

*From the desk of
Michelle Becker
1-860-322-0060*

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REVISED

RE: **PARMELEE FARM, Killingworth, CT**
Subject: **LANDSCAPE DESIGN/ SITE PLANNING COMPETITION
CONCEPT**

Q. What will a Landscape Design/Site Planning Competition for the Parmelee Farm do for the community that other approaches won't?

A. We will get a range of design solutions to consider before we commit to a scheme. The process will help us clarify our goals and define our preferences for how the property will be used and will offer professional design choices that reflect these preferences. The process of planning the competition and developing the rules, regulations and criteria for evaluating entries will provide a powerful motive to define and concretize the specific uses for both the short and long term.

Q. How would it work?

A. The Parmelee Farm Steering Committee would work with a competent professional advisor in preparing a well-thought out program that would produce the rules, regulations and specifications for the competition.

Q. What is required to run a successful design competition?

A. The following components would ensure a successful site planning competition:

- A conscientious sponsor
- A competent professional advisor
- A thorough and carefully written program
- Complete graphic and other illustrative material
- Fair and precise competition rules
- Clearly stated submission requirements
- A realistic schedule
- A qualified jury
- Appropriate prizes
- Arrangements for publicizing the winning design.

Q. Who would be the sponsor?

A. The Town of Killingworth

Q. How much will it cost and how do the numbers break-out?

A. \$5000. to \$10,000 is a guesstimate. The professional advisor might be offered \$1500. to 2000. to assist in preparing the rules, regulations and documents for the competition. An allowance of \$1000.00 is made to cover shipping costs of submittals, and reimbursable expenses for the competitors, and a prize of \$3000. to \$7000 to the winning design team.

Q. Who will pay for this?

A. The town will research and pursue grants through the CT. Dept of Agriculture, the CT. Commission on Culture and Tourism, and other funding sources.

Q. Why would a funding organization find this project interesting?

A. To the right funding organization this project holds potential as a pilot program that could be replicated in other communities throughout the state and nation. As more and more communities seek to preserve open space and preserve farmland a project like this becomes an exciting challenge. Community members working together to define their goals for the future of their towns and villages promotes dialogue, cooperation and tolerance. If the entrants were graduate students, the multi-use nature of the site provides an opportunity for students to work within the context of a multi-disciplinary team expanding and enhancing their educational experience.

Q. Don't we already have a committee charged with coming up with proposed uses for the site?

A. Yes. The Parmelee Farm Steering Committee has been assigned the following charge:

- **Develop a best case scenario for use of the Parmelee Farm for the benefit of agricultural, educational, art and youth programs.**
- **Develop and plan a long-term landscape design for the public portions of the property.**
- **Develop managerial use of the site.**
- **Develop a plan that deals with the security of the site.**
- **Develop a plan of operation that includes: hours of operation. Scheduling of user groups, reservations, registrations or hold-harmless agreements, rules and regulations as to use of property.**
- **Investigate and coordinate the designation of the site and/or specific structures as historic.**

Q. Why do we need specialists to come up with a site plan? Why can't we just set our priorities and do this on our own?

A. A multi-use site that will be developed over many years needs a master plan that will, through phased development and implementation, produce a coherent whole. This requires some professional resources that we do not now possess.

Q. If we're going to spend money to sponsor a competition why not just hire a company, for the same money, or maybe even less, to come up with a plan?

A. Again, a project with multiple design components of different types, is likely to be a challenge for many design firms. For instance, a firm that is experienced with commercial site planning may not have resources for historic preservation, agricultural land or sustainable energy. A multi-disciplinary team will be best. If we get ideas from several teams we may benefit from the strengths of all of them. Another obvious advantage in seeking a design solution/planning tool through a competition is that it motivates entrants to give their absolute best and results in multiple, well considered solutions to the needs of our community.

Q. Who would the entrants be and how many entries would we accept?

A. Because the site will have mixed uses we would seek entrants who could put together teams that would include landscape architects, site planners, forestry experts, environmentalists, agricultural experts, historic preservationists, etc... We could draw from pools of professionals or graduate students from top-notch Landscape Design/Site Planning schools with a licensed team leader, such as an academic advisor or mentor. Each team would be permitted one entry. Depending upon the recommendations of our professional advisor we might chose to limit the number of entrants to 5 or less.

Q. Who would make up the jury?

A. The odd-numbered jury, either 5 or 7 individuals would be drawn from a pool of professionals reflective of the disciplines of the team members whose work they will be evaluating.

Q. Does the community have a vote?

A. All entries would be publicly displayed for a fixed duration in a public place, such as the Grange Hall. This exhibition would be announced to the community and townspeople would be encouraged to attend and cast their individual secret ballots in a lock box set up for the purpose. Hand outs at the entrance to the exhibit would be provided that would set forth the criteria by which the entries are to be evaluated. Votes would be counted and tallied and these numbers would be publicly announced after the jury has made it's evaluations and cast its vote.

Q. How will we eventually implement the winning design entry?

A. Over time, and as resources permit.