

City of Neenah  
REQUEST FOR  
STATEMENT OF QUALIFICATIONS

WASHINGTON PARK  
MASTER PLAN

631 W. Winneconne Avenue  
Neenah, WI 54956

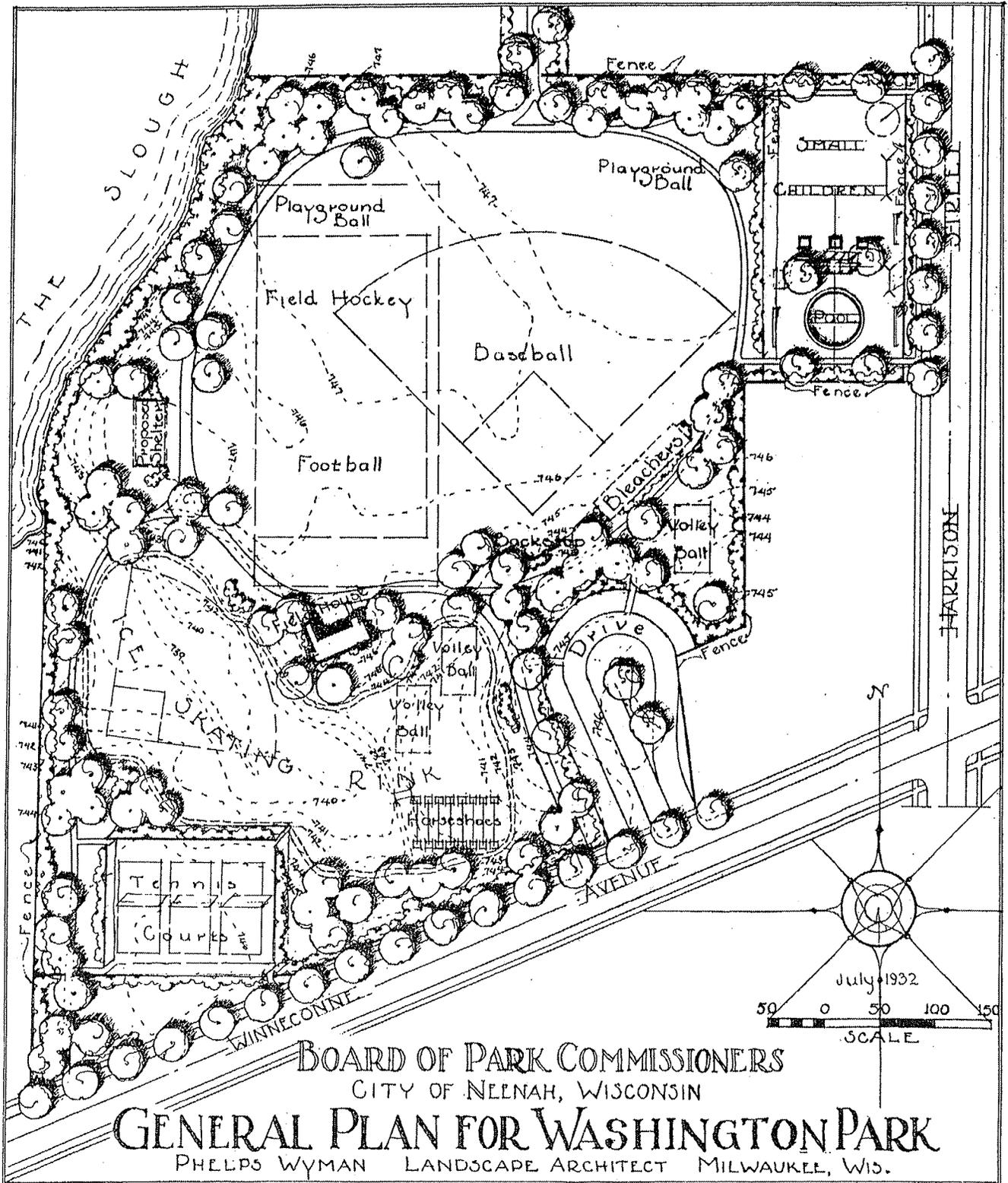


**Neenah**  
W I S C O N S I N<sup>®</sup>  
*Parks & Recreation*

**Submission Deadline: Monday, March 23, 2015**

Issued By: Neenah Parks and Recreation  
211 Walnut Street  
Neenah, WI 54956

NEENAH'S PARKS AND PLAYGROUNDS



BOARD OF PARK COMMISSIONERS  
CITY OF NEENAH, WISCONSIN  
**GENERAL PLAN FOR WASHINGTON PARK**  
PHELPS WYMAN LANDSCAPE ARCHITECT MILWAUKEE, WIS.

## **INTRODUCTION**

The City of Neenah Parks and Recreation Commission is seeking a qualified consulting firm to provide professional planning, community design, and public meeting facilitation services for the development of a comprehensive Master Plan for Washington Park.

The Commission appointed the following committee to manage the consultant selection process:

Commissioner Gary Lawell	Director of Parks and Recreation Eileen McCoy
Commissioner Christopher Kunz	Superintendent of Parks Trevor Fink
Commissioner Lee Hillstrom	Superintendent of Recreation Laurie Olson

## **CHARACTERISTICS OF WASHINGTON PARK**

Location: 631 W. Winneconne Avenue, Neenah WI 54956

Size: 12.5 acres

Classification: Community Park

Washington Park was a gift to the community from Mrs. Sara Bergstrom, in 1931. She was in her seventies when she offered the City \$15,000 toward the purchase and development of a suitable site, provided the City appropriate another \$5,000 to complete development of a park and playground.

Phelps Wyman, noted landscape architect, created the original park plan in 1932. The park was open for public use by 1934.

The southeast corner of the park was reconfigured in 1989 when the Winneconne overpass was built. Current features include the following:

**BALL DIAMOND:** The ball diamond was an original feature of the park. It was lighted in 1980. The diamond is used for adult recreational softball leagues, park reservations, and neighborhood use.

**SHELTER:** The original park building was expanded in 1996 to include a large activity room with kitchen facilities, and some additional storage. It is used extensively on weekdays for recreation programs and Riverside Players rehearsals. It is often rented on the weekends. There were 42 rentals in 2014. The building also serves as a warming shelter for the ice rink and sled hill.

**TENNIS COURTS:** The courts were an original feature of the park. The last total rebuild of the current 4-court complex was in 1993. The courts are used for instruction and casual play.

