January 31, 2017

Brian Elliott
Community Development Director
City of Sutherlin
126 East Central Ave.
Sutherlin, OR 97479

RE: City of Sutherlin
Ford’s Pond Community Park Master Plan

Dear Brian and members of the Selection Committee:

Cameron McCarthy submits this proposal to the City of Sutherlin for planning and design services to prepare a Master Plan for Ford’s Pond Community Park. This statement provides insight into our firm and highlights projects we have completed during our 60+ years of experience providing services to Oregon jurisdictions. Cameron McCarthy is a 21-member firm directed by four partners: Larry Gilbert, Matt Scheibe, Matt Koehler, and Colin McArthur. Our firm will lead Master Plan development activities and collectively offers to the City:

- In-depth knowledge of the technical aspects of planning, design, and placemaking required to achieve results with lasting value;
- Commitment to design excellence and sustainable outcomes while responding to project needs;
- Enthusiasm for working directly with public agencies. We have longstanding relationships with our local parks district, Willamalane Park and Recreation District, as well as numerous other park and recreation service providers throughout the State.

Working with 20+ public agency clients, our firm has completed over 100 parks projects in Oregon during our tenure. Our services have included everything from capturing visions, to system-wide planning, to design, cost estimating, and construction administration. Within the last five years, members of our firm have played key roles in the master planning of 12 park systems and facilities in Oregon. We have extensive experience with Willamette Valley communities having completed parks and recreation projects in Harrisburg, Lebanon, Monmouth, Eugene, Springfield, Cottage Grove, Roseburg, Ashland, and others. The selected projects included in our proposal demonstrate our team’s ability to manage the multiple aspects of work required for the completion of a successful Park Master Plan.

In my capacity as an authorized agent of Cameron McCarthy Landscape Architecture & Planning, I certify that the firm has paid unemployment and income taxes to the state of Oregon during the 12 calendar months immediately preceding submission of this proposal, that we have a business address in the state of Oregon (Eugene, OR), and that the firm is a “Resident Bidder” in accordance with Oregon Public Contracting Code (Federal Tax Number: 93-0938214; Oregon Business ID Number: 1142902-8). Cameron McCarthy and key individuals assigned to the project not have any conflicts of interest with the project.

Cameron McCarthy accepts the provisions in the City’s Professional Services Agreement. I am authorized by the firm to submit this response and will serve as your primary point of contact. Please feel free to contact me (E: colin@cameronmccarthy.com | T: 541.485.7385) if you have any questions about the information enclosed herein.

Thank you for your time and consideration.

Sincerely,

Colin McArthur, AICP
Principal Planner
Cameron McCarthy Landscape Architecture & Planning (Cameron McCarthy) of Eugene, Oregon is a 21-member firm practicing planning and landscape architecture with over 150 years of combined professional practice serving both public and private sector clients. During our 60+ year tenure we have focused on what we do best within our disciplines.

Our firm works in concert with other planning, public involvement, and design professionals to help people develop, preserve, and improve relationships with their surroundings. Our greatest strength lies not in our expertise in any one particular area of the profession, but rather in our ability to readily adapt to the specific needs of the project while accommodating the desires of the client, and respecting the inherent qualities of a place.

Members of our firm have a keen appreciation for the natural and cultural systems in our project environments, and are all committed to developing a sense of comfort, order, and aesthetic quality in the places we become involved with. We measure quality planning and design through its reflection of community values, responsible use of resources, and respect for a site’s context. Our best work incorporates the ideals of the community within the facilities we design and always includes a thorough understanding of maintenance and operation requirements to provide lasting value.

Our firm prioritizes the principles of placemaking, consistently framing visioning processes around the community as the expert, and collaborating across a wide spectrum of partners. Our projects reliably respond to the needs and opinions of the community while ensuring human-centered design complements the natural environment to create unique community spaces.

