

RESPONSE TO REQUEST FOR PROPOSALS

BREEZY POINT CITY HALL CAMPUS PARK MASTER PLAN

CITY OF BREEZY POINT, MN | PUBLIC WORKS DEPARTMENT

JULY 3, 2025



APPROXIMATE MASTER PLAN AREA (60 ac.) | 2024 GOOGLE IMAGE
BREEZY POINT, MN
Photo: Google Earth

SUBMITTED BY:

SUBMITTED FOR:

SGA GROUP INC.

Landscape Architecture • Planning • Urban Design

105 2nd Street S., Suite 1
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SGA GROUP INC.

Landscape Architecture • Planning • Urban Design

July 3, 2025

Mr. Joe Zierden
Public Works Supervisor
City of Breezy Point, MN
8319 County Road 11
Breezy Point, MN 56472

Re: Request For Proposals (RFP)

Project: Breezy Point City Hall Park Master Plan

Mr. Zierden,

SGA Group, Inc. is pleased to provide our submittal in response to your May 30, 2025 RFP for the above-noted project. Our goal is to provide planning & design services in a creative manner, which will address all the individual items listed in your RFP. Naturally, our services will include sustainable and resilient principles embedded in the work.

SGA Group, a Service-Disabled Veteran-Owned Small Business (SDVOSB), was formed in January of 2011. We practice landscape architecture and fall under the NAICS code 541320. SGA Group is a corporation, under the laws of the State of Minnesota and certified as a Small Business Enterprise (SBE). Our background is in park planning, small-scale site development and master planning. We are prepared to address your project with an office focus, making sure we include everything necessary to execute a successful plan prior to park site design and implementation phases.

Our approach will be to work cooperatively with the Breezy Point community to create the City Park Master Plan in a way that looks and feels good from 'all angles' surrounding and within the site boundary. We make the design process thoughtful, comfortable, and aesthetically relevant, creating a park master plan that is integrated and functions as a unique asset to your City and community. We will make sure the health, safety, and well-being of the visitors are considered, within a variety of options provided along the way.

We are confident in our ability to complete all the work on time and on budget. We are SGA founding Partners with many years of experience leading multi-disciplinary firms – large and small. SGA Group will be comfortable guiding your project, from this critical planning phase to the design and implementation phases beyond.

I will be the primary contact and Principal representing the contractual authority on behalf of SGA Group. Thank you for your consideration and we look forward to hearing from you.

V/r,



A. Graham Sones, ASLA, PLA

Senior Vice President

SGA Group, Inc.

Email: graham@sgagroupinc.com

Cell: 612-245-2504

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TEAM MEMBERS / INTRODUCTION

Both SGA partners have worked with larger firms before starting SGA Group. In our previous roles, as A/E large firm part-owners and department directors, we were responsible for all site-related work. We developed design fees & construction costs, schedules, and multi-disciplinary coordination. Our change orders averaged 2% or less.

Since 2011, we have continued to apply large-firm operating principles and project management techniques to our studio. Our many years of experience, national and local, combined with a variety of project types has given us a knowledgeable background in understanding what makes projects succeed or fail. Additionally, Mr. Gunderson has taught construction classes for over 20 years at the University of Minnesota and is well-versed in construction materials and product substitutions necessary to bring a project into compliance.

RELEVANT PAST-PROJECT EXAMPLE - featuring an example of our public park planning and development experience.

Bertram Chain-of-Lakes Regional Park, Monticello, MN - SGA founding partner, Graham Sones, was the principal design lead on this 112 ac. former YMCA Camp Manitou being converted to a (public) regional park with a City of Monticello Athletic Park component as well. Mr. Sones developed a Concept Master Plan with Wright County Parks Department, then worked with Wright County, and the YMCA of the Greater Twin Cities on several planning and development phases over a period of six years. The YMCA worked with SGA's Team for a re-imagined and developed (new) Camp Manitou within a 12-acre area of the park. Wright Co. Parks also worked with SGA on the Phase 1 development on the north end of Bertram Lake including the park entrance road, Visitor Center (Chalet), Accessibility/Trails, Beach Area, Picnic Shelters, Play Area, and Changing/Restroom Building.

