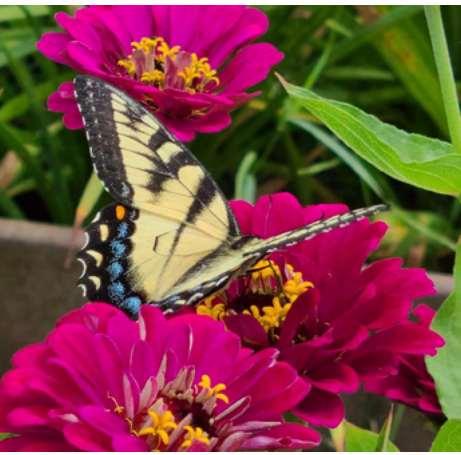


# TOWN OF GUILDERLAND

## Comprehensive Plan Consulting Services



# TABLE OF CONTENTS

---

- 1. TITLE PAGE ..... 1
- 2. LETTER OF TRANSMITTAL ..... 3
- 3. FIRM BACKGROUND ..... 6
  - About MJ
  - Subconsultants
- 4. PROJECT TEAM ..... 10
  - Organizational Chart
  - Resumes
- 5. WORK SAMPLES ..... 23
- 6. METHODOLOGY & APPROACH ..... 30
- 7. UNDERSTANDING OF GUILDERLAND ..... 43
- 8. SCHEDULE ..... 47
- 9. REFERENCES ..... 49
- 10. FIRM CAPACITY ..... 51
- 11. COST PROPOSAL ..... 53
- 12. SUPPORTING INFORMATION ..... 55
  - Additional Project Samples

*\* This page contains active links for easy proposal navigation.*



# 1. TITLE PAGE



“The planning process involved a robust and inclusive public engagement process that involved community members from all demographics and allowed their input to be heard. The plan’s recent, and unanimous, adoption shows how strongly the community supports and appreciates the consensus-driven effort. We are excited to move forward with the recommendations set forth to shape the Town’s future.”

**Town of East Greenbush  
Comprehensive Plan Update, Zoning Law, and GEIS Update  
Jack Conway, Town Supervisor**



# TITLE PAGE

---

## PROPOSAL INFORMATION:

Town of Guilderland  
Comprehensive Plan Update  
July 29, 2022 at 3:00 PM

## COMPANY INFORMATION:

Name: M.J. Engineering and Land Surveying, P.C.  
Address: 1533 Crescent Road, Clifton Park, NY 12065  
Email: [mpanichelli@mjels.com](mailto:mpanichelli@mjels.com)  
Website: [www.mjels.com](http://www.mjels.com)  
Phone: 518.371.0799  
Contact Person: Michael Panichelli, President



MJ is home to passionate problem solvers working to provide innovative solutions to our clients' most vexing challenges.



# 2. LETTER OF TRANSMITTAL



“I still remember seeing the MJ team members manning listening posts at information tables outside of main downtown businesses in 20-degree below zero temperatures, to complete their job in a comprehensive way. They made a tremendous impact in doing so. They made a difference. Why? Because they cared.”

**Village of Saranac Lake  
Downtown Revitalization Initiative (Round 3)  
Clyde Rabideau, Mayor**





July 29, 2022

Town of Guilderland  
Lynne Buchanan, Town Clerk  
5209 Western Turnpike  
Guilderland, New York 12084

## **RE: TOWN OF GUILDERLAND, COMPREHENSIVE PLAN UPDATE**

Dear Ms. Buchanan:

A comprehensive plan is more than just a document - it is a process of organizing the future of a community while protecting its meaningful and unique attributes. At **M.J. Engineering and Land Surveying, P.C. (MJ)**, we understand firsthand that an effective comprehensive plan is vital in helping guide the future of the community with a shared vision. We understand the Town of Guilderland is seeking development of a document, through a collaborative visioning process, that will set priorities for future equitable and healthy land use improvements for the next decade and beyond. MJ is excited for the opportunity to assist the Town in achieving these goals and enhancing community success through a consensus-driven effort.

### **We believe there are four main advantages that the MJ team brings to this project:**

#### **1. WE ARE EXPERTS IN COMMUNITY PLANNING.**

The best part of the work we do is the people! It is extremely rewarding collaborating with people who are passionate about their communities. We feel like the planning we do contributes to helping others understand their local assets, which in turn leads to a shared vision of where a community wants to be in the future. With a passionate team of 150 personnel, MJ is no stranger to comprehensive planning. Our professional staff includes trained planners that possess diverse professional backgrounds and extensive experience. Our foundation lies in creating reality-based initiatives, which we seamlessly lead to implementation. Being a full-service planning, engineering, landscape architecture, and architecture firm allows us a stronger understanding of the physical site needs but also an understanding of what the community can support long term. Our design staff will work with our planners to develop concept designs and accurate cost estimates that are realistically implementable when future opportunities arise.

#### **2. SEASONED PROJECT MANAGEMENT.**

MJ's team will be led by project manager, **Jaclyn Hakes, AICP** who brings unmatched knowledge of the comprehensive planning process. Jackie is a certified community planner with expertise in environmental, land use, and transportation planning. Over her career, she has led the successful development of **more than 20 comprehensive plans and updates**, most recently for the Town of East Greenbush. She also served as principal planner for the City of Saratoga Springs, which provides her valuable insight to the municipal side of such planning efforts. Jackie can convey complex topics and information to a diverse audience and has experience leading public involvement processes and consensus building. Our team of creative and skilled planners have collectively transformed countless communities through the successful implementation of many comprehensive and strategic plans.



**3. EXTENSIVE COMMUNITY OUTREACH & CREATIVE ENGAGEMENT EXPERIENCE.**

Our goal at MJ is to **create an unforgettable engagement experience**, complete with the latest technology. Community engagement will be at the core of this successful project, working to reach and involve residents, businesses, organizations, and all Town departments in the planning process. MJ is adept at assisting communities in balancing land use, infrastructure, cultural, economic, historic preservation, public health, and environmental issues through consensus-based planning and reality-based engineering, and have extensive experience leading community engagement processes. Our planners are adept at developing engagement strategies that strive to include difficult to reach populations, including limited/non-english speakers, those working non-traditional hours, and those unable to attend in-person public meetings. MJ will work with the project team and the Town to identify creative methods to reach these important populations in a manner that meets their individual needs.

**4. DYNAMIC PROJECT TEAM.**

We have teamed with **Nan Stolzenburg, FAICP**, from **Community Planning and Environmental Associates (WBE firm)**, an environmental and rural planning specialist who has completed more than 70 comprehensive and strategic plans across the state. We have also teamed with **Ellen Pemrick**, of **E.M. Pemrick & Company (WBE firm)**, who has expertise in economic development and market analysis. Nan and Ellen bring decades of experience in community master planning efforts. They offer unparalleled expertise in land use, economic development, and environmental planning, as well as public outreach and engagement efforts, including a variety of charettes. MJ has a longstanding relationship both Nan and Ellen and we are confident in the unique value they bring to the team.

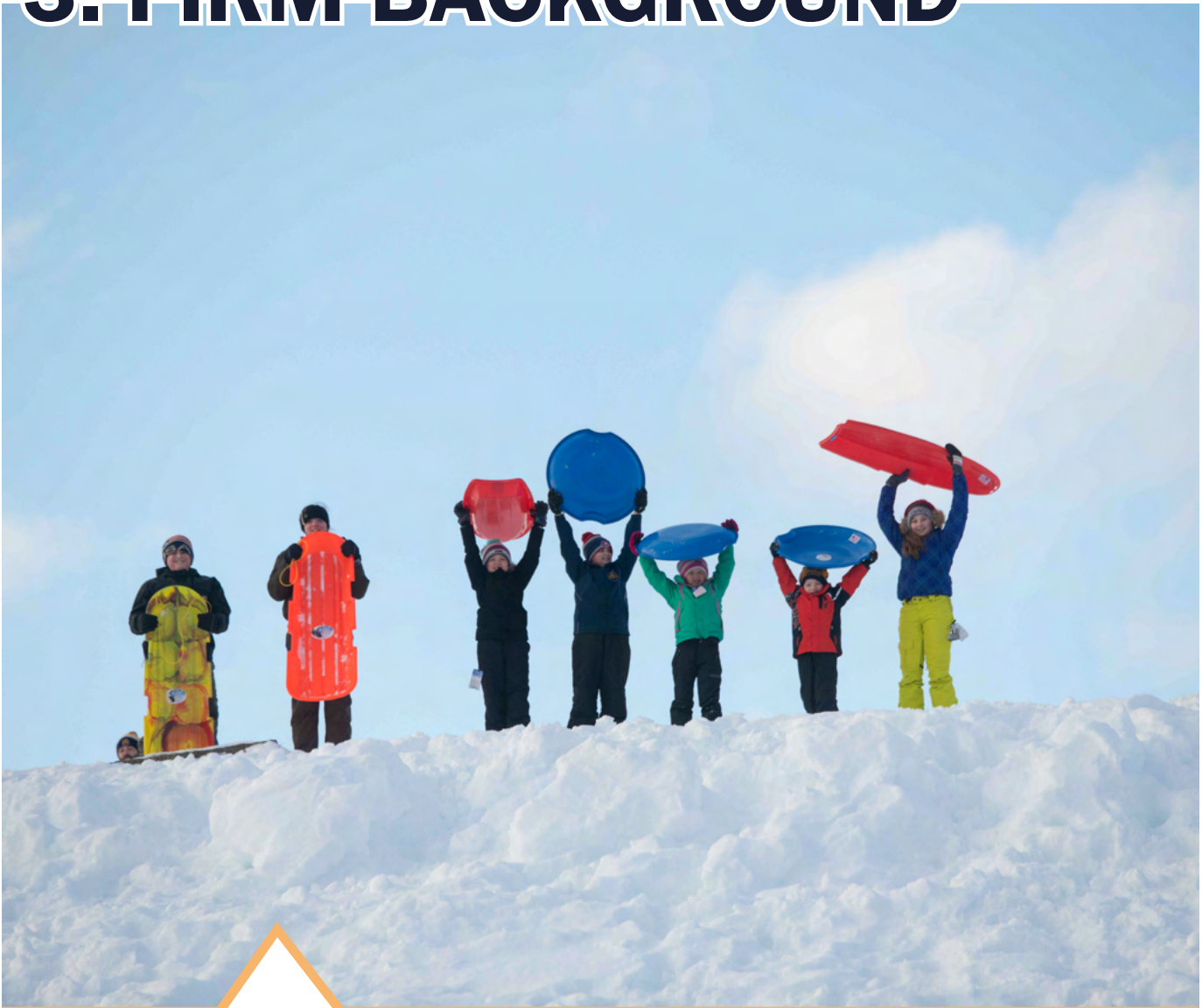
---

MJ fully understands the significance of this project and the impact it will have on the local community. We are eager to assist the Town of Guilderland in articulating their vision in order to best meet the needs of its citizens. We look forward to the opportunity to assist on this comprehensive plan update effort. If you have any questions regarding this submittal, please do not hesitate to contact me at 518.371.0799 or mpanichelli@mjels.com. Thank you for your consideration.

Sincerely,

Michael D. Panichelli, PE

# 3. FIRM BACKGROUND



"I truly can't speak highly enough of MJ (especially Jaclyn Hakes and Sarah Starke-Hesse). They were beyond wonderful to work with. They are exceptionally knowledgeable, organized, engaged, driven and the lines of communications with them were absolutely superb. Having worked with various A/E/C firms over the years, I can truly say that working with MJ was by far the most successful and best involvement I have had with a similar, competing group. Communication was impeccable. Knowledge was extraordinary. I would absolutely relish at the opportunity to work with MJ again"

**Village of Massena  
Downtown Revitalization Initiative (Round 5)  
Monique Chatland, Village Administrator**





**MJ** is an award-winning, multi-disciplinary planning and engineering firm with over 43 years of experience. The firm provides clients with a comprehensive range of professional services, including community and regional planning, civil, structural and highway design, landscape architecture, architecture, survey, environmental, construction inspection, GIS, and laser scanning.

The firm has extensive experience providing community planning and revitalization services to assist municipalities and state agencies with their immediate and long-term planning needs. Our firm provides consensus-based and community-driven planning services to our clients, including comprehensive planning, recreation planning, waterfront planning, brownfield redevelopment, land use planning, corridor planning, open space planning, downtown redevelopment, transportation planning and complete streets planning, community outreach and public visioning. MJ also serves as designated consultant planners and engineers to 15 local municipalities, providing ongoing services and supporting special projects. Clients trust our understanding of the built and natural environment and our ability to create reality-based plans aligned with community and regional goals.



With our vast in-house capabilities, MJ has successfully worked with a diverse range of communities in preparing their vision, goals, and strategies to achieve their desired futures. MJ’s practical expertise provides clients with accurate cost estimating and strategic funding recommendations. Our firm recognizes the importance of investing in planning for projects that help increase cultural, economic, public health, and environmental benefits throughout our State.



**2021 BEST PLACES TO WORK**  
ALBANY BUSINESS REVIEW

MJ’s greatest asset is our people. The firm has been selected by the Albany Business Review as a “Best Places to Work” for last four years, one of the “Healthiest Employers,” and we have been voted one of the area’s “Top Workplaces” by the Albany Times Union for the last two years.



MJ understands that our client’s focus is not necessarily on the resulting planning documents, but rather on the results-oriented, quality-of-life enhancing results that plans can produce. Successful plans are measured by their capacity to visibly and meaningfully show the way to achieving the expectations and desires of a community. Great plans are visionary and must be flexible enough to allow for unexpected opportunities and challenges. Above all, they are grounded by a collective understanding of a community’s past heritage, current values, and future aspirations.



MJ is a capital region-based firm that has extensive experience in the development and update of municipal comprehensive plans. Our team understands the focus areas that are integral for development of a successful plan and are adept at guiding communities through the overall process. We also have expertise in the development of other community plans that often overlap and work concurrently with comprehensive planning efforts. This experience includes master planning, parks and recreation, transportation, and open space.

**SAMPLING OF MJ’S RECENT COMPREHENSIVE PLANNING & RELATED EXPERIENCE:**

- Town of Ballston, Comprehensive Plan Update, Revised Zoning Ordinance & GEIS  
» [www.envisionballston.com](http://www.envisionballston.com)
- Town of Rotterdam, Comprehensive Plan Update
- Town of East Greenbush, Comprehensive Plan, Zoning Amendments, & GEIS Update
- Town of Canton, Intermunicipal Comprehensive Plan
- Town of Coeymans, Comprehensive Plan Update
- City of Saratoga Springs, Comprehensive Plan Update
- Town of Wilton, Comprehensive Plan Update & GEIS
- Town of Ramapo, Northeast Comprehensive Plan
- City of Batavia, Comprehensive Plan Update
- Town of Chestertown, Comprehensive Plan
- Town of Niskayuna, Comprehensive Plan Assistance
- Town of Clifton Park, Form-Based Code Zoning
- Town of Clarkstown, Complete Streets Codification
- Dutchess County, Parks Master Plan
- Town of Lansing, Parks & Recreation Master Plan  
» [www.lansingparksandtrailsplan.com](http://www.lansingparksandtrailsplan.com)
- Town of Milton, Route 50 Corridor Study  
» [www.miltonroute50.com](http://www.miltonroute50.com)
- City of Saratoga Springs, Open Space Plan Update  
» [www.saratogaspringsopenspaces.com](http://www.saratogaspringsopenspaces.com)
- Town of Poughkeepsie, Natural Resources Inventory and Open Space Plan  
» [www.townofpoughkeepsieopenspace.com](http://www.townofpoughkeepsieopenspace.com)

**IN-HOUSE SERVICES**



**FIRM DETAILS**

**LEGAL NAME OF BUSINESS:**

M.J. Engineering and Land Surveying, P.C.

