

Loganville Design Charrette

8.11.22



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

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

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

Attachment A

Terms and Conditions

Reimbursable expenses will be billed at 1.1 times cost and include reproduction cost, GIS Data, travel (food, lodging, mileage).

Our invoices are billed monthly on an hourly basis or as a percentage complete for the fixed fee rate as described herein. Invoices are due within 30 days of receipt. A late payment will be assessed at one and one-half (1.5%) per month. Payment not received within 90 days will result in a lien.

We will utilize the standard AIA Contract Document for Architectural services. Upon completion we will provide complete architectural services for 7% net architectural services dependent on the size and complexity of the project.

Proposed Net Fees – Net fees include work performed by Sizemore Group under current scope and within our area of expertise as Architects, Planners, Interior Designers and Project Managers.

Our team includes market analysis and landscape experts to contribute to our team's expertise as needed for the specifics of this project.

Additional Services in scope of work as needed:

- Design Guides
- Project Management
- Re-zoning support
- Additional Meeting's with City, County and other outside groups
- Professional Watercolor (add \$2,500 per rendering)
- Civil Engineering
- Market Analysis
- Landscape Architecture
- Building Engineers
- Detailed Building Programing and Pricing
- Legal Counsel
- Traffic Engineering
- Detailed Costing Services
- Sustainable certifications
- Additional types, sketches and scope changes out of sequence
- FF&E
- Tenant Layout and Design Services
- Detailed Interior Design
- Land Survey
- Environmental Testing and Surveys
- Building Engineers
- Specialty Consultants like kitchen, lighting, acoustic, FF&E, Audio Visual
- Detailed 3D printed models, renderings, or animation
- Additional client/stakeholder meetings beyond meetings identified above

Attachment B

MDC - Mini-Design Charrette



Context: Many clients have aspirations, issues and concerns that they'd like to address, yet don't have the time or capital to delve deeply into the issue, identify problems, and work with a consultant for months to discover potential solutions. Without the time to delineate a potential opportunity, acquiring implementation resources can be very difficult. The process just to hire a highly qualified Professional to conduct a detailed study is often time consuming and prohibitive.

Examples: A City Deputy has a park with an old house they are curious to see if they could turn into an events facility through adaptive re-use. A City manager has 7 acres for a fire station and wonders if they could locate the City Hall, Public Safety and Municipal Courts on the site in a manner to foster a New Town Center, which would be a huge benefit to the city. A college campus dreams about different sustainable systems and wonders what options will best suit their needs. Another campus has traffic flow, parking and image issues at the intersection of two adjoining campuses and wonders how it could work better. A community wishes someone would review a development proposal to develop options more compatible with the surrounding neighborhood and design guides. A CEO imagines what would be possible if they had a more inviting entrance and an adjacent Innovation Center. A Community Improvement District wishes they had a quick concepts sketch for an inviting trail head facility.

Finding full funding within procurement constraints and building support to move forward with these initiatives is often a challenge given competing interests for time and money. Many of these projects may get pushed aside for other low-hanging fruit activities or the day to day grind.

Our Innovative solution: We now offer, for a fraction of the normal time and funds, a one day Mini-Design Charrette (MDC) to bust through operational barriers to help organizations quickly test ideas and plant 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.

Our MDC Approach begins with understanding the client's goals, concerns and aspirations as well as the facts surrounding the situation. We will work with you to identify potential stakeholders to involve, and what funding sources may be available for implementation. We will then analyze the available facts and explore alternatives to meet your needs and aspirations. Often, more ideas will be developed than can possibly be implemented or funded. We will then help set priorities within known funding requirements to chart a path forward. Throughout the day, our process will uncover challenges and outstanding issues. All of the above will be documented in a Power Point deliverable at the end of the day. A sample one day MDC, as tailored for a client, is attached.

MDC results can be used to attract implementation funds and inspire follow up steps. These small MDC moves also show stakeholders how serious the organization is about positive change.

When ready, we highly recommend that you share your dreams and challenges with us and engage Sizemore Group in a one day MDC to advance your organization today!

Attachment C

Firm Profile, Resumes, and Case Studies



Sizemore Group is dedicated to sustainable architecture that serves the common good and sparks inspiration and motivation. The Atlanta-based architecture and planning firm is uniquely designed to lead projects from conception to completion, with services including planning, community engagement, placemaking, visual programming, facilities assessment, new building design, renovations/additions/reuse, and interior design. With a multifaceted team of experienced project managers and tenured design principals, Sizemore Group has the unique ability to provide a personalized and tailored approach to reflecting the client's vision while maintaining traditional principals rooted in the fundamentals of design.

We specialize in projects that improve communities across the nation (such as town centers, K-12 education, higher education, civic, and religious facilities) and has designed many notable spaces and places that seamlessly integrate into the fabric of communities improving its quality of life.

