

Strawberry Park

Strawberry Recreation District | Mill Valley, CA

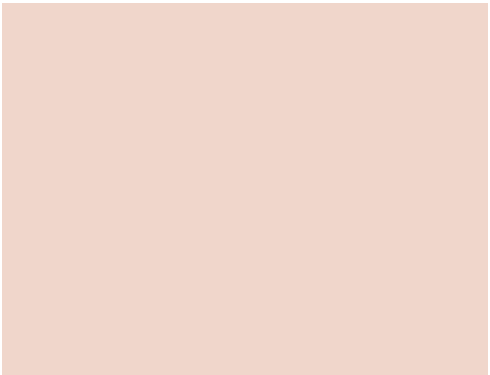
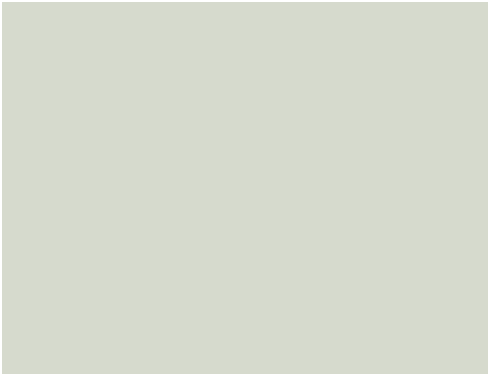
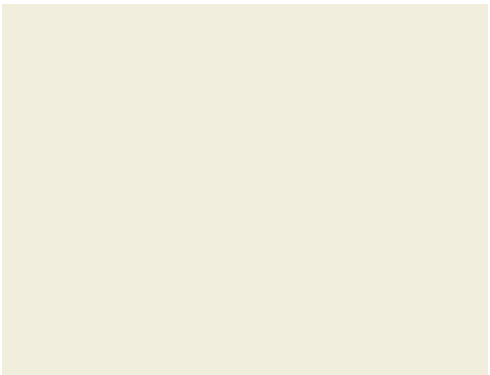


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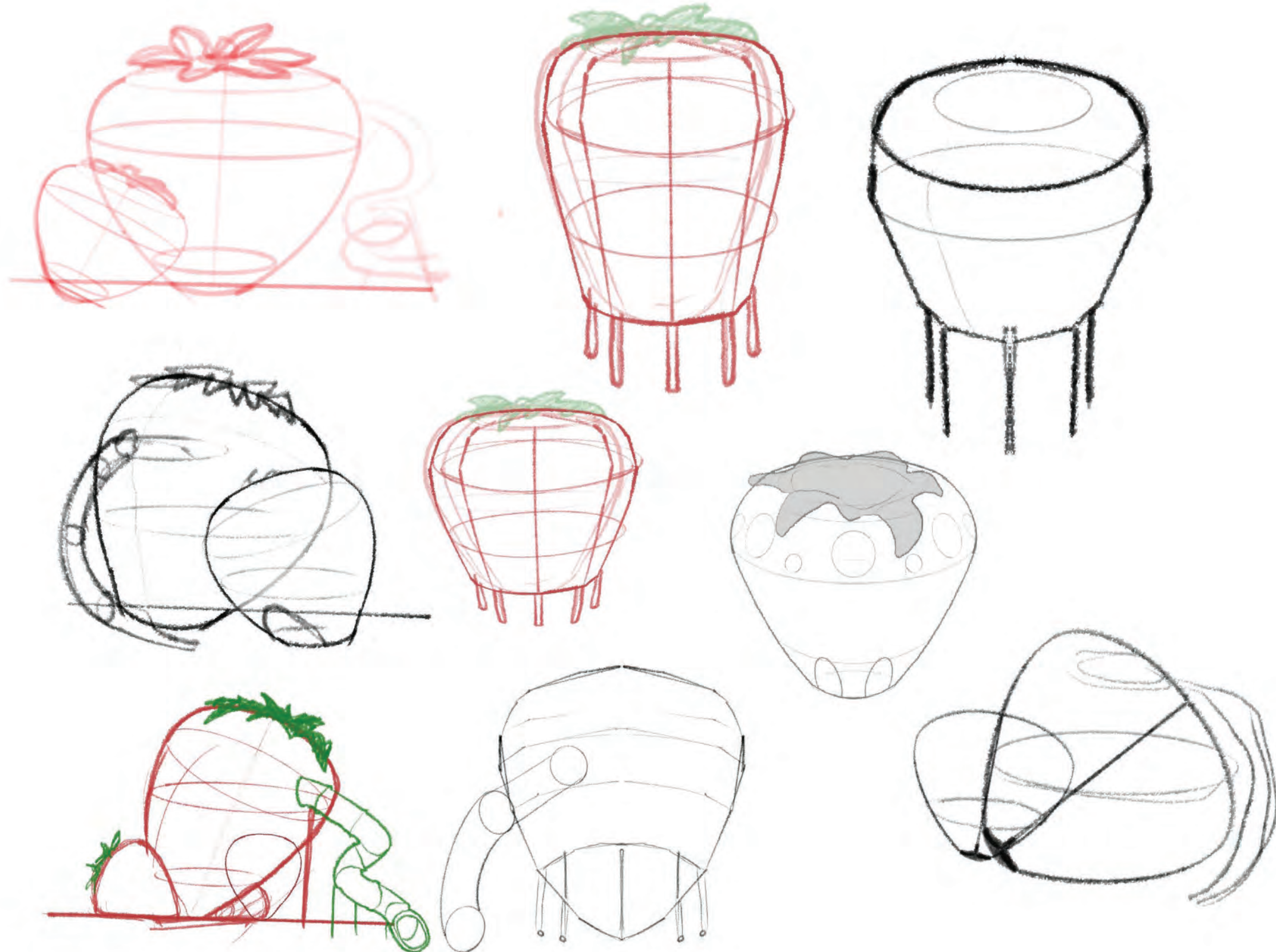
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Strawberry Park Project Team

A Combined 175 Years of Experience



Leo Seavey

California Design Consultant
SONOMA COUNTY, CALIFORNIA

415-246-9022 | lseavey@mrcrec.com

Leo is an expert in playground design, function and construction of public playgrounds with over 35 years of experience in the Industry of Parks and Recreation Equipment. He brings a wealth of experience and works closely with a team of designers and researchers to provide thoughtful, intentional play spaces to Northern California.

