & Farmland Protection Plan and Agribusiness Economic Development Strategy to identify new opportunities for farmers, support existing farmers as they grow and expand their businesses, and capitalize on new and emerging markets. The plan is organized around five overarching goals – economic development, agribusiness development, farmland preservation, agri-tourism, and education, outreach and partnerships – which are supported by a series of strategies that identify specific actions and recommendations to achieve the goal. A detailed action plan outlines the steps, project partners and timeline necessary for plan implementation.

A significant component of the plan is the economic development strategy that identifies four key projects selected based on their ability to support existing farmers and the potential to support and create new economic opportunities. A financial feasibility analysis was conducted for each project which includes an assessment of the likelihood of success, the potential number of jobs associated with each project, and the potential impacts on the local economy. To determine the feasibility of these projects, interviews were conducted with similar operations and existing business plans were reviewed. The strategy closely aligns with the Southern Tier Regional Economic Development Council's Strategic Plan which identifies agriculture as a catalyst for the region's economy, and will help the County compete for future state and regional funding.



Client

Steuben County, New York



Route 96 Corridor Study

Tompkins County, NY

Bergmann completed the Route 96 Corridor Study in Tompkins County. The study was intended to assist the Town of Ulysses, the City and Town of Ithaca, and Tompkins County plan for future growth within the corridor. The study served as a guide to define a preferred and optimal development pattern for the corridor and recommended strategies to reduce anticipated traffic-related impacts that may be caused by new development and related increased traffic rates. The study quantified existing and proposed traffic and levels of service and evaluated how a nodal development pattern could mitigate the impacts of projected commercial and residential development. Preferred locations for nodal development were selected as an alternative to sprawling suburban and rural development with a focus on creating a mix of uses, access management, enhanced transit services, and the incorporation of other transportation system improvements. The final product focused on protecting livability along the corridor with specific recommendations for land use changes and transportation enhancements and traffic calming that will serve to reduce the impacts of traffic within the study area.

Project Highlights

- Traffic Analysis
- Concept Development Plans
- Community Engagement



Client

Tompkins County
Leslie Schill
Senior Planner
(607) 274-5560



Lake Tunnel Solar Village

Geneva, NY

Bergmann partnered with The Solar Home Factory for the development of the Lake Tunnel Solar Village in Geneva, NY. Bergmann provided survey, site/civil, Environmental, and Permitting services. Solar Home Factory designed and built the townhomes and villas.

The Solar Home Factory broke ground on the first Solar Village in New York State on June 21, 2018. The Solar Village is a multi-generational residential development focused on resiliency, sustainability and shared amenities. The community provides individual net zero homes and a shared "Village House" to provide communal services such as, electric vehicle chargers and recreation equipment. The purpose of the Village is to bring people together in a vibrant urban environment while providing quality, stylish and sustainable housing.

Townhomes and Villas. The Solar Village comprises of traditional townhomes and villas with conventional mortgages. Homeowners own the land under their home and have deeded parking. The key difference is these homes are connected to the grid AND solar power. Each has a LifeWall unit, so these homes have no cost of heating, cooling, or electricity.



