



March 17, 2014

Revised April 2, 2014

Ms. Alice Wakefield
Director of Community Development
City of Roswell
38 Hill Street
Roswell, GA 30075

Re: Task Order: East West Alley Master Plan

Dear Ms. Wakefield:

Pond & Company (Pond) is pleased to submit this proposal for design services for the above referenced project. These services will be performed as a task order under the Standby Engineering Design Services contract currently held by Pond with the City of Roswell Transportation Department. Based on discussions with you, Pond will prepare a corridor master plan for the purpose of improving connectivity and to build upon the success of the walkable village concept of Canton Street while preserving the historic character of the area. **The Master Plan will be divided into primary and secondary focus areas based on the current level of service along each corridor. The primary focus area consists of predominately undeveloped streetscape connections and includes the following corridors: East Alley, West Alley and Webb Street from Canton to Mimosa Boulevard. The secondary focus area consists of predominately developed streetscape connections (with the exception of Webb Street) and includes the following corridors: Elizabeth Street, Mimosa Boulevard between Webb and Magnolia, and Canton Street between Norcross and Elizabeth.** The East West Alley Master Plan Boundary Map, Exhibit A, is attached for reference to limits of work.

Using City provided documents including but not limited to the Unified Development Code, the Design Guidelines and GIS topographic and boundary maps, Pond will review existing conditions and any future developments planned within the study area to **evaluate walkability and infrastructure demands on a master plan level.** Specific items to be addressed by Pond are access, mobility, aesthetics, utilities, parking and wayfinding with a key focus on urban sustainability. **The City will assess stormwater management needs separately through the City's Public Works Department Standby Engineering contract. However, Pond will coordinate with the Public Works Department and their Standby Engineer on stormwater master planning recommendations and will integrate improvements in the overall master plan as necessary to provide an integrated approach.** Each corridor will be developed into a cohesive streetscape master plan including typical sections, site concept plan enlargements and a site materials palette. **A greater level of attention will be required for the primary focus area corridors due to the predominately existing undeveloped streetscape conditions.**

East West Alley Master Plan

The East West Alley Master Plan will be developed in a three-step process as follows and further described in the Professional Services section below:

1. Inventory, Analysis and Goal Setting
2. Design Charrette
3. Master Plan Development

PROFESSIONAL SERVICES:

Pond will perform the tasks described below as follows:

Task 1 –Inventory, Analysis and Goal Setting

- a) Meet with City staff to kick-off the project, review the scope of work, discuss the design process, and review planned developments within the study area. During this meeting, gather data from City staff that will aid in the development of the corridor master plan. Identify implementation and maintenance requirements for the purpose of developing a cohesive streetscape network.
- b) Visit and photograph the project area and develop a site inventory for each corridor using the base maps provided by the City. Base maps will need to include property boundaries, building footprints, curbs, steps, topography, utilities, and any visible structures within the project area.
- c) Review local and state design controls related to functional and aesthetic improvements.
- d) Review and prepare an assessment of the collected data. Develop an issues and opportunities map and a written summary of findings with photographs of existing and potential proposed conditions.
- e) Re-visit the study area to field truth the assessment and make adjustments to the map and summary.
- f) Meet with City staff to review the assessment.

Deliverables for Task 1 will consist of the following documents in PDF format:

1. Written summary assessment of existing conditions and planned developments that will aid in the development of the corridor master plan.
2. Graphic Plan identifying issues and opportunities.
3. Meeting Minutes from staff meetings.

Task 2 –Design Charrette

A Design Charrette is an intense, time focused event that is renowned for building public consensus and support, and is a key phase in the master planning process. The goal of the charrette will be to develop a concept plan based on input from the community. The steps are outlined below.

- a) Meet with City staff to develop the charrette format, list of attendees, logistics and charrette materials. Attendees should consist of up to 40 members from the study area including land/business owners, representatives from the DDA, DRB, HPS and City Council, community leaders, City staff and residents, where applicable.
- b) Prepare charrette materials and presentation boards.
- c) Facilitate a full day design charrette preferably at a civic space located adjacent to Canton Street for the purpose of walking the corridor prior to developing concepts.
Pond will staff the charrette with 3 team members including a Landscape Architect, Planner and Civil Engineer. Our lead planner who is experienced in public participation will lead the charrette.
- d) Compile the results of the charrette and further refine the concept plan by back checking codes, guidelines and City input.
- e) Meet with City staff to review the refined concept plan prior to taking it to the master plan level.

