

# SCHOFIELD **FARM &**

open space master plan

**Erie, Colorado**  
March 22, 2017



**DESIGN  
CONCEPTS**

211 North Public Road, Suite 200  
Lafayette CO 80026  
303.664.5301 [www.dcla.net](http://www.dcla.net)









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“Design Concepts is a wonderful group of professional Land Planners and Landscape Architects that specialize in park development, and I highly recommend them.”

- Stuart Watada, Project Manager - Colorado Parks and Wildlife, Northeast Region







## DESIGN CONCEPTS

Community + Landscape Architects

March 22, 2017

TOWN OF ERIE, COLORADO  
Parks and Recreation Department  
Farrell Buller, Parks & Recreation Director  
Amy Teetzel, Administrative Coordinator  
645 Holbrook Street  
Erie, CO 80516  
ateetzel@erieco.gov

**Re: Proposal - Schofield Farm and Open Space Master Plan**

Dear Farrell and Selection Committee Members:

As the agricultural heritage of our region begins to shrink with suburbia growth, preservation of historical landmarks such as the Schofield Farm and Open Space provides a wonderful and unique opportunity to cohesively re-create the farm setting, educate future generations, embrace historical significance, integrate recreational amenities with the surrounding open space and provide community gathering spaces that are truly memorable. The Town of Erie is lucky to have this beautiful cultural resource.

And now, we have the opportunity to make this beautiful resource an amenity for the Town of Erie.

Design Concepts has done an extensive review of this project and listened closely to your ideas, thoughts and considerations. We can say with confidence that we are as excited and passionate about this project as you are! As we have done for so many other small communities, our team is committed to assisting The Town of Erie in achieving your vision for this site.

We pride ourselves in building consensus around shared values. We are not just well versed at consensus building, we have developed a unique methodology which has brought success time and again. Our experience tells us that bringing your community and stakeholders into the process will be the real key to success. We will respond with ideas, plans and options that are functional and innovative. We will work collaboratively with the Town to make Schofield Farm and Open Space the most successful community destination it can be.

Our proximity, local presence, familiarity and experience in Erie, will provide us insightful background knowledge to build upon for this master plan. We have had great success with Star Meadows Park, The Boneyard Dog Park and Phase I of Erie Community Park and look forward to our next partnership with the Town of Erie. Thank you for this opportunity. We look forward to working with you!

Very Truly Yours,

Shanen Weber, PLA, ASLA, REFP  
Principal  
shanen@dcla.net  
Member, CPRA





"Shanen and her team are dedicated and professional, demonstrating their due diligence from the beginning of the project to better understand the driving points."



## key issues

This is a complex project. We know there will be more issues uncovered as we start work with you. For now, based on the preliminary work and investigation we have done, we see a variety of key issues to the success of this project, starting with these:

### Community Outreach

Using our 35 years of public facilitation skills, we will reach out and engage the community and stakeholders in a public process that will create a sense of ownership in the final design of the park, not just a process that gathers feedback, design input, buy-in and excitement. Let's create so much excitement with amazing ideas and design solutions from the entire community as the designer. With results that generate a 'buzz' conversation bringing unexpected new opportunities to the community.

Let's tap a variety of wide-reaching communication channels beyond the 'traditional'. Let's consider a dedicated project website, a planned public relations campaign with scheduled meetings, on-site activities, promotional materials, and learning opportunities throughout the process for the local youth.

This process will ensure the design addresses the desires of the community and generates support and excitement for Schofield Farm and Open Space.

### Innovative Design

Design Concepts is known for our ability to capture the essence of a setting and integrate non-traditional elements that tie back to the overall theme of the site. Schofield Farm offers the opportunity to capitalize on this phenomenon and create a strong image and sense of place for residents and visitors alike. We are recognized for our ability to incorporate theme and identity into the places we design and make them truly memorable.

### Historical / Educational Value

One of the primary reasons for historic preservation and awareness is to allow future generations to learn from the past. The existing structures at Schofield Farm is a repository of meaning and memory, accrued in layers over time. Embracing the historical significance, providing educational interpretation and integrating these facilities with current needs and ideas will allow the creation of one cohesive community gathering space.





## key issues

### Preservation / Environmental Stewardship

The Schofield Farm and Open Space will have its own vision and identity with an integrated theme that creates a truly memorable place. Design Concepts approaches site design with the intention of providing a site that meets all programmatic requirements while also incorporating sustainable principles. These include conservation, efficient use of water, reduced maintenance requirements, use of local and recycled materials and effective site organization to maximize opportunities of aspect and orientation of building and site elements. Efficient irrigation systems and careful selection and grouping of plant materials, in conjunction with surface drainage features, all contribute to a reduction of irrigation and storm water infrastructure. We will design to minimize any negative impact to the natural setting and wildlife while enhancing for all in habitants

### Trail Connections

Trail connectivity is an essential component of today's dynamic, progressive communities. This is particularly true in Colorado which tends to attract residents and visitors with a spirit of adventure. As more and more Coloradans pursue active lifestyles, trails become invaluable as they impact quality of life, public health, safety, and the local economy. Connecting multi-use trails with integrated educational/historical interpretive signage supports the overall vision of Schofield Farm and Open Space.

### Functional / Revenue Streaming

Always, the challenge with any good design is the balance between a lofty vision, function/practicality and overall aesthetics. Whether the opportunities and possibilities are a rental venue for entertainment, educational activities, recreation and civic purposes, a living museum or local business, we will strategize on ways to realistically design Schofield Farm with purpose that is meaningful, useful, affordable and operational. All while designing an aesthetically pleasing site that attracts, welcomes and invites visitors to enjoy this historical landmark.

### Creating Community

The design of Schofield Farm Open Space is all about creating community. A destination that includes gathering spaces, passive and natural park ammenities, farm to table gardens, agriculture, historical and environmental awareness/potential water recreation and civic opportunities. Focusing on innovative and dynamic public spaces while integrating education, discovery, socialization and health are at the forefront of what we do. It's about creating places that bring people together and enhances the connection to their environment.





# key issues

## Schedule and Budget

Our team understands that this project timeline is highly important. We are very adept at working with public teams, agencies, stakeholders and users to quickly focus on areas that will allow parks and their many uses to occur on schedule. Our team is prepared to hit the ground running to help facilitate the 2017 schedule. This will require diligence on our part and on your part as well. Our team can provide the schedule, manpower, direction and leadership to make this possible.

Our team understands that producing a project within owner's budget is vital to the successful outcome of the project. Cost estimates are continually revised and updated as design progresses, reflecting revised project development and current market conditions.

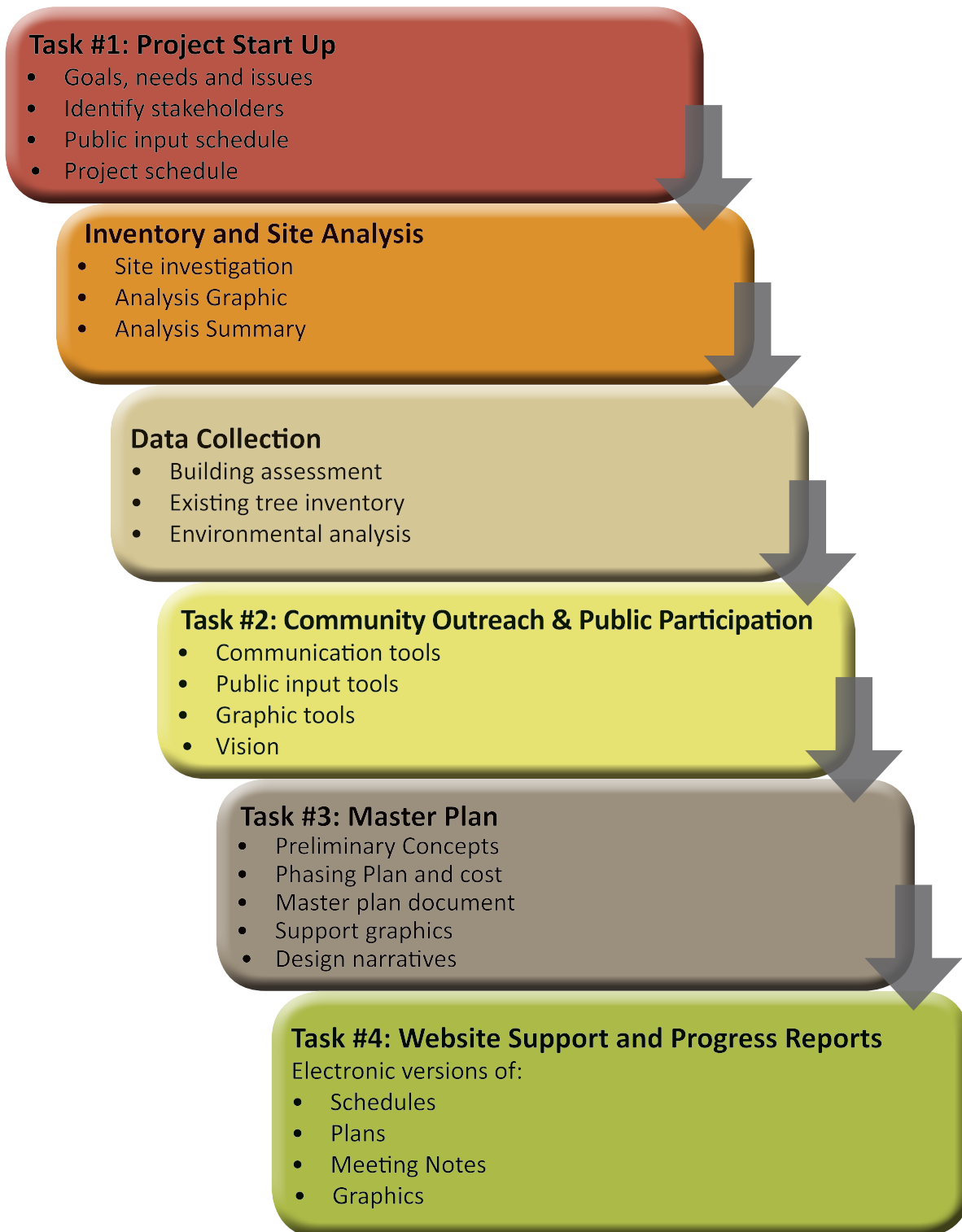
Design Concepts tracks the bid unit cost information for every bid received for each of our projects, and has compiled a 35-year database of construction costs. This source of information provides the basis for cost estimation on new projects and is based on actual local costs for public works projects, not on some national averages derived from a book. We also have good working relationships with local contractors, fabricators and suppliers to obtain specific or unusual pricing.