Client

The Solar Home Factory
Ryan Wallace
33 Forge Ave
Geneva, NY 14456
(315) 230-4070

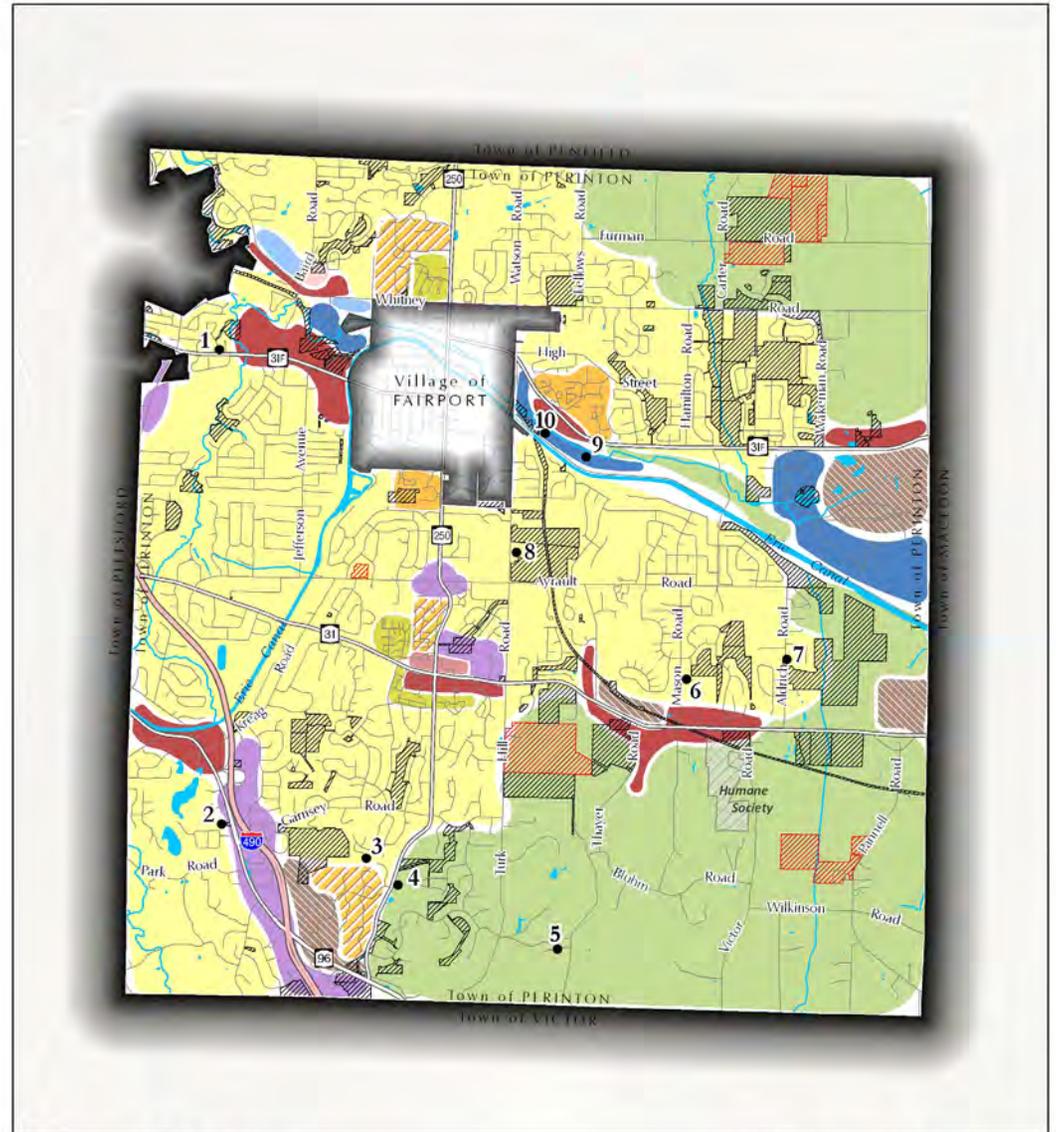
Project Highlights

- Site/Civil
- Environmental
- Permitting

Town of Perinton Comprehensive Plan Update

Perinton, NY

Bergmann completed a Comprehensive Plan update for the Town of Perinton, New York. The plan focused on identifying strategies and actions to advance key opportunities in the Town, including enhancing active transportation, creating healthy living infrastructure (such as trails and open space), preserving historic and cultural resources, promoting inter-municipal coordination, and identifying future land use preferences.



Town of Perinton
Comprehensive Plan Update

DRAFT Future Land Use Plan

1 inch equals 1 miles
Map Designed by Bergmann Associates, Inc.

Parks and Open Space Properties*	Light Industrial	Planned Residential
Town Development Rights	Low Density Residential and Agriculture	Mixed Use Area
Future Land Use	Suburban Residential	Commercial
Limited Commercial	Multifamily Residential	Planned Non-Residential
Industrial	Medium Density Residential	Restricted Business (or Office)

Town Facilities	
1 Fairport Road Cemetery	6 Egypt Cemetery
2 Route 96 Cemetery	7 Aldrick Road Sanitary Pump Station
3 Alleyns Rise Water Tank	8 Perinton Town Hall / Community Center
4 Mosley Rd. Water Supply Pump House	9 Town of Perinton Parks Operation Center
5 Thayer / Steel Road Water Tank	10 Town of Perinton Dept. Public Works

Village of Holley Comprehensive Plan

Holley, NY

Bergmann was hired by the Village of Holley, a canal town located in Orleans County, to develop a Comprehensive Plan. Bergmann led residents through the planning process and worked closely with the Village Board of Trustees and the Holley Planning Board/Comprehensive Plan Committee.

The goal of this process was to identify community vision and goals and to develop specific steps that could be taken to reach the desired end state. The main issues covered in the Plan included enhancing the Central Business District and Business Park; expanding single-family housing opportunities; protecting and promoting the historic and natural resources located in and around the village, such as Holley Falls and the Erie Canal; preserving the historic character of Main Street; and improving public infrastructure.





Rochester Climate Action Plan

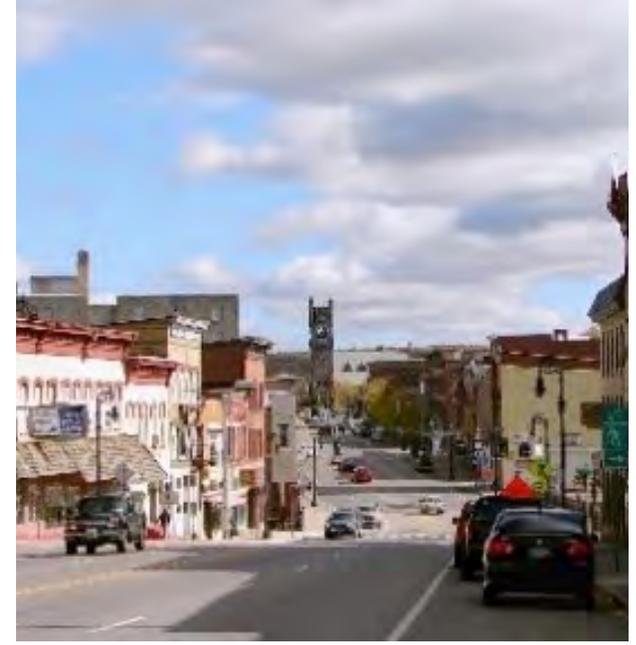
Rochester, NY

Bergmann Associates was a part of a team that used best practices to develop a comprehensive plan for reducing greenhouse gas (GHG) emissions that benefits the community in the area of energy efficiency, green building, renewable energy, sustainable transportation, clean water, waste and materials management, land use and community engagement. The plan was broken down into existing conditions, goals, and implementation strategies. Within each section, we approached the actions with six different focus areas with three different perspective in mind.