**PLAYGROUND:** In 1989, Neenah Rotary teamed up with Kimberly Clark to fund and construct a new playground. This was one of the first "community built" playgrounds in Neenah.

**SLED HILL:** The hill is in the northwest corner of the park. It is one of three hills in the park system. Due to Neenah's relatively flat topography, hills had to be constructed to accommodate sledding.

**ICE RINK:** The ice rink is the most popular of the three rinks maintained by the Department.

## **CONCERNS / OPPORTUNITIES**

- **ACCESSIBILITY:** Winneconne Avenue is a main arterial with high traffic. The intersection with Harrison is at the base of one of the four railroad overpasses in Neenah. Interior park routes are not well marked or organized. There is no accessible route from the parking lot to the tennis courts.
- **SHELTER:** The restrooms are accessible from either the inside or outside, but not both at the same time. During the summer months when the outside doors are open, the reservation users must leave the building to access the restrooms. During the winter months, or when children's recreation programs are underway, the restrooms are not accessible to the outside park users at all. The hardscape around the building is unattractive, and not very functional.
- **TENNIS COURTS:** The courts are in need of reconstruction. The proximity to Winneconne Avenue presents problems for players due to the noise and distraction of the traffic. Items to consider include the need for the courts; accommodating other activities such as pickleball and short-court tennis; and possible relocation to a different site within the park.
- **ICE RINK:** The rink is in a depressed area in front of the shelter. The lighting is insufficient. Storm water backs up into rink area during large rain events. The area sometimes stays wet for weeks and cannot be mowed or used for activities.
- **NEENAH SLOUGH WATERWAY:** The Neenah Slough connects with the Little Lake Butte des Morts, and the newly developed Herb & Dolly Smith and Arrowhead Parks.
- **VANDALISM:** There is a history of vandalism and inappropriate activity around the shelter.
- **SIGNAGE:** An outdated lighted sign was recently removed from the park border along Winneconne Avenue. It was used to advertise and promote events and programs. A banner is used for the same purpose in the southeast park corner near the high traffic intersection of Winneconne and Harrison.
- **PARKING LOT:** There are drainage issues in the lot near the intersection of the path to the shelter.

