



MEMORANDUM

To: Mayor Merkes and Common Council

From: PRD Tungate

Date: September 15, 2016

RE: Park Board consultant recommendation for the Jefferson Park and Neighborhood Vision Plan

BACKGROUND

Earlier this summer, a Request for Qualifications (RFQ) was sent out to several firms that had expertise in both park planning and urban design. We received five (5) proposals back. Cost proposals from each firm were submitted under separate cover and remained unopened until the most qualified consultant was selected. Upon request, copies of any or all of the proposals are available to the public. A proposal review committee made up of the Mayor, Parks and Recreation Board Chairman, and staff from both the Parks and Recreation and Community Development departments looked at all the proposals and the three (3) top ranked firms were invited to give a presentation and answer questions about their firm's background and experience relative to this type of project.

ANALYSIS

The presentations/interviews concluded in mid-August. Ayres Associates was the most qualified and unanimous choice of the review committee. The group cited Ayres's depth of in-house services, several comparable and creative park project references, and a proven record of public engagement throughout similar projects as proposal strengths. At their September 13 meeting, the Park Board reviewed the selection process and voted unanimously to recommend Ayres Associates.

FISCAL IMPACT

The Ayres Associates cost proposal for the Vision Plan was \$19,978 (\$20,000 was budgeted for this work between Parks and Recreation and Community Development budgets). A contract with Ayres Associates is under review. We expect work to begin by October of this year.

RECOMMENDATION

Recommend the selection of Ayres Associates to provide design services for the Jefferson Park and Neighborhood Vision Plan and authorize staff to execute a contract for services at the cost of \$19,978 to be paid equally from funds 209-0703-553.21-02 and 100-0304-562.21-10.



STATEMENT OF QUALIFICATIONS

Jefferson Park and Neighborhood Vision Plan

City of Menasha

May 27, 2016

Hire *Smart*[®]

AVRES
ASSOCIATES

May 27, 2016

Brian Tungate, Director
Parks and Recreation Department
City of Menasha – City Hall
140 Main Street
Menasha, WI 54952

Re: Statement of Qualifications for Jefferson Park and Neighborhood Vision Plan

Dear Mr. Tungate:

On behalf of Ayres Associates, I am pleased to present this proposal for master plan design services for the Jefferson Park and Neighborhood Vision Plan. We have assembled a multi-disciplinary team of civil engineers, planners, and landscape architects who are at the forefront of park and open space planning, design, and engineering to address this project. The purpose of this project is to assess current conditions, gather public input, and develop thoughtful conceptual alternatives, implementation strategies, and a final Vision Plan for the site and surrounding neighborhood context. We understand that previous planning efforts have been completed for the pool facility and settling pond, and this information will be incorporated into the final plan direction. We also understand that portions of the park may be evaluated for alternate uses other than open space.

After reviewing the reference materials available to us and visiting the site, we are confident that our abilities and experience will provide the City with a manageable and high-quality design process and program. We are committed to helping you realize the potential for this public space and understand the importance of outdoor play and learning environments. Ayres is an industry leader in planning and design, and I have an extensive resume of community and park master planning as well as public process facilitation. This is a unique site and opportunity to expand upon the already successful programming in place. This park functions as recreational space but also as an anchor for community gathering. The pride of the community and surrounding neighborhoods contributes to the vitality of open spaces. We have observed this firsthand in our recent completion of Washington Park (Neenah) across the river.

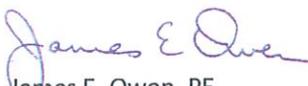
We very much look forward to assisting the City with this project and expanding our relationship with you. Please consider the following offering of services and abilities this team can offer. Feel free to contact us at any time to further discuss these materials or the scope of these projects.

Sincerely,

Ayres Associates Inc



Blake Theisen, PLA, ASLA
Project Manager | Landscape Architect
Direct: 608.441.3569
Cell: 608.886.6808
TheisenB@AyresAssociates.com



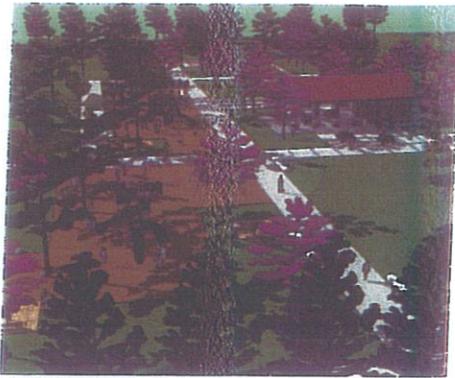
James E. Owen, PE
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OwenJ@AyresAssociates.com

