



## Attachment A Scope of Work

This Scope of Work is for the execution of Senoia Livable Centers Initiative Study. The work will focus on the creation of an Illustrative Plan of the Senoia town center, a Development Code to accompany the illustrative plan, and a City-wide Mobility Masterplan. This scope includes the following major project milestones/deliverables and is flexible based on conversations between Street Plans (the Consultant) and the City of Senoia (the Client):

1. The creation of a **town center illustrative master plan and vision** that can guide development in the town center area and beyond. This plan will tie together the market analysis developed with a blueprint for how this development can and should be accommodated within the town center. This master plan will be detailed in a **final report**.
2. A **form-based code** that can accompany - and predict - the development and vision identified in the master plan. The code will be a stand-alone document to be approved by council.
3. A **multimodal transportation master plan** that envisions a full range of transportation options - from walking, biking, transit, and micro-mobility - that can connect the entire city to the town center. The mobility master plan will be included in the final report.
4. A charrette and robust public process to help inform the items above.

### TASK 1: PROJECT MANAGEMENT

Task 1 involves an official kick-off for the project, regular project management meetings, the development of a public outreach plan, and regular steering committee meetings. These plans provide a foundation to build from and inspiration.

#### Task 1.1: Project Kick-off Meeting

The Project Director will meet with City staff to kick-off the project. Items to be discussed include:

- Introduction of plan team and city team members
- General idea and scale of the elements and mission
- Review base information needs
- Develop a detailed project outline and schedule for the creation of the plan
- Discuss and strategize on elements of the public outreach and participation plan

#### Task 1.2: Public Outreach and Participation Plan

The Plan Team will work with the City and LCI Executive board to develop a public outreach and participation plan that will provide the framework for integrating the public into the planning effort. The Plan team will work with the Client to create a list of key individuals, local leaders, community organizations, and stakeholders to include throughout the planning process, and to determine a strategy for distribution of public awareness materials. Our team will employ various techniques for information gathering such as focus groups, individual interviews, and meetings with community groups in addition to the Public Design Charrette. Our team will rely on the experience of the Client in finding the best methods and strategies they have found to reach the community:

- Identify stakeholders & best methods to reach them
- Working with the LCI Executive board throughout the project and clarifying their role in the project
- Strategize on public outreach methods



- Design of the details of the site visit, charrette process, including meeting dates and locations
- Identify potential additional public events out in the community to educate, collect information, or gather feedback on the plan as it is developed

#### **Task 1.2 Deliverables:**

- Draft and Final Engagement Plan, including project name and logo

#### **Task 1.3: Project Management Meetings**

Regular, ongoing meetings (and email communications as needed) will keep the internal project team informed and project tasks moving forward on schedule, particularly during the project planning and implementation phases. Regular project management meetings will be held with the Client to review and coordinate the production of project deliverables. We suggest a meeting once a month at a minimum, although more frequent meetings at different phases of the project may be necessary. The pace of project meetings will be based on Street Plans discretion and staff availability. These meetings may be held over Zoom, however we will try to hold some of these progress meetings in person.

In addition, Street Plans will support Client in the coordination of project communication and meeting efforts with elected, governmental, and community partners. Client will lead outreach and with intra-governmental meetings related to project planning, design, and delivery. Street Plans will play a supporting role, communicating all project materials, design, and implementation details as necessary. Street Plans staff will participate in at least twelve (12) virtual or in- person Project Management meetings as part of Task 1.3.

#### **Task 1.3 Deliverables:**

- Twelve (12) Monthly Project Management meetings or as-needed at discretion of Street Plans

#### **Task 1.4: Steering Committee Meetings**

The steering committee is the critical opportunity to bring community leaders together around a shared future vision, and create a sense of ownership and collaboration. Street Plans will help the Client manage committee scheduling and logistics, including agenda development. Some of the steering committee meetings will be scheduled to correspond with Street Plans in person site visits. The Client will lead outreach and coordination with all steering committee members. Street Plans' Project Director will play a strong supporting role, taking notes and providing feedback where appropriate/necessary.

