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March 10, 2020

Mr. Jason Parker
The City of Dalton
City Manager
300 West Waugh Street
Dalton, GA 30720

REFERENCE: **The City of Dalton – Walnut Avenue & Rocky Face**

Mr. Parker,

Goodwyn, Mills and Cawood, Inc. (GMC) sincerely appreciates the opportunity to present this proposal to provide Professional Design and Planning services to the City of Dalton. This is an exciting opportunity for the city and one that will have a positive impact on the future of the community and enhance the vitality of the community!

This proposal is developed from our three previous meetings and subsequent discussions. We have developed this proposal as a menu and we are certainly willing to perform all or a portion of the services describe within. Further, we are flexible to adjust the scope and approach based on the preferences of the city.

PROJECT APPROACH

Overview: The GMC team believes it is in the best interest of the City of Dalton to invest time at the beginning of the project to capture all of the ideas of each member of city leadership and the key stakeholders. From this effort specific projects and action items will be developed to ensure immediate progress is realized by the City of Dalton. Our team is recommending a Four Step process.

Step #1: Kick-off Meeting with City Leadership

Description: The GMC team will meet with the city leadership to establish general parameters of the planning, redevelopment and beautification scope at Walnut Avenue and Rocky Face interchanges. Further, the team will discuss the appropriate stakeholders to attend each meeting outlined in Step #2.

Step #2: Vision and Goals

Description: GMC will lead the City of Dalton and the stakeholder's team through a vision and goals process to establish the purpose and desired outcomes of each interchange and development region. The team will conduct two separate sessions focusing on each interchange separately - each session will take one day. After these sessions, GMC will process the information discussed and begin developing scope for specific projects, zoning code recommendations, regulatory agency coordination, ordinance adjustments and a list of action items required from the vision of the team.

Step #3: Schematic Design

Description: The GMC team acknowledges the City of Dalton's desire to not simply plan, but have specific projects that can be advanced forward. The GMC team will work to develop schematic design (30%) documents for specific projects identified during the visioning and goals process. These projects could include streetscape, new roads, intersection improvement, interchange beautification, code / zoning changes, land planning and other similar projects. The purpose of schematic design is to allow projects to be advanced to a realistic phase while protecting the community from a significant investment before project



viability can completely be established. From our initial discussions we acknowledge the following projects that are desired by the City of Dalton team:

- A. Exit 333 Interchange Beautification and Bridge Improvement
 - GMC will design landscape improvements within the greenspace of the interchange and present options for improving the aesthetics of the bridge. This effort will include a survey for base mapping and design.
- B. Exit 336 Interchange Beautification and Bridge Improvement
 - GMC will design landscape improvements within the greenspace of the interchange and present options for improving the aesthetics of the bridge. This effort will include a survey for base mapping and design.
- C. Walnut Avenue Streetscape
 - Exit 333 Interchange to Dug Gap Road
 - Exit 333 to Dalton Convention Center
 - Landscape Improvement
 - Traffic Study
 - Survey
 - Lane Reduction Analysis & GDOT Coordination
- D. Market Street Streetscape
 - Landscaping Improvements & Lighting
 - Survey
- E. Congestion Relief Rear Access Road
 - Road Routing and Profile
 - Congestion Relief Analysis (See Walnut Traffic Study)
 - Survey
 - Environmental Impact Assessment
- F. Rocky Face Land Use Plan
 - There is more land available for development in this area and a more wholistic approach is recommended. Compared to Walnut Avenue where the development is more clearly defined and specific improvements are desired.
- G. Walnut Avenue Ordinances and Zoning Language
 - There is certainly a desire to address several items at Walnut Avenue. Specifically, signage, curb cuts and other zoning items.

Based on these projects, and others identified, GMC will work to deliver the schematic design to the City of Dalton and stakeholder team. This will include a cost estimate for construction and completion of design / construction inspection.

Step #4: Final Document Delivery

The GMC team will provide a summary document of the vision and goals session, schematic design of specific projects identified (includes presentation quality visuals), action items to complete projects and estimated budgets and schedules for each project. Further, GMC will assist the city in the general coordination of initiatives and pursuing funding / grant sources to support the vision of the City of Dalton.



COMPENSATION

Based upon our experience with similar projects, lump sum compensation is proposed below. If desired, GMC can provide hourly rates for additional work desired by the City of Dalton.

Step #1: N/A

Step #2: \$55,000

Step #3:

- 3A: \$28,500
- 3B: \$28,500
- 3C: \$72,000
- 3D: \$20,500
- 3E: \$85,500
- 3F: \$15,000
- 3G: TBD based on desired scope and detail.
- 3Additional: other projects identified during the visioning sessions will be presented to the City of Dalton leadership team for their approval of scope and fee.

Step #4: \$20,000

Reimbursable Expenses

Typical reimbursable expenses (reproduction, travel and postage) are included in the fee provided below. Expenses out of the ordinary will be discussed with the City of Dalton before a cost is incurred or an invoice sent from GMC.

Professional Models and Renderings

Costs of any professional models, renderings and three-dimensional computer modeling authorized by the Owner will be considered a Reimbursable Expense.

Payment Schedule

Monthly Based on Progress

FORM OF AGREEMENT

Signed Letter

PROJECT DELIVERY METHOD

To be determined.

SCHEDULE

Our team believes that the planning, 30% design and summary presentation could be completed by the end of June 2020. This assumes starting the stakeholder meetings by the end of March 2020 / early April 2020 and a reasonable number of projects expected to be delivered at 30% design. Further, our team is available to explore code and zoning issues within this schedule. Specific items related to form based code or other detailed project requests could extend the schedule of specific action items.

KEY PERSONNEL

The following are project personnel and job-related titles.

- Jim Teel - Project Director
- Courtney Reich, AICP - Planning Director
- John Bricken, LA - Landscape Architect
- John Averrett, P.E. - Electrical Engineering
- Bryant Poole - Transportation & GDOT Coordination
- Brittany Israel, P.E. - Environmental
- Kristin Nicholson - Utility Coordination



The GMC team enthusiastically looks forward to participating in this significant project and welcomes an opportunity to discuss any additional concepts or thoughts you may have regarding this Proposal. Once you have had a chance to review this, please let me know if you have any questions.

Sincerely,

Jim Teel
GOODWYN, MILLS AND CAWOOD, INC.
Regional Vice President - Georgia

Approved by:

Jason Parker
Manager
City of Dalton