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The Village of McFarland retained Vandewalle & Associates to prepare a master plan for McDaniel Park, located on Lake Waubesa at the north end of the Village. This document summarizes the planning process and master plan drawings prepared during this process. The series of maps and figures referred to in this document are attached at the end.

INTRODUCTION

Existing Site

McDaniel Park is located at the north end of McDaniel Lane, just off Siggelkow Road and along the eastern shore of Lake Waubesa. This popular park currently contains a mix of active and passive uses. The active uses include a large playground with rubber surface, volleyball court, boat pier, and canoe launch, while passive uses include pavilions, beach, grills, and lawn areas. Other park infrastructure includes a parking lot for 28 spaces, restrooms, and paths connecting uses. The park is bounded by Village owned land to the north, Wisconsin and Southern Railroad to the east (WisDOT owned), a private house to the south and Lake Waubesa to the west.

With the Lower Yahara River Trail under construction at the time of this park planning exercise, the Village sees opportunities to welcome new park visitors and enhance the existing facilities to make a marquee Village park space.

Process

Vandewalle & Associates visited the site and prepared draft concept plan sketches in the beginning of June 2017. This planning work was presented at the following Parks, Recreation, and Natural Resources Committee Meetings:

June 15, 2017 – Draft McDaniel Park Master Plan
July 20, 2017 – Revised McDaniel Park Master Plan
August 17, 2017 – Updated Concept Plan

Design Program & Project Goals

The following were provided as desired design elements:

- Expanded vehicular parking to accommodate increased park visitors.
- Locate the Lower Yahara River Trail through the site.
- Provide bicycle infrastructure including a bicycle trailhead and paths connecting to the Lower Yahara River Trail.
- Locate a new pavilion for increased public events.
- Community gateway feature to welcome bicyclists into McFarland.
- Internal circulation improvements.
- Review opportunities for place making amenities.

The design program is consistent with the specific development recommendations listed in the *McFarland Outdoor Recreation & Open Space Plan, 2013-2018*:

- Expand the existing parking lot.
- Implement plans to develop a future trail connection to the Capital Springs State Recreation Area. Increase establishment of native plant species along trail corridor.
- Install a multi-use path.
- Develop additional picnic areas.
- Increase woodland buffers with additional tree plantings.
- Construct second shelter/storage building.
- Add larger outdoor grills, information kiosks, horse shoe pits, and trash cans.
- Maintain pier.
- Replace and add trees.

Project Deliverables

- Map 1 – Park Master Plan
- Map 2- Pavilion Area Concept Plan
- Figure 1 – Pavilion North/South Elevation
- Figure 2 – Pavilion East/West Elevation
- Figure 3 – Community Gateway Concept A
- Figure 4 – Community Gateway Concept B
- Figure 5 – Gateway Column Feature Detail
- Figure 6 – Park Kiosk (Front View)
- Figure 7 – Park Kiosk (Side View)
- Figure 8 – Bike Trailhead
- Figure 9 – Park Seating Options
- Figure 10 – Shade Structure Options
- Figure 11 – Pavilion Area Eye Level Sketch
- Figure 12 – Pavilion Area Bird’s Eye Sketch
- Table 1 – Pavilion Area Plan Preliminary Cost Estimate

Master Plan graphics at the end of this document are described in the following pages.

MASTER PLAN (SEE MAP 1)

The following describes the park concept plan specific components:

Parking Lot

Park attendance is anticipated to increase as new improvements are implemented, which will require additional vehicle parking.

- Expanded existing parking lot from approximately parking 28 spaces to 54 spaces.
- Drop-off space for park visitors, specifically people dropping off items at the pavilions. The drop-off also provides a free-flow turn around parking lot movement.
- One-way parking lot configuration was explored, but yielded less parking spaces due to angled parking and inefficient parking lot corners.
- Potential additional future parking is reserved at the southeast corner of the site.
- On-street parking is also available McDaniel Lane and Sigglekow Road adjacent to Brandt Park.

Second Pavilion

A second open-air structure pavilion is located northwest of the restroom building, potentially reusing the existing concrete pad.

- The size and architecture matches the existing pavilion structure located near the beach area (see Figures 1 & 2).
- Materials are high quality and durable featuring stone columns and steel columns. A steel roof may be explored as an option during the public bidding process.
- This second pavilion provides additional gathering spaces for Village residents and visitors.

Paths and Walkways

The Lower Yahara River Trail was under construction at the time of this planning process and is located along the northern edge of the park.

- Park paths connect to the Lower Yahara River Trail at three locations – gateway, pier, and bike trailhead.
- Internal paths connect the three pavilions through the center of the park and connect these activity areas to the parking lot and pier.

Community Gateway

A community gateway is proposed to welcome new visitors to McFarland who are entering via the Lower Yahara River Trail.

- Two options for the gateway feature were presented to the Village Board (See Figures 3 and 4).
- Gateway Concept A (Figure 3) included two horizontal walls on each side of the trail, using tumbled stones as would be found near Lake Waubesa. On the walls were spaces for Village identification signs.
- Gateway B (Figure 4) was the preferred option and included a series of three vertical columns providing a more dramatic Village entrance. Each column contains welcome messaging.
- A conceptual detail of the vertical columns is illustrated in Figure 5. The columns are proposed to contain stone bases to match the park pavilions, with weather-resistant wood columns extending out of the bases. Steel back, lit lettering is attached to the wood columns.

Wayfinding

With the construction of the Lower Yahara River Trail, additional wayfinding is proposed along the trail.

- Park entrance sign.
- Pier wayfinding sign.
- Park kiosk sign (See Figure 6 & 7) providing park, trail and community information.

Bicycle Trailhead

Another community welcome feature along the Lower Yahara River Trail is proposed as a bicycle trailhead. This functional park feature is the following:

- 20' x 20' concrete pad with bicycle maintenance station and bicycle rack.
- Bicycle maintenance station including a bike pump, tools, repair stand, water bottle filling station, and signs (See Figure 8).
- Optional covered structure.

Other Park Features

- Additional grills for expanded pavilion users.
- Conversion of main beach area from pea gravel to sand.
- Bicycle racks near the existing pavilion & restroom building.
- Moveable seating and umbrella structures at the volleyball court and beach area (see Figure 9 for different examples).
- Figure 10 provides options for permanent canopy structures that may be installed within the beach area.

PAVILION AREA CONCEPT PLAN (SEE MAP 2)

During the park planning process an opportunity was identified to plan a building addition to the restroom building for concession sales and an outdoor seating area. The following describes these features:

Building Addition

- 13' wide and 30' long building addition, extending the existing roof peak out over the addition.
- 13'x18' concession area with two work counters, vending window, and exterior door access.
- 8'x14' walk in cooler to store concessions.
- 5'x14' storage room for concession or park maintenance equipment
- The façade of the building addition is shown in Figure 11. This façade should be constructed of quality materials similar to the existing pavilion including stone column bases, metal columns, and wood arched front. The façade should be of quality design and have architectural details unique to the future use and not appear to be an ordinary park structure.

Outdoor Seating Area

- The gravel seating area is 50'x85' and is located northwest of the building addition
- 24 picnic tables are located within the gravel area providing seating space for 6 people per table.
- An overhead string light system that can be installed and removed seasonally.
- Surrounded by 10' wide grass area and a decorative fence.
- 40'x50' grass area for general open space, lawn games, and children play area.

Other Features

- A potential second volleyball court just north of the existing
- New pedestrian paths that connect this area to parking and the County trail

Figures 11 and 12 illustrate a design vision for the pavilion addition, outdoor seating area, and lawn game area. The ground level sketch (Figure 11) illustrates a vision for the outdoor seating space at twilight. The gathering space could become an asset for the Village and become a metro-area attraction. The space provides a great venue to enjoy the outdoors, sunsets and park activities. The bird's eye sketch in Figure 12 also shows the area from the air, illustrating how the proposed components complement existing park elements. Table 1 provides a preliminary cost estimate for this Updated Concept Plan project.

Implementation

The facility expansion and development is meant to encourage place making within the park through the introduction of amenities that enhance its utilization. The opening of the trail in 2017 provided for an opportunity to complement an improvement that has already increased use within the park. The desire is for the Village to take the lead in developing the basic level of facility improvements and partnering with a private entity to oversee the facility's operations. This is a similar platform to what has been done in Brandt Park (softball) and is proposed in McFarland Park (soccer) as well as in other municipalities that lease space for these types of purposes. Factors to consider when reviewing this amenity as part of this Master Plan:

- Village will construct the addition to the existing facility, create the gravel seating area, and fence in the area as recommended in the plan. Project will be paid for through the Parks and Capital Projects Fund.
- The space to be created will be leased to a private operator. The revenue collected will go towards paying back the Village's investment to create the new space. Lease holder will be responsible for build out, layout, business development, insurance, and accountability for all aspects of their operations.
- An RFP process will be utilized to solicit proposals from potential private operators. The Village will select the proposal it feels is most in line with its vision for the operations within McDaniel Park.
- Ability to properly obtain a Class "B" fermented malt beverage license shall be a minimum requirement within the RFP. The licensing of the facility for intoxicated liquors will be prohibited. The lease can also establish additional criteria to help limit the development of public nuisances including hours of operations, sales volume, etc.
- Food options should be limited due to the space availability within the facility and desire to avoid direct competition with neighboring full-service restaurants. However, option will remain open to potential bidders as to what extent they see concession sales being successful as part of their operations in the park.
- It is understood that the project was originally proposed as a "beer garden", but is being put forth in this plan as the McDaniel Park Pavilion. This is done as a means not to limit the vision for this facility and that of potential operators desiring to bid on the project.



MCDANIEL PARK

MCFARLAND, WISCONSIN

Revised : 7.25.17

Scale : 1" = 60'

MASTER PLAN





MCDANIEL PARK

MCFARLAND, WISCONSIN

Revised : 8.7.17

Scale : 1" = 40'

Pavilion Area Concept Plan

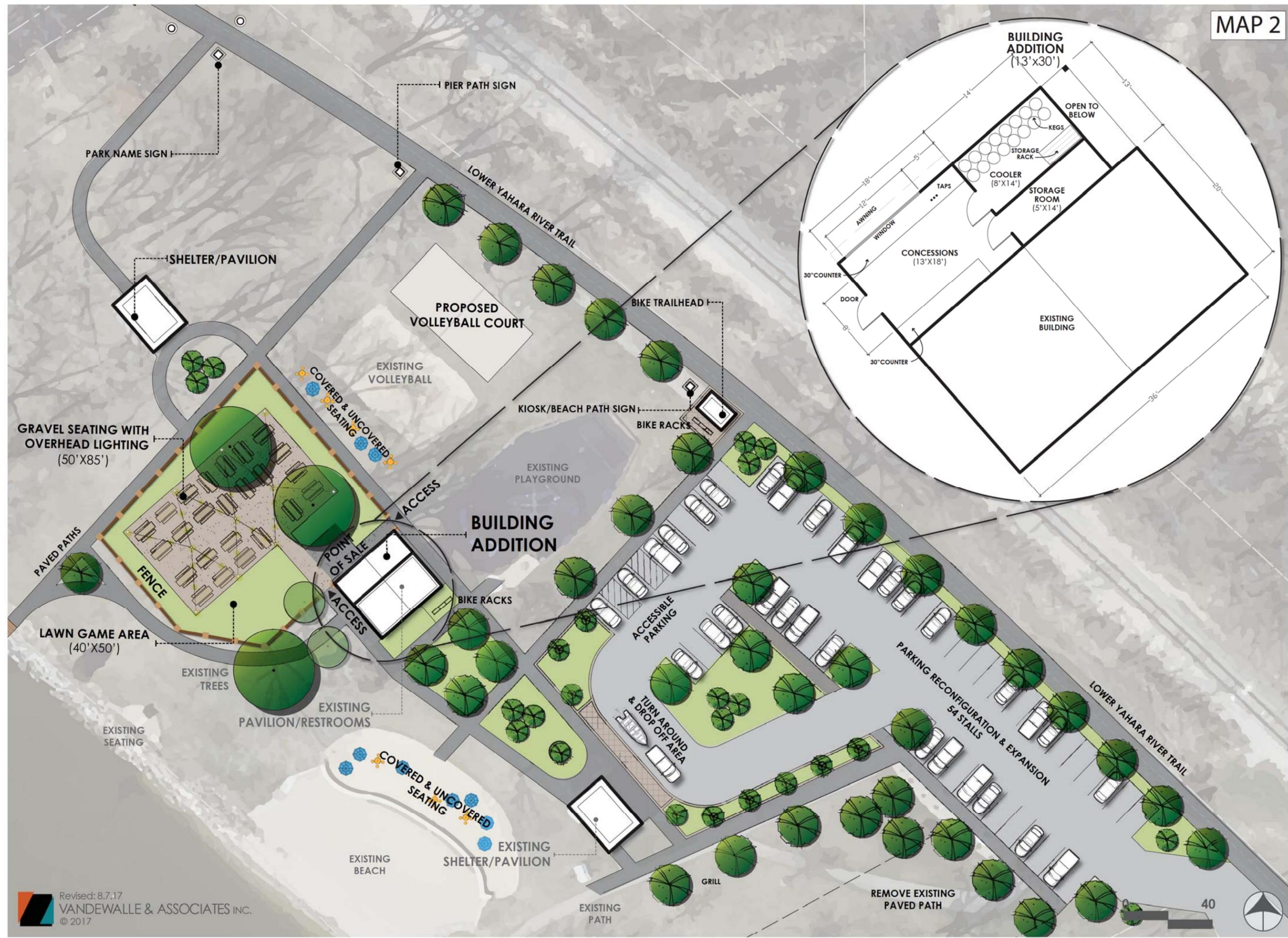
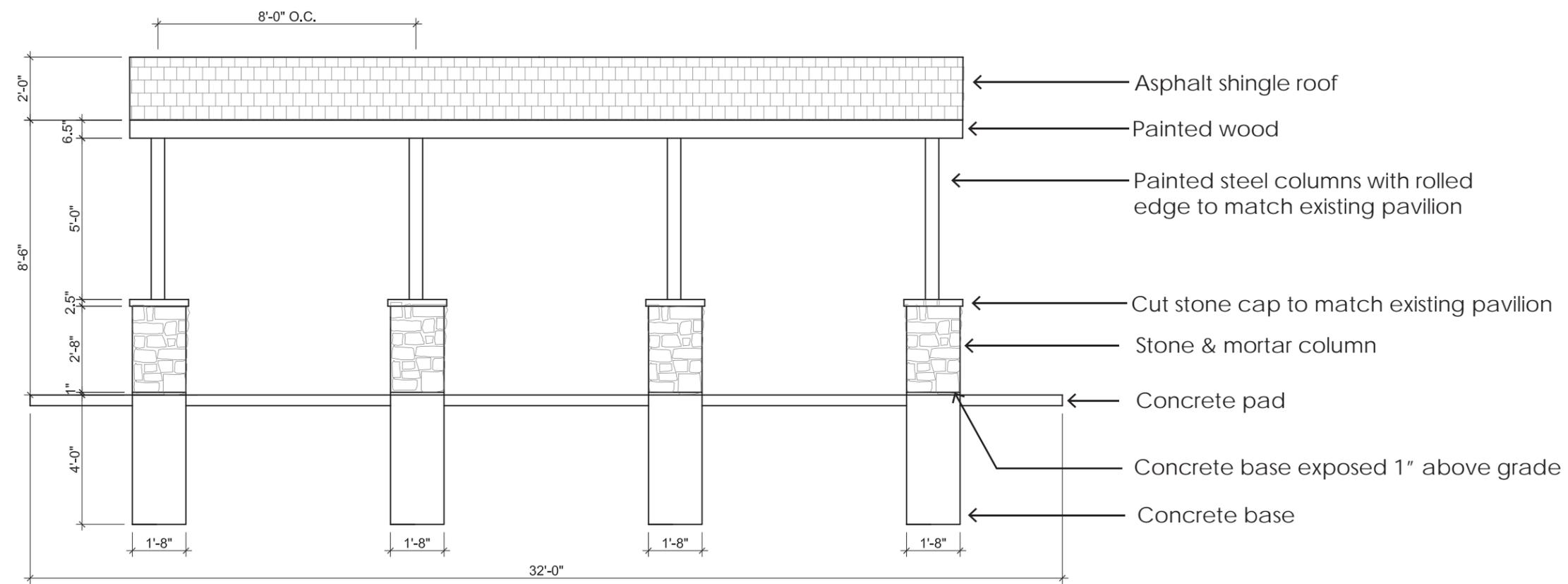


FIGURE 1



MCDANIEL PARK
MCFARLAND, WISCONSIN

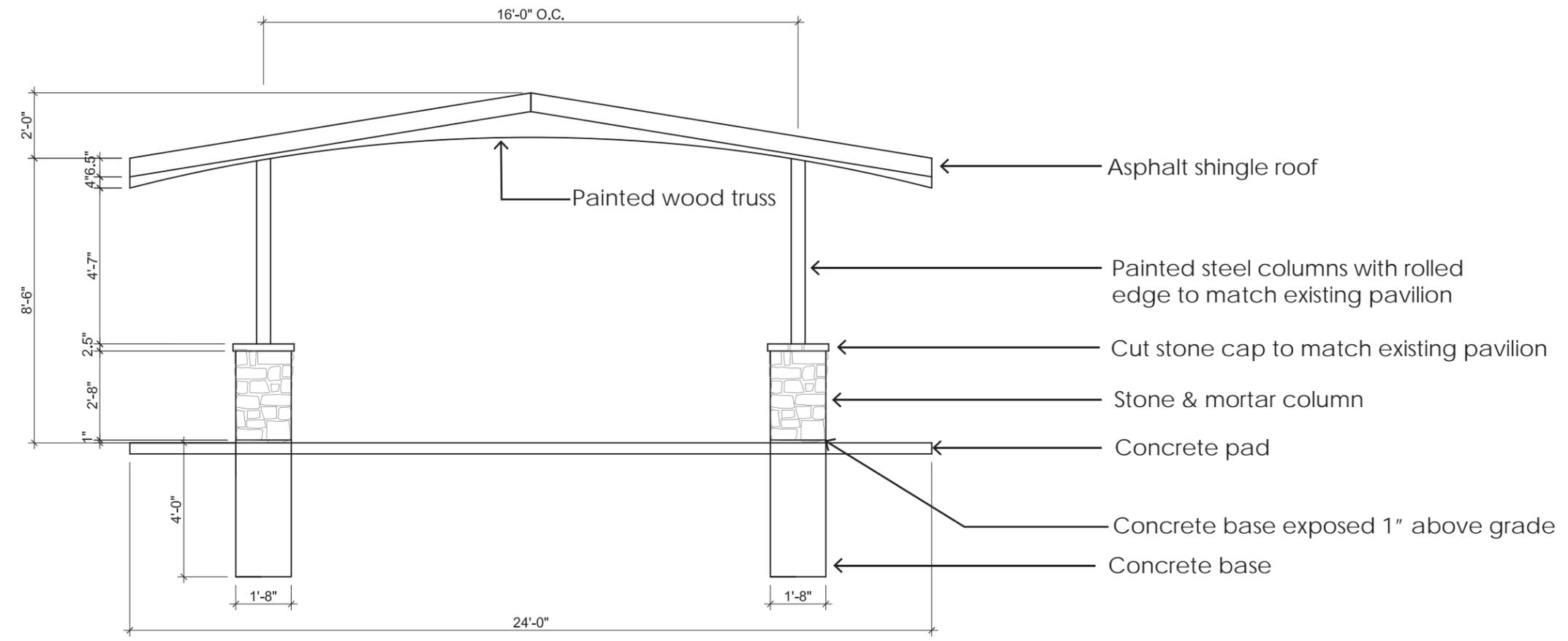
Created : 7.11.17

Scale : 1" = 4'

Pavilion
North/ South
Elevation

Note: Drawing for informational purposes and all dimensions are approximate.
Contractor shop drawings required for any bid submittals. Final pavilion shall match existing.

FIGURE 2



MCDANIEL PARK
MCFARLAND, WISCONSIN

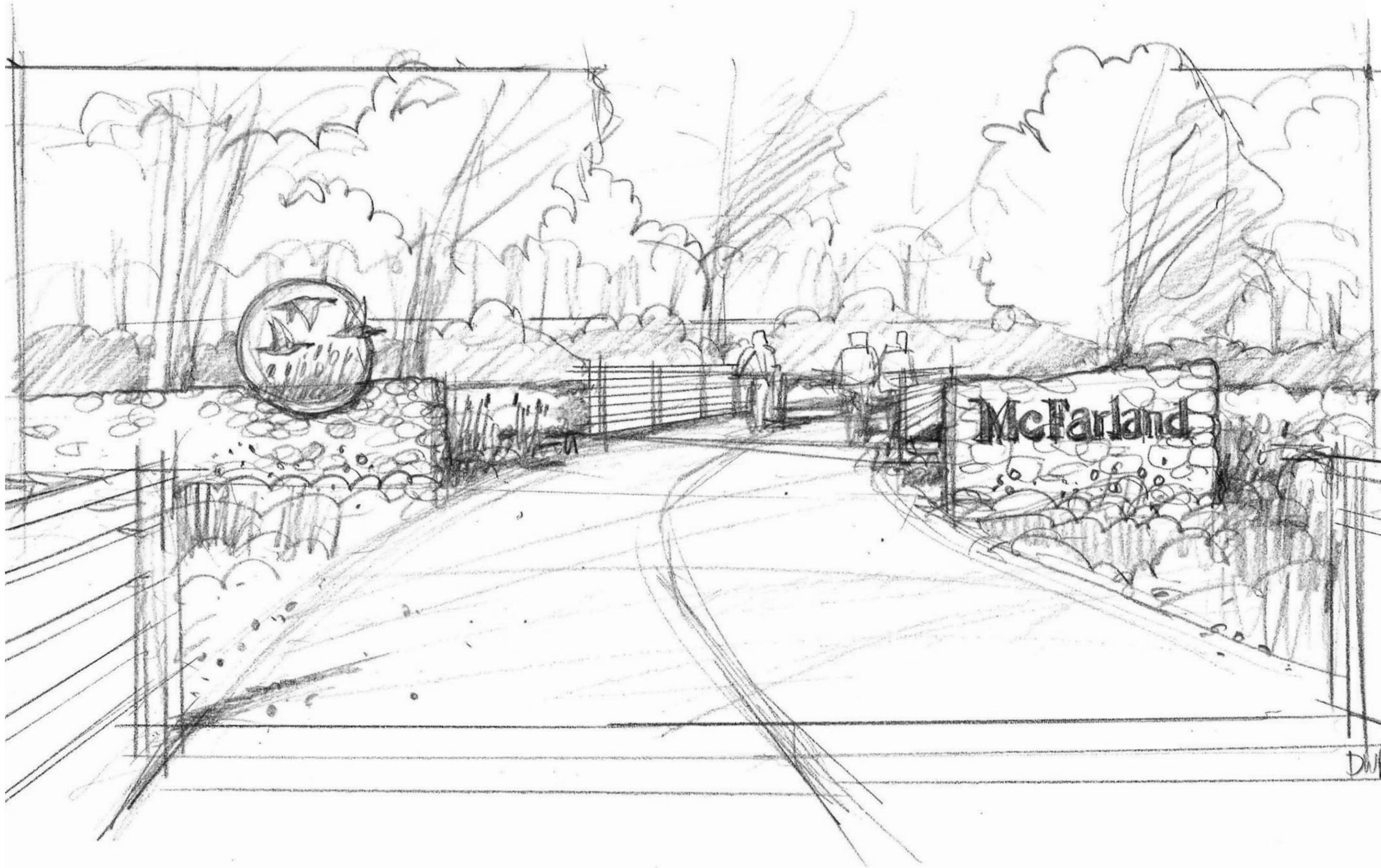
Created : 7.11.17

Scale : 1" = 4'

Pavilion
East/ West
Elevation

Note: Drawing for informational purposes and all dimensions are approximate.
Contractor shop drawings required for any bid submittals. Final pavilion shall match existing.

FIGURE 3



MCDANIEL PARK

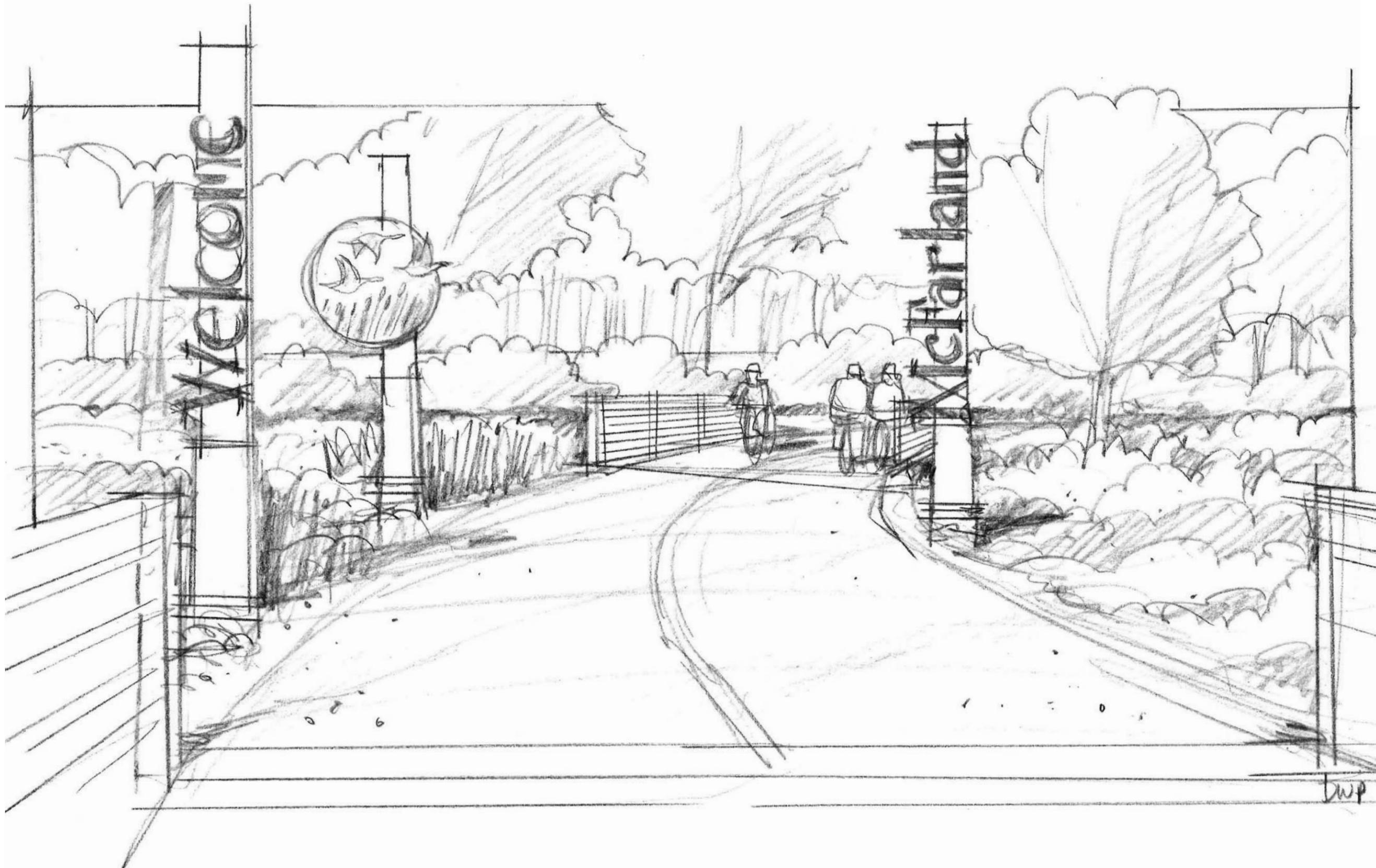
MCFARLAND, WISCONSIN

Created : 6.8.17

Scale :

GATEWAY
CONCEPT
A

FIGURE 4



MCDANIEL PARK

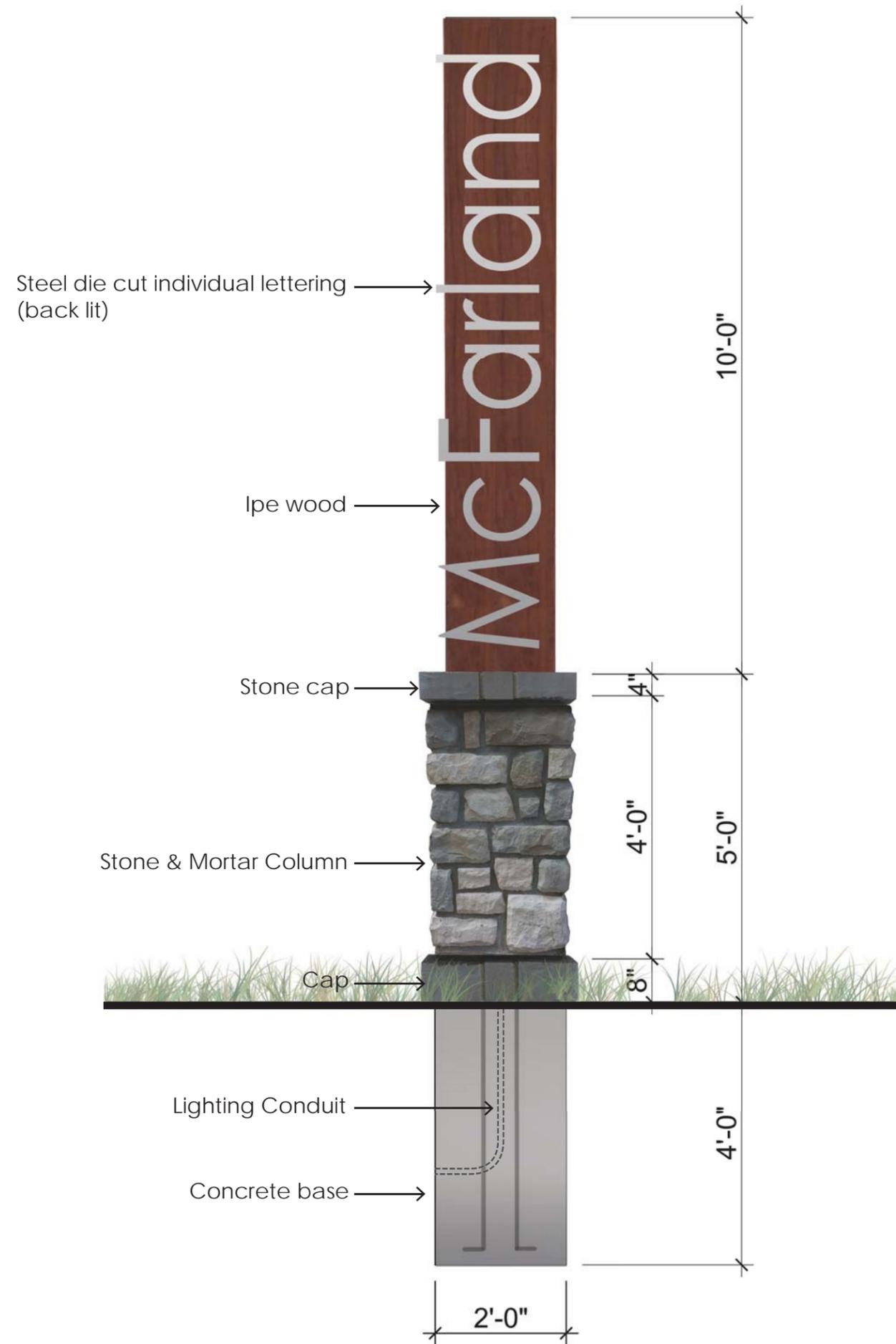
MCFARLAND, WISCONSIN

Created : 6.8.17

Scale :

GATEWAY
CONCEPT
B

FIGURE 5



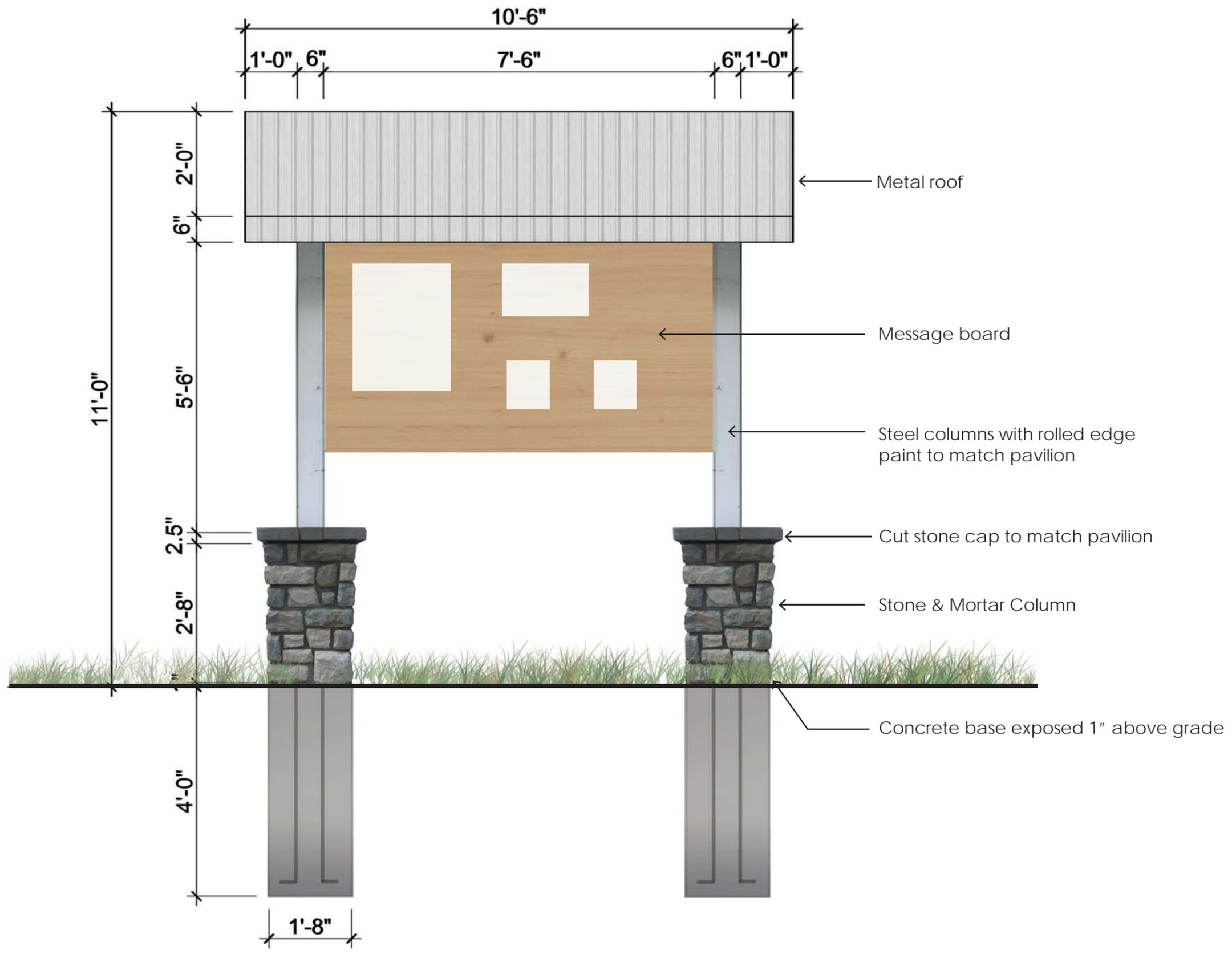
MCDANIEL PARK
 MCFARLAND, WISCONSIN

Revised : 7.13.17

Scale : 1" = 2'

