



PLANNING

Comprehensive Plan Implementation Tools

One of the goals of Wisconsin's comprehensive planning legislation was to identify land use tools communities could use to help implement the goals and objectives and the future land use plan of their comprehensive plans. Since adoption of its Comprehensive Plan on May 18, 2005, the Town of Algoma, with assistance from Martenson & Eisele, has adopted two land use implementation tools. The first tool is the Official Map ordinance, which identifies the general location of future arterial and collector roads. An Official Map helps the Town to preserve access points to future development and establish an efficient road circulation pattern as they consider future development proposals. The second tool adopted by the Town of Algoma was a Site Plan Ordinance. This tool gives the Town the ability to require certain design standards for commercial, industrial or multi-family projects to assure quality development. Contact Warren Utecht, Vice President Planning Services at warrenu@martenson-eisele.com for more information on implementation tools.



New Comprehensive Planning Projects

Work will begin very soon on two new comprehensive planning projects. The first is a multi-jurisdiction project involving the Village of Howards Grove and the Towns of Herman and Mosel in northeast Sheboygan County. Some of the special areas of concern include commercial development, the preservation of farmland and rural character, groundwater, a potential new I-43 interchange, and development around Whistling Straits Golf Course and along the shoreline of Lake Michigan. The second project is for the Town of Franklin in north central Manitowoc County. The preservation of farmland and rural character, erosion and stormwater management issues, and intergovernmental cooperation are some of their special areas of concern. For more information on our "Begin With The End In Mind" comprehensive planning process, contact Jonathan Bartz, Senior Planner at Martenson & Eisele at jonb@martenson-eisele.com.

ARCHITECTURE

Hybrid Architecture - Doing our part to help you do your part

Martenson & Eisele, Inc. is proud to announce a new approach to traditional architectural building design. We've coined the term "**Hybrid Architecture**". We are encouraging building owners to embrace new design philosophies that are more energy conscious and use alternative energy sources in all systems inside and outside of a building. This design philosophy blends practicality and environmental responsibility.

"**Hybrid Architecture**" includes these design concepts:

- Prefers using geothermal HVAC systems
- Prefers using natural daylighting concepts
- Uses energy efficient motors and lighting devices / lamps
- Utilize good site orientation for energy efficiency and lessens site impact
- Can rely on a conventional fuel source for backup heating/cooling
- Does not rely solely on LEED™ concepts as a driving force for design and construction
- Practical design solution for environmentally responsible buildings without higher cost systems
- Gives good payback on items or systems that have higher initial costs
- Utilizes building materials with low environmental impact and higher recycled content
- Strategically plant large deciduous trees large enough for optimal shade on summer days

The above concepts need not be incorporated in every building if impractical or cost prohibitive. Not every design solution is a canned set of absolutes. We have implemented combinations of these principles into many building projects recently, depending on the Owner's needs or their suitability to individual projects. The "**Hybrid Architecture**" system allows our design professionals the flexibility to recommend the most cost effective solution for your building project and still be environmentally sensitive. Bob Hoffmann, AIA, one of our staff architects is completing training to become a LEED 2.2 certified design professional. For more information you may contact Jeffery W. Schulz, AIA, Vice President of Architecture at jeffarch@martenson.eisele.com.

SURVEYING

GPS: Saves You Time and Money

To better meet the needs of our clients, our Surveying Department utilizes a Global Positioning System, or GPS, to complete many staking projects. The three-piece GPS package includes a rover, a base, and a two-way radio that communicate via satellite with each other to provide a position on the site being surveyed. Distance is measured when the receiver locates four or more of the 27 earth orbiting satellites and uses the information to deduce its own location with sub-centimeter accuracy. Measuring long distances (miles) saves numerous equipment set-ups, as we are able to drive to the point and gather data. Additional benefits of GPS include saving time and performing staking under any weather condition, which you cannot do with conventional total station staking equipment. On larger sites, we can easily move from one end to the other without having to set-up additional conventional equipment. Once we complete the initial GPS set-up on the site, gathering data is as quick as pushing a button. This saves time on the project and also enables us to survey anywhere on the site at any given time. To discuss benefits of GPS or for more information on our surveying services, please contact Gary Zahringer, Vice President of Surveying at garyz@martenson-eisele.com.



WELCOME MARY JO MILLER

Mary Jo Miller Has joined Martenson & Eisele, Inc. as a Project Engineer. She is a registered professional engineer with 19 years of experience in the consulting field. She has worked for municipal, private and state clients in Iowa, Illinois, Minnesota, and Wisconsin on numerous civil, environmental, and transportation engineering projects. Mary Jo holds a bachelors degree in Civil Engineering from Michigan Technological University in Houghton, MI. She will be assisting in the design process of a variety of water and wastewater projects, including water supply and distribution, wastewater collection, water and wastewater treatments, private on-site sewage systems, and lift stations.

WHERE YOU'LL FIND US...

- **Fox Cities Business Expo**—September 12, Tri County Ice Arena, Town of Menasha, WI
- **WCA Marketplace**—September 17-19, LaCrosse Center, LaCrosse, WI
- **WTA**—October 15-18, LaCrosse Center, LaCrosse, WI



Martenson & Eisele, Inc.

Planning ■ Environmental ■ Surveying ■ Engineering ■ Architecture

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Professionals dedicated to serving people committed to improving their communities

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