# project understanding / approach

While every project is unique, shown below is our approach to project design. Each task includes client and consultant coordination review and notes.





## project understanding / approach

### Meeting Goals + Exceeding Expectations + Fun, Enjoyable Process = **A SUCCESSFUL PROJECT**

Located on the outskirts of Erie, sits a wonderful opportunity to emphasize the historical, agricultural heritage and natural environment of rural Colorado. Schofield Farm and Open Space is intended to do just that. Multiple generations will enjoy this community resource with possibilities for education, interpretation, event gathering, passive recreation, wildlife viewing, picnicking and trails.

There are a few goals that have stood out while talking with your team and reviewing the past materials developed for this project so far. The success of this project weighs heavily on satisfying not only the goals, but on expectations. These can be quantifiable and measurable. And they can be tangible and intangible.

We plan to provide all the components of a project that equates to overwhelming success, pride in the final deliverable, a process that is enjoyable and collaborative, and fun too. Our intention is to give you all the above by satisfying your goals plus, deliver innovative design.

We are offering the following approach to accomplish your goals for the Schofield Farm and Open Space Master Plan. Our firm is committed to assisting the Town of Erie and our goal is to create the most useful, thorough document possible that can be implemented and referenced now and in the future. If awarded the contract, this approach would be tailored to fit your specific needs.





# project understanding / approach

## Task #1 - Project Start Up

### Goal / Deliverable

Gather project input and prepare a written and graphic plan of the site's development suitability. A narrative summary will include the project's goals and objectives, desired site program elements and project issues. We will review existing site information and determine what (if any) additional information will be necessary to continue with the master plan. If not available, an environmental assessment of the Schofield property will be necessary to be sure all environmental issues are noted and accounted for.

### Project Start Up

Staff involvement is critical for the success of the Master Plan as they are the ones on the 'Front Line' and hear the needs and wants of the community first hand. They also know firsthand the limitations they have and what they can realistically provide. We expect staff will be involved throughout the process. As a team we will discuss scope, staff project goals and objectives, budget, preliminary scheduling, potential phasing, set document deadlines, discuss review process, and identify agencies and stakeholders involved.

### Stakeholder Determination

As part of the process for this project, we will identify Stakeholders and determine the best methods for involving them in the process. This could include conducting Stakeholder Meetings to address specific Key Issues, or it could involve smaller focus group or even one-on-one meetings. We will also be identifying Potential Partners for this project. Potential Partners would include individuals and groups that could partner with the Town to provide services to mutually benefit the Potential Partner and the general public. Example of this might include historical or heritage societies, environmental or conservation organizations, etc. We will work with the Town to determine who these are and how to involve them in the project process. We will get input on project goals and objectives, desired site improvements and recreational programming.

### Stakeholder Meeting #1

### Site Visit and Evaluation

Visit the site to perform a technical evaluation in the form of site inventory and analysis. This visit will generate new data parameters and ideas about opportunities and constraints. The evaluation will address site topography, drainage, vegetation, weather patterns, views, architectural uses, energy resources, surrounding vehicular and pedestrian traffic, infrastructure and any other site conditions to be considered in the Master Plan. Site photographs of key areas will be taken and recorded for documentation.

