



Landscape Architecture
Park & Recreation Planning
Architecture • Urban Design
Sports Facility Planning

January 10, 2019

Daniel L. Carlton, Superintendent
Georgetown Township
1515 Baldwin Street, P.O. Box 769
Jenison, MI 49429

Dear Dan,

Following our conversation, Tiffany and I visited the three (3) sites we discussed. Our professional services would be site/landscape designs for these sites, including:

1. Entry on Baldwin – Site Enhancements: Welcome Signage and Landscaping
2. Veterans Plaza Area – Landscaping, Signage and Pedestrian Connections
3. Baldwin and Cottonwood – Focal Point Site Development with Iconic Feature

For each of these sites we will develop concept design plans, which would include all the potential and alternate improvements, along with appropriate illustratives. These concept plans would be reviewed with you, other Township representatives, and citizens as you feel appropriate. We would refine the concept plans and prepare illustrative design plans which would represent the final design intent and include detailed cost projections for each project.

Specifically, for each of the sites, we would be considering the following:

1. Entry on Baldwin – Site Enhancements, Welcome Signage and Landscaping.

At this site the major focus will be a welcoming entry sign, along with landscaping to enhance the signage area, along with landscape treatments for the entire site, including the buffering of the adjoining property. This design will be developed to reflect and utilize the stone design and railroad tracks used at the entry fountain at Main and Chicago Drive. The concept plans will consider appropriate signage and site lighting, along with seasonal interest landscaping. The scale of this design will reflect the speed of the cars passing.



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2. Veterans Plaza Area - Landscaping, Signage and Pedestrian Connections.

At the Veterans Plaza, our design concepts will reflect removal of the existing parking area and new pedestrian connections between the plaza and the new proposed retail development. The plans will provide appropriate landscaping for the remainder of the Township's Veterans Plaza site. We will evaluate appropriate signage for the Veterans Plaza to reflect and indicate that this is a Georgetown Township community feature.

3. Baldwin and Cottonwood – Focal Point Site Development with Iconic Feature.

This site offers a multitude of opportunities for a significant visual and dynamic Township focal point feature. Obviously, with the tremendous volumes of traffic passing this site and numerable Township residents and visitors, many will see this site often several times per day. We will evaluate appropriate alternatives for the development and visual enhancement of this corner, which may include a focal point feature of a sculptural element or clock tower feature or very possibly a combination clock/sculptural feature. Landscaping for seasonal interest will be important, along with appropriate considerations for low-level site lighting to enhance the development.

For these concepts plans and developed illustrative design plans, we will utilize existing base information for our plans. Following approval of the design plans and a program for improvements, we will then obtain the appropriate and necessary topographic surveys.

For each of these projects, our fees will be based upon our actual time expended at our current hourly rates, but for each project we will not exceed the following:

Entry on Baldwin –	\$4,500.00
Veterans Plaza Area –	\$2,500.00
Baldwin and Cottonwood –	\$5,500.00

Appropriately, for each of these sites, our designs will include elements, features, and materials which are consistent and clearly identify each of these as Georgetown Township community improvements.



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We will begin the design work as soon as we have your authorization to proceed. As always, we welcome the opportunity to assist you and Georgetown Township with these interesting and exciting projects.

Sincerely,

MCSA Group, Inc

Michael C. Smith
Creative Director

MCS/smv

cc: Rod Weersing, Georgetown Township
Tiffany Smith, MCSA Group, Inc.
Melinda Whitten, MCSA Group, Inc.

Accepted this ____ day of _____ 2019

Daniel L. Carlton
Georgetown Township Superintendent