



17 October 2016

Dennis Duke
Town of Boulder Junction
PO Box 616
Boulder Junction, Wisconsin 54512

RE: Proposal for Professional Services –Boulder Junction Plaza

Approach

Successful design is achieved from a clear project understanding, effective input and feedback, and continuous team and staff communication. A successful project has a clear vision throughout the entire design process. The design studio **etc.** team has assembled an inspired team and has developed an active and collaborative approach to make this a successful project.

The design studio **etc.** team is excited to work together in an open and interactive process with Boulder Junction. We hope to refine and further develop the current concept design plan. Our process will approach this Phase II Master Plan Design development in three steps: Project Start, Community Input Concept Plan, and Master Plan Development. The Start Up Phase will get the design team more familiar with the steering committee members and the desired goals and outcomes for the project. We will gather base map information, review the site selection matrix and collaborate with committee members to define goals, schedule, program for the space and public input process. The Community and Stake Holder Input Phase will be crucial to the success and implementation of this project. We will develop an interactive process that will include a two evening public charrette at the beginning of the process and a number of public input meetings throughout the design process. The Master Plan Development phase will include the completion of a refined plan and assembling concept, preliminary and final master plans that show general layout, typical sections, vignette sketches amenities and estimate of probable cost. We will communicate with local contractors to assure that the estimates of probable cost will be accurate.

With that understanding, we have prepared the following detailed scope of services:

Project Startup

- Prepare sub-consultant contract, coordinate work plan and meeting schedule, define project deliverables and current data and information gathering
- Collection of current electronic base map and aerial photography for the project area from Federal and County GIS database and MPO. Coordination with town DPW staff to generate existing utility base map. This is not a survey.
- Develop site selection matrix

- Provide a list of potential public funding sources and coordinate with steering committee to identify potential large donors to support the project
- Following base map collection, a kick off meeting (Team Meeting #1) will be held in Boulder Junction with the steering committee and the DSE team. At this meeting we will discuss the project, community input process, budget, meeting schedules, project deliverables and key milestones for the project.

Deliverables:

- Aerial and topographic base maps in 11x 17 format
- List of potential funding sources in Word and PDF format
- Notes from kick off meeting

Hours and Fees:

- Estimate of 18 hours to complete Start Up Phase
- Lump sum fee of \$1,600.00 to complete Start Up Phase

Community and Stakeholder Input

- Shortly after the start up meeting a two evening public design charrette (Public Meeting #1) will be held at the Boulder Junction Community Center. Major stakeholders, public officials and residents both for and opposed to the project will be invited to participate in the charrette process. The first evening will concentrate on developing a list of program ideas and activities for the park. Following the programming exercise the group will investigate the various site targeted for this plaza development and create a list of pros and cons for each site. The evening will conclude with a list of program and activity ideas and a preferred site for which to move the design forward. The second evening will be the plaza design exercise. This will be a very active process where attendees will be broken out into tables and ask to physically draw their ideas on paper. They will also have an opportunity to select preferred imagery for the site from visual preference boards. The final stage of the charrette is for each individual table to pin their ideas up on a chalk board and present their ideas to the audience. The information generated out of this charrette process will be incorporated into the final plans.
- At each stage of the design process graphics shown at public meeting will be provided to town staff to display on the Boulder Junction website.
- Following the public charrette a public meeting will be held to present two (2) Concept Plan alternatives (Public Meeting #3). The entire community will be invited and encouraged to provide verbal or written feedback on the two plans. Public feedback will give the design team direction on a preferred concept plan. The meeting will hopefully be held in conjunction with a town event or festival to receive the greatest amount of feedback as possible.

- A public meeting (Public Meeting #4), will be held once the Preliminary Concept Design plan is approved by the steering committee. This meeting will also invite the entire community. The Preliminary Concept Plans will be presented and the community will be allowed to give feedback. This meeting will also be held in conjunction with a town event or festival to receive the greatest amount of feedback as possible.
- Collaborate with town staff and committee members to reach out to private donors in a private sit down meeting to present plans and answer questions and inquire about their interest in financially contributing to the projects development

Deliverables:

- (7) Aerial and topographic base maps in 22x34 format
- (4) Photo preference boards in 22x34 format
- (1) Site selection board
- (1) Program and activities list in Word and PDF format
- (1) Public comment notes from Charrette in Word and PDF format
- (6) Concept plan, section and amenity boards 22x34 format
- (5) Preliminary plan, section and amenity boards 22x34 format
- (5) Final plan, section, and amenity boards 22x34 format

Hours and Fees:

- Estimate of 35 hours to complete Community and Stakeholder Input Phase
- Lump sum fee of \$3,150.00 to complete Community and Stakeholder Phase