The PAC will meet regularly and will be a working committee in that they will be intimately involved not just in planning but also in executing the project. Members will be assigned to specific subcommittee leadership roles based on their interests and skills they shared at the exploratory workshop. Meetings will be designed to further develop the details of each sub-committee's tasks, including communications, materials procurement, programming and vendors, event logistics, and design/construction as appropriate.



The steering committee should meet regularly and offer feedback and comments on outreach efforts and the development of project materials. Street Plans staff will participate in at least twelve (12) virtual or in-person Steering Committee meetings.

**Task 1.4 Deliverables:**

- Twelve (12) Monthly Steering Committee Meetings

**TASK 2: INITIAL ANALYSIS & SITE VISIT**

Task 2 involves a thorough analysis, review and compilation of relevant base information, including previous studies such as comprehensive plans, sustainability plans, and transportation plans at the local, county, and regional level. This review will allow the Consultant to develop a picture of existing conditions and forces at work in Senoia and particularly in the Senoia Town Center. This task will include a site visit and the first public meeting of the Project.

Task 2.1 Data Collection, Existing Documents Review & Existing Conditions Analysis

Within the first month of the project, the Consultant shall request from Client any and all background documents relevant to the work of the project. provided by the Client and become familiar with the details of previous plans, studies, and regulating documents. The Consultant will rely on previously developed CAD, GIS or ESRI data to form a view of the physical conditions above and below the ground as well as the social, demographic, and economic forces at play in Senoia and the Senoia Town Center area. The existing conditions documentation provided by the Client staff and gathered by our team will be analyzed to produce a summary of baseline conditions at work in the Senoia Town Center. Focuses of our analysis shall include:

A. Urban Analysis

We will produce a series of base and analysis maps to be used by the team and members of the public throughout the project. The mapped information may include existing land uses, transportation networks, open space networks, zoning, building massing, property boundaries, ownership patterns, topography, natural resources, utility infrastructure, and environmental conditions.

B: Mobility Analysis

A mobility analysis will begin with the transportation networks including pedestrian, bicycle, and transit facilities and routes, and go further to look at connections into and out of the neighborhood, parking and movement. We will utilize information gathered by the City and from property owners and our own observations on parking including its availability and utilization. This analysis is refined while on-site during the site visit and charrette. We can dig down deeper while on-site and evaluate the pedestrian and bike friendliness of the area as well as transitions between types of facilities and connections to the surrounding areas. No engineering, traffic analysis, or traffic counts are included in this scope.



### C. Economic, Market, and Demographic Analysis:

Our market assessment will examine general demographic, income, employment, spending, retail and real estate factors in the Senoia market historically as well as projected over various time frames. Demographic analysis will focus on understanding what changes are happening in the local market relative to household size, growth, composition, education level, income and employment. This understanding will inform the development of the Plan.

Because so much about commercial retail space is in the domain of leasing agents and brokers, we may also survey local Senoia agents to better understand what tenants are saying about the town or even specific locations. As no one broker will have insights into the wider retail landscape, we would not rely on a single agency or agent to provide the tenant insights. We would consolidate supply side insights from REIS, CBRE and Colliers around vacancy rates, retail rental rates and concessions and recent leasing activities that would be relevant to our analysis. Assessing the demand for local retail purchases along with consumption potential in the market and insights from brokers about tenant location requirements will help inform how much space is needed and where it should be allocated in the master plan.

#### **Task 2.1 Deliverables:**

- Existing Conditions Memo

### Task 2.2: Site Visit & Public Orientation

Representatives from Street Plans and key team members from the sub-consultant team will gather in Senoia for a two- to three-day Site Visit to meet with City staff, elected officials, stakeholders, the steering committee and members of the public. Activities to take place during the Site Visit include:

#### A: Area Tour

The Consultant will tour relevant project areas with City staff to discuss successful projects completed, goals for this planning effort and identify concerns both large and small on site. This will give our team an opportunity to have informal conversations with staff and members of the community while seeing firsthand what is working and what is not working in the Senoia Town Center as well as to confirm base data and analysis conducted earlier in this phase.