Client

City of Rochester, New York
 Anne Spaulding, Manager
 Department of Energy and
 Sustainability
 (585) 428-7474



Franklin County Comprehensive Economic Development

Franklin County, NY

In 2014, the Franklin County Industrial Development Agency (IDA) sought to update its Comprehensive Economic Development Strategy (CEDS) and enlisted the help of Camoin Associates to prepare the new strategy. As a strong believer in community and stakeholder involvement in the economic development process, the firm convened public meetings, held one-on-one interviews with key stakeholders, and developed an internet-based marketing strategy dedicated to promoting, informing, and engaging the public key political and business leaders, and other stakeholders.

One of the primary goals of the CEDS process was to help Franklin County improve their economic development implementation capacity. From the outset of the process, it was clear that in order to implement the plan and grow the county economy, it would be necessary to adopt an effective economic development management and funding model. Camoin Associates helped Franklin County assess what organizational and funding models have been used elsewhere in the United States. The final plan included recommendations on staffing, funding, and capacity building to support the success of the EDO.

Project Highlights

- Economic Base and Workforce Analysis
- Targeted Industry Sector Analysis
- Economic Development Organization Assessment and Recommendations
- Benchmarking and Performance Measure Guidance



Client

County of Franklin Industrial Development Agency

Comprehensive Economic Development Strategy

Jefferson County, NY

Like many regions throughout the nation, current economic events have impacted the structure of Jefferson County's economy. Recognizing these changes, Jefferson County initiated an effort to prepare an update to its Comprehensive Economic Development Strategy (CEDS) and in 2012, Camoin Associates was commissioned to work with its CEDS committee. Camoin was hired to develop a strategic and implementable plan based on economic data analysis of targeted industries and clusters, employment and educational demand analysis, community input, and stakeholder interviews.

Following the completion of the data analysis, interviews, and visioning exercises, Camoin Associates worked with the County to develop a step-by-step strategic plan that outlines goals and specific steps that the County should take to achieve its vision for the future. In addition, Camoin Associates provided the County with the tools and techniques to measure performance and the impact of its economic development initiatives.

Real Results

One of the most unique challenges and opportunities facing Jefferson County is the existence of the Fort Drum Military Base, which is a significant driver of the county economy. Fort Drum is home to the 10th Mountain Division, which includes over 19,000 United States Army members. The major military base provides an opportunity for local businesses to contract with the U.S. government for services, supplies, and equipment.

Following completion of the CEDS update in 2012, Jefferson County Economic Development is implementing several projects and strategies in its action plan. The organization completely overhauled its website, which now has a strategic focus on targeted sectors supported by a robust social media campaign.



Project Highlights

- Economic Data Analysis
- Stakeholder Interviews
- Visioning, Strategic Goals & Initiatives
- CEDS Plan of Action
- Performance Measurement Standards



Client

Jefferson County, NY &
Jefferson County IDA



OUR APPROACH





Project Approach and Methodology

The proposed scope of work describes the deliverables and outcomes necessary to prepare a Comprehensive Plan Update for the Town of Dryden. The Comprehensive Plan will serve as a foundation and “living document”, providing the Town direction and identifying clear actions to allow Dryden to remain a desirable place to live, own a business and raise a family. Our approach will take into account a breadth of topics of local relevance and importance, including but not limited to, housing, economic development, transportation, land use, quality of life, historic preservation and natural resources. Our process will provide the Town a holistic, implementable and action-oriented framework for decision-making. Our approach will focus on helping the Town identify a 10-year vision that will leverage its geographic location and capitalize on other investments in the region. We will engage Town leaders to think creatively about future opportunities, while also providing a balanced perspective taking into account the realities facing Dryden today.

Community Engagement Summary

The Bergmann team believes that community engagement should occur regularly throughout the course of the comprehensive planning process. Educating and informing community members about the purpose, goals and process is a critical first step and will create a solid foundation for subsequent planning work and implementation. Our approach involves community involvement as the center of the decision making process. It is the stakeholders - the community of neighbors, families, and business owners - which must remain central to the planning process in order for it to be successful. The result is a community-based plan that leverages local strengths and builds ownership and pride in the plan outcomes. Our team specializes in community engagement that is rooted in creating unique experiences and getting community members to look at Dryden with a fresh set of eyes. Prior to commencing work we will coordinate with the Town to tailor and finalize a Community Engagement Strategy and approach that works best for the Dryden community.