Graham remains actively involved with this park as Chair of the Friends of Bertram Chain-of-Lakes, supporting park improvements and events.



ROBERT (BOB) GUNDERSON, FASLA, PLA,
CLARB
FOUNDING PARTNER & PRESIDENT - SGA
GROUP, INC.

PROPOSED PROJECT ROLE:
COMMUNITY OUTREACH & PUBLIC
ENGAGEMENT (COPE)
DESIGN RESEARCH & ANALYSIS



GRAHAM SONES, ASLA, PLA
FOUNDING PARTNER & SENIOR VICE
PRESIDENT - SGA GROUP, INC.

PROPOSED PROJECT ROLE:
PROJECT MANAGER & POINT OF CONTACT
PRINCIPAL DESIGNER

PROJECT UNDERSTANDING

SGA Group (SGA) has thoroughly read the ***Breezy Point City Park Master Plan – Request for Proposal***. We have reviewed the aerial mapping to get a sense of the site and surrounding environment. In addition, SGA Group has read the city's 2024 'Parks and Recreation Master Plan' and the 2011 'Parks, Trails, and Open Space Master Plan', to get familiar with the observable issues. The knitting together of the current park uses with the proposed park development will have to be performed in a sensitive manner, to enhance the connection of the new park spaces with the city's public offices and nearby residential housing.

This project aims to transform the current 5.8-acre City Park and adjacent acreage to the north of the park into a well-designed, accessible park that can act as a four-season "crown jewel" of Breezy Point.

We will, initially, convene with the Park & Recreation Committee and city staff, to define project goals and objectives, desired outcomes, key progress indicators, and the extent of community outreach and public engagement required. City and stakeholder reviews will occur after Tasks 1 and 2 and each major event, to demonstrate transparency; establish momentum; and instill a stewardship ethic for the development of the park.

PROJECT APPROACH

The following is SGA Group's work plan, listing a path to follow from beginning to end. It is a guideline and can easily be modified to meet the City of Breezy Point's concerns and emergency scheduling issues.

The planning and schematic design/design development phases of this project are broken out, below. This list identifies where the project is in the process and, also, shows where interventions can be made, if necessary

SGA, with guidance from the Park & Recreation Committee and city staff, will take a systematic approach to conceiving this project, starting with:

TASK 1 – SITE VISIT, MEETING with PARK & RECREATION COMMITTEE and PRELIMINARY MASTER PLAN DESIGN

Site investigation:

1. *Develop base mapping*
2. *Photographic reconnaissance of the site*
3. *Site analysis of physical and cultural conditions*

Initial Planning (pre-design):

1. Participatory Process

SGA will be responsible for developing a Community Outreach & Public Engagement (COPE) process, in coordination with the city, which reaches all affected stakeholders and has tangible results. SGA Group uses the International Association for Public Participation (IAP2) model of public participation for the COPE component in its projects. This model emphasizes five standards of public participation, for stakeholders: Informing; Consulting; Involving; Collaborating; and Empowering.

SGA partners, each, have over 30 years of experience working with the public, while with other firms and with SGA. This has given us wide experience working with diverse groups and varied outreach and engagement techniques. Recently, and currently, our efforts have been in Minneapolis, MN, with the

Minneapolis Park & Recreation Board; Fairmont, MN; Sandstone, MN; and Buffalo, MN, with municipal governments. We work with each client to determine which type of COPE they would prefer and are, therefore, comfortable using. SGA is experienced in both electronic (website surveys) and hard copy formats (handout comment cards, paper survey questionnaires, etc.). In addition, we are experienced in leading public open houses (indoors), participating in community celebrations/events (outdoors), one-on-one interviews, and project tours.

COPE should begin after base mapping is completed, continue through the project, and end when the city and stakeholders are satisfied with the results.

SGA experience with COPE has been with stakeholders interested in parks & recreation, new housing developments, K-12 schools, and religious institutions.

2. Vision

SGA will provide a clear vision(s) for City Park, based on community feedback, which emphasizes the historical foundation of the park and its importance to the present-day City of Breezy Point.

Conceptual Design (C):

Produce three (3) design options that include historic sensitivity; public accessibility; landscape development and green space; hardscape features; and sustainability and resiliency issues. SGA will "blend" these considerations, and more, into concepts that will transform City Park into an outdoor space that respects Breezy Point's history, is comfortable for resident's & "up north" visitors alike, is manageable to maintain, and could function as a "feature" attraction in town. Concepts will be varied, to give stakeholders distinct choices to

choose from. SGA will create three (3) distinct options of high, medium, and low development, which include social, cultural, and environmental strategies. These options will be presented to the project team, for review & comment.

Schematic Design (SD):

Develop a preliminary City Park master plan from the three (3) design options, above. SGA will produce a general design plan for the park which will show approximate sizes & shapes for each element. This plan will include, at a minimum, the following: active and passive use zones; private "semi-private" public use areas; a hierarchy of spaces; stormwater management; utility corridors; and environmental and planting strategies. Present this plan to the public at a scheduled open house event.

TASK 2 - COMPILING of the MASTER PLAN

Design Development (DD):

Refinement of preliminary City Park master plan. SGA will produce a specific design plan for the park which will illustrate the landscape development, including sections/elevations, details of elements & structures, dimensioning, and landform grading. Presentation of refined City Park master plan to the Park & Recreation Committee for review & approval.

TASK 3 - IDENTIFY FUTURE FUNDING SOURCES

Construction Funding:

SGA will investigate funding sources, to take the project from Design Development (DD) - the end of this phase of the RFP - to Construction Documents and Specifications (CD) and continue through to the construction of City Park improvements.

Collaboration with city staff to identify the final scope of services, phasing, and timeframe implementation

SGA GROUP APPROACH TO FULFILLING THE PROJECT GOALS & OBJECTIVES

Specific Methods for implementing our approaches:

- Research. The history of the site will be studied thoroughly to give/maintain a "sense of place", which will be critical for the success of the City Park improvements.
- Study. Each zone will be looked at to understand how natural on-going environmental changes are affecting the use of the park and quality of experience for each user. We will layer the cultural, social, and environmental issues to determine similarities and differences between each zone.
- Prioritizing key elements in each zone. To determine vibrant use of the space, instead of the normal "pretty, but under-used" common scenarios.
- Designating levels of importance. Each of the zones will have a hierarchy of materials, colors, plantings, and pavements. By doing this, we can respond to budget priorities, phasing, and emergency concerns that come up as the city does its future planning for the park.
- "Next use scenarios". The degree of "flexibility" of each zone will be investigated to accommodate "next use" scenarios, to make sure that funding is being applied to the most feasible current resource and anticipated future use.

Sustainability:

SGA Group is a firm which has always practiced with a sustainable focus. We incorporate nature-based sustainable solutions and resilient strategies into every project we work on. We will apply a rating systems type of analysis to evaluate the overall efficiency of the City Park site. We are familiar with and use LEED guidelines (Leadership in Energy and Environmental Design), Minnesota Sustainable Building Guidelines (B3), and SITES (Sustainable Sites Initiative) in designing our projects. We will use these "green" guidelines to establish a high level of sustainability & resiliency to the park and then add regenerative systems to this approach. This "good-to-better-to-best" approach could put Breezy Point in the vanguard of leading the way in new ideas for city park development.

Operations:

SGA Group will present strategies, options, and alternatives which Preserve, Conserve, and effectively Use each zone in the park. We will recommend materials that are long-lasting, harmonious with their surroundings, and recognizable to people. SGA will illustrate environments people are comfortable in and use "green" infrastructure Breezy Point can properly implement and maintain.

SGA Group Responsibilities:

1. Follow guidance from the Park & Recreation Committee and city staff.
2. Stay on schedule and task.
3. Provide valid, defensible solutions that lead to instilling a sustainable stewardship ethic for City Park.

'SETTLERS BROOK PARK'

Client | City of Buffalo, MN

Completion | January, 2024

**BRIEF**

New 2.5-acre passive/low-intensity neighborhood park.
Services: Planning and Design Development.

Construction Documents scheduled for the 2nd quarter of 2026. \$800,000 development budget. Four months project (office) duration.

RELEVANCE

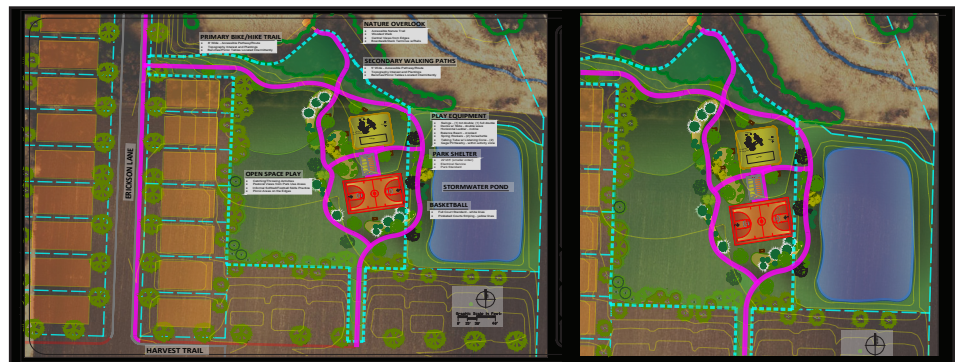
Planning/design strategies used, relevant to Breezy Point City Park

development:

- Initial visioning services
- Includes similar program elements anticipated for the City Park
- Has site-specific proximity to urban development and natural amenities such as the City Park appears to possess

PROJECT REFERENCE**CONTACT**

Mr. Lee Ryan, City of Buffalo, MN,
Parks & Recreation Director
212 Central Ave., Buffalo, MN
763-684-5429 (office)
lee.ryan@ci.buffalo.mn.us

PREFERRED CONCEPT | SETTLERS BROOK PARK**'WEST PULASKI PARK'**

Client | City of Buffalo, MN

Completion | March, 2023

BRIEF

City Park redevelopment of a (8.5-acres) passive/low-intensity with a new splash pad concept.
Services: Planning and Design Development, DNR Outdoor recreation grant application, cost estimate.

Construction Documents scheduled for the 2nd quarter of 2026. \$750,000 park redevelopment budget. Ten month project (office) duration.

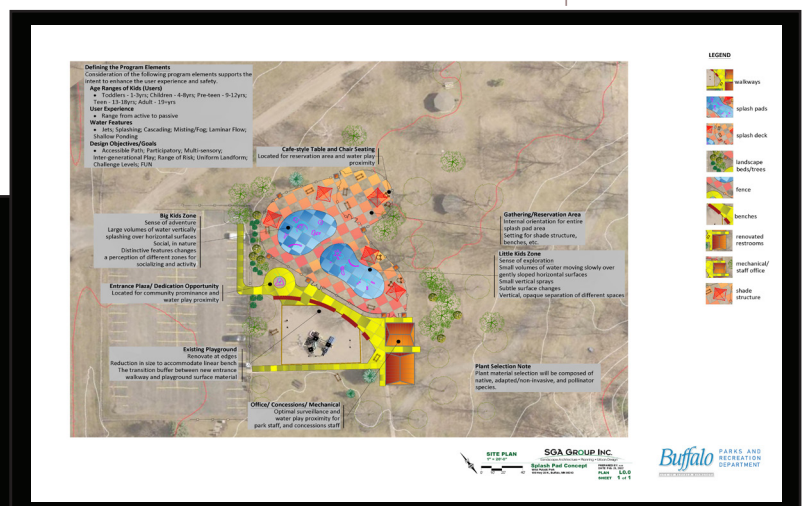
RELEVANCE

Planning/design strategies used, relevant to Breezy Point City Park development:

- Initial visioning services
- Services included funding sources research and application
- estimation of costs/budget

PROJECT REFERENCE**CONTACT**

Mr. Lee Ryan, City of Buffalo, MN,
Parks & Recreation Director
212 Central Ave., Buffalo, MN
763-684-5429 (office)
lee.ryan@ci.buffalo.mn.us

PREFERRED CONCEPT | WEST PULASKI PARK

'GOMSRUD PARK REDEVELOPMENT'

Client | City of Fairmont, MN

Completion | June, 2023

BRIEF

Premier (most popular city-wide) 14-acre city park in Fairmont. SGA Group completed the renovation planning for this park in 2022 and Phase 1 Construction Documents (w/ specs.) in June of 2023.

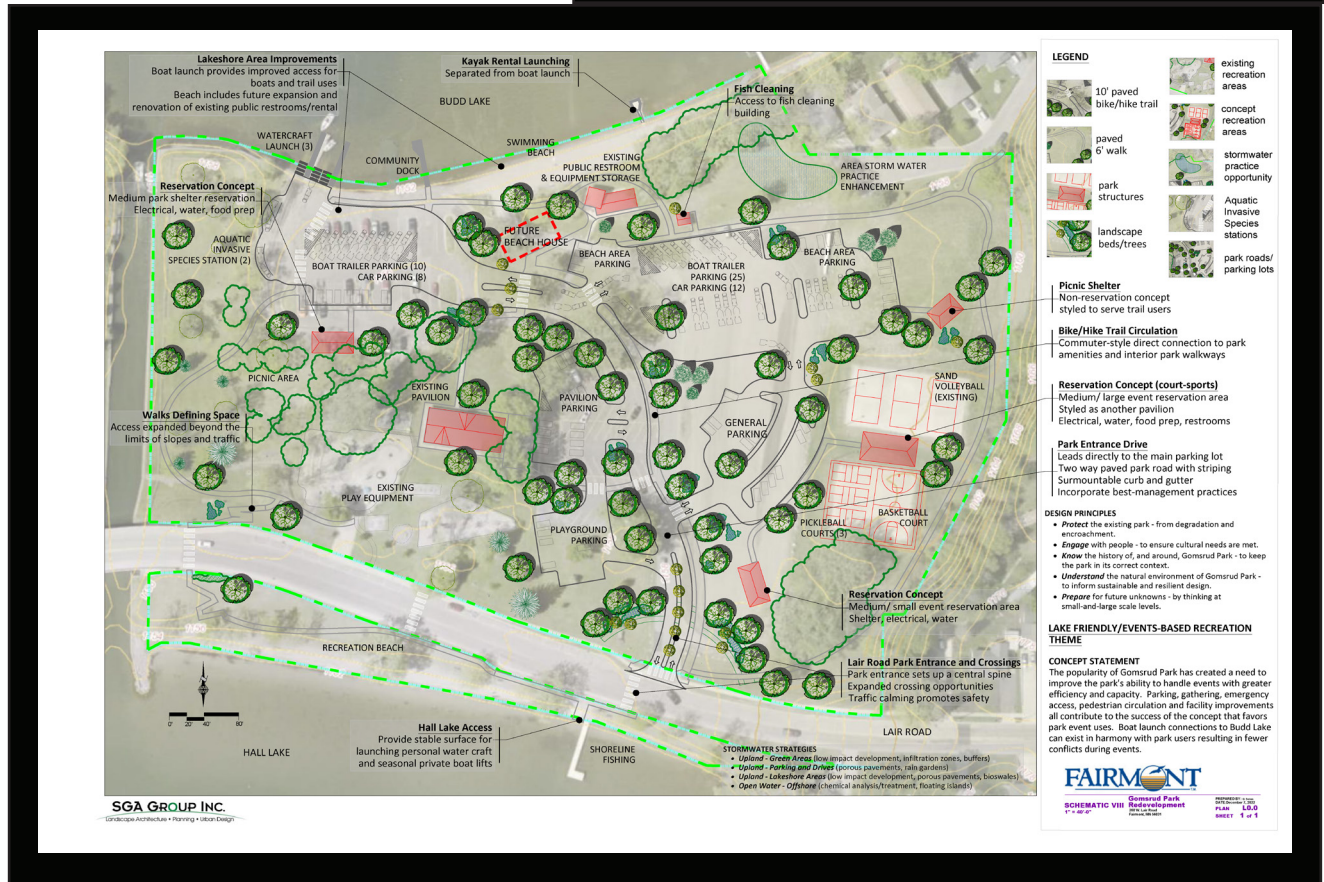
SERVICES

Research & recreation/athletics analysis, public engagement including public meetings & City website survey. Design concept development (4 distinct

scenarios), presentations to City staff, Park Board and City Council, cost estimating. Publishing of 2-part compendium report describing analysis of park needs and existing park amenity inventory. Additional services included production of park sustainability & resilience overlays, and grant writing submittal for MN DNR outdoor recreation grant.

PROJECT REFERENCE**CONTACT**

Mr. Nick Lardy, City of Fairmont, MN, Parks Superintendent
100 Downtown Plaza, Fairmont, MN 56031
507-235-9330 (office)
nlardy@fairmont.org

SWIMMING BEACH | GOMSRUD PARK**PREFERRED CONCEPT SCHEMATIC | GOMSRUD PARK AT BUDD AND HALL LAKES**

**PROFESSIONAL BIO**

As of July 2025

Graham Sones

Landscape Architect
ASLA, PLA
SGA Group, INC.

763.355.9002
graham@sgagroupinc.com

Mr. Graham Sones is Senior Vice President of SGA Group. He is a landscape architect with 29 years of professionally licensed experience within his 38-year career in private and public practice. His career focus has been within parks, recreation, public schools, historically significant landscapes, and some transportation projects. Prior to co-founding SGA Group, Inc., Graham was a Senior Landscape Architect and Director of Site