#### B: Stakeholder Meetings

The site visit gives our team the time to meet with important stakeholders that were identified during Phase 1. We want to hear from a variety of individuals representing the various interests of the community, including residents, business owners (small and large), real estate developers, brokers, neighborhood groups, local industry leaders, regional and state planning agencies, religious groups, and non-profit organizations. Our team usually groups the various stakeholder invitees with general meeting titles like: Housing, Urban Design, Transportation, Utilities, Environment, and Economics. After a brief introduction to the project, we go around the table and let everyone introduce themselves and tell us a little about their interest in the project area and what they hope the project will accomplish along with any concerns they have.

#### C: Steering Committee Meeting



The Site Visit provides an excellent opportunity to have an in-person meeting of the steering committee. This meeting should involve introductions of the consulting team and City staff that will be involved in the planning process and lay out the role of the steering committee.

#### D: Media Interview (Optional)

Newspapers, Local News, and Media are ways many people get their information. During the site visit our team is available to meet with reporters or individuals to help get the word out about the project so people understand what the project is and how they can participate.

#### E: Public Orientation

Our team will host an evening public orientation meeting. At this meeting we will discuss the parameters of the project along with any preliminary analysis. We may have this meeting in advance of completing the Task 2.1 memo deliverable. This meeting will help to outline expectations for the project, what the trend in the area, and case studies of areas where similar planning processes have had positive results.

Consultant will use this meeting as a first opportunity to gather information on the community's goals, concerns, issues, and opportunities. We may use online polling using the Mentimeter platform during the presentation and then facilitate an open dialogue. Some important questions already identified are "what makes a place livable?", and "what are the trade-offs to making a place livable?"

A narrated summary of information presented at the Public Orientation Meeting will be posted online so people that did not attend can quickly be up to speed and establish a broader "educational baseline" and common understanding of the goals of the process.

#### **Task 2.2 Deliverables:**

- Site Visit
- Initial public meeting (Client to secure space for meeting and provide refreshments)

#### Task 2.3: Website creation + Marketing Materials

Although public meetings and workshops play an important role in engaging the public, it is challenging to engage people from all sectors of the community in person. Web-based tools can be a convenient and low-cost method for centralizing information and remotely engaging community stakeholders. The Consultant will work with the Client to create a web presence and generate content for posters, flyers, and marketing materials. Content may include mailers; local newspaper Op-Ed pieces; social media posts; public radio broadcasts; public access channels or YouTube broadcasts; and local news reports and programs. Online participants can learn about who is involved in the process and learn about upcoming educational events and meetings.

#### **Task 2.3 Deliverables:**

- Website or webpage hosted on existing City website
- Digital marketing materials for public meetings; print or mailing costs for marketing materials are outside of this scope



- Participation in other marketing opportunities to be determined as part of outreach plan

### TASK 3: PUBLIC VISIONING CHARRETTE

The public input process is based around a five to seven-day Charrette held on-site in the Senoia Town Center. The Consultant Team will lead a series of public meetings, design sessions, interviews, and technical meetings in one room (whenever possible), to quickly engage the community. This intense, comprehensive method of public involvement allows stakeholders to come together, hear from others, and form consensus.

#### Task 3.1 Pre-Charrette Logistics

The Consultant will work with City staff to determine the exact dates and format for the Charrette. The format of the Charrette will be tailored to obtain the best possible community input. Emphasis will be placed on defining the community vision and identifying the best methods to implement that vision. The format will incorporate the findings of previous plans and studies, the team’s preliminary analysis, pre-charrette stakeholder interviews, and from the discussions at the Public Orientation. The Charrette will facilitate a healthy dialogue between the public and private sectors, which will help create an implementable plan.

#### Task 3.2 Charrette

Key team members will be on-site during the 5 to 7-day charrette. The Public Visioning Charrette typically includes the following components:

##### *3.2.1 Kick-off Presentation*

We begin our Public Visioning Charrettes with an evening kick-off presentation and hands-on event. At the event, the Plan Team gives a short presentation that recaps the baseline analysis presented at the Public Orientation Meeting from task 2, and educates participants on the national best practices in urban design as well as livable transportation, economic development, codes, and success stories from communities working to make themselves more “livable”.