Johnson City Downtown Land Use Plan

Recommended Core Engagement Activities - each of the below area described further in the tasks below, under “The Planning Process”:

- **Comprehensive Plan Steering Committee Meetings** | We recommend meeting with the designated Steering Committee on a bi-monthly basis, or as needed, over the course of the planning process to gather feedback, obtain direction and share progress on the various steps of the plan development. A tentative schedule of meetings is identified in the Project Schedule within this proposal..
 - **Stakeholder / Neighborhood Meetings** | Stakeholder meetings (one-on-one and small groups) will allow us to delve further into key topic areas, such as energy, equity, housing and economic development. We will work with Committee members to identify local stakeholders to be included in these meetings and will facilitate a series of meetings over multiple days to gather additional insights into targeted topic areas.
 - **Public Workshops** | The Bergmann team specializes in fun and interactive methods of community engagement that maintain public interest and participation. We tailor our methods to the unique characteristics of the community, as well as the type of information we need to obtain. As part of this process we recommended hosting three public workshops. The first, at the onset of the planning process, would formally kick-off the comprehensive plan with the public and focus on community visioning and information sharing. The second workshop would focus on land use planning and identifying recommended action items. The third workshop would include a review of the draft land use plan and recommended policy and action items.
 - **Website and Social Media** | Our team understands that online platforms are a preferred method of communication among many members of the public; therefore, we often utilize the internet as a form of communication throughout the comprehensive planning process. We can create project-specific webpages which are an effective and efficient means to share information and engage a wider spectrum of community members. A webpage dedicated to the Town’s comprehensive plan will afford community members instant access to project related information as well as upcoming engagement opportunities. In the past we have incorporated feedback forms, interactive mapping and surveys directly into the web page, which can be designed to meet the specific requirements of Dryden.
- Please visit www.PittsfordPlan.com as an example of a comprehensive plan project webpage. A copy of the draft Comprehensive Plan for the Town of Pittsford is also available for review on the Resources page.**
- **Community Survey** | We also recommend the preparation of a community survey that will be made available via the project website. This survey, distributed early in the process, will ensure we are reaching a broad audience of stakeholders and residents.





The Planning Process

Task 1: Project Kick-Off

Facilitating an effective comprehensive plan process depends upon a clear understanding of the factors influencing the Town in the past, today and in the foreseeable future.

Committee #1 - Kick-Off Meeting | We will meet with Town staff and the designated Committee at the beginning of the project to confirm the scope of work, goals for community engagement, roles and responsibilities, schedule and desired outcomes. We will facilitate a walking/driving tour with the committee which will allow us to get a firsthand perspective on recent changes in the community, as well as any opportunities or concerns that we should be aware of at the onset of the process.

Existing Plan Review | We understand a significant amount of planning has taken place in the Town in recent years, including the recent Agriculture and Farmland Protection Plan and Natural resources Conservation Plan. We will review all pertinent plans developed for the Town, surrounding communities and region to understand how plan recommendations may relate to the Comprehensive Plan Update. Our team will summarize each previously completed document and pull out information that is relevant to incorporation in the Comprehensive Plan Update.

Recent Activities/Decisions | In addition to the plan reviews noted above, our team will work with Town staff and officials to understand more about recent initiatives and policy decisions, specifically as they relate to land use and the direction of the comprehensive plan update. It is important for our team to understand the history and context around the Town's position on gas and petroleum mining, solar energy, regional trail initiatives and water resource protection.



Task 1 Deliverables:

- Meeting Minutes from Kick-Off Meeting #1
- Refined Scope of Work
- Summary of Existing Plans

Task 2: Assessment of Existing Conditions

Bergmann will inventory existing conditions in the Town and prepare a graphic snapshot of key conditions in Dryden that may impact future land use planning and economic growth.

Inventory and Analysis | Our inventory will include mapping, corresponding narrative and graphics of existing conditions and analysis to identify notable trends, constraints, and opportunities for each of the topic areas listed below. We will present data in easy to understand infographics in order to share a significant amount of information in a user-friendly format.

- **Land Use |** Our team will identify local and regional land use trends and summarize them for consideration when developing policies and recommendations. We will review data from the Town's building permit database to inform an analysis of growth trends since 2005 and to assist in forecasting future trends over the next 10 years.
- **Zoning |** We will review and identify any current issues the Town is facing specific to its current zoning ordinance, including but not limited to Allowable Uses and Bulk and Use Standards.
- **Transportation |** The Bergmann team will analyze the Town's transportation network, including vehicular, pedestrian, bicycle, rail, and public transportation. Our assessment will focus on parking, trails, bike infrastructure, accessibility, safety, walkability and complete streets. As part of the analysis we will gather updated information on traffic volumes to identify any potential problem areas or locations where streetscape changes may be necessary to accommodate changing transportation use.
- **Historic Preservation and Cultural Resources |** We will work with Town staff to understand any issues or concerns associated with existing historic resources as well as any gaps in current policies and local practices.
- **Natural and Agricultural Resources |** Bergmann will review existing documents and data to prepare an update to the inventory of natural and agricultural resources within the Town of Dryden, specifically focusing on areas of protection and preservation.
- **Housing |** The Bergmann team will analyze housing characteristics in order to develop policies that meet the goals and objectives of Dryden, today and in the future. Using ESRI and Census data we will describe the housing supply, including number of housing units, occupancy, age of housing, housing values, affordability, rental rates and ownership, and costs associated with homeownership.





- **Economic Development and Market Trends |** The Bergmann team will conduct an analysis of employment, wages, and industry sector trends. Our work will prepare a holistic SWOT analysis of the Town's economy that takes into account tax base and revenue sources for municipal spending.
- **Recreation, Parks and Open Space |** The Bergmann team will provide a detailed description and analysis of all recreation, parks and open space within Dryden. As a team of planners and landscape architects, we are innately familiar and experienced with park planning and ensuring goals and objectives are incorporated into comprehensive plans to ensure sustainability of these important assets.
- **Utilities, Infrastructure and Community Facilities |** We will provide an existing conditions analysis of utilities, infrastructure and public facilities within and around the Town to determine where upgrades may be needed in the future and how capacity limitations may influence future development. We will specifically analyze existing gas, electric, sewer, water, wireless communications, fire and police facilities, and school facilities, including an analysis of the impacts of Tompkins Cortland Community College.
- **Climate Change, Energy and Resiliency |** Our team will prepare a greenhouse gas inventory for the Town which will provide a framework to identify the sources and trends in emissions and will serve as the basis for identifying strategies and policies for emissions reductions.