Leo is a long-standing member of the National Recreation and Park Association (NRPA) and California Parks Recreation Society (CPRS).



Matt Miller

Principal of Sales & Business Operations
NEW JERSEY (MRC HEADQUARTERS)

800-922-0070 ext 1049 | mmiller@mrcrec.com

Matt Miller is a Principal at MRC Recreation, where he oversees sales, business operations, project execution, and strategic growth initiatives across the company's territory.

Since joining MRC in 2011, he has helped expand the company's presence while building strong partnerships with municipalities, schools, landscape architects, and developers. Matt works closely with MRC's sales, design, and project management teams to ensure seamless projects from concept through installation, with a focus on communication, accountability, and customer satisfaction.



Martha Rainey

Pacific Regional Sales Manager
OREGON

800-922-0070 ext 1037 | martha@mrcrec.com

Since joining MRC Recreation in 2014, Martha has helped communities throughout the Pacific region design and build imaginative, inclusive, and multi-generational play spaces. With a strong background in CAD, project management, construction coordination, and fundraising, Martha combines technical precision with creative vision to bring parks and playgrounds to life. Her passion lies in the process—collaborating with clients, communities, and colleagues to deliver play environments that inspire connection, activity, and joy for all ages and abilities.



Nik Duritza

3D Rendering Artist
NEW JERSEY

800-922-0070 ext 1019 | nduritza@mrcrec.com

Nikolas joined MRC Recreation as a 3D Rendering Artist, bringing a strong foundation in Landscape Architecture and more than 10 years of experience collaborating with engineers, architects, and design professionals. Leveraging a diverse background in CAD drafting, construction management, and 3D visualization, he specializes in transforming concepts into compelling visual representations that help clients and stakeholders clearly understand project intent.



David Hill

Regional Manager for GameTime
TENNESSEE (GAMETIME HEADQUARTERS)

david.hill@gametime.com

David Hill has 23 years of playground experience and over 14 as a Regional Sales Manager for GameTime. He enjoys collaborating with various professionals on the development of intergenerational and equitable recreation environments that are grounded in research-based best practices. David graduated from Pennsylvania State University with an MBA and from Humboldt State University with a B.S. in Business Administration.



Diana Molina, ASLA, CPSI

Landmark Designer
TEXAS

Diana brings creativity and expertise to her role as a Landmark Designer for GameTime, where she develops custom, site-specific designs. Since earning her master's degree from the University of Oregon, she has built 15 years of experience as a landscape architect, including nine years specializing in large-scale destination playgrounds. Her collaborative approach is grounded in site analysis, safety, and inclusivity to create meaningful play environments for all ages. Diana has designed over 200 projects across the U.S. and Canada and, as an LA CES-accredited speaker, advocates for inclusive placemaking through play.



Gerard Callahan

President of G&G Builders
LIVERMORE, CALIFORNIA

gcallahan@ggbuildersinc.com

Gerard Callahan is the President of G&G Builders, a premier construction company specializing in park and playground environments since 1998. With over 25 years of experience in the industry, Gerard has led his company in delivering high-quality, innovative outdoor spaces that enhance communities. Under his leadership, G&G Builders has grown to a team of more than 20 dedicated professionals, including estimators, customer support staff, and skilled laborers, all committed to excellence in every project. His expertise and passion for creating safe, durable, and engaging recreational spaces have made G&G Builders a trusted partner for municipalities, schools, and organizations seeking top-tier construction solutions.



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A PLAYCORE Company

800-235-2440 | gametime.com

Play Value

Evidence-based Design

- While great design should be visually appealing, it's also essential that it thoughtfully utilizes evidence-based design best practices that foster the developmental benefits of play across generations.
- Utilizing a validated methodology to measure the overall quality of your unique outdoor space, the Play Value Assessment Tool ensures the specific goals and outcomes are met across the physical and social-cognitive play domains, and through a variety of site attributes.
- Developed in partnership with NC State University's, Natural Learning Institute, the PlayValuation® identifies key play value essentials. We've applied this methodology to the Strawberry Park project to ensure they are represented in your iconic play space. Each area provides a variety of challenge levels and opportunities to explore through sensory-rich experiences, encouraging intergenerational social play. The goal is to provide maximum value and health benefits to all visitors.
- Unique Benefits:
 - Validated methodology to identity and ensure Play Value is part of our holistic design process
 - Play Value essentials are present in your iconic play space and multiple essentials are present in each area of the project
 - The PlayValuation assessment ensures every child and adult realizes the full developmental benefits of the space and encourages intergenerational recreation.

Physical Play Domain



Balancing



Climbing



Crawling



Rocking



Sliding



Spinning



Swinging



Upper Body

Social - Emotional Domain



Communication



Creating
Music & Art



Dramatic Play



Games



Learning



Manipulative/
Sensory Play



Natural
Elements



Small Group
Play

Site Attributes



Site Enclosure



Inclusion



Primary
Pathways



Seating



Planting
Pockets



Trees &
Shrubs



Topography



Shade



Signage



Surfacing



Amenities



Cultural/Historical
Themes

Design Concepts



Design Process

Youth Physical Activity

Play On! is a standards-based physical education program that promotes overall fitness, learning, and fun on the playground! Developed in partnership with Shape America and authored by experts from Louisiana State University, Play On! focuses on overall physical fitness while imploring six essential elements of play.