The most exciting part of kick-off will be an interactive mapping session that allows people to come together around a shared vision for the town. The team will create base maps that show the entire city, Senoia Town Center and its surroundings with streets and landmarks marked. We then divide the participants into groups of five to ten people per table/map and give them one or two packages of markers and a table facilitator to help the conversation flow. Each team may have a scribe or note-taker as long as everyone feels comfortable to grab a marker and write whatever they’d like. Tables may be grouped by neighborhood or subject (eg. Main Street, Town-wide transportation, Highway XX, etc.)

We ask people what their vision for the Senoia Town Center is, and to not get hung up on the “How”, but to focus on the “What”. What would you like to see? What would make you want to live here? Visit here? Shop here? Are there obstacles to you being in the neighborhood? Participants identify the important issues associated with future development and preservation and discuss them in small groups.



The Hands-on Exercise ends with a spokesperson from each table coming up to the front of the room and relating what their table discussed in about five minutes or so. The goal of the Kick-Off Session is to begin to forge a shared community consensus and develop a short and long -range vision for the future, both as it relates to the development of the city, and its transportation network.

### *3.2.2 Open Working Studio*

Following the Kick-off Presentation, the Team will set-up an On-site Open Working Studio for the duration of the charrette week. Ideally this is in a location in the center of town where people can stop by where the team has easy access to the area, stakeholders, and residents. While working in the Studio, our team will analyze the information gathered at the kick-off Exercise, initial analysis, and stakeholder interviews in order to formulate the initial concepts for the Town Center Master Plan, mobility plan, and code.

The studio will be open for City Staff, local leaders, elected officials, local stakeholders, steering committee members, and the community will be invited to stop in throughout the week as new issues come to mind and to check on the project's status.

The following activities will occur at the Open Working Studio:

#### A: Steering Committee

The Working Studio is an excellent opportunity to reconvene the Steering Committee. They can discuss the numerous ideas heard from the public and offer additional input. Our team can begin to show how the ideas generated from the public get translated into the plan.

#### B: Technical & Stakeholder Meetings

The Consultant will schedule various technical meetings with both groups that were met with previously and new groups that may become important as the plan details of the plan develops. These meetings will assist in the team's continued understanding of the physical, market, environmental, and organizational forces at work in the Senoia Town Center and provide the team with direct feedback on developing concepts.

#### C: Illustrative Master Plan

Ideas only go so far without understanding the implications of those ideas on the ground in the real world. While in the Studio we will develop an illustrative master plan that includes blocks, streets, buildings, parking, parks, and other urban design elements to show how the many ideas fit together to create a desirable livable place. During this process collaboration will occur between team members that study and test possible alternatives for the Plan.

As part of this work, the team will be testing designs and concepts by sketching and drawing them to different levels of detail. Visualizing change is a key component of our approach. Illustrations can communicate ideas better than words and are valuable tools to test or confirm plan concepts and gather meaningful input. When the planning process is complete, the imagery often lives on, documenting the vision and guiding new growth. Visualizations will include perspective street-level renderings, 3D digital models, aerial views, before- and-after visualizations of change over time, and other graphic representations.

#### D: Coding



The development of the code will happen in tandem with the development of the illustrative plan. Building on the code analysis, members of the project team will explore building development options and possible policies and changes to regulations to allow development of building types that respect and enhance the existing fabric. The goal will be to provide a code that allows for new development to occur that aligns with the plan and is consistent with the existing downtown fabric. Members of the team will identify some of the most representative building types around town and think through the standards that define each.

#### E. Multimodal Transportation Plan

The mobility analysis begun prior to the charrette will be refined while working on site. Our team will ensure the mobility goals are incorporated into the overall urban design to improve streets. Possible solutions to create more connections to other neighborhoods will be explored including additional bike and pedestrian infrastructure, methods to provide more convenient connections to mass transit, and providing additional destinations within the Senoia Town Center. We will also assess the need for pedestrian crossings, multi-use paths, trails, lighting, among others and integrate these elements into the larger transportation plan.