Bill de St Aubin, AIA

Principal in Charge



President

Lambda Alpha

International Atlanta

Chapter – 2020-2021

Founder CNU Atlanta

Chapter

SPLOST Oversight

**Committee Cobb
County**

2021

Guest Speaker:

**Georgia Institute of
Technology – KSU,
ULI,**

**CNU, GPA, APA,
Georgia**

Forestry Association

William de St Aubin, ‘Bill’ is the CEO of Sizemore Group and leads the charge in business development at Sizemore Group complex sustainable environments. His process is to collaborate in an open manner with multi-disciplined teams to assure aspiring sustainable projects and studies are completed within constraints of the market. He directs each project or town plan to realize the highest aspirations of the community. The results are sustainable environments which provide a sense of heritage, civic pride and stronger sense of community. Often these projects and studies are catalysts for the redevelopment of an entire urban/suburban district. A partial list of his experience follows.

- AeroATL Greenway Plan (AWARD WINNER)
- Alpharetta 10-Year Master Plan
- Cherokee County Bells Ferry Corridor LCI Master Plan
- City of Adairsville Master Plan
- City of Atlanta / Cobb County Howell-Veterans Memorial Corridor LCI Master Plan
- City of Atlanta Greenbriar Mall Town Center LCI Update
- City of College Park Six West Master Plan
- City of College Park Activity Center LCI
- City of East Point City Hall Master Plan and Design
- City of East Point LCI Master Plan
- City of Forsyth LCI Master Plan
- City of Kennesaw Town Center LCI Master Plan (AWARD WINNER)
- City of Marietta – Envision Marietta LCI Update
- City of Peachtree Corners Arts & Culture Master Plan
- City of Sandy Springs Roswell Road Corridor LCI Master Plan
- City of Smyrna Spring Road and Concord Road LCI Master Plans
- City of Woodstock Highway 92 Corridor LCI Master Plan
- Clayton County Mountain View Master Plan
- Clayton County Old Dixie Master Plan
- Crabapple Master Plan
- Cumberland CID TOD Framework Master Plan (AWARD WINNER)
- DeKalb County Medline LCI Master Plan (AWARD WINNER)
- DeKalb County Stonecrest Master Plan (AWARD WINNER)
- DeKalb County Town Center LCI Master Plan
- Duluth Town Center Master Plan (AWARD WINNER)
- Etowah Master Plan
- Fairburn Creative Placemaking Master Plan
- Fort Mac LCI & Tyler Perry Studios Master Plan (AWARD WINNER)
- Fulton County Public Art Master Plan
- Jimmy Carter Boulevard LCI Corridor Master Plan
- Johns Creek Town Center Master Plan
- Perimeter Center CID’s 10 year LCI Master Plan Update
- Town Center Area CID LCI Master Plan
- Tucker-Northlake CID LCI Master Plan

Deanna Murphy, AICP

Director of Planning & Urban Design



Deanna Murphy is an urban designer, planner, and architectural designer who has been working to enhance our cities through community-oriented place-making and sustainable design over the last 18 years. Her experience in the private, non-profit, and public sectors including a variety of positions within the Georgia Conservancy, and the City of Atlanta has given Deanna a thorough understanding of the complexities and the priorities of municipalities. Deanna's ability to discover creative solutions to complex problems for clients is reflected in her capability to lead and manage a project team and its efforts to complete a project within budget and time constraints without reducing the quality of design. Deanna's passion for tactical urbanism led her to become the co-founder of PopATL, a tactical urbanism brain-trust that works to create excitement and possibilities through temporary installations that highlight ways to improve our "everyday" spaces.

EXPERIENCE

18 years

EDUCATION

Master of Architecture

Master of City & Regional Planning

Georgia Institute of Technology, Atlanta, GA,

Bachelor of Science in Architecture

University of Michigan, Ann Arbor, MI

LEADERSHIP

2016 and 2021 alumni of Art Leaders of Metro Atlanta (ALMA)

2019 alumni of ULI Center for Leadership (CFL).

MEMBERSHIPS

American Planning Association

Georgia Planning Association

Select experience includes:

- AeroATL Greenway LCI Plan (AWARD WINNER)
- Atlanta Regional Commission Community Development Assistance Program, On-call Planner
- City of Adairsville Master Plan
- City of Atlanta District 12 Neighborhood Plan
- City of Atlanta Greenbriar LCI
- City of Atlanta Greenbriar Mall Town Center LCI Update
- City of Bremen I-20/US27 Corridor Study
- City of College Park Airport City Master Plan
- City of College Park Six West Master Plan
- City of Fairburn Redevelopment Plan
- City of Hