

Tuesday, May 3, 2022

6:30 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/81738597374>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 817 3859 7374

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.

2. PUBLIC APPEARANCES.

- a. This is an opportunity for members of the public to address the Parks and Recreation Committee. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Committee may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the Committee for their consideration. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to public.works@mcfarland.wi.us to be included as part of the meeting.

3. BUSINESS.

- a. Committee and Staff Introductions.
- b. Discussion regarding new meeting structure, appointments, and schedule.
- c. Discussion and action regarding a recommendation to the Village Board in order to transfer ownership and jurisdiction of the "School Forest" from the School District to the Village.
- d. Discussion and action to make a recommendation to the Village Board regarding the award of contract for Skate Park planning services.
- e. Discussion and action to make a recommendation to the Village Board regarding the award of contract for Lewis Park Lake Access planning and design services.
- f. Discussion and action to make a recommendation regarding previous style park signs.

4. SCHEDULE NEXT MEETING DATE.

- a. Tuesday, June 7, 2022 at 6:30 p.m.

5. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, May 3, 2022

SECTION: Business

DEPARTMENT: Public Works

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion regarding new meeting structure, appointments, and schedule.

PREVIOUS ACTION:

The Parks, Recreation, and Natural Resources Committee reviewed this item at its meeting on March 24, 2022.

ISSUE SUMMARY:

This is the first meeting of the Parks and Recreation Committee following adoption of the ordinance on February 28th to create this group. This ordinance became effective as of May 1st.

This group used to operate as the Parks, Recreation, and Natural Resources Committee which as a result of this action has been split into two groups. The Sustainability and Natural Resources Committee is a separate group now that holds their own meetings with their first meeting scheduled for May 9th. They will meet on the second Monday of each month, while this group will meet on the first Tuesday of each month going forward.

Now would be a good time also to check in on meeting start time for all involved. This group has previously met at 6:30 pm and whether or not that's ok going forward could be a topic of discussion regarding future schedule of this group.

Included also in your packet are the code responsibilities establishing the essential functions for this group as well as the Sustainability and Natural Resources Committee. We can discuss these elements as needed regarding possible overlap.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Presented for discussion only, No action required on this item.



ATTACHMENTS:

1. Pages from 2022-02 BCC Restructuring PARKS AND RECREATION COMMITTEE
2. Pages from 2022-02 BCC Restructuring SUSTAINABILITY AND NATURAL RESOURCES

- (2) Parks and Recreation Committee.
- (3) Sustainability & Natural Resources Committee
- (4) Personnel Committee.
- (5) Public Safety Committee.
- (6) Public Works & Utilities Committee.
- (7) Senior Outreach Services Committee.
- (8) Diversity, Equity, and Inclusion Committee.

Section 26. Section 2-358 of the McFarland Municipal Code is repealed.

Section 27. Section 2-359 of the McFarland Municipal Code is repealed.

Section 28. Section 2-374 of the McFarland Municipal Code is repealed and recreated to read as follows:

Sec. 2-374. –Finance Committee.

The Finance Committee is responsible for the following functions:

- (a) advising the Village Board on the development and amendment of general ordinances, policies and procedures;
- (b) monitoring and making recommendations regarding fee schedules and opportunities to finance public services or improvements through special assessments, special charges, impact fees and other revenue sources; and
- (c) reviewing and making recommendations on public depositories, insurance services and other related services.

Section 29. Section 2-385 of the McFarland Municipal Code is repealed and recreated to read as follows:

Sec. 2-385. – Parks & Recreation Committee.

The Parks & Recreation Committee is responsible for the following functions:

- (a) developing both short-term plans and long-term master plans to help chart long term growth of public improvements within the parks system and recommending capital improvement plans for park improvements, facilities, and other amenities for adoption by the Village Board;



- (b) establishing and reviewing various fee schedules for park and recreational activities and services;
- (c) developing policies affecting operations and service delivery including rules and regulations necessary for the effective management of the parks system;
- (d) reviewing of design plans and specifications for public park and recreational facility construction and making recommendations to the Village Board regarding the solicitation of bids and awarding of contracts for such projects;
- (e) reviewing and making recommendations to the Village Board on property acquisitions that may benefit the park system and making recommendations to the Plan Commission on new public parkland dedications and their proposed improvements when required within new developments;
- (f) Evaluating and making recommendations regarding the delivery of park and recreation services;
- (g) reviewing, planning, and making recommendations on community recreation programming and amenities;
- (h) working with Village staff to research and apply for alternate funding sources such as grants, donations, and bequests to finance park and recreational programs and facilities;
- (i) reviewing and facilitating the filing of yearly reports submitted to Federal, State, and other regulatory agencies as needed.
- (j) developing plans and strategies to generate volunteerism for restoring natural areas and acting as a lead volunteer during restoration workdays.

Section 30. Section 2-398 of the McFarland Municipal Code is created to read as follows:

Sec. 2-398 – Sustainability & Natural Resources Committee.

The Sustainability & Natural Resources Committee shall be responsible for the following functions:

- (a) reviewing and submitting annually to the Wisconsin Department of Natural Resources the Village's Green Tier Legacy Community Annual Report and advising on the implementation of recommended Green Tier strategies.
- (b) advising on the adoption, maintenance, and implementation of the Village's Sustainability Plan.

- (b) establishing and reviewing various fee schedules for park and recreational activities and services;
- (c) developing policies affecting operations and service delivery including rules and regulations necessary for the effective management of the parks system;
- (d) reviewing of design plans and specifications for public park and recreational facility construction and making recommendations to the Village Board regarding the solicitation of bids and awarding of contracts for such projects;
- (e) reviewing and making recommendations to the Village Board on property acquisitions that may benefit the park system and making recommendations to the Plan Commission on new public parkland dedications and their proposed improvements when required within new developments;
- (f) Evaluating and making recommendations regarding the delivery of park and recreation services;
- (g) reviewing, planning, and making recommendations on community recreation programming and amenities;
- (h) working with Village staff to research and apply for alternate funding sources such as grants, donations, and bequests to finance park and recreational programs and facilities;
- (i) reviewing and facilitating the filing of yearly reports submitted to Federal, State, and other regulatory agencies as needed.
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- (a) reviewing and submitting annually to the Wisconsin Department of Natural Resources the Village's Green Tier Legacy Community Annual Report and advising on the implementation of recommended Green Tier strategies.
- (b) advising on the adoption, maintenance, and implementation of the Village's Sustainability Plan.

(c) reviewing and recommending policies, programs, and municipal purchases related to protection of ecologically sensitive areas and sustainability initiatives.

(d) advising on maintaining a healthy and diverse urban forestry program while fulfilling the requirements as a certified Tree City, USA including the following:

(1) advising the Village Board in matters relating to trees and shrubs located within street rights-of-way, parks, cemeteries, and other public properties, and nuisance vegetation located on private properties within the Village.

(2) preparing and maintaining an inventory of trees located on public lands within the Village.

(3) preparing and recommending a plan for the planting, care and maintenance of public trees to the Village Board.

(4) making recommendations to the Village Board regarding the selection of the Village Forester and the hiring and retaining of urban forestry contractors to assist with Village tree management activities.

(5) cooperating, when possible, with neighboring communities in order to procure urban forestry supplies and services more cost-effectively.

(6) encouraging and providing public education regarding tree care and urban forestry issues within the Village.

(7) conducting annual Village Arbor Day observances and ceremonies.

(8) advising the Plan Commission and Village Board on urban forestry issues related to new development.

(e) advising on acquisition, management, enhancement, and public use of natural and conservancy areas.

(f) planning and overseeing improvements related to lakes, rivers, wetland, burial mounds and conservation areas.

(g) promoting volunteerism for restoring natural areas and participating in restoration workdays.

(h) working with staff to research, seek and, when authorized by the Village Board, apply for alternate funding sources such as grants, donations, and bequests as applicable to sustainability, urban forestry and conservation matters.

(i) developing both short-term and long-term management plans to help guide the ecological restoration of natural and conservancy areas.

(j) performing those functions identified in Chapter 59 of this Code.

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Tuesday, May 3, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Matt Schuenke, Village Administrator

AGENDA ITEM: Discussion and action regarding a recommendation to the Village Board in order to transfer ownership and jurisdiction of the "School Forest" from the School District to the Village.

PREVIOUS ACTION:

The Village/School Committee met on March 1, 2022 to discuss this item and supported the land transfer moving forward.

The School Board met on March 21, 2022 to discuss this item and took action to support the land transfer moving forward.

ISSUE SUMMARY:

District and Village Staff have been discussing an opportunity to transfer ownership of the "School Forest" from the District to the Village. This would align ownership of the adjoining public spaces as well as make ongoing maintenance more consistent. Staff will be present to discuss the concept and its benefits from a land management perspective.

The concept originated in a discussion between the District and Village at its Joint School District and Village Board Committee meeting held on March 1, 2022. This group consists of two board members from each represented group, School Superintendent, and Village Administrator. This group was supportive of this action. The School Board has since approved the conceptual land transfer. The Village is moving this through this Committee, Sustainability and Natural Resources Committee, and Village Board in a similar fashion prior to moving forward with the land transfer. The action of the land transfer will require a Certified Survey Map to be approved by the Village to identify the property to be added to adjoining property owned by the Village which eventually is deeded by the School District.

FINANCIAL/BUDGET IMPACT:

The land transfer comes at no cost to the Village in order to expand the adjoining park lands.

We are splitting the costs associated with the land transfer which includes the CSM, deeds, and other related items.

Ongoing maintenance as needed will be provided by the Village in association with current land management responsibilities on the existing adjoining park. We will be studying this further various recommendations through the conservancy management planning that will take place later this year.



VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended Action:

Motion, second to make a recommendation of approval to the Village Board in order to transfer ownership and jurisdiction of the "School Forest" from the School District to the Village.

ATTACHMENTS:

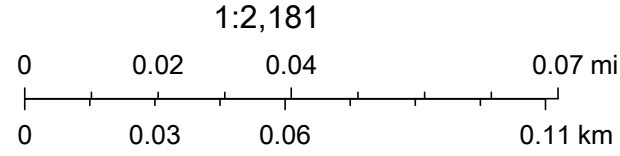
1. School Forest

Village of McFarland



1/28/2022, 1:17:13 PM

- | | |
|--------------------|--------------------|
| Override 1 | County Highway |
| Village | Local Road |
| Road Centerlines | Restricted Access |
| Interstate Highway | Ramp |
| US Highway | Named Private Road |
| State Highway | Parcels |



na

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, May 3, 2022

SECTION: Business

DEPARTMENT: Public Works

CONTACT: Sayer Larson, Parks Superintendent, Jim Hessling, Public Works Director

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding the award of contract for Skate Park planning services.

PREVIOUS ACTION:

The Parks Recreation & Natural Resources Committee recommended accepting the Master Plan for McFarland Park at its meeting on October 28, 2021, which included reconstructing the skate park within its present location.

The Village Board accepted the Master Plan for McFarland Park at its meeting on November 8, 2021.

The Village Board adopted the 2022 Budget on November 22, 2021 which included funds for planning and design services for the reconstruction of the skate park within McFarland Park.

The Parks, Recreation, and Natural Resources committee reviewed the enclosed RFP and recommended approval of issuance to the Village Board at its January 27, 2022 meeting. Public comment was also received in the meeting supportive of this project.

ISSUE SUMMARY:

Enclosed is a Request for Proposal from a qualified consultant to upgrade the village's current skate park into a "state of the art" skate park. Two proposals for this work were received. The project scope includes such things as:

- Community involvement in the development of a plan
- Complete site development plan with maps
- Renderings depicting the proposed plan/design
- Itemized costs and project timeline
- Design and implementation approach

Improvements to the skate park were recommended in the recent [McFarland Parks Master Plan](#) that was approved by the Committee last year. The Master Plan called for the skate park to remain in the same general area. This work will now examine the specifics, providing more comprehensive details as to what the improvements would be, their cost, plan for construction, etc.



The cost of the plan came in at \$14,480

FINANCIAL/BUDGET IMPACT:

The budget for this item is \$15,000 and funded through the Parks Budget in the Capital Projects Fund.

VILLAGE PLAN REFERENCE:

[William McFarland Park and New Community Park Master Plan - 2021](#)

ORDINANCE REFERENCE:

None

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion and second to recommend approval to the Village Board regarding the proposal from Parkitecture for Skate Park planning and design services.

ATTACHMENTS:

1. Skate Park Planning and Design Services RFP
2. Parkitecture rec. 3.16.2022



Request For Proposals

Skate Park Planning & Design at William McFarland Park

RFP Issuance Date: February 25, 2022

RFP Due Date: March 18, 2022

Please Submit to:

Village of McFarland – Skate Park Planning & Design at William McFarland
Park
5915 Milwaukee Street, PO Box 110
McFarland, WI 53558

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SECTION 1

Purpose

The purpose of this Request for Proposals (RFP) is to receive competitive proposals from qualified consultants who are interested in providing professional services including design development, construction documents and turn-key construction for upgrades to the current skate park located in the Village of McFarland, Wisconsin. The Village of McFarland proposes to upgrade its current skate park into a “state of the art” skate park utilizing the latest skate park design principles and construction with high quality materials to ensure durability and longevity. The intent of the project is for the consultant to provide complete design services (including community outreach, conceptual design, site plan and specifications, cost estimate, timeline, pictures, etc.). The project must meet the safety standards for the latest skate park design principles for skateboarders, scooters, and BMX riders to develop their skills. This project can be a combination of repurposing the current skate park or reconstruction of the current location which is approximately 5,000 square feet.