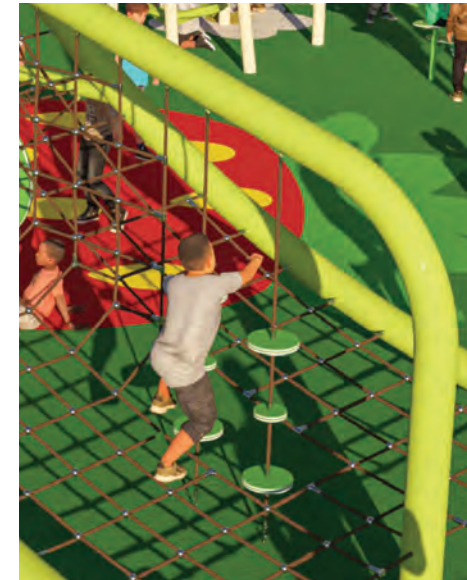
Play On! gets kids actively moving on the playground to help combat childhood obesity and encourage healthy lifestyles.



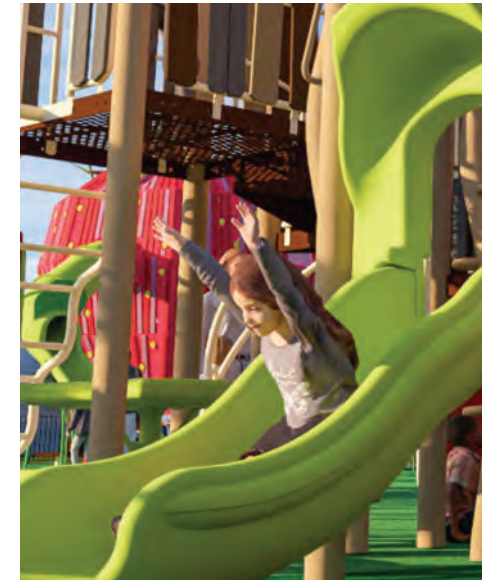
Balancing



Brachiating



Climbing



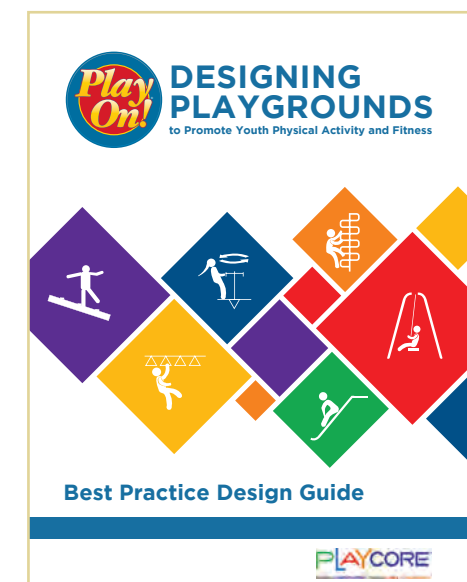
Sliding



Spinning



Swinging



Design Process

Materials and Color Palette

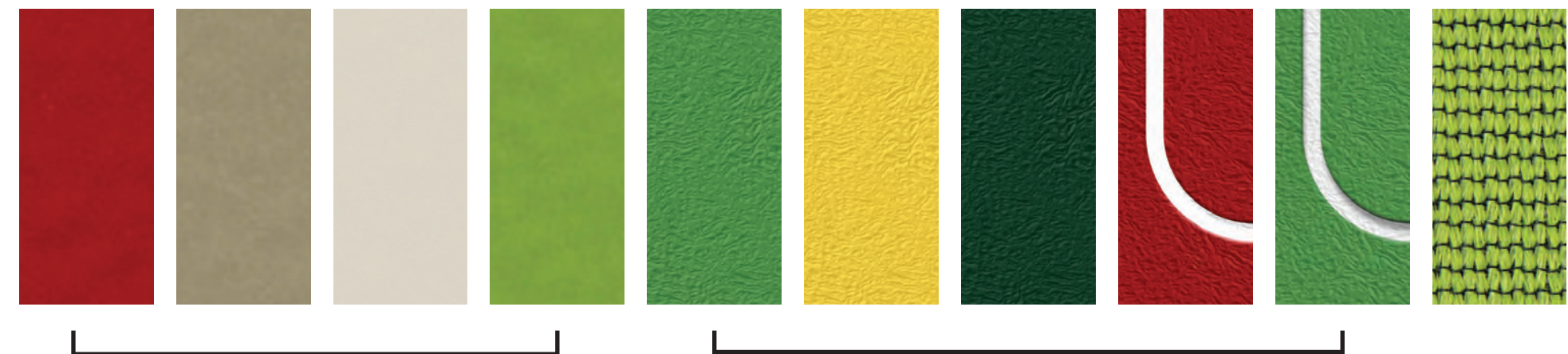
The materials we selected provide excellent durability, look beautiful, and support ease of maintenance and sustainability.

We also thought how children and families will interact with the space, and how the materials can facilitate a great experience in terms of comfort, compliance, and reliability.

The steel, aluminum, acrylic, and dimensional lumber blend seamlessly to create a cohesive and colorfully immersive environment.

The Strawberry Tower is clad with a composite material that incorporates discarded rice hulls sourced from American farms which is then engineered through a zero-waste closed loop manufacturing process located in the USA. The result is a durable cladding material that provides all of the sensory experience of wood, without any of the durability or maintenance constraints.