East West Alley Master Plan

Deliverables for Task 2 will consist of the following documents in PDF format:

1. Summary report of preferences for corridor improvements compiled from the design charrette.
2. Concept Plan developed from the design charrette.
3. Meeting Minutes from staff meetings.

Task 3 –Develop Corridor Master Plan

- a) Prepare draft corridor master plan including a cohesive streetscape plan with concept plan enlargements, typical sections, a site materials palette and opinion of probable cost.
- b) Meet with City staff to review the draft corridor master plan and address comments.
- c) Present the revised draft corridor master plan to the Design Review Board and address comments.
- d) Present the draft corridor master plan to Mayor and City Council at a Work Session.
- e) Meet with City staff to review City Council comments.
- f) Address comments and issue final corridor master plan for adoption or acceptance.

Deliverables for Task 3 will consist of the following documents in PDF format:

1. Draft Corridor Master Plan.
2. Revised draft Corridor Master Plan (up to two rounds of revisions)
3. Opinion of Probable Cost.
4. Final Corridor Master Plan including the following computer generated presentation graphics:
 - a. One plan view rendering composite of all corridors within the study area,
 - b. One 3-dimensional sketch-up model of proposed street improvements,
 - c. One typical section and one conceptual plan enlargement for each corridor
 - d. Photographic imagery of installed examples, and
 - e. Cut-sheets of proposed site materials.

Total Meetings/Site Visits Provided:

Task 1:

- Project kick-off meeting with City staff
- 2 Site visits/site inventory visits
- review meetings with City staff

Task 2:

- 2 review meetings with City staff
- Design Charrette

Task 3:

- 2 review meetings with City staff
- 1 review meeting with Design Review Board
- 1 presentation to Mayor and City Council at work session

ASSUMPTIONS / QUALIFICATIONS:

The fee for the work described above is based on the following assumptions:

1. All work products will be based on existing conditions data provided by the City. Field and office Investigations for topographic, boundary and utility surveys are not provided under this agreement.

East West Alley Master Plan

2. Pond will review existing parking, traffic and transportation studies provided by the City developed from previous master planning efforts. No additional engineering studies will be provided under this agreement.
3. Construction Plans are not provided under this agreement.
4. Locations for wayfinding will be identified. However, graphics and sign standards are not provided under this agreement.
5. One opinion of probable cost will be provided at the Master Plan phase.
6. Additional meetings can be provided and billed on an hourly basis upon request.

PROFESSIONAL FEES:

Pond proposes to accomplish this work including all labor, travel and materials for a lump sum fee. The fee for the Primary and Secondary Focus Area Corridors are itemized below:

Primary Focus Area Corridor Scope (predominantly existing undeveloped streetscape connections)	\$44,000*
Secondary Focus Area Corridor Scope (predominantly existing developed streetscape connections with the exception of Webb Street)	\$22,500**
Lump Sum Fee:	\$66,500

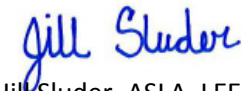
** The fee for the Primary Focus Area Corridor Scope includes all meetings, site visits and the design charrette required to develop the Master Plan. **The fee for the Secondary Focus Area Corridor Scope includes the development of the secondary corridor improvements only and assumes the effort will be performed simultaneously with the primary scope tasks.*

A six-month project schedule is anticipated from Notice to Proceed to Issuance of Acceptance or Adoption.

If this proposal is acceptable, Pond & Company is available to begin work immediately. If you need any additional information, please feel free to contact me at (404) 748-4828 or at sluderj@pondco.com.

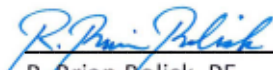
Sincerely,

POND & COMPANY



Jill Sluder, ASLA, LEED® AP
Project Manager

SUBMITTED BY:
POND & COMPANY


R. Brian Bolick, PE
Vice President / Principal

ACCEPTED BY:
CITY OF ROSWELL

Alice Wakefield
Director of Community Development