Summary Existing Conditions Report | The primary deliverable associated with this task will be a Summary Existing Conditions Report that will identify key findings, opportunities and development constraints associated with the physical, social and economic characteristics of the Town. All findings will inform the comprehensive plan recommendations and policies. The document will be developed as a stand-alone reference guide with mapping and a graphic-heavy display of information.

Committee Meeting #2 – Key Findings and Visioning | We will meet with the Committee after completing the existing conditions analysis to review key findings from our document review, answer questions and get feedback on the information and themes which are most critical. We will use this meeting as a springboard to move into the community visioning phase, engaging the committee in an interactive visioning workshop.

Task 2 Deliverables:

- Summary existing conditions report
- Committee Meeting #2 Summary

Task 3: Community Visioning

The most critical part of any planning process is having a clear vision statement and goals that sets a direction for moving forward. Our team will work with the Town, Steering Committee and public to evaluate the Vision, Goals and Objectives from the 2005 Plan and refine or modify them to address the community's vision for today and the next 10-year planning horizon.

Community Workshop #1 | Our team will facilitate a public workshop to kick-off the comprehensive planning process and gather feedback from community members. This workshop will involve three main components.

- **Education** | The introduction of this meeting will involve educating the community about the purpose and importance of a comprehensive plan, as well as the Town's objectives for conducting the process.
- **Information** | The second component of this meeting will involve informing the public about key findings associated with Dryden today. This sets the foundation for later discussion.
- **Visioning** | An interactive session will be conducted with the public to get a sense of how they see the Town as it exists today and what they would like to see in the future. In our experience, we have found that this method of engagement is extremely effective at extracting valid and valuable information from the public about what they love and appreciate about their community, as well as what aspects they would like to see change.

Bergmann will be responsible for meeting preparation, facilitation, material development and summaries/outcomes.

Community Survey | As part of the visioning component we will prepare the project website (to be officially launched at public workshop #1) and community survey in order to ensure we are capturing as much community input as possible. Hard copies of the online survey will be distributed to ensure the survey is available to all residents and not restricted by computer access.



Pittsford Comprehensive Land Use Model



Vision and Goals Development | Our team specializes in distilling public input into tangible, focused vision and goals statements that summarize the overarching themes of community members. This refined/modified vision statement will serve as the foundation for the generation of specific, updated goals and actions that will be presented in the Town of Dryden Comprehensive Plan Update. The vision, goals and objectives serve as the framework on which the majority of the comprehensive plan is built. These elements provide the direction and identify the topics that must be addressed as the community moves into identifying targeted actions.

Committee Meeting #3 – Vision, Goals and Objectives | Following the Committee and Community Visioning Workshops, our team will draft a vision, goals and objectives framework for review, consideration and discussion with the committee. Following this meeting we will have an agreed upon framework in which to advance actions and recommendations.

Task 3 Deliverables:

- Community Survey
- Meeting Summaries (Public and Committee)
- Draft Vision, Goals and Objectives



The image above represents the hierarchy of concepts identified for the Township of Whitemarsh, PA Comprehensive Plan Update, specific to land use and housing elements.

Task 4: Future Land Use Planning

Future land use is a vital component of the Comprehensive Plan and serves as the basis for many of the recommended policies and actions.

Committee Meeting #4 – Future Land Use Workshop | We will facilitate a land use workshop with the Committee in advance of a Land Use and Design Workshop with the larger community. The interactive, hands on meeting will allow community members to work directly with a map to identify preferred land uses, areas for targeted growth and what types of development are appropriate, general enhancements and specific projects. We will provide contextual mapping for reference and will utilize stickers with representative imagery to determine development style preferences

Community Workshop #2 - Land Use & Design Workshop | Following the land use workshop with the Committee, the Bergmann team will work with the public in a design workshop setting to examine the future vision for Dryden. We will provide best practice considerations, a snapshot of opportunities and constraints, and case studies to help fuel attendees creative “juices”. Feedback from the land use & design workshop will help our team identify topics that may need to be addressed in order to achieve the preferred 10-year vision for the Town. While there are many ways to organize a workshop, we have found that creating a fun, interactive environment is typically the most successful. We often use stickers, large maps and open house style boards to provide a variety of ways to gather feedback from community members. We will look at creating experiential engagement opportunities to help residents envision the future as discussed and identified at the workshop.

Draft Future Land Use Plan | Following the committee and public workshops, our team will review and refine the information collected and prepare a draft future land use plan for Dryden. The graphic plan will be supplemented by text descriptions that describe how development should occur in various areas of the Town. Where it makes sense we will develop area-specific, mini plans that complement the overall Town-wide Future Land Use Plan. If recommendations from the Future Land Use Plan require zoning modifications, those instances will be clearly identified and recommendations for future zoning map and text changes will be identified and included within the Implementation Strategy (described in the following task).

