

PROJECT TEAM



Ben Wiseman
Founder
Place Associates
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Key Project

Qualifications:

- Comprehensive Planning
- Community Planning
- Downtown Master Planning
- Downtown Economic Development Strategies
- Neighborhood Land Planning
- Land Use and Redevelopment Plans
- Campus planning
- Project Landscaping
- Wayfinding and Branding
- Landscaping and Facilitation
- Development Project Analysis
- Development Project Proformas
- Organizational Facilitation

Ben Wieseman is the founder of Place Associates, a multi-disciplinary firm with expertise in Planning, Landscape Architecture and Real Estate Development. Ben has a Bachelor of Science in Landscape Architecture from the University of Kentucky, and a master's degree in Real Estate Development from Auburn University and is a graduate of the Leadership Birmingham program. Ben Currently holds licenses and professional credentials as a Registered Landscape Architect in the State of Alabama, and as an American Institute of Certified Planners, with the American Planning Association. Ben has assembled, designed, managed, leased and envisioned buildings, projects and development deals; providing economic and real estate development services to municipalities, organizations and developers around the southeast. He is a member of the City of Hoover's Planning Commission, a member of Design Review Board for the City of Birmingham, the Vice President of Your Town Alabama, and is a board member and facilitator for Design Alabama.

In addition, Ben has been an adjunct faculty member for Auburn University over the past 15 years teaching both undergraduate design classes and graduate classes for the Master of Real Estate Development program and he continues to facilitate planning and designs sessions for a variety of clients and stakeholders such as Your Town Alabama, YLF of Birmingham and other non-profits and municipalities.

Relevant Project Description:

- Strategic Development and Revitalization Plan for Downtown Bessemer. Will create a comprehensive strategic development and revitalization plan for downtown Bessemer, focusing on leveraging urban planning, landscape architecture, and real estate development expertise.

1. Key Responsibilities and Achievements:

- Conduct a detailed site analysis, identifying key opportunities for urban renewal, green space integration, and adaptive reuse of existing structures.
- Collaborate closely with local stakeholders, including businesses, residents, and government officials, to gather input and align project goals with community needs.
- Apply a multidisciplinary approach to integrate landscape design principles, zoning considerations, and market analysis to create a cohesive vision for the area.
- Develop a phased implementation strategy, outlining short-term tactical interventions and long-term development milestones.
- Outcomes:
 - Achieve an increase in property values and a rise in foot traffic within the first two years of plan implementation.
 - Attract new businesses and developers, resulting in the creation of new jobs and new residential units in the downtown area.

2. Municipal Redevelopment and Planning Initiatives.

- Project Description: Provide expert real estate development and planning services to municipalities across the Southeast, driving economic growth and community enhancement.

Education:

- University of Kentucky, Bachelor of Science in Landscape Architecture
- Auburn University, Master Degree in Real Estate Development

Affiliations:

- 2020 Graduate, Leadership Birmingham
- CCIM Alabama Chapter Member, Certified Commercial Investment Member
- APA / AICP - American Planning Institution, Alabama Chapter
- ASLA - American Society Landscape Architecture, Alabama Chapter
- ULI - Urban Land Use, Alabama Chapter
- Planning and Zoning Board Member, City of Hoover, AL
- Design Review Committee member, City of Birmingham

3. Key Responsibilities and Achievements:

- Assist municipality in assembling and conceptualizing development deals, including feasibility studies, financial modeling, and site design.
- Play a pivotal role in guiding planning commissions and design review board in making informed decisions about land use and development proposals.
- Facilitate community engagement sessions and charrettes to gather feedback and ensure public buy-in for proposed project.
- Implement sustainable design principles, incorporating green infrastructure and placemaking strategies into development project.
- Outcomes:
 - Successfully catalyzed redevelopment projects, resulting in an estimated number of private investment and creating jobs in the communities.

Project Experience (Current):

- Harpersville Town Visioning
 - 2022 APA Award Winner for Small Town Plan
- City of Brewton
 - Visioning and Masterplan for 100 AC city owned development site
- Rehobeth Town Center
 - 30ac Town Center Development
- City of Montgomery Downtown Development
 - BID Legislation for Class 3 municipalities
- City of Foley, AL
 - Community Design Charrette
- City of Oneonta, AL
 - Comprehensive plan and economic market survey
- Centreville, AL
 - Comprehensive Plan and site specific designs
- Collegeville Grocery
 - Fee developer for new local grocery store in Birmingham, AL

These projects highlight Ben Wieseman's extensive experience in driving successful urban planning and real estate development initiatives. His ability to seamlessly integrate planning, landscape architecture, and real estate expertise has led to transformative outcomes in communities across the Southeast. Furthermore, Ben's commitment to education and community involvement underscores his dedication to the field of urban development and revitalization.