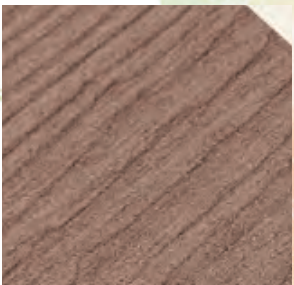
Together, these choices create a signature environment that invites people to experience play in a whole new way.



Powder Coated Steel

HDPE

Shade Fabric



Dimensional Lumber Cladding



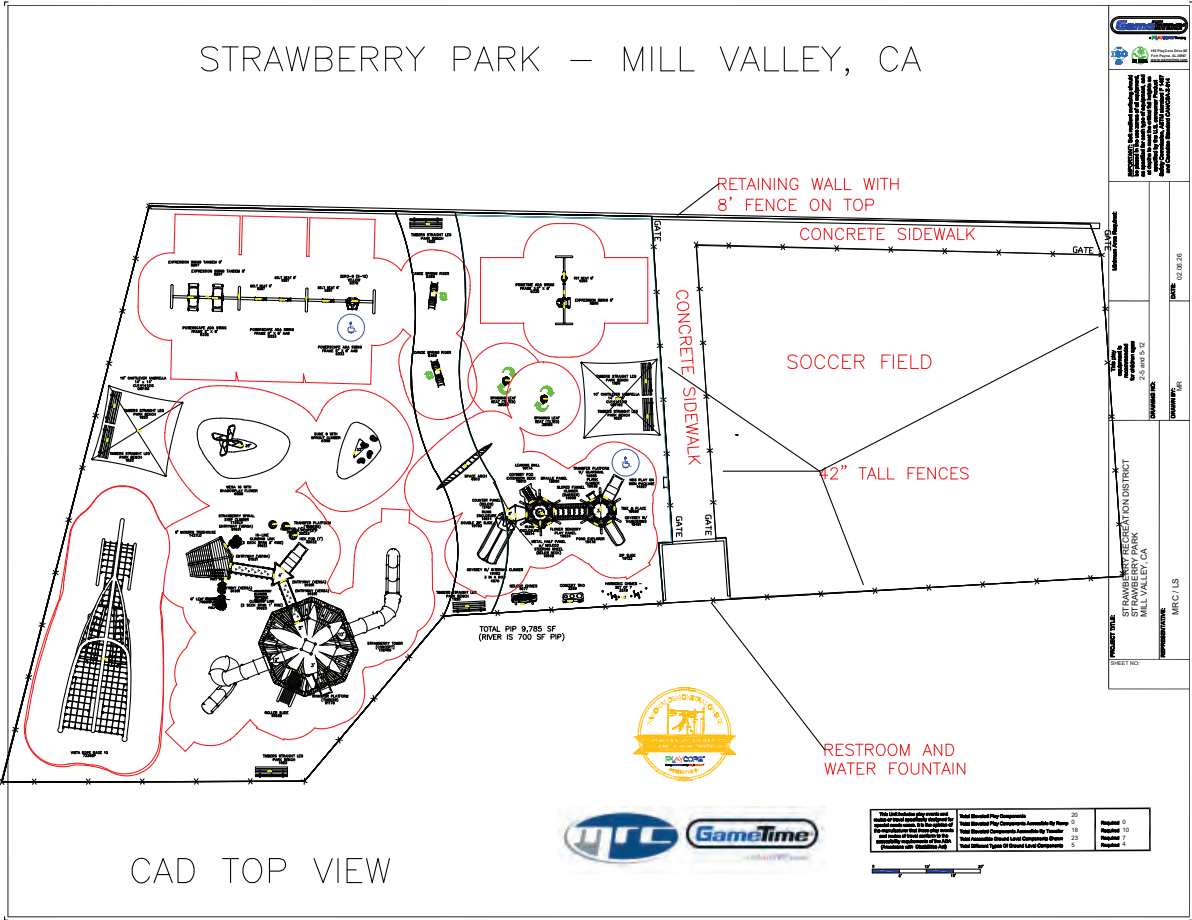
Water-based paint colors

Design Process

Iterative & Collaborative



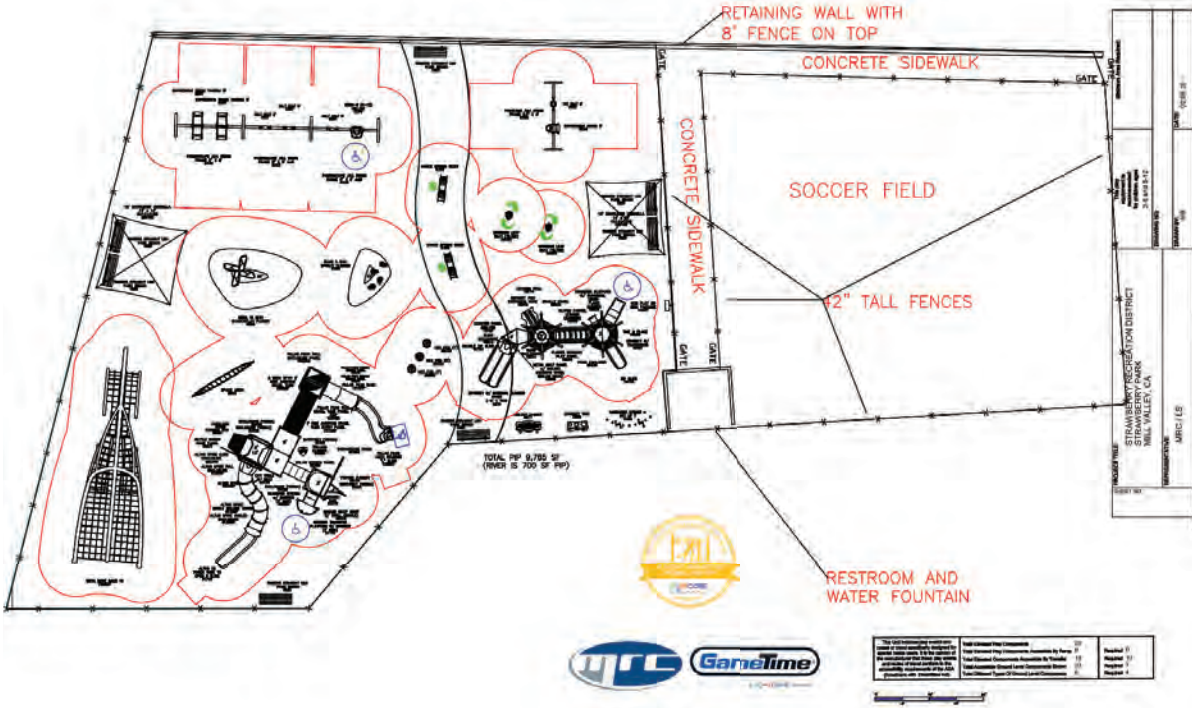
Round 1



Round 1 focused on a twenty-two foot strawberry-shaped tower to visually anchor the site and provide a variety of play events with graduated levels of challenge.



Round 2



Round 2 reduced the scope and complexity of the design while maintaining a variety of challenge levels in the activities to ensure multigenerational and inclusive play opportunities within a vibrant space.