Committee Meeting #5 – Future Land Use | Our team will present a proposed final Future Land Use Plan that identifies recommended land use character areas, as well as necessary zoning updates. This meeting will also include the start of discussion around policies and recommended objectives, as well as overall plan organization.



Task 4 Deliverables:

- Meeting Summaries (Public and Committee)
- Draft Future Land Use Plan



Task 5: Implementation Strategy (Advancing the Comprehensive Plan)

The Action Plan | How does the Town move from the plan to action? Our team will prepare a series of strategies and actions necessary to meet the vision and goals for the Town of Dryden as it relates to a wide range of topic areas identified during the planning process. We have found that it is helpful to organize the wide breadth of comprehensive plan topics within the goal areas identified in previous tasks.

We anticipate the action plan will consider the following topics, though additional categories will likely be identified over the course of the planning process:

- Affordable Housing
- Quality of Life
- Economic Development
- Natural Resources
- Agricultural Protection
- Sustainability (Environmental, Economic, Social)
- Complete Streets and Transportation
- Walkability
- Climate Change and Resiliency
- Recreation, Parks and Open Space
- Commercial Growth

We take great pride in our plans that have resulted in targeted, effective and immediate implementation success stories. Many communities we work in are seeing great returns on their planning dollars, with recent case studies showing up to \$100 in public and private investment for every \$1 spent on planning efforts.

Our team of practitioners will prepare an implementation framework that defines a hierarchy and prioritization of actions for the Town, including responsible parties, phasing, and potential funding mechanisms. To the extent practical, we will align key projects with potential grant resources. A matrix of all high priority strategies will be provided in a worksheet format that will allow the Town to track the initial one-to-five years of implementation success. The implementation matrix will be presented in an easy to use format, allowing the Town to incorporate recommendations into the development of annual operating budgets and/or long-term capital programs, as well as to target specific grant opportunities available at the local, state and federal level.



GOAL 1 | LAND USE

POLICY 1	Land Use and Zoning				
	ACTION ITEM	PHASE	RESPONSIBLE PARTY	COST ESTIMATE	NOTES
	Review and update the Township Zoning Ordinance to facilitate implementation of the Future Land Use Plan.	Short-term	Township, Planning Commission	\$50,000-\$70,000	Cost Estimate is for full update.
	Simplify the Zoning Code to ensure that it is user-friendly, understandable, consistent and eliminates conflicts.	Short-term	Township, Planning Commission	See note	*
	Focus high density development in areas of the Township that already have adequate infrastructure to support growth, consistent with the Future Land Use Plan. Update Zoning Ordinance and Map as appropriate.	On-going	Township, Planning Commission	See note	*
	Focus any new commercial and mixed-use development within and near established commercial areas. Update Zoning Ordinance and Map as appropriate.	On-going	Township	See note	*
	Ensure existing codes are effectively enforced.	On-going	Township	NA	

Committee Meeting #6 and #7 – Actions and Recommendations | Our team will review and facilitate a discussion around a series of recommended actions associated with the Comprehensive Plan, building on the framework developed during the Visioning task. We anticipate at least two meetings may be required in order to adequately cover each of the key topics identified.

Task 6: Draft and Final Comprehensive Plan Development

Draft Comprehensive Plan and Executive Summary | We will compile all pertinent information into a consolidated Comprehensive Plan Update document, complete with associated mapping, graphics, renderings, supporting visuals, case studies and narrative. The plan will be user friendly, relying heavily on visual information to assist with the explanation of concepts and information. We will provide the draft document in both hard copy and electronic form. As part of the final document development, we will prepare a graphic executive summary document that highlights key findings and recommendations from the Plan Update.

Committee Meeting #8 – Draft Comprehensive Plan | We will review and refine the draft Comprehensive Plan document with the Steering Committee to ensure all comments from the committee are incorporated prior to releasing the draft document to the public for review and consideration.

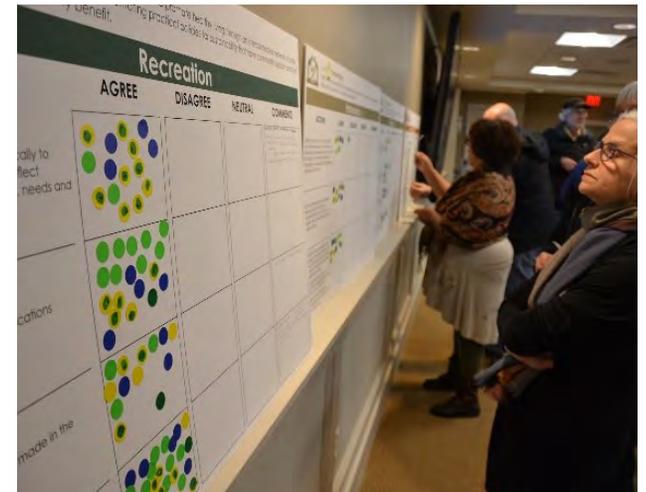
Public Workshop #3 | We will facilitate the third public workshop to share recommended actions with the community and solicit feedback. We often present a summary of the organization and purpose of the actions prior to facilitating an open house that allows people to take their time and consider each of the proposed actions.

Final Comprehensive Plan, including Executive Summary | After final review and comment on the draft plan is complete, our team will revise the draft plan and submit a final Comprehensive Plan to the Town for adoption, including the graphic, user friendly executive summary (stand-alone) version of the Comprehensive Plan. The executive summary can be shared by the Town to larger audiences and can be utilized as part of grant and funding applications. Our final submittal will include PDF and original files, GIS documents, and base files for all graphics and photos. Bergmann is extremely proficient with Adobe InDesign and will utilize this program to develop all final documents.

