



Ed Freer, PLA

**Market Area Leader - Landscape Architecture, Senior
Landscape Architect
GRAEF**

Over the course of his professional career, Ed has built a significant and award-winning portfolio in waterfront design, landscape architecture, historic architecture, and planning projects throughout the U.S. He is highly accomplished at facilitating a consensus vision and broad stakeholder support for urban design and redevelopment initiatives. Ed has served as a resource member to many civic task forces and professional panels and as a member of national design juries. He has been an urban design resource for the Mayors Institute on City Design, Urban Land Institute and AIA Community by Design. Ed also participates as a local professional practitioner in academic programs at the University of Wisconsin - Madison (Landscape Architecture, College of Human Ecology, and Capstone Course in Civil Engineering) and the University of Wisconsin - Milwaukee (Urban Design and Planning).