Design Process

Design Feedback



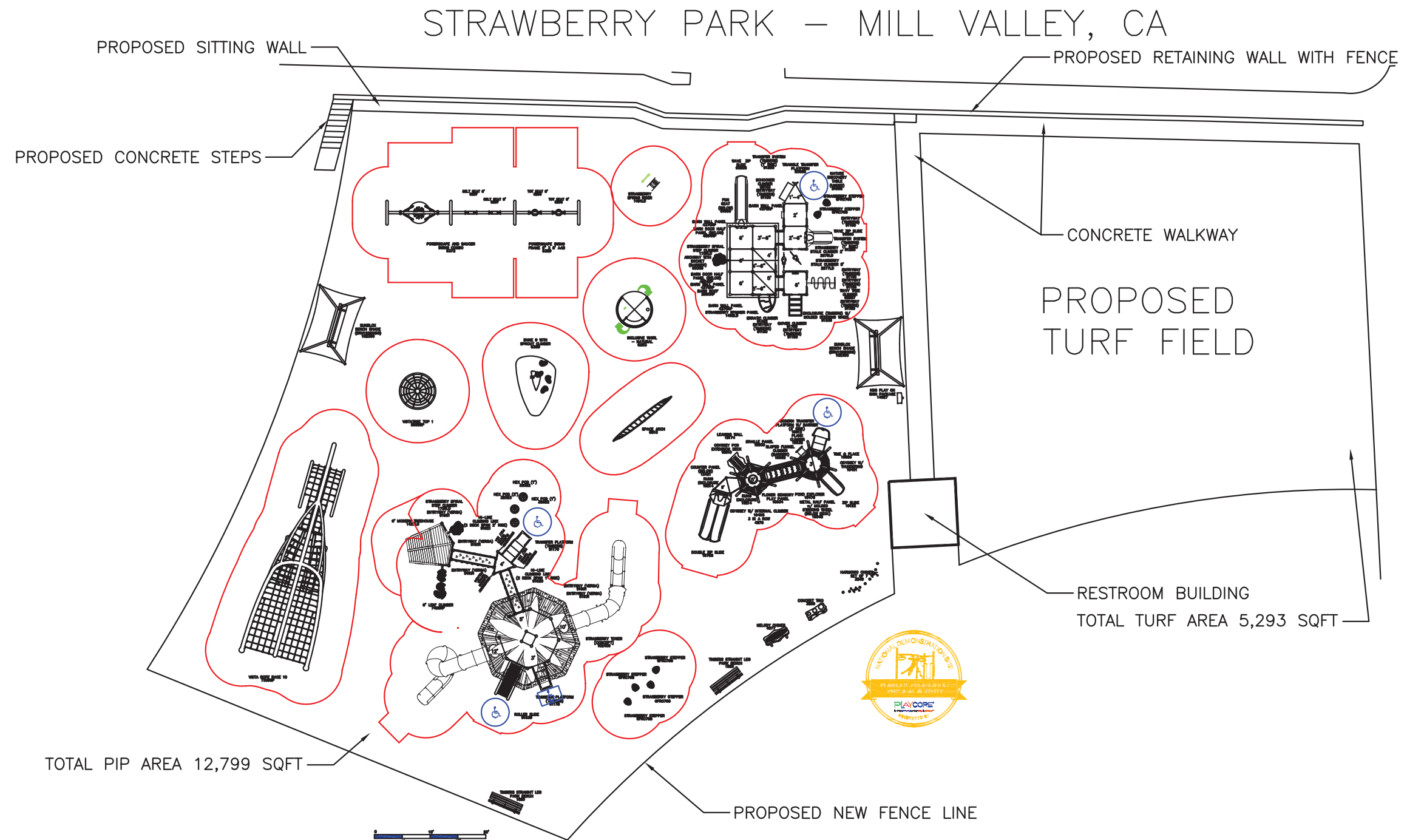
Round 3

What We Heard:

- Increase the square footage of the design to maximize the play value and extend the play area to the baseball fields
- Highlight the Strawberry Play Structure as the main feature of the space that could be seen from the street
- Include barn theming in the updated layout

What We Propose:

- Showcase the four standout play structures that highlight high play value and multigenerational play
- Add shade structures for guests and more seating to enjoy the play area and baseball fields
- More on-theme custom and raised poured in place safety surfacing