The combined strengths and experience of the firm’s members are well balanced. Three of our members are LEED accredited professionals, 10 of our members are ASLA licensed landscape architects, one is an AICP certified planner, and one is a certified arborist. These specialties allow our firm to respond to our clients’ needs, to assemble teams that are the right fit for a project, and to provide each other support within our work environment. Our backgrounds include extensive work in business, education, architecture, administration, natural science, and the arts. We enjoy the creative phases of our work and combine our creativity with our efforts to keep abreast of trends in urban design, transit and transportation, and community development.

Cameron McCarthy takes great pride in the relationships we have cultivated with local and regional agencies and is adept at working with regulatory structures to deliver projects and products that comply with approval criteria and standards, streamline processes, and contribute to long-term health, function, and enhancement of both urban and open spaces. We specialize in assisting public agencies throughout all phases of development, including master planning, special area planning, code development, site selection studies, technical studies, natural resource and infrastructure planning, and implementation.
CAMERON MCCARTHY

We propose staff assignments tailored to match our experience and skill sets with the needs of the projects. Principal planner, Colin McArthur, will direct and manage the Master Plan’s development, conceptual design efforts, scope, and budget. Principal landscape architect, Larry Gilbert, will assist with conceptual design and cost estimating. Landscape architect, Marina Wrensch will serve as project manager. Associates Vivian Schoung and Kelsey Zlevor will provide support with research, data gathering, public outreach, and documentation.

Colin McArthur, AICP
As a principal, McArthur directs CM’s planning practice and has more than 15 years of experience working in Oregon communities. McArthur specializes in assisting public agencies with comprehensive planning; parks, natural resource, and infrastructure planning; implementation; and, development. An area of emphasis is parks and recreation, where McArthur has developed park system master plans and park concept plans for Talent, Lebanon, Monmouth, Sisters, Warrenton, Sherman County, Jackson County, and Douglas County. McArthur’s recent work includes the EWEB Riverfront Master Plan, Sisters Parks Master Plan and Fir Street Park, Mt. Angel Ebner Park, Monmouth Madrona Park, various campus and athletics projects for the University of Oregon, and Willamalane Park and Recreation District’s Quartz Park and Center Sports Complex. In 2014, McArthur managed the planning, design, and construction of parks in Sisters, Monmouth, and Mt. Angel. McArthur received his Bachelor of Landscape Architecture from the University of Oregon in 2001 and Master of Community and Regional Planning in 2006. Along with working at CM, McArthur has worked as a Project Manager for the Community Planning Workshop at the University of Oregon (UO), specializing in parks planning.

Relevant Project Experience
- Hillside Park; Bend
- Rockridge Park; Bend
- Ebner Park; Mt. Angel
- 100-acre Park; Harrisburg

Larry Gilbert, ASLA
As a principal, Gilbert provides leadership on a diverse range of design projects. Areas of emphasis include park design, urban design, K-12 education, higher education, sports facilities, healthcare, and transportation projects. Gilbert’s greatest talents lay in the design and construction of projects with a particular emphasis on site grading and its integration with planting design to create welcoming outdoor spaces. He incorporates a thorough understanding of project costs and a keen ability to administer the installation of his designs. He frequently mentors other members of the office involved with other projects, sharing his vast collective professional experience. Gilbert’s portfolio of works includes hundreds of successfully completed contracts for numerous public agencies. During his career, several of Gilbert’s projects have received professional awards including: Hayward Field Powell Plaza, UO Erb Memorial Union Amphitheatre, Eugene Public Library and PK Park (2012 ASBA National Field of the Year).

Relevant Project Experience
- 100-acre Park; Harrisburg
- Fir Grove Section at Stewart Park; Roseburg
- Eagles Park; Roseburg
- Quartz Park; Springfield

II. PERSONNEL

ORGANIZATIONAL CHART

COLIN McARTHUR, AICP
Principal Planner
Project Manager

LARRY GILBERT, ASLA
Principal Landscape Architect

MARINA WRENSCH, ASLA
Landscape Architect

VIVIAN SCHOUNG
Associate

KELSEY ZLEVOR
Planner
Marina Wrensch, ASLA, LEED AP BD + C, CSI
Marina joined Cameron McCarthy in 2010 and earned her license to practice landscape architecture in 2011. A native of Germany, she brings to our firm an international perspective that is ecologically progressive and practical. She practiced as a landscape designer for the German Department of Agriculture for a year prior to beginning study at the University of Oregon (UO) as a Fulbright Scholar. She is both a project manager and specialist – working on design and planning projects for park design, higher education facilities, streetscapes, health care facilities, and transportation facilities. True to common perception of her native culture, Wrensch possesses an affinity toward the particulars of a project that are vital to achieving design excellence. Her attention to detail proves to be a great value not only for the construction document phase, but also during initial visualization in conceptual and schematic design.

Relevant Project Experience
- MLK, Jr. Park; Corvallis
- Madrona Park; Monmouth
- Ebner Park; Mt. Angel
- Hillside Park; Bend

Vivian Schoung
Vivian is a 2015 addition to Cameron McCarthy. With a lifelong interest in ecology and design, Vivian brings a diverse skill set, including valuable graphic and analytical skills, and wide range of experiences related to landscape architecture and planning. Her bi-cultural upbringing and extensive travel experiences abroad give her a multi-faceted perspective on landscape design and have instilled in her a cultural sensitivity that is critical to public sector work.

Relevant Project Experience
- Mill Race Path; Springfield
- Hillside Park; Bend
- Rockridge Park; Bend
- 100-acre Park; Harrisburg

Kelsey Zlevor
Kelsey joined Cameron McCarthy in 2016. Supporting CM’s planning practice, she is adept at technical writing, process management, and analysis. Through her first career path as an environmental scientist, it became evident that there is a rising need for socially and scientifically bilingual public servants; those who understand the science behind environmental issues while possessing the ability to bring environmental best practices into communities. With a multi-faceted background in science and planning, she seeks to serve as a conduit between technical analysis and social decision-making to create vibrant spaces. Zlevor received her Bachelor of Environmental Science from the University of Iowa in 2014 and Master of Community and Regional Planning from the University of Oregon in 2016.

Relevant Project Experience
- Thurston Hills Natural Area Park; Springfield
- Mill Race Path; Springfield
- BPRD Comprehensive Plan; Bend
- Larkspur Center; Bend
### III. REFERENCES

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HILLSIDE PARK
Bend Park & Recreation District
2015-Current
$3,636,059 Total Project Cost
Jim Figurski, ASLA, Project Manager; 541.706.6152

Cameron McCarthy is currently working for BPRD on the design and construction of Hillside Park. Hillside Park includes an existing neighborhood park owned by BPRD and a reservoir and off-leash dog area owned by the City of Bend. An existing MOU between BPRD and the City allows BPRD to master plan the site and outlines future improvements to the off-leash dog area. The preliminary concept plans for the park envisioned new traditional play, nature play, wild side play, family and community amenities, off-street parking, improved access, enhanced signage and wayfinding, and dog park improvements including perimeter fencing, small/large dog areas, and formalized paths/trails. After conducting two neighborhood meetings and administering an online preferences survey, our firm developed concept and design refinements with BPRD staff and was subsequently contracted to manage the project through construction.

ROCKRIDGE PARK
Bend Park & Recreation District
2015-Current
$1,654,441 Total Project Cost
Jim Figurski, ASLA, Project Manager; 541.706.6152

Cameron McCarthy is currently working for BPRD on the design development for Rockridge Park, an undeveloped 36-acre site adjacent to an elementary and middle school, and surrounded by residential neighborhoods. The project proposes the development of a 4 to 6-acre neighborhood park within the site and plans for future uses. The preliminary concept plans for the park envisioned improved paths that provide safe routes to schools, secondary walking or running paths, trails, preserving viewpoints and natural areas, wild side play, a youth/beginner bike skills course, a skatepark (future phase), and neighborhood park improvements including nature play, traditional play, and family and community amenities. After conducting two neighborhood meetings and administering an online preferences survey, our firm developed concept and design refinements with BPRD staff and was subsequently contracted to manage the project through construction.

III. REFERENCES

STAKEHOLDER ENGAGEMENT
- Focus groups
- Neighborhood meetings
- Community meetings
- Online survey
- Special recreation interest groups
III. REFERENCES

MADRONA PARK
City of Monmouth
2010-2016
$500,546 Construction Cost
Russ Cooper, Public Works Director; 503.838.2173

CM has been involved in the development of Madrona Park, a 8.6-acre community park, since inception. Colin McArthur was project manager for Monmouth's 2008 Park System Master Plan Update. The Master Plan included a conceptual design for the park. CM was hired by the City in 2010 to complete Schematic Design for the park with input and guidance from Monmouth City staff and community involvement. Based upon input received, CM refined the design and presented the final plans to the City Council for unanimous approval. In 2013, CM assisted Monmouth staff with the preparation of an OPRD grant application and developed an illustrative perspective rendering of proposed park improvements. The City received a $350K grant award, and CM was retained to complete Construction Documents and provide Construction Administration services. Features constructed at the redeveloped park include a paved loop walking/jogging path, an arboretum, drainage improvements, expanded/improved irrigation system, additional play equipment, soccer/softball field, native plantings, wet prairie restoration, and a network of internal trails. The $500K project was completed in October 2014.

EBNER PARK
City of Mt. Angel
2014-2015
$496,105 Construction Cost
Eileen Stein, City Manager; 503.845.9291

A CM-led team was selected in 2013 to provide Schematic Design, Design Development, Construction Document, Bidding, and Construction Administration services for the development of an 8-acre community park in Mt. Angel. The City was the recipient of a 2012 OPRD Local Government Grant award for the project. Following selection, CM provided initial scoping and cost estimating services that revealed that the scope of proposed conceptual design improvements (prepared by others) exceeded available funding. CM worked with City staff and the City Council to explore several design options to reconcile the project budget. A preferred alternative was selected, and CM completed Construction Documents and permitting for the project. CM collaborated with LandCurrent on the design of a large nature play area, which is the park's main feature. Other park improvements included a new basketball court, new soccer field, perimeter walking trail, internal sidewalks, irrigation and drainage improvements, and site furnishings. The nature play area features a lookout tower, boulder-rock scramble, slides, swings, a dirt dig-pit, tree teepee, and walking paths. The $500K project was completed in October 2014.
III. REFERENCES

100-ACRE PARK FEASIBILITY STUDY
City of Harrisburg
2015-2016
$42,892 Feasibility Study Cost
Brian Latta, City Administrator; 541.995.6655

The City of Harrisburg received a grant from the Oregon Parks and Recreation Department to conduct a Park Feasibility study for the 100-acre park site. The City is acquiring 100 acres of riverfront property from the Knife River Corporation. CM was contracted to study the feasibility of park and recreation uses on the site. The study resulted in a report and concept plan for the park, based on public input, environmental factors, and site opportunities and constraints. The site is located south of the Hwy 99 bridge along the east bank of the Willamette River and has roughly 1 mile of river frontage and large former mining ponds.

PITCHFORD RANCH MASTER PLAN
Douglas County Parks
2006-2007
$20,500 Master Plan Project Cost
Jim Dowd, Former Executive Director; 541.957.7001

CM was hired by Douglas County Parks to prepare a master plan for Pitchford Ranch and River Forks Park, located at the confluence of the North Umpqua and Umpqua Rivers. The Ranch is the site of a historic former boy’s ranch for pre-delinquent youth and the property includes a Discovery Garden operated by the Douglas County Master Gardener’s Association. The master plan process included conceptualizing and detailing a vision for the Ranch property, execution of a detailed community and stakeholder input process, development of preliminary and final master plan concepts for the facility, and preliminary cost estimates for proposed improvements.

CHEADLE LAKE REFINEMENT PLAN
City of Lebanon
2007-2010
$15,000 Refinement Plan Cost
Rod Sell, Build Lebanon Trails; 541.409.1302

Cheadle Lake is a 106-acre remnant mill pond located in Lebanon. Working on behalf of the City of Lebanon, Cameron McCarthy prepared a refinement plan for a 244.5-acre area including the lake itself, a remnant industrial site, and adjacent undeveloped land. The refinement plan was utilized by the City to evaluate potential public acquisition of the lake and explore opportunities for establishing a regional recreation destination. The City used the refinement plan to leverage over $1M in land acquisition and park improvement grant awards.
FIR STREET PARK
City of Sisters
2013-2015
$425,000 Total Project Cost
Paul Bertagna, Director of Public Works; 541.323.5212

CM prepared an initial concept plan and cost estimate for Fir Street Park, a 0.5-acre mini park, as part of the 2011 Sisters Parks Master Plan. Following support for the project from the Sisters City Council, CM assisted City staff with design refinements including cost estimating and illustrative concepts. The City received a Local Government Grant from OPRD in April 2013. A CM-led design team was selected by the City in to provide Design Development, Construction Documentation, and Construction Administration services for the project. Improvements included a splash play pad, a performance stage and seating area, a picnic facility, family restrooms, bike corrals, benches, a fire pit with seating, a drinking fountain, and on-site parking. The splash play pad is Sisters’ first and only facility water-play facility. Construction was completed in 2014.

QUARTZ PARK
Willamalane Park & Recreation District
2013-2014
$793,000 Total Project Cost
Vincent Martorello, Superintendent; 541.736.4015

The project is the result of a partnership between the Willamalane Park and Recreation District (WPRD) and Springfield Public Schools (SPS). WPRD’s 3.5-acre neighborhood park is the first phase of a future school site within an underserved neighborhood in east Springfield planned for future residential development. The project was funded by a 2012 WPRD bond passed by Springfield voters and a SPS Federal Qualified School Construction Bond. CM led the design and construction of park improvements totaling $793K, including wetlands mitigation, a natural turf youth soccer field, basketball courts, off-street vehicle and bicycle parking, paths and trail connections, and the largest universally accessible playground in the Southern Willamette Valley.

GILES FRENCH PARK
Sherman County
2013-2015
$52,446 Master Plan Cost
Jessica Metta, Project Manager, Mid-Columbia Economic Development; 541.296.2266

CM worked closely with Sherman County, Mid-Columbia Economic Development District, and the City of Rufus to develop a Conceptual Master Plan for a 98-acre linear park along the Columbia River. Proposed improvements included (1) the development of a formalized RV Park and Tent Campground, (2) an improved Day Use Park, and (3) a Riverfront Trail. Park amenities in the day use area include a playground, dog park, restrooms, amphitheater, sport courts, fishing access, picnic areas, interpretation and an entertainment center.
PROJECT UNDERSTANDING

The City of Sutherlin requests professional consultant services in developing a Master Plan for Ford’s Pond Community Park. Ford’s Pond is located on City property, and the non-profit Friends of Ford’s Pond (FOFP), has partnered with the City to assist in the coordination of development and maintenance of the property. Ford’s Pond is popular with residents and visitors for fishing, birding, and hiking, and was once a logging pond. In August 2014, the City acquired the 202-acre property as part of an upgrade to its wastewater treatment plant for summer storage of Class A effluent. Federal regulations require the city to store water effluent instead of discharging the water into the Calapooia River, as the water has been deemed too warm and nutrient-rich for fish.

Creating a Master Plan for Ford’s Pond Community Park will satisfy priority needs. According to the City’s Parks and Open Space Plan, the Ford’s Pond property is identified as a future community park for the City’s southwest planning area. The property is currently undeveloped with only a primitive 1.7-mile loop trail around the 95-acre pond. The five (5) acres located in the southeast corner of the property offer opportunities for transformative community engagement.

The goal of the Master Plan process is to conceptualize a vision for Ford’s Pond Community Park that utilizes placemaking techniques garnered from public input sessions to draw new ideas for revenue strategies and recreational activities. Because the park does not have a commitment of financial support from the City of Sutherlin, developing revenue strategies and raising awareness of the funding requirements for the project’s development is imperative. The Master Plan process will involve consultation with City staff, City Council, and an extensive public input process to develop an implementation program; cost estimate; park maintenance plan; revenue generating ideas for the construction phase and future implementation; and recommendations for City revenue and pricing policy for the park. The final Master Plan will need to be consistent with the City’s Parks Master Plan and collective community vision for an engaging and educational space.

PROJECT APPROACH

1.1 Project Initiation

Conduct project initiation meeting with City staff to finalize work program and Project Schedule; review existing information and identify data collection needs. Identify key stakeholders and their potential contributions to the project and confirm public outreach approach. Discussions at this meeting will refine our understanding of the project, further define expectations, and ensure that our work will reflect the needs of the City and its constituents. Following meeting, conduct site visit with project team and City staff. Prepare meeting notes summarizing meeting/site visit.

Deliverables:
- Project Initiation Meeting Notes

Meetings:
- (1) Project Initiation Meeting and Site Visit with Planning Team

1.2 Site Analysis/Needs Assessment

To determine site opportunities and constraints, gather and review relevant background information such as (but not limited to): regulatory requirements including City of Sutherlin and Douglas County zoning and development code regulations, City park development standards, and additional planning work by the City. Review the wastewater treatment plant’s storage requirements as coordinated by the City. Conduct meetings and/or interviews with Planning Team members, as needed, obtain topographical site survey, geotechnical report, and other reports. Completed detailed review of environmental data and information, and which may include but is not limited to, relevant sections of the City’s Parks Master Plan, Natural Resources Conservation Service (NRCS) soil survey, aerial imagery, sensitive species and habitat information from the Oregon Biodiversity Information Center and resourced agencies, online data of infrastructure and sensitive areas, flood hazards, and geologic and geohazard maps. Prepare Site Analysis report summarizing project issues, site opportunities, and constraints.

Deliverables:
- Site Analysis Report

Meetings:
- (1) Site Visit with members of the Planning Team to identify needs and restrictions of property.
1.3 Public Outreach

This phase builds support for the park project, solicits community comment, and allows the identification of talents and assets within the community for future development/activities in the park. Apply placemaking tools and techniques to facilitate various stakeholders, residents, and community leaders in engagement exercises to create the conceptual design of Ford’s Pond Community Park. Utilize placemaking principles and innovative placemaking tools, including engagement tools, to draw out new ideas, increase public understanding and participation, and expand support for the park. Most of this process will likely focus on the future of the southeast corner of the property. Core outcomes are a vibrant, cost-effective, primarily open-space Natural Park that will be supported through revenue strategies identified through the planning process. Identify revenue strategies and raise awareness of the funding requirements for the construction, operation, and maintenance of facilities. The use of temporary physical elements, activities, and events to increase use of the park will also be explored.

**Deliverables:**
- Community Outreach Strategy and Timeline, factoring in additional information and meetings listed below.
- Graphic and written information (fliers, surveys, questionnaires, press releases, etc.) to be included in the City’s water bill mailings, distributed at community organizations’ meetings, onsite and offsite events, and available online (City and FOFP websites and Facebook pages).

**Meetings:**
- 1) Focus Group meeting with members of the Planning Team, utilizing placemaking training to expand outreach opportunities, prior to holding public meetings.
- 2) Public Meetings, one (1) held in the evening, prior to design phase, involving stakeholders, community groups, school groups, individuals/residents, etc., to solicit comments.

1.4 Master Plan

Based on the Site Analysis/Needs Assessment and Community Outreach and Public Participation tasks, identify a list of needs and interests and refine with the Planning Team. Produce Master Plan draft which may include (but not limited to): comparisons of materials, site sensitive design, ADA accessibility for users and specific activities, educational/interpretive opportunities, identified view areas, selection of materials for furniture, lighting, etc., comprehensive signage plan, security and safety of public, storm water mitigation and management, native vegetation plantings, and water use efficiency.

Core identified needs have been determined by zone, which include:

**Zone 1: Ford’s Pond, 95 acres**
- Fishing access, boat “launch” access, bird viewing access, wastewater inflow design.

**Zone 2: Perimeter of Ford’s Pond**
- Year-round access via trails and path (users may include cross-country runners to ADA accessible users), secondary nature trails, benches, birding access, native vegetation for shade and fauna habitat, directional and interpretive signs, dog waste stations and trash receptacles at entry points, pedestrian bridges over swale where needed, pedestrian bridge over outflow. The City may have vehicle access needs in their wastewater treatment plant upgrade design, which could be coordinated with the design and construction of the pedestrian paths and bridges.

**Zone 3: West Hillside**
- Trail system to the top, allowing alternative loops off the main perimeter trail.

**Zone 4: Southeast Corner**
- Parking (including ADA, RV/food truck/school bus, with pull thru entrance/exit); children's play area; public gathering areas (benches, tables, etc.); entrance sign, restroom, other needs to be identified through public process.
The Overall Master Plan process will:
- Engage community in public meetings/workshops to solicit community input;
- Host workshop(s) to present three (3) design alternatives with selected materials;
- Develop Cost Estimate;
- Develop implementation program (including factors such as construction phasing options, funding strategies, revenue generation, programming, and stewardship);
- Present the Master Plan to City Council on November 13, 2017;
- Develop Master Plan.

Deliverables:
- Draft and Final Master Plan: (5) bound copies and (1) electronic copy
- Cost Estimate
- Implementation Plan
- (3) 24” x 36” mounted color renderings of approved master plan, with accompanying narrative describing park elements and key principles of design
- Written and graphic materials necessary to conduct community engagement, workshops, and presentations
- High-resolution .jpg of specific site amenities for grant applications, brochures, etc.

Meetings:
- (3) Planning Team

1.5 Capital Improvement Revenue Generation Strategies
Explore revenue-generating ideas in the construction design (e.g., engraved pavers, bricks or benches, which may be a donation in honor, sponsorships of portions of trails, sponsorship of trees, etc.). Consider requirements of maintenance agreements prior to any construction or installation approval.

Deliverables:
- Revenue-generating ideas for the construction phase

Meetings:
- (1) Planning Team

1.6 Operating Cost Model and Park Maintenance Plan
Develop operating cost model and park maintenance plan for the project. The Park Maintenance Plan will address how maintenance of the park should be funded once the construction phase is completed.

Deliverables:
- Operating Cost Model
- Life Cycle and Cost Replacement Model, as needed
- Park Maintenance Plan (minimal use of herbicides is desired)

Meetings:
- (1) Planning Team

1.7 Sustainable Park Operations
Explore revenue sources to ensure diversity in options, so the park does not become dependent upon one source of funds. Such sources to be explored include grants, corporate sponsorships, naming rights, contracts, leases, fees, system development charges, donations, and gifts. All revenue generating opportunities must be consistent with the park’s vision.

Provide recommendations for the City’s forthcoming revenue and pricing policy for Ford’s Pond Community Park, in order to ensure funding is in place for long-term park stewardship. All revenue generated by the City’s policy should be deposited into an account specifically for Ford’s Pond Community Park.

Deliverables:
- Recommendations for revenue and pricing policy
- List of revenue-generating ideas for future implementation

Meetings:
- (1) Planning Team