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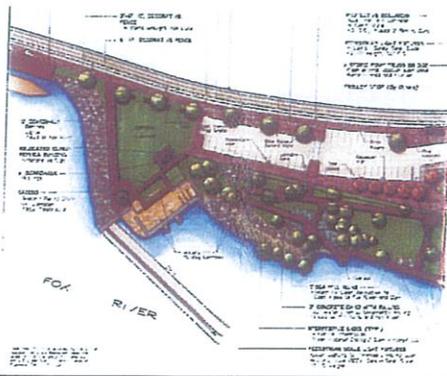
1. AYRES PROFILE



Petzke Park Master Plan, Kenosha, WI



Ingram Park Master Plan, Pleasant Prairie, WI



Vulcan Park Master Plan, Appleton, WI

Ayres Associates is a multi-specialty architectural/engineering firm that has assisted public and private clients since 1959, offering services in landscape architecture, architecture, environmental science, surveying, grants, planning, geospatial mapping, and GIS, as well as transportation, traffic, civil, structural, water resources, levee, and river engineering. Our superb project managers build long-term relationships with clients while reliably solving problems, stretching dollars, and navigating regulations.

Our clients are served by 270 employees through our 12 offices located in Wisconsin, Florida, Colorado, Wyoming, and Arizona. In early 2015 the planning and landscape architecture experts at SAA Design Group joined the engineering and architecture professionals at Ayres Associates through Ayres' acquisition of SAA. As a result, Ayres can now deliver consultant services for the entire project cycle, from early planning through construction.

We bring a reputation for leadership in planning and design of urban spaces, parks, campuses, and other open spaces, as well as providing expertise in ecology and bike/pedestrian facilities. This team of design professionals has a documented history of delivering successful projects to clients regionwide, and we believe that a "whole" community is based on the strength of the public green and open space system.

SERVICES WE PROVIDE INCLUDE:	
Landscape Design	Park Facility Condition Analysis
Master Planning	Stormwater Management Facilities
Aquatic Facility Design	Playground Assessments
Park Planning/Design	Community Sensitive Design
Recreational Trails	Grant Writing and Funding
Planting Plans	Partnership Assistance
Athletic Fields	Public Process and Consensus Building

2. PROJECT TEAM

Blake Theisen, PLA

Project Manager

16 Years of Experience

BA in Botany, Miami University of Oxford, Ohio

Registered Landscape Architect: WI, MN, AZ, IA, MI, IN, CO, and IL

Blake has been providing exceptional recreational facility site analysis, planning, design, and implementation since 1999. His start-to-finish involvement ensures that projects are delivered on time and as envisioned. A skilled and visionary project leader, Blake's project expertise includes comprehensive outdoor recreation plans, park master plans, athletic complexes, community water parks, skate parks, and playgrounds.

With a background in botany and ecology, he promotes environmental stewardship throughout facility planning and design.

Blake is a regular speaker at state and national conferences on the subjects of innovative design and materials use, public involvement, and community planning.

Relevant Projects:

- Simmons Island Master Plan, Kenosha, WI
- Wanick Park Planning and Design, Sherwood, WI
- Ingram Park, Pleasant Prairie, WI
- Johnsons Park Renovation, Milwaukee, WI
- Washington Park Master Plan, Neenah, WI
- Village Park Master Plan and Southwest Park Development, Menomonee Falls, WI
- Petzke Park, Kenosha, WI
- Cardinal Ridge Park, Waukesha, WI
- Meadowview Park, Waukesha, WI
- Hillcrest Park, Waukesha, WI
- Missile Park, Waukesha, WI

Robert Stein

Landscape Designer

10 Years of Experience

BS in Environmental Design, North Dakota State University; BLA in Landscape Architecture, North Dakota State University

Robert has been providing landscape design services since 2006. He has experience designing outdoor spaces such as playgrounds, bike paths, downtown streetscapes, and sustainable landscapes for commercial and residential projects. He is also skilled in facilitating public meetings and communicating with community members about design projects. Robert is knowledgeable about plants and environmental design for the creation of innovative, functional, and sustainable projects. He is skilled in communicating landscape design ideas through illustrative plans and graphics, and he has experience producing construction documents.

Relevant Projects:

- North Barstow and Phoenix Park Redevelopment, Eau Claire, WI
- Johnsons Park Renovation, Milwaukee, WI
- Washington Park Master Plan, Neenah, WI
- Schwiebert Riverfront Park, Rock Island, IL
- Village Green Park Master Plan, Wind Point, WI
- Middleton Square Town Park, Middleton, WI
- Cardinal Ridge Park, Waukesha, WI
- Meadowview Park, Waukesha, WI
- Hillcrest Park, Waukesha, WI
- Missile Park, Waukesha, WI

While working with Blake Theisen ... on the City's ... Comprehensive Outdoor Recreation Plan and four Master Plans, his abilities surpassed my expectations. Blake's skills, work ethics, ability to visualize constituents' ideas, and communicate those with City officials, residents, and staff were exceptional

– Shelly Billingsley
Director of Public Works,
City of Kenosha

Katie MacDonald, PE

Civil Engineer

13 Years of Experience

BS, Civil Engineering, UW-Madison

Katie has been working in the municipal and civil engineering fields since 2002. She works with public and private sector clients and understands the needs of each. Her extensive background includes designing and drafting streets, utilities, stormwater management systems, splashpads, campgrounds, and parks. Katie is also proficient at preparing traffic studies and traffic impact analysis reports.

