

ZEMURRAY PARK MASTER PLAN
Request for Proposals 17-24, Received May 19, 2017

Torre/Design Consortium LTD

Background and experience of firm and personnel	Azeo Torre, 44 years with 2 LEED gold facilities. Principal in Charge, Arch. Laura Patterson, 12 years. Arch, Project manager. Matt Monahan, 14 years. Arch Jeffrey Borchardt, 35 years. Project Manager, Landscape Arch Chuck Byrd, 28 years. Landscape Arch
Demonstrated success on previous projects	Audubon Nature Institute (master plan for Audubon park, zoo, Aquarium of the Americas, Woldenberg Park, Nature Center, 1200-acre wildlife and related facilities) \$400m master planned projects for 15 years. Memphis Zoo and Aquarium (1985-2017), master plan for 72-acre zoo and park facilities Joe Brown Park Master Plan (90-acre plan with sports fields, park center, lagoons, nature center and trails) New Orleans City Park Festival Field and Recreation Complex (2012) roads, parking, 5 fields, restrooms, reunion pavilion, and requirements for five stage areas used for festivals (multi-purpose design) New Orleans City Bark Dog Park and New Orleans City Park Splash Park University Medical Complex in New Orleans (35-acre site work, irrigation, pools, landscape)
Firm's quality assurance and control procedures	Several meetings with owners to determine cost appropriateness and goals.
Effectiveness, clarity, and conciseness of your firm's approach	See design by sketching on the spot. 5-month project. Includes site analysis, parking/transportation, land use, limited analysis of specific programs, site facilities planning Workshop #1: tour Zemurray and talk to staff. That evening host a public workshop. Review past plans. Discuss new goals. Develop preliminary drawings with costs and phasing to present at next workshop. Workshop #2: present preliminary design to staff. Decide facility concepts, costs, and scheduling. Present to public that evening and refine ideas. Workshop #3: present 1 completed concept and rendering. Discuss any outstanding issues. Host public workshop that evening. Final Presentation: present final package (report) to include 3 refined renderings, cost estimates, phasing schedule on 30" x 40" and in Powerpoint format. No real discussion of social media. Will give the City items to add to its website (deliverables from meetings).
Practical experience and technical qualifications	47 zoos and nature centers, Audubon Park & Zoo (350 acres, \$50m), New Orleans City Park (1300 acres, \$160m), City Park Golf Courses (250 acres, \$16m), multiple sports and recreation complexes, two state parks, botanical gardens, multiple urban design master plans (Canal St Renovation, LSU Medical Center, Woldenberg Riverfront Park in NOLA, many city master plans). Hammond Downtown Development District Master Plan.

Mathes Brierre Architects

Background and experience of firm and personnel	Will Tregre, Project Lead, 37 yrs. Erin Porter, Community Engagement, 10 yrs. Keith Scarmuzza, Landscape Arch, 25 yrs. Suzanne Herzog, Landscape Arch, 17 yrs.
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Demonstrated success on previous projects	<p>Lake Forest Charter School, \$2.4m – Masterplan for recreational facilities (pool, fields, golf practice area, playgrounds)</p> <p>Audubon Charter School, \$500k renovation – Masterplan for soccer field, play structures, basketball, safety town, edible garden</p> <p>Hynes Charter School – Masterplan for basketball, play structure, track, sports field, outdoor classroom, garden</p> <p>Jesuit HS, John Ryan Stadium, \$4.75m – Masterplan for high school athletic stadium and sports complex (pavilion, multi-use field, seating for 628, locker room, batting cage, concessions, parking, scoreboard)</p> <p>Federal City \$100m – Masterplan for military complex (included fencing, parade grounds, track, training areas, basketball, target practice area, sand volleyball, outdoor dining)</p>
Firm’s quality assurance and control procedures	Primary and second points of contact to exchange information, take notes and review with client, at least two people in every meeting from this firm.
Effectiveness, clarity, and conciseness of your firm’s approach	<p>Gather Info – reviewing current plan and needs assessment</p> <p>Community Engagement – social media (mindmixer.com or metroquest.com), townhalls, collaborative sessions, interactive placemaking events to experience project before it’s built.</p> <p>Assess Existing Facilities – visit park during peak use, note land features, facilities, layout, review ADA, use community surveys for feedback, discuss current trends with staff</p> <p>Develop Early Budgets to help guide planning and implementation</p> <p>Community Input – How received and schedule to be determined with City staff</p> <p>4.5 month project. Stakeholder interviews, preliminary plan concepts, workshop, concept plans round 2, follow-up session with community, finalized plan (at least two public meetings + social media + info kiosks)</p>
Practical experience and technical qualifications	Multiple schools. Renovations of recreational facilities. Masterplans for transportation corridors.