Design Concepts

Bird's Eye View Looking Northeast



Video Tour



Scan for video
tour of site



Design Concepts

Street Views and Site Highlights



Design Concepts

View from Strawberry Recreation District Office



Design Concepts

Jr Berries Area & Custom Theming



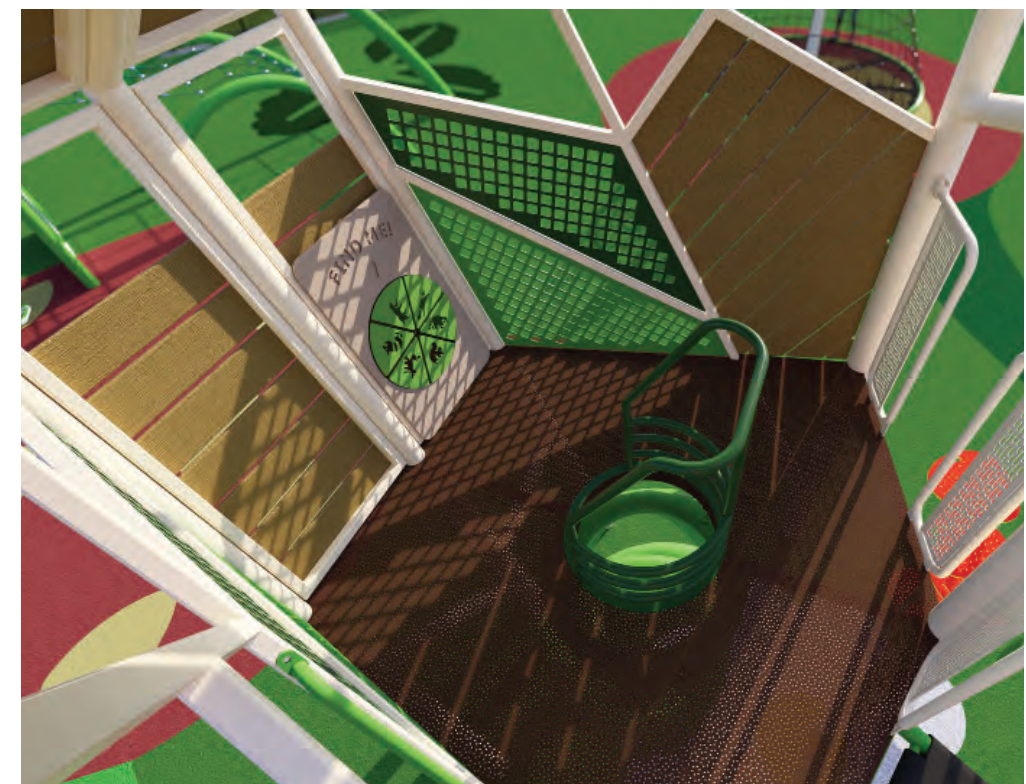
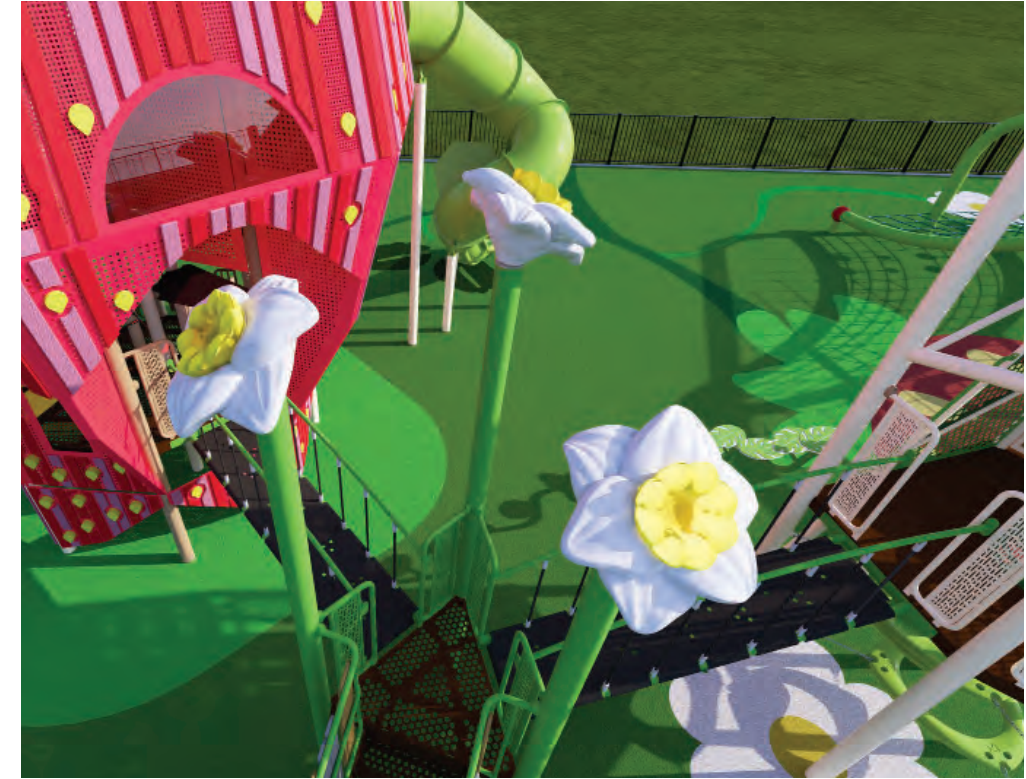
Design Concepts

