

TEAM PROFILE

Goody Clancy adopts an interdisciplinary approach to planning and urban design that draws on the firm’s nationally recognized strengths in urban architecture, preservation, planning, urban design, civic engagement, community visioning, and graphic communications. Based in Boston, the practice’s focus is strongly urban; much of our work focuses on downtowns and urban districts in transition. We recognize the particular challenges that this transition poses in terms of the ability to envision and have confidence in the feasibility of innovative proposals. To that end, we place particular emphasis on community education, visioning, graphic representation, and similar tools designed to strengthen understanding, elicit input, and build broad and deep public support for the economic, transportation, sustainability, urban design, and other aspects of our recommendations.

Goody Clancy will hold direct responsibility for project leadership and management, planning, urban design, outreach, and integrating the work of the entire team into an “achievable vision”—a plan that is both compelling and pragmatic. **David Dixon, FAIA**, Goody Clancy’s principal in charge of planning and urban design, will lead the team, play an active role in every aspect of the project, and serve as the team’s principle spokesperson. He will work closely with **Ben Carlson, LEED AP®**, Goody Clancy’s lead urban designer and the team’s project manager, who will direct day-to-day activities and play a leadership role in developing sustainability and urban design concepts. **Mary Means**, Goody Clancy’s director of community initiatives, will draw on her experience as founder of the National Main Streets program and extensive subsequent work with downtown revitalization to take the lead in structuring engagement with the larger community and involving the full downtown community in identifying implementation strategies.

David, Ben, and Mary will form a core leadership team, together with leadership from our partner firms, to brainstorm together and with the client team to ensure that all of the team’s work reflects the benefits of an interdisciplinary approach and draws full advantage from resources within both the consultant and client team. David, Ben, and Mary will participate in all major outreach activities, drawing in other team members as appropriate. They have worked together extensively over the past three years, including central involvement in plans cited in this proposal to transform the surface parking lots surrounding the historic core of Asheville (NC) into a vibrant mixed-use extension of downtown, and turn shopping centers and underutilized sites around Emory University into a lively mixed-use district.

We have asked our other team members to work with us because of the particular technical expertise, skill at planning in the public arena, perspective, and credibility that they bring to what we understand to be essential elements of a fully successful revitalization plan for downtown Wichita.

ECONOMICS/MARKETS

Each of these team members possesses particular strengths that we believe are critical to achieving downtown Wichita’s full potential. While each brings skills related to particular markets, Sarah Woodworth will take the lead in integrating their findings into a cohesive set of market-related recommendations and set of implementation strategies.

We frequently ask **Sarah Woodworth**, principal of **W-ZHA**, to work with us because of her nationally recognized expertise not just in projecting demand for commercial uses that would be desirable for a downtown like Wichita, but her parallel strength in identifying effective public/private partnership strategies that make these uses and housing achievable. Recent changes in finance markets have made her strengths more valuable in advancing plans that are feasible as well as compelling. Over the past five years we have worked with Sarah in Kansas City, New Orleans, Norfolk, Baltimore, and more than a dozen other cities.

We also frequently work with **Laurie Volk**, principal of **Zimmerman/Volk**, because she is recognized as the leading analyst in the U.S. for emerging and changing urban housing markets. Her demand projections for downtown housing in cities like Wichita—expressed in detailed analyses of housing types and price points—has equipped Goody Clancy to help and our clients to frame innovative revitalization concepts with confidence in what is often the most important underlying economic component of that concept. We have worked on more than a dozen projects with Laurie over the past five years, including the cities cited above for Sarah.

We asked **Michael Berne**, principal of **MJB Consulting**, to serve as the third member of the team’s economic group because of his particular ability to create well-defined retail strategies that draw on both a strong understanding of local retail markets and an equally strong familiarity with national and local retailers. David and Ben recently worked successfully with Michael at the request of the City of Cambridge (MA) to reshape a major office/research development to include retail and “bring life to the streets” of East Cambridge.

TRANSPORTATION

We asked **Yolanda Takesian**, who leads **Kittelson & Associates’** community transportation planning practice, to coordinate the team’s transportation work because of her deep understanding of the full range of engineering, economic, urban design, and planning issues that shape a cohesive and politically achievable downtown transportation agenda. She helps assure that our plans address downtown access, walkability, parking strategies, character, and related concerns. Before joining Kittelson, Yolanda headed an initiative of the Maryland DOT to develop context-sensitive design strategies for urban roadways and transit. We have worked frequently with Yolanda and Kittelson, including in New Orleans, Tyler (TX), Washington, and more than a dozen other cities over the past five years.

STAKEHOLDER ENGAGEMENT

We asked **Ken Snyder**, principal of PlaceMatters, to work with us because we believe that Ken's particular expertise—in using tools ranging from face-to-face meetings to a variety of technology-based approaches that allow large numbers of people to express opinions and respond to planning options—would add significant value in bringing downtown Wichita's diverse stakeholders to the same table. We are currently working with Ken on the community visioning component of a comprehensive plan for Shreveport (LA).

INFRASTRUCTURE

We asked **Scott Dunakey** and **William Hubbard** of **Professional Engineering Consultants (PEC)** to work with us because PEC came highly recommended as a firm that combined broad familiarity with downtown, in-house technical expertise in engineering and land development, and skill in supporting a community-based planning initiative in which communication with stakeholders will be an essential component of every task. We were particularly impressed by PEC's interdisciplinary approach to creating a wayfinding plan for downtown Wichita.