#### F. Market Analysis

During the Open Studio, the economic team will use the prior data and insights as part of the wider charrette and stakeholder conversations to confirm or change initial assumptions. This will be used to refine the solutions to better align with other elements and goals of the Plan. The economic and financial focus is centered around building buy-in and surfacing objections to include only the best supported and publicly acceptable ideas for development concepts and redevelopment ideas into the plan. The analysis developed here will tell us how much and what type of new development to accommodate in the illustrative plan.

#### G: Strategic Branding and Marketing

One of the more innovative components of our proposal is the inclusion of strategic branding expert Shelly Brown, who will lead a discussion on how the character of the town can inspire creativity and drive economic activity. As we develop the code and illustrative plan, it's important that we also think about how these documents can help support a more strategic regional brand with respect to travel and hospitality. Shelly will focus on ensuring that we are telling an authentic and compelling story that will help to attract more visitors, build trust, and leverage new development.

#### H. Placemaking

During the charrette we will assess and identify potential placemaking projects, from public art to programming, that can be included in the Implementation plan section of the final report. Part of our work during the charrette will not only be evaluating physical characteristics, but also partners who will help lead the work.

#### *3.2.3 Open House*

Although our studio is open for whenever anyone wants to drop by, mid-week we will host an Open House where we pin-up our work and invite people to see the plan concepts and offer feedback. The draft illustrative plan and



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visualizations are the easiest items for people to connect with and will be on display. Images will be rough but clear enough to depict ideas to ensure the vision for the community is what people want to see.

### *3.2.4 Work-in-Progress Presentation*

At the end of the charrette the team will present the accumulated work at a “Work-in-Progress” Presentation. Sketches and visualizations will be presented illustrating the district’s hypothetical evolution, depicting areas of growth and retrofit, and presenting initial concepts for implementation. These initial plans and illustrations will demonstrate the vision for the future. A draft of the Illustrative Plan, visualizations of key opportunity sites and initial goals and policies will be introduced and discussed; various methods of community participation (including keypad polling, exit surveys, and small group conversations) will be used to gather feedback on the ideas presented, which will help in the refinement process Phase 4.

Online Polling: Live, interactive polling is often added to our presentations. Tools such as Mentimeter can collect polling results in real-time and display data on a projected computer screen. Folks use their phones to answer questions. The results are immediately sent to and processed by the program, and are presented as part of a slide, allowing the planning team, the City, and the community to immediately understand the many viewpoints and goals of the participants.

#### **Task 3 Deliverables:**

- Consultant shall lead Charrette week coordination, execution and leadership. City to secure location for charrette and public meetings, provide refreshments, and provide printing capabilities for small and large scale documents (photos and maps)

#### **TASK 4: MASTER PLAN, CODE DOCUMENT & TRANSPORTATION PLAN**

The compact, high-energy format of the charrette is designed to make major advances towards the creation of the Master Plan, Code, and Transportation Plan. The Consultant will take the draft drawings and documents created during the charrette and further refine them in the months that follow. We will package the various components of the project for review by the public and staff. We envision two main documents will be created as part of Task 4: the Senoia Town Center Master Plan (which will include both the illustrative plan and the transportation master plan) and the Unified Development Code. Our team will submit a completed Draft Master Plan and Code to City staff for review. The Master Plan will be available on the Senoia website and other media platforms determined as part of Task 1 communications. We anticipate 30 days in our schedule to receive a consolidated set of comments or mark-ups for revisions. There are two rounds of revisions included in this scope.

##### Task 4.1 Town Center Master Plan Report

The Consultant Team will take the preliminary vision established during previous phases and refine it to further match the community’s goals and expectations. The preliminary vision and implementation will be further defined and compiled into a document called the Town Center Master Plan Report. The Consultant Team will refine the 2D Illustrative Plan, and 3D Renderings and Visualizations, created during the charrette for use in the plan document. These graphics will clearly demonstrate and guide the development and conservation principles established by the plan.



The development of the report will include the following 3 components:

Illustrative Plan:

The Illustrative Plan is a drawing that shows how the town will grow over time. It will combine the market analysis, transportation plan, and proposed code to predict what the town might look like in 5, 10 or 30 years. It will present and future land use and urban form within the neighborhood, including new buildings, civic spaces, and street alignments (or realignments). The Illustrative Plan can be used as a tool to guide future development as well as identify areas where existing regulations may need to be updated in order to achieve the desired outcome of the community. We may show one or more scenarios for how development may occur in the town center, and other areas around town to be determined during the project planning process and mutually agreed upon. This is not intended as a legal document, but a way to show how the town may grow over time.