**LOCATION OF SERVICES PROVIDED:**

1533 Crescent Road  
Clifton Park, New York 12065

**NUMBER OF EMPLOYEES:**

150

**NUMBER OF YEARS IN OPERATION:**

43

**PRIMARY CONTACT:**

Michael Panichelli, PE, President  
518.371.0799  
mpanichelli@mjels.com



## SUBCONSULTANTS

Having previously been a certified Minority Business Enterprise (MBE) ourselves, MJ is highly aware of the importance of utilizing Minority and Women-Owned Business Enterprise (MWBE) firms whenever possible and proud of our record and commitment to this initiative on all past contracts. To address the full scope of work and provide a well-rounded team, we are partnering with two well-respected industry firms. We have teamed with **Community Planning and Environmental Associates (WBE)** for land use and environmental planning support and **E.M. Pemrick & Company (WBE)** for economic development services. We have a longstanding relationship with both of these firms and are confident in the value that they bring to the team.



**Community Planning and Environmental Associates (CPEA)** is a **certified NYS WBE firm** with expertise in land use, environmental planning, comprehensive planning, community revitalization, and public participation. CPEA has developed comprehensive and strategic plans for more than 70 upstate New York communities, some of which have won national and state-level planning awards. Their comprehensive land use planning and environmental management is focused in the areas of land use planning, zoning and land use regulation development; visioning workshops; GIS and analysis; environmental impact assessments; community involvement campaigns; and grant writing. In addition to their planning services, CPEA offers a full-service team of professionals that provide specialty services in the areas of hydrogeology, environmental engineering, traffic engineering, economic development and land use law. A wealth of professional experiences has provided their firm with the right combination of technical skills and the ability to work with people of all walks of life. CPEA is uniquely situated to help people understand the positive and negative impacts of land growth, the planning tools available for smart growth, and revitalization options people can take advantage of.

***CPEA and MJ have worked together on the Town of Ballston Comprehensive Plan Update, Zoning Update, DGEIS, and Purchase of Development Rights Program. CPEA and E.M. Pemrick have worked together on more than a dozen planning projects including several comprehensive plans and agriculture and farmland protection plans.***



**E.M. Pemrick & Company (E.M. Pemrick)** is a **certified NYS WBE firm** providing a range of community and economic development planning services. Established in 2006, they combine technical expertise in economic development and market analysis with a strong commitment to enhancing the vitality and success of client communities. The firm uses a range of research tools to provide project stakeholders with a comprehensive view of market trends, industry dynamics, competitive challenges and other factors that impact the success of community and economic development initiatives. They excel at collecting, interpreting, organizing, and presenting information, resulting in clear, actionable plans and strategies. The firm's work is characterized by insightful analysis, realistic solutions, and the ability to understand and articulate issues, challenges, and opportunities.

***E.M. Pemrick was MJ's subconsultant on the Downtown Revitalization Initiatives (DRI) - Rounds 3, 4, and 5 for the Villages of Massena, Potsdam, Saranac Lake and Potsdam. We have also worked together on the Brownfield Opportunity Area (BOA) Countywide Revitalization Project in Ulster County and the Economic and Market Analysis for the Massena BOA Revitalization Plan for St. Lawrence County. As mentioned above, E.M. Pemrick and CPEA have worked together on more than a dozen planning projects including several comprehensive plans and agriculture and farmland protection plans.***



# 4. PROJECT TEAM



“MJ’s staff were obviously skilled and interacted well with Potsdam’s residents, stakeholders, and members of the Local Planning Committee. I was impressed with MJ’s ability to continue the planning process in the midst of a global pandemic. Their use of remote communications technology and ability to provide access to people who may not have been familiar with it was nearly flawless.”

**Village of Potsdam  
Downtown Revitalization Initiative (Round 4)  
Fred Hanss, Director of Planning & Development**



## PRIMARY STAFF



### PROJECT MANAGER

**Jacklyn Hakes, AICP (MJ) \***

Jackie has 20 years of experience in comprehensive planning and will be responsible for assignment of staffing and coordination of all scheduling and budgeting. She will lead public outreach efforts and oversee development of the comprehensive plan. Jackie will also be the main point of contact to the Town.

- Extensive experience in municipal planning and skilled in conducting creative engagement strategies
- Expertise in land use planning, transportation/corridor planning, zoning, and public engagement
- Developed over 20 comprehensive plans and updates, including recent work with East Greenbush, Saratoga Springs, Rotterdam, Ballston and Wilton



### QA/QC MANAGER

**Joel Bianchi, PE (MJ) \***

Joel has 26 years of experience providing professional engineering services to municipalities across the state. His technical experience encompasses site planning, zoning, water and wastewater, stormwater management, SEQR compliance, and parks and recreation.

- Extensive experience serving as planning board engineer and consulting town engineer for many municipalities across the state and capital region
- Responsible for overseeing QA/QC on the firm's municipal planning and engineering projects
- Has worked together with PM, Jackie Hakes, for 10 years at MJ on more than 100 projects



### PLANNER/GIS ANALYST

**Sarah Starke Hesse (MJ) \***

- In-depth knowledge of comprehensive planning, GIS mapping, and public engagement
- Expert at creating interactive project web maps
- Experienced at tailoring outreach efforts to each community
- Project planner for numerous comprehensive planning efforts



### LAND USE & ENVIRONMENTAL SPECIALIST

**Nan Stolzenburg, AICP (CPEA) \***

- 27 years of community planning experience
- Expertise in land use and environmental planning services
- Developed over 70 comprehensive and strategic plans for upstate New York communities
- Longstanding relationship with MJ and E.M. Pemrick on previous comprehensive planning projects



### ECONOMIC DEVELOPMENT SPECIALIST

**Ellen Pemrick (E.M. Pemrick) \***

- 30 years experience in economic development, market analysis, and community planning
- Large portfolio focused on economic development strategies, comprehensive plans, market studies, and downtown revitalization plans
- Longstanding relationship with MJ and CPEA on previous comprehensive planning projects

**SUBCONSULTANT (WBE FIRM)**

**SUBCONSULTANT (WBE FIRM)**

## ADDITIONAL SUPPORT STAFF

### GIS SERVICES

Michael Pianka, GISP (MJ)

Michael Koterba (MJ)

Joe Malinowski, III (MJ)

Jennifer Avila (MJ)

### SITE/CIVIL & LANDSCAPE

Jenny Lippmann, PE (MJ) \*

Traci Sousa, PE (MJ)

Scott Price, PE (MJ)

Josiah Simpson (MJ)

### PLANNING & OUTREACH

Andris Blumbergs (MJ) \*

Nora Culhane-Friedel (MJ)

Jesse McCaughey (MJ)

Jacob Landis (MJ)

### TRANSPORTATION

Lisa Wallin, PE (MJ) \*

Chad Schneider, PE (MJ)

Brian Cooper, PE (MJ)

Craig Swayne, PE (MJ)

### WATER/WASTEWATER

Warren Longacker, PE (MJ) \*

Carrie Dooley, PE (MJ)

Pete Holland, PE (MJ)

Matt Drislane, PE (MJ)



# Jaclyn Hakes, AICP

## PROJECT MANAGER

Jackie is a certified community planner with 20 years of experience in land use, environmental and transportation planning. Her areas of expertise include public engagement, economic development, downtown revitalization, resiliency planning, form-based code, complete streets, open space, recreation planning, SEQR, and NEPA. Jackie has a knack for conveying complex topics and information to a diverse audience and has extensive experience leading public involvement processes and consensus building. Jackie has led over 20 comprehensive plans for New York State communities.

### Representative project experience:

**Comprehensive Plan, Zoning Law, and GEIS Update, Town of East Greenbush, NY.** Project manager for this update to the Town's comprehensive plan. The project also updated the Town's Zoning Law and GEIS to better reflect the extensive change in the Town over the last decade, especially in the form of new commercial and residential growth. MJ assisted with a plan update that validates and adjusts the vision for the future of East Greenbush. The firm's scope included management, leading meetings, research, community outreach/engagement, analysis of existing conditions and trends, reviewing the existing plan, and facilitating the completion of a newly drafted plan. The plan has been unanimously adopted and MJ is shifting into the zoning update phase of the project.

**Intermunicipal Comprehensive Plan, Town of Canton, NY.** Project manager for the development of a Comprehensive Plan for the Town of Canton, as well as the Villages of Canton and Rensselaer Falls. MJ worked with leaders from all three municipalities, including officials, Planning Board members, community organizations and residents, in visioning sessions to help identify key issues, evaluate present circumstances and future potential, establish goals and policies, and develop the plan. MJ also prepared a reprogramming plan for Taylor Park, a critical waterfront park in the community.

**Comprehensive Plan Update, Revised Zoning Ordinance, and GEIS, Town of Ballston, NY.** Jackie served as project manager for the Town's comprehensive plan update, which includes a revised zoning ordinance, and preparation of a GEIS. MJ employed a report card system to help the Town identify needs based on community and board feedback. Public engagement was a major component and has coincided with the COVID-19 pandemic. MJ has responded by creating an engagement plan that allows the Town to move forward without putting community residents at risk. Engagement strategies included workshops, project website, envision Ballston photo gallery, online community survey, idea and visioning wall, interactive web map, and online presentations.



### EDUCATION:

MRP, University at Albany,  
State University of NY (2001)

BA, Environmental Studies,  
Binghamton University,  
State University of NY (1998)

BA, Geography, Binghamton  
University, State University of  
NY (1998)

### PROFESSIONAL ASSOCIATIONS:

American Institute of Certified  
Planners (AICP)

American Planning Association  
(APA)

NY Upstate Chapter APA

### YEARS OF EXPERIENCE:

Total: 20

With MJ: 10



Engineering and  
Land Surveying, P.C.

# Jaclyn Hakes, AICP

## PROJECT MANAGER

**Comprehensive Plan Update, Town of Coeymans, NY.** Project manager for the targeted comprehensive plan update for the Town of Coeymans. MJ utilized a report card system to efficiently identify what had been implemented and what had not, and determine why not. Public engagement was also a core component of this update and included a project website, online community survey, social media outreach, pop-up tables/booths at community events including the Farmers Market and Riverfest.

**Form-Base Code Implementation, Town of Clifton Park, NY.** Jackie served as a project manager responsible for assisting the Town Planning Department and Planning Board to implement its newly adopted form-based code. She developed check lists for each form-based district and provides technical assistance to applicants and the Town on an as-needed basis.

**Comprehensive Plan Update, Town of Rotterdam, NY.** Project manager for the comprehensive plan update for the Town of Rotterdam. As prime consultant, MJ's scope included existing conditions analysis and GIS mapping, committee meetings, visioning, SEQR and plan adoption assistance, and public engagement. As part of the public engagement strategy, the team utilized a variety of methods including stakeholder meetings, online community surveys, public open houses, focus group meetings, and pop-up tables at various locations throughout the Town.

**Comprehensive Land Use Plan and Zoning Update, Town of Queensbury, NY.** This project examined issues related to land use, transportation, economic development, open space conservation and housing. As project manager, Jackie provided oversight of the project team and advised town staff and the Planning and Ordinance Review Committee. She also developed and facilitated the public involvement process, which included an issues identification workshop, visioning workshop, and focus group meetings.

**Comprehensive Plan Update, City of Saratoga Springs, NY.** Project manager for an update of the 2001 Saratoga Springs Comprehensive Plan. Jackie was responsible for project management, extensive community engagement, analysis of existing conditions and trends, reviewing the plan, and facilitating completion of a newly drafted plan in coordination with an appointed committee and City staff.

**Comprehensive Plan Update and GEIS, Town of Wilton, NY.** Project manager for overall management, analysis of existing conditions and trends, Comprehensive Plan review, and facilitating the completion of a newly drafted plan and GEIS in coordination with an appointed Committee and Town staff.

**Comprehensive Plan Update and DGEIS, Town of Ramapo, NY.** Jackie led the completion of the Northeast Area Comprehensive Plan, Zoning Update, and GEIS for the Town of Ramapo. MJ also identified potential changes to the Form Based Code to ensure neighborhoods are more walkable while meeting needs of stakeholders and the future Town vision.

**Comprehensive Plan, Waterfront Revitalization Strategy, and Zoning Update, Town of Warrensburg, NY.** In her role as project manager, Jackie assisted the community in the consensus-driven development of the comprehensive plan and zoning update through to a unanimous adoption by the Town Board.

**Comprehensive Plan and Zoning Update, Town of Colonie, NY.** The Town engaged in the comprehensive planning process to identify a direction for its future that would ensure a balance between residential and commercial development. Jackie served as primary researcher and author for the Comprehensive Plan and assisted with the subsequent zoning update. In addition, Jackie coordinated the public outreach process and facilitated public workshops and focus group meetings.



# Joel Bianchi, PE

## QA/QC MANAGER

Joel has decades of engineering experience, nearly all of which have been focused on serving municipalities. His technical experience encompasses comprehensive planning, site planning, zoning, transportation engineering, SEQR compliance, water supply treatment and distribution, sanitary sewer collection and conveyance, wastewater treatment, stormwater management, and green infrastructure. Joel is also responsible for overseeing QA/QC on all of MJ's municipal projects

### Representative project experience:

#### Municipal Comprehensive Planning Efforts:

- Town of East Greenbush, Comprehensive Plan Update, Zoning Amendments, and GEIS Update
- Town of Ballston, Comprehensive Plan Update, Revised Zoning Ordinance, and GEIS
- Town of Coeymans, Targeted Comprehensive Plan Update
- Town of Rotterdam, Comprehensive Plan Update
- Town of Ramapo, Comprehensive Plan Update and DGEIS
- Town of Niskayuna, Comprehensive Plan Technical Assistance

**Municipal Planning Board Support.** Joel has served numerous planning boards as their consulting engineer. This has included providing engineering reviews of submitted plans as well as assisting Town staff with SEQR compliance. These include:

- Town of Ramapo
- Town of Clifton Park
- Town of Halfmoon
- Town of Ballston
- City of Saratoga Springs
- Town of East Greenbush
- Town of North Greenbush
- Town of Milton
- Town of Wilton
- Town of Stillwater
- Town of Malta
- Town of Bethlehem
- Town of Rotterdam
- Town of Glenville
- Town of Niskayuna
- Town of Manlius
- Town of Greenwich



#### EDUCATION:

ME, Civil Engineer, Clarkson University (1996)

BS, Civil Engineering, Clarkson University (1995)

#### PROFESSIONAL REGISTRATION:

Licensed Professional Engineer:  
New York

#### PROFESSIONAL ASSOCIATIONS:

New York Water Environmental Association

Water Environmental Federation

American Water Works Association

#### YEARS OF EXPERIENCE:

Total: 26

With MJ: 9



Engineering and  
Land Surveying, P.C.