Development for a nationally recognized educational architecture and planning firm, ATS&R, in Minneapolis, MN. While at ATS&R, Graham was responsible for the design, renovation, and expansion of multiple educational and recreational facilities in the states of Minnesota, Wisconsin, Illinois, and Indiana.

Graham qualified as a Historical Landscape Architect (HLA) under the National Park Service (NPS) through a position offered by the US Office of Personnel Management. His 2012 appointment by the ASLA-MN Chapter President as the Minnesota Liaison to the Historic American Landscapes Survey (HALS) exemplifies his dedication to historic landscape preservation.

Mr. Sones was appointed by Minnesota Governor Tim Walz to fulfill a four-year term on the state licensing board for design professionals. He served on the Credentialing Committee for the 21-member board. His term on the Minnesota Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience, and Interior Design (AELSLAGID) expired in June 2024.

EDUCATION

- University of Minnesota, Bachelor of Landscape Architecture, College of Agriculture, 1987.
- American Council on Historic Preservation (ACHP), Section 106 Training (Historic Preservation Act of 1966), 2013.
- Transportation Division University (TDU), Project Management Training, 1999.

ACTIVITIES/ORGANIZATIONS & MEMBERSHIPS

- American Society of Landscape Architects Historic American Landscapes Survey
- MN Board of Architecture, Engineering, Land Surveying, Landscape Architecture, Geoscience, and Interior Design Minnesota Nursery and Landscape Association
- Society of Architectural Historians

LANDSCAPE ARCHITECTURAL LICENSE/REGISTRATIONS

- Minnesota Licensed Landscape Architect No. 24871
- Wisconsin Licensed Landscape Architect No. 547-014
- Illinois Licensed Landscape Architect No. 157.001236 - inactive
- Indiana Licensed Landscape Architect No. LA20700121 - inactive



PROFESSIONAL BIO

As of July 2025

Robert Gunderson
Landscape Architect
FASLA, PLA, CLARB
SGA Group, INC.