Linfield, Hunter & Junius Inc

Background and experience of firm and personnel	<p>Greg Cantrell, Project Manager – 38 yrs in Landscape Arch</p> <p>Bryan Parks, 14 yrs Landscape Arch</p>
Demonstrated success on previous projects	<p>Wally Pontiff Jr. Dog Park, \$220k, multiple surfaces within dog park to ensure usage even right after rain, washdown area, drinking fountains, benches, trash receptacle, decorative fencing, signage</p> <p>Manhattan Blvd Median Beautification, Harvey LA, \$395k, steel square tubes as part of art feature with stainless steel pelicans, landscaping, decorative lighting, irrigation</p> <p>River Ridge Meditation Garden, \$130k, small neighborhood park with live oaks, walking path, benches, irrigation, landscaping plants</p> <p>Jefferson Performing Arts Center, \$415k, landscape is LA swamp scene with modern twist, concrete benches, planters, artwork, flagpole</p> <p>Laketown Median Beautification, \$1m, gateway project with signage, artwork, landscaping, lighting</p>
Firm’s quality assurance and control procedures	Not addressed.

Effectiveness, clarity, and conciseness of your firm's approach	<p>Acquire base map of park and perform inventory and site analysis, experience park facilities at different times and different days, analyze ADA access and overall maintenance</p> <p>Information gathering from City staff and park patrons (create standalone website or Facebook to assist), add promotional materials around park to encourage participation. One public participation meeting in addition to interviews of City staff.</p> <p>Conceptual design with spatial diagrams showing amenity connections and uses, rough cost estimates, preliminary plan will include 3-D modeling of proposed improvements</p> <p>Public presentation of preliminary plan</p> <p>Incorporate feedback into Final plan with cost estimate to be adopted by Council</p> <p>5.5 month project</p>
Practical experience and technical qualifications	<p>Landscape architectural design services for Jefferson Parish, the City of Kenner, the City of New Orleans, St. Bernard Parish and St. Charles Parish. Recreational planning for NOLA Motorsports Park, Kenner City Park and other Kenner parks, Shearwater Park in Ocean Springs, MS, Lafreniere Park Master Plan Update, Mike Miley Sports Complex Master Plan. Multiple beautification/landscaping, lighting, trailhead, and sign projects.</p>

Holly and Smith Architects

Background and experience of firm and personnel	<p>Michael Holly, 40 years. Arch</p> <p>Jeffrey Smith, 38 years. Arch</p> <p>Pierre Theriot, 19 years. Arch</p> <p>Roy Dufreche & Associates for site analysis and landscaping, 34 years.</p> <p>Schrenk Endom & Flanagan for engineering</p>
Demonstrated success on previous projects	<p>Chappapeela Sports Park</p> <p>Ponchatoula Area Recreation District Gym, Trails Master Plan, Fishing Pier</p> <p>Southeastern Louisiana University Master Plan 1999, 2009, 2013. Considers new facilities, renovations, pedestrian and vehicular circulation, landscaping.</p> <p>Hammond Downtown Development District 2002 – Included concept plan of Zemurray</p> <p>St. Andrew's Village Master Plan. Individual units to full-time care facilities</p> <p>Project Rebuild Plaquemines (redesigned 6 parks to memorialize Katrina and 5 were taken thru construction)</p> <p>Washington Parish Recreation District #1 (multiple fields, gym, trail, 3 playgrounds, splash park, amphitheater)</p>
Firm's quality assurance and control procedures	<p>Lots of feedback from stakeholders during the process, including social media for those who are unable to make the meetings.</p>
Effectiveness, clarity, and conciseness of your firm's approach	<p>Site investigation, analysis and data collection.</p> <p>Initial public meeting.</p> <p>Week-long, of 2-hour planning charrettes or workshops with focus groups.</p> <p>Social media interaction.</p> <p>Public meeting #2 to discuss results of week-long charrettes.</p> <p>Public meeting #3 to present two preliminary plans.</p> <p>Public meeting #4 to present final master plan. (final report + 25 copies and digital formats on social media)</p>
Practical experience and technical qualifications	<p>Multiple recreation districts and school district master plans. 1992 Downtown Hammond Master Plan.</p> <p>Tulane Baseball Stadium (Schrenk) and multiple recreation and sports parks.</p>