# Joel Bianchi, PE

## QA/QC MANAGER

**Municipal Codes and Zoning.** Joel assists municipalities in development of codes and laws dealing with zoning and subdivision regulations. He has been instrumental in updating local codes specific to construction materials and specifications for town roads, and other municipal infrastructure.

- Town of Malta, Revisions to Town Highway Specifications
- Town of Malta, Procedures for Conveyance of Roads Infrastructure
- Town of East Greenbush, Specifications for Drainage & Highways
- Town of Stillwater, Revisions to Town Highway Specifications
- Town of Stillwater, Subdivision Design Standards
- Town of Stillwater, Procedures for Conveyance of Roads & Infrastructure
- Town of Bethlehem, Update to Town Specifications for Water, Sewer, Drainage, & Highways

### Transportation Projects

- Town of Halfmoon, Graybar Electric Traffic Study
- Town of Bethlehem, Van Weis Road Slope Stabilization
- Town of Niskayuna, Banker Road Realignment
- Town of Niskayuna, Aqueduct Park Linkage Plan
- City of Plattsburgh, Clinton Street Streetscape
- Town of Malta, Hempstead Place Sidewalk Extension
- Town of Stillwater, Historic Stillwater Multi-Use Trail
- Town of Malta, Community Center Sidewalk Extension
- City of Glens Falls, South Street Streetscape Improvements

### Parks & Recreation

- Delmar, Five Rivers Environmental Education Center
- City of Albany, Revitalization of North Swan Street Park
- Town of Malta, Shenantaha Park Upgrades
- City of Cohoes, Hudson River Waterfront Park
- Dutchess County, Lake Walton Preserve Improvements
- Dutchess County, Bowdoin Park Improvements
- City of Schenectady, Mohawk Harbor Large Vessel Dock and Trail Design
- Town of Niskayuna, Aqueduct Park Redevelopment and Circulation Improvements
- Town of Lansing, Myers Park Upgrades
- Town of Stillwater, Riverside Veteran Park Improvements
- Town of Stillwater, Glen Hollow Park Upgrades,
- Albany County, Lawson Lake County Park Improvements
- Town of Coeymans, Coeymans Landing Riverfront Park Redevelopment
- Town of Clifton Park, Stony Creek Park District No. 1 Playground Improvements



# Sarah Starke Hesse

## SENIOR PLANNER

Sarah is responsible for collecting, developing, and maintaining accurate databases for the firm's planning and development projects. She is skilled at developing interactive online web and story maps as an instrumental way of gathering large amounts of public input and informing the public of ongoing activities. Sarah also serves as a public outreach specialist, ensuring everyone's voice is heard. Her outreach process reflects each unique community's values, goals and objectives, increasing public confidence in decision-making.

### Representative project experience:

**Comprehensive Plan, Zoning Law, and GEIS Update, Town of East Greenbush, NY.** Sarah was responsible for assisting with development of a comprehensive plan for the Town. The scope included developing a public participation plan, leading meetings, conducting research, reporting, preparing meeting minutes, presenting draft plan updates, and preparing final plans, reports, and maps. Sarah was responsible for preparation and analysis of mapping data and public engagement.

**Comprehensive Plan and GEIS, Town of Ramapo, NY.** Lead planner for the completion of the Northeast Area Comprehensive Plan, zoning update, and GEIS. MJ identified potential changes to the Form Based Code to ensure neighborhoods were more walkable while meetings needs of stakeholders and future Town vision. Sarah was responsible for the inventory mapping, as well as public engagement support.

**Comprehensive Plan Update, Revised Zoning Ordinance, and GEIS, Town of Ballston, NY.** Project planner and GIS analyst for the Town's comprehensive plan update, revised zoning ordinance, and preparation of a GEIS. Sarah was responsible for the inventory mapping of the GEIS, as well as buildout analysis to identify potential growth under the proposed zoning.

**Comprehensive Plan Update, Town of Coeymans, NY.** Sarah served as project planner and GIS analyst for the Town's targeted comprehensive plan update. MJ utilized a report card system to efficiently identify what has been implemented and what has not, and determine why not. Public engagement was a core component for this update and included a project website, online community survey, social media outreach, pop-up tables/booths at community events including the Farmers Market and Riverfest. Sarah was responsible for inventory mapping and public engagement support.

**Intermunicipal Comprehensive Plan, Town of Canton, NY.** Project planner and GIS analyst for the development of a comprehensive plan for the Town of Canton, as well as the Villages of Canton and Rensselaer Falls. Sarah helped identify key issues, evaluate present circumstances and future potential, establish goals and policies, and develop the plan. Sarah was responsible for inventory mapping and public engagement support.



### EDUCATION:

BS, Meteorology, Florida Institute of Technology

### TECHNOLOGY SKILLS:

ArcGIS, TIEGL LMS LiDAR Software, Geosoft, MATLAB, Waypoint, GrafNav, ENVI, MC Office, Programming in Matlab, Shell, and Python

### YEARS OF EXPERIENCE:

Total: 11

With MJ: 4



Engineering and  
Land Surveying, P.C.

# Andris Blumbergs

## PLANNER/PUBLIC OUTREACH SPECIALIST

Andris brings an extensive background in comprehensive master planning. He spent six years enlisted in the U.S. Coast Guard before earning dual undergraduate degrees in Urban Planning and Emergency Preparedness, Homeland Security, and Cybersecurity. Andris specializes in community outreach and engagement activities. He frequently utilizes online tools and resources to assist in gathering needed information from targeted populations in project areas. Andris also leads the implementation of MJ's virtual meetings and web-based engagement activities. He is skilled at video conferencing, live streaming services, graphic design, website development, photography, online surveys, and social media strategies.

### Representative project experience:

**Comprehensive Plan, Zoning Law and GEIS Update, Town of East Greenbush, NY.** Project planner for comprehensive plan update. The project is now updating the Town's Zoning Law and GEIS to better reflect extensive change in the Town over the last decade, especially in the form of new commercial and residential growth. Andris assisted with existing conditions, existing plan review, execution of an online survey through business cards and flyers, analysis of survey results, stakeholder scheduling, and public meeting engagement.

**Comprehensive Plan Update, Revised Zoning Ordinance, and GEIS, Town of Ballston, NY.** Project planner for the Town's comprehensive plan update, revised zoning ordinance, and preparation of a GEIS. MJ employed a report card system to identify needs based on community and board feedback. Public engagement was a major component and has coincided with the COVID-19 pandemic. Strategies used include workshops, project website, photo gallery, online community values survey, idea and visioning wall, interactive web map, and online presentations. Andris assisted in developing the existing conditions, draft and final comprehensive plan, updating the setback and use tables, and public engagement support.

**Comprehensive Plan Update, Town of Coeymans, NY.** Project planner for a targeted comprehensive plan update. MJ utilized a report card to efficiently identify what has been implemented and what has not, and determine why not. Public engagement was a core component and included a project website, online community survey, social media outreach, pop-up tables/booths at community events. Andris developed the existing conditions and draft the comprehensive plan.

**Comprehensive Plan Update, Town of Rotterdam, NY.** Project planner for the Town's comprehensive plan update. As part of the public engagement strategy, Andris utilized a variety of methods including stakeholder meetings, online community surveys, public open houses, focus group meetings, and pop-up tables at various locations throughout the Town. Andris wrote the draft plan and is in the process of helping the Town adopt the final comprehensive plan.



### EDUCATION:

Masters in Regional Planning,  
State University at Albany  
(2022)

BA, Urban Planning &  
Development, State University  
at Albany (2019)

BS, Emergency Preparedness,  
Homeland Security, &  
Cybersecurity, State University  
at Albany (2019)

### YEARS OF EXPERIENCE:

Total: 3

With MJ: 3



Engineering and  
Land Surveying, P.C.

# Jenny Lippmann, PE

## SITE/CIVIL ENGINEER

Jenny has 19 years of consulting experience specializing in municipal land development. Her areas of expertise include site planning, water distribution and storage, watershed modeling, stormwater management, drainage, ADA, pedestrian amenities, and park and recreational facilities. She has extensive experience as a liaison between state and local regulatory agencies and clients. Jenny's engineering background and familiarity with community planning helps MJ develop realistic concept designs and accurate cost estimates that are implementable when future opportunities arise.



### Representative project experience:

**Comprehensive Plan, Zoning Law, and GEIS Update, Town of East Greenbush, NY.** Site/civil engineer for this update to the Town's comprehensive plan, Zoning Law, and GEIS to better reflect extensive change in the Town over the last decade. MJ assisted with an update that adjusted the vision for the Town's future. Jenny assisted in facilitation of public engagement activities.

**Comprehensive Plan Update and Town Designated Engineering Services, Town of Ballston, NY.** Site/civil engineer for the Town's comprehensive plan update, revised zoning ordinance, and preparation of a GEIS. Jenny assisted with drafting pieces of the comprehensive plan and facilitation of public engagement activities. Jenny also services as Town Designated Engineer for the Town of Ballston. She is assisting with review and approval of land use applications, plan reviews to ensure NYS building code compliance, planning board support, and on-call engineering services.

**Comprehensive Plan Update and DGEIS, Town of Ramapo, NY.** Site/civil engineer for the completion of the Northeast Area Comprehensive Plan, Zoning Update, and GEIS for the Town of Ramapo. MJ also identified potential changes to the Form Based Code to ensure neighborhoods are more walkable while meetings needs of stakeholders and the future Town vision.

**Lake Walton Preserve Improvements, Dutchess County, NY.** Project manager for parking upgrades and design of more than one mile of nature trails developed to be an engineered surface that was ADA accessible, however natural in appearance to fit seamlessly in the preserve setting. MJ also developed access points, interpretive materials, branding graphics, and safety upgrades.

**Town Highway Garage Complex, Town of Milton, NY.** Project manager for master planning and design of a new highway garage complex. This included a 5,000 SF highway garage, 8,000 SF cold storage building and adequate parking. The garage included administration space, reception area, kitchen, break room, locker rooms and a hazardous material room. The storage building had oversized overhead doors providing easy access for equipment and vehicles.

### EDUCATION:

BS, Civil Engineering, Union College (2003)

BA, Civil Engineering, Union College (2003)

HEC-RAS Training  
SUNY ESF (2007)

### PROFESSIONAL REGISTRATION:

Licensed Professional Engineer:  
New York

### PROFESSIONAL ASSOCIATIONS:

American Society of Civil Engineers (ASCE), Mohawk-Hudson Section

### YEARS OF EXPERIENCE:

Total: 19

With MJ: 9



Engineering and  
Land Surveying, P.C.

# Lisa Wallin, PE

## TRANSPORTATION ENGINEER

Lisa has 18 years of experience in transportation and streetscape improvement projects for municipal clients. She has extensive experience in transportation planning and design, traffic, complete streets, greenways, and trail projects. Lisa's understanding of the connections between regulatory requirements, traffic conditions, and safety features allows for a comprehensive approach to the planning process. She has a knack for bringing highly technical information down to a level of general understanding.

### Representative project experience:

**Comprehensive Plan, Zoning Law, and GEIS Update, Town of East Greenbush, NY.** MJ developed an update to the Town's Comprehensive Plan, Zoning Law, and GEIS to better reflect the extensive change in the Town over the last decade. MJ assisted with the plan update that validates and adjusts the vision for the future of East Greenbush. The firm's scope includes management, leading meetings, research, community outreach/engagement, analysis of existing conditions and trends, reviewing the existing plan, and facilitating the completion of a newly drafted plan. Lisa served as the project's transportation engineer and assisted in facilitation of public engagement activities.

**Comprehensive Plan Update and DGEIS, Town of Ramapo, NY.** Transportation engineer for the completion of the Northeast Area Comprehensive Plan, Zoning Update, and GEIS for the Town of Ramapo. MJ also identified potential changes to the Form Based Code to ensure neighborhoods are more walkable while meetings needs of stakeholders and the future Town vision.

**Comprehensive Plan Update, Revised Zoning Ordinance, and GEIS, Town of Ballston, NY.** MJ led the Town's comprehensive plan update, revised zoning ordinance, and preparation of a GEIS. Lisa served as the project's transportation engineer and assisted in facilitation of public engagement activities.

**CDTC, Downtown Connections Plan, Village of Scotia, NY.** Project manager for development of this downtown connections plan to improve the pedestrian, bicycle, and transit experience in the Central Business District along Mohawk Avenue. One of the main goals was to improve connections to this important corridor from various locations in the Village of Scotia. MJ used a complete streets approach to improve access to these destinations for all travelers.

**Watervliet Shaker Road Corridor Improvements, Albany County, NY.** Project manager for pavement reconstruction. MJ also addressed geometric deficiencies and improved traffic operations and safety along the corridor. Much of this effort was focused on safety improvements and delay reduction measures for the signalized intersections. Lisa also led a robust public engagement effort for this project.



### EDUCATION:

BS, Environmental Engineering,  
State University of New York at  
Buffalo (2003)

MS, Civil Engineering:  
Concentration in Environmental  
Engineering, State University of  
New York at Buffalo (2004)

### PROFESSIONAL REGISTRATION:

Licensed Professional Engineer:  
New York

### PROFESSIONAL ASSOCIATIONS:

American Society of Civil  
Engineers (ASCE)

### YEARS OF EXPERIENCE:

Total: 18

With MJ: 15



Engineering and  
Land Surveying, P.C.

# Warren Longacker, PE

## WATER/WASTEWATER ENGINEER

Warren has 49 years of water and wastewater engineering experience. Much of his career involved working directly for NYSDOH, NYSDEC and NYSOGS. His state service has enabled him to maintain a full knowledge of regulatory procedures, design standards, and funding programs. Warren has been involved in progressing projects from studies and programming through design, construction and inspection. He has excellent communication skills and experience facilitating stakeholder discussions for water and sewer districts and authorities, municipal staff, and the public.



### Representative project experience:

**Comprehensive Plan, Zoning Law and GEIS Update, Town of East Greenbush, NY.** MJ developed an update to the Town's Comprehensive Plan, Zoning Law, and GEIS to better reflect the extensive change in the Town over the last decade. MJ assisted with the plan update that validates and adjusts the vision for the future of East Greenbush. Warren assisted in the completion of water/wastewater infrastructure evaluations for this project.

**Comprehensive Plan Update, Town of Rotterdam, NY.** As prime consultant, MJ's scope included existing conditions analysis and GIS mapping, committee meetings, visioning, SEQR and plan adoption assistance, and public engagement. As part of the public engagement strategy, the team utilized a variety of methods including stakeholder meetings, online community surveys, public open houses, focus group meetings, and pop-up tables at various locations throughout the Town. Warren served as water/wastewater engineer and completed water infrastructure evaluations to determine the Town's needs.