Relevant Projects:

- Johnsons Park Renovation, Milwaukee, WI
- Tank Park Splashpad, Green Bay, WI
- Calvin Moody Park Building and Park Renovation, Milwaukee County, WI
- Buckhorn State Park Campground and Day Use Area Improvements, Necedah, WI
- McKee Farms Park Splashpad, Fitchburg, WI
- Wanick Park Planning and Design, Sherwood, WI
- Governor Thompson State Park Civil Design, Crivitz, WI
- Burlington Pool Renovation, Burlington, WI
- Dane County Indian Lake Park, Berry, WI

Elizabeth Runge

*Municipal Planner/
Grant Writer*

22 Years of Experience

MS, Urban/Regional Planning, University of Iowa, 1993
BA, Political Science, University of Iowa, 1991

Elizabeth joined Ayres Associates in 2007 with nearly 14 years of experience in community and economic development planning. Her experience includes grant writing, land use planning, and program management. As a municipal planner, she has assisted communities with planning to address growth and change and has completed grant applications to facilitate project development. Elizabeth has coordinated projects with many federal and state agencies, including the U.S. Department of Commerce Economic Development Administration and the Wisconsin Economic Development Corporation (formerly Department of Commerce)

Relevant Projects:

- Community Development Block Grant Application, Marinette, WI
- City of Marinette Outdoor Recreation Plan, Marinette, WI
- Winnebago County Community Park Update
- Waterfront Plan, Kewaunee, WI
- Wolf River Waterfront Plan, New London, WI
- Safe Routes to School Planning and Infrastructure Grant Writing, Denmark, WI
- Beaser Grant Application and Redevelopment Planning, Ashland, WI
- Redevelopment Plan, Oconto, WI

3. WORKLOAD CAPACITY

Our team has a variety of ongoing projects that will not affect our ability to complete your project. The experience we continually gain ensures that you will benefit from our knowledge of the latest cutting-edge recreation facility trends and planning/design techniques. We will allocate all available resources to completing your project in an efficient and thorough manner.

The chart below illustrates our project team's current availability. Although our full landscape architecture/planning staff are not represented in this chart, the allocation ratios are indicative of all staffing levels.

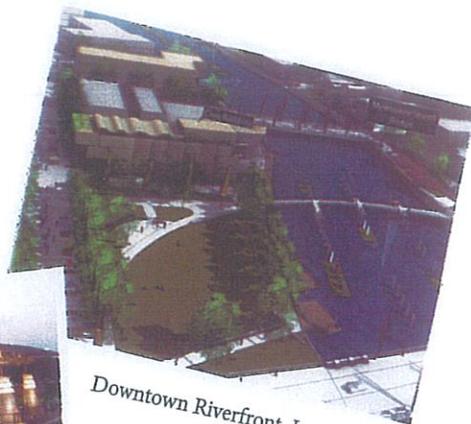
STAFF MEMBER	0-3 MONTHS	6-9 MONTHS	9-15 MONTHS	16-24 MONTHS
Blake Theisen	50%	60%	70%	90%
Rob Stein	60%	70%	90%	90%
Katie MacDonald	60%	70%	90%	90%
Elizabeth Runge	60%	70%	90%	90%

Current projects that key staff members are working on include:

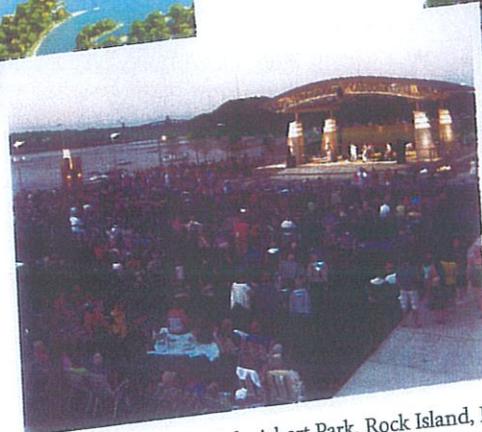
- Cattail Cove State Park (AZ)
- Burlington Aquatic Center (WI)
- Wausau Comprehensive Outdoor Recreation Plan (WI)
- Dane County Indian Lake Park
- Meadowview Park, Waukesha, WI
- Cardinal Ridge Park, Waukesha, WI



Onalaska Waterfront MP



Downtown Riverfront, Janesville, WI



Schwiebert Park, Rock Island, IL

4. SIMILAR PROJECT EXPERIENCE



SIMMONS ISLAND MASTER PLAN, Kenosha, WI



The vibrant life of downtown Kenosha is anchored by the premier waterfront park known as Simmons Island. This site captures a blend of historic nostalgia, recreational amenities, and natural beauty. The Master Plan completed by Ayres Associates, formerly SAA Design, in 2011 focused on connectivity, environmental restoration, and enhanced multi-use spaces. A phased redevelopment approach will rejuvenate the Island, spur economic development incorporating new commercial uses, and improve safety for multi-modal transportation users using a mixture of public and private investment dollars. Public involvement was a key factor in the success of this plan and will continue through implementation phases.