SECTION 2

History and Background

The Village is located adjacent to the southeast side of the City of Madison in Dane County. The current population of McFarland is estimated at 9,331 residents. The Village is serviced by USH Highway 51 serving as the main connection point between the cities of Madison and Stoughton. The Village has 75 permanent employees supplemented by seasonal, temporary, and part-time employees when necessary. The Village’s primary departments include Administration, Community & Economic Development, Communications/Technology, Fire and Rescue, Library, Public Works (including Parks and Utilities), Police, and Senior Outreach. More information about the Village is available at www.mcfarland.wi.us.

The McFarland Park System includes many parks, bike paths, and open spaces that serve as recreation areas, provide a connection to nature, and improve the local quality of life. The park system currently hosts a 20+ year old skate park located at William McFarland park. This park has a newly adopted master plan along, an approved Pickleball court, and many current amenities including a 4000 square foot shelter constructed in 2018.

SECTION 3

Scope of Work

- A. A concept that is focused on skateboarding, but allows the potential impact of a mixed-use public skate park, a sense of community, a quality street-skating environment, an engaging and aesthetically pleasing design, environmentally sustainable design, and cohesive sense of place.
- B. Providing preliminary engineering design
- C. Providing community outreach
- D. Gathering public input and encompassing into skate park plan and design
- E. Identifying features to mimic natural street-skating and skate park environments, (including ledges, pads, rails, stair-sets, and other natural transitions) as guided by the Village and the community.
- F. Providing complete plans, specifications and engineering, engineering surveying and design services for the construction of a skate park for the project, including community outreach, preliminary design, environmental documentation, engineering cost estimates, final design, plans and specifications, complete contract documents for bidding and other work as necessary to provide a complete project.
- G. Providing potential phasing of the project based on available funding for the project.
- H. Providing bidding oversight
- I. Providing engineering services during construction.

These are the general requirements and are not intended to be an all-inclusive list of tasks and deliverables. It is expected that the chosen Consultant will provide the Village with more specific recommendations for approaches, tasks, and deliverables based on their experience and expertise from past work on similar projects. Innovative approaches that meet the intent of the Scope of Work are welcomed; these could be presented as additional services or additional approaches in the consultant response.

SECTION 4

Deliverables

The selected Consultant shall completed a final plan document that contains an implementation schedule, detailed conceptual drawings/renderings, narrative description of recommended improvements, visual examples depicting recommendations, conceptual cost estimates, and associated narrative in order to present a complete document. A final presentation of the plan will be required once the document is complete to both the Parks Committee and Village Board.

At a minimum, the following deliverables will be provided:

- i. Executive Summary.
- ii. Community involvement in development of plan
- iii. Complete site development plan with maps
- iv. Up to three renderings depicting the proposed plan/design
- v. Itemized costs and project timeline
- vi. Design and implementation approach

The final plan put forth for acceptance shall be completed in such a way that it can be fully integrated with other plans and initiatives adopted by the Village. The selected Consultant shall provide the Village with an electronic copy of the final plan in its original and pdf format, including attachments, drawings, graphics, or tables used to create the plan. The selected Consultant shall provide the Village with two (2) hard copies of the final plan and an electronic PDF copy of the final plan. Draft deliverables may be provided in PDF format.

SECTION 5

RFP Submittal Requirements

A. Qualification Details consisting of:

- i. **Cover Letter** – Including, but not limited to a statement of understanding and approach to this project.
- ii. **Experience** – A summary of 3-5 similar or relevant projects that the applicant has executed within the last ten years. Electronic links to full copies of similar or relevant plans are encouraged. Hard copies of similar or relevant plans are not desired and can be provided electronically.
- iii. **References** – Provide three municipal client references for which the applicant has provided similar services within the last ten years. Include the name, email, and telephone number of the contact person and a description of services provided to that contact.

B. Technical Proposal consisting of:

- i. **Scope of Work** – A description of the approach to be taken toward completion of each item listed under Section 4 of this RFP, including any draft and final deliverables. An explanation of any variances to the proposed Scope of Work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal or from past project experiences.

C. Project Management Plan Proposal consisting of:

- i. **Key Personnel** – A list or organizational chart of personnel directly assigned to the project, along with responsibilities on this project and resumes. Clearly illustrate the responsibilities and lines of communication and authority relative to your project management team. Describe your plan to interface with the Village. The firm's Project Manager, who will be responsible for planning, coordinating, and conducting the majority of the work, including meeting attendance with the Village, must be identified and committed to the project. The Village reserves the right to approve

Consultant's project manager, any requested personnel, and/or subcontractor changes during the course of the project.

- ii. **Quality Control** – Describe quality control measures and processes to ensure the project requirements are achieved within the project budget.
- iii. **Village Commitments** – Identification of those items within the Scope of Work for which the Consultant anticipates assistance by the Village. Village Staff will serve as the point of contact for public inquires during the planning process, will attend all public meetings, will maintain a project website, and provide public outreach of planning activities through existing Village social media outlets, electronic and community newsletters.
- iv. **Project Schedule** – A proposed schedule that indicates project milestones by phases or tasks, delivery of draft and final project deliverables, and overall timeline for completion of the Plan. Identification of meetings with Village Staff, Village committees, and the public, including summary of targeted discusses and meeting outcomes.
- v. **Supplemental Information** – Any other information deemed necessary to address the requests of this RFP.

D. Cost and Labor Hours Proposal consisting of:

- i. **Cost** – Lump Sum price to complete the plan as proposed in the Consultant's base Scope of Work.
- ii. **Estimated Labor Hours** – A summary of estimated labor hours by task, or phase, that clearly identifies the project team members, their hourly rate, and the number of hours performed by each participant organized by task or phase.
- iii. **Additional Scope/Fees** – Total fee, hours per employee, and hourly rates by employees, for any additional services not identified as included in the Consultant's base Scope of Work.

E. General requirements consisting of:

- i. **Due Date** – Responses to the RFP must be received by the end of the day on Friday, March 18, 2022. Proposals received late, for any reason, shall not be accepted.
- ii. **Format & Location** – Prospective consultants shall provide one (1) electronic PDF copy. RFP submittals shall be emailed to the Public Works Director at public.works@mcfarland.wi.us, subject: Skate Park Planning and Design RFP. Alternatively, consultants may submit an electronic PDF copy via a USB flash drive to the Village of McFarland-Skate Park Planning and Design RFP, Attn: McFarland Department of Public Works, 5915 Milwaukee Street, PO Box 110, McFarland, WI 53558.
- iii. **Property** – All information developed as part of this RFP, including graphics and data, shall become the property of the Village upon completion of the report. All text shall be submitted electronically as is most convenient. All original graphics generated as a part of the RFP shall be submitted to the Village in an easily reproducible hardcopy and electronic format as applicable.

SECTION 6

Evaluation Criteria

- A. The following criteria will be used to evaluate each proposal submitted:
- i. **Key Personnel (15 points)** – Experience and qualifications relevant to key personnel and their associated project roles and estimated labor hours.
 - ii. **Project Experience (15 points)** – Level of experience completing similar projects with local government entities of similar size, structure, and complexity.
 - iii. **Scope of Work (25 points)** – Level of responsiveness and technical approaches to the scope of work outlined within the RFP. Demonstration of knowledge and innovative approaches particular to the desired Scope of Work and Plan Objectives.
 - iv. **Cost Effectiveness (25 points)** – Ability to meet budget/value as related to proposed and additional costs. Hourly rates of key personnel. Estimated total labor hours.
 - v. **Project Schedule (10 points)** – Ability to be responsive in meeting schedule required to complete the plan and deliverables. Quality, clarity and creativity of proposed planning process and public engagement.
 - vi. **Quality of Submittal (10 points)** – Quality, clarity and completeness of submittal package, including identification of draft and final deliverables. Consultants shall not submit verbatim sections of this RFP as their proposal.

SECTION 7

Method & Timeline of Selection

The Village Administrator, Public Works Director, and Parks Superintendent will conduct the evaluation of proposals submitted. This will comprise the Evaluation Team. They will make a recommendation to the Parks Committee whom will make the final recommendation to the Village Board for action. The following method and timeline will be utilized in order to select the desired proposal:

- i. **February 25, 2022** – RFP Issuance Date.
- ii. **March 18, 2022** – RFP Due Date.
- iii. **March 21st** – During this week, the Evaluation Team will review the proposals and decide which, in its sole discretion, it chooses to further consider via an in-person or virtual interview.
- iv. **April 4th** – During this week, the Evaluation Team may host interviews of perspective consultants in order to make a selection. Please identify in your proposal if there are any dates to avoid scheduling an interview should your proposal be selected for further consideration.
- v. **April 22nd** – The Evaluation Team will make its recommendation to the Parks Committee for further consideration.
- vi. **April 28th – Parks, Recreation, and Natural Resources Committee:** The Parks Committee will consider the recommendation of the Evaluation Team in order to make their recommendation to the Village Board.
- vii. **May 9th – Village Board:** The Board will take final action to consider acceptance of the recommended proposal and enter into a contract for this purpose.

SECTION 8 Terms and Conditions

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP can be cause for rejection of the proposal. The Village may reject any proposal if it is conditional, incomplete, contains irregularities, or if in the sole discretion of the Village not considered in our best interest. The Village may waive an immaterial deviation in a proposal, but this shall in no way modify the proposal document or excuse the Consultant from compliance with the contract requirements if the Consultant is awarded a contract. A prospective Consultant may be requested for an interview at the sole discretion of the Village. The recommended Consultant will be selected and approved by the Village Board.

The Village uses a standard template contract for such services and will require its utilization for this project. A copy of the standard template can be provided for review upon request and will be updated to adapt to the proposal ultimately selected.

There is no expressed or implied obligation for the Village to reimburse firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspection under Wisconsin law. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

The Village will not discriminate against individuals due to sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military service, or any other characteristics protected by law. This applies to all Consultants submitting proposals to this project and their sub-consultants.

The Village reserves the right to retain all proposals submitted, and to use any idea in a proposal, regardless of whether the proposal was selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Village and the Consultant.

All property rights, including publication rights of all reports produced by the selected firm in connection with services performed under this agreement shall be vested in the Village.

The Village reserves the right to reject any or all proposals submitted.

SECTION 9 RFP Appendices

Appendix A: [2019 to 2023 Outdoor Recreation and Open Space Plan](#)

Appendix B: [McFarland Parks Master Plans](#) & [Appendices](#)

SKATE PARK PLANNING & DESIGN AT WILLIAM MCFARLAND PARK VILLAGE OF MCFARLAND

PROPOSAL

SUBMITTED BY
PARKITECTURE + PLANNING, LLC
MADISON, WI
March 18, 2022



Cover Letter

March 17, 2022

Village of McFarland
Jim Hessling
Director of Public Works
5115 Terminal Drive
McFarland, WI 53558

Dear Jim and members of the selection committee,

Thank you for the opportunity to provide this proposal for the planning and design of the new skate park in William McFarland Park. We are very excited for you and the community to bring on new public assets such as these and look forward to the opportunity to assist you. The existing skate park equipment has served the community well, but is now tired and past its useful life. A new facility will breathe life and excitement into the park as well as increase usership. This is always a positive impact on a park system, as we find the more people using a facility, the less likely damage and vandalism will occur to other park assets.

As you know, we have been working with the Village on the redevelopment plans for William McFarland Park for more than two years and understand the desires of the community and stakeholders. With our current working relationship with you and ongoing projects within the park, we have a big head start on this project.

Our long time partner Spohn Ranch is a national specialty design firm based in California, but rooted in the Midwest. Their resume of similar skate parks runs deep in Wisconsin and locally in Dane County. We are currently teamed on two skate parks in the area and several other similar projects around the state. They will be providing the specialty design for the skate features, assisting with public outreach, and quality control review support.

This project includes elements from numerous disciplines of design, and it is unlikely you will find another team with better qualifications. Parkitecture and Spohn Ranch offer you a known entity and project management process that you can trust.

Our team is uniquely qualified for this project for several reasons:

- We have significant past and ongoing work with the Village and your public open spaces. This includes the design and construction of the pickleball complex directly adjacent to the skate park area.
- Our team is a well oiled collaborative team with a deep historical portfolio and several similar ongoing design projects underway.
- We understand the nuances of existing park re-development projects, especially those located adjacent to residential areas. See our project profiles section for a partial list of our recent park projects.
- Spohn Ranch is the leading skate park design firm in the country. This national exposure and prominence will bring notoriety to your project and establish credibility with your local skateboarding stakeholders.
- We have excellent working relationships with the major contractors in this part of the State and understand the bidding climate and pricing structures. This gives us an advantage during design by soliciting feedback on design iterations, maintaining budget expectations, and testing design and constructibility methods and materials.
- The Spohn Ranch team will be constructing several other skate parks during 2022 in and around Dane County, and will be able to attend meetings and site visits for your project without incurring travel costs.
- These projects are likely to be partially grant or donor funded and we understand the importance of staying on track in terms of budget, timeline, and scope. We routinely work on similar grant/donor funded efforts.
- We have an excellent resume of public process facilitation and creative outreach strategies to gather public input on park improvements.



We have discussed the project with you, visited the site to review the existing conditions, and I am confident that we understand the goals of the project, various site issues, and have the extensive technical expertise to implement your vision. Our resume of similar recreation facility design is long and well proven in Wisconsin.