Final Presentations | Our team will present the final Comprehensive Plan to the Town for adoption.

Task 5 Deliverables:

- Meeting Summaries
- Action Plan
- Implementation Strategy/Matrix
- Funding Strategy

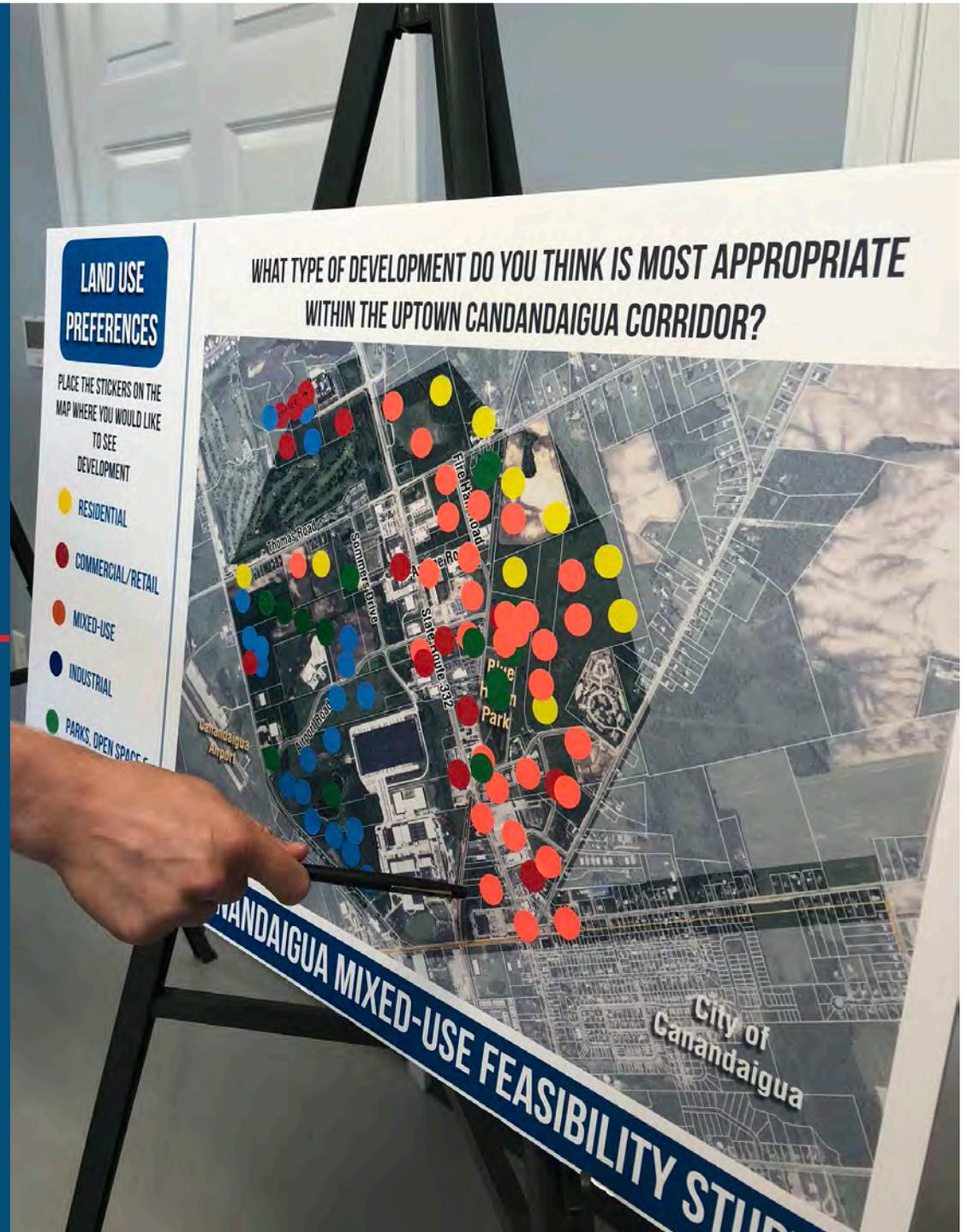


Task 6 Deliverables:

- Draft Comprehensive Plan
- Final Comprehensive Plan
- Executive Summary Document
- GIS Mapping Files and Photographs
- Meeting Summaries