**Comprehensive Plan Update, Town of Coeymans, NY.** MJ assisted the Town of Coeymans in updating their comprehensive plan. MJ utilized a report card system to efficiently identify what has been implemented and what has not, and determine why not. This method also allowed the team to target specific areas for updating within the Town. Town board and Town staff input were an integral part of this process. Warren assisted with water/wastewater infrastructure evaluations to determine current and future needs for the Town.

**Lawson Lake Park Potable Water & Sewer System Upgrades, Albany County, NY.** Lead engineer for design of a new well supply building and treatment system, seasonal water distribution system to buildings in the park, and a seasonal hold and haul waste removal system consisting of collection system piping and an 8,000-gallon wastewater holding tank. The utility upgrades expanded park operations and opportunities for use as a year-round facility. The architectural finishes matched the context of the park setting and its natural environment. Strategic construction phasing was required to work around regular park operations and camps.

### EDUCATION:

BS, Civil Engineering, Union College (1973)

AAS, Construction Technology, Hudson Valley Community College (1967)

### PROFESSIONAL REGISTRATION:

Licensed Professional Engineer: New York

### PROFESSIONAL ASSOCIATIONS:

New York Water Environmental Association

### YEARS OF EXPERIENCE:

Total: 49

With MJ: 7



Engineering and Land Surveying, P.C.

# Nan Stolzenburg, FAICP

## LAND USE & ENVIRONMENTAL SPECIALIST

Nan has 27 years of experience in land use and environmental services, with special interests in small town and rural planning, community revitalization, comprehensive planning, and public participation. Her specialty areas include land use planning for small and mid-size communities, open space, environmental and agriculture land use planning, comprehensive planning, community outreach strategies, and development of zoning and land use regulations. Nan has developed comprehensive and strategic plans for over 70 upstate New York communities, some of which have won national and state-level planning awards. Nan is among only 33 people nationwide to have received the Certified Environmental Planner advanced certification, and one of 53 nationwide inducted into the AICP College of Fellows. Nan has a longstanding relationship with both MJ and E.M. Pemrick staff members.

### Representative project experience:

- Village of Voorheesville, Comprehensive Plan \*\*
- Village of Altamont, Comprehensive Plan & Land Use Regulations
- Town of Berne, Comprehensive Plan, Agriculture and Farmland Plan, and Land Use Regulations
- Town of Ballston, Comprehensive Plan, Zoning and DGEIS \*
- Town of Princetown, Comprehensive Plan
- Town of North East and Village of Millerton, Comprehensive Plan \*\*
- Town of Gallatin, Comprehensive Plan
- Village of Stamford, Comprehensive Plan \*\*
- Town of Kinderhook, Comprehensive Plan and Land Use Regulations
- Village of Kinderhook, Comprehensive Plan and Land Use Regulations
- Town of Stockport, Comprehensive Plan and Land Use Regulations
- Town of Claverack, Comprehensive Plan, Land Use Regulations
- Town of New Lebanon, Comprehensive Plan
- Town of North East, Comprehensive Plan
- Town of Colchester, Comprehensive Plan
- Town of Cairo, Comprehensive Plan and Land Use Regulations
- Town of Hunter, Comprehensive Plan
- Lewis County, Comprehensive Plan
- Town of Providence, Comprehensive Plan
- Town of Galway, Comprehensive Plan and Land Use Regulations
- Town of Jewett, Comprehensive Plan and Land Use Regulations
- Town of Durham Comprehensive Plan
- Town of Hamilton (Comprehensive Plan)



### EDUCATION:

BS, Wildlife Biology and Environmental Studies, SUNY College of Environmental Science and Forestry

MS, Wildlife and Fisheries, University of Massachusetts

MRP, Regional Planning University at Albany

### PROFESSIONAL ASSOCIATIONS:

American Institute of Certified Planners (AICP) - Fellow

### ACCOMPLISHMENTS:

Primary author of the NYS DEC FEA and SEAF SEQR workbooks

Adjunct professor for planning and environmental impact assessment topics

Frequent instructor/panelist for community trainings

### YEARS OF EXPERIENCE:

Total: 27

With CPEA: 15



(\* With MJ, \*\* With E.M. Pemrick)

# Ellen Pemrick

## ECONOMIC DEVELOPMENT SPECIALIST

Ellen has three decades of experience in economic development, market analysis, and community planning. Over her career, she has developed a large, diverse project portfolio that focuses on the development of economic development strategies, market studies, and community and downtown revitalization plans for public sector clients. Prior to establishing E.M. Pemrick and Company, Ellen held long-term positions with private consulting firms, serving as Director of Economic Development for six years and Principal Planner for seven years. She also spent five years with the Legislative Commission on skills development and vocational education, where she conducted research and developed recommendations for the NYS Legislature on workforce needs and education and training programs. Ellen has a longstanding relationship with both MJ and CPEA staff members.

### Representative project experience:

- Village of Voorheesville, Comprehensive Plan \*\*
- Town of North East & Village of Millerton, Comprehensive Plan \*\*
- Village of Stamford, Comprehensive Plan \*\*
- Town of Esopus, Comprehensive Plan
- Broome County, Comprehensive Plan
- Village of Massena, Downtown Revitalization Initiative \*
- Village of Tupper Lake, Downtown Revitalization Initiative \*
- Village of Potsdam, Downtown Revitalization Initiative \*
- Village of Saranac Lake, Downtown Revitalization Initiative \*
- Village of Highland Falls, Local Waterfront Revitalization Strategy
- City of Lockport, South Street Neighborhood Needs Assessment & Action Plan
- Seneca, Lewis, Herkimer, Schoharie, Jefferson, Sullivan, Orange, & Putnam Counties, Agricultural & Farmland Protection Plans \*\*
- Town of Southport, Economic Development Strategy
- Esopus/Delaware Region, Regional Economic Development Strategy for the Central Catskills\*\*
- Cayuga County, Economic Development Strategic Plan
- Greene County, Comprehensive Economic Development Plan
- Cayuga County, Economic Development Strategic Plan
- Botetourt County, VA, Economic Development Study
- Augusta County, VA, Economic Development Strategic Plan
- Goochland County, VA: Economic Development Strategic Plan
- Town of Ashburnham, MA, Village Center Marketing Plan
- Charles City County, VA, Economic Development Strategic Plan

(\* With MJ, \*\* With CPEA)



### EDUCATION:

MRP, Concentration in Economic & Community Development, University of North Carolina

BA, Sociology, State University of New York College at Purchase

### COMMUNITY INVOLVEMENT:

Comprehensive Plan Advisory Committee, Town of Colonie (2004-2005)

AIA Design & Resiliency Team, Belchertown, MA (2016)

Erie Canalway Heritage Award of Excellence (2015)

Hudson-Mohawk Bird Club, Treasurer (2005-Present)

Hudson-Mohawk Bird Club, Board of Directors (2004-Present)

### YEARS OF EXPERIENCE:

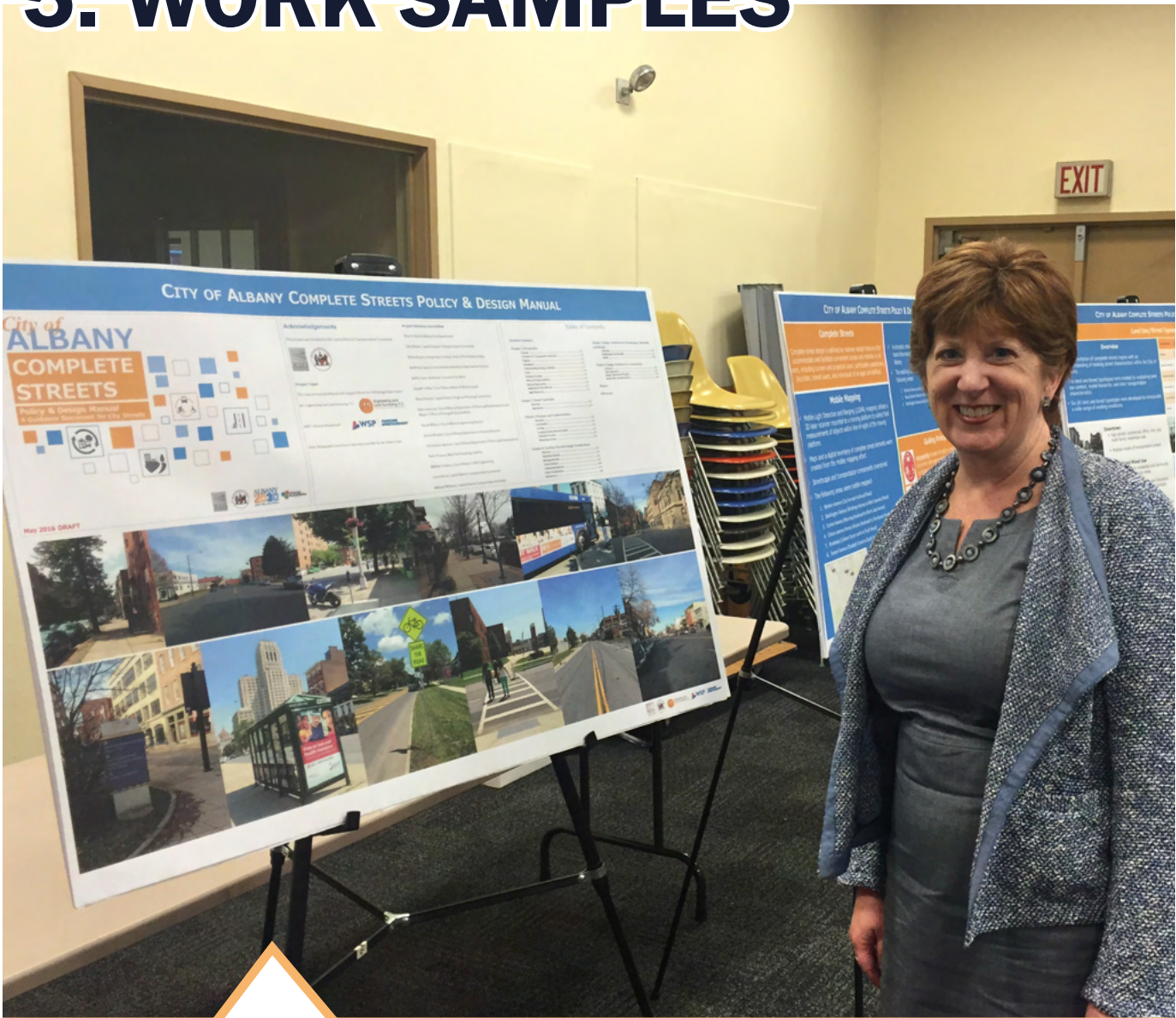
Total: 30

With E.M. Pemrick: 15





# 5. WORK SAMPLES



“I had the pleasure of coordinating with MJ and the City from the earliest days of its preparation, and had the opportunity to review numerous other examples from across the country. The Albany manual is among the best, due to the attention to detail, the use of creative modes of design and presentation, and the consistent close coordination with both the City, and a wide range of beneficiaries and stakeholders. It is, from start to finish, tailored to the needs and operations of Albany.”

**New York Cycling Coalition**  
**Albany Complete Streets Policy & Design Manual**  
**Peter Thomas**



# Comprehensive Plan Update, Zoning Amendments, & GEIS Update

## TOWN OF EAST GREENBUSH

As prime consultant, MJ provided planning and engineering services to update the Town's Comprehensive Plan to better reflect the extensive change in the Town over the last decade, especially in the form of new commercial and residential growth. Given these changes and the opportunities they presented, MJ assisted with a plan update that validates and adjusts the vision for the Town's future. Throughout this process, MJ identified future challenges and opportunities they may face, and addressed high priority projects involving transportation, corridor redevelopment, continued potential for commercial and high-tech development, housing and land use issues, and developed strategies, policies, and recommendations to address these challenges and opportunities.

MJ's scope included project management, leading meetings, conducting research, community outreach/public engagement, analysis of existing conditions and trends, reviewing the existing Comprehensive Plan, and facilitating the completion of a newly drafted plan. Public engagement was a large and vital component of this project. MJ employed the following engagement activities: public open houses, interactive workshops, speed round discussions (topic based), an online survey, a project webpage, a monthly e-newsletter, social media outreach, student engagement activities (grades 5-12), and an interactive department head meeting.

With the comprehensive plan update unanimously adopted in May 2021, MJ has now moved into the zoning amendments phase of the planning project.

### CLIENT REFERENCE:

Jack Conway  
Town Supervisor  
518.477.4775

### KEY PROJECT ELEMENTS:

- Community Planning
- Land Use Planning
- Transportation Planning
- Agency Coordination
- Public Engagement
- Analysis of Existing Conditions
- Technical Assistance
- Committee Meetings
- Formal Presentations to Public & Town Board
- GIS Mapping

View the full comprehensive plan by clicking the arrow or at: [bit.ly/3B1Rhqk](https://bit.ly/3B1Rhqk)



# TOWN OF EAST GREENBUSH (CONTINUED)



TOWN DEPARTMENT HEADS MEETING



PUBLIC WORKSHOP #2: SPEED STATIONS



PUBLIC WORKSHOP #1: ACTIVITY STATIONS



COMPREHENSIVE PLAN COMMITTEE MEETING



STUDENT ENGAGEMENT DAY



PUBLIC WORKSHOP #1: ACTIVITY STATIONS



PUBLIC WORKSHOP #1: INFORMATION PRESENTATION

WORK SAMPLES



# Comprehensive Plan Update, Revised Zoning Ordinance, & GEIS

## TOWN OF BALLSTON

MJ worked with the Town of Ballston on their comprehensive plan update. This project also included a revised zoning ordinance, and preparation of a Generic Environmental Impact Statement (GEIS). MJ employed a report card system to help the Town identify their needs based on community and board feedback. This exercise was incredibly helpful in allowing our team to evaluate the existing plan and understand what has already been accomplished, what is in progress, and what hasn't been addressed.

Public engagement was also a major component of this plan update and has coincided with the COVID-19 pandemic. MJ swiftly responded by creating an engagement plan that allowed the Town to move forward with its efforts but does not put its community residents at risk through in-person activities. Some of the engagement strategies utilized included workshops, dedicated project website, envision Ballston photo gallery, and online community values survey, idea and visioning wall, interactive online web map, and online presentations.

For this effort, the MJ team employed our newest virtual engagement activity involving virtual breakout rooms, allowing community residents to participate in a virtual public meeting where they're placed into breakout groups to discuss various topics regarding the overall planning effort. This allowed residents to interact with each other, and the planning staff, to share their ideas and insights on what they would like to see improved or introduced to their community.