We are believers in creating attainable goals and finding small successes with the clients and projects we engage. The lessons learned from the countless park and open space projects we have facilitated will offer you and the facility managers a proven process, excellent track record, and the confidence that the improvements will stand the test of time and serve the McFarland community for years to come.

We look forward to the opportunity to share our perspectives with you should you select Parkitecture + Planning/ Spohn Ranch.

Thank you very much for your consideration of our team.

Sincerely,

A handwritten signature in blue ink, appearing to read "Blake Theisen".

Blake Theisen, PLA, ASLA
Principal

Parkitecture + Planning
901 Deming Way, Suite 102
Madison, WI 53717

E blake@parkitecture.org
P 608.886.6808

SERVICES + ASSISTANCE



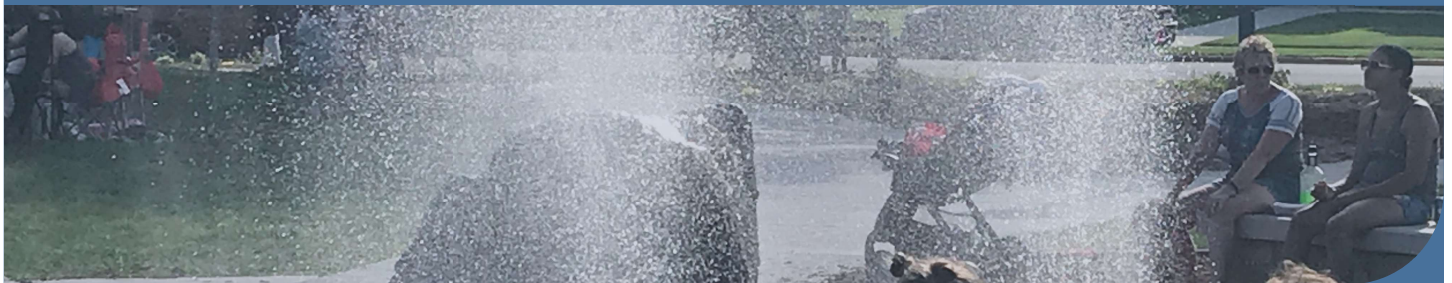
- | Landscape Architecture
- | Park and Open Space Master Planning
- | Aquatic Facility Analysis and Design
- | Athletic Facility Design
- | Recreational Waterfront Visioning
- | Public/Private Campground Design
- | Custom Theme Playscapes
- | Civil Engineering
- | Stormwater Management
- | Site Design
- | Construction Documentation
- | Construction Administration
- | Land-Use Planning
- | Public Outreach

Established in 2020, Parkitecture + Planning is a fresh start with familiar faces.

Principals Blake Theisen (Landscape Architect) and Katie MacDonald (Civil Engineer) formed the company to follow their passion, by focusing on park, open space, and aquatic based projects.

Born from the oldest Landscape Architecture firm in Wisconsin, our primary focus is on creating vibrant site design opportunities for our clients and community members.

Our approach toward park and open space design focuses on how social interaction can be stimulated through thoughtful layout and creative use of materials. We work to blend the lines of natural and built environments to enhance the user experience.



Parkitecture + Planning
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www.parkitecture.org

We are Landscape Architects.
We are Engineers.
Above all, we are
Parkitects.

SPOHN RANCH SKATEPARK DESIGN CONSULTANT



Spohn Ranch began as a community, anchored by Aaron Spohn's backyard half-pipe, and grew into an award-winning skatepark design-build firm. A cornerstone of wheel sports progression for over 30 years, Spohn Ranch's Los Angeles backyard roots have spread globally, culminating in hundreds of cutting-edge creations.

Via three decades of municipal skatepark projects, spanning 40+ states, 15+ countries and a variety of corporate clients including Red Bull and Vans, Spohn Ranch has mastered a broad range of techniques specific to creating the highest-quality wheel-focused terrain possible.

With a firsthand passion for skateboarding and wheel sports, the Spohn Ranch family of highly-skilled craftsmen, including landscape designers, iron workers, grading wizards and ACI-certified shotcrete nozzlemen, pride themselves on designing and building skateparks with the relentless dedication to detail and architectural finesse that Spohn Ranch is known for.

CARVING CORNERS. NOT CUTTING THEM.

"AN EXCELLENT DESIGN. SHOULD BE AN EXAMPLE FOR OTHER COMMUNITIES TO FOLLOW" - TONY HAWK, PROFESSIONAL SKATEBOARDER

"ONE OF THE BEST PIECES OF SKATEABLE TERRAIN EVER BUILT" - CHRIS MILLER, PROFESSIONAL SKATEBOARDER

"A DESIGN SO UNIQUE THAT IT HAS LEFT OUR KIDS SPEECHLESS" - SANDWICH, IL PARK DISTRICT

"SPOHN RANCH'S KNOWLEDGE IN THE DESIGN & CONSTRUCTION OF SKATEPARKS IS BEYOND WORDS" - CITY OF ALAMOGORDO, NM

"TRULY GRATEFUL TO SPOHN RANCH FOR THEIR PASSION, PROFESSIONALISM & EXPERTISE" - CITY OF NEWARK, OH

Bakken Skate Park & Pump Track Cottage Grove, WI

Parkitecture + Planning and Spohn Ranch are assisting the Village of Cottage Grove with development of concepts and construction documents for a new skate park and pump track located in the largest Village Park. A community outreach process helped to guide the direction of the final design and feature selection. The design team integrated artificial turf, lighting, and extensive landscaping into the project to blend it into the fabric of the existing park. An entry plaza provides a gathering area with shade structures, bench seating, and picnic tables for spectators and riders waiting their turn. Skate features are designed into the landscape to provide visual interest as landforms from the outside of the park. The project is scheduled to open in fall of 2022. Construction budget - \$0.8 Million.



Culver Community Park

Prairie Du Sac, WI

The Sauk Prairie Recreation Commission and the Friends of Sauk Prairie Parks and Recreation retained Parkitecture + Planning and Spohn Ranch to create construction drawings for a new skate park within the 67 acre park. Through an extensive community outreach, resident input was infused into the final vision to establish recreation elements for patrons of all ages and abilities. A key element is the skate park which has been completely funded by local riders and their families. Great care has been taken to incorporate their desires for the park elements and overall facility flow. Shade structures and a spectator seating area anchors the entry sequence into the park. The skate park will be open late summer 2022. Construction budget (skate park only) - \$0.2 Million.





William McFarland Park McFarland, WI

Parkitecture + Planning provided Master Planning assistance for the renovation for William McFarland Park in the Village of McFarland. The project included re-imagining of the existing skate park and community outreach. Parkitecture also provided design/engineering for the new multi-court pickleball complex directly adjacent to the skate park location. Our team is very familiar with the site and existing stakeholders. The pickleball project will be constructed during the summer of 2022.



Bond Park Skate Park Janesville, WI

The City of Janesville retained the Parkitecture + Planning staff (under prior employment) and Spohn Ranch to develop concepts and construction plans for a new skatepark in the established Bond Park. The project converted the footprint of old tennis courts into a cutting edge wheeled facility destination. The design provided a phased approach to allow for future expansion of the park should additional funding become available. The project was completed on time and opened in 2015. Construction budget - \$0.25 Million.



West Allis Skate Parks West Allis, WI

The City of West Allis worked with Spohn Ranch and the Parkitecture + Planning staff (under prior employment) to develop two skate parks within the city-wide park system. The largest facility is located in Joyce Radtke Park and included custom designed artistic skate features as a tribute to some of the history of the city. The second skate park is located in Liberty Heights Park. Two basketball courts were converted into a skate park suitable for all multi-wheel riders (skateboards, bmx, inline, etc). Both projects were completed between 2014 and 2017. Construction budget - \$0.6 Million.

Experience + Additional Park Projects - Parkitecture

Prentice Park, Ashland, WI
Attridge Park & Splashpad, Baraboo, WI
Devils Lake North Shore Day Use Area, Baraboo, WI
Community Pool, Blanchardville, WI
Blue Mound SP Pool Expansion, Blue Mounds, WI
Bernard Willi Pool, Chippewa Falls, WI
Bucholtz Park Swimming Facility, Clintonville, WI
Bakken Park Skate Park, Cottage Grove, WI
Community Park, Cottage Grove, WI
DeForest Civic Park, DeForest, WI
Fireman's Park, DeForest, WI
Fox Hills Estates Park, DeForest, WI
Sunfish Pond Park, DeForest, WI
Equestrian Campground, G. Dodge State Park, WI
Anunson Park, Fox Crossing, WI
Firemans' Park, Germantown, WI
Westside Neighborhood Park, Grafton, WI
Monterrey Park, Janesville
Palmer Pool, Janesville, WI
Rockport Pool, Janesville, WI
Lewis Park, Keota, IA
Horizon Park, Kenosha, WI
Lincoln Park, Kenosha, WI
Wolfenbuttel Park, Kenosha, WI
Sunset Beach Park, Kimberly, WI
Sandy Beach Park, Lake Mills, WI
Van Lieshout Park Splashpad, Little Chute, WI
Door Creek Park, Madison, WI
Firemens Park, Maple Bluff, WI
Johnson Park, Maple Bluff, WI
Braem Park, Marshfield, WI
Hefko Park & Aquatic Center, Marshfield, WI
Community Park, McFarland, WI
Lewis Park, McFarland, WI
Juniper Ridge Park, McFarland, WI
Prairie Place Park, McFarland, WI
Siggelkow Park, McFarland, WI
Waubesa Int. School Athletic Fields, McFarland, WI
William McFarland Park and Pool, McFarland, WI
Aero Park, Menomonee Falls, WI
Village Park Ph 2, Menomonee Falls, WI
Library Park, Mercer, WI
Lakeview Park Splashpad Renovation, Middleton, WI
Market Street Park, Middleton, WI
Stonebridge Park, Monona, WI
Woodland Park, Monona, WI
Doty Park, Neenah, WI
Kimberly Pointe Park, Neenah, WI
Island Park, Neenah, WI
Shattuck Park and Splashpad, Neenah, WI
Splashpad, Oregon, WI
Athletic Complex Playscape, Pewaukee, WI

Des Plaines River Greenway, Pleasant Prairie, WI
Lake Andrea Plaza, Pleasant Prairie, WI
Mompers Woods, Pleasant Prairie, WI
Pleasant Prairie Park, Pleasant Prairie, WI
Camp Indian Trails, Rock County, WI
Culver Community Park, Sauk, WI
ARF Park, Shawano, WI
Downtown Plaza, Shawano, WI
Totogatic Park Campground, Spooner WI
Community Riverwalk, Stoughton, WI
Wetmore Park, Sun Prairie, WI
Village Grove Park Splashpad, Sussex, WI
Pocket Park, Thiensville, WI
Village Park, Thiensville, WI
Central Park West, Two Rivers, WI
Buchner Park Aquatic Center, Waukesha, WI
Meadowview Park, Waukesha, WI
Burnham Pointe Park, West Allis, WI
McKinley Park, West Allis, WI
Recreation Center Park, West Allis, WI
Cravath Lake Amphitheater, Whitewater, WI
Community Splashpad, Whitewater, WI



References

Contact: John Lehan, Director of Community Ed. & Rec.
Sauk Prairie School District
john.lehan@saukprairieschools.org
608.643.0520

Contact: Shaun Mueller, Development Project Manager
City of West Allis
smueller@westalliswi.gov
414.302.8470

Contact: Cullen Slapak, Dir. of Parks and Recreation
City of Janesville
slapakc@ci.janesville.wi.com
608.373.5406

Contact: Sean Brusegar, Dir. of Parks, Rec. & Forestry
Village of Cottage Grove
sbrusegar@village.cottage-grove.wi.us
608.839.8968