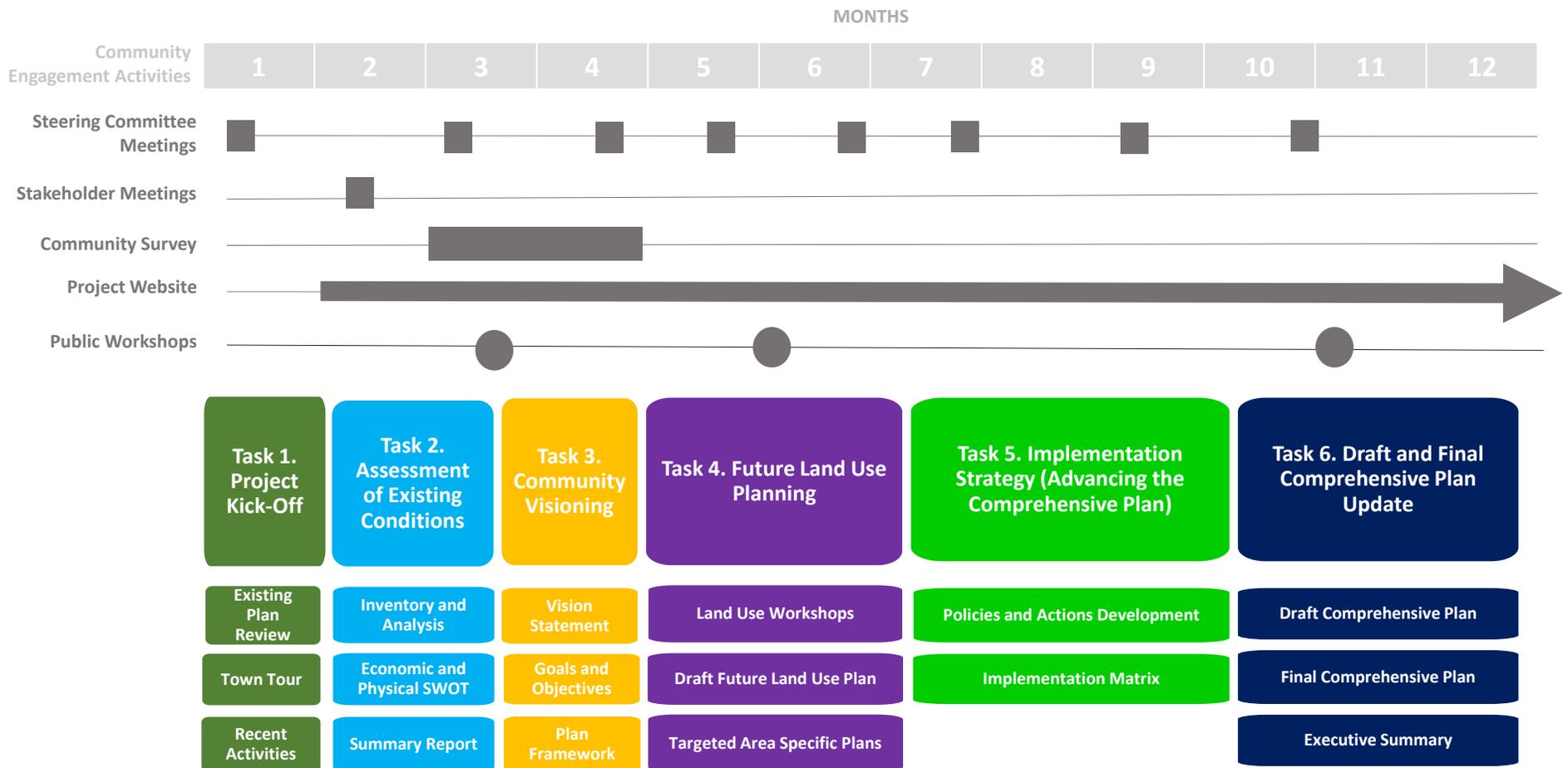


SCHEDULE



Schedule

Bergmann is prepared to begin work immediately upon execution of a contract with the Town of Dryden. We recommend a 12-month planning process in order to ensure adequate time for plan development while also maintaining community interest and engagement. Our proposed timeline is depicted in the chart below. This schedule should be considered flexible and may be modified to best fit the needs of the Town.





COST PROPOSAL



Lockport Downtown Revitalization Initiative



Cost Proposal

The proposed budget should be considered flexible and can be adjusted to better meet the needs and resources of the Town of Dryden.

Task	Principal / Project Manager	Planner (Land Use, GIS, Engagement)	Urban Designer / Landscape Architect	Technical Support (Transportation / Site / Civil Engineer)	Camoin Associates	SPD (WBE)	Subtotal per task
Community Engagement Summary							
Steering Committee Meetings	20	20	0	8	10	4	\$7,910.00
Stakeholder Meetings	8	8	0	0	6	0	\$2,930.00
Project Website	2	36	0	0	0	0	\$4,100.00
Community Survey	2	0	0	0	0	14	\$1,790.00
Public Workshops	16	20	2	0	8	20	\$8,050.00
Task 1. Project Kick-Off	2	16	0	0	4	0	\$2,540.00
Task 2. Assessment of Existing Conditions	8	32	8	8	24	24	\$12,080.00
Task 3. Community Visioning	8	12	0	0	0	0	\$2,540.00
Task 4. Future Land Use Planning	8	20	16	0	4	4	\$6,020.00
Task 5. Implementation Strategy	12	40	12	8	40	40	\$17,820.00
Task 6. Draft & Final Plan and Executive Summary	10	60	10	2	8	10	\$11,290.00
Subtotal of hours per person	96	264	48	26	104	116	
Rate per hour*	\$160.00	\$105.00	\$105.00	\$105.00	\$135.00	\$105.00	
Subtotal of fee by employee	\$15,360	\$27,720	\$5,040	\$2,730	\$14,040	\$12,180	
						Sub-total	\$77,070.00
<i>*Average blended rates by category</i>						Expenses	\$800.00
						Total	\$77,870.00



REFERENCES



Downtown Pottsville Revitalization Plan



Team References

We are pleased to provide a list of previous clients for you to contact. If you would like additional references, please let us know.

City of Auburn

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City of Rome

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