



## Park Design Awards

### 2016 Entry Form

Agency City of Oconomowoc Parks, Recreation & Forestry Department

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City Oconomowoc State WI Zip Code 53066

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If a consultant is submitting the award, please complete section below:

Consultant Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Email \_\_\_\_\_

Project Title Veterans Memorial Park

Date Completed Oct. 18, 2015

Category \$500,000-\$999,999

## PARK DESIGN AWARD : VETERANS MEMORIAL PARK

Memorial Park in downtown Oconomowoc was a quiet park that was seldom used. However, the community had a greater vision for the space.

Today, the park now renamed Veterans Memorial Park is more than just a green space. This park is a vibrant, living memorial designed and constructed with true meaning to honor and respect the men and women from Oconomowoc who served our country and protected our freedoms.

This project is connecting veterans, families of veterans and more each and every day as they learn about Veterans Memorial Park. Daily you will see veterans and comrades who meet in the park. You can see them standing together sharing stories of the good times, and the tough times.

## INNOVATION

The best example of innovation is how this project has connected others to help achieve the goal of completing Veterans Memorial Park.

To make Veterans Memorial Park a reality, fundraising was necessary to raise approximately \$500,000. This project kicked off with an incredible community celebration called Honor and Valor. At this event, close to 1,000 people came together to begin the fundraising and demonstrate their support.

Veterans Memorial Park organizers had to have “buy in” from all veterans and veterans groups on what they planned to do. The veterans were skeptical. They didn’t want just a statue. Organizers had to educate the veterans on the project and earn their trust that the park would be more than that.

Additionally, the organizers coordinated with all five branches of the military to address their needs and what they’d want in the park to represent their branches.

Coordination and support included the following organizations:

- Edwin L. Jones American Legion Post 91 of Oconomowoc
- Edwin L. Jones American Legion Post 91 of Oconomowoc Auxiliary
- Vietnam Veterans of America Chapter 635

- Associates of Vietnam Veterans Chapter 635
- Solveson Moos Abrahamson VFW Post 2260 of Oconomowoc
- Solveson Moos Abrahamson VFW Post 2260 of Oconomowoc Auxiliary
- Magnus Anderson American Legion Post 399 of Okauchee
- Magnus Anderson American Legion Post 399 of Okauchee Auxiliary

The coordination through this project turned independent organizations in the community into a nucleus of an all-veteran organization for this project. There was a shift in mentality.

A website was created to provide a resource to educate, connect and market the project. This type of coordination and use of resources to provide information on the project has connected people who live as far away as Alaska and Thailand who have an Oconomowoc tie to the project and they donated to the effort.

## FUNCTIONALISM

Accessibility was a huge consideration in the design of this park to respond to veterans' accessibility needs as well as accessibility needs of anyone who will visit the park. The park is completely ADA compliant including the parking lot connected to the park. The new sidewalk was re-graded to eliminate an existing stairway to make the entrance ADA accessible. Each part of the park is completely accessible all the way to the lake shore. The park has distinct features that represent all five branches. Careful consideration and coordination was necessary to respond to each branch's needs and opinions on how their branch was to be recognized.

Project organizers collaborated with Oconomowoc High School students to research the names of people from the greater Oconomowoc area who served or are serving our county. Considerable work was done to find the names of service members to include them on the honor wall.

Another component of functionalism is development of a website that allows you to type in the name of a service member that is included in the park's memorials. The website will identify where the name is on the wall or where the donation brick is in the memorial. It is accessible on all devices so that you could simply pull the website up on your phone while at the site.

## AESTHETICS

This park project was created in an existing park that was renamed with Oconomowoc Common Council approval to Veterans Memorial Park.

The design of Veterans Memorial Park is one of the most significant things about this project.

- As you approach the park, you will see a fort-style entry structure. The structure depicts the early military use of forts to not only protect soldiers but also to protect citizens against harm.
- The main walk into the park is known as the “Freedom Walk” symbolizing what America is about.
- The main core of the memorial has five foundations outlined in the shape of star points with pentagon-shaped structures upon the star points which support the main steel-arched structure. The five pentagon stone bases represent the “Home Office” of the five military services - Army, Marines, Navy Air Force and Coast Guard. Interestingly the interior of the five-pointed star also forms the geometric shape of a pentagon.
- Each of the star points boasts an individual service flag identifying each branch of service.
- The original fountain in the park was built in the late-1940s by the Cleary family of Oconomowoc in honor of their four sons who served in World War II. The fountain was rebuilt and refurbished as an enduring symbol of the entire memorial.
- The five 24-foot-tall white columns demonstrate that each branch of the service is strong by itself. While strong individually, each service is exponentially strong in tandem unity than standing alone. Thus, the five-legged steel arch demonstrates the unity of the service branches and also the United States of America.
- At the very top of the arch is the iconic American bald eagle. It is made of more than 700 pieces of stainless steel welded and shaped together. It weighs about 275 pounds and has a 7-foot wing span. It was made by Hartford, Wis. artist, Jim Sauer.

- “Old Glory” our country’s flag flies from a 50-foot-high flagpole. The American flag itself is 10-feet high by 15-feet-long.
- Korean War, Vietnam War and World War II monuments were brought from separate places around the city and included thoughtfully in this memorial.
- The honor wall shows the names of most of the people who served the country from the Oconomowoc area. Of note are two soldiers who served in the war of 1812 and more than 200 Civil War veterans. In all, there are about 3,500 names on the wall all of who are from or connected to the Oconomowoc area.

To include all of the aforementioned design elements well there was careful consideration taken regarding the size of monument and its scale so that it fit appropriately in the existing park space as well as fit the neighborhood and surrounding areas.

Lighting was also critical component. The surrounding residential area had to be considered with the intensity of the lighting.

The park also sits on the lake and the developers took this into consideration with viewing locations for visitors to the park.

## COMMUNITY BENEFITS

Veterans Memorial Park is a significant enhancement to downtown Oconomowoc and creates a destination to the area.

Veterans are seen every day congregating at this memorial to reflect solemnly. They have dialogue with one another and share memories. There has been much emotion poured out at this memorial which pulls at the heart and human spirit.

The community image was clearly improved through creation of this tribute park. The park can be seen from heavily used areas such as the city boat launch, beach and Community Center. This memorial is front and center of these public park spaces and it brings beauty to the lake front.

It is also important to note that Veterans Memorial Park recognizes anyone from the Oconomowoc area

who has served, not just the deceased. The memorial is an ever-growing reminder and tribute to our service members.

## **ENVIRONMENTAL STEWARDSHIP**

Erosion control measures were implemented during construction.

Daily inspections were made by the construction team and immediate adjustments were made if necessary.

Landscaping includes a mixture of native plants and trees to be maintained by the Parks and Forestry Division.

Species were selected based on location and unique varieties to enhance the overall experience for park visitors.

LED lighting was used for the path bollards and uplighting on the eagle.

## **MAINTENANCE**

Concrete work in the park was done with ease of maintenance, support and durability in mind. The pentagon bases were capped off with a special concrete mix to provide a stronger base that would be more weather resistant. Four inches of insulation was placed below all concrete foundations to prevent frost from lifting the monuments.

Irrigation was installed to maintain high-quality planting beds and turf areas.

All walkways were designed to fit maintenance equipment therefore minimizing turf damage and other repair work.



Before photos of Memorial Park. The park was later renamed Veterans Memorial Park and construction began in spring of 2015.



Construction begins in spring of 2015.









## VETERANS MEMORIAL PARK - PROJECT BUDGET

### **REVENUE** **\$543,000**

Brick Sales 15%	81,450
Memorials To Honor Loved Ones 5%	27,150
Project Kick-Off Fundraiser 12%	65,160
Matching Funds Challenge 7%	38,010
Grants/Service Organizations 10%	54,300
Overall Fundraising Donations 51%	276,930

### **EXPENSES** **\$532,107**

Environmental Protection & Enforcement	4,855
Sub-Structures	109,228
Structures Above Grade	242,473
<u>Mechanical Work:</u>	
Plumbing	930
Lighting Fixtures (All LED)	23,637
Monuments	75,977
Flag Poles & Flags	21,749
Fountain	20,000
Landscape & Sprinkler System	33,258