### CLIENT REFERENCE:

Eric Connolly  
Town Supervisor  
518.490.2780

### KEY PROJECT ELEMENTS:

- Community Planning
- Zoning
- Land Use Planning
- Community Engagement
- GIS Mapping
- Analysis of Existing Conditions
- Technical Assistance
- Committee Meetings
- Formal Presentations to Public & Town Board
- SEQR

View the final comprehensive plan by clicking the arrow or at: [bit.ly/3ohQytA](https://bit.ly/3ohQytA)





MJ'S MOBILE ENGAGEMENT VEHICLE AT PARK OUTREACH



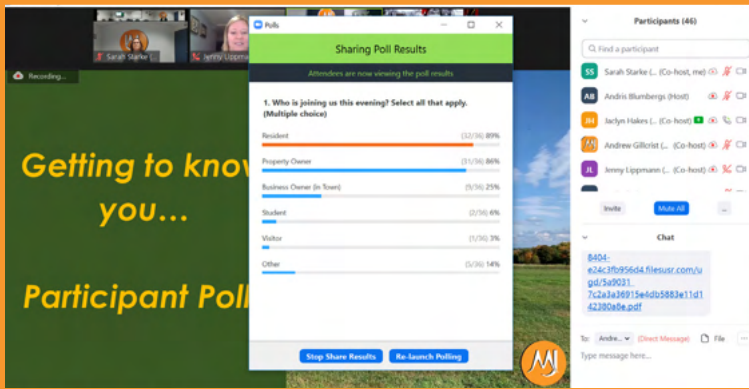
LOCAL PRESS FOR COMPREHENSIVE PLAN



VIRTUAL STAKEHOLDER GROUP MEETINGS



PUBLIC SURVEYS COMPLETED BY PHONE



FOCUS GROUP MEETING - LIVE POLL



PUBLIC WORKSHOP #1: ACTIVITY STATIONS



PUBLIC WORKSHOP #1: ACTIVITY STATIONS

WORK SAMPLES



# Intermunicipal Comprehensive Plan

## TOWN OF CANTON

As the prime consultant, MJ developed a Comprehensive Plan for the Town as well as the Villages of Canton and Rensselaer Falls, which are located within the Town's borders. The plan also incorporates key elements of the Canton Grasse River Waterfront Revitalization Plan. The plan provides a long-range planning guide for the growth of the communities while protecting the natural, cultural, and economic resources.

During the project, MJ worked with leaders from all three municipalities including municipal officials, planning board members, community organizations and residents in visioning sessions to help the communities identify key issues, conduct research to evaluate present circumstances and future potential, establish goals and policies, and develop the plan. The deliverable was a comprehensive document with background information and findings, a plan vision, land use patterns to be achieved by the plan implementation, goals and recommendations, and an implementation program.

MJ's scope of work included developing a public participation plan, leading meetings, conducting research, reporting on the project and preparing meeting minutes, presenting draft plan updates, and preparing final plans, reports, and maps. MJ provided GIS mapping services. In addition, MJ prepared a reprogramming plan for Taylor Park, a critical waterfront park in the community.

The Town of Canton, Village of Canton, and Village of Rensselaer Falls all unanimously adopted the comprehensive plan in October 2019.

### CLIENT REFERENCE:

Carol Pynchon (Co-chair)  
Jim Smith (Co-chair)  
315.386.2962

### KEY PROJECT ELEMENTS:

- Intermunicipal Planning
- Community Planning
- Park Planning
- Land Use Planning
- Transportation Planning
- Agency Coordination
- Public Engagement
- Park Programming
- Funding Opportunities
- Analysis of Existing Conditions
- Technical Assistance
- Committee Meetings
- Formal Presentations
- GIS Mapping

View the full comprehensive plan by clicking the arrow or at: [bit.ly/3Ojci2A](https://bit.ly/3Ojci2A)



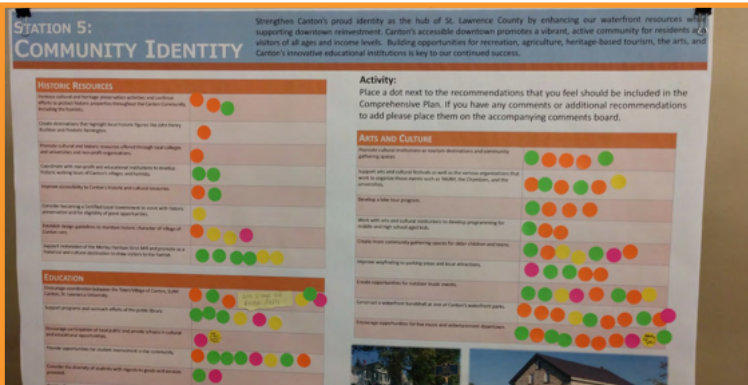
# TOWN OF CANTON (CONTINUED)



**POP-UP EVENT & OUTREACH**



**OPEN HOUSE #1: KID'S CORNER**



**OPEN HOUSE #1: ACTIVITY STATIONS**



**COMPREHENSIVE PLAN COMMITTEE MEETING**



**OPEN HOUSE #1: ACTIVITY STATIONS**



**COMPREHENSIVE PLAN COMMITTEE MEETING**



**PUBLIC INFORMATION MEETING**

WORK SAMPLES



# 6. METHODOLOGY & APPROACH



“I want to say a sincere thank you for your work on the master plan project. You were a pleasure to work with and we are very happy with the end product!”

**Dutchess County  
Dutchess County Parks & Recreation Master Plan**

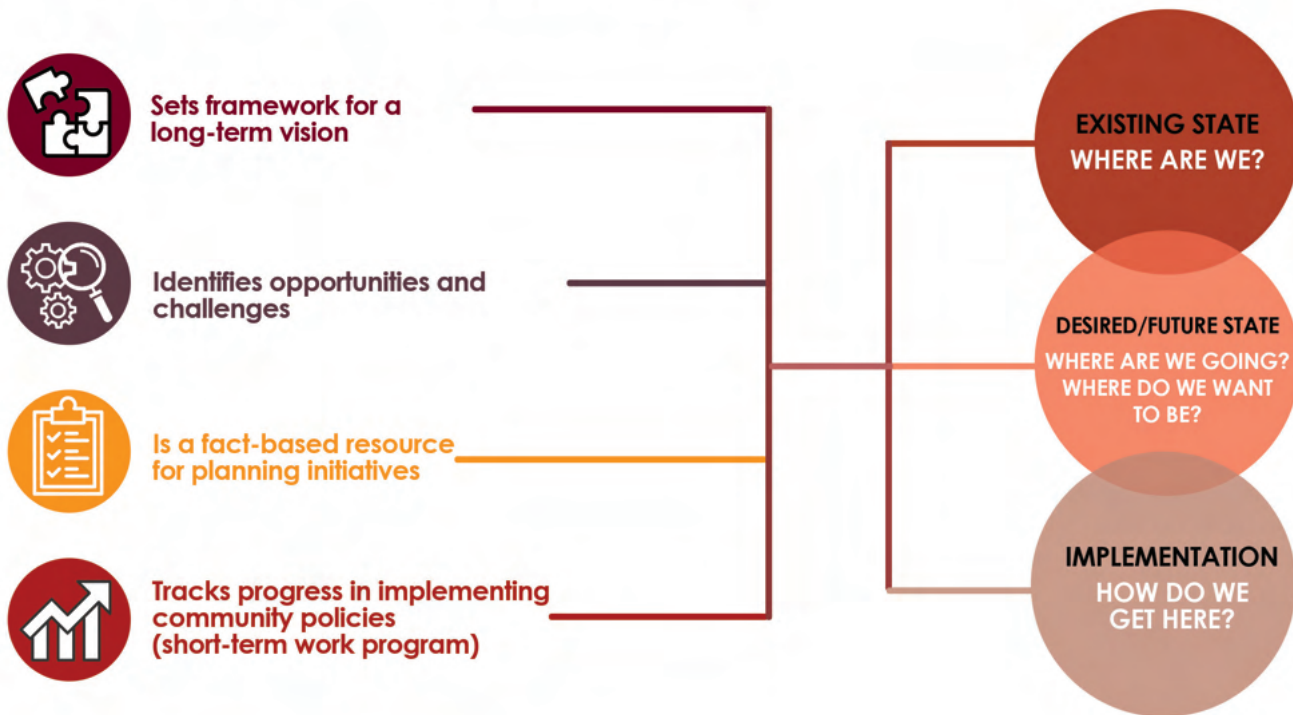




MJ’s approach is focused on action-oriented, sustainable strategies that reflect local values and resources. To achieve a community-driven comprehensive plan, MJ proposes the following approach. We believe this is the most effective approach to meet the expectations identified in the RFP while also establishing a clear and transparent planning process. MJ understands that the Town of Guilderland has identified several important elements that will need to be included in the overall scope of work to effectively and comprehensively complete the project. Our approach has led to the development of successful comprehensive processes that not only result in unanimous adoption of the plan, but more importantly, reflect a community-supported, implementable plan. Our tried-and-true approach to comprehensive planning is highlighted in the graphic below.

**PURPOSE OF A COMP PLAN**

**STAGES**



**UNDERSTANDING WHERE YOU ARE – THE EXISTING STATE**

It is important to understand all assets, challenges, opportunities, and strengths related to the Town, its people, businesses, facilities, partnerships, and more. This is the first step to building a foundation for the future of the community. We recognize the Town wants this update to reflect the collective community’s desired vision. Together, our team has completed more than 100 comprehensive plans and updates for communities in New York State. This has included many capital region communities with similar characteristics to the Town of Guilderland and neighboring Albany County communities like the Village of Altamont and Village of Voorheesville. We will apply our previous experience and knowledge to our research of existing data, policies and plans.



## WHERE DO YOU WANT TO BE – THE DESIRED STATE

This is the visioning step in the process. Building on an understanding of the information gathered during the existing state evaluation, our team will work with the community through a variety of formats to identify a shared vision for the Town.

## HOW DO YOU GET THERE – IMPLEMENTATION

While each stage - the existing and desired states – are important and essential to a comprehensive planning process, a community will not realize it's vision if there is not a clear, supportable, and reality-based series of implementation steps that follow. This is why MJ brings the unique perspective of a team that includes both planners and engineers. Our engineering staff assist the planning team in developing plans that are consistent with Town goals and reflective of the community's shared vision but are also realistically implementable. We continually strive to deliver plans that our clients can move forward with and bring to fruition and our diverse team helps ensure that this goal is successful.

## EFFECTIVE & INCLUSIVE COMMUNITY ENGAGEMENT

MJ has strong facilitation skills and is adept at preparing creative, inclusive engagement strategies that will maximize stakeholder engagement. MJ believes very strongly in a community process and an engagement effort that takes place throughout the entire process. We believe it is critical to find effective methods to **CONNECT** with the community, **LISTEN** to what is being said (and maybe not said), and ask the right questions to **DISCOVER** about the community.



### SCOPE OF WORK:

#### **TASK 1 – PROJECT INITIATION & MANAGEMENT**

The plan update will require effective coordination with Town of Guilderland staff, Planning Board, and Town Board. The appointed Comprehensive Plan Update Committee (CPUC) will be responsible for reviewing deliverables, coordinating with involved Town stakeholders, and providing overall guidance throughout the effort, including an initial assessment and understanding of some of the key issues involved in the plan update effort.

MJ will conduct a project kickoff meeting with the CPUC. The kickoff meeting objectives will be to validate the proposed project schedule and approach to project management, lines of communication,



and an initial discussion of data and other information needs. Additional CPUC meetings will be held every other month and at key milestones to keep the process moving and gather continuous feedback and direction from the CPUC.

The plan update will consider the 2001 Comprehensive Plan, and subsequent neighborhood studies identified in the RFP's Appendix. Our team will review the progress towards meeting their recommendations. MJ will research development patterns throughout the Town over the past 20 years using Town records, and other sources. We will research and compile demographic and economic data available through the US Census Bureau and other sources. MJ's in-house GIS group will also provide GIS mapping support of existing conditions for inclusion in the plan update.

We also propose to have monthly project team phone calls with the MJ Team, Town staff and the CPUC Chair to provide status updates, discuss relevant administrative items and keep the project on schedule. We have found this frequent, consistent communication to be very effective in other planning projects.

**Deliverables:** *Project initiation meeting (1); CPUC meetings (up to 8); monthly team coordination calls; meeting/call summaries.*

## **TASK 2 – PUBLIC PARTICIPATION**

It is clear, that the Town of Guilderland strives to ensure participation of citizens in every stage of decision making. Participation of citizens, developers, landowners, business owners, second homeowners, appointed and elected officials, and other stakeholders throughout the community is paramount to success of this plan update project. Our team has strong facilitation skills and is adept at preparing engagement strategies that will maximize stakeholder engagement. MJ will assist Town staff with developing and implementing community engagement tools that will foster public outreach and citizen participation. We propose the following public engagement plan:

**Project Website** – MJ will create a project website specifically for this effort for updates and documents relating to the plan update process. The Town's website and social media venues will also be used to direct the public to the project website and inform of engagement opportunities. The MJ team will develop materials to be shared through these venues. A direct comment form on the website will be created for ongoing input. The user-friendly project website will be accessible from multiple digital platforms and can be viewed in multiple languages. Town staff will have access to the platform, by MJ will be primary responsible for maintaining the website. Examples of active project websites that MJ has created include:

- **Village of Massena DRI:** [www.massenadri.com](http://www.massenadri.com)
- **Village of Tupper Lake DRI:** [www.tupperlakedri.com](http://www.tupperlakedri.com)
- **Village of Westhampton Beach LWRP:** [www.whbwaterfrontplan.com](http://www.whbwaterfrontplan.com)

**Key stakeholder meetings** – The Town and CPUC will assist MJ in identifying key stakeholders or stakeholder groups to deliver a stakeholder database for Town use as a plan implementation tool. Our team will also facilitate key group meetings over two (2) days. Topics to focus on may include town departments; education; history and culture; open space, recreation, and agriculture; infrastructure; planning, zoning, and land-use; mobility and transportation; economic growth, land development, and business; health, human services, and emergency services; regional partners; and service and community organizations.



**Public Meetings** - Four (4) public meetings will be scheduled during the process. Public open houses provide an opportunity to actively engage with the public to learn more about challenges and opportunities from the perspective of the community members. The information gathered from these events will help to develop the overall vision, guiding principles and goals of this plan. These meetings will include one public open house and visioning session, two interactive public workshops to share preliminary recommendations/ideas and get community feedback on what has been progressed, and one committee public hearing during the approval process. To maximize participation, MJ envisions these meetings to be a hybrid style. This would include hosting traditional, in-person public meetings, with a virtual station set up at each meeting. This would be managed by a dedicated MJ team member who would filter questions and coordinate activities for everyone on the platform. We have found this meeting style to be extremely successful on recent projects. We suggest the following strategy:

- **Public Open House & Visioning Workshop #1:** The main purpose of this workshop would be to gather information about needs and opportunities and a vision for The Town of Guilderland for its short and long-term future. The workshop would include a variety of interactive activity stations that provide information about the project and stations to collect information about the Town based on topic areas. These hands-on activity stations could include a combination of brainstorming boards; sticky dot mapping; interactive, real-time surveys via cellular phone applications; a photo booth comment station; general information stations; preference surveys; and a kid's corner. This is a sampling of the variety of engagement techniques we have successfully used at this type of workshop in the past. The workshop would also include a presentation from the project team and a welcome from the Town Supervisor and Town Planner. Additionally, participants will have the opportunity to speak with Town staff, CPUC members and the project team and share ideas on comment cards.
- **Public Workshop #2:** The second workshop would include facilitated, topic-based speed round table discussions. Each table would represent a different topic area and facilitated by a member of the project team. Each group would then answer a series of questions based on that table topic and then



Town of Bethlehem LWRP



Town of East Greenbush Comprehensive Plan



Town of Brookhaven LWRP



Dutchess County Parks Master Plan



switch tables after 10 minutes leading to a series of high energy and focused discussions. Topic areas for each table could include transportation and mobility; economic growth; neighborhoods and housing; recreation, agriculture and natural resources; and governance and infrastructure. The workshop would also include a presentation from the project team explaining what has already been completed in the comprehensive planning process and the next steps.