**GATEWAY
FEATURE**

FIGURE 6



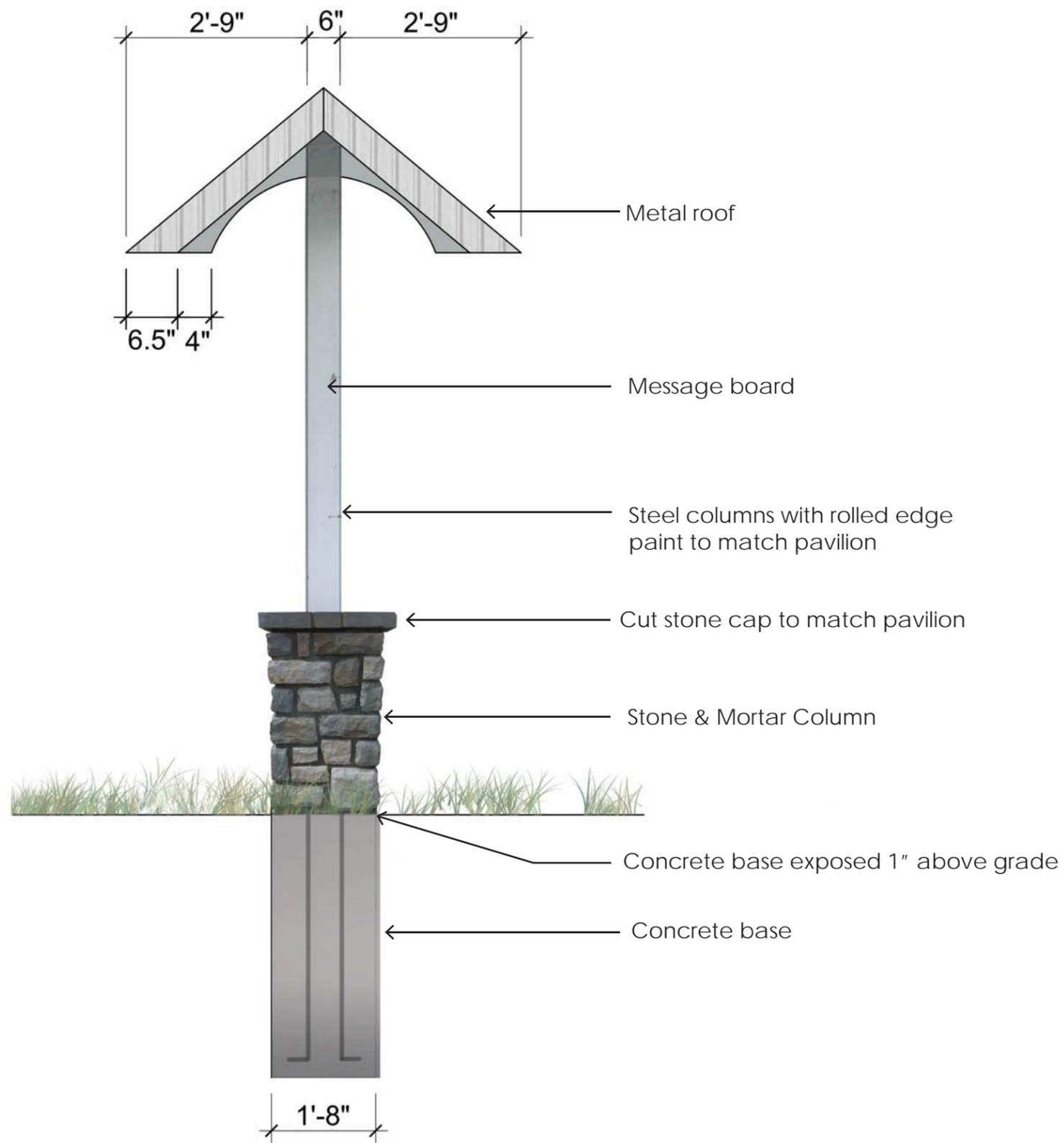
MCDANIEL PARK
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Created : 7.11.17

Scale : 1" = 2'

KIOSK

FIGURE 7



MCDANIEL PARK
MCFARLAND, WISCONSIN

Created : 7.11.17

Scale : 1" = 2'

KIOSK

FIGURE 8



FIGURE 9



Table with connected seats - flush mounted or movable (metal)
Umbrella mount optional



Table with connected seats - direct bury (metal)
No umbrella option



Picnic table (recycled plastic or ipe wood)
Umbrella optional



Table with connected seats - movable (recycled plastic or ipe wood)
Umbrella mount optional



Table with connected seats - movable (thermal coated plastic coating)
Umbrella mount optional



MCDANIEL PARK
MCFARLAND, WISCONSIN

Created : 7.12.17

**SEATING
OPTIONS**

FIGURE 10



Multi-pole with canvas shade (rectangular tented style)



Aluminum pole with stretched canvas (kite shade style)



Single pole with cantilevered canvas shade (umbrella style)

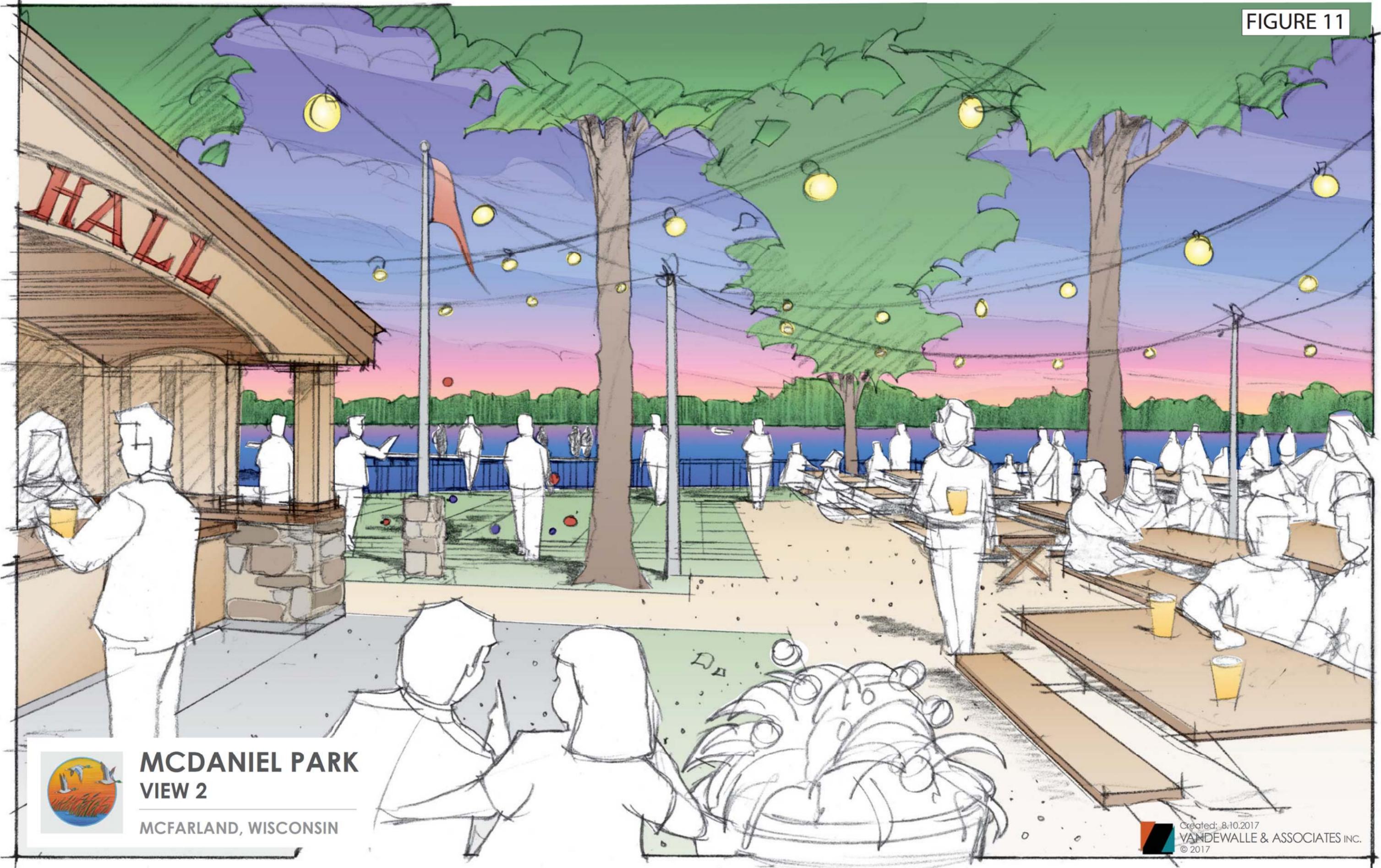


Single pole with canvas shade (umbrella style)