Master Plan Development

Concept Alternative Phase

- Based on information and direction from the project startup and the charrette process, DSE will develop two concept plan alternatives which will include overall design plan, vignette sketches of the site features, sculptures and other significant plaza features. Photo boards of amenities and landscape character will accompany the plans and sketches. An engineering report will be developed explaining the traffic and parking impacts, environmental impacts and utility application and needs. A ROM estimate will be developed for the concept plan. Information on plans to include:
 - Develop plans to incorporate all desired program elements from public input
 - Design around desired activities for the site
 - Attempts to maintain existing vegetation
 - Investigation environmental impacts to the site
 - Access existing buildings
 - Utility connections
 - Traffic and parking impacts
 - Foot traffic impacts

- Typical restroom layout
 - Stage and performance space
 - Entry plaza
 - Sculptures and interpretive elements
- DSE will meet (Team Meeting #2) with steering committee to review concept plans, sketches and estimates and provide direction for the preliminary concept plans

Deliverables:

- (2) Black and white concept plans in 11 x17 and PDF format
- (1) Black and white typical cross sections in 11 x17 and PDF format
- (1) Black and white vignette sketch sheet in 11 x17 and PDF format
- (2) Amenities sheets in 11 x17 and PDF format
- Estimate of probable cost in Word and PDF format
- Steering committee notes in Word and PDF format
- Engineering report in Word and PDF format

Hours and Fees:

- Estimate of 62 hours to complete Concept Phase
- Lump sum fee of \$5,850.00 to complete Concept Phase

Preliminary Concept Phase

- Based on the preferred plan selection from the public input meeting and the steering committee meeting, the DSE team will develop a preliminary concept plan. The plan will include all the program elements and designed to accommodate all activities identified by the steering committee. The colored plan will be accompanied by colored typical cross sections, colored vignette sketch of sculptures and highlight amenities and photo boards of pedestrian amenities and landscape character images. A general utility plan will be developed showing electric, gas and storm lines needed for the site improvements. The plan will also show a septic location supporting the restroom facility. The estimates of probable cost in 2016 dollars will accompany the Preliminary Concept plans. This will assure that the design will meet the budget proposed for the project.
- The DSE team will meet with the steering committee (Team Meeting #3) to review, discuss and approve the final Preliminary Concept plans and estimates and give direction for final Concept plan development.

Deliverables:

- (1) Color preliminary plan in 11 x17 and PDF format
- (1) Color typical cross sections in 11 x17 and PDF format
- (1) Color vignette sketch sheet in 11 x17 and PDF format
- (2) Amenities sheets in 11 x17 and PDF format
- Estimate of probable cost in Word and PDF format
- Steering committee notes in Word and PDF format
- General Utility Plan in 11 x17 and PDF format

Hours and Fees:

- Estimate of 65 hours to complete Preliminary Concept Phase
- Lump sum fee of \$6,150.00 to complete Preliminary Concept Phase

Final Master Plan Phase

- The DSE team will develop a final master plan that incorporates all the revisions comments discussed in the steering committee meeting. The plan will be a very illustrative colored plan that displays all the activities and amenities the park has to offer. Final colored typical cross sections, colored vignette sketch of sculptures and highlight amenities and photo boards of pedestrian amenities and landscape character images will accompany the plan. A final utility plan will be developed showing electric, gas storm and septic needed for the site improvements. The final estimate of probable cost will be developed and meet budget aspirations defined by the steering committee. Accompanying the cost estimate will be a phase and implementation strategy plan. The plan will define the scope of construction, start and completion dates and cost estimate breakdown for each phase.
- The DSE team will meet with the steering committee (Team Meeting #4) to review, discuss and approve the final concept plans and estimates.
- The DSE team will make any necessary revision to the final plan and estimates and present the final plans to the Town Board (Team Meeting #5) to review, discuss and approve the final concept plans and estimates.

Deliverables:

- (1) Color final master plan in 11 x17 and PDF format
- (1) Color final typical cross sections in 11 x17 and PDF format
- (1) Color final vignette sketch sheet in 11 x17 and PDF format
- (2) Final Amenities sheets in 11 x17 and PDF format
- Final Estimate of probable cost in Word and PDF format
- Steering committee notes in Word and PDF format
- General Utility Plan in 11 x17 and PDF format

Hours and Fees:

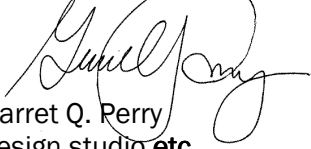
- Estimate of 87 hours to complete Preliminary Concept Phase
- Lump sum fee of \$8,250.00 to complete Preliminary Concept Phase

Additional Services

There are a few items that have not been included into the plan. Below is a list of potential additional service to better promote the plan:

- Topographic Survey
- An illustrative colored bird's eye perspective showing all that the park has to offer in three dimensional form
- Quarter scale models of sculpture and interpretive elements

Respectfully submitted



Garret Q. Perry
design studio **etc.**
Owner | Landscape Architect | Designer

Authorization

Please identify accepted services, sign and date, and return to design studio **etc.** for authorization to proceed with professional services.

Signature/Date

Printed Name / Title