### Site Analysis

Prepare a graphic site analysis drawing for documentation and presentation of existing site conditions. Any site opportunities and/or constraints will be noted for presentation and documented in a site analysis narrative.

### Data Collection

Obtain, review, convert and combine available site base mapping provided by the Town in AutoCAD format that can be managed for analytical and presentation purposes throughout the project. Confirm the need for additional information as necessary.

### Summarize Input

Prepare a summary of all project goals, objectives, desired site program elements and priorities, project issues, site opportunities and constraints.

### Progress Updates with Client

As needed, via phone, email and/or meetings. Design Concepts' team coordination meetings and correspondence.





## Task #2 - Community Outreach and Public Participation

### Goal / Deliverable

We believe in creating in-depth, efficient, cost-effective, citizen-focused community processes. By engaging the broadest possible group of participants effectively in the park master planning process, we achieve many benefits that contribute to the project's ultimate success. These benefits include:

- Identifying the needs and interests of various user groups.
- Informing the public about the project's opportunities and constraints.
- Developing consensus and support around a shared vision.

As design professionals for public parks, our deliverable at the conclusion of the public outreach process is a park master plan of, by, and for the people of Erie. As the plan progresses through subsequent phases of design and implementation, it remains recognizable to the community as an extension of their own efforts.

While there is no "one-size-fits-all" approach that suits every community, we have a recipe for success developed over years of public outreach across Colorado. We adjust the techniques and proportions to each community's tastes and appetites, but the basic ingredients remain the same.

### The Key Public Outreach Ingredient

We Listen! It may seem obvious, but unfortunately we have heard from too many clients a sense of frustration with designers that arrive with preconceived notions, pursue personal design agendas, or simply fail to listen. It's our experience that the most successful and rewarding projects are a true collaboration and sharing of ideas and experiences. This begins with our best planning tool: the ability to listen.

### The Public Outreach Recipe

#### *Step One – Identify Participants*

Another obvious-sounding but too often overlooked first step is to identify participants in the public outreach process. Achieving broad-based consensus requires an inclusive approach. We will work with the Town to identify additional participants. A preliminary list of potential participants may include

#### Stakeholders

- Boulder County Open Space
- Cultural and historic groups
- Adjacent landowners
- Family of past homeowners

#### Recreational users

- Walkers
- Bikers
- Anglers
- Wildlife enthusiast

#### Town residents

- Kids and Families
- Community organizations/groups/clubs
- Business community
- Schools and daycares





# project understanding / approach

## **Step Two – Prepare the Ingredients**

In order to solicit useful input from people, we need to educate them (and ourselves) about the project. Asking open-ended questions does not often yield as valuable answers as presenting specific challenges and real-world choices. Preparing a solid basis for public interaction includes:

### Documenting the site

- Understanding size, extents, adjacencies, opportunities, constraints

### Compiling preliminary representations of possible features, amenities, and improvements

- Linking ideas to this specific park to get specific, meaningful responses

## **Step Three – Engage the Participants**

After a brief but informative introduction to the project, we invite participants to engage in the process. We use a variety of public engagement techniques that we optimize for each project and setting. Our public engagement toolkit includes:

### Facilitated discussion

### Surveys and preference polls

### Design charrettes and workshops that may incorporate:

- Land Use “tile” exercises
- Scale template “park puzzle” exercises / charrettes
- Simple modeling exercises
- Design precedent images

## **Step Four – Provide Feedback and Follow-up**

Once people have invested their opinions and ideas, they want to see the outcome. Inviting them to review and comment on draft alternative design concepts achieves the following:

- Shows them we heard their comments, as well as other people’s comments.
- Helps them visualize how their ideas translate into design using plans, sketches, and computer modeling.
- Collects more detailed public input to help guide decision-making.
- Begins to build support around a shared vision.

## **Communication and Outreach Technologies (optional)**



Led by Design Concepts, our team will work with Town staff

to launch the communication and outreach process for the project and develop a community engagement strategy. Using a “go to them” campaign / approach, combined with social media and technology we will engage underserved or less represented community members in the process. Design, production and maintenance of a website or portal, digital newsletters, SMS and social media-based polling/input collection will be leveraged. The initial launch and continued outreach throughout the project will involve various strategies.

Our team will organize and develop a “#findYOURfarm” campaign to reach and engage the community. We will distribute #findYOURfarm content and encourage the community to use #findYOURfarm to engage and share their ideas, input and experiences on Twitter, Facebook, and/or Instagram. Social media will be used to distribute planning information, keep the community informed, and solicit input.