MCDANIEL PARK
MCFARLAND, WISCONSIN

Created : 7.12.17

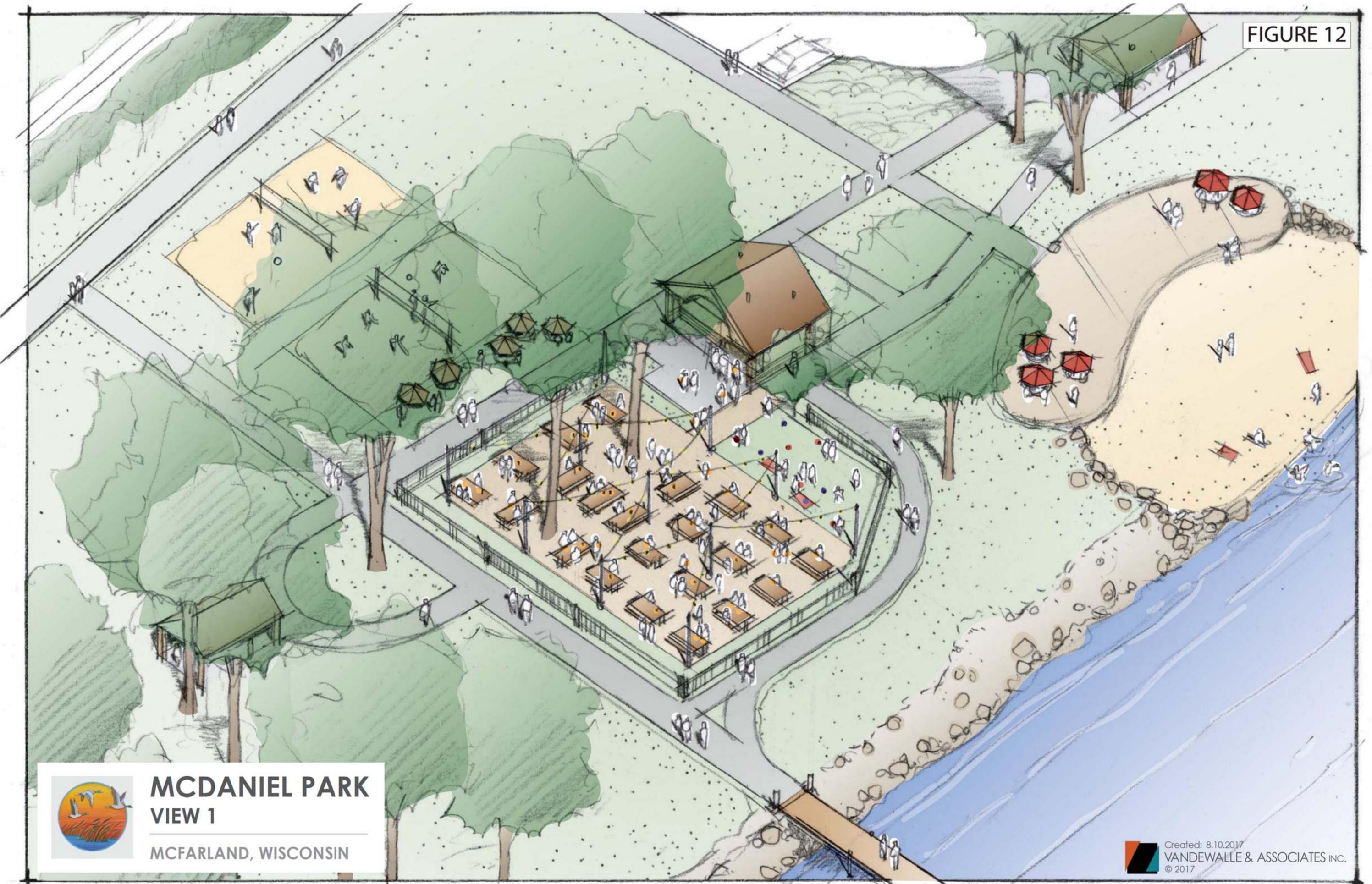
**SHADE
OPTIONS**



MCDANIEL PARK
VIEW 2

MCFARLAND, WISCONSIN

FIGURE 12



MCDANIEL PARK
VIEW 1

MCFARLAND, WISCONSIN

Table 1: McDaniel Park Pavilion Area Project : McFarland, Wisconsin
Preliminary Budget

August 7, 2017

Note: This estimate is for planning purposes, actual construction costs will vary.

Park Element	Quantity	Units	Cost	Total
Grading & mobilization allowance	1	lump	\$ 5,000.00	\$5,000.00
Electrical and plumbing allowance	1	lump	\$ 5,000.00	\$5,000.00
Point of sale - asphalt	480	sf	\$ 5.00	\$2,400.00
Gravel seating area & path	4,500	sf	\$ 2.00	\$9,000.00
Pavilion addition (13'x32')	416	sf	\$ 125.00	\$52,000.00
Walk in cooler, refrigeration & tap supplies	1	ea	\$ 8,000.00	\$8,000.00
Picnic tables - wood	24	ea	\$ 500.00	\$12,000.00
Lights - overhead string, removable	1	ea	\$ 2,000.00	\$2,000.00
Fence aluminum (36")	326	lf	\$ 50.00	\$16,300.00
Sand volleyball court	1	ea	\$ 10,000.00	\$10,000.00
			Sub total	\$121,700
			20% Contingency	\$24,340
			Total	\$146,040