651-788-5523 / 763-355-9002
rgunderson@sgagroupinc.com

Mr. Gunderson is president of the SGA Group, a certified Service-Disabled Veteran-Owned Small Business (SDVOSB). He is a landscape architect with over 40 years of experience and has practiced nationally across the United States. Robert is a landscape architect and planner who has worked extensively within the practices of ecological planning and design, construction technology, sustainable site planning, irrigation system design, and “green” rating systems.

Preceding co-founding the SGA Group, Mr. Gunderson was part Owner/Principal and Director of Site Development at ATS&R, a national educational architecture and planning firm in Minneapolis, MN. While at ATS&R, Robert was partner-in-charge and responsible for the design, renovation, and enlargement of over 100 athletic fields and recreational spaces/parks in the Minneapolis-St. Paul metropolitan area.

Mr. Gunderson was formerly an Adjunct Associate Professor – 28 years – at the University of Minnesota-College of Design. In this role, he contributed to the site and water sections of the Minnesota Sustainable Building Guidelines (B3) for the State of Minnesota, taught design & technology courses, performed applied research, and served on university faculty consultative committees.

Robert is nationally board certified by the Council of Landscape Architectural Registration Boards (CLARB) and is a licensed Landscape Architect in two states.

EDUCATION

United States Army

Ft. Rucker, AL

Warrant Officer Staff Course
Strategic-level Studies

University of Pennsylvania

Graduate School of Fine Arts
(now Weitzman School of Design)
Philadelphia, PA.

Master of Landscape
Architecture (MLA)

Iowa State University of Science and Technology

Ames, IA

Bachelor of Science in Landscape
Architecture (BSLA)

LANDSCAPE ARCHITECTURAL LICENSE/REGISTRATIONS

- Landscape Architect in Minnesota (#19760)
- Landscape Architect in South Dakota. (#13417)
- Full Member and Fellow of the American Society of Landscape Architects (FASLA)
- Council of Landscape Architectural Registration Boards (CLARB), national certification (#28728)

CONSULTANT FEE | BREAKDOWN BY TASK - City Park Master Plan | Breezy Point, MN

Project Start-up \$ 500

Task 1 - (Mid-July 2025) Begin the following: \$10,750

- Site Visit - data collection/documentation of conditions, establishment of a project timeline
- Park & Rec. Committee Mtg. - program elements, history, boundary limits, base map, existing conditions input and analysis
- Synthesis of research, site data, and community input into no less than three (3) master plan conceptual ideas/options
- Preliminary Master Plan - based on best options and Master Plan Committee Community review Outreach & Public
- Public Open House Mtg. - Presentation of Preliminary Master Plan, engaging public, consider refining the plan, collect feedback

Related Additional Services - (A1 Subject to City approval):

- Property Survey - approx. (45 acres) \$ 7,500

Task 2 - (Mid-September 2025) Begin the following: \$ 8,800

- Compiling of the Master Plan incorporating preferred concepts
- Site maps, renderings, and high resolution graphics
- Site context, rationale, and program elements identified in written narrative and descriptive text
- Park & Rec. Committee Mtg. - Presentation of preferred Master Plan for review and approval

Related Additional Services - (A2 Subject to City approval):

- Public input meeting - outreach and feedback\$ 1,000

Task 3 - (November 2025) Begin the following: \$ 5,850

- Identification/Research Funding Sources - recreation and/or environmental funding opportunities based upon a \$50,000 annual parks commitment by the City for development and enhancement
- Publish a report detailing available grants, partnership opportunities available for park development project(s) and park improvements and further community engagement

Related Additional Services - (A3 Subject to City approval):

- In-person meeting - Park and Recreation Committee\$ 1,000

Quote for Additional Services - Separate Total\$ 9,500

- (A1-A3 Subject to City approval - estimated base values)

Planning & Design Fee Total **\$ 25,900**

END