Experience + Additional Park Projects - Spohn Ranch

THE SUMMIT BECHTEL RESERVE, GLEN JEAN, WV
GEORGE LANE SKATEPARK, QUARTZ HILL, CA
EVERETT PARK SKATEPARK, NEWARK, OH
PACIFIC HIGHLANDS RANCH – PUMP TRACK, SAN DIEGO, CA
DAYBREAK SCULPTURE GARDEN, SOUTH JORDAN, UT
JANE REYNOLDS SKATEPARK, LANCASTER, CA
HARBOR CITY SKATEPARK, HARBOR CITY, CA
MANZANITA SKATEPARK, ANAHEIM, CA
UNITY PARK SKATEPARK, IVINS, UT
HOLLAND SKATE PLAZA, ELIZABETH, NJ
CAPE MAY COUNTY SKATEPARK, OCEAN CITY, NJ
GIBSON MARIPOSA SKATEPARK, EL MONTE, CA
LEHI SKATEPARK, LEHI, UT
ROCKAWAY BEACH SKATEPARK, ROCKAWAY BEACH, NY
NORTH BEARDSLEY SKATEPARK, BAKERSFIELD, CA
TUSTIN SKATEPARK, TUSTIN, CA
POSSUM CREEK SKATEPARK, GAINESVILLE, FL
BETHUNE POINT SKATEPARK, DAYTONA BEACH, FL
LAKE FAIRFAX SKATEPARK, RESTON, VA
FERGUSON PARK SKATEPARK, RIALTO, CA
LUKE NELSON SKATEPARK, MEDINA, NY
CROWLEY LAKE SKATEPARK, CROWLEY LAKE, CA
DEW TOUR STREET 2013, SAN FRANCISCO, CA
IAN CALDERON SKATEPARK, LA PUENTE, CA
DEW TOUR BOWL 2011, OCEAN CITY, MD
CASTAIC SKATEPARK, CASTAIC, CA
RED BULL MISSISSIPPI GRIND, ST. PAUL, MN
COFFMAN PARK SKATEPARK, DUBLIN, OH
DORIS DAVIES SKATEPARK, VICTORVILLE, CA
LAKE STREET SKATEPARK, LOS ANGELES, CA
YOUNG'S PARK SKATEPARK, KNOXVILLE, IA
BLUEBONNET SKATEPARK, EAGLE PASS, TX
GENOVEVA CHAVEZ SKATEPARK, SANTE FE, NM
LOYCE E. HARPE SKATEPARK, MULBERRY, FL
NORTH LAUREL SKATEPARK, NORTH LAUREL, MD
PROVO SKATE PLAZA, PROVO, UT
HESSVILLE PARK SKATEPARK, HAMMOND, IN
NORFOLK SKATEPARK, NORFOLK, NE
CARROLLWOOD VILLAGE SKATEPARK, TAMPA, FL
LOGAN WELLS MEMORIAL SKATEPARK, ANAHEIM, CA
PAGE SKATEPARK, PAGE, AZ
HANSEN DAM SKATEPARK, LOS ANGELES, CA
JEWETT PARK SKATEPARK, DEERFIELD, IL
SHOREVIEW SKATEPARK, SHOREVIEW, MN
JORDAN PARK SKATEPARK, ALLENTOWN, PA
RIYADH BLVD SKATEPARK, RIYADH, SAUDI
LA PINTORESCA SKATEPARK, PASADENA, CA
ROWLEY PARK SKATEPARK, GARDENA, CA
MCBRIDE SKATEPARK, LONG BEACH, CA
SOUTH PADRE ISLAND SKATEPARK, SOUTH PADRE ISLAND, TX
ARTHUR JOHNSON SKATEPARK, GARDENA, CA
7 PRESIDENTS SKATEPARK PHASE 2, LONG BRANCH, NJ
KIMBALL SKATEPARK, NATIONAL CITY, CA
WEST DES MOINES SKATEPARK, WEST DES MOINES, IA
ARMADA SKATE & BIKE PARK, ARMADA, MI
BETSY HEAD SKATEPARK, BROOKLYN, NY
TOMS RIVER SKATEPARK, TOMS RIVER, NJ
WATERLOO SKATEPARK, WATERLOO, IA
ERIC BROWN SKATE PLAZA, LEESBURG, VA
GOETZ PARK SKATEPARK, PERRIS, CA
RYDELL SKATEPARK, GRAND FORKS, ND
PONDEROSA PARK SKATEPARK, BEND, OR
WEST NEW YORK SKATEPARK, WEST NEW YORK, NJ
DAN DEVER MEMORIAL SKATEPARK, OTHELLO, WA
ROCKVILLE SKATEPARK, ROCKVILLE, MD
PLANZ PARK SKATEPARK, BAKERSFIELD, CA
ROSEMEAD SKATEPARK, ROSEMEAD, CA
TILLAMOOK SKATEPARK, TILLAMOOK, OR
OSKALOOSA SKATEPARK, OSKALOOSA, IA
SOUTH BRANCH SKATEPARK, SYKESVILLE, MD
LINCOLN PARK SKATE SPOT, LONG BEACH, CA

WALKER MILL SKATEPARK, DISTRICT HEIGHTS, MD
WALTON COUNTY SKATEPARK, WALTON COUNTY, FL
PALM LANE SKATEPARK, ANAHEIM, CA
WHITE SHIELD SKATEPARK, WHITE SHIELD, ND
PRAIRIE SIDE SKATE PLAZA, OREGON, IL
PRESCOTT LEE GOODMAN SKATE & BIKE PARK, MT. WASHINGTON, KY
BEMIDJI SKATE PLAZA, BEMIDJI, MN
MONITOR PARK SKATEPARK, LOS ANGELES, CA
ED DAY MEMORIAL SKATEPARK, GIBSON CITY, IL
GOLETA SKATEPARK, GOLETA, CA
NORTH ADAMS SKATEPARK, NORTH ADAMS, MA
POINT PLEASANT BEACH SKATEPARK, POINT PLEASANT BEACH, NJ
STRICKLAND PARK SKATEPARK, STILLWATER, OK
YAL SKATEPARK, LOS ANGELES, CA
HYDE PARK SKATEPARK, NIAGARA FALLS, NY
LARAMIE PARK SKATEPARK, CICERO, IL
PHR – SKATEPARK, PACIFIC HIGHLAND RANCH, CA
COOPER PARK SKATEPARK, BROOKLYN, NY
BUTTERFIELD PARK SKATEPARK, MARION, IA
OB NELSON PARK SKATEPARK, FAIRFIELD, IA
CLARKDALE SKATEPARK, HAWAIIAN GARDENS, CA
HICKORY HILLS SKATEPARK, HICKORY HILLS, IL
HIGHLAND SKATEPARK, HIGHLAND, IN
RIVERDALE SKATEPARK, RIVERDALE, GA
UNION CITY SKATEPARK, UNION CITY, GA
BAILEY PARK SKATEPARK, GRINNELL, IA
FISHHAWK RANCH SKATEPARK, TAMPA, FL
WASATCH ACADEMY SKATEPARK, MT. PLEASANT, UT
RADTKE PARK SKATEPARK, WEST ALLIS, WI
GALLUP SKATEPARK, GALLUP, NM
LINCOLN PARK SKATEPARK, SOMERVILLE, MA
MANHATTAN BEACH SKATEPARK, MANHATTAN BEACH, CA
COLLINS PARK SKATEPARK, BAYONNE, NJ
CREEKSIDE PARK SKATEPARK, MONTE RIO, CA
DIGIORGIO ACTION PARK, ARVIN, CA
MARIPOSA PARK SKATE SPOT, SANTA ANA, CA
CLELAND SKATEPARK, FORT BRAGG, NC
ILES PARK SKATEPARK, SPRINGFIELD, IL
FRITZ BURNS SKATEPARK, LA QUINTA, CA
KELLY PARK SKATEPARK, BRONX, NY
MATTANO PARK SKATEPARK, ELIZABETH, NJ
MILFORD SKATEPARK, MILFORD, MI
BRISTOL BAY SKATEPARK, YORKVILLE, IL
HOUGHTON SKATEPARK, HOUGHTON, MI
RENAISSANCE PARK SKATEPARK, CHARLOTTE, NC
EVERGREEN CENTER SKATEPARK, COLONIA, NJ
COPPER SKY SKATE PLAZA, MARICOPA, AZ
FIREMAN'S SKATE AND BIKE PARK, HOUMA, LA
BAYSWATER PARK SKATEPARK, QUEENS, NY
BOND PARK SKATEPARK, JANESVILLE, WI
MCCLATCHY PARK, SACRAMENTO, CA
STANTON SKATEPARK, STANTON, CA
LONG BEACH SKATEPARK, LONG BEACH, NY
NEPTUNE SKATEPARK, NEPTUNE, NJ
DELEO PARK SKATEPARK, CORONA, CA
CAMPBELL COUNTY SKATEPARK, GILLETTE, WY
AMBASSADOR SKATE PLAZA, LOS ANGELES, CA
JACKSON PLAYGROUND SKATEPARK, GARDNER, MA
FORT LEWIS SKATEPARK, FORT LEWIS, WA
7 PRESIDENTS SKATEPARK, LONG BRANCH, NJ
GOLDEN MEADOW SKATEPARK, GOLDEN MEADOW, LA
GARDEN CITY SKATEPARK, GARDEN CITY, MI
E STREET SKATEPARK, SAN BERNARDINO, CA
DUDLEY SKATEPARK, MACOMB, IL
WORTHBROOK PARK SKATEPARK, OAK LAWN, IL
SEA ISLE CITY SKATEPARK, SEA ISLE CITY, NJ
LAKE HOLIDAY SKATEPARK, LAKE HOLIDAY, IL
MIDDLETOWN SKATEPARK, MIDDLETOWN, NY
RED MOUNTAIN ADVENTURE PARK, WOODLAND PARK, CO
LA VILLITA PARK SKATEPARK, CHICAGO, IL

Staff Qualifications

The **Parkitecture + Planning** core team is small and flexible. We choose to operate this way and work on the projects that are important to us and the communities in which they occur. The principal owners believe that open space reflects the soul of a community and deserves as much attention as any of the other core infrastructure in a municipal budget. We have dedicated our careers to this cause, because we are **Parkitects**.

Our partner **Spohn Ranch** will provide feature and flow design for the project. Their design staff are the top regarded wheeled facility designers in the country. We have an extensive resume of joint projects.

Blake Theisen will serve as your Project Manager and primary point of contact for the design team.

We will be your team from start to finish.



Blake Theisen, PLA, ASLA

Blake is a steward of open space and draws on his background in environmental science and spatial design to influence his solutions. He is an accomplished public process facilitator, and has presented at State, Regional, and National Conferences. Blake has received numerous design awards for project work and continues to find ways to innovate new solutions to common design challenges. His passion for park and aquatic based recreational projects is unparalleled in Wisconsin.

Registered: WI, IL, IN, IA, MN, MI, AZ, TX, NE, CO

Certified: CLARB, CPO

Member: WPRA, WIASLA, ISA



Katie MacDonald, PE

Katie exhibits her expertise in park and public open spaces and focuses on contextual site grading, integration of green infrastructure, and creative material re-use in her site design approach.

With an extensive resume in water based recreation facilities, she has become one of the leading experts in Wisconsin and the upper Midwest in splashpad and pool design.

Registered: WI, IL, IA, MN, CO, WY

Certified: CPO

Member: WPRA, NASECA



Vince Onel

Vince grew up in Iowa and discovered skateboarding at age 10. After years of being chased by police on the campus where his father worked as a professor, Vince joined forces with fellow Iowa City skateboarders to advocate for a public skatepark. Advocacy efforts paid off and the park was successfully constructed in 2002. Lessons learned during this effort and a passion for architecture and construction paved the way for a bachelor's degree at the University of Southern California.

Since joining Spohn Ranch in 2008, Vince's AutoCAD and critical thinking skills have led interdisciplinary teams for 150+ projects across 40+ states – always focused on not only innovative design, but also steadfast schedule and budget.

Accreditations: LEED Green Associate, World of Concrete



TEAM ETHOS

The **mission** of Parkitecture + Planning is to engage with stakeholders and create vibrant, creative, inviting, and inclusive public open spaces in our communities. We view the public landscape as a canvas for creativity, collaboration, and opportunity for growth and learning for residents of all ages and abilities. Our team works with groups large and small to understand the community context, project goals, and work through sustainable design solutions.

DESIGN APPROACH

We base our approach to Park Planning on three pillars: **Engagement**, **Visioning**, and **Action**.

Engagement - From day one, we **listen**. Anyone can hear, but to listen ensures that all perspectives are taken into consideration. Often the emotions and reactions are as valuable as the content. Our project engagement with clients includes not only the day-to-day decision makers, but the special interest groups and stakeholders, elected officials, and facility maintenance staff. This process includes outreach through various methods, whether it be a traditional town hall meeting, online discussion forums, social media outreach, or pop up events during community-based activities. It is vital for all of these voices to have an audience and present each angle for consideration. A truly sustainable facility will satisfy the learning and recreational objectives for the end user, while streamlining maintenance requirements for those responsible for the daily and long term care. The feedback gathered during this initial phase establishes our design program and helps us understand, **What is your Why**.



Visioning - We believe in **collaboration and consensus** building. Through interactive design charrettes and precedent imagery reviews, we can develop and define the end goal or design direction. Early schematics should be loose and flexible, giving stakeholders opportunity to think big and outside of the box. Visual stimulation with prior project imagery helps to push imagination and inspire new ideas for each project we touch. We push you to embrace the iterative process and work through the design evolution with us. **Never settle for status quo**.

Action - Our plans are **designed for implementation**. From more than twenty years of experience with park and open space planning, we understand the challenges communities face with budgets, staffing, programming, and maintenance. Our team establishes realistic design solutions and sets forth attainable phasing strategies when necessary. We also know how to leverage funding. Our staff have an excellent track record in securing grants, developing fundraising tools, and forging public/private partnerships to further the budget allocations. **Let's make this happen**.



Successful skatepark design skillfully balances the unique conditions of the site with the needs of three distinct groups – the government, the community and the users. Striking that balance begins with a thorough information gathering process.

Through the lens of three decades of skatepark construction experience, we first analyze the site's topography, soil composition, drainage conditions, adjacent uses and legal requirements. Exhaustive upfront planning ensures responsible design work and helps us avoid surprises down the road that cost both time and money. Once we develop an intimate understanding of our canvas, we engage in a robust community engagement process. Public design workshops, polling software and modern social media tools reveal the community's goals and directly shape our vision for the project.

We understand how important projects like these are to the local residents. Graphic presentation boards with precedent imagery will be assembled for aid in gathering public feedback in the final design direction, theming, and layout for the skatepark. We also utilize on-line polling tools to provide real time results from public input. This is an important step in the process and will help to build consensus and support with community members and elected officials. With all of the necessary information in hand, we will focus on the principles of Spohn Ranch's signature skatepark design philosophy and get to work.

Fun – While progressive terrain will always be a core principal of our design philosophy, the overarching focus is fun. We want our skateparks to be fun for every rider – no matter their age, style, skill level or wheel type. Fun skateparks provide features of varying difficulty to accommodate the full spectrum of experiences – from the kinds of days where you want a mellow session to the days where you wake up feeling hungry and aren't worried about taking a slam or two on big terrain.