Ayres completed construction documents for phase 1 including the vehicle and pedestrian/bicycle network, themed playground, and ecosystem restoration.

The design team is working on phase 2 which will include renovation of the historic beachhouse and the creation of a plaza/festival space.

Client:
City of Kenosha

Services:
Master plan, community engagement, phase I construction documents

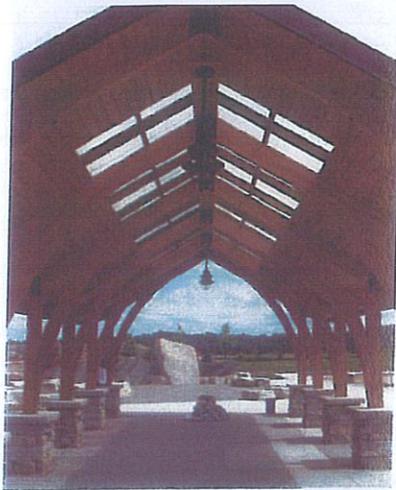
Contact:
Shelly Billingsley,
Director of Public Works
625 52nd St. Room 305
Kenosha, WI 53140
262-653-4149
sbillingsley@kenosha.org

Budget:
\$12 Million





WANICK CHOUTE PARK, Sherwood, WI



Ayres, formerly SAA, was hired by the Village of Sherwood to produce a conceptual master plan for Wanick Park, 34-acres of unplanned athletic grounds and soybean fields. In tandem with the Village's Parks Recreation and Urban Tree (PRUT) board, Ayres developed the collective vision to transform the park into a community destination and commercial.

The park's design concept seeks to abstract the character of nearby High Cliff State Park, drawing inspiration from its playful topography, rock escarpments, and dense canopy to create an abstracted "green valley." In addition to creating a regional destination along the eastern edge of Lake Winnebago, the park will serve community recreation, leisure and civic activities for the Village of Sherwood.

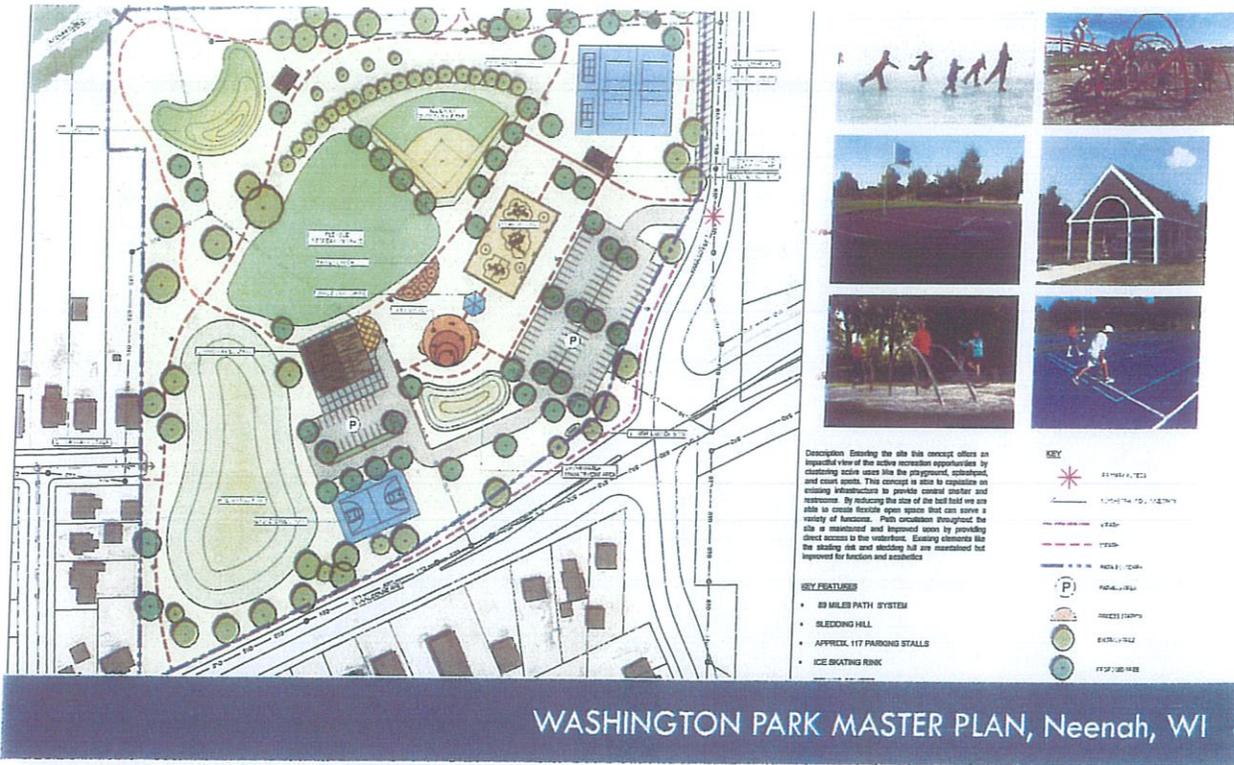
Following the master planning process, Ayres was retained to provide construction documents and construction administration. In the process of design development, we created a working 3D model, and perspective illustrations used for public information meetings and the fundraising initiatives. The proposed plan incorporates expanded **athletic facilities**, a **25-foot sled hill** and **4-season shelter**, a **playground complex** and **splashpad**, and a focal **plaza** for community events.