Duplantis Design Group Inc

<p>Background and experience of firm and personnel</p>	<p>Chad Danos, Lead Contact, Landscape Arch, 26 yrs. Jason Landrem, 25 yrs includes past park manager and landscape architect for City of Arlington, TX Thomas Buckel, QA/QC for Project, Engineer, 17 yrs. Hammond Square Development Chuck Spangler, Project Engineer, 38 yrs Webb Anderson, Engineer, 11 yrs</p>
<p>Demonstrated success on previous projects</p>	<p>Iberville Parish Parks Assessment for 38 parks and boat launches, 6 townhalls, public survey, recommendation report to transform parks with step-by-step implementation guidance Howell Community Park, transform old Howell golf course into fishing ponds, lighted basketball courts, multi-purpose field, additional parking, bathrooms, 4 picnic shelters (\$3.1m, 40 acres) West Hickory Streetscape, Pocket Park, & Parking Lot in Ponchatoula is 2-acre downtown revitalization, updated parking, shaded seating areas, outdoor gathering areas (\$675k) North Tangipahoa Parish Recreation Park (\$10m, 63 acres) visionary plan for community center, skate park, RV camping, nature center, playground, spray ground, football/soccer fields, maintenance facility Washington Parish Park Master Plan (115 acres) with walk/jogging, athletics, fishing, camping, picnicking</p>
<p>Firm’s quality assurance and control procedures</p>	<p>Assigned engineer for QA/QC. Ensure ideas in master plan are constructable. Create clear, concise, accurate drawings, specifications, reports for all phases. Internal review by multiple people. Review schedule weekly.</p>
<p>Effectiveness, clarity, and conciseness of your firm’s approach</p>	<p>Creating memorable places with culture in mind, sustainable design solutions with landscapes inspired by the project’s distinct ecology and culture. Approx 6-month project Analysis – programmatic needs assessment with City staff, past efforts, site constraints, opportunities, analyze existing site conditions, photos with GPS references to use during process. Community Participation – 2 public needs workshops with community recreation values interactive exercise to rank preferences through images of various rec components. Online survey, push card mailer, digital email blasts. 3 interview meetings with key stakeholder groups Schematic Alternatives of park features and use areas Public Meeting to review schematic alternatives Final Park Master Plan & Report—color illustrative plan with 2 site sections, and supporting photos to illustrate features. Photo-realistic simulation of main park feature. Probable cost and potential implementation strategy</p>
<p>Practical experience and technical qualifications</p>	<p>Park and recreation facility master planning experience. Howell Community Park in Baton Rouge, Iberville Park and Recreation Assessment, Chappapeela Sports Park, North Oak Park, Nicholls State University Fieldhouse, lots of civil engineering experience in drainage, paving, recreation complexes, sewer, water.</p>

Dana Brown & Associates

<p>Background and experience of firm and personnel</p>	<p>Dana Brown, Principal in charge. 38 yrs as landscape arch and planner. Danielle Duhe, Project manager. Landscape Arch Chris Africh, Landscape Arch Andrew Doyle, Landscape Arch Ross Liner, 17 yrs Urban Planner</p>
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	David LeBreton, 10 yrs Eng One of the largest landscape architecture and planning firms in Louisiana. WBE. Work with Digital Engineering Inc.
Demonstrated success on previous projects	Bogue Falaya Park Master Plan (2016) – included connections, stormwater, ecological restoration, park use in peak and low use, diverse programming, public outreach Lafitte Greenway Master Plan – 3-mile greenspace with native meadows, raingardens, plantings, site furnishings. City Park Passive Area Master Plan – city lawn, soccer fields, quad sports complex, nature area, trails, parking. Forest Community Park (115 acre, BREC), preserve wildlife areas, improve pedestrian and vehicle circulation, trails Richard Lee Park Master Plan – 8-acres in Lower Ninth Ward w/ baseball field, pavilions, restrooms, skateboard plaza, trails, terraced lawn/shade seating area Kentwood Park – 63-acres for sports fields, playground, educational trail, and center. Multi-phase implementation Hammond Bicycle Plan Feasibility Study (2016) – GIS mapping and analysis of traffic to create connectivity
Firm’s quality assurance and control procedures	Commitment to cultural diversity of public spaces, ecologically-based sustainable infrastructure, and the clarity of simple, beautifully crafted plans and designs. Establish communications including file sharing, file naming conventions, project schedule, quality assurance and control plan for all deliverables. Client meetings with documented meeting notes (action items, responsible parties, due dates). Ongoing database of issues and action items updated regularly.
Effectiveness, clarity, and conciseness of your firm’s approach	Project Kick-off Meeting (deliverables – notes, participant list, project schedule, outreach/engagement strategy). Site Analysis (vegetation, soils, topography, slope, drainage, solar, viewsheds, site access, and land use) w/ Map. Public Workshop #1, assets and challenges of park on map, specific notes. What goes on where? 5-10 activities like to do at Zemurray. Online survey. (deliverables – promotional flyer, workshop, maps, survey and results, notes, Zemurray Park program elements). Concept Master Plan Alternatives (two) Public Workshop #2, discuss alternatives (deliverables – flyer, workshop, display boards, summary of results) Draft Preferred Master Plan and Draft Opinion of Probable Cost Final Plan, Probable Cost, and Final Report (color illustrative plan, 2 sketches, photos, 1 simulation of key feature) Public outreach to bring in all ages, renters and homeowners, workers and unemployed, business owners, pastors, and church goers. All give public input during workshops and charrettes. Interview stakeholders. 5.5 – 6 month overall process.
Practical experience and technical qualifications	Multiple park and playground projects – master plans and renovations. Riverfront Master Plan in New Orleans. Engineering firm has several streetscapes/corridor plans. Strategic Plan for Jefferson Parish Westbank. Includes site photos of Zemurray and some initial analysis.