- **Public Workshop #3:** The third workshop will include a presentation of the vision, goals, strategies and preliminary recommendations to the public. The intent will be to gather feedback from the community at this stage prior to development the Draft Comprehensive Plan document.
- **Public Meeting #4:** This public hearing and presentation would include an overview of the Draft Comprehensive Plan (including process and plan highlights) prior to the opening of the required committee public hearing on the Draft plan.

**Online Community Survey** – MJ will develop and conduct an online community survey and result summary. This online survey will provide a unique opportunity to reach a broad range of community members. For those that may not be able to make a public meeting or other events, an online survey can be a great way to collect public input about a variety of topic areas. The purpose of the online survey will be to gather input from community members, business owners and other stakeholders about Guilderland. MJ will design and provide results of the electronic, online public opinion survey utilizing guidance provided by the CPUC and provide a summary report. MJ uses Survey Monkey for as our online survey platform. An example of a live community survey includes:

- **Town of Brookhaven LWRP:** [www.research.net/r/N99999R](http://www.research.net/r/N99999R)



**Student Engagement** – The team will facilitate one (1) in-person activity to engage students throughout the Guilderland Central School District. We envision this to be with student representatives to be determined with the district and Town. The purpose of this meeting would be to learn about needs and opportunities in the Town of Guilderland from the perspective of the younger generation of town residents and local community members. At the meeting, students would have the opportunity to be Town Board members for the day and help plan the future of the community. Students would be divided into discussion groups and given a set of questions that would discuss needs and opportunities in the Town. A representative would be chosen from each group to take notes and report back to the full group about the discussions. A similar activity was successful in the Town of East Greenbush with representatives from grade 5 – 12.



**Pop-Up Activities** - Up to two (2) pop-up events will be held during the engagement process. The pop-ups are proposed to accompany an existing event, community activity, or high traffic area. This outreach allows the team to go into the community where community members are living their daily lives. Pop-ups are a great way to promote the online survey and public workshops. A tablet would also be available for the public to take the survey at the pop-up event. It is anticipated that CPUC members would accompany MJ during the pop-ups as project ambassadors either through volunteering to attend, helping to secure space at events, etc. Should the CPUC wish to host additional pop-ups, MJ would ensure materials are available.



**CDTA Bus Lane Feasibility Study Pop-Up**

While the details of the pop-up activities would be formalized after the comprehensive planning process begins, our team has identified some upcoming events and places of interests as initial suggestions:

- Guilderland Public Library 30th Anniversary Celebration for Kids – October 22nd
- Guilderland Farmers Market – October 2nd or 9th
- Guilderland Dutchman Homecoming Game (Fall - Date TBD)
- Guilderland Pop Warner End of Season Tailgate Celebration (Fall - Date TBD)
- Fall Festival (Date TBD)
- Gade Farm - During Holiday Season (Popular for Christmas Trees)
- Tawasentha Park
- Star Plaza / Hamilton Square / Market 32
- Senior Housing (ex. Peregrine Senior Living at Guilderland or Summit at Mill Hill)
- Capital District YMCA - Guilderland Branch
- Western Turnpike Golf Course
- Gas Station (ex. Cumberland Farms on Western Avenue)
- Tractor Supply

**Web/Social Media Outreach** - The Town website and social media venues will be used to provide updates throughout the process and share materials. Social media links will also be located on the project website. MJ will provide materials to the Town staff to be shared through these venues. New Facebook and Instagram account could also be created specifically for the comprehensive plan update. We would envision this to be jointly maintained by MJ and volunteers from the Town who are active in the community.

**Promotional Video** – MJ’s planning and marketing groups would work with Town staff to shoot and develop a brief promotional video to raise awareness and market the comprehensive plan update. The personal and human touch would truly be the most important part of the promotional video. A video would be a concise, fun way to share about the start of the comprehensive plan update and get community members excited about getting involved. This video would be created early on so that it



can be used to promote all of the public engagement opportunities. The video would be shared on the project website, town website, Town department social media accounts, and shared at local events. The video could be narrated by the Town Supervisor, Town Planner, voiceover from an MJ team member, or simply using text with background music. A suggested overview would include:

- Brief overview of what a comprehensive plan is
- Goals of this comprehensive plan Update
- Overall themes and topics that will be covered
- Importance of public involvement and ways to get involved

*Recent videos developed by our team include:*

- **Village of Potsdam DRI:** [bit.ly/3vgCNYz](http://bit.ly/3vgCNYz)
- **MJ Company Culture:** [bit.ly/3zwUj4L](http://bit.ly/3zwUj4L)
- **Water Engineering at MJ:** [bit.ly/3vg6bFw](http://bit.ly/3vg6bFw)
- **Check out MJ's YouTube Channel for more videos:** [www.youtube.com/user/mjels1533](http://www.youtube.com/user/mjels1533)

**Additional Promotional Platforms** – In addition to strategies listed above, we have also identified some initial suggestions on other opportunities to promote the comprehensive plan update and information the public about engagement opportunities. These include Facebook accounts for town department and community organizations, senior services monthly bulletin, supervisor newsletter, other local community newsletters and brochures, Nixle notification app, Next Door, community email lists, places of worship bulletins, local newspaper and media companies, existing meetings, door-to-door outreach by community volunteers, mailers, and school handouts.

**Marketing & Branding Initiative** – MJ will provide a general marketing plan and strategy to ensure communication with the public, stakeholders, and appointed/elected officials to promote engagement in the process through a variety of means, including traditional and non-traditional analog and digital formats. MJ will prepare a project specific set of marketing materials to assist in branding the project and raising awareness about the effort. We have experience in preparing similar materials for most of our community-based endeavors.

MJ will also lead the Town in developing a cohesive and well-developed visual brand (logo, color palette, typography and slogan) which will give the comprehensive planning process an identity, make it memorable, and support future engagement and outreach efforts. MJ's in-house planners and graphic designers will work with the Town and CPUC on brainstorming and creating a visual brand for this comprehensive plan update that will be the foundation for its overall brand identity and make a strong impression on community members.

**Deliverables:** *A public engagement plan outlining public involvement methods such as public meetings (4), key stakeholder group meetings (up to 2 days), one electronic public survey, student survey/student engagement, pop-up events (up to 2), project website, promotional video, branding effort, and a formal committee public hearing (public meeting #4).*



**EXAMPLES OF MJ'S COMMUNITY ENGAGEMENT MATERIALS, LOGOS & INFOGRAPHICS:**

**TOWN OF BROOKHAVEN**  
EST. 1655  
LOCAL WATERFRONT REVITALIZATION PROGRAM

**WESTHAMPTON BEACH**

LOGO

SCALED

GRAPHICS

COLOR PALETTE

#68a1d7	#1c4470	#bc13bc	#f2dc6c	#f0b888
R:104 G:161 B:215	R:28 G:68 B:112	R:188 G:248 B:188	R:242 G:220 B:108	R:191 G:184 B:168

FONTS

Main - Oswald Uppercase: **A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Accent - Oswald Lowercase: **a b c d e f g h i j k l m n o p q r s t u v w x y z**

**TOWN OF BROOKHAVEN**  
EST. 1655  
LOCAL WATERFRONT REVITALIZATION PROGRAM

Typography:

Primary Typeface: **Aa**

Color Palette:

Farm New

Font Available on: [Font Bundles.com](http://Font Bundles.com)

Town of East Greenbush  
December 2019

**THE MONTHLY**  
YOUR MONTHLY COMPREHENSIVE PLAN NEWS

**Historic and Cultural Resources of East Greenbush**

The Town has identified a number of historically sensitive areas that contain significant buildings and properties that contribute to the heritage and sense of community in East Greenbush. These areas include:

- Best Road Corridor** - This corridor contains historic buildings, including the John Carter Jr. House and is an area that maintains the rural agrarian roots of the Town.
- Hampton Manor** - The Hampton Manor neighborhood was an early example of a planned suburban subdivision. The neighborhood was built in the 1830s and features a number of architecturally significant arts and crafts style homes. A number of the homes that were built were Sears and Roebuck Kit Homes and several still exist today.
- Columbia Turnpike** - Prior to the construction of I-19, Columbia Turnpike was the main highway that connected Albany to Bolton and has been an important travel route since the American Revolution.
- Papacane Island and Route 91** - This area represents a significant early history of the Town as a Native American settlement and is the site of early European settlement. Papacane Island meets eligibility criteria for the National Register of Historic Places based on its archaeological significance.

**PROJECT UPDATE**

**Draft Comprehensive Plan**

Over the next several months the Project Team, in coordination with the Comprehensive Plan Steering Committee (CPS) and Town staff will be drafting the Comprehensive Plan document, including a set of goals and recommended actions to achieve the Vision for the community. The goals and recommendations of the plan will be developed using information gathered from public meetings and conversations with stakeholders, including residents, business owners, students and visitors. Stay tuned for more information about the draft Comprehensive Plan development.

**Future Land Use Map**

As part of the development of the Comprehensive Plan, the project team and CPS will be developing a Future Land Use Map to illustrate potential future land uses in the Town. This map will serve as a guide for updating the Town's Zoning Code following the adoption of the Comprehensive Plan. The Future Land Use Map will be developed using input gathered from members of the public, stakeholders and Town staff. The community will have an opportunity to provide input on the proposed future land uses and all of the proposed recommendations of the plan at the next public meeting in the spring.

**UPCOMING EVENTS**

**Comprehensive Plan Steering Committee Meeting**  
January 27, 2020, 6:00-8:00 PM, East Greenbush Town Hall

FOR MORE INFORMATION:

Project Website: [www.eastgreenbush.org](http://www.eastgreenbush.org)

Contact: Adam Yegelski, 518-694-4011  
Email: [CompPlanUpdate@eastgreenbush.org](mailto:CompPlanUpdate@eastgreenbush.org)

**SHARE YOUR THOUGHTS!**

Have additional comments? Send us an email at: [CompPlanUpdate@eastgreenbush.org](mailto:CompPlanUpdate@eastgreenbush.org)

**LAKE WALTON PRESERVE**  
A PATH FOR ALL WHO WANDER

**LAKE WALTON PRESERVE**  
A PATH FOR ALL WHO WANDER

Wildlife of Lake Walton Preserve

About Lake Walton Preserve

Our Mission

Do's and Don'ts

Lake Walton Trail Map

**THE VILLAGE OF WESTHAMPTON BEACH**

Public Visioning Workshop

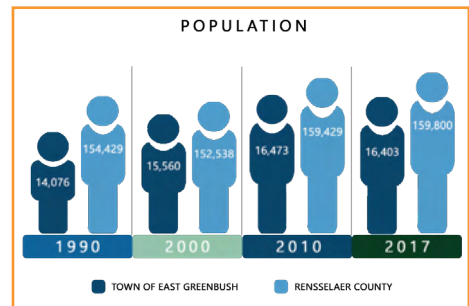
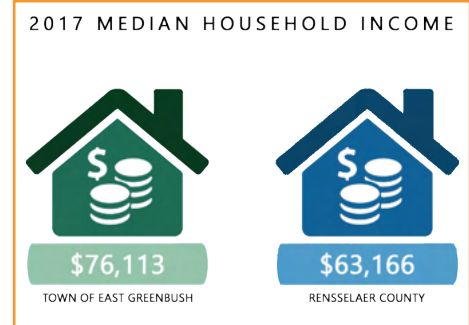
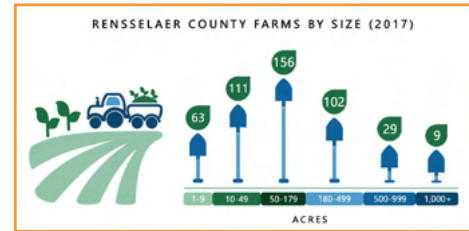
June 24/21 6:00 PM

The Village of Westhampton Beach invites you to an online Visioning Workshop! Join a discussion of challenges, opportunities, and the vision for the future of Westhampton Beach.

Join the online Zoom Webinar by registering in advance at: <https://zoom.us/join/zoom/register/westhamptonbeachfakelur>

CONTACT: [email@westhampton.org](mailto:email@westhampton.org)

Join the Conversation!



#688e5d #d4ab7f #5ea296 #183555

C: 15% C: 0% C: 27% C: 24%

M: 0% M: 16% M: 0% M: 13%

Y: 19% Y: 33% Y: 5% Y: 0%

K: 44% K: 17% K: 36% K: 67%

**Westhampton Beach Local Waterfront Revitalization Program**

**Waterfront Plan Survey**

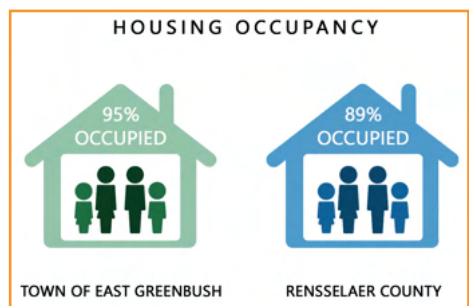
Be part of the Westhampton Beach Waterfront Plan! We need your input!

Go to this link and take the survey: [www.WHBWaterfrontPlan.com/survey](http://www.WHBWaterfrontPlan.com/survey)

For more information visit: [www.WHBWaterfrontPlan.com](http://www.WHBWaterfrontPlan.com)

Scan the QR code to access the survey on your mobile device

This survey was prepared with funding provided by the New York State Department of State under Title 11 of the Environmental Protection Fund.





### TASK 3 – PREPARATION OF PLAN UPDATE

The plan update will articulate a shared community vision and desired future, define short, medium, and long-term goals and objectives, respond to a range of issues, and provide a blueprint for accomplishing community objectives. MJ will complete the following for the plan update:

#### TASK 3A. PREPARE COMMUNITY PROFILE AND INVENTORY

MJ will conduct a thorough evaluation of and recommendations for modifications to the existing plan, including its vision statement, guiding principles, goals, policies, topics and elements. This review will include analysis of the current plan and identification of elements that will be incorporated into the updated plan.

The MJ Team will conduct an analysis and incorporate relevant data and trends related to population, employment, work force, aging, and housing forecasts. Other focus areas could include demographics, environment and natural resources inventory, land use and zoning, housing and neighborhoods, transportation and traffic, public utilities and infrastructure, parks, recreation, and open space, community facilities (schools, library, resident groups, etc.), economic conditions, etc.

The plan update will coordinate with other plans of the Town of Guilderland, so that all the plans in the Town are mutually supportive and consistent with one another. The MJ Team will also inventory and review relevant regional plans and studies. The plan will work to be compatible with plans for adjacent municipalities and overall county regional goals. The results of this task will be summarized in the form of a technical memo or other document suitable for review by the CPUC. MJ will also consider potential impacts and propose recommendations in response to development plans in adjacent municipalities.