Freestanding Play and Varied Climbing Opportunities



Design Concepts

5 to 12 Play Area



Design Concepts

The Giant Strawberry



Design Concepts

The Giant Strawberry - Interior PlayValuation®

Physical Play

Climbing

- **Multi-Tier Accessible Path**
- **Climbing Walls**
- **Internal Net Climber**

Sliding

- **Tube Slides**
- **Roller Slide**

Social-Cognitive Play

Communication

- **Integrated Talk Tubes to communicate from bottom to top level**

Creating Music & Art

- **Bells Panel**

Games

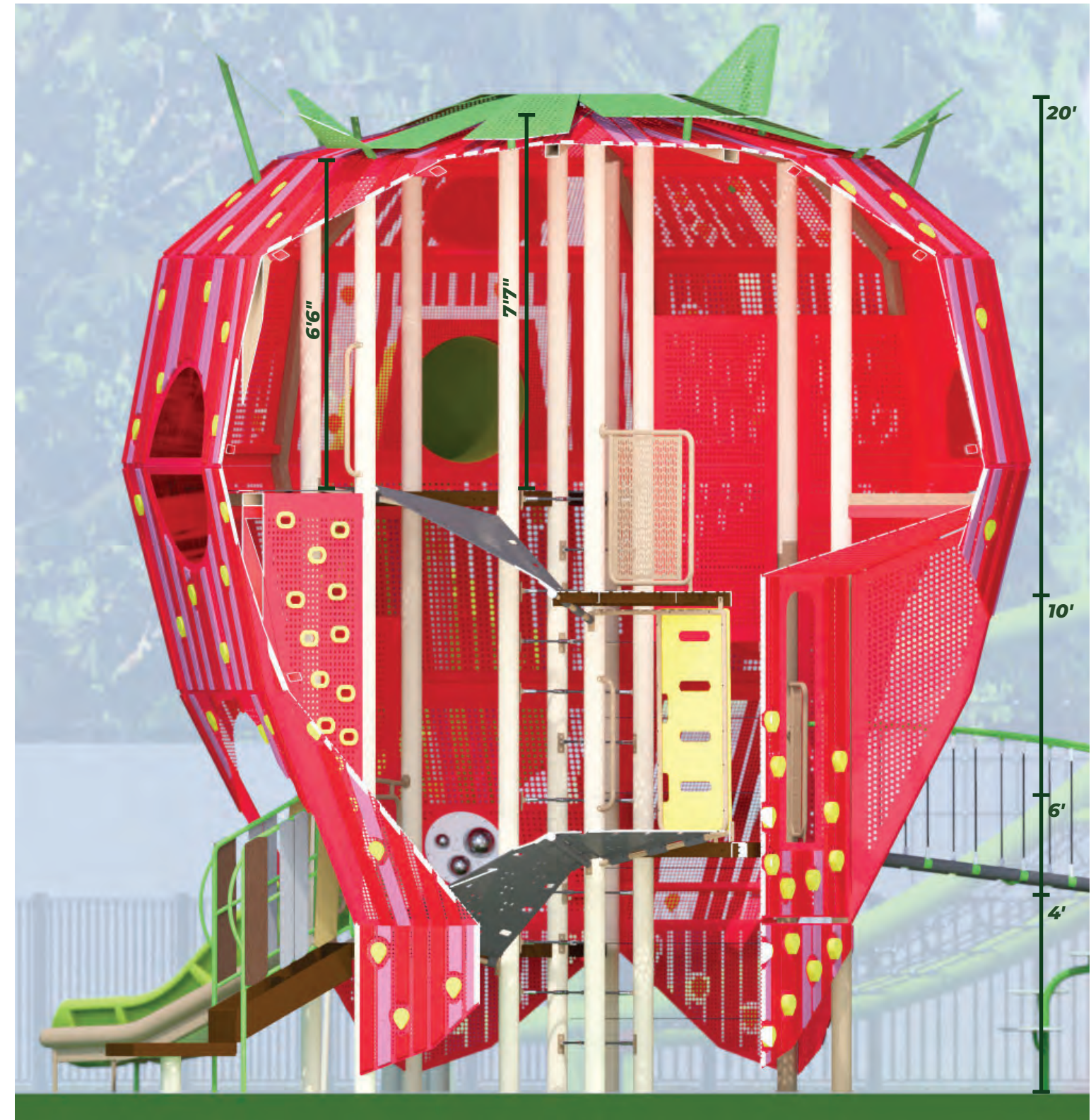
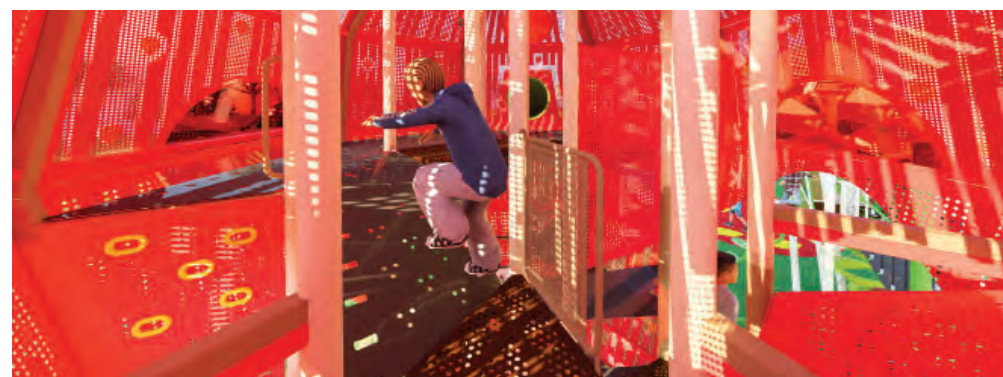
- **3-in-a-Row Panel**

Manipulative/Sensory Play

- **Color Drenching Acrylic Windows**

Small Group Play

- **Gathering areas on bottom and top level**



Video Tour



Scan for video
tour inside tower



Design Concepts

Intergenerational Elements and Community Engagement Opportunities



Design Concepts

Immersive and Colorful Pour in Place Unitary Surface Design



Strawberry Park

Round 3 Executive Summary

Project Description:

The proposed playground for Strawberry Recreation District will create a vibrant, inclusive destination designed for ages 2 through adult, encouraging intergenerational play and community connection. The play area is rich in physical, social, and sensory experiences, paired with custom-themed poured-in-place safety surfacing that enhances both accessibility and visual identity. An adjacent multi-purpose synthetic turf field expands recreation opportunities for open play, sports, and programming.