Client:
Village of Sherwood

Services:
Master plan, construction documents and construction administration.

Contact:
Randy Friday
Village of Sherwood
Village Administrator
920-989-1589
administrator.sherwood.
newbcrr.com

Budget: \$3.8 Million



Washington Park is an 11.5-acre park centrally located in the City of Neenah. It is situated at the corner of Winneconne Avenue/STH 114 and Harrison Street and is bordered by residential neighborhoods on three sides. Existing amenities enjoyed at this community park include a sledding hill, softball field, tennis courts, ice skating rink, and access to Neenah Slough, which flows into Little Lake Butte des Morts.

Ayres worked with city staff and the community through several meetings to identify opportunities and constraints this site offered and where attention should be focused to develop this park to its maximum use. By reorganizing some of the high-use elements on the site and enhancing them, Ayres aimed to improve the overall function and flow of the park. An existing four-season community building served as a hub for added amenities, including a splashpad, new playground, basketball court, and an improved trail system that connects elements and provides water access to nearby Little Lake Butte des Morts. To improve accessibility to different park activities, parking was separated into two areas to serve different uses on the site. To complete the master planning process, Ayres provided a detailed estimate of probable cost based on phased construction.

Focused planning and communication through the entirety of this process will ensure that Washington Park will become a cornerstone park in the community and an important gathering and recreating place for generations to come.

Client:
City of Neenah

Services:
Master plan, public engagement, conceptual design and cost estimation

Contact:
Michael Kading
City of Neenah
Director of Parks and Recreation
920.886.6060
parkrec@ci.neenah.wi.us

Budget:
2.5 Million



NORTH BARSTOW REDEVELOPMENT PLAN & PHOENIX PARK, Eau Claire, WI



Ayres created a redevelopment plan for an industrial brownfield site incorporating a new public park and open space with development of a major office complex/headquarters for Royal Credit Union (RCU) in Eau Claire's downtown.

Client:
City of Eau Claire

Services:
Redevelopment master plan, riverfront master plan, community engagement, public space and infrastructure design, grants, public market, and construction documents



Ayres was hired to build on previous master planning efforts with the City for Phoenix Riverfront Park and that plan's provisions for downtown redevelopment on sites adjacent to the future park.

Contact:
Mike Schatz
Economic Development Director
mrschatz@ci.eau-claire.wi.us 715-839-6047

Ayres developed site concepts, alternatives, and perspective illustrations for Council committee sessions and public meetings to refine the vision for this key riverfront area, balancing public access and amenities with building space and parking requirements for the RCU project and for future commercial, residential, and mixed-use development.

Budget:
\$4.4 Million



Following plan approval, Ayres led the design and engineering team to complete Phase 1 of Phoenix Riverfront Park before construction of the RCU building and campus. The project is now a tremendous success and example of the blending of recreational and

5. URBAN PLANNING AND RESIDENTIAL RENEWAL EXPERIENCE

The fabric of vibrant communities is anchored by well-designed open spaces and thoughtful connections. Parks are often the common thread that link residential neighborhoods, commercial districts, and civic areas. Jefferson Park is no exception, and our process will help determine the best use of the park and wishes of the community.

Our approach to your park planning and design is built on the fundamental belief that successful parks are about the 3 E's – Entertainment, Education, and Environment. We employ the following principles to maximize the 3 E's.

See the big picture. Ayres will look beyond the immediate park planning project to see the larger patterns of sustainability, connectivity, and opportunity that give your park system utility and meaning. Because of the diversity of our staff, we are able to produce plans that work on various levels and that integrate seamlessly into the existing planning framework.

Plan for implementation. A park system's implementation begins with developing the partnerships that forge alliances and create a sense of investment in the outcome. Creating strong partnerships and identifying catalytic start-up projects are vital steps in realizing the Jefferson Park plan objectives.