MJ will also utilize a report card approach to accomplish this task. Collection of existing community plans will be the first step followed by a review of the vision and goals for the Town. These will be organized by topic area as well as by geography. In addition, the team will communicate with the Town to identify any ongoing planning initiatives. We have applied this approach successfully for other comprehensive plans. Below is a report card sample from our work on the Town of Ballston comprehensive plan update.

Identifier	Recommendation	Page #	Status			Relevance			
			Complete	In-Progress	Not Initiated	Very Relevant	Relevant	Somewhat Relevant	Not Relevant
27	Enact a rural road standard along major highways and important thoroughfares.	30		X		X			
28	Provide adequate bicycle facilities and establish a signed system of bicycle routes throughout the Town.	30			X	X			
29	Focus future development along Route 50 within the Mixed-Use Districts.	31		X		X			
30	Encourage the placement of parking lots behind buildings.	32			X	X			
31	Maintain Street Grid in Mixed-Use and Hamlet Residential Districts.	32		X			X		
32	Design sidewalks according to anticipated use.	33		X		X			
33	Establish a program to promote sidewalk maintenance.	33			X	X			
34	Narrow residential streets.	34			X	X			
35	Establish an Official Map for the Town.	34		X			X		
36	Conduct a transportation and land use corridor study along the Route 50 corridor.	34	X				X		
37	Address roadway safety issues. <ul style="list-style-type: none"> <li>Consider Improvements at the intersection of State Route 146a and County Route 339 (Lake Hill Road).</li> <li>Consider realignment of the skewed intersection at State Route 50 and County Route 59 (Middleline Road).</li> <li>Consider modifications to vertical alignments.</li> </ul>	35			X	X			
38	Consider the appropriateness of additional transit along major roadway corridors.	36		X		X			
39	Protect water quality in Ballston Lake.	37		X		X			
40	Require higher standards for development along Ballston Lake.	38		X		X			
41	Identify additional public access points to the Lake.	39		X		X			
42	Address Stormwater Management Concerns.	39		X		X			
43	Maintain current land use regulations to the Ballston Lake Area.	40		X		X			
44	Encourage participation in Agricultural Districts.	40		X		X			
45	Highlight the local right-to-farm provisions.	41		X		X			
46	Promote agriculture through education.	42		X		X			
47	Initiate a "Buy Local" program and develop an agricultural economic strategy.	42		X		X			
48	Other ways to support agriculture: <ul style="list-style-type: none"> <li>Continue the practice of having farmers as members of the Planning Board and Zoning Board of Appeals</li> <li>Make information available at Town Hall regarding the Cooperative Extension and other agencies that can assist farming operations.</li> </ul>	42		X		X			



MJ understands that the Capital District Regional Planning Commission has provided the Town with “Town of Guilderland Demographic and Growth Analysis, 1990-2020” which provides background on housing growth and characteristics, demographic composition, population, diversity, education, and economic overview. This will be used as a resource during this planning effort.

MJ’s GIS analysts are proficient at illustrating layers of data in an easy-to-understand manner, in addition to providing accurate analyses of the data that is helpful in identifying existing conditions, trends and also possible issues. MJ will work with the Town’s GIS department to ensure compatibility with its GIS mapping platform.

**Deliverables:** *Community profile and inventory including identification of issues and opportunities; GIS files compatible with Town GIS mapping platform.*

### **TASK 3B. ARTICULATE GOALS**

Based on an analysis of existing conditions as well as public feedback, MJ will synthesize input acquired and work closely with the CPUC to identify and articulate the plan update’s goals. This will include identifying a Town vision, guiding principles, objectives, challenges, and needs, that inform specific short, medium, and long-term goals. Various topics would include:

- Sustainability and responding to climate change
- Land use and open space conservation
- Beautification and reduction of blight
- Protecting natural resources and environmentally sensitive areas
- Transportation and traffic
- Promoting walkability and pedestrian safety
- Advancing non-motorized connectivity of neighborhoods and destinations
- Planning for water, sewer, and stormwater infrastructure
- Economic development and responsible growth
- Protecting farmland and agricultural uses
- Expanding Parks & Recreation’s programs
- Analyzing Police, EMS, and Fire services
- Addressing needs of aging population, senior services, and affordable housing
- Resiliency and emergency mitigation and preparedness
- Short and long-term impacts of COVID-19 pandemic
- Promoting diversity and social justice
- Protecting the Town’s character and established residential neighborhoods
- Community development and resources
- Historic preservation

Building on the public input received during the online community survey, student engagement, public meetings and through CPUC discussions, MJ will prepare a set of draft goals for the CPUC to evaluate and consider. Following CPUC approval of the draft goals, MJ will present the goals and strategies (see Task 3C) at public meeting #3 for public consideration and feedback. Accompanying these goals will be a set of potential issues and opportunities derived from previous public engagement and the community profile.



**Deliverables:** Vision and goals memo; issues and opportunities memo.

**TASK 3C. IDENTIFY STRATEGIES**

MJ will utilize the public engagement process coupled with our team expertise to establish a set of strategies to achieve the identified goals. Through work sessions with the CPUC, the public, and Town municipal officials, a draft set of strategies and implementation techniques will be identified.

MJ will prepare a section of the comprehensive plan that will include specific steps, roles, responsibilities, costs, and performance measures to accomplish the identified strategies. We typically include this in text format within the document but also in the form of a user-friendly matrix that can function as a standalone working document for the Town as well as other partners that may be involved in implementing key strategies.

Where possible, the implementation matrix will identify funding sources and implementation mechanisms that may aid implementation. Such an approach may include action plans at a system thinking level, specific topic area action plans, and departmental or community specific action plans. The implementation matrix will help track the status of implementation and for performance evaluation metrics/benchmarking elements so that the comprehensive plan can be updated on a regular basis, either in its entirety or as discrete components (housing, infrastructure, transportation, etc.).

**Deliverables:** Strategies and implementation section of comprehensive plan, including implementation matrix. This section will also be created as a standalone implementation guidebook.

**TASK 4. PREPARE DRAFT PLAN UPDATE**

In this task, the MJ Team will work with Town staff and the CPUC to analyze the information developed and draft the plan update document. Recommendations and a plan for integration with other relevant plans and initiatives adopted by the Town and development of feasible and fiscally responsible recommendations as determined by the plan update process will be included. The draft plan will identify and recommend specific strategies to address the key goals and objectives identified by the community and CPUC.

Our team believes strongly in a community-driven process and therefore we do not want to predetermine any plan recommendations prior to the planning process being initiated. However, it is anticipated that recommendations will likely be focused on topics areas including transportation, community character, economic development, land use, housing, and infrastructure. As previously mentioned, the draft plan will also include an implementation matrix that prioritizes immediate, short, and long-term recommendations, a recommendation lead, potential funding sources technical assistance available for reach recommendation. This will assist the Town in tracking the success of implementing the

TOWN OF EAST GREENBUSH COMPREHENSIVE PLAN UPDATE

**COMPREHENSIVE PLAN RECOMMENDATION PRIORITIZATION**  
 The prioritization of recommendations indicates the timeframe to initiate the implementation of a recommendation. Short-term indicates the highest priority with implementation being initiated within 0-2 years, mid-term priorities are to be implemented between 2-5 years and long-term are to be initiated in 5+ years. This prioritization does not indicate how long a particular recommendation may take to implement; it is an indication of when to initiate that recommendation.

**PLACEMAKING**  
*Encourage a strong sense of place and unique identity, including recognized town and hamlet centers with a mix of land uses, that attract residents, businesses and visitors and are supportive of all generations, while celebrating the Town's history and small-town feel.*

ID	Recommendations	Implementation Priority			Status
		Short (0-2)	Mid (2-5)	Long (5+)	
A1	Create walkable nodes with unique, identifiable character that have access to services, housing and commercial establishments.		X		
A2	Preserve the character of the Town's historic settlements, neighborhoods and hamlets, including Hampton Manor, Clinton Heights, East Greenbush, Best and Luther.		X		
A3	Enhance gateways into the Town and hamlets. Gateways can help to demonstrate community pride and define the character of a neighborhood. Build on recent improvements, such as the completed North Gateway landscaping.	X			
A4	Evaluate best practices to achieve desired community character, improve development expectations and create predictable review procedures for the U.S. Route 9 and 20 and U.S. Route 4 corridors. Best practices may include context appropriate land use tools such as form-based zoning, design guidelines, overlay districts and incentive zoning.	X			
A5	Address the unique characteristics of the parts of the Route 9 and 20 and Route 4 corridors that link the proposed activity center nodes in a way that reinforces activity center development, supports clusters of businesses and land use types, and provides an efficient, predictable review process. Develop standards appropriate to the unique mix of uses, business clusters, parcel sizes, developable land, and history of each segment, and consider the use of overlay zoning to implement these standards.		X		
A6	Formalize locally important historic districts and areas throughout the Town to establish a level of protection for historic buildings and properties.			X	
A7	Support the display and showcase of the Town's significant historic resources. Partner with organizations in Town to provide programming and space. Utilize the "virtual space" made possible by technologies, such as video streaming, the Town website and social media, to make the Town's history more accessible.		X		
A8	Establish a town center area at the U.S. Route 9 and 20 and U.S. Route 4 junction that is walkable and connected to neighborhoods where residents and visitors can shop, eat and congregate.	X	X	X	
A9	Establish an outdoor music venue in a central location to host events and to create a local attraction.		X		



comprehensive plan recommendations.

MJ recommends that the draft plan be made available for review by the Planning Board and public prior to the CPUC public hearing (per Town Law §272-a.6.b, if the Town Board has directed a special board to prepare the proposed plan, that board shall hold one or more public hearings). It is assumed the Town will be responsible for the stenographer/hearing minutes at all formal public hearings. MJ will integrate, as appropriate and as directed by the CPUC, feedback and comments received into the final plan.

Public Meeting #4 is intended to present the draft plan to the broader community, in addition to a presentation to the Board of Supervisors as one of the key updates throughout the process. In addition, a 30-day public review period is proposed to receive feedback from the general public, Town officials, CPUC, stakeholders, and board members.

**Deliverables:** *Draft plan update, including one (1) revision.*

#### **TASK 5. PREPARE FINAL PLAN UPDATE AND SUPPORT PLAN ADOPTION PROCESS**

A final plan update document, based on feedback received on the draft plan review, will be prepared. It is recommended that the final plan update be made available for review by the Town Board and the public prior to the Town Board public hearing (per Town Law §272-a.6.b, the Town Board shall hold a public hearing within 90 days of receiving the special board's proposed plan and prior to adoption). It is assumed the Town will be responsible for the stenographer/hearing minutes at all formal public hearings.

MJ will provide up to one (1) revision of the final plan document based on input from the Town Board and public hearing. MJ will provide 20 bound hard copies, 10 thumb drives, and a web-based interactive format so that the community can easily use the final plan update. This will also include all attachments and other graphics. A Microsoft Word version of the plan update will also be provided. A PDF version optimized for online and web viewing will be provided.

This task also includes preparation of materials consistent with the State Environmental Quality Review (SEQR) regulations. It is assumed the Town Board would serve as lead agency for the purposes of SEQR and that the adoption of the comprehensive plan update would be a Type 1 Action. MJ will prepare a draft SEQR full environmental assessment form for consideration by the Town Board, prepared an involved/interested agencies list and assist in SEQR compliance. This task assumes a negative declaration and does not include preparation of a Generic Environmental Impact Statement (GEIS). Should a GEIS be required, MJ is fully experienced to prepare and would do so under a supplemental agreement.

MJ will provide all necessary materials for the Town Board to make a motion on the adoption of the final plan update and will provide all materials for the Town's filing of the final plan update with the NYS Secretary of State and other state agencies.

**Deliverables:** *Final plan update, including one (1) revision; draft SEQR documents; attendance at Town Board public hearing; and adoption documentation as needed.*



# 7. UNDERSTANDING OF GUILDERLAND



“My experience with MJ and its dedicated staff, goes back over the past ten years. One asset I appreciate from their firm, is the willingness to elicit input from operators and staff to ensure any ground-levels concerns are addressed with any projects prior to approval and subsequent acceptance of public infrastructure.”

**Town of Clifton Park**  
**On-Call Term Agreement for A/E & Planning**  
**John Scavo, Planning Director**



## UNDERSTANDING OF GUILDERLAND

The Town of Guilderland offers a diverse municipal landscape that includes parks, trails, and natural resources; rural and agricultural lands; high-quality schools; recreational and entertainment opportunities for all ages; and historic resources. These unique amenities contribute to the Town's character and as a place that many call home. Centered in the heart of the capital region, the locational advantage of Guilderland and proximity to the Cities of Albany, Schenectady, and Troy adds to its position as a desired place to live. The Guilderland Central School District is also consistently ranked one of the top school systems in the capital region.



Since the completion of the 2001 comprehensive plan, the Town has embarked on the development of many neighborhood, transportation, and open space and farmland studies and plans for various parts of the community. The overall population and number of residential units has also slightly increased in the past two decades, with its current population roughly around 35,700 people.



The Town of Guilderland is both a suburban and rural community whose land use areas are made up of residential, agriculture, commercial, industrial, public and community services, recreation, and vacant and natural areas. Much of MJ's recent comprehensive planning work has been focused on similar suburban communities in the capital region, including the Town of East Greenbush, Town of Ballston, and Town of Rotterdam. We have also completed other planning initiatives and served as the town designated engineer and planner for the Towns of Bethlehem, Clifton Park, Halfmoon, North Greenbush, Glenville, Malta, Wilton, and Wilton.



We have also brought on Community Planning & Environmental Associates (CPEA), whose work is mainly focused in small town and rural planning. Their specialty areas include land use planning techniques for rural and small communities, open space, environmental and agriculture land use planning, comprehensive plan development, community involvement strategies, and development of zoning and land use regulations. CPEA has developed many comprehensive and strategic plans for more than 70 upstate New York communities. In Albany County, they have completed comprehensive plans for the Village of Altamont, Village of Voorheesville, Town of Berne, and Town of Rensselaerville.

Our team's professional experience in downtown, suburban and rural planning, unique combination of technical skills, and longstanding team relationship will be an asset to the Town as they embark on the update of its comprehensive plan. We have experience in preparing comprehensive plans for municipalities in Home Rule States such as New York. Together, our team has completed over 100 comprehensive plans, as well as many other plans on the relevant topics of land use, zoning, utilities, transportation and complete streets, parks and recreation, open space, natural resources, and agriculture and farmland.