Variety – Smart skatepark design is democratic. Refined during the public engagement process, the ratio of street to transition-style terrain and the spectrum of skill levels should complement the unique make-up of each community.

Art – Skateparks shouldn't feel like places where you are sentenced to ride, but more like naturally-occurring landscapes that just so happen to showcase wheel sports. Thus, our skateparks are not just grey blobs of concrete. They are colorful, architectural works of art with sculptural elements that create a sense of community pride.

We feel strongly that the plan should also evaluate the long term operations and maintenance costs of developing a new facility. As part of our process, we will work with your maintenance staff to assemble a projection of additional requirements placed on the Village. As we progress through the schematic design and design development phases, the plans will be accompanied by an opinion of probable construction costs. We have extensive external resources from our partners in the park construction world, as well as drawing on years of internal project work and current construction activity to provide accurate drawing analysis and up to date construction cost forecasting. We will hold regular review discussions with you and your staff to help to solidify support and consensus for the project. This is paramount to project success and helps secure timely decisions and forward progress.

We are very familiar with assisting clients through this process and understand the key steps. Our team is fully prepared to assist you with all project components from conceptual planning, design/engineering, construction document preparation, bidding, and construction oversight. We have provided these services for many municipalities in Wisconsin. A partial list is included on the prior pages.



Janesville - Bond Park

Scope Outline

Planning and Design Development

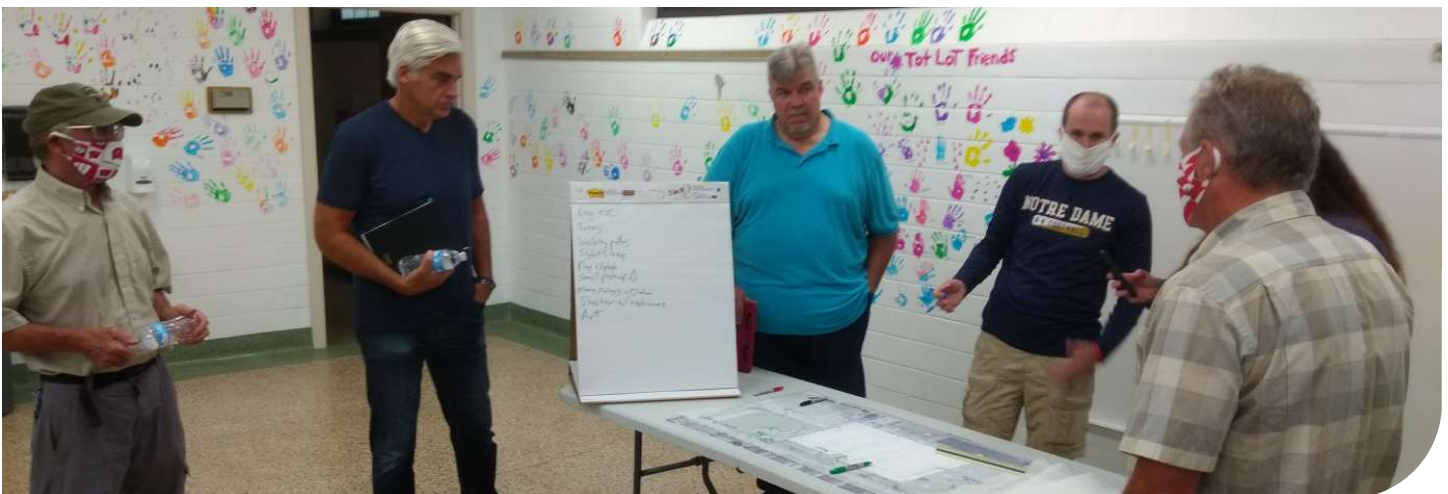
- Project Kick-Off Meeting – Design Team and the Client will kick-off the project via a virtual meeting. We will review the project goals, project schedule and points of coordination.
- Information Gathering & Review – During the Project Kick-Off Meeting, the Design Team and the Client will take stock of existing site data, studies and any other information pertinent to the project and project site. We will review existing information and work with the Client to collect additional information as necessary. The site information typically required to begin design work is as follows:
 - Site survey (AutoCAD)
 - As-built drawings
 - Geotechnical report
 - Any master plan design work or future improvements planned for the site
 - Any local, state or federal design requirements
- Site Walkthrough – The Design Team and the Client will conduct a site walkthrough to review existing conditions, photograph the site and discuss opportunities and constraints.
- Public Input Survey – The Design Team will assist the Client in creating an online survey to solicit design input from the public.
- Local Skate/BMX Stakeholder Meeting (PIM) – The Design Team will conduct a listening session with members of the McFarland Community on preferences and wishes for the new facility
- Design Development – Incorporating feedback from the Project Kick-Off Meeting, the Design Team will prepare a conceptual design. Conceptual design will address footprint, access, circulation, spacing, elevations and terrain sections, but not detail the specific dimensions of every obstacle.
- Design Development Review Meeting – The Design Team will lead a meeting with the Client and other relevant stakeholders to present the conceptual design and solicit feedback.
- 60% Design Development – Incorporating feedback from the Design Development Review Meeting, the Design Team will refine the conceptual design to a 60% Design Development level.
- PRNRC Meeting – The Design Team will present DD drawings to the PRNRC for final approval prior to establishing construction documents.
- Village Board Meeting – The Design Team will present DD drawings to the Village Board for final approval prior to establishing construction documents.

Outcomes and Deliverables

- Minutes from all review and public input meetings
- Concept and DD Plans at key benchmarks
- Opinion of Probable Construction Costs
- PDF of Final Plan Renderings

Assumptions

- Village to provide prior plans, timely feedback on submittals, and access to stakeholders within the community.



Proposed Timeline

PROJECTED SCHEDULE

We are flexible on schedule and scope deliverables and will work with the Village to accomplish the project goals.

Due to our small company structure, we can adapt to owner request and schedule changes with ease. We understand project delivery can be iterative and can have tangential paths. Our team is resilient and not easily deterred. Even through the COVID-19 pandemic, we continued to deliver on our promises for each and every project meeting, and all requested client deadlines.

We anticipate a minimum of 3-4 month process to complete the initial planning and design effort for the project. Following this process, we would be ready to complete engineering plans that will position the Village for late winter/spring 2023 bidding for construction during 2023. A tentative schedule is proposed as follows:

TASK	TIME FRAME
Kick-off Meeting	May 2022
Site Review	May 2022
Public Outreach	June 2022
Conceptual Design	June 2022
Design Development	July 2022
Final Plan Presentation	August 2022

QUALITY CONTROL

Our team takes pride in producing high quality projects that we and our clients will be proud of for generations. Regular internal and external peer reviews help to maintain an exceptional level of quality control for our collective design work. We have not engaged in any unethical practices, nor have had any substandard work.

SUPPLEMENTAL INFORMATION

Please do not hesitate to contact us with any further questions on our capabilities or passion for the park and recreation industry. Our team is fully licensed and insured to provide the services outlined in this RFP. Our references from past work will confirm our abilities and performance track record.

PROPOSED FEE

We propose a lump sum fee of \$ 14,480 for this outlined scope of work. Should this need to be amended, we will work with you to adapt the scope/schedule, and budget. Our projected hours are summarized by task as follows:

PHASE	BT	KM	VO
Public Engagement	16	2	16
Conceptual Design	13	8	40
Design Development	12	12	16
TOTAL	41	22	72

Additional services shall be billed at \$ 120/hour.



Client Testimonials

"Parkitecture go above and beyond in their attention to detail, technical knowledge, and collaborative process to make sure client needs and questions are addressed completely and promptly. Thanks to their creative skills, design expertise, and familiarity with construction practices and State regulations, we have a project that is ready to build this spring. We would not be where we are without them."

Jean Warrior – President, Friends of Governor Dodge State Park

"Blake's practice of listening, asking thought provoking questions, and then implementing the desires of the community is second to none."

Matt Hendricks – Director of Parks, City of Shawano

"The City of Kenosha has worked with Blake Theisen over the past 12 years developing, upgrading and enhancing our extensive Park System. He is very knowledgeable in his field, is dedicated to understanding the community needs and desires, and goes above and beyond to meet our requests."

Shelly Billingsley – Director of Public Works, City of Kenosha

"We at the City of West Allis have worked with Blake Theisen on many park projects over the years and Blake has always been responsive, detailed and has been able to easily understand our needs and applying them to each project, he has been a joy to work with."

Shaun Mueller – Senior Planner and Community & Economic Development Coordinator, City of West Allis

"Working with Parkitecture has been a great experience. Blake's approach to designing a park is like building a house...you need to have a firm foundation and then build up from there with each room in the park supporting the overall development. If you want a holistic park development, Blake and his Parkitecture Team are what you are looking for!"

Michael Kading – Director of Parks and Recreation, City of Neenah

"Working with the Parkitecture team has been one of the best decisions we have made for our park project. Their organization, detail, thoughtfulness, planning, and experience has helped make our planning team prepared for the road ahead."

John Lehan – Director of Community Recreation, Sauk Prairie Rec Commission

"Blake and Katie - Thank you for all that you did to make our park development project a success. You stood by us from the beginning to the end and even beyond, ensuring that we were completely happy with the final product. It was clear you both brought a wide range of knowledge and experience in bringing our concept plan to life. Thank you for making us feel that we were more than just another client. I look forward to working with Parkitecture + Planning again in the future!"

Amanda Geiser – Director of Parks and Recreation, Village of Fox Crossing

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Tuesday, May 3, 2022

SECTION: Business

DEPARTMENT: Public Works

CONTACT: Sayer Larson, Parks Superintendent, Jim Hessling, Public Works Director

AGENDA ITEM: Discussion and action to make a recommendation to the Village Board regarding the award of contract for Lewis Park Lake Access planning and design services.

PREVIOUS ACTION:

The Parks Recreation & Natural Resources Committee approved a recommendation to the Village Board for issuance of an RFP for Lewis Park Lake Access planning at its January 27, 2022 meeting.

The Village Board accepted the Parks Recreation & Natural Resources Committee at its meeting on February 14, 2022.

ISSUE SUMMARY:

Enclosed is a proposal from a qualified consultant for design services relating to Lewis Park Lake Access. One proposal for this work was received. The project scope includes such things as:

- Conduct an analysis of the project area to identify key issues, opportunities, and improvements in order to provide lake access.
- Research and report regarding regulatory players and necessary permitting requirements.
- Provide preliminary design services.
- Providing cost estimates for the site.

Improvements to the park were recommended in the 2015 [Lewis Park Master Plan](#)

The Master Plan called for several improvements in the park area. This work will now examine the specifics of lake access, providing more comprehensive detail as to what the access improvement could be, the potential cost, along with a plan for possible construction.

The cost of the plan came in at \$10,880.

FINANCIAL/BUDGET IMPACT:

The budget for this item is \$15,000 and funded through the Parks Budget in the Capital Projects Fund.



VILLAGE PLAN REFERENCE:

2015 [Lewis Park Master Plan](#)

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion and second to recommend approval to the Village Board regarding the proposal from Parkitecture for Lewis Park Lake Access planning and design services.

ATTACHMENTS:

1. Lewis Park Lake Access RFP
2. Lewis Park Proposal - Parkitecture rec. 3.16.2022



Request For Proposals

Lewis Park Lake Access

RFP Issuance Date: February 25, 2022

RFP Due Date: March 18, 2022

Please Submit to:

Village of McFarland – Lewis Park Lake Access
Attn: McFarland Public Works Department
5915 Milwaukee Street, PO Box 110
McFarland, WI 53558

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SECTION 1

Purpose

The purpose of this Request for Proposals (RFP) is to receive competitive proposals from qualified consultants to provide planning and design services for the improvement of lake access at Lewis Park in McFarland, along Lower Mud Lake. It is anticipated that the hired consultant will create a plan, prepare the specifications for the project, provide recommendations, and cost estimates. The selected consultant will evaluate the existing conditions and make recommendations to improve lake access, and provide additional recreational amenities.

SECTION 2

History and Background

A. **General** – The Village is located adjacent to the southeast side of the City of Madison in Dane County. The current population of McFarland is estimated at 9,331 residents. The Village is serviced by USH Highway 51 serving as the main connection point between the cities of Madison and Stoughton. The Village has 75 permanent employees supplemented by seasonal, temporary, and part-time employees when necessary. The Village's primary departments include Administration, Community & Economic Development, Communications/Technology, Fire and Rescue, Library, Public Works (including Parks and Utilities), Police, and Senior Outreach. More information about the Village is available at www.mcfarland.wi.us.

The McFarland Park System includes an array of parks and natural areas that abut lakes and watersheds. The Village currently boasts two lake access points at McDaniel and Jaeger parks. These sites offer canoe/kayak launching and storage. In 2015, the Village completed a master plan for Lewis park. Within the plans the shore land improvements list includes a kayak launch and discovery dock.

B. **Prior Studies** – The Village of McFarland developed a master plan for Lewis park in 2015. The plan provided a project overview, recommended improvements, site inventory and analysis, conceptual design, and final master plan.