## **PRELIMINARY SCOPE OF WORK**

Evaluate the park property and existing facilities, and advise City of Neenah of options for improvements, including all accessibility requirements to accommodate existing and future demands.

The planning process shall include input from the Public, P&R Commission, City Staff, and other stakeholders. The City will make available any maps, drawings, documents or other information relative to the site.

- 1) Identify the park improvements that are desirable to meet the community and neighborhood needs.
- 2) Identify locations for specific recreation facilities.
- 3) Develop cost estimates for all proposed facilities and improvements.
- 4) Prepare drawings and corresponding narrative to represent the development plans.

## **BUDGET**

The City of Neenah has a maximum budget of \$20,000 for this study. A compensation proposal is not required for the Statement of Qualifications. It will be required at the time of interview. Compensation proposals will be reviewed after design services proposals have been reviewed and ranked.

## **PROCEDURE AND TIMETABLE**

Interested firms should submit 6 copies of their Statement of Qualifications to:

WASHINGTON PARK PROPOSAL  
PARKS & RECREATION DEPT  
211 WALNUT STREET  
NEENAH, WI 54956

MARCH 23 STATEMENT OF QUALIFICATIONS DUE

MARCH 25 COMMITTEE SELECTS FIRMS TO INTERVIEW

APRIL 8 INTERVIEWS – A work proposal is required at time of interview. The Committee will make a selection following the interviews.

APRIL 16 PARKS & RECREATION COMMISSION APPROVAL

APRIL 28 PUBLIC SERVICES & SAFETY COMMITTEE APPROVAL

MAY 6 CITY COUNCIL APPROVAL

## **REQUIREMENTS FOR STATEMENT OF QUALIFICATIONS**

Please include the following in your SOQ:

- 1) Firm description. (Include sub-consultants if applicable.)
- 2) Primary contact person.
- 3) Resumes of key personnel to be assigned to this project. (Include sub-consultants.)
- 4) Statement of firm's particular abilities and qualifications related to this type of project.
- 5) Examples of similar projects with contact person and phone for each.

## **REQUIREMENTS FOR PROPOSAL AT TIME OF INTERVIEW**

- 1) Describe your firm's approach to the project, including a description of the proposed methodologies.
- 2) Outline the project work plan, sequence of tasks and time schedule.
- 3) Describe proposed use of City of Neenah staff, equipment or materials.
- 4) A sealed compensation proposal will be required at the time of interview.

**CONDITIONS OF REQUEST AND REQUIREMENTS**

- 1) Responses will be considered public records and subject to disclosure under the State public records law.
- 2) The City of Neenah reserves the right to reject any and all proposals submitted in response to this request.
- 3) Any changes to the proposal requirements shall be made by addendum.
- 4) The City of Neenah shall not be liable for any pre-contractual expenses incurred by any proposal or consultants.
- 5) The City reserves the right to waive any minor irregularities, informalities or oversights at its sole discretion.

**QUESTIONS / SITE VISIT**

For additional information or to arrange a site visit, please contact:

Eileen McCoy  
Director of Parks and Recreation  
211 Walnut Street  
Neenah, WI 54956

920-886-6062 phone  
emccoy@ci.neenah.wi.us