The plan will include detail at a high level about the market analysis and how it connects to the illustrative plan. We'll also include implementation and funding considerations. Identification of funding strategies and partnerships to enable the project vision to be realized. The goal of this summary would be to describe demand for various real estate uses over time to support financial modeling of selected options in neighborhood retail and office uses. And since most real estate demand is ultimately about the people using the property, our demographic estimates would inform all the downstream demand estimates.

We would examine mechanisms to use innovative public-private partnership options that may include, creative ground leases, land for equity swamps, convertible subsidies and other methods of bringing the projects to life. Key among the issues is what level of risk or time commitment the city is willing to support for catalytic projects within the study area

Transportation and Infrastructure Plan:

The Transportation Master Plan will be a city-wide network plan that will recommend a tapestry of context-appropriate transportation types, with a focus on bicycle, pedestrian and micro-mobility connections. The Consultant Team will provide recommendations for new multi-modal transportation connections that create a balance between cars, pedestrians, bicyclists, and other modes of transportation. The plan may suggest new streets and connections to the existing street grid, or identify opportunities to retrofit the existing street network where appropriate. The intent of the network plan is to connect schools, transit, employment centers, residential, and recreational land uses through routes that are comfortable for a wide variety of users. Possible facility types include, but are not limited to:

- Protected On-Street Bicycle Lanes (cycle tracks etc.)
- Neighborhood Greenways (bike boulevards)
- Shared Use Paths
- Micromobility paths
- Pedestrian routes, crosswalks, and intersection improvements

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The network plan will be accompanied by 3-5 street typical sections or site plans that show how these connections can / should be made and will also identify high level costs and descriptions of potential capital improvement projects to be pursued in future phases of work. These may be layered into the Placemaking Project Menu described below, or part of the stand-alone transportation plan chapter in the final report.

As part of this scope, the team will create a plan for both Main Street and Highway XX that look beyond their current configuration in plan and section view.

## Implementation Strategy

The Consultant Team will create an Implementation Strategy that identifies a ‘100 day action plan’ with specific projects or actions the Client can take to advance aspects of the Illustrative Plan and Transportation Plan. The Implementation Strategy will include both placemaking and mobility projects, and identify the responsibilities of various agencies and departments, timing or phasing of projects, associated costs, and resources available based on what the Team learned during the technical meetings. Examples of action plan projects may include:

- Mobility projects such as crosswalks, bike lanes, intersection improvements, trails, etc.
- Placemaking opportunities such as public art, lighting, wayfinding, outdoor dining, etc.
- Public space activation/programming opportunities;
- Tactical Urbanism interventions opportunities;
- Regulatory or operational changes, or partnerships necessary to implement the plan;
- Potential funding sources necessary to implement the plan.

### **Task 4.1 Deliverables:**

- Draft and Final Master Plan report, including Illustrative Plan, Transportation Master Plan and Implementation Strategy chapters and sub-chapters as-needed at the discretion of the Consultant.

### **Task 4.2 Unified development code**

In tandem with the development of the master plan, we will draft the development code. The code will regulate development to ensure high-quality public spaces defined by a variety of building types and uses including housing, retail, and office space. The new code will reflect the ideas represented in the illustrative plan through a regulating plan, building form standards, street standards (plan and section), use regulations as needed, descriptive building or lot types (optional), and other elements needed to implement the principles of functional and vital urbanism and practical management of growth. We will work with you to determine the best way to integrate the code into Senoia’s existing regulatory framework (zoning and land development regulations) in a manner that ensures procedural consistency, meshes with state and local legal requirements, provides clarity as to applicability of existing regulations, and maximizes code effectiveness. The Code will not replace the existing code in its entirety, but will seek to replace only those parts of the code that relate to the town center as defined in collaboration between the Client and Consultant.