Progress Updates with Client- As needed, via phone, email and/or meetings.

Design Concepts’ team coordination meetings and correspondence.



# project understanding / approach

## Task #3 - Master Plan

### Goal/Deliverable

Prepare a Master Plan for Schofield Farm and Open Space based on the staff, stakeholders, and public input. The plan will incorporate the identified project goals and program elements with graphic presentation drawings to support the plans and project vision.

Below is the process we would follow to complete the Schofield Farm and Open Space Master Plan:

#### Conceptual Design

- **Public Meeting #1** – Conduct and facilitate a public meeting to gather input on project goals, desired site improvements and programming. Design Concepts will provide all necessary presentation materials to support our understanding of the site, its existing conditions along with site opportunities and constraints.
- Prepare three rendered conceptual designs based on input from the public meeting. We propose looking at three different concepts based on level of activity desired at the farm – passive use, moderate use and active use. See Lambertson Lakes project enclosed. **If 1 concept for this project is sufficient, we can revise scope and fees accordingly.** All concepts will be developed in the context of the surrounding community and the Town of Erie's regional setting.
- **Stakeholder Meeting #2** – Review meeting with staff to discuss alternatives. Determine priorities and potential phasing plans.
- Present project progress to Board of Trustee's
- Progress updates with client – As needed, via phone, email and/or meetings.
- Design Concepts' team coordination meeting and correspondence.





# project understanding / approach

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## Preliminary Master Plan – Based on staff, stakeholder and public input:

- Prepare preliminary Master Plan's for each level of desired activity
- Prepare preliminary cost estimates for each level of desired activity
- Review meeting with Staff to discuss preliminary Master Plan's, cost estimates and phasing approach as necessary.
- **Public Meeting #2** - Present preliminary Master Plan's and sketches to public for public comments and input.
- Present project progress to Board of Trustee's
- Progress Updates with Client- As needed, via phone, email and/or meetings.
- Design Concepts' team coordination meetings and correspondence.

## Final Master Plan – Based on final input

- Prepare final rendered Master Plan's for each level of desired activity with associated imagery, sketches and/or perspectives.
- Prepare a final and refined itemized cost estimate for each Master Plan.
- Prepare an implementation plan that includes final phasing plan with associated cost estimates for each phase.
- **Public meeting #3** – Present the final Master Plan's to the public for comments and input. This meeting could be less formal and conducted as an open house if desired.
- Revise final Master Plan based on Town and public input if necessary
- Present project progress to Board of Trustee's
- Progress Updates with Client- As needed, via phone, email, and/or meetings.
- Design Concepts' team coordination meetings and correspondence.

## Deliverables:

- Design Concepts will provide 2 bounded copies of the final Master Plan document, which includes:
- All interim maps and data for use during the project
- Site photos, site inventory and site analysis narrative
- Aerial maps of preferred and alternate concepts with associated narrative
- Cost estimates and phasing plans
- Town, stakeholders and public meetings/workshop notes and attendees
- Electronic PDF files
- Progress Updates with Client- As needed, via phone, email and/or meetings.
- Design Concepts' team coordination meetings and correspondence.

## Task #4– Website Support and Progress Reports

### Goal / Deliverable

Communication is key in every project and we will make sure the Schofield Farm and Open Space Master Plan progress is communicated loud and clear after each milestone listed above in the design process. As an additional task, and to keep the public updated continuously, we will provide electronic versions of current project schedules, meeting notes, images, graphics and other relevant material on a monthly basis and after each public meeting and/or gathering. This information can be loaded onto the Town's website for public review and comments.

We would be happy to discuss and revise the above outline/scope to meet the needs for your project.







# Lambertson Lakes master plan

Thornton, Colorado

The Lambertson Lakes Homestead Master Plan was planned to be developed within the 32 acre, City of Thornton-owned Lambertson Lakes Park and Open Space area. In order to identify and develop this homestead site, the Master Plan addressed the historic, cultural, educational and recreational use opportunities. Through a historical structure assessment, natural resource assessment, public process, site visits and family interviews, three concepts for the Homestead were designed to incorporate three phases of implementation: passive, moderate and active. Each concept provided its own character based on the level of activity proposed for the site. Ultimately, the site would create an educational and interpretive place where heritage elements are intertwined with civic and community features. The overall tone of the plan is a two-fold combination of bringing life to the original homestead while creating places for community gathering, sharing and expression. In addition to the Homestead concepts, entry and site signage, Original Thornton neighborhood signage, and a heritage loop trail were designed, all to deepen the identity of Thornton's heritage and celebrate the places where the City of today originated. In the end, the Master Plan provides a framework from which to develop the homestead into a unique cultural and recreational resource for the benefit of the public and preservation of Thornton history.