***A sampling of our team's collective comprehensive and strategic planning experience includes:***

<b>NYS COMMUNITY</b>	<b>PROJECT INFORMATION</b>
Town of East Greenbush	Comprehensive Plan, Zoning Amendments & GEIS Update
Town of Ballston	Comprehensive Plan Update, Revised Zoning Ordinance & GEIS
Town of Rotterdam	Comprehensive Plan Update
Town of Coeymans	Comprehensive Plan Update
Town of Saratoga Springs	Comprehensive Plan Update
Town of Wilton	Comprehensive Plan Update & GEIS
Town of Queensbury	Comprehensive Land Use Plan & Zoning Update
Town of Niskayuna	Comprehensive Plan Assistance & Peer Review
Town of Milton	Comprehensive Plan Update
Town of Colonie	Comprehensive Plan and Zoning Update
Town of Bethlehem	Comprehensive Plan, Revised Zoning & GEIS
Village of Altamont	Comprehensive Plan & Land Use Regulations
Village of Voorheesville	Comprehensive Plan, Land Use Regulations & Design Guidelines
Town of Berne	Comprehensive Plan, Ag and Farmland Plan & Land Use Regulations
Town of Rensselaerville	Comprehensive Plan
Town of Peru	Comprehensive Plan, Open Space Plan & Land Use Regulations
Town of AuSable	Comprehensive Plan & Land Use Regulations
Town of Erwin	Comprehensive Plan Update
City of Batavia	Comprehensive Plan Update
Town of Ramapo	Comprehensive Plan Update & DGEIS
Town of Warrensburg	Comprehensive Plan, Waterfront Revitalization & Zoning Update
Town of Canton	Intermunicipal Comprehensive Plan
Town of Gallatin	Comprehensive Plan
Town of Kinderhook	Comprehensive Plan & Land Use Regulations
Town of Chatham	Comprehensive Plan, Ag and Farmland Plan & Land Use Regulations
Town of Stockport	Comprehensive Plan & Land Use Regulations
Town of Claverack	Comprehensive Plan & Land Use Regulations
Town of New Lebanon	Comprehensive Plan & Land Use Regulations
Town of Ancram	Comprehensive Plan, Ag and Farmland Plan & Land Use Regulations
Town of Ghent	Comprehensive Plan & Land Use Regulations
Town of Stanford	Comprehensive Plan
Town of Tompkins	Comprehensive Plan
Town of Harpersfield	Comprehensive Plan & Land Use Regulations
Town of Colchester	Comprehensive Plan
Village of Stamford	Comprehensive Plan & Land Use Regulations
Town of Middletown	Comprehensive Plan & Land Use Regulations
Town of Roxbury	Comprehensive Plan
Town of Northeast	Comprehensive Plan
Town of Pine Plains	Comprehensive Plan, Trail Plan & Land Use Regulations
Town of Elizabethtown	Comprehensive Plan & Land Use Regulations
Village of Port Henry	Comprehensive Plan & Land Use Regulations
Town of Broadalbin	Comprehensive Plan
Town of Halcott	Comprehensive Plan, Ag and Farmland Plan & Land Use Regulations
Town of Cairo	Comprehensive Plan & Land Use Regulations
Town of Hunter	Comprehensive Plan
Town of Jewett	Comprehensive Plan, Land Use Regulations & GEIS



**Comprehensive plan experience (continued):**

Town of Durham	Comprehensive Plan
Town & Village of Athens	Comprehensive Plan & Land Use Regulations
Town of Hamilton	Comprehensive Plan
Town of Minden	Comprehensive Plan & Land Use Regulations
Village of Whitesboro	Comprehensive Plan & Land Use Regulations
Town of Webb	Comprehensive Plan & Land Use Regulations
Town of Springfield	Comprehensive Plan & Land Use Regulations
Town of Butternuts	Comprehensive Plan
Town of Cherry Valley	Comprehensive Plan
Town of Pittstown	Comprehensive Plan
Town of Schaghticoke	Comprehensive Plan & Land Use Regulations
Village of Nassau	Comprehensive Plan
Town of Providence	Comprehensive Plan
Town of Galway	Comprehensive Plan & Land Use Regulations
Town of Princetown	Comprehensive Plan
Town of Schoharie	Comprehensive Plan
Village of Schoharie	Comprehensive Plan & Local Waterfront Revitalization Strategy
Village of Sharon Springs	Comprehensive Plan & Land Use Regulations
Village of Cobleskill	Comprehensive Plan
Town of Village of Middleburgh	Joint Comprehensive Plan
Town of Village of Seneca Falls	Joint Comprehensive Plan
Town of White Creek	Comprehensive Plan, Ag and Farmland Protection Plan & Land Use Regulations
Broome County	Comprehensive Plan
Lewis County	Comprehensive Plan
Town of Bethlehem	Local Waterfront Revitalization Program (LWRP) Update
City of Saratoga Springs	Open Space Plan
City of Albany	Complete Streets Policy and Design Manual
Town of Malta	Route 9 Downtown Complete Streets Feasibility Study
Town of Milton	NYS Route 50 Corridor Enhancement Study
Village of Scotia	Scotia Downtown Connections Plan
Town of Clifton Park	Form-Base Code Implementation
Town of East/North Greenbush	Route 4 Corridor Study
Village of Nassau	Land Use Regulations
Town of Poughkeepsie	Arlington Main Street Redesign Initiative
Hamlet of Latham	Route 7/Route 2 Corridor, Land Use and Transportation Linkage
Town of Chester	Recreation Plan
St. Lawrence & Jefferson Counties	Thousand Islands Regional Assessment
Hamlet of Cheshire	Master Plan
Dutchess County	Countywide Parks & Recreation Master Plan
Town of Poughkeepsie	Natural Resource Inventory & Open Space Plan
Town of Lansing	Townwide Parks, Recreation & Trails Master Plan
City of Saratoga Springs	Shared Access Saratoga, Complete Streets Policy
Herkimer County	Agriculture & Farmland Protection Plan
Putnam County	Agriculture & Farmland Protection Plan
Dutchess County	Agriculture & Farmland Protection Plan
Schoharie County	Agriculture & Farmland Protection Plan
Jefferson County	Agriculture & Farmland Protection Plan
Washington County	Agriculture & Farmland Protection Plan





# 8. SCHEDULE



"The level of communication is outstanding. Any question we asked was answered promptly. What really differentiates MJ is the people that work for them. They are all just truly kind people who will go out of their way to help you. This process can be overwhelming for sure. However, MJ and their team were wonderful leading us through this process. I hope we have the opportunity to work with them again in the future."

**Village of Massena**  
**Downtown Revitalization Initiative (Round 5)**  
**Gregory Paquin, Mayor**



# SCHEDULE

TASK	Comprehensive Plan Adoption																Jan 2024	Feb 2024	Mar 2024
	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024
<b>Task 1:</b> Project Initiation & Management	◆		◆		◆		◆		◆		◆		◆		◆				
<b>Task 2:</b> Public Participation	●		● ★		■	★				★				★					
<b>Task 3:</b> Preparation of Plan Update Prepare Community Profile and Inventory, Articulate Goals, Identify Strategies																			
<b>Task 4:</b> Prepare Draft Plan Update																			
<b>Task 5:</b> Prepare Final Plan Update and Support Plan Adoption Process																			●

**NOTES:**

- Reflects September 2022 start. A 16 month schedule is proposed with a three month adoption schedule. Project schedule subject to changes based on circumstances outside of MJ's control.

SYMBOL	ENGAGEMENT ACTIVITY	SYMBOL	ENGAGEMENT ACTIVITY
★	Public Meetings (4th public meeting will serve as comprehensive plan committee public hearing as well)	★	Town Board Update
◆	Committee Meetings	●	Town Tour
■	Student Engagement	—	Online Survey
●	Stakeholder Group Meetings	●	Town Board Public Hearing



# 9. REFERENCES



“Customer service and responsiveness is second to none with MJ. They are fair, professional, responsive, and excellent at communication. MJ is a great fit for the Town of Coeymans.”

**Town of Coeymans**  
**Targeted Comprehensive Plan Update & Grant Writing**  
**George McHugh, Town Supervisor**





**TOWN OF EAST GREENBUSH COMPREHENSIVE PLAN UPDATE**

**Contact:** Jack Conway, Town Supervisor  
**Phone:** 518.477.4775  
**Email:** jconway@eastgreenbush.org



**COMPREHENSIVE PLAN UPDATE, REVISED ZONING ORDINANCE, & GEIS**

**Contact:** Eric Connolly, Town Supervisor  
**Phone:** 518.490.2780  
**Email:** econnolly@townofballstonny.org



**COEYMANS TARGETED COMPREHENSIVE PLAN UPDATE**

**Contact:** George McHugh, Town Supervisor  
**Phone:** 518.756.6006 ext. 2  
**Email:** gmchugh@coeymans.org



# 10. FIRM CAPACITY



“MJ’s quality of service was exceptional. MJ was extremely professional and responsive throughout each step of project development. They delivered the project on time and under budget. We have been consistently pleased with their services on several planning and engineering projects.”

**Albany County**  
**Lawson Lake County Park Improvements**  
**Lisa Ramundo, DPW Commissioner**



## FIRM CAPACITY

MJ has full capability and ample staff to complete this project within the expected time-frame and is committed to maintaining and respecting the schedule that we have established in the proposal. Our firm is comprised of 150 full-time, multi-disciplined personnel with the expertise to handle any service required under this contract. We offer single point accountability and unequalled capacity in all disciplines, ensuring each task is staffed correctly.

MJ is in an excellent position to focus the resources necessary to complete this important project for the Town of Guilderland. In addition to the key personnel included in this proposal, MJ has additional staff members, as well as the staff of our proposed subconsultant, with the experience and knowledge to address any issues that may arise. MJ's in-house staff capacity is listed below. We also have the resources of CPEA and E.M. Pemrick, who bring more than 30 additional professionals.

### MJ'S IN-HOUSE TEAM:



PLANNING,  
ENGAGEMENT &  
GRAPHIC DESIGN



CIVIL ENGINEERS &  
LANDSCAPE DESIGNERS



TRAFFIC &  
TRANSPORTATION  
ENGINEERS



STRUCTURAL ENGINEERS,  
ARCHITECTS &  
HISTORIC SPECIALISTS



GIS &  
SURVEY STAFF



LEED & GREEN  
INFRASTRUCTURE  
SPECIALISTS



# 11. COST PROPOSAL



“MJ went far above the norm in dealing with the client and, preparing and executing the master plan. We wouldn’t be where we are without their effort. They exceeded all expectations, meeting milestones under a very accelerated time frame for a very high priority project.”

**NYS Office of General Services  
NYS Fairgrounds Master Plan  
John Morelli, Project Manager**



TASKS	M.J. Engineering and Land Surveying, P.C.							CPEA (WBE)	E.M. Pemrick (WBE)	Task Total
	Hakes, AICP	Bianchi, PE	Starke-Hesse	Blumbergs	Wallin, PE	Lippmann, PE	Longacker, PE	Stolzenburgh, AICP	Pemrick	
	Project Manager	QA/QC Manager	Senior Planner & GIS Analyst	Planner	Transportation Engineer	Civil Engineer	Water & Wastewater Engineer	Land Use & Environmental Specialist	Economic Development Specialist	
	\$135	\$165	\$95	\$85	\$135	\$135	\$135	\$140	\$95	
Task 1: Project Initiation & Management	20	-	32	40	-	-	-	12	12	\$12,020
Task 2: Public Participation	75	-	90	90	2	2	-	40	40	\$36,465
Task 3: Preparation of Plan Update - Prepare Community Profile and Inventory, Articulate Goals, Identify Strategies	34	-	55	50	12	12	24	50	55	\$33,145
Task 4: Prepare Draft Plan Update	40	-	80	90	-	-	-	40	20	\$27,850
Task 5: Prepare Final Plan Update and Support Plan Adoption Process	24	-	24	16	-	-	-	8	8	\$8,800
<b>TOTAL HOURS:</b>	<b>193</b>	<b>-</b>	<b>281</b>	<b>286</b>	<b>14</b>	<b>14</b>	<b>24</b>	<b>150</b>	<b>135</b>	
<b>TOTAL:</b>										<b>\$118,280</b>

**NOTES:**

- Inclusive of expenses
- QA/QC manager is pro bono for the project





# 12. SUPPORTING INFORMATION



“I’d like to thank you and your team, and everyone who contributed to making sure the community was well informed as to how this project would look and how it would affect their homes/places of residence. It is very much appreciated.”

**City of Kingston**  
**Franklin Complete Streets Initiative & Community Outreach**  
**Rita Worthington, Alderwoman, Ward 4**



## ADDITIONAL PROJECT SAMPLES

In addition to the three comprehensive plan work samples we have included in Section 5, below are additional samples of final plan documents recently completed by our firm. MJ has planning and graphic design staff in-house that can work the Town to develop a document that suits Guilderland's needs and preferences in terms of level of graphics and visuals. We have found that some municipalities prefer a simpler, final document that is heavier on text, while others prefer the final document to be extremely visual with photos and graphics that highlight their community and the overall comprehensive plan process.



### **TOWN OF LANSING: PARKS, RECREATION & TRAILS MASTER PLAN.**

MJ led the development of a Parks, Recreation, and Trails Master Plan for the Town. The plan creates a roadmap to ensure an appropriate balance of facilities, amenities, and programs throughout the Town. The plan will also be used as a resource for development of the Town's parks, trails, and recreation system in the future. Myers Park is the flagship of the Lansing Park system and sits on the eastern shore of Cayuga Lake. One of the major goals of the plan was to reconnect the Town of this waterfront park and develop increased opportunities for recreation and use of space. **Final Plan:** [bit.ly/3B8OKdQ](https://bit.ly/3B8OKdQ)



### **DUTCHESS COUNTY: PARKS & RECREATION MASTER PLAN.**

MJ served as prime consultant to Dutchess County to develop a Parks and Recreation Master Plan. The plan acts as a roadmap to ensure an appropriate balance of facilities, amenities throughout the County. The document includes immediate and long-term plans with a specific emphasis on creating universal access at all facilities, buildings, playgrounds, and trails. The plan is intended to be used as a resource for future development and redevelopment of the County's parks, open space and recreation system. **Final Plan:** [bit.ly/3v6zZo3](https://bit.ly/3v6zZo3)



### **VILLAGE OF SARANAC LAKE: DOWNTOWN REVITALIZATION INITIATIVE.**

Saranac Lake received \$10 million to invest in transforming its downtown. MJ led the development of a Strategic Investment Plan that served as the formal application for funds. Downtown Saranac Lake is a historic village in the Adirondacks, surrounded by easily accessible mountains and lakes, attracting tourists from both in and out of state each year. This funding is helping to revive the historic village and develop new business opportunities. MJ was responsible for identifying priority projects within the downtown community that were recommended for funding. **Final Plan:** [bit.ly/3yUmgSu](https://bit.ly/3yUmgSu)



### **VILLAGE OF POTSDAM: DOWNTOWN REVITALIZATION INITIATIVE.**

Potsdam was selected to receive \$10 million through to invest in transforming its downtown. MJ led the development of a Strategic Investment Plan that served as the formal application for DRI funds. The goal was to balance the preservation of historic and natural resources with economic development. The plan will advance the Village's preservation efforts, prominence in the arts, streetscape and waterfront improvements, and support for traditional and new technology businesses to create a mixed-use downtown where nature and culture coexist. **Final Plan:** [on.ny.gov/3cpxTt0](https://on.ny.gov/3cpxTt0)





## **M.J. ENGINEERING AND LAND SURVEYING, P.C.**

**1533 Crescent Road, Clifton Park, NY 12065**

**Fishkill, NY | Long Island, NY | Picatinny, NJ | Melbourne, FL | Summerville, SC**



Engineering and  
Land Surveying, P.C.