

August 11, 2022

Mr. Branden Whitfield
Loganville City Council
Chairman Economic Development Committee
770-668-6564
bwhitfield@loganville-ga.gov

Subject: Loganville Main Street District Mini Design Charrette Proposal

Dear Mr. Whitfield:

Project Understanding

We understand that the City of Loganville is interested in the opportunity for a Mini-Design Charrette to address city priority issues of redevelopment in the Main Street District. Following the charrette, the City is interested in implementation services to see the redevelopment opportunity achieved. Sizemore Group is honored to provide the following proposal that outlines our mini-design charrette process and associated fees. We welcome the opportunity to assist the City of Loganville.

Our Mini Design Charrette Approach:

Our Mini Design Charrette quickly tests ideas and plants the seeds of solutions by offering that first step toward progress and advancement of an idea. Our knowledgeable and creative MDC teams include highly trained professional Planners, Designers and Architects able to offer integrated ideas toward your organization's higher purpose, all in a manner that can be completed that day. More information on the MDC process is provided in Attachment B. Following are the steps recommended to achieve a successful MDC. Step 6 provides more information on post-charrette implementation services.

Step 1. Client Kick-Off and Goal Setting – A goal setting session with the client will kick-off this exciting process. We will meet with the client for a 2-hour session to discuss vision, goals, aspirations, and what will help make this a successful process.

Step 2. Stakeholder Interviews – We will work with the City to identify key stakeholders to interview to help us best understand the study area - constraints, issues, and opportunities, as well as experts in implementation. Interviews are proposed to occur over a 1-day period and be conducted virtually.

Step 3: Preparation for the Charrette – we will coordinate with the City to receive base information, images of the study area, plans of existing utilities, topography, historic sites, sacred grounds, streams, wetlands, land use, zoning, and other features that may affect the planning process. The Sizemore team will prepare base information for the charrette. This includes analyzing data, case studies, program elements and preparing the charrette agenda.

Step 4. Mini-Design Charrette (1-Day) – The following planning team members will attend the charrette:

- Bill de St. Aubin (CEO, Sizemore Group – Architecture and Planning)
- Deanna Murphy (Director of Planning, Sizemore Group – Architecture and Planning)
- Nick Miller (Planner/Project Manager, Sizemore Group – Architecture and Planning)
- Nishant Ostwal (Planner/Urban Designer, Sizemore Group – Architecture and Planning)

Step 5. Post Charrette – At this stage, Sizemore Group will refine the site plan as developed during the charrette. Sizemore will create a PowerPoint with images/graphics developed during and post the charrette. Up to 2 revisions to the site plan will be provided.

Add Alternative: Step 6. Economic Development On-Call Services – Following the charrette process, Sizemore Group will provide implementation services to redevelopment of city owned property in downtown. Specifically, our team will develop a strategic plan towards implementation of downtown redevelopment; guide the city and assist in implementing programs, incentives, grants and other tools (local, state, and federal) to attract development to downtown; network and coordinate meetings/visits/ events with the development community to engage the right development team; assist in creation of RFP/RFIs as appropriate. This is proposed to be accomplished with a monthly allowance, inclusive of 35 hours per month. Implementation services are renewable every 3 years.

Fees

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|---|-----------------|
| Step 1. Client Kick-off and Goals Setting | \$1,500 |
| Step 2. Stakeholder Interviews | \$5,000 |
| Step 3. Preparation for Charrette | \$5,000 |
| Step 4. Mini-Design Charrette | \$7,000 |
| Step 5. Post Charrette | \$6,000 |
| TOTAL Steps 1-5 | \$24,500 |
| Add Alternative: Step 6. Implementation | \$5,000/month |

Value Add Services/Additional Fees:

1. Market Analysis
2. Specialty Consultants
3. Additional Meetings
4. Additional hourly implementation services
5. Program Management (fee as a percentage of development value)
6. Development Services (in particular on city owned property)
7. Additional economic development services

APPROVED BY COUNCIL

9-15-22
COUNCIL DATE



Reimbursable

Reimbursables include mileage, food, lodging, printing, etc. Reimbursable are not included in the above fee.

Schedule – MDC is estimated at 1 month. Implementation services are estimated at 3 years.

If the terms of this agreement are acceptable to you, please indicate your acceptance by signing below and return one original copy to Sizemore Group with a retainer check of \$5,000.

Please feel free to contact us if you have any questions. Sizemore Group appreciates the opportunity to submit this proposal and we are ready to start work. Thank you again for this exciting opportunity. We are open to alternative approaches to alter our services with your resources and aspirations.

Thank You,
Sizemore Group

William J. de St. Aubin, AIA, LEED AP
CEO



City of Loganville