### **Task 4.2 Deliverables:**

- Draft and Final Development Code

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## Task 4.3 Additional Outreach

We will identify three (3) community ‘touchpoints’ between the Charrette week and the Task 5.1 Public Unveiling Meeting to gather additional community feedback on the draft Plan. ‘Touchpoints’ may range from pop-up booths at existing community events or a gallery exhibit to fun community bike rides. We want to ensure a wide cross section of the community has the opportunity to engage with the project.

For engagements to be successful they must be authentic and come from the community. In our experience, predetermining programming now does not give the team the flexibility to work with the natural flow of community events and partners. Street Plans’ process for event development and execution involves three main steps. First is the identification of potential partners and existing community events. We want to know who is out there and what is already happening in the community to leverage the passion and energy that exists in the community. Next, we work with partners to come up with creative event themes that align with the existing event schedule and with local capacity. This step also involves the creation of event site plans, budgets, and procurement of any necessary materials or vendors. Finally, we execute the event! This involves decorations, equipment and staffing to make each event a success.

We will circulate the plan to the steering committee and Client following these final outreach efforts. Once a unified set of comments are received, we anticipate 60 days to incorporate edits and comments into the draft plan to create the Adoption Draft. Any comments not incorporated will be identified and discussed with staff.

### **Task 4.3 Deliverables:**

- Three additional community outreach events to be determined as part of the public participation plan

## **TASK 5: ADOPTION MEETINGS**

### Task 5.1 Public Unveiling Meeting

Our team will be on-site to unveil the Adoption Draft to the community. We will walk the community through the details of the plan including key implementation projects and next steps in a public presentation. The meeting may include a question-and-answer session or discussions with the community to ensure people understand the plan.

### Task 5.2 City Council & Committee Presentations

Our team will present the plan to the City Council and other committees as needed for adoption. We will be available to answer any remaining questions or concerns members of the planning board or the public may have.

### Task 5.3 Project Close-out

Once the project is approved our team will transmit all digital files including editable files of the plan, illustrative plan, renderings, and models in an organized manner. We will host a final meeting with the Client to discuss what went well with the project, how things may have been improved, and next steps towards plan implementation.

### **Task 5 Deliverables:**

- Public Meeting to Unveil Draft Plan
- Presentations to City Council and Others as needed

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## Attachment B FEE SCHEDULE

<i>Task</i>	<i>Street Plans</i>	<i>Canvas Planning</i>	<i>Village Green</i>	<i>Shelly Brown</i>	<i>Expenses</i>	Total by task
<b>1 PROJECT MANAGEMENT</b>						<b>\$28,000</b>
1.1 Project Kick-off Meeting	\$500					
1.2 Public Outreach and Participation Plan	\$1,500					
1.3 Project Management	\$10,000	\$3,000				
1.4 Steering Committee Meetings	\$10,000	\$3,000				
<b>2 INITIAL ANALYSIS &amp; SITE VISIT</b>						<b>\$26,500</b>
2.1 Data Collection, Existing Documents Review & Existing Conditions Analysis	\$2,500	\$2,500	\$7,500			
2.2 Site Visit & Public Orientation	\$7,500	\$1,500				
2.3 Website creation + Marketing Materials	\$5,000					
<b>3 PUBLIC VISIONING CHARRETTE</b>						<b>\$54,000</b>
3.1 Pre-Charette Logistics	\$5,000					
3.2 Charrette	\$28,000	\$4,500	\$2,500	\$2,000	\$7,000	
2.3 Marketing materials	\$5,000					
<b>4 MASTER PLAN, CODE DOCUMENT &amp; TRANSPORTATION PLAN</b>						<b>\$129,500</b>
4.1 Draft Plan	\$35,000		\$5,000			
4.2 Unified Development Code	\$50,000	\$19,000				
4.3 Additional Outreach	\$15,000				\$5,500	
<b>5 ADOPTION MEETINGS</b>						<b>\$12,000</b>
5.1 Public Unveiling Meeting	\$5,000	\$500				
5.2 City Council & Committee Presentations	\$5,000	\$1,000				
5.3 Project Close-out	\$500					
Total by Firm	\$187,500	\$35,000	\$15,000	\$2,000	\$12,500	
<b>Grand Total</b>	<b>\$250,000</b>					