**Definitive Issues:**

Historic Homestead  
Educational and Recreational Use  
Public Process

**Reference:**

City of Thornton, CO  
Diane Van Fossen  
303/255-7843  
Email: [diane.vanfossen@cityofthornton.net](mailto:diane.vanfossen@cityofthornton.net)

**Location:** East 101st Ave., Thornton, CO

**Budget:**

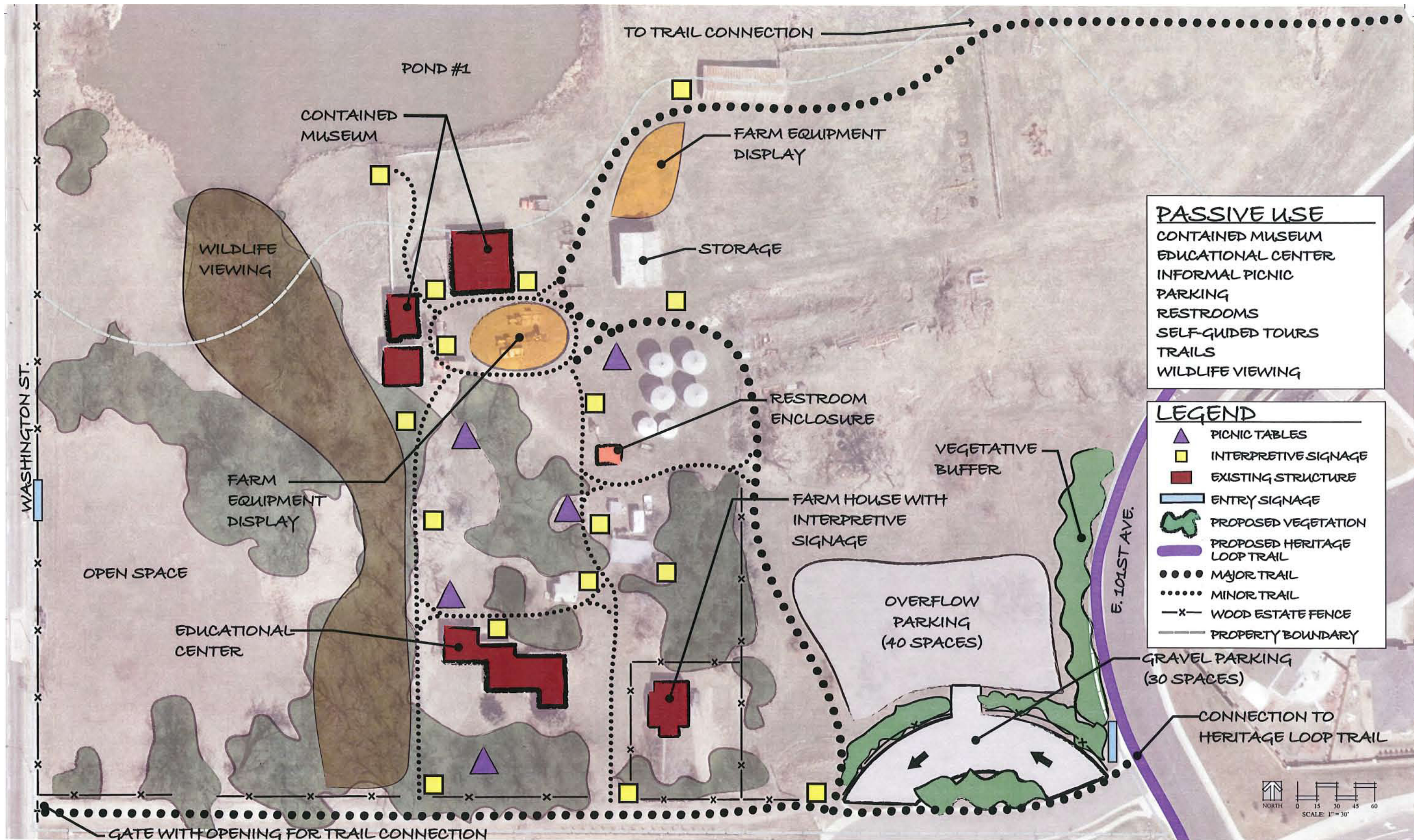
N/A

**Timeframe:**

2009-2010







# Lambertson Lakes Open Space Master Plan

Passive Use Concept Plan

March 2009

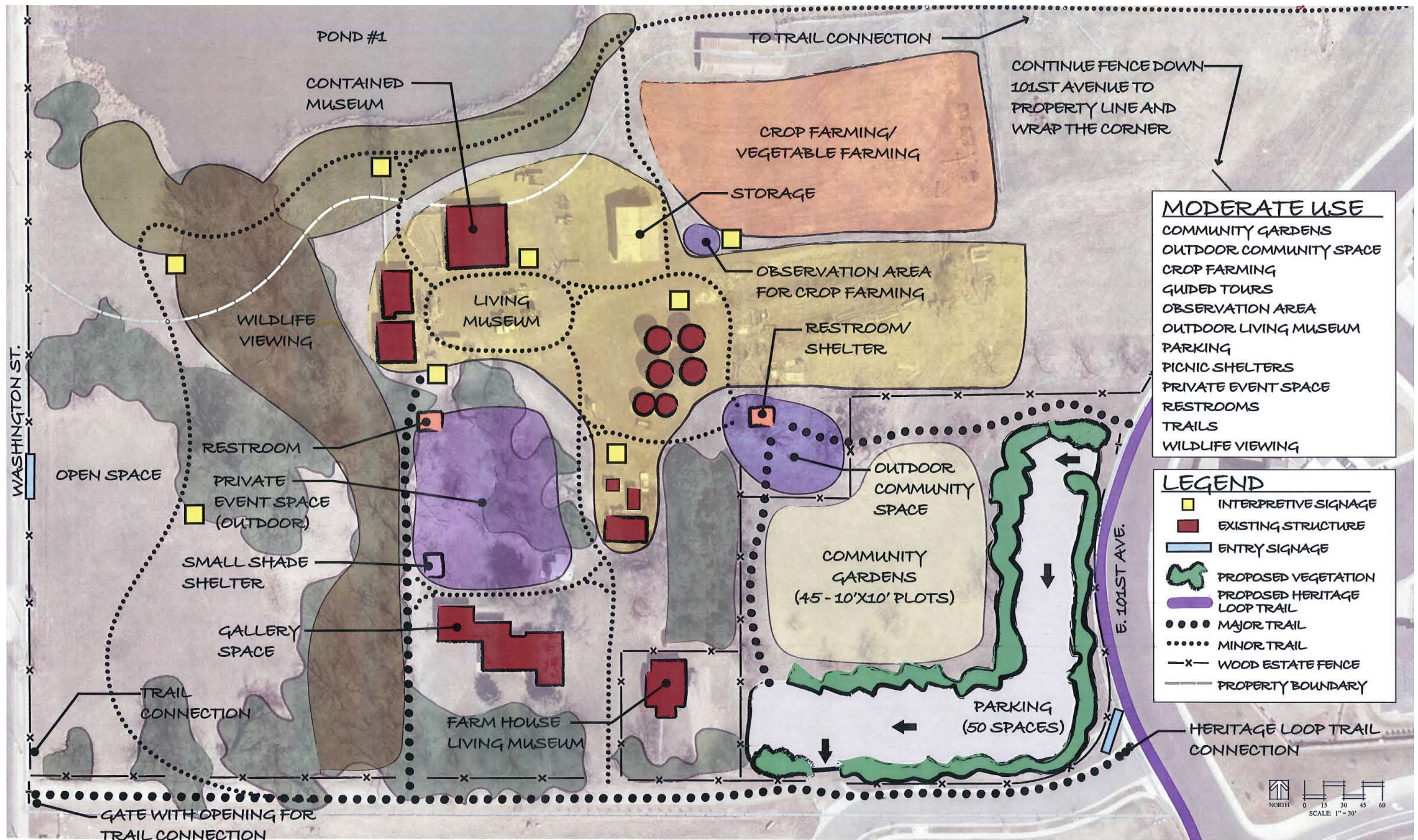
City of Thornton, Colorado











# Lambertson Lakes Open Space Master Plan

Moderate Use Concept Plan

March 2009

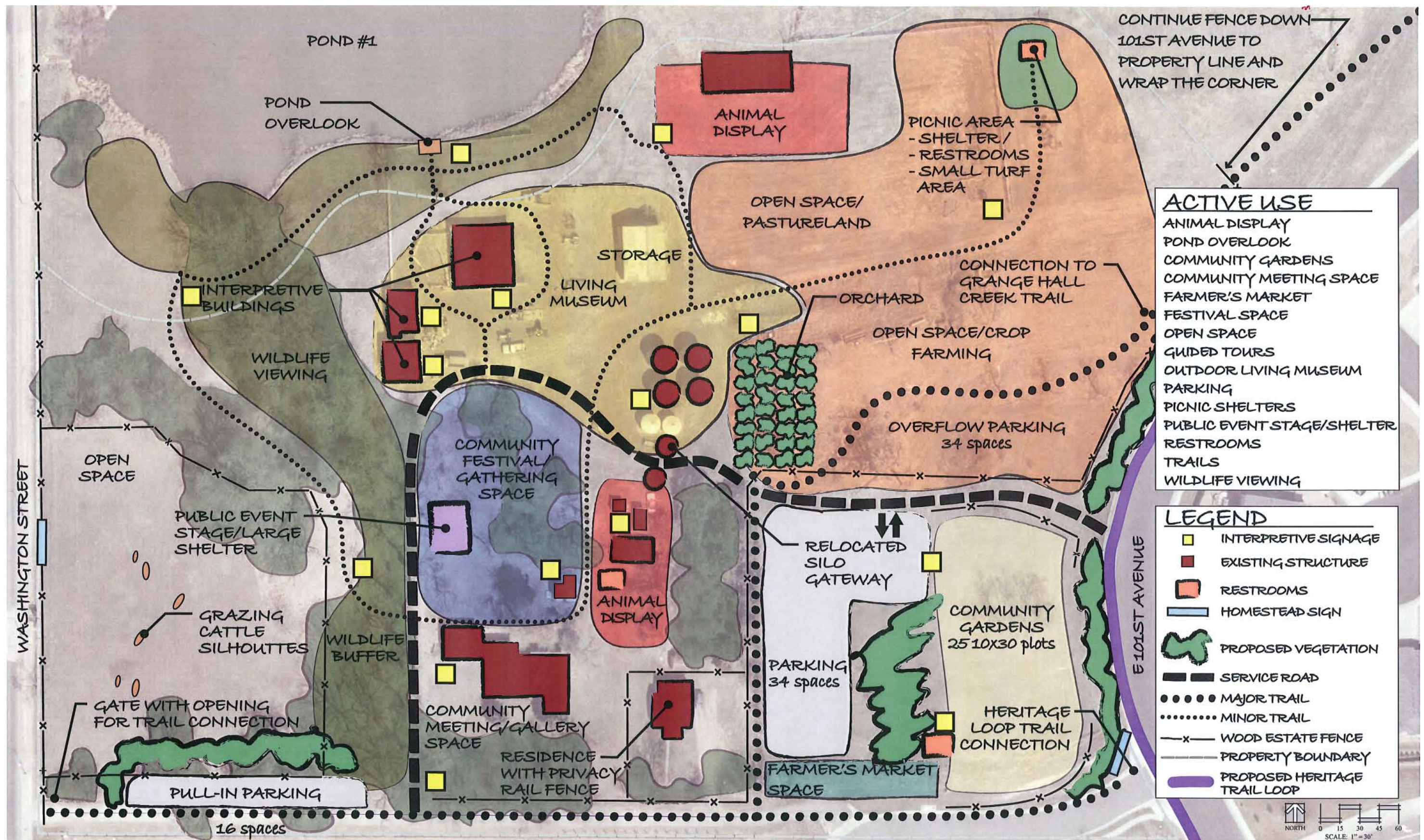
City of Thornton, Colorado











# Lambertson Lakes Open Space Master Plan

Active Use Concept Plan

March 2009

City of Thornton, Colorado









### Cost Proposal

The Design Concepts team has done a thorough review of our Project Approach and Scope of Work along with project deliverables outlined within. We have structured our fees to address and deliver the desired product. We are open to discussing and adjusting our scope and fees to more closely align with the expectations of the Town if necessary.

**Our lump sum fee for Schofield Farm and Open Space is \$59, 900, which includes all reimbursables (printing, delivery, travel and mileage).**

### Environmental Assessment

To provide a thorough environmental investigation and assessment for Schofield Farm, we would recommend ERO, Resources provide these services for an additional fee. Due to the quick turnaround for a project proposal, ERO was unable to provide fees for this service at this time. As we begin this project and we confirm an environmental assessment is necessary, we will provide a fee for this service.

### Optional Communications and Outreach Technologies

‘Go to Them’ campaign- #FINDYOUR FARM

The above lump sum fee includes Website Support (Task #4). To provide additional outreach technologies (per page #8), that would include reaching out to the public via the hashtag campaign and SMS would be an additional fee of \$5,000 for site setups, ongoing maintenance and compiling the information to be used for the project. If the Town has a way for us to add to their existing platforms to inform the public and receive input, we are open to collaborating with you on this as well at no additional charge.













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