

**RESOLUTION NO. 2022-51**

**RESOLUTION OF THE VILLAGE BOARD OF THE VILLAGE OF CALEDONIA  
APPROVING A PROPOSAL BY MSA PROFESSIONAL SERVICES INC. FOR PARK  
MASTER PLANNING SERVICES FOR CRAWFORD PARK**

**WHEREAS**, the Village has acquired ±21 acres of land adjacent to the existing Crawford Park with the intention of expanding the park; and

**WHEREAS**, the Village has approved a Parks and Open Space Plan which identifies needs for all of the parks within the Village; and

**WHEREAS**, the Development Director and Parks & Recreation Advisory Committee requested quotes for design services and received two proposals; and

**WHEREAS**, the Development Director and Parks & Recreation Advisory Committee recommends engaging MSA Professional Services Inc., 220 East Buffalo Street, Suite 201, Milwaukee, WI 53202, who submitted a proposal to complete the work as described in **Exhibit A** not to exceed \$19,700; and

**WHEREAS**, the Development Director, Parks & Recreation Advisory Committee and Village Attorney will work to prepare engagement documents;

**NOW, THEREFORE, BE IT RESOLVED THAT** the proposal by MSA Professional Services Inc., in an amount not to exceed \$19,700 to complete the work as set forth in **Exhibit A** attached hereto and incorporated herein is hereby, that the Development Director and Village Attorney are authorized to review and approve the engagement agreement for such work, and that all Village officials, officers, and employees are authorized and directed to take such steps as are lawful and necessary in furtherance of the Agreement.

Adopted by the Village Board of the Village of Caledonia, Racine County, Wisconsin, this 16 day of May, 2022.

**VILLAGE OF CALEDONIA**

By: 

James R. Dobbs  
Village President

Attest: 

Joslyn Hoeffert  
Village Clerk



## **PROPOSAL TO PROVIDE** Crawford Park Master Plan

**Prepared for:**  
Village of Caledonia, WI  
April 8, 2022



**MSA PROFESSIONAL SERVICES, INC.**  
220 East Buffalo Street, Suite 201  
Milwaukee, WI 53202

Contact: Dan Williams, PLA, ASLA, AHLP  
Phone: (608) 216-2066



April 8, 2022

Peter Wagner, Development Director  
Village of Caledonia  
5043 Chester Lane  
Racine, WI 53402

Re: Request for Proposal for Crawford Park Master Plan

Dear Mr. Wagner,

Thank you for the opportunity to provide a proposal for the Crawford Park Master Plan. We are excited to work with the Village of Caledonia to provide a vision and organizational framework for implementing improvements to the park. The last couple of years have highlighted the importance of outdoor space on community physical and mental health. We appreciate your consideration to allow us to assist the Village in creating a plan for future enhancements to this vital community amenity.

One of the many reasons communities turn to MSA Professional Services, Inc. (MSA) to assist with the development of park master plans is the breadth of our planning and design experience across the Upper Midwest. Our project team is comprised of skilled landscape architects, park planners and engineers who are committed to the success of your project. Through our Parks and Recreation Community of Practice (CoP) – a group of diverse professionals who collaborate on park projects to provide the best possible designs and value to the communities we work with – we also have access to architects, environmental professionals and funding specialists to consult during the project. As project manager, I am excited to work with you to develop a comprehensive plan that combines best management practices with a sound vision, attainable goals and short- and long-term objectives for successful implementation.

We understand the unique challenges and opportunities of locating, planning, developing and funding recreational amenities that improve quality of life. In the last five years we have assisted more than 25 communities across the Upper Midwest and Wisconsin, develop Park Master Plans. At MSA, we work hard to enable people to improve communities and are dedicated to seeing visions come to fruition. Many of the plans we developed for communities carried on into built projects.

We have created a scope of work including potential meetings and participants for the process based on your desired project scope, and we look forward to refining our approach collaboratively with you, to confirm a path through all phases of the project that fits the Village's timing and budgeting needs. We are ready to team with the Village to develop a great plan.

We welcome the opportunity to further discuss your needs and our approach. Please do not hesitate to contact me directly at (608) 216-2066 or [dwilliams@msa-ps.com](mailto:dwilliams@msa-ps.com).

Sincerely,

MSA Professional Services, Inc.

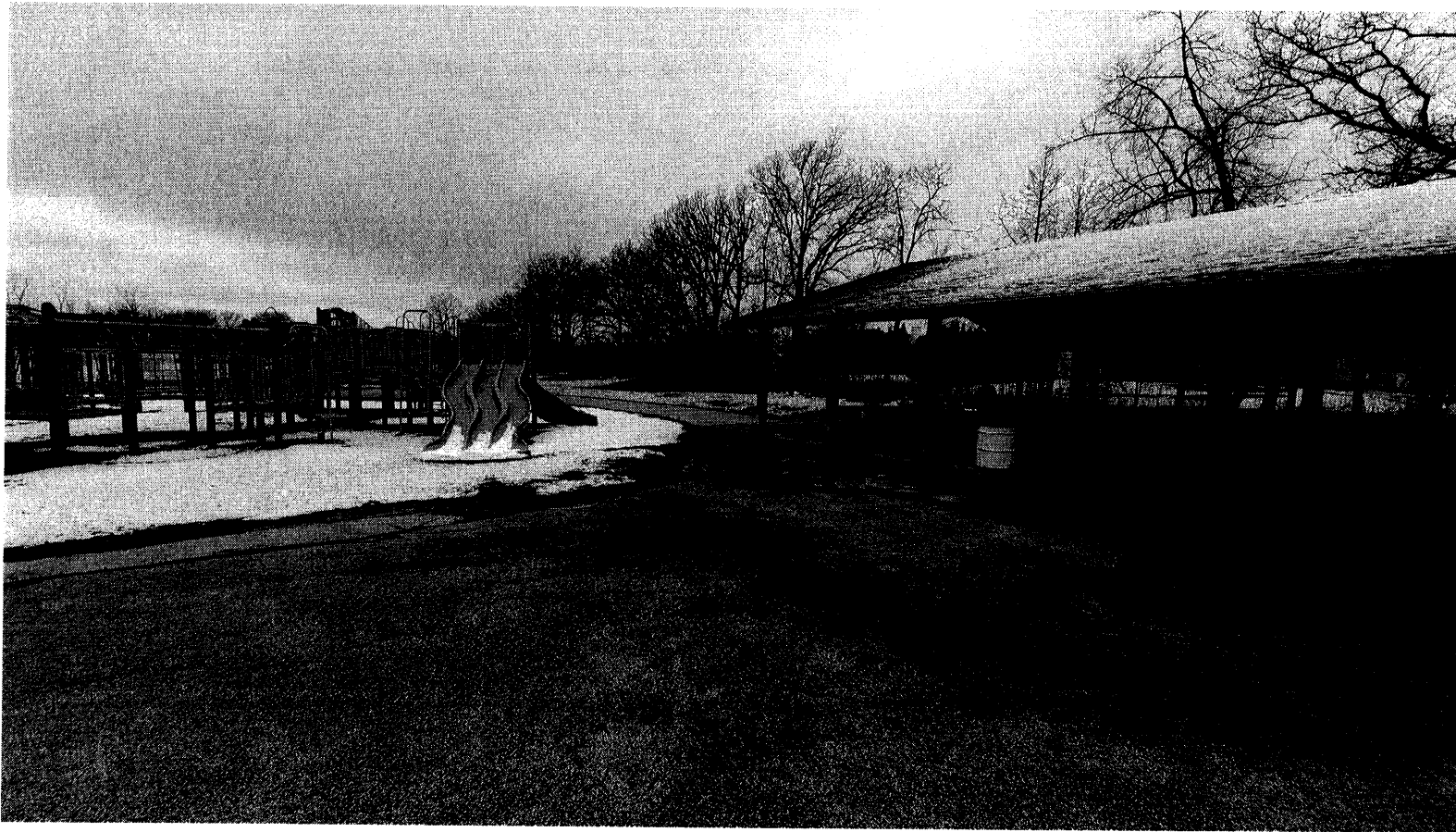
A handwritten signature in black ink, appearing to read "Dan J. Williams".

Dan Williams, PLA, ASLA, AHLP  
Project Manager

A handwritten signature in black ink, appearing to read "Raine Gardner".

Raine Gardner, PE  
Parks and Recreation Team Leader | QA/QC

*Raine Gardner is a duly authorized officer/agent empowered to bind MSA for consideration for this project.*



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**FIRM PROFILE.**

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. **It's more than a project. It's a commitment.**

**Local Office**  
 220 East Buffalo Street,  
 Suite 201  
 Milwaukee, WI 53202

MSA's roots reach back to the 1930s. Once a rural land survey company, our firm now consists of approximately 380 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high-quality, cost-effective solutions.



**63**

INDUSTRY AWARDS  
 EARNED SINCE 2010

**380+**  
 TEAM MEMBERS



**17 OFFICE  
 LOCATIONS**

**WE'RE PROUD TO BE 100%  
 EMPLOYEE-OWNED**

**\$500+ MILLION**  
 GRANTS & LOW-INTEREST LOANS  
 We've helped our clients secure  
 to help offset the cost of  
 infrastructure projects



**ENABLING PEOPLE TO  
 POSITIVELY IMPACT THE LIVES  
 OF OTHERS SINCE 1962**

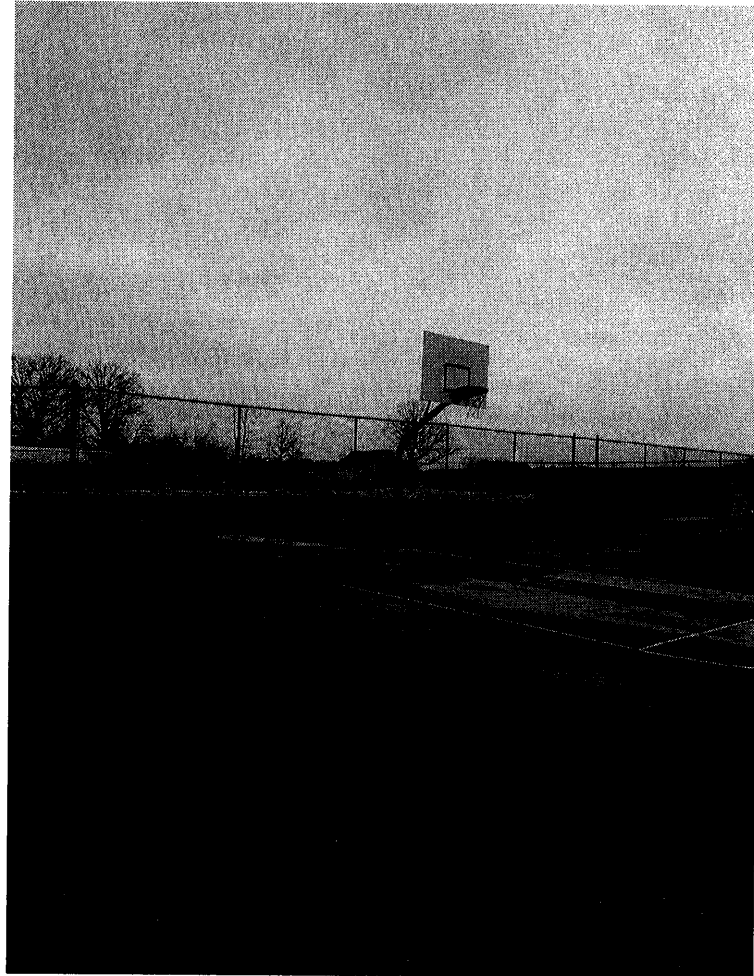
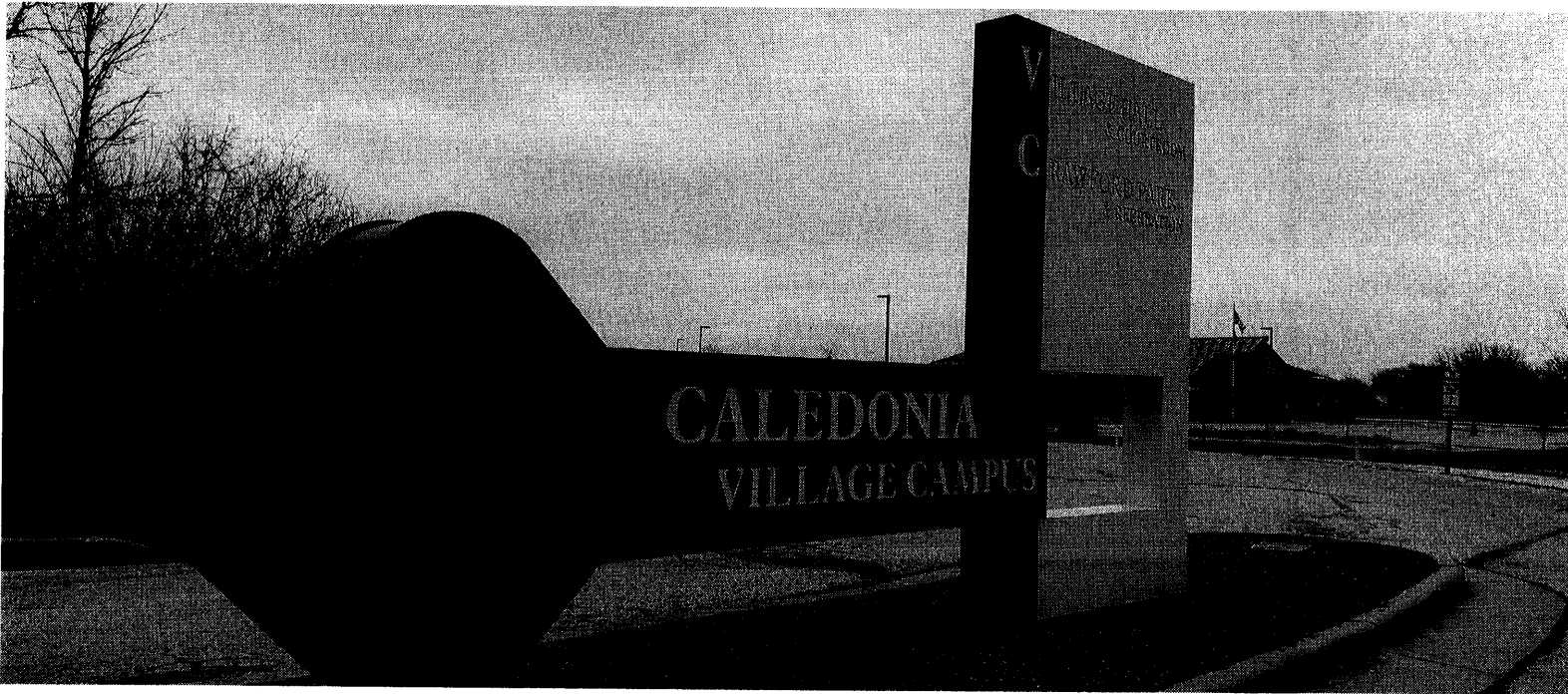
**CLIENT EXPERIENCE.**

Percentage of clients who say MSA met or exceeded their expectations based on the following categories.

**How does the Client Experience work in Proposals/SOQs?**  
 As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

These easy-to-complete surveys offer you the opportunity to comment on several areas of our performance throughout the duration of your project, which in turn helps us adapt our processes to your unique needs. Your feedback is specific to your project, and is returned directly to the people working with you. We pledge to respond to any issues you identify as the project proceeds.

<p><b>ACCURACY</b></p> <p><b>98%</b></p>	<p><b>HELPFULNESS</b></p> <p><b>96%</b></p>
<p><b>QUALITY</b></p> <p><b>99%</b></p>	<p><b>SCOPE &amp; FEES</b></p> <p><b>97%</b></p>
<p><b>RESPONSIVENESS</b></p> <p><b>98%</b></p>	<p><b>SCHEDULE</b></p> <p><b>98%</b></p>





## Parks and Recreation CoP

MSA has internally developed our own Community of Practice (CoP) focused solely on Parks and Recreation. This community strives to broaden knowledge sharing across the company and develop standards and technical information to raise the bar on project design and assure clients benefit from the collaborative expertise of all. Each of the MSA professionals listed in this proposal are members of this CoP and communicate daily about project design and innovation.

- ADA Audits for Park and Recreational Facilities
- Aerial Solutions (Mapping, Modeling, Marketing, Surveying, etc.)
- Aquatic Facilities (Indoor and Outdoor) and Splash Pads
- Architectural Design (Shelters, Restrooms, etc.)
- Asset Management
- Athletic Facilities (Indoor and Outdoor)
- Campground Development and Infrastructure Design
- Community/Recreational Centers
- Comprehensive Park and Recreation Plans (Municipal, County, Regional)
- Conceptual Site Plans, 3D Renderings and Virtual Reality
- Educational Programming
- Funding
- Infrastructure Survey and Design (Parking, Stormwater, Sewer, Water, etc.)
- Landscape Design
- Lighting Design
- Multimedia (360° Video, Esri Story Maps, etc.)
- Park and Recreational Grant and Funding Administration
- Park Planning and Design
- Playground Safety Audits
- Public Engagement (Public Input, Opinion Surveys, Visioning, etc.)
- Recreational Trails, Bridges and Boardwalks
- Skate Parks
- Tree Inventories and Assessments
- Waterfront Improvements (Boat Launches, Piers, Riverwalks, etc.)
- Wayfinding (Interpretive Signage, Interactive Kiosks, etc.)

## PARKS AND RECREATION MASTER PLANS

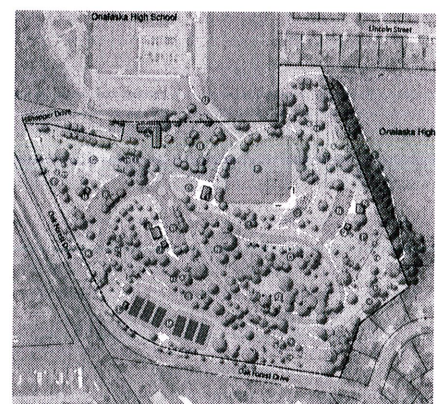
How residents perceive the quality of life within their community can be attributed to the quality of parks and recreational facilities available to them. As new recreational opportunities emerge, and the population and age of Americans continues to diversify, the demand for both traditional and non-traditional recreational facilities surges. In addition, recreational-based tourism continues to proliferate as an important component of local and state economies.

In short, whether fueled by a love of the great outdoors or determination to choose a healthier lifestyle, more Americans are utilizing a wider variety of park and recreational resources. MSA has helped numerous clients meet this growing demand through the planning, development and revitalization of recreational amenities, including parks, waterfront developments, aquatic facilities, multi-use paths and athletic facilities. Our park master plan experience includes the following projects.

### PARK MASTER PLANNING EXPERIENCE

- Carson Park Master Plan, Eau Claire, WI
- Birch Lake Park Master Plan, Barneveld, WI
- 22-Acre Park Master Plan, Cottage Grove, WI
- Village Forest Park, West Baraboo, WI
- Park Master Plan, Germantown, WI
- Racetrack Park Master Plan, Stoughton, WI
- Mandt Park Master Plan, Stoughton, WI
- Vilas Park Master Plan, Madison, WI
- Erb Park, Appleton, WI
- Riverfront Park, Wisconsin Rapids, WI
- Wisconsin Rapids Aquatic Center, Wisconsin Rapids, WI
- Webb Park, Reedsburg, WI
- Baraboo River Corridor Water Trail Planning Project, (Reedsburg, Wonevot, Hillsborough, Union Center, LaValle, Hillsboro, Rock Springs, Elroy, WI)
- Kautzer Park Master Plan Update, Nekoosa, WI
- Swan Park Master Plan, Beaver Dam, WI
- Rowe Park Master Plan, Onalaska, WI
- Gramercy Park Master Plan, East Dubuque, IL
- Fireman's Park Master Plan Update, Verona, WI
- Mitchell Park Master Plan, Guthrie Center, IA
- Park Master Plan and CORP, North Freedom, WI
- Lowe Park, Marion, IA
- Memorial Park Master Plan, Lexington, MN
- Park Master Plan, Annawan, IL
- Ellen Kort Peace Park Master Plan, Appleton, WI
- Blood Run National Historic Landmark Master Plan, Larchwood, IA\*
- Hawk's Bridge - Terrace Mountain Resort Master Plan, Raystown Lake, PA\*
- Muskingum Watershed Conservation District Master Plan, New Philadelphia, OH\*
- Ashland Waterfront Master Plan, Ashland, WI\*
- Bolz Conservancy Master Plan, Waunakee, WI\*
- Chicago Parks District Harbors Master Plan, Chicago, IL\*
- Liberty Park Master Plan, Clarksville, TN\*
- Crossridge Park Master Plan, Milton, WI\*
- Dillon Waterfront Master Plan, Dillon, CO\*
- Cherry Creek State Park Marina Master Plan, Denver, CO\*
- Chatfield State Park Marina Master Plan, Littleton, CO\*
- Green Bay Botanical Garden Master Plan, Green Bay, WI\*
- Greens Coulee Park Master Plan, Onalaska, WI\*
- Honey Creek Resort State Park Master Plan, Rathbun, IA\*
- Kohl Park Master Plan, Milwaukee, WI\*
- Lakeshore State Park Master Plan, Milwaukee, WI\*
- Prophetstown State Park Master Plan, West Lafayette, IN\*
- Sand Island Recreational Area Master Plan, Honolulu, HI\*
- Northern Great Lakes Regional Visitor Center, Ashland, WI\*

\*Denotes Dan Williams' work prior to joining MSA

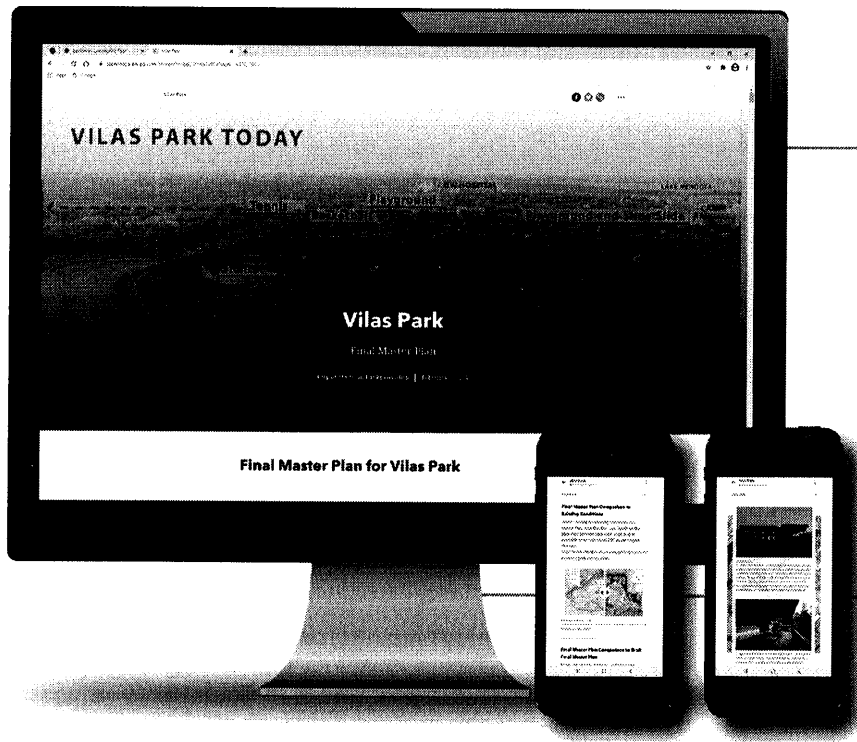




## PUBLIC ENGAGEMENT EXPERTISE

**Our ability to create and implement effective, comprehensive public participation plans is one of the many reasons communities turn to MSA for their public engagement needs.**

At MSA, we believe that when planning a public project, it must be done with the public's advice and input. Decisions made by local governments affect the future of all those who live and work in the community. We are committed to helping governments and organizations understand the diverse needs and concerns of the public, non-profit organizations, business interests and local governments. Aside from community support, this process also lends itself to ensuring the final project reflects the community's ethos and vision for its future.



MSA has the familiarity and the expertise to reach everyone. One way our teams engage the community is through the use of Esri GIS StoryMaps. Click on the left image of a recent Park Master Plan in Madison, Wis. to view the Final Master Plan Story Map for Vilas Park, or go to [HTTPS://ARCG.IS/1L5USFO](https://arcg.is/1L5USFO).



### AN INTEGRATED PUBLIC ENGAGEMENT SOLUTION

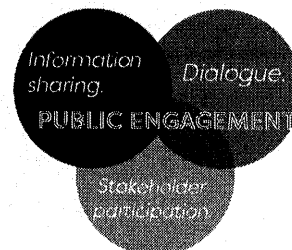
**Reach. Listen. Meet. Include. Analyze.**

MSA is dedicated to helping you improve relationships and build trust with your residents. The goal is to reach more people and simplify the process. One of the ways we do so is through the use of PublicInput. The PublicInput Platform™ is built to support government agencies through every step of the public engagement process.

**PublicInput is a fully integrated solution that helps government agencies:**

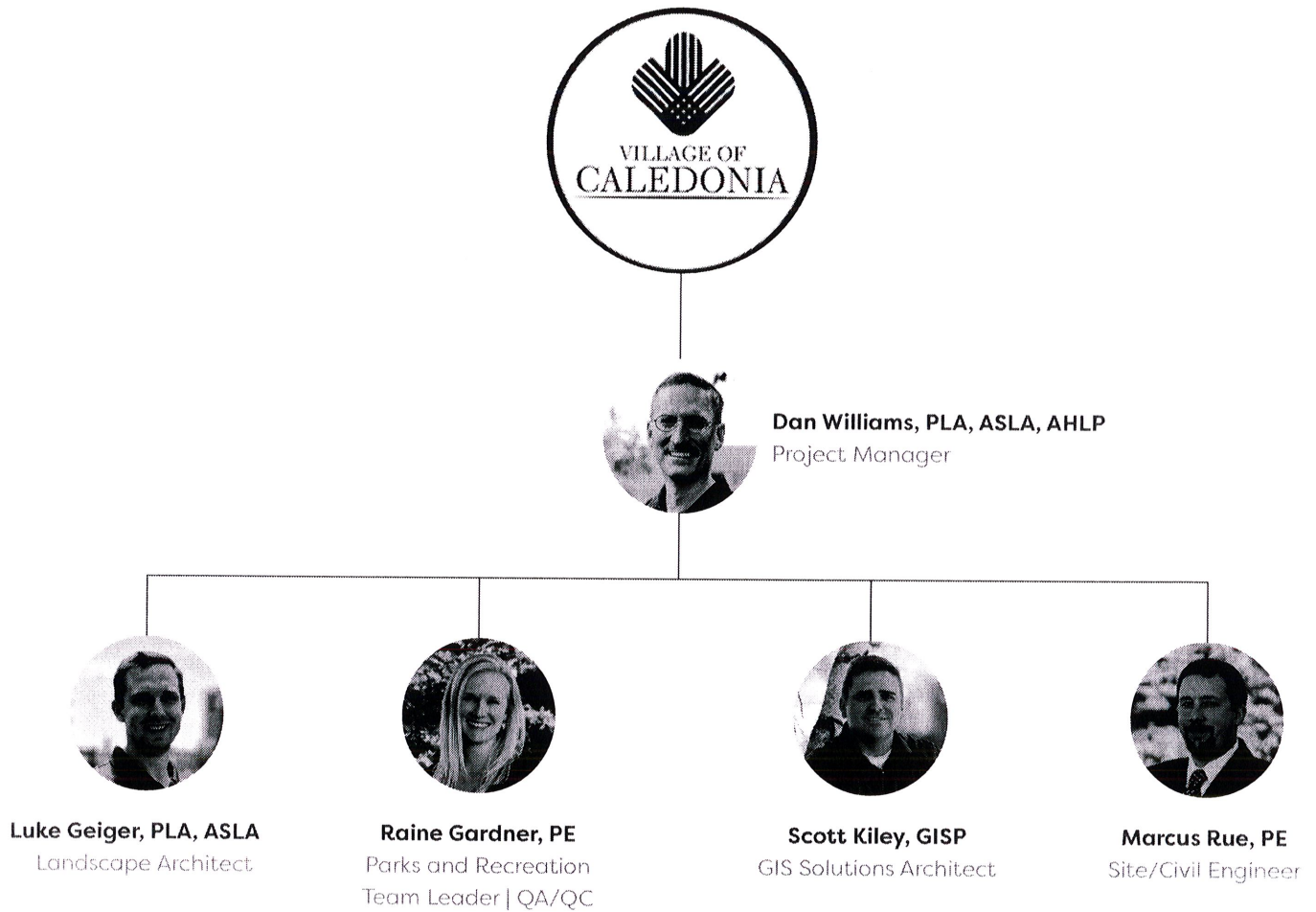
- Impact more residents.
- Gather stakeholder input across multiple channels.
- Keep stakeholders informed through project website, email, SMS, and social media updates.
- Monitor and manage data and reporting for robust analytics.

To explore a live site that is utilizing PublicInput software, go to <https://waverlyplanning.com/>.



## ORGANIZATIONAL CHART

Our team is staffed to handle the needs of your projects. We are a group of experienced landscape architects, engineers and technical service leads backed by more than 380 other technical specialists who are accustomed to working together on similar projects. Our familiarity with each other will enable us to meet your workload and timeline requirements. **We have chosen a team that reflects the needs for this project, including familiarity with similar-sized projects, and the expertise to explore all viable alternatives.**





# Dan Williams, PLA, ASLA, AHLP

PROJECT MANAGER

With more than 30 years of industry experience, Dan takes pride in his ability to make every project, large or small, something special. He is energized by the challenges offered by each new site. Dan's design philosophy is uncomplicated and based on two foundational factors: understanding and vision. Understanding involves developing a solid comprehension of the environmental, social and economic factors related to a project. This knowledge provides a framework for building an inspiring vision for the landscape.

## SELECTED PROJECT EXPERTISE

### Thomas G. Rowe Park Master Plan, Onalaska, WI

Project Manager and Lead Park Planner for the development of a new master plan for Rowe Park. The process included a comprehensive site analysis to study condition, park topography and opportunities for improvement. MSA also conducted a public engagement survey to gather constituent feedback and ideas about park upgrades. The result was the creation of conceptual designs as part of a Master Plan for Rowe Park—a guide for improvements and suggested timeline for implementation that would carry the park boldly into the future.

### Vilas Park Master Plan, Madison, WI

Project Manager and Lead Park Planner for a Master Plan of the 44-acre Vilas Park, a historic urban open space designed by O.C. Simonds in the heart of the City of Madison. The plan is the first major effort since the original design in 1906 for the Madison Park and Pleasure Drive Association. Simonds was known for his use of native prairie landscapes with a key feature being lagoon systems. Vilas Park is along the shore of Lake Wingra. MSA conducted a tree survey in ArcGIS for over 700 trees in the park. A robust, inclusive, public engagement represents a full community planning effort that takes in account to needs of today's users. The Master Plan is a unique balance of history and future park uses.

### Carson Park Master Plan, Eau Claire, WI

Project Manager and Lead Park Planner for Carson Park, a 134-acre facility near downtown Eau Claire. The land was donated in 1914 to the City by lumber baron William Carson. The park is a peninsula surrounded by Half Moon Lake. The facility consists of sport fields for UW Eau Claire and semiprofessional teams, two museums, rideable miniature railway, extensive natural areas with trails and lagoon/wetland landscape. The park has remnant woodlands and pine forest from the logging era and extensive wetland ecology.

## Additional Project Experience

- Mandt Park Master Plan, Stoughton, WI
- Ellen Kort Peace Park Master Plan, Appleton, WI
- Fairport Harbor Waterfront Development, Fairport Harbor, OH
- Downtown Waterfront Development, Monroe, LA
- Milwaukee Yacht Club Redevelopment, Milwaukee, WI
- Beach Drive Resiliency Project, Fox Point, WI
- Waterfront Master Plan & Town Core Walkability Study, Dillon, CO

## EDUCATION

B.S., Landscape Architect  
University of Kentucky

## REGISTRATION & AFFILIATIONS

- Professional Landscape Architect, WI, CO, IA
- American Society of Landscape Architects (ASLA)
- Alliance for Historic Landscape Preservation (AHLP)

## EXPERTISE

- Project Management
- Marina/Waterfront Planning and Design
- Park Master Plans
- Park Planning

## PUBLICATIONS

- Co-Author, Planning and Design Guidelines for Small Craft Harbors, ASCE Manuals and Reports on Engineering Practice No. 50.

## PROJECT TEAM



**Luke Geiger, PLA, ASLA**  
LANDSCAPE ARCHITECT

Luke is heavily involved in MSA's park and recreation, waterfronts, and urban design projects. Luke's resume includes site inventory and analysis, concept development and park plans, landscape planting plans, grading, and construction documentation preparation. He is currently leading efforts for MSA in 3-dimensional site design to provide communities with realistic renderings of proposed open spaces and parks. His technical skills help bring park master plans to life and help communities present these life-like drawings to the community to gather important public input.

Located in the downtown Milwaukee office, Luke will be assisting in the project management efforts as being the local point of contact for the community.

### Education

B.S., Landscape Architecture  
University of Wisconsin-Madison

### Registration

Professional Landscape Architect, WI

### Selected Project Experience

- Milwaukee Yacht Club Redevelopment, Milwaukee, WI
- Beach Drive Resiliency Project, Fox Point, WI
- Evansville Park and Pool Design, Evansville, WI
- Hartford Centennial Park Improvements, Hartford, WI
- Downtown Plan, Hortonville, WI
- Waukau Dam Master Plan, Winnebago County, WI
- Mandt Park Master Plan, Stoughton, WI
- Swan Park Master Plan, Beaver Dam, WI
- Vilas Park Master Plan, Madison, WI
- Gramercy Park Master Plan, East Dubuque, IA
- Waterfront Master Plan & Town Core Walkability Study, Dillon, CO



**Raine Gardner, PE**  
PARKS AND RECREATION  
TEAM LEADER  
QA/QC

As our Parks and Recreation Practice Leader, Raine leads a team of landscape architects, waterfront development specialists and project engineers. She has worked on a variety of projects including recreational parks and trail projects, waterfront development/access, river corridor planning, stormwater, water main, and sanitary sewer design, roadway reconstruction, lake dredging, and streetscaping plans. In addition to project planning and design, Raine has aided in construction management, right of way and easement acquisition, project permitting, wetland mitigation work, and GIS mapping. She helps clients apply for local, state, and federal funding grants and assistance. Clients also rely on Raine for project planning/concepts and estimating assistance, project considerations to lower maintenance and operational costs, zoning administration and guidance.

### Education

M.S., Civil Engineering  
University of Wisconsin-Madison

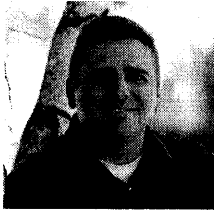
B.S., Civil Engineering  
Michigan Technological University

### Registration

Professional Engineer, MI, IA, MN, WI, OH

### Selected Project Experience

- Wisconsin Rapids Recreation Complex, Wisconsin Rapids, WI
- Riverside Park, Mauston, WI
- Vilas Park Master Plan, Madison, WI
- Riverside Park and Riverwalk Multi-Use Trails, Mauston, WI
- Fireman's Park Improvements, Verona, WI
- Splash Park at Mead Field, Wisconsin Rapids, WI
- Marathon County CORP, Marathon County, WI
- Village Forest Park, West Baraboo, WI
- Swan Park Master Plan and Development, Beaver Dam, WI
- Erb Park & Pool, Appleton, WI
- Thomas G. Rowe Park Master Plan, Onalaska, WI
- Sauk City Riverfront Park, Sauk City, WI
- Lake County Ohio Port and Economic Development Authority Fairport Harbor Transient Marina Study, Fairport Harbor, OH
- Apostle Islands Marina, Bayfield, WI
- New London River Wall, Downtown Transient Boat Dock and Fishing Pier, New London, WI



**Scott Kiley, GISP**  
GIS SOLUTIONS ARCHITECT

Scott is a certified GIS professional who is interested in all types of data and ways to create, disseminate and analyze it. Scott loves to see data used to help make informed decisions, especially when it involves spatial aspects. Location aware data commonly shows another side that can change those informed decision. He has created, converted and managed data in most formats including GIS, CAD, SQL Server and Access. Scott enjoys developing ways to utilize data more effectively. From web and mobile mapping applications to Python scripts, he created ways to help people use data and GIS to make better decisions.

#### Education

B.S., Natural Resources  
University of Wisconsin-Madison

#### Certification

Certified GIS Professional (GISP)

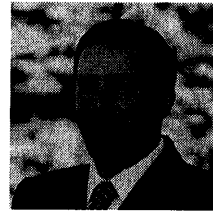
#### Selected Project Experience

**ArcGIS Online Implementations** - Various Wisconsin communities including: Clintonville, Cottage Grove, Elroy, Hillsboro, Johnson Creek, Kendall, Monroe, Nekoosa, New Lisbon, Palymra, Sauk City, Shorewood, Sparta, Spooner, Stoughton, Wautoma & Wisconsin Dells.

*Implemented the complete ArcGIS Online platform creating a centralized geospatial foundation for each municipality's residents and staff. Delivered focused maps and apps for municipal staff using Esri's solutions for Local Government, Water and Public Works. Setup the ArcGIS Online home page to align with the municipality's existing web presence and allow users to discover focused maps and apps easily.*

**Web GIS Application configuration (hosted by MSA)** - Various Wisconsin communities including: Belleville, Biron, Brodhead, Eagle River, Oakfield, Princeton, Randolph, Siren & West Salem.

*Implemented the complete ArcGIS Online platform creating a centralized geospatial foundation for each municipality's residents and staff. Delivered focused maps and apps for municipal staff using Esri's solutions for Local Government, Water and Public Works. Setup the ArcGIS Online home page to align with the municipality's existing web presence and allow users to discover focused maps and apps easily.*



**Marcus Rue, PE**  
CIVIL/SITE ENGINEER

Marcus is an experienced engineer with a versatile history of working in the civil engineering industry. Skilled in WisDOT Construction Materials, Civil 3D, Heavy and Highway Construction, Site Plans, and Stormwater. Well versed in standard construction practices for both the public and private sector. Excellent with client relations, multitasking, problem solving, research and development.

#### Education

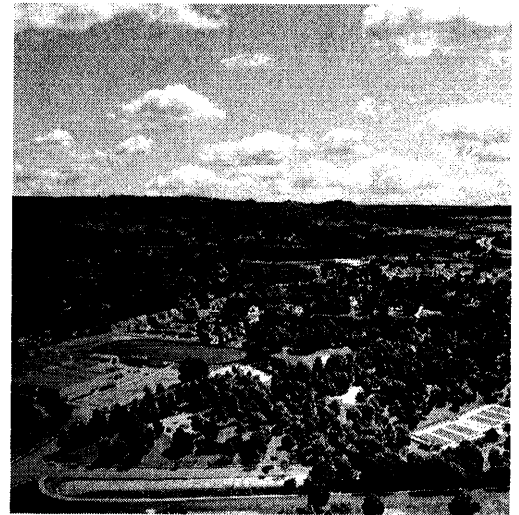
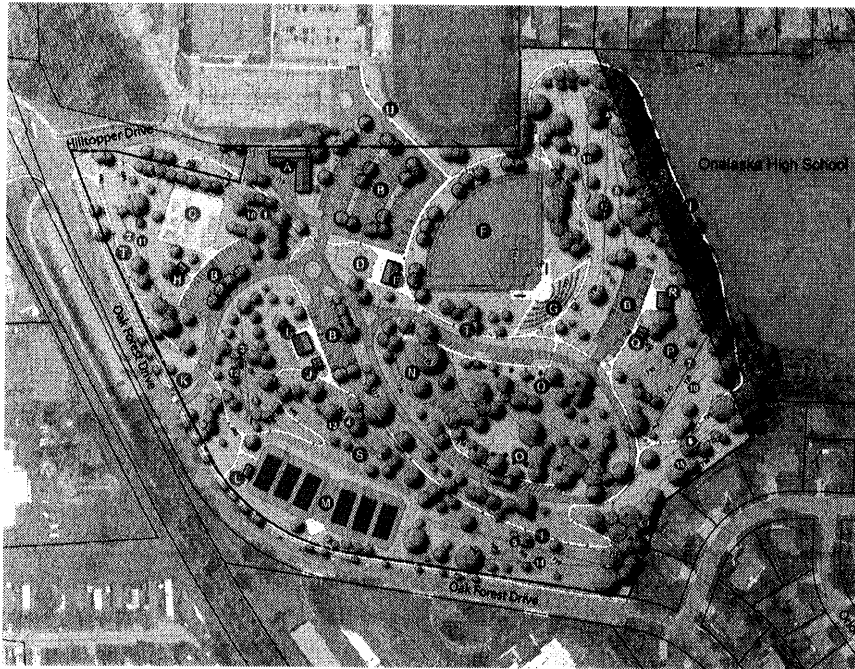
B.S., Civil Engineering  
University of Wisconsin-Platteville

#### Registration

Professional Engineer, WI

#### Selected Project Experience

- Town Park Project Phase 1, Germantown, WI
- Camp Manitowish Shoreline and Drainage Improvement Project, Boulder Junction, WI
- Baraboo River Launch, Hillsboro, WI
- Centennial Park Phase 2, Hartford, WI
- EO Schultz Park/River Project, Elroy, WI
- Mill Pond Bulkhead, Hartford, WI
- Swan Park Lagoon Restoration, Beaver Dam, WI
- Webb Park Splash Pad, Reedsburg, WI
- 2022 Park Improvements, Holmen, WI
- Schwiebert Park Marina Renovation, Rock Island, IL



**Master Plan Link:** [https://issuu.com/msaprofessionalservices/docs/rowe\\_park\\_mp\\_report](https://issuu.com/msaprofessionalservices/docs/rowe_park_mp_report)

## THOMAS G. ROWE PARK MASTER PLAN

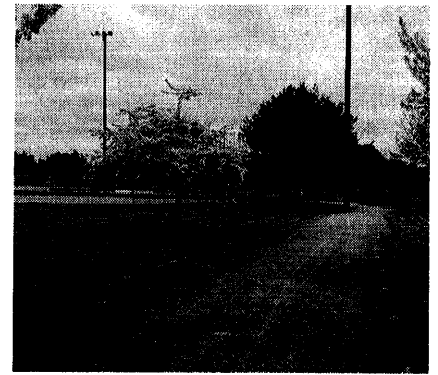
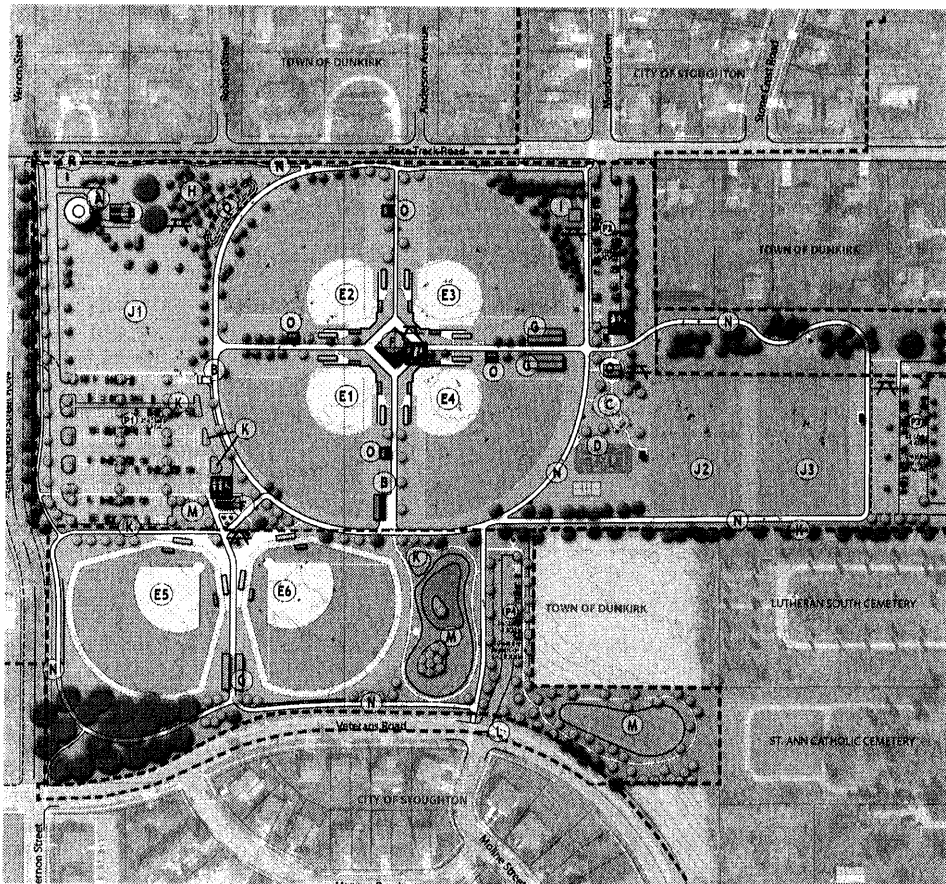
ONALASKA, WI

**Just inland from the banks of the Black River along the Minnesota-Wisconsin border lies Rowe Park. Thomas B. Rowe Park, to be exact, named for the founder of this growing community of over 18,000 residents. The park site is beautiful and has long been a gathering place for area residents and visitors. It is also located directly adjacent to Onalaska High School and the public library, so it sees frequent year-round use by families and local school sports teams.**

Onalaska city officials knew that upgrades were needed to ensure the longevity of this beloved community centerpiece. In 2019, the Parks and Recreation Board hired MSA to assist in the development of a new Master Plan for Rowe Park. The process included a comprehensive site analysis to study condition, park topography and opportunities for improvement. MSA also conducted a public engagement survey to gather constituent feedback and ideas about park upgrades. The result was the creation of conceptual designs as part of a Master Plan for Rowe Park—a guide for improvements and suggested timeline for implementation that would carry the park boldly into the future.

MSA's site analysis revealed a number of key factors: the terrain at Rowe Park is hilly. With panoramic views of the Mississippi River valley below, the highest point reaches 741 feet, while the lowest sits at 681 feet—an elevation change of 60 feet. This poses a challenge when it comes to accessible walkways and connections within the property and the ability to cohesively connect the park's many amenities. Lighting throughout the park was also identified as needing upgrade, along with improved play and gathering areas, ADA-compliant connectivity, new restrooms, concessions and parking for users of all ages, levels of mobility and recreational areas of interest.

The public survey revealed a similar vision for park improvements. Nearly 600 residents participated in the survey and vocalized an interest in improving playground areas, with more variety of play for all ages, new shelters, restrooms and concession buildings, improved spectator seating for ball field areas, an expanded disc golf course and general enhancements to gathering spaces such as picnic areas, benches, and pavilions.



**Master Plan Link:** [https://s3.amazonaws.com/city\\_docs/Racetrack%20Park%20MP%20Report\\_FINAL.pdf](https://s3.amazonaws.com/city_docs/Racetrack%20Park%20MP%20Report_FINAL.pdf)

## RACETRACK PARK MASTER PLAN

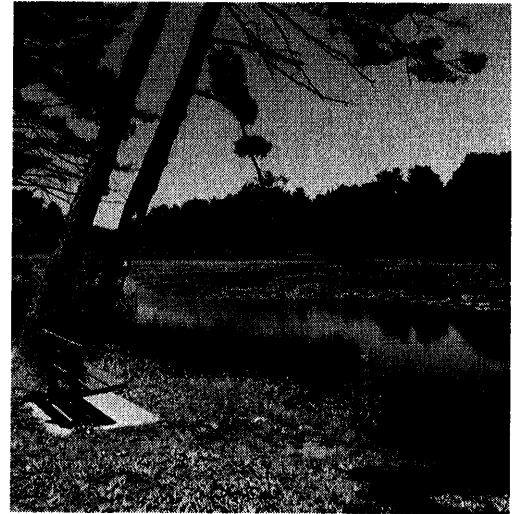
STOUGHTON, WI

**The Racetrack Park Master Plan is a comprehensive combination of the most preferred layout from three preliminary concepts. It provides a road map to the implementation of park features.**

The Master Plan depicts park elements selected through public survey, stakeholder engagement, public comment, and meetings with City staff and the Parks and Recreation committee. It creates several distinct use areas within the park that allow for staggered use, including:

- A main ball field complex.
- Southern athletic fields.
- Shelter and playground at the east parking lot.
- Looping trail system – universally accessible routes.
- ADA accessibility.
- Stormwater management and natural areas.

The actual layout and detailing of use areas may change and adapt to other uses as the park changes in the coming years or as the demands on the City's parks change.



Master Plan Link: [https://issuu.com/msaprofessionalservices/docs/carson\\_park\\_mp\\_report](https://issuu.com/msaprofessionalservices/docs/carson_park_mp_report)

## CARSON PARK MASTER PLAN

EAU CLAIRE, WI

**The Master Plan for Carson Park received input from more than 2,000 City residents and serves as a living guide for the future and preservation of this beloved 106-year-old community centerpiece.**

Carson Park is approximately 134 acres surrounded by Half Moon Lake on three sides. The lake forms a peninsula that creates the park. The park was named in honor of Williams E. Carson, one of the wealthiest lumbermen in the Chippewa Valley. Carson's heirs donated the land to the City of Eau Claire posthumously in their father's name in 1914. Remnants of the history of logging and the lumber industry remain today, visible with the prominent stands of pine trees throughout the park.

There are several unique facilities in the park that were built during the Works Progress Administration (WPA) in the 1930s. The baseball and football stadiums and the tennis courts' construction started in 1935. Several baseball players who went on to have notable careers debuted at Carson Park Baseball Stadium. Among those players were Hank Aaron, Billy Burton, Wes Covington, Joe Torre, Bob Uecker and Andy Pafko. Hank Aaron, the most recognized player, was honored in 1994 with a statue and plaza at the stadium.

MSA teamed with Rettler Corporation to prepare a Master Plan for Carson Park as a framework for improvements to update the facility over the next 20 years. Renovated or replacement shelters, added trail systems and innovative stormwater management are the highlights of future park improvements. The reorganization of the fields and courts around the historic Carson Park Baseball Stadium will create a more flexible and sustainable sports complex for area schools and professional sports organizations' use.





## VILLAGE PARK MASTER PLAN

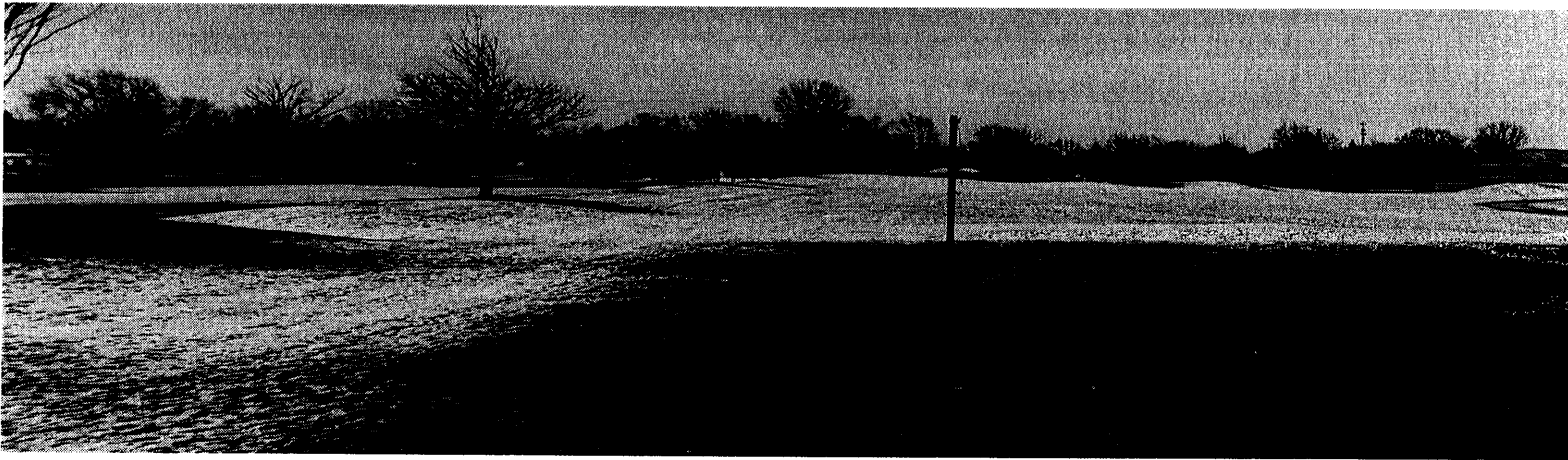
SOMERSET, WI

Originally a school site, Village Park has served the residents in Somerset as a community park with ballfields and connection to the Apple River. The site is comprised of three terraces that fall steeply with a 20-foot drop between each flat open space.

MSA developed a site analysis and met with community members to discuss a previous survey that identified park uses favored by the community. The next step included three concept plans with precedent images diagramming what identified uses the community favored. A final master plan and companion report was the culmination of the public planning process.

The primary desire of the community for the Village Park Master Plan is to introduce more walking trails to the site. Connection from the upper terrace down to the Apple River provides a one-mile circuit that offers marked lengths for the avid walker. A proposed large pavilion with kitchen, band shelter, play and hillside play areas, splash pad, fishing pier and overlooks are all new additions to the park.

MSA prepared a phasing plan for implementation with match cost as part of the report. A night diagram shows potential light locations covered in the phasing and estimates.



## PROJECT PLAN

### PHASE I - INVENTORY AND ANALYSIS

#### Task 1.1 – Kick-off and Site Visit

MSA will conduct a kick-off meeting with the Village to verify the project goals, schedule and deliverables. We will conduct an on-site visit to assess the site while collecting photographic inventory of existing conditions. The site photos are part of the site analysis in the existing conditions portion of the master plan.

#### Task 1.2 – Review and Analyze Existing Information

MSA will review current maps, GIS, existing plans, and any other available documents the Village or County currently holds for the Crawford Park property. The pertinent information gathered is supplemental to the analysis of existing conditions to understand how the future development could be planned.

#### Task 1.3 – Site Analysis

MSA will prepare a site analysis diagram illustrating the existing conditions, utilities, opportunities and constraints of the park. A scaled plan of the site will be provided in the master plan. Additionally, we will complete a cursory review of the potential traffic impacts of the proposed park roads as well as existing and proposed bicycle and pedestrian connections.

#### Task 1.4 – Public Survey and StoryMap

A complete understanding of a site for park planning involves not only the physical aspects of the park but also the cultural and economic factors. Identifying who will use the facility and what features they desire. To that end MSA will work with the Village to develop a questionnaire to get community input on the desired project amenities to include in Crawford Park. This survey will serve as the basis for the project program development. To further public engagement, an online StoryMap ([HTTPS://ARCCG.IS/1L5USFQ](https://arccg.is/1L5USFQ)) will be developed

to provide residents with access to an ongoing update of the planning process. The StoryMap will have an embedded survey for the public to interact with the planning process. It will also be used to share site images, site analysis, opportunities and constraints, to better inform residents about the possibilities for the park when they respond to the public survey. Promotion of the StoryMap will be coordinated with the Village and could include social media, residents within the parks service areas, or the school district mailing list as desired by the Village. MSA will compile the survey results and provide a summary to the Village.

#### Meetings

- Kick-off
- Staff meeting to review survey results and finalize park amenities to be included in the concepts (virtual/teleconference)

#### Deliverables

- StoryMap (website)
- Site inventory and analysis graphic (PDF)
- Survey results summary (PDF)
- Meeting notes (PDF)

### PHASE II - CONCEPT DEVELOPMENT

#### Task 2.1 – Develop Concept Plans

After the completion of the site inventory and analysis and initial public engagement, MSA will develop up to three (3) preliminary concept plans. MSA will provide the plans to staff to review and comment prior to release to the public.

#### Task 2.2 –Public Presentation

MSA will present the concept plans at a public meeting. This meeting can be conducted in person or virtually based on Village requirements for COVID-19 at the time of the meeting. As part



of the overall public engagement plan, the concepts will also be posted to the StoryMap. This allows residents who may not be able to attend the meeting to get a better understanding of the project and provide feedback.

**Meetings**

- Staff meeting
- Public Open House

**Deliverables**

- StoryMap updates (website)
- Concept plans (3) (PDF)
- Meeting notes (PDF)

PHASE III - FINAL MASTER PLAN

**Task 3.1 – Draft Master Plan**

MSA will refine the preferred elements of the concept plans based on input received at the staff and public presentations into a final draft master plan. Upon updating the draft master plan, the overall cost estimate for the proposed concept will be developed. The draft master plan will be published to the StoryMap. If desired by the Village, residents would be able to provide feedback on the design through a survey in the StoryMap.

**Task 3.2 – Draft Master Plan Documents**

The master plan sections are as follows:

- **Existing Conditions and Analysis** - documents the current site conditions, analysis of those conditions, and opportunities and constraints of the site
- **Concept Plans**
- **Draft Master Plan, and Cost Estimate** - outlines the approved comprehensive design and representative images of the future park improvements with implementation phasing and related costs of improvements

**Task 3.3 – Staff, Parks and Recreation Committee and Village Board Presentation**

MSA will present the draft master plan at a meeting of the Parks Committee for consideration of a recommendation for adoption.

**Task 3.4 – Final Master Plan**

MSA will modify the draft master plan based on feedback from staff and the Parks Committee. We will submit the updated and associated plan documents via PDF to the Village for final review. We will provide a PDF file of the plan documents. The final master plan will serve as a guiding framework for the implementation of future implementation providing the Village specific projects to include in capital budgeting and fundraising campaigns.

**Task 3.5 – Presentation of Final Master Plan**

MSA will present the final master plan at a Village Board meeting.

**Meetings**

- Draft master plan meeting with staff and parks committee
- Final master plan meeting with the Village Board

**Deliverables**

- StoryMap updates (website)
- Master plan (PDF)
- Meeting notes (PDF)
- Documents of phase I, II, and III combined in a memo report

ADDITIONAL SERVICES

- Additional public engagement meetings
- Printed documents or plans
- Detailed park and amenity

**PROJECT SCHEDULE - CRAWFORD PARK MASTER PLAN**

Year	2022												
Week	1*	2	3	4	5	6	7	8	9	10	11	12	13*
<b>PHASE I - INVENTORY AND ANALYSIS</b>													
Task 1.1 Kick-Off and Site Visit	█												
Task 1.2 Review and Analyze Existing Information	█	█	█	█									
Task 1.3 Site Analysis			█	█	█								
Task 1.4 Public Survey and StoryMap		█	█	█	█								
<b>PHASE II - CONCEPT DEVELOPMENT</b>													
Task 2.1 Develop Concept Plans				█	█	█	█	█	█				
Task 2.2 Public Presentation						█	█	█	█				
<b>PHASE III - FINAL MASTER PLAN</b>													
Task 3.1 Draft Master Plan										█	█	█	
Task 3.2 Draft Master Plan Documents											█	█	█
Task 3.3 Parks Committee Presentation												█	█
Task 3.4 Final Master Plan												█	█
Task 3.5 Presentation of Final Master Plan													█

**\* Estimated start and completion dates:**  
 Estimated start date (week 1): First week of May  
 Estimated completion date (week 13): First week of August

## WHAT OUR CLIENTS ARE SAYING

*"MSA Professional Services & Dan Williams have been extremely helpful and knowledgeable navigating all the user groups through the planning process. It was a pleasure working with MSA Professional Services and Dan Williams on our Carson Park Master Plan – I believe we have a comprehensive park plan that will guide us in the development of the park which will benefit the citizens and the visitor to the park."*

- Steve Plaza, Parks, Forestry and Cemetery Manager | City of Eau Claire, WI

*"The City of Sumner has been honored to partner with MSA Professional Services (MSA) since 2011...MSA realizes the importance of communication and was always ready and available to quickly assist with coordination efforts."*

- Darren Paulus, Council Member | Sumner, IA

CITY OF EAU CLAIRE, WI

**STEVE PLAZA, PARKS, FORESTRY & CEMETERY MANAGER**

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VILLAGE OF SOMERSET, WI

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## AVAILABILITY OF STAFF

We have analyzed each team member's potential workload to assure availability, focus and the delivery of the best project solution for the Village of Caledonia. The schedule we propose aligns with staff availability and expected deadlines. If the Village wishes or desires to adjust the schedule we are happy to negotiate a timeline that best fits the Village's needs.

PERSONS THAT WILL BE PRINCIPALLY INVOLVED IN THIS PROJECT:



**Dan Williams, PLA, ASLA, AHLP**  
Project Manager



**Scott Kiley, GISP**  
GIS Solutions Architect



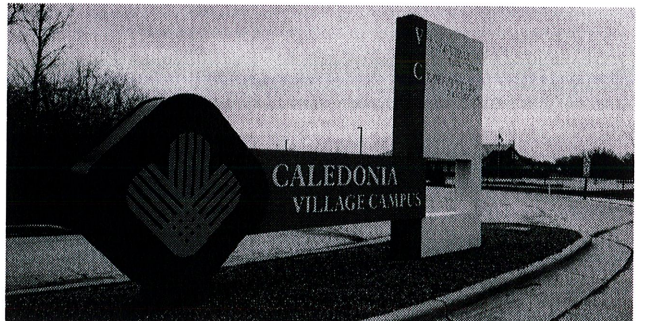
**Luke Geiger, PLA, ASLA**  
Landscape Architect



**Marcus Rue, PE**  
Site/Civil Engineer



**Raine Gardner, PE**  
Parks and Recreation Team Leader | QA/QC



**COST PROPOSAL**

MSA proposes the following cost breakdown. Fee includes all reimbursable expenses.

**PROJECT COSTS - CRAWFORD PARK MASTER PLAN**

<b>PHASE I - INVENTORY AND ANALYSIS</b>	
Task 1.1 Kick-Off and Site Visit	\$ 1,200.00
Task 1.2 Review and Analyze Existing Information	\$ 1,500.00
Task 1.3 Site Analysis	\$ 1,500.00
Task 1.4 Public Survey and StoryMap	\$ 1,000.00
Phase Total	\$ 5,200.00
<b>PHASE II - CONCEPT DEVELOPMENT</b>	
Task 2.1 Develop Concept Plans	\$ 4,900.00
Task 2.2 Public Presentation	\$ 1,200.00
Phase Total	\$ 6,100.00
<b>PHASE III - FINAL MASTER PLAN</b>	
Task 3.1 Draft Master Plan	\$ 2,400.00
Task 3.2 Draft Master Plan Documents	\$ 1,500.00
Task 3.3 Parks Committee Presentation	\$ 1,200.00
Task 3.4 Final Master Plan	\$ 1,000.00
Task 3.5 Presentation of Final Master Plan	\$ 1,200.00
Phase Total	\$ 7,300.00
Expenses	\$ 1,100.00
<b>TOTAL</b>	<b>\$ 19,700.00</b>

**IT'S MORE THAN A PROJECT. IT'S A COMMITMENT.**

CRAWFORD PARK MASTER PLAN | CALEDONIA, WI | APRIL 8, 2022



[www.msa-ps.com](http://www.msa-ps.com)