



CITY OF DALTON, GA

GATEWAY FEATURES - DESIGN CONSULTING

DECEMBER 6, 2024



December 6, 2024

P. Andrew Parker, P.E.
City Administrator
City of Dalton, GA
PO Box 1205
300 W. Waugh Street
Dalton, GA 30722

RE: City Gateway Feature – Design Services

Mr. Parker

Confluence is pleased to submit the following proposal to City of Dalton, GA for design services related to a city gateway feature. Following is the outlined service list proposal with attached fees. The detailed scope of work is outlined in the “scope of services” section below (Section II).

I. Understanding

Confluence understands the intent of this agreement is to consider various design options for a city gateway feature program. The intent of this gateway program is for an initial placement at corner of Walnut Ave and Thornton Ave (to replace the existing sign) with additional consideration for placements adjacent to a rail line and other city limit entry points. Our goal is to develop a concept for this program with consideration of the following:

- Clearly identifies the City of Dalton and is promoting the new brand
- Creates a strong sense of place
- Utilizes materials and design aesthetics inherent in the community (Contextual)
- Sets scale that is appropriate for the roadway (consider vehicular experience)
- Generates community pride

II. Scope of Services

- **Phase One: Programming / Concept Design**
 - Review existing conditions around Dalton to collect photos and site information
 - Kickoff discussion with owner to obtain any relevant requirements, insight to future development and land ownership/easements.
 - Assemble Signage Location Plan (SLP) identifying gateway feature placements
 - Development of high-level conceptual approach to design solutions
 - Primary Gateway Feature
 - Secondary Gateway Feature
 - Preliminary budget allowances to each design option

- Owner may select one (1) conceptual approach to proceed to Phase 2
 - *MEETING #1 - Concept Design & Programming Review*

- **Phase Two: Design Development**
 - Based on comments/selected concept approach from Meeting #1, Confluence to refine design work (This is Revision #1) for presentation to Owner. This presentation will include:
 - Revised SLP
 - Updated and developed design views including computer modeling into photographed locations
 - Revised budget allocations based on design approach
 - *MEETING # 2 - Design Development #1 Presentation*

 - Based on comments from Meeting #2, Confluence to refine design work (This is Revision #2) for presentation to Owner. This presentation will include:
 - Final SLP
 - Final design documents inclusive of all locations elevated to scale, sketch-up model views (rendered), etc. to fully communicate design intent
 - Final budget allocations based on design approach
 - *MEETING # 3 - Design Development #2 Presentation*

- **Phase Three Pricing Documents**

Develop pricing submittal narrative package based on final design shown in Meeting #3. If additional revisions are required at this point, they will be administered via updates in pricing narrative set or an additional service charge (depending on significance of revision). Pricing Narrative to include:

 - Final SLP outlining graphic placements & quantities
 - Narrative design intent drawings outlining all necessary materials, finishes, typestyles, dimensions, etc. necessary for final price quote
 - Procurement of competitive pricing quotes from qualified fabrication contractors

- **Phase Four: Production Artwork & Construction Administration**

Coordination with the selected fabrication contractor relative to production and installation. Responsibilities to include:

 - Produce vector artwork required for contractor to produce CNC files
 - Review and alignment of schedule
 - Review of all contractor shop drawings
 - Review sample submittals (max 3 rounds of review)
 - Review and response to all contractor RFI's
 - Punchlist walk and follow up report

III. Compensation

Design fee for design services listed below is payable to **Confluence Enterprises, LLC** and will be billed percentage complete per month as follows:

Design Tasks	Fee
Phase 1: Programming / Concept Design	\$7,500.00
Phase 2: Design Development	\$2,750.00
Phase 3: Pricing Documents	\$3,500.00
Phase 4: Production Artwork & C/A (See Note 1)	\$2,500.00
Reimbursables (3%)	\$450.00

Total	\$16,700.00
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Invoices are due and payable 30 days from date of invoice.

Out of pocket reimbursable expenses are included as noted. Reimbursables include any necessary out-of-pocket expenses primarily related to local travel mileage and parking but may include but not limited to: travel outside of Metro-Atlanta, mock-ups, materials and supplies, copies/fax, prints, mock-up materials, in-house comp scans, typography, printing, long distance travel or any other incidental expenses incurred in connection with project responsibilities. Any additional reimbursable expenses must be approved in writing by owner of this agreement.

Note 1: *Ph4/Construction Administration fee can shift based on fabrication contractor selection. Confluence to provide a graded contractor matrix of Tier 1 thru Tier 4 vendors for possible pricing submittal. C/A fee noted assumes solicitation of Tier 1 contractors. If Tier 2 thru Tier 4 are selected, a multiplier will be assigned according to the grading scale.*

Assumptions/Scope Notes:


- All meetings to take place via screenshare.
- Deviation from the scope outlined in this agreement may require additional service fees.
- This project will utilize existing brand assets provided by the client relative to project branding (i.e. logo). This scope does not include additional brand development.
- Additional meetings requested by the owner in addition to what is outlined in the scope above may require additional service fees.
- This scope includes one (1) execution phase for CA. If the owner elects to break the execution into future phases, CA services for future phases are not included.
- This scope does not include negotiation with any third-party property owners.
- This scope does not include any DOT permitting or submittal (if gateway locations are on DOT ROW). Any DOT coordination would be covered under a separate hourly agreement.
- This contract may be terminated by either party upon written notice. Confluence will be compensated for all work performed and/or reimbursable expenses incurred prior to receipt of written notice. In the event of cancellation, ownership of all copyrights and the original artwork shall be retained by Confluence Design Consulting until receipt of payment in full. Terms of this agreement are valid for 60 days from substantial completion of documents unless otherwise stated in agreed upon project schedule. This scope covers design services only.

- Any required permits are not included as industry standard is for fabricator/installer to pull required permits as they hold liability on production/installation.
- This agreement covers design intent only. Any required engineering to be provided by others. This agreement does NOT include structural engineering or otherwise.
- This does NOT include actual costs for any construction, production or installation. This agreement covers design services only.

IV. Acceptance

Execution and return of the enclosed copy of this proposal for design services shall constitute acceptance by Client of the terms outlined herein. I look forward to working with you on this project.

Best regards,

A handwritten signature in black ink, appearing to read "W. Todd Vaught", written over a horizontal line.

W. Todd Vaught
Dba/Confluence.

Accepted and Approved for City of Dalton, GA by:

Signature & Date

Printed Name & Title

GAINESVILLE