Design for ease of maintenance. Ongoing maintenance of parks and open spaces requires significant resources. As a result, designing and managing public spaces intelligently can yield dramatic dividends. Through ongoing coordination with park maintenance staff, managers, and others, Ayres will design and recommend strategies to minimize future costs while maximizing ecological value and recreational advantage.

Plan for flexibility and multiple uses. Developing flexible spaces can increase adaptability and responsiveness to recreational needs with minimal disruption to the core infrastructure. Today's foreseen needs should not limit tomorrow's unforeseen activities or potential user groups. Resilience is necessary for a truly successful park.

Communicate effectively. We will work collaboratively and in the trenches with staff and stakeholders to evolve meaningful plan alternatives and final plan recommendations. Communicating the vision and opportunity afforded by your plan will

require verbal, written, and graphic communication to ensure project understanding and inspire imagination.

Our first priority is to listen. The project kickoff meeting (Meeting #1) should include key staff with the historical knowledge of the site, as well as those responsible for future programming and maintenance responsibilities for the new facilities. During this meeting we will review existing conditions, site survey, and planning materials; establish project goals; formulate a detailed timeline; and establish a project budget. It is also critical to determine preferred space programming, park elements, and themes with the community members. The park site will be evaluated and benchmarked against the regional and national facilities and trends to provide a level of service comparison. Two public open houses will be held to gather opinions, hopes, and concerns of the neighborhood residents. Using a visual preference survey with character image options, our team will garner preliminary design direction from this interactive discussion. We have employed this strategy with great success in recent projects in Kenosha and Sherwood. (See Similar Project Experience section.)



Innovative Technique: The use of online project portfolios, such as Community Comment and Survey Monkey, allows the team to post plans, maps, discussion forums, and surveys, which allow respondents to record input at their convenience and to see results in real time. Ayres hosts Community Comment and Survey Monkey sites for current ongoing projects and has received high acclaim from clients and stakeholders.



Sustainable design strategies are vital to our process and the life of parks. We have developed an efficient and effective process for successful completion of conceptual planning and construction documentation, and we see opportunities to reduce travel time by holding web-based meetings, etc. We also use digital interfacing with members of the public to allow for “24/7” project access (see Community Comment description).

Once programming is tightly defined, we will develop preliminary concept drawings based on the three scenarios outlined in the RFP. A proposed review workshop (Meeting #4) with Ayres, City staff, and the Park Board will allow for early revisions and adjustments to the conceptual plans before engaging with the public. As part of the review of preliminary plans, Ayres will provide the City colored renderings of the proposed site improvements. Our team understands that community consensus is essential to project success, and the consensus needs to relate to the ultimate end users of this facility.

A well-designed park should offer a range of education and play value that will maintain children’s interest as they grow up and move through the different stages of development. We also understand that these spaces must be compelling for adults and offer a different set of offerings and interests. We will facilitate a public information meeting (PIM) (Meeting #5) to unveil the plan drawings and take public comment to better understand the public wishes. These forums ensure buy-in for neighborhood residents and help to promote long-term stewardship of the projects. Public perception can make or break a project, and we believe in positive impressions.

Ayres will attend a review meeting (Meeting #6) with City staff and the Park Board to review the refined concept and derive the direction for the final master plan. Following the preliminary plan review and final PIM, Ayres will attend a Park and Recreation Board meeting (Meeting #7) to present the final Master Plan. We believe that we can offer the City a cost-effective design package/process and will draw on the experience gained from years of successfully implementing public park projects.

The project manager will provide biweekly updates or as needed during this planning process. Our team can be available to the City on a moment’s notice and can generally be on site within two hours. Assuming a start date of August 1, 2016, we have outlined a tentative project timeline. The design team and the proposed schedule are flexible, and we will modify the phased timeline at the request of the City. Our team is dedicated to producing high-quality, attainable solutions through our design process and has a proven history of delivering completed projects to clients on time and on budget.

PROJECT SCHEDULE	
Task I	August 2016
Task II	September 2016
Task III	October - November 2016
Task IV	December - January 2016/2017
Task V	February 2017

With the understanding that this study may show alternate uses for areas of the park other than recreation, we have included a list of similar urban planning exercises undertaken that include residential, commercial, and civic uses on the following pages. We would be happy to discuss any of these projects with you further should you have questions.