SECTION 3

Scope of Work

- A. Conduct an analysis of the project area and identify key issues, opportunities, and improvements in order to provide lake access.
- B. Research and report regarding regulatory players and permitting required relevant to water access improvements.
- C. Providing preliminary engineering design including recommendations illustrating solutions and alternatives
- D. Providing engineering cost estimates for recommended solutions and alternatives

These are the general requirements and are not intended to be an all-inclusive list of tasks and deliverables. It is expected that the chosen Consultant will provide the Village with more specific recommendations for approaches, tasks, and deliverables based on their experience and expertise from past work on similar projects. Innovative approaches that meet the intent of the Scope of Work are welcomed, these could be presented as additional services or additional approaches in the consultant response.

SECTION 4

Deliverables

A. The selected Consultant shall complete a final plan document that contains an implementation schedule, detailed conceptual drawings/renderings, narrative description of recommended improvements, visual examples depicting recommendations, conceptual cost estimates, and associated narrative in order to present a complete document. A final presentation of the plan will be required once the document is complete to both the Parks Committee and Village Board.

At a minimum, the following deliverables will be provided:

- i. Executive Summary.
- ii. Community involvement in development of plan
- iii. Complete site development plan with maps
- iv. Itemized costs and project timeline
- v. Design and implementation approach
- vi. Wisconsin Department of Natural Resources (DNR) requirements, if any

B. The final plan put forth for acceptance shall be completed in such a way that it can be fully integrated with other plans and initiatives adopted by the Village. The selected Consultant shall provide the Village with an electronic copy of the final plan in its original and pdf format, including attachments, drawings, graphics, or tables used to create the plan. The selected Consultant shall provide the Village with two (2) hard copies of the final plan and an electronic PDF copy of the final plan. Draft deliverables may be provided in PDF format.

SECTION 5

RFP Submittal Requirements

A. Qualification Details consisting of:

- i. **Cover Letter** – Including, but not limited to a statement of understanding and approach to this project.
- ii. **Experience** – A summary of 3-5 similar or relevant projects that the applicant has executed within the last ten years. Electronic links to full copies of similar or relevant plans are encouraged. Hard copies of similar or relevant plans are not desired and can be provided electronically.
- iii. **References** – Provide three municipal client references for which the applicant has provided similar services within the last ten years. Include the name, email, and telephone number of the contact person and a description of services provided to that contact.

B. Technical Proposal consisting of:

- i. **Scope of Work** – A description of the approach to be taken toward completion of each item listed under Section 3 of this RFP, including any draft and final deliverables. An explanation of any variances to the proposed Scope of Work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal or from past project experiences.

C. Project Management Plan Proposal consisting of:

- i. **Key Personnel** – A list or organizational chart of personnel directly assigned to the project, along with responsibilities on this project and resumes. Clearly illustrate the responsibilities and lines of communication and authority relative to your project management team. Describe your plan to interface with the Village. The firm's Project Manager, who will be responsible for planning, coordinating, and conducting the majority of the work, including meeting attendance with the Village, must be identified and committed to the project. The Village reserves the right to approve

Consultant's project manager, any requested personnel, and/or subcontractor changes during the course of the project.

- ii. **Quality Control** – Describe quality control measures and processes to ensure the project requirements are achieved within the project budget.
- iii. **Village Commitments** – Identification of those items within the Scope of Work for which the Consultant anticipates assistance by the Village. Village Staff will serve as the point of contact for public inquires during the planning process, will attend all public meetings, will maintain a project website, and provide public outreach of planning activities through existing Village social media outlets, electronic and community newsletters.
- iv. **Project Schedule** – A proposed schedule that indicates project milestones by phases or tasks, delivery of draft and final project deliverables, and overall timeline for completion of the Plan. Identification of meetings with Village Staff, Village committees, and the public, including summary of targeted discusses and meeting outcomes.
- v. **Supplemental Information** – Any other information deemed necessary to address the requests of this RFP.

D. Cost and Labor Hours Proposal consisting of:

- i. **Cost** – Lump Sum price to complete the plan as proposed in the Consultant's base Scope of Work.
- ii. **Estimated Labor Hours** – A summary of estimated labor hours by task, or phase, that clearly identifies the project team members, their hourly rate, and the number of hours performed by each participant organized by task or phase.
- iii. **Additional Scope/Fees** – Total fee, hours per employee, and hourly rates by employees, for any additional services not identified as included in the Consultant's base Scope of Work.

E. General requirements consisting of:

- i. **Due Date** – Responses to the RFP must be received by the end of the day on Friday, March 18, 2022. Proposals received late, for any reason, shall not be accepted.
- ii. **Format & Location** – Prospective consultants shall provide one (1) electronic PDF copy. RFP submittals shall be emailed to the Public Works Director at public.works@mcfarland.wi.us, subject: Lewis Park Lake Access RFP. Alternatively, consultants may submit an electronic PDF copy via a USB flash drive to the Village of McFarland-Lewis Park Lake Access RFP, Attn: McFarland Department of Public Works, 5915 Milwaukee Street, PO Box 110, McFarland, WI 53558.
- iii. **Property** – All information developed as part of this RFP, including graphics and data, shall become the property of the Village upon completion of the report. All text shall be submitted electronically as is most convenient. All original graphics generated as a part of the RFP shall be submitted to the Village in an easily reproducible hardcopy and electronic format as applicable.

SECTION 6

Evaluation Criteria

- A. The following criteria will be used to evaluate each proposal submitted:
- i. **Key Personnel (15 points)** – Experience and qualifications relevant to key personnel and their associated project roles and estimated labor hours.
 - ii. **Project Experience (15 points)** – Level of experience completing similar projects with local government entities of similar size, structure, and complexity.
 - iii. **Scope of Work (25 points)** – Level of responsiveness and technical approaches to the scope of work outlined within the RFP. Demonstration of knowledge and innovative approaches particular to the desired Scope of Work and Plan Objectives.
 - iv. **Cost Effectiveness (25 points)** – Ability to meet budget/value as related to proposed and additional costs. Hourly rates of key personnel. Estimated total labor hours.
 - v. **Project Schedule (10 points)** – Ability to be responsive in meeting schedule required to complete the plan and deliverables. Quality, clarity and creativity of proposed planning process and public engagement.
 - vi. **Quality of Submittal (10 points)** – Quality, clarity and completeness of submittal package, including identification of draft and final deliverables. Consultants shall not submit verbatim sections of this RFP as their proposal.

SECTION 7

Method & Timeline of Selection

The Village Administrator, Public Works Director, and Parks Superintendent will conduct the evaluation of proposals submitted. This will comprise the Evaluation Team. They will make a recommendation to the Parks Committee whom will make the final recommendation to the Village Board for action. The following method and timeline will be utilized in order to select the desired proposal:

- i. **February 25, 2022** – RFP Issuance Date.
- ii. **March 18, 2022** – RFP Due Date.
- iii. **March 21st** – During this week, the Evaluation Team will review the proposals and decide which, in its sole discretion, it chooses to further consider via an in-person or virtual interview.
- iv. **April 4th** – During this week, the Evaluation Team may host interviews of perspective consultants in order to make a selection. Please identify in your proposal if there are any dates to avoid scheduling an interview should your proposal be selected for further consideration.
- v. **April 22nd** – The Evaluation Team will make its recommendation to the Parks Committee for further consideration.
- vi. **April 28th – Parks, Recreation, and Natural Resources Committee:** The Parks Committee will consider the recommendation of the Evaluation Team in order to make their recommendation to the Village Board.
- vii. **May 9th – Village Board:** The Board will take final action to consider acceptance of the recommended proposal and enter into a contract for this purpose.

SECTION 8 Terms and Conditions

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP can be cause for rejection of the proposal. The Village may reject any proposal if it is conditional, incomplete, contains irregularities, or if in the sole discretion of the Village not considered in our best interest. The Village may waive an immaterial deviation in a proposal, but this shall in no way modify the proposal document or excuse the Consultant from compliance with the contract requirements if the Consultant is awarded a contract. A prospective Consultant may be requested for an interview at the sole discretion of the Village. The recommended Consultant will be selected and approved by the Village Board.

The Village uses a standard template contract for such services and will require its utilization for this project. A copy of the standard template can be provided for review upon request and will be updated to adapt to the proposal ultimately selected.

There is no expressed or implied obligation for the Village to reimburse firms for any expenses incurred in preparing proposals in response to this request. Materials submitted by respondents are subject to public inspection under Wisconsin law. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

The Village will not discriminate against individuals due to sex, race, religion, creed, color, national origin, age, disability, sexual orientation, ancestry, marital status, arrest or conviction record, military service, or any other characteristics protected by law. This applies to all Consultants submitting proposals to this project and their sub-consultants.

The Village reserves the right to retain all proposals submitted, and to use any idea in a proposal, regardless of whether the proposal was selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Village and the Consultant.

All property rights, including publication rights of all reports produced by the selected firm in connection with services performed under this agreement shall be vested in the Village.

The Village reserves the right to reject any or all proposals submitted.

SECTION 9 RFP Appendices

Appendix A: [2019 to 2023 Outdoor Recreation and Open Space Plan](#)

Appendix B: [Lewis Park Master Plan 2015](#)

LEWIS PARK LAKE ACCESS VILLAGE OF MCFARLAND

PROPOSAL

SUBMITTED BY
PARKITECTURE + PLANNING, LLC
MADISON, WI
March 18, 2022



Cover Letter

March 17, 2022

Village of McFarland
Jim Hessling
Director of Public Works
5115 Terminal Drive
McFarland, WI 53558

Dear Jim and members of the selection committee,

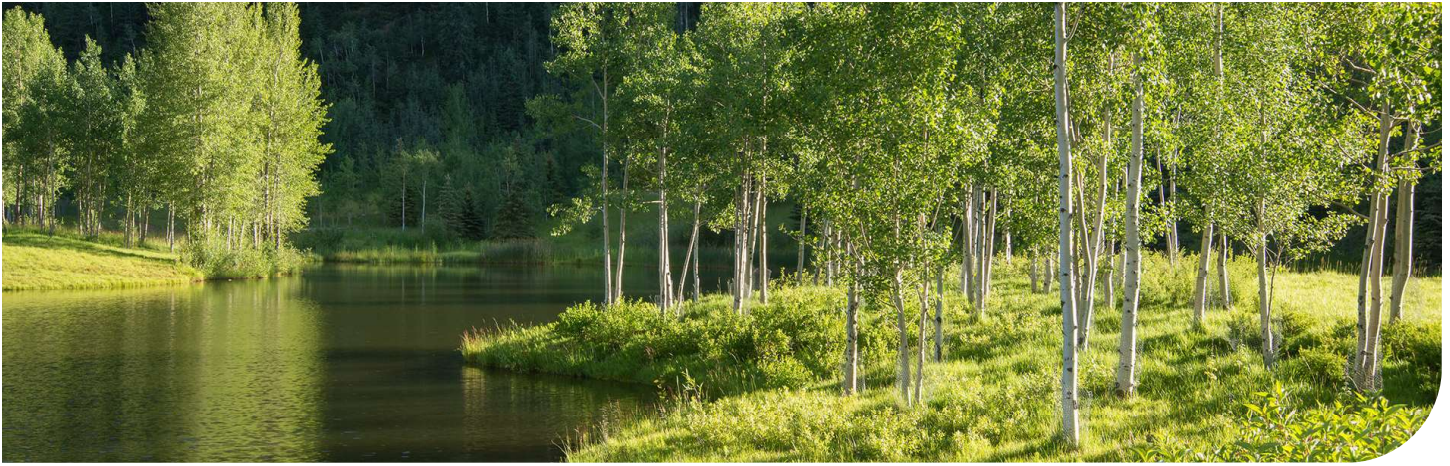
Thank you for the opportunity to provide this proposal for the planning and design of a potential improved water access portal to the Yahara River and Lower Mud Lake. Lewis Park is a well loved open space and the connectivity to Legion Memorial Park, Marshwoods Park, and the greater Village-wide trail system is not to be understated. This park offers one of the best opportunities for water access and the recreational opportunities that are created by the river. While Babcock Park is just upriver, most paddlecraft users do not like to launch from this location and it is certainly not conducive to wildlife observation opportunities due to the motorcraft launch and large parking area. Lower Mud Lake and the journey to Fish Camp are peaceful waters without residential homes and busy piers to avoid. This area is also known for the excellent birding habitat and has potential to draw more wildlife observers if proper facilities are provided.

As you know, we have been working with the you and your staff on numerous park development projects for more than two years and understand the desires of the community and stakeholders. With our current working relationship with you and ongoing projects within the Village, we have a big head start on this project.

Our qualifications are unique and perfectly suited for this project, and it is unlikely you will find another team with as much similar recent experience. We offer you a known entity and project management process that you can trust.

Our team is uniquely qualified for this project for several reasons:

- We have significant past and ongoing work with the Village and your public open spaces. This includes site analysis and land use study at Lewis Park.
- Our team is a well oiled collaborative team with a deep historical portfolio and several similar ongoing design projects underway.
- We understand the intricacies of nature based recreation projects. See our project profiles section for a partial list of our recent park projects.
- These types of projects are excellent candidates for grant and outside donor funding opportunities. We routinely work with agencies such as the DNR and other non-profits to leverage available municipal budgets. It is important to stay on track in terms of budget, timeline, and scope.
- We have excellent working relationships with the major contractors in this part of the State and understand the bidding climate and pricing structures. This gives us an advantage during design by soliciting feedback on design iterations, maintaining budget expectations, and testing design and constructibility methods and materials.
- We have an excellent resume of public process facilitation and creative outreach strategies to gather public input on park improvements.
- We have been selected by Dane County Parks to assist with the redevelopment of Babcock Park and these processes will be on an overlapping timeframe. We see significant advantage of sharing knowledge between the design efforts to establish complimentary amenities given the close proximity.