### **DONATED SERVICES** **\$214,200**

<u>Construction Service:</u>	
Plumbing	2,500
Electrical	42,000
Fountain (Partial Labor)	5,000
Carpentry	4,000
Signage	2,000
 <u>Professional Services:</u>	
Fundraising & Accounting	31,200
Public Relations	10,000
Information Research	7,500
Legal Council	32,000
Architectural & Engineering	32,000
Site Survey & Layout	2,000
Construction Management	35,000
Site Supervision	9,000

**TOTAL: \$746,307**



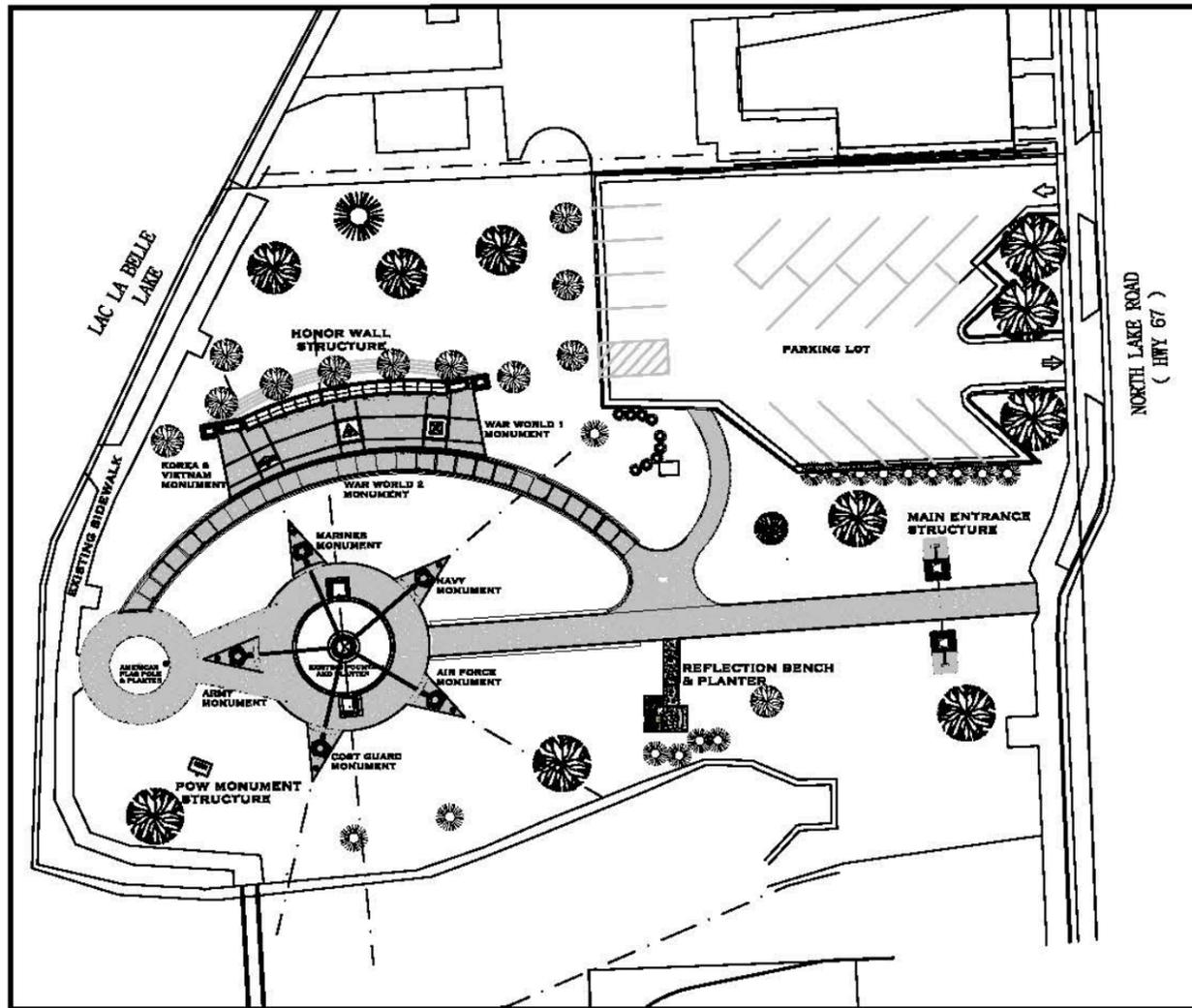
ENTRANCE



3D MASTER PLAN VIEW



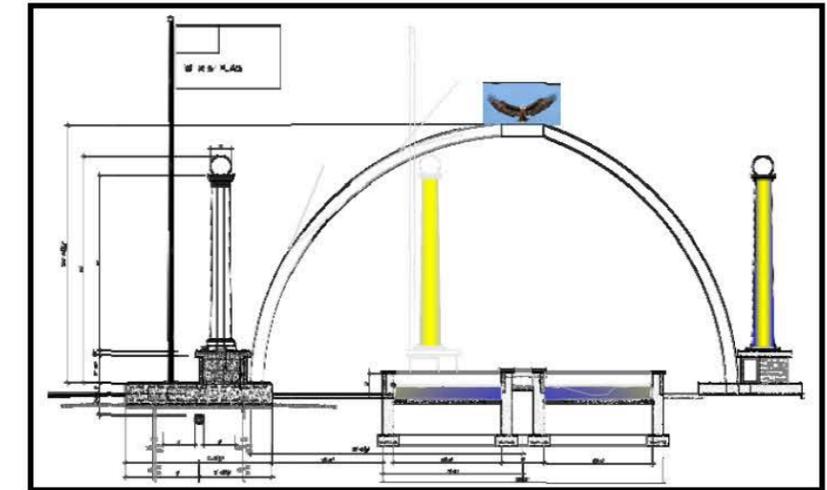
WEST VIEW PHOTO



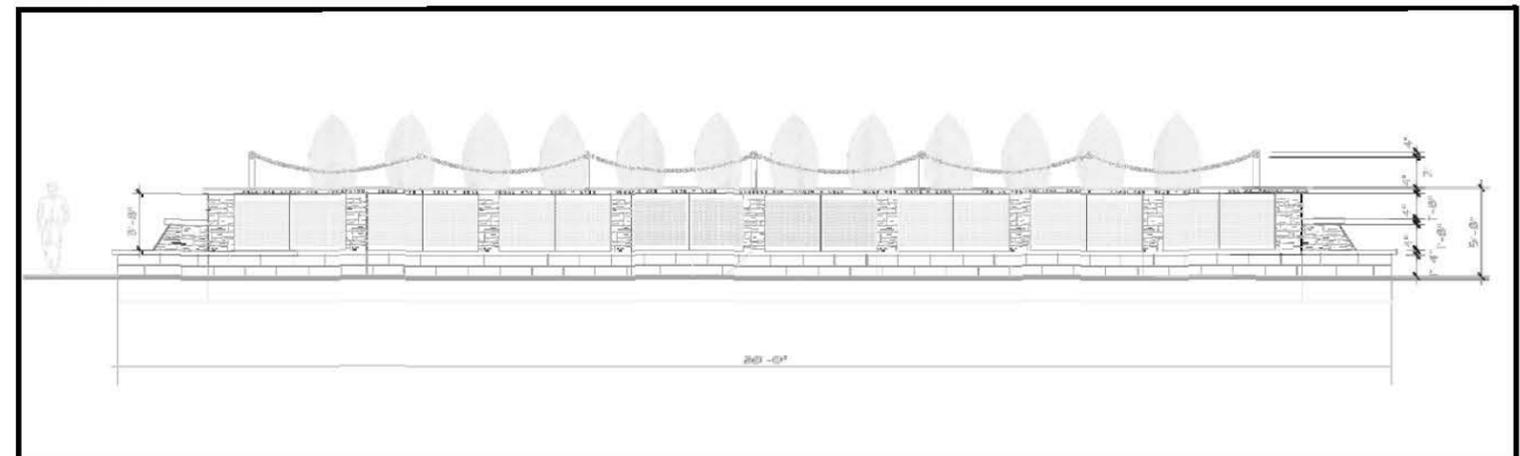
SITE MASTER PLAN



REFLECTION BENCH



FOUNTAIN / SERVICE MONUMENT SECTION



HONOR WALL