Construction will be completed in partnership with longtime collaborator G&G Builders, delivering a seamless turnkey project from site preparation through installation, including retaining walls, fencing, and final site improvements to ensure a durable, high-quality park for years to come.

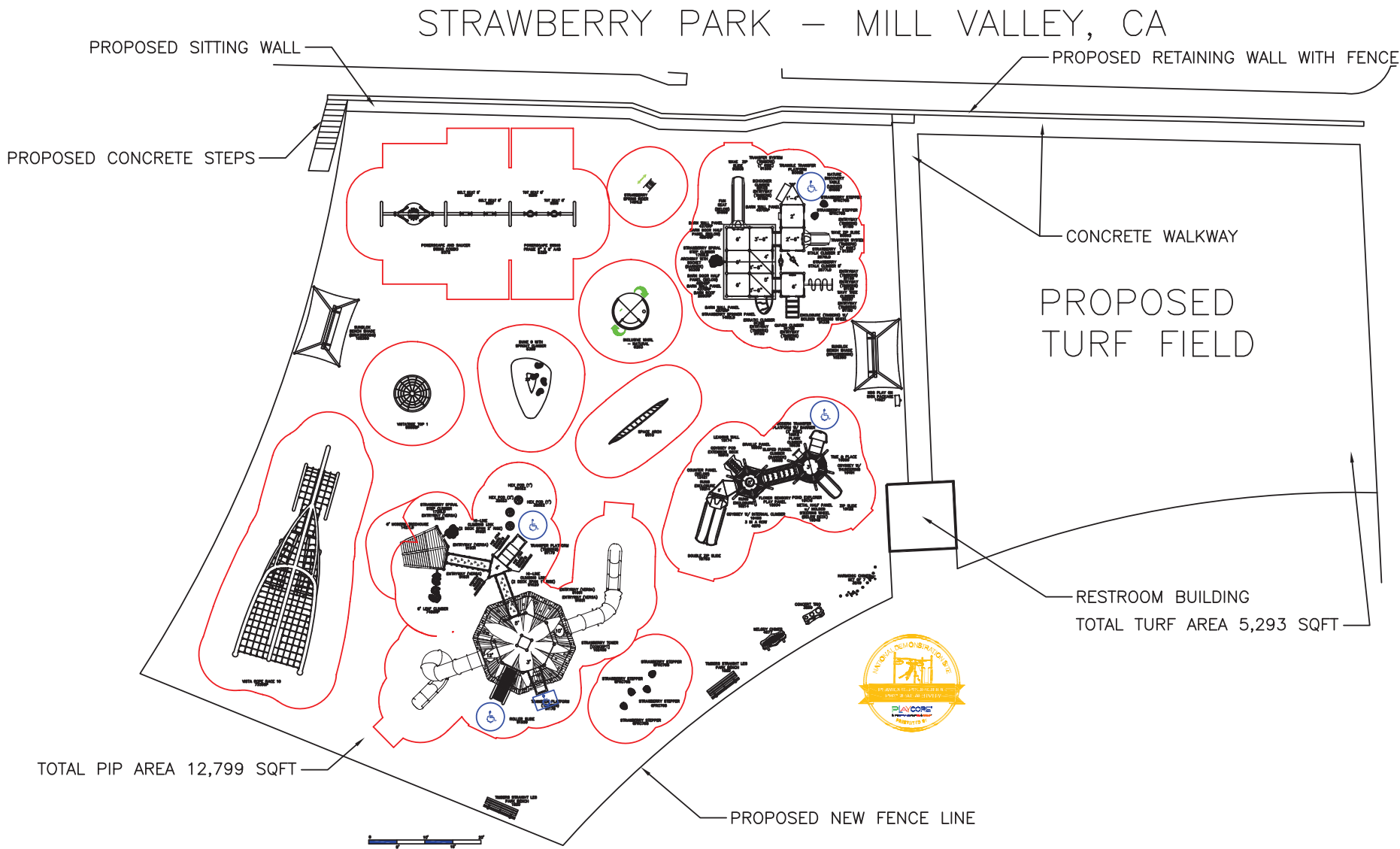
Total Cost: **\$2,425,632.67**

Pricing Disclaimer: The following quotes encompass all aspects of the project, including equipment, surfacing, installation, freight, and applicable taxes. Detailed line-item information is available for your review. Sidewalks and hardscapes not included.

Primary Contact: **Leo Seavey**
MRC - California Design Consultant
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Proposed Timeline*

Day 1 Order Placed Upon Receipt of Signed Quote, Purchase Order, Colors, and Billing & Shipping Information							Order Ships Equipment Manufacturing Standard Products: 6-8 Weeks				Order Ships Equipment Manufacturing Custom Products: 12-16 Weeks				Day 150 Enjoy Your New Space!					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21
Site Work Starts 9-10 Weeks							Equipment Install 4-5 Weeks							Surfacing Installation: 2-3 Weeks Curing: 3						

*This timeline is a general estimate for most projects. Upon approval of this proposal, a timeline specific to your project will be developed.

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