We have discussed the project with you, visited the site to review the existing conditions, and I am confident that we understand the goals of the project, various site issues, and have the extensive technical expertise to implement your vision. Our resume of similar recreation facility design is long and well proven in Wisconsin.

We are believers in creating attainable goals and finding small successes with the clients and projects we engage. The lessons learned from the countless park and open space projects we have facilitated will offer you and the facility managers a proven process, excellent track record, and the confidence that the improvements will stand the test of time and serve the McFarland community for years to come.

We look forward to the opportunity to share our perspectives with you should you select Parkitecture + Planning.

Thank you very much for your consideration of our team.

Sincerely,

Blake Theisen, PLA, ASLA
Principal

Parkitecture + Planning
901 Deming Way, Suite 102
Madison, WI 53717

E blake@parkitecture.org
P 608.886.6808

SERVICES + ASSISTANCE



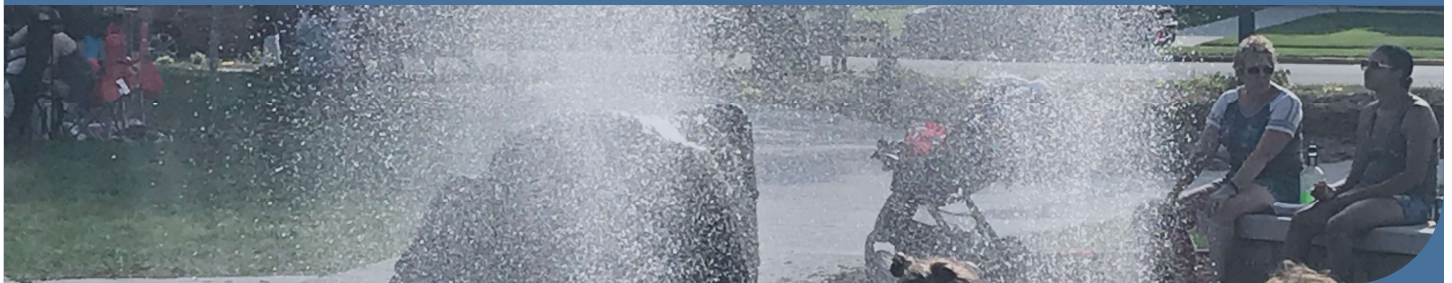
- | Landscape Architecture
- | Park and Open Space Master Planning
- | Aquatic Facility Analysis and Design
- | Athletic Facility Design
- | Recreational Waterfront Visioning
- | Public/Private Campground Design
- | Custom Theme Playscapes
- | Civil Engineering
- | Stormwater Management
- | Site Design
- | Construction Documentation
- | Construction Administration
- | Land-Use Planning
- | Public Outreach

Established in 2020, Parkitecture + Planning is a fresh start with familiar faces.

Principals Blake Theisen (Landscape Architect) and Katie MacDonald (Civil Engineer) formed the company to follow their passion, by focusing on park, open space, and aquatic based projects.

Born from the oldest Landscape Architecture firm in Wisconsin, our primary focus is on creating vibrant site design opportunities for our clients and community members.

Our approach toward park and open space design focuses on how social interaction can be stimulated through thoughtful layout and creative use of materials. We work to blend the lines of natural and built environments to enhance the user experience.



Parkitecture + Planning
901 Deming Way, #102
Madison, WI 53717
608.886.6808
www.parkitecture.org

We are Landscape Architects.
We are Engineers.
Above all, we are
Parkitects.

Pleasant Springs Park
Pleasant Prairie, WI

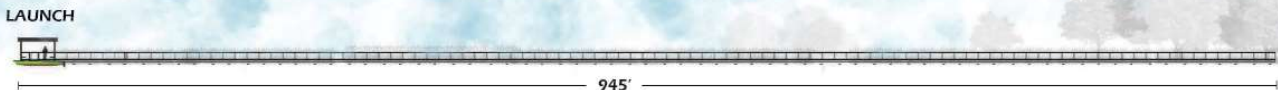
The Village of Pleasant Prairie retained Parkitecture + Planning to conduct a feasibility study and conceptual plans for establishing public access to the Des Plaines River and Jerome Creek. An extensive trail network exists within the park, but water access was non-existent. Site evaluations and a public engagement process convinced the design team that a proposed boardwalk and remote paddle craft access portal was possible. The design evolved into also creating a wildlife overlook and outdoor classroom within the wetland area. Coordination with several local businesses, Ducks Unlimited, WisDNR, and the Nature Conservancy yielded a collaborative funding approach. This project will provide watercraft (canoe/kayak) access from the Village all the way to Downtown Chicago. The project is scheduled for construction in 2023. Construction budget - \$0.7 Million.



WETLAND BOARDWALK
Located within close proximity to the Wruck Pavilion, a raised boardwalk provides the most direct route to Jerome Creek.



WILDLIFE VIEWING PLATFORM & BOAT LAUNCH
The end of the boardwalk provides opportunities not only for boat access, but also for bird watching, relaxing and resting.



Experience + Precedent Work



Stonebridge Park

Monona, WI

Parkitecture + Planning worked with the City of Monona to redevelop a small lakefront parcel that had been historically used as an overland flow path for stormwater. New underground filtration and sediment control devices (Strand Associates) were installed to clean the discharge to Lake Monona. The surface of the park was carefully designed to preserve the heritage oak trees, open sight lines, establish an ADA accessible route to the lake and new kayak/canoe launch, and create usable open space. Extensive landscaping was included to start reforestation of diverse native tree and shrub species. A bio-infiltration garden was installed to handle runoff from the onsite ephemeral spring. The project was constructed in 2021. Construction budget - \$0.8 Million.

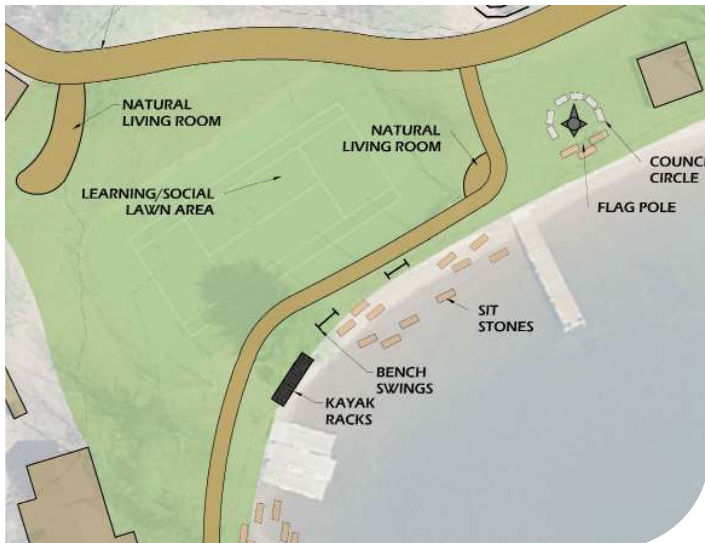


Experience + Precedent Work



Kimberly Point Park Neenah, WI

Parkitecture + Planning provided Master Planning, civil engineering, and construction administration for the waterfront improvements at Kimberly Point Park in the City of Neenah. The project consisted of new multi-modal pathway systems, bird watching and fishing platforms, and new access portals to the waterfront. The park is a site of cultural and archaeological significance and required significant on site monitoring during excavation. Parkitecture worked with the UW Milwaukee Archaeology department for artifact protection measures. The project is under construction and will be completed for fall 2022. Construction budget - \$0.8 Million.



Clearwater Camp for Girls Manitowish Waters, WI

The Clearwater Camp for Girls entrusted the visioning and construction plan development for the renovations of the summer camp on Lake Tomahawk to Parkitecture + Planning. An old tennis court was removed for the new pathways, kayak and canoe launches, piers, and natural furniture made of harvested trees from the site to establish a reclaimed natural waterfront. Parkitecture led the coordination with the County and Wisconsin DNR for shoreland protection. The project entails multiple phases over several years. Phase One is scheduled for completion in 2022. Construction budget - \$0.2 Million.



Devils Lake State Park Baraboo, WI

Parkitecture + Planning assisted the Department of Natural Resources in the planning and design for renovation of the North and South Shore day use areas at Devils Lake State Park. Addressing pedestrian flow, waterfront access, shoreline stabilization, and mitigating user conflicts (fishermen, hikers, beach goers) were top priorities. The plans solidified new waterfront access portals, communal fire ring gathering nodes, and an interpretive signage tour. The State Park is a designated Historical Landmark and Parkitecture coordinated agency review on behalf of the client. Phase One of the project is slated for fall of 2022. Construction budget (Phase One) - \$0.4 Million.

Experience + Additional Park Projects - Parkitecture

Prentice Park, Ashland, WI
Attridge Park & Splashpad, Baraboo, WI
Devils Lake North Shore Day Use Area, Baraboo, WI
Devils Lake South Shore Day Use Area, Baraboo, WI
Community Pool, Blanchardville, WI
Blue Mound SP Pool Expansion, Blue Mounds, WI
Bernard Willi Pool, Chippewa Falls, WI
Bucholtz Park Swimming Facility, Clintonville, WI
Bakken Park Skate Park, Cottage Grove, WI
Community Park, Cottage Grove, WI
DeForest Civic Park, DeForest, WI
Fireman's Park, DeForest, WI
Fox Hills Estates Park, DeForest, WI
Sunfish Pond Park, DeForest, WI
Equestrian Campground, G. Dodge State Park, WI
Anunson Park, Fox Crossing, WI
Firemans' Park, Germantown, WI
Riversbend Park, Grafton, WI
Stonewall Farms Park, Grafton, WI
Monterrey Park, Janesville
Palmer Pool, Janesville, WI
Rockport Pool, Janesville, WI
Lewis Park, Keota, IA
Horizon Park, Kenosha, WI
Lincoln Park, Kenosha, WI
Southport Park, Kenosha, WI
Wolfenbuttel Park, Kenosha, WI
Sunset Beach Park, Kimberly, WI
Sandy Beach Park, Lake Mills, WI
Van Lieshout Park Splashpad, Little Chute, WI
Door Creek Park, Madison, WI
Firemens Park, Maple Bluff, WI
Johnson Park, Maple Bluff, WI
Braem Park, Marshfield, WI
Hefko Park & Aquatic Center, Marshfield, WI
Community Park, McFarland, WI
Lewis Park, McFarland, WI
Juniper Ridge Park, McFarland, WI
Prairie Place Park, McFarland, WI
Siggelkow Park, McFarland, WI
Waubesa Int. School Athletic Fields, McFarland, WI
William McFarland Park and Pool, McFarland, WI
Aero Park, Menomonee Falls, WI
Village Park Ph 2, Menomonee Falls, WI
Library Park, Mercer, WI
Lakeview Park Splashpad Renovation, Middleton, WI
Market Street Park, Middleton, WI
Penni Klein Park, Middleton, WI
Stonebridge Park, Monona, WI
Woodland Park, Monona, WI
Doty Park, Neenah, WI

Kimberly Pointe Park, Neenah, WI
Island Park, Neenah, WI
Shattuck Park and Splashpad, Neenah, WI
Splashpad, Oregon, WI
Mustang Park, Payson, AZ
Athletic Complex Playscape, Pewaukee, WI
Des Plaines River Greenway, Pleasant Prairie, WI
Lake Andrea Plaza, Pleasant Prairie, WI
Mompers Woods, Pleasant Prairie, WI
Pleasant Prairie Park, Pleasant Prairie, WI
Camp Indian Trails, Rock County, WI
Culver Community Park, Sauk, WI
ARF Park, Shawano, WI
Downtown Plaza, Shawano, WI
Totogatic Park Campground, Spooner WI
Community Riverwalk, Stoughton, WI
Wetmore Park, Sun Prairie, WI
Village Grove Park Splashpad, Sussex, WI
Pocket Park, Thiensville, WI
Village Park, Thiensville, WI
Central Park West, Two Rivers, WI
Buchner Park Aquatic Center, Waukesha, WI
Meadowview Park, Waukesha, WI
Burnham Pointe Park, West Allis, WI
Liberty Heights Park, West Allis, WI
McKinley Park, West Allis, WI
Recreation Center Park, West Allis, WI
Cravath Lake Amphitheater, Whitewater, WI
Community Splashpad, Whitewater, WI

References

Contact: John Steinbrink Jr., Dir. of Public Works
Village of Pleasant Prairie
jsteinbrink@pleasantprairiewi.gov
262.925.6768

Contact: Mike Kading Director of Parks and Recreation
City of Neenah
mkading@ci.neenah.wi.us
920.886.6062

Contact: Jake Anderson, Director of Parks
City of Monona
janderson@ci.monona.wi.us
608.216.7469

Contact: Missy VanLanduyt, Recreation Section Chief
Wisconsin Dept. of Natural Resources
Melissa.vanlanduyt@wisconsin.gov
608.266.7617

Staff Qualifications

The **Parkitecture + Planning** core team is small and flexible. We choose to operate this way and work on the projects that are important to us and the communities in which they occur. The principal owners believe that open space reflects the soul of a community and deserves as much attention as any of the other core infrastructure in a municipal budget. We have dedicated our careers to this cause, because we are **Parkitects**.

Blake Theisen will serve as your Project Manager and primary point of contact for the design team.

We will be your team from start to finish.