Joseph Furr Design Studio LLC

Background and experience of firm and personnel	Joseph Furr, 28 yrs Landscape Arch Matt Wilks, 17 yrs Landscape Arch Matthew Taylor, 6 yrs Landscape Arch Christopher George, 2 yrs Landscape Arch Gregory Decoursey, 40 yrs Engineer. Marrero, Couvillon & Assoc, Mech/Elec/Plumb Eng Paul Dimitiois, 27 yrs Arch. RCL Architects
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<p>Demonstrated success on previous projects</p>	<p>Great Park at Coquille, St Tammany (131 acres) -- multiuse recreational facility providing sports and entertainment venues, new facilities, entrances and wayfinding signage. Future programs, staffing, maintenance. New logo and tagline. Inventory of current assets. Public workshops with votes on facilities through dots. Pedestrian and bicycle linkages. Phases 1-4 for implementation North Boulevard Town Square, Baton Rouge (3 acres) – stakeholder interviews and public input for the vetting of ideas on programming, layout, traffic engineering, accessibility, and design. Used charrettes, multi-media “walk up to the table” event to discuss, and interactive website to gain feedback on schematics Bayou Country Park, Terrebonne (154 acres) – multiple public meetings, recreation needs, demands. Connections to vehicle corridors. Surveys and dot-polling. Final plan has 5-phase implementation and cost estimates. West Feliciana Sports Park Master Plan (165 acres) -- 12 baseball/softball fields, 10 soccer fields, a multipurpose field, an extensive trail system, a skeet/trap range, archery range, a high ropes challenge course, tent camping areas, a fishing pond, playgrounds and a 4-H equestrian building. Used parish-wide recreation survey. Cassidy Park, Bogalusa (30 acres) -- public meetings, interactive planning, and user surveys and vision for redevelopment. Resulted in entertainment venue/amphitheater, splash pad, playground pavilions and canoe launch. Public meetings and dot polling.</p>
<p>Firm’s quality assurance and control procedures</p>	<p>Criteria for Success: 1) Expand park area to analyze connectivity, parking. 2) Create a steering committee of 8-15 people for core feedback. 3) Facilitate the public process thru workshops, surveys, dot polling, design charrettes, social media. 4) Communication the ideas thru graphics, multimedia presentations, animated renderings, written reports. 5) Master plan and design</p>
<p>Effectiveness, clarity, and conciseness of your firm’s approach</p>	<p>Great parks, whether they are urban gathering spaces, rural recreation areas, or multipurpose sports facilities, should create a synergy for community activities ... The place to be. Phase 1 – Existing Conditions Assessment (4 wks) catalog existing, create base map, park history, analyze site conditions, opportunities and constraints, prepare map diagrams, create social media and begin publicity. Phase 2 – Determine Potential Direction of Change (4-6 wks) meet with steering committee and present assessment, establish goals, conduct Public Workshop #1, determine action items and opportunities for change, develop preliminary change directives, schematic alternatives, and support graphics and post online. Phase 3 – Consolidate Ideas (4-6 wks) present preliminary ideas to committee, revise ideas then present in Public Workshop #2, consider options for funding mechanisms. Phase 4 – Recommendation Plan & Final Plan (4-6 wks) consolidate the best parts of the schematic design alternatives into a single and final master plan. We will also prepare final presentation graphics; plans 3-D renderings, sections and a promotional theme for the proposed changes. Present to committee then present final to public. Develop a synopsis of the planning process, in booklet form, documenting the work provided and decisions made.</p>
<p>Practical experience and technical qualifications</p>	<p>85% of work is on parks and recreation planning, public spaces, and sports facility design. 35 parks projects across the southeast US. Statewide strategic planning for LA Office of State Parks, worked on MS Statewide Comprehensive Outdoor Recreation Plan. New Roads Football Facility, LSU Student Rec Center Sports Field Complex, Perkins Road Community Park Master Plan for BREC. AZ Young Park. City of Ocean Springs Parks & Recreation Master Plan. Plaquemine City Park. Multiple playground and recreation complexes.</p>