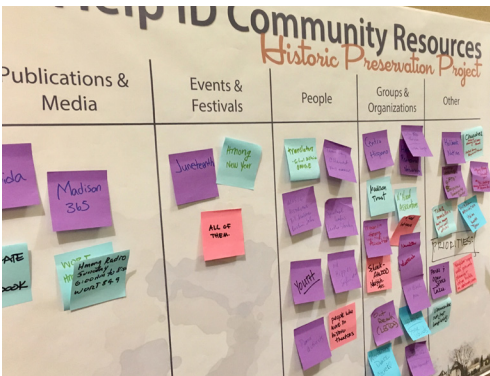
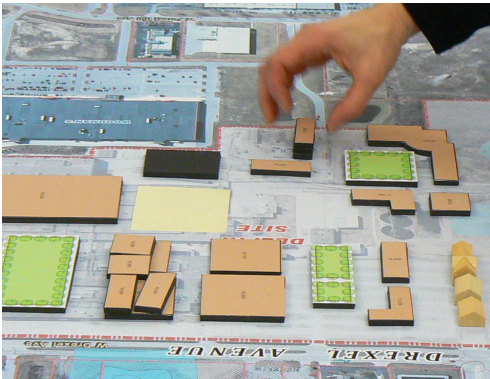


ENGAGEMENT STRATEGIES



PROVEN RESULTS

Ce Planning Studio staff have a long history of engaging clients and the public to provide recommendations and results that add value for all parties. We integrate a variety of techniques to best fit the needs of the client and community: workshops, stakeholder interviews, surveys, charrettes, and focus groups. Strategies are tailored to the unique aspects of each project, including digital and social media techniques. Recommendations, based on input from a diverse set of stakeholders, has added millions in investment in neighborhoods, downtowns, and corridors.

COLLABORATIVE APPROACH

Success is linked to the public/private partnerships and public ownership developed during the engagement process. Ce Planning Studio staff have a strong track record of addressing complex redevelopment issues and bringing all stakeholders together to provide feasible solutions. Balancing vision with the realities of budget, community needs, and the market are critical aspects of our approach, while not sacrificing the value of high quality spaces, architecture, and design.

TECHNIQUES

Techniques vary based on the project issues, client needs, and goal of the outcomes. Varying public input strategies is the cornerstone to our practice. Below are selected examples:

Design Development Charettes | Integration of all voices in the development discussion include: property owners, investors, residents, lenders, public officials and staff, and BID members. After completing a series of focus groups a full-day interactive charrette combines architectural teams with all decision makers and public participants. More than 12 completed through UWM role.

Outcome – vacant buildings and sites are being implemented or are in discussion among developers and property owners. Garfield School converted to housing and community uses; Milwaukee Enterprise Center adaptive reuse as offices and housing; vacant Walgreen's converted to Pete's Fruit Market; Northridge Mall adaptive reuse to light industrial with new construction, planning phase.

Madison Historic Preservation Plan | Working with the City to engage under-represented groups, along with traditional stakeholders, to determine values, priorities, and recommendations for preserving historic buildings and places. Strategies included community workshops, online surveys, and social media engagement.

East Side BID | Developer and property owner interviews, online public survey, and focus group to discuss redevelopment and use strategies for North Avenue. Outcome – market study and redevelopment plan guiding investment decisions.

Improving the environment in which people live, work, and relax.