Blake Theisen, PLA, ASLA

Blake is a steward of open space and draws on his background in environmental science and spatial design to influence his solutions. He is an accomplished public process facilitator, and has presented at State, Regional, and National Conferences. Blake has received numerous design awards for project work and continues to find ways to innovate new solutions to common design challenges. His passion for park and aquatic based recreational projects is unparalleled in Wisconsin.

Registered: WI, IL, IN, IA, MN, MI, AZ, TX, NE, CO

Certified: CLARB, CPO

Member: WPRA, WIASLA, ISA



Katie MacDonald, PE

Katie exhibits her expertise in park and public open spaces and focuses on contextual site grading, integration of green infrastructure, and creative material re-use in her site design approach.

With an extensive resume in water based recreation facilities, she has become one of the leading experts in Wisconsin and the upper Midwest in shoreline stabilization and structure design.

Registered: WI, IL, IA, MN, CO, WY

Certified: CPO

Member: WPRA, NASECA



TEAM ETHOS

The **mission** of Parkitecture + Planning is to engage with stakeholders and create vibrant, creative, inviting, and inclusive public open spaces in our communities. We view the public landscape as a canvas for creativity, collaboration, and opportunity for growth and learning for residents of all ages and abilities. Our team works with groups large and small to understand the community context, project goals, and work through sustainable design solutions.

DESIGN APPROACH

We base our approach to Park Planning on three pillars: **Engagement**, **Visioning**, and **Action**.

Engagement - From day one, we **listen**. Anyone can hear, but to listen ensures that all perspectives are taken into consideration. Often the emotions and reactions are as valuable as the content. Our project engagement with clients includes not only the day-to-day decision makers, but the special interest groups and stakeholders, elected officials, and facility maintenance staff. This process includes outreach through various methods, whether it be a traditional town hall meeting, online discussion forums, social media outreach, or pop up events during community-based activities. It is vital for all of these voices to have an audience and present each angle for consideration. A truly sustainable facility will satisfy the learning and recreational objectives for the end user, while streamlining maintenance requirements for those responsible for the daily and long term care. The feedback gathered during this initial phase establishes our design program and helps us understand, **What is your Why**.



Visioning - We believe in **collaboration and consensus** building. Through interactive design charrettes and precedent imagery reviews, we can develop and define the end goal or design direction. Early schematics should be loose and flexible, giving stakeholders opportunity to think big and outside of the box. Visual stimulation with prior project imagery helps to push imagination and inspire new ideas for each project we touch. We push you to embrace the iterative process and work through the design evolution with us. **Never settle for status quo**.

Action - Our plans are **designed for implementation**. From more than twenty years of experience with park and open space planning, we understand the challenges communities face with budgets, staffing, programming, and maintenance. Our team establishes realistic design solutions and sets forth attainable phasing strategies when necessary. We also know how to leverage funding. Our staff have an excellent track record in securing grants, developing fundraising tools, and forging public/private partnerships to further the budget allocations. **Let's make this happen**.



During the initial phase of this project, we will review the existing conditions and access options at Lewis Park. We are familiar with the park from our prior work on the splashpad/pool study as well as the ADA access study. With the development of any new recreational facility, parking and pedestrian access must be considered. The parking area at Lewis is already at a premium, and we do not want to over burden the availability at the shelter. Our suspicion is that some of the activity that the improved lake access will invite, will be largely during off peak hours and this should be studied further.

We understand how important projects like these are to the local residents and wildlife enthusiasts. Graphic presentation boards with precedent imagery will be assembled for aid in gathering public feedback in the final design direction, materials, and layout for the access facilities. This is an important step in the process and will help

to build consensus and support with community members and elected officials. Memory-worthy natural areas need to be thoughtfully designed based on specific site needs, and community preferences. Thought needs to be placed on future flexibility of the park spaces and the increased need for appropriate distance between other existing park use areas, seating etc.

We feel strongly that the plan should also evaluate the long term operations and maintenance costs of developing a new facility. As part of our process, we will work with your maintenance staff to assemble a projection of additional requirements placed on the Village.

As we progress through the concept design, the plans will be accompanied by an opinion of probable construction costs. We have extensive external resources from our partners in the park construction world, as well as drawing on years of internal project work and current construction activity to provide accurate drawing analysis and up to date construction cost forecasting. We will hold regular review discussions with you and your staff to help to solidify support and consensus for the project. This is paramount to project success and ensures timely decisions and forward progress. Our final recommendations will be assembled with our schematic design plans, cost projections, and a summary narrative. These drawings will provide the springboard for the next phase of engineering work and the permitting that will likely be associated with it. As part of our process, we will review the early designs with the County and WDNR for potential issues and also partnerships. This early engagement has often yielded fruitful financial partnerships.

Economic conditions are fluid and we are seeing a trend towards creative funding of projects like these. We have been the shepherd of numerous projects with grant funding and the paperwork that is associated with them. This can complicate a typical construction progress, but we understand how to navigate and embrace these scenarios. Our staff also participates and have managed several community build projects as part of our community goodwill program. These can be very rewarding endeavors for community stewardship.

We are very familiar with assisting clients through this process and understand the key steps. Our team is fully prepared to assist you with all project components from conceptual planning, design/engineering, construction document preparation, bidding, and construction oversight. We have provided these services for many municipalities in Wisconsin. A partial list is included on the prior pages.



Scope Outline

Public Engagement

- Facilitate kick-off Meeting with Village staff.
- Complete site review for Lewis Park to assess current conditions and potential water access locations.
- Assess project goals to develop program statement and vision plan direction.
- Attend public open house meeting with Village staff, select stakeholders, and members of the public for creative input.
- Work with Village staff to review feedback and establish final design recommendations.

Schematic Design

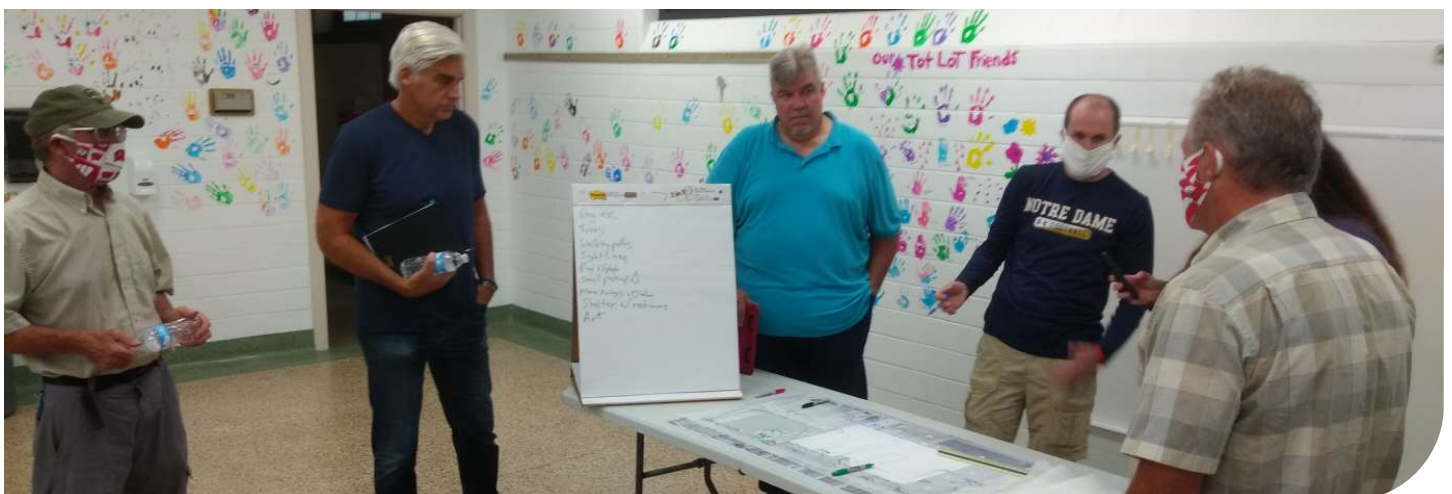
- Develop working design plans for new access facilities and produce graphic renderings.
- Compile opinion of probable construction costs.
- Present design drawings to Village staff.
- Present design package to Parks & Recreation and Natural Resources Committee.
- Assemble final narrative report.
- Discuss project with WDNR and Dane County Land and Water Conservation Department.
- Present final Plan graphics to Village Board.

Outcomes and Deliverables

- Minutes from all review and public input meetings
- Concept and SD Plans at key benchmarks
- Summary narrative report
- PDF of Final Plan Renderings
- Opinion of Probable Construction Costs

Assumptions

- Village to provide prior plans, timely feedback on submittals, and access to stakeholders within the community.



Proposed Timeline

PROJECTED SCHEDULE

We are flexible on schedule and scope deliverables and will work with the Village to accomplish the project goals.

Due to our small company structure, we can adapt to owner request and schedule changes with ease. We understand project delivery can be iterative and can have tangential paths. Our team is resilient and not easily deterred. Even through the COVID-19 pandemic, we continued to deliver on our promises for each and every project meeting, and all requested client deadlines.

We anticipate a minimum of 2-3 month process to complete the initial planning and design effort for the project. Following this process, we would be ready to complete engineering plans that will position the Village for late winter/spring 2023 bidding for construction during 2023. A tentative schedule is proposed as follows:

TASK	TIME FRAME
Kick-off Meeting	May 2022
Site Review	May 2022
Public Outreach	June 2022
Conceptual Design	June 2022
Final Plan Presentation	July 2022

QUALITY CONTROL

Our team takes pride in producing high quality projects that we and our clients will be proud of for generations. Regular internal and external peer reviews help to maintain an exceptional level of quality control for our collective design work. We have not engaged in any unethical practices, nor have had any substandard work.

SUPPLEMENTAL INFORMATION

Please do not hesitate to contact us with any further questions on our capabilities or passion for the park and recreation industry. Our team is fully licensed and insured to provide the services outlined in this RFP. Our references from past work will confirm our abilities and performance track record.

PROPOSED FEE

We propose a lump sum fee of \$ 10,880 for this outlined scope of work. Should this need to be amended, we will work with you to adapt the scope/schedule, and budget. Our projected hours are summarized by task as follows:

PHASE	BT	KM
Public Engagement	16	8
Schematic Design	33	34
TOTAL	49	42

Additional services shall be billed at \$ 120/hour.



Clearwater Camp For Girls

Client Testimonials

"Parkitecture go above and beyond in their attention to detail, technical knowledge, and collaborative process to make sure client needs and questions are addressed completely and promptly. Thanks to their creative skills, design expertise, and familiarity with construction practices and State regulations, we have a project that is ready to build this spring. We would not be where we are without them."

Jean Warrior – President, Friends of Governor Dodge State Park

"Blake's practice of listening, asking thought provoking questions, and then implementing the desires of the community is second to none."

Matt Hendricks – Director of Parks, City of Shawano

"The City of Kenosha has worked with Blake Theisen over the past 12 years developing, upgrading and enhancing our extensive Park System. He is very knowledgeable in his field, is dedicated to understanding the community needs and desires, and goes above and beyond to meet our requests."

Shelly Billingsley – Director of Public Works, City of Kenosha

"Parkitecture is working on the City of Waukesha's Buchner Park Pool and Community Center. Their vision is creative, while also being practical for the City. They are very responsive to the client's needs, meeting a tight time frame to get the project Bid according to the schedule. The anticipation for the completion of the project is heightened after seeing their renderings."

Katie Jelacic – City Engineer, City of Waukesha

"Working with Parkitecture has been a great experience. Blake's approach to designing a park is like building a house...you need to have a firm foundation and then build up from there with each room in the park supporting the overall development. If you want a holistic park development, Blake and his Parkitecture Team are what you are looking for!"

Michael Kading – Director of Parks and Recreation, City of Neenah

"Working with the Parkitecture team has been one of the best decisions we have made for our park project. Their organization, detail, thoughtfulness, planning, and experience has helped make our planning team prepared for the road ahead."

John Lehan – Director of Community Recreation, Sauk Prairie Rec Commission

"Blake and Katie - Thank you for all that you did to make our park development project a success. You stood by us from the beginning to the end and even beyond, ensuring that we were completely happy with the final product. It was clear you both brought a wide range of knowledge and experience in bringing our concept plan to life. Thank you for making us feel that we were more than just another client. I look forward to working with Parkitecture + Planning again in the future!"

Amanda Geiser – Director of Parks and Recreation, Village of Fox Crossing

**VILLAGE OF
McFarland
SUMMARY SHEET**

MEETING DATE: Tuesday, May 3, 2022

SECTION: Business

DEPARTMENT: Public Works

CONTACT: Sayer Larson, Parks Superintendent, Jim Hessling, Public Works Director

AGENDA ITEM: Discussion and action to make a recommendation regarding previous style park signs.

PREVIOUS ACTION:

None

ISSUE SUMMARY:

In 2021, as part of the Village's rebranding process, all park signs were changed over to the new style.

We would like some guidance on the disposal of the old signs. There are approximately 17 signs in storage.

A couple of disposal ideas include the following:

- Provide the signs for the high school wood class to be repurposed into other items
- An auction, either silent or public to sell the signs (with certain restrictions)
- Dispose of the signs as construction debris

As we discuss various disposal ideas, we encourage additional ideas from committee members, if the presented ideas are not suitable. Staff recommends donating to the high school wood class for the signs to be repurposed.

FINANCIAL/BUDGET IMPACT:

None

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Motion and second to recommend donating the previous style park signs to the high school wood class.



ATTACHMENTS:

1. Egner Park-2018
2. 5940-McFarland



INVOICE

7-14-20

5940

THANK YOU...

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