ADDITIONAL PARK MASTER PLANS AND DESIGN

Vulcan Heritage Park Master Plan and Construction Documents, Appleton, WI

Clarkson Dock Waterfront Park Master Plan, Ashland, WI

Ochsner Park Zoo Master Plan and Lynx Exhibit, Baraboo, WI

Big Lawn Festival Park, Beloit, WI

Riverside Park Master Plan and Construction Documents, Beloit, WI

Turtle Creek Master Plan, Turtle Island Play Area, Beloit, WI

Lunda Community Park Master Plan and Construction Documents, Black River Falls, WI

Riverfront Park and Riverwalk, Burlington, WI

Whemhoff Jucker Park, Burlington, WI

Thaden Park MP, Cottage Grove, WI

Governor Thompson State Park, Phase II, Crivitz, WI

Conservancy Commons Park, DeForest, WI

Fireman's Park Concept Plan, DeForest, WI

Iver Munson Park Concept Plan, DeForest, WI

Phoenix Park Master Plan and Construction Documents, Eau Claire, WI

Rod and Gun Park Master Plan, Eau Claire, WI

West Riverside Concept Plan, Eau Claire, WI

Fraizer Point, Lakeside Park Master Plan and Construction Documents, Fond du Lac, WI

Riggs Park Master Plan, Fond du Lac County, WI

Roche a Cri State Park Construction Documents, Friendship, WI

Boehlke Park Master Plan, Boehlke Park - Phase I Construction Documents, Germantown, WI

Kinderberg Park Master Plan and Construction Documents, Germantown, WI

Schoen-Laufen Park Master Plan and Construction Documents, Germantown, WI

Joannes Skate Park, Green Bay, WI

Village Square, Village of Howard, WI

Wazee Lake Public Access Master Plan, Jackson County, WI

Library Park Master Plan, Janesville, WI

Conservancy Park Master Plan and Construction Documents, Johnson Creek, WI

Kennedy Park Master Plan, Kenosha, WI

Pennoyer Park Master Plan, Kenosha, WI

Poerio Nature Center Master Plan and Construction Documents, Kenosha, WI

Simmons Park Master Plan, Kenosha, WI

Strawberry Park Master Plan, Kenosha, WI

Sunrise Park Master Plan, Kenosha, WI

Petzke Park Master Plan, Kenosha, WI

Korth Park, Jefferson County Parks, Lake Mills, WI

Central Park Master Plan, Madison, WI

Beach Park Master Plan, Maple Bluff, WI

Aero Park Master Plan, Menomonee Falls, WI

Village Park Master Plan, Menomonee Falls, WI

Mill Pond Park Master Plan and Construction Documents, Menomonee Falls, WI

Lakeview Splash Pad Construction Documents, Middleton, WI

Harvey John and Lucille Taylor Park Master Plan, Middleton, WI

Taylor Park, Middleton, WI

Calvin Moody Park, Milwaukee, WI

Johnsons Park, Milwaukee, WI

Stonebridge Park, Monona, WI

Washington Park Master Plan, Neenah, WI

Ingram Park Design Services, Pleasant Prairie, WI

Wanick Choute Park, Sherwood, WI

Waukesha Park Master Plan, Waukesha, WI

Village Green Park Master Plan, Wind Point, WI

DEVELOPMENT PLANNING & SITE DESIGN RELATED PROJECT EXPERIENCE

River Prairie Development, Altoona, WI
Thrivent Financial Land Use, Appleton, WI
Waterfront Site Plan - Clarkson Dock area, Ashland, WI
Beloit Mall, Beloit, WI
Business Park Concept Plan, Beloit, WI
City Center Master Plan, Beloit, WI
Merg Development, Cambridge, WI
Industrial Business Park Feasibility Study, Cedarburg, WI
Conservancy Place, DeForest, WI
Windsor Hamlet, DeForest, WI
Annie Glidden Road Development, DeKalb, IL
BUILD - North Fish Hatchery Road, Fitchburg, WI
Nine Springs Development Plan, Fitchburg, WI
Osborn Farm Land Use Plan, Fitchburg, WI
Yarmouth Crossing, Fitchburg, WI
Franklin Park Industrial Park, Franklin, WI
Diocese Campus Master Plan, Green Bay, WI
Mixed Use Commercial Center, Hobart, WI
Seven Bridges, Holmen, WI
Village of Holmen Neighborhood Plans, Holmen, WI
Rehm Development, Johnson Creek, WI
Kaukauna Business Park, Kaukauna, WI
Business Park, Kenosha, WI
Business Park Master Plan, Lake Geneva, WI
Business Park, Town of Ledgeview, WI
Conservation Subdivision Ordinance, Town of Lodi, WI
American Center Landscape Plan, Madison, WI
Charmany Farms Dev. Plan, Madison, WI
Cherokee Neighborhood Development Plan, Madison, WI
High Crossing East Prairie Commons, Madison, WI
Hillpoint Neighborhood Plan, Madison, WI
Junction Road Development, Madison, WI
Livesey Mixed Use Development, Madison, WI
Marcus Theatre, Madison, WI
Sprecher Neighborhood Plan, Madison, WI
The Meadowlands Office Development, Madison, WI
Union Corners Redevelopment, Madison, WI
Villager Mall, Madison, WI
Westgate Mall Redevelopment Master Plan, Madison, WI
Racine Street Redevelopment Plan, Menasha, WI
Copp's Site Redevelopment, Middleton, WI
Discovery Springs, Middleton, WI
Harvard Square, Middleton, WI
Tribeca Development, Middleton, WI
Westside Conservation Development Master Plan, Middleton, WI
27th Street Corridor Plan, Milwaukee, WI
Northwest Mutual Development, Milwaukee, WI
Silver Spring Corporate Park, Milwaukee, WI
Village Center Master Plan, Mukwonago, WI
Mill Valley Business Park, New Berlin, WI
Conservation Subdivision, Town of Onalaska, WI
Steinhafel's Corp Office, Pewaukee, WI
Village Center, Pleasant Prairie, WI
Reliant Redevelopment Project, Rock Falls, IL
Quad City Industrial Center Land Use Master Plan, Rock Island, IL
Linnerud Neighborhood Plan, Stoughton, WI
Mabie Neighborhood Plan, Stoughton, WI
Eastside Dock Development Plan, Sturgeon Bay, WI
St. Mary's Campus Master Plan, Sun Prairie, WI
West End, Verona, WI
LaCrosse County Farm, West Salem, WI

6. INTEREST IN THIS PROJECT

Our team specializes in public open space design and planning and is well-respected in the state and region for similar project work. Parks are our passion, and seeing the end result of a collaborative community planning process is truly rewarding. This project is particularly interesting as it blends traditional park planning with urban renewal efforts. We find these endeavors challenging and highly interesting to be involved with. Our team is finishing a similar study with the City of Neenah and has gotten to know the surrounding neighborhoods and communities very well.

We also have had several discussions with the Mayor about the importance of this site and study and would be honored to participate.

After a review of the site and proposed project elements, we feel that given our team's portfolio of similar design work, we can bring a wealth of experience to the table, giving you the benefit of our past lessons learned. The proximity to the water, adjacent wetland areas, and public works facilities provides opportunities and significant design challenges. This project could be a catalyst for revitalization of the neighborhood and improved civic pride.

Our proposed work plan is outlined on the following page.



24.2 acre Southport Park Master Plan, Kenosha, WI

TASK I – INVENTORY AND ASSESSMENT

- A. Assemble and review basemap materials to be provided by the City.
- B. Meeting #1: Kickoff meeting and visit sites to review existing conditions, set goals, budget expectations, limitations, and design direction.
- C. Analysis of current trends and national activities compared with Jefferson Park offerings.
- D. Creation of project-specific public discussion web portal.

Deliverables for Task I:

- (1) 8.5" x 11" Summary Memo from Kickoff Meeting**
- (1) Digital Photo Log**
- (1) 8.5" x 11" Summary of Trend Analysis**

TASK II – COMMUNITY ENGAGEMENT

- A. Develop digital Needs Assessment Survey tool and host online comment site.
- B. Facilitate two public open houses (Meetings #2/3) to gather design direction input.

Deliverables for Task II:

- (1) Survey tool and community comment web portal**
- (1) Summary Memo from Public Open House**

TASK III – PRELIMINARY CONCEPT DESIGN

- A. Formulate preliminary park design for the park site (three concepts). Designs to comply with ADA requirements.
- B. Develop preliminary opinion of probable costs.
- C. Meeting #4: Review workshop with City and Steering Committee to go over preliminary plans. The plan documents will be transmitted electronically to the client before the meeting.
- D. Meeting #5: Public informational meeting (PIM) to unveil plan drawings and take public comment.

Deliverables for Task III:

- (3) 11" x 17" Preliminary Plan Drawings**
- (1) 8.5" x 11" Preliminary Cost Estimates**
- (1) 8.5" x 11" Meeting Minutes**

TASK IV – REFINEMENT OF CONCEPT PLANS

- A. Refine the conceptual alternatives from three concepts into preferred concept plan.
- B. Refine preliminary opinion of probable costs.
- C. Meetings #6/7: Review meetings with Park Board and Plan Commission to go over final plans. The plan documents will be transmitted electronically to the client before the meeting.

Deliverables for Task IV:

- (2) 11" x 17" Preliminary Plan Drawings**
- (1) 8.5" x 11" Preliminary Cost Estimates**
- (2) 8.5" x 11" Meeting Minutes**

TASK V – FINAL VISION PLAN

- A. Refine preferred plan alternative drawings into final master plan graphics. One final color rendered plan will be mounted. Plans will include amenity layout, landscaping patterns, access and connectivity, and adjacent land use patterns.
- B. Develop final opinion of probable costs.
- C. Meeting #8: Common Council meeting (or other public forum) to present final plans and estimates for approval.
- E. Prepare summary report of design process, graphics, and recommendations.

Deliverables for Task V:

- (3) 24" x 36" Final Plan Drawings (one mounted)**
- (3) 8.5" x 11" Summary Report including all Meeting Minutes**
- PDF of Final Master Plan**
- CD/DVD with digital project files**

7. PROPOSED FEE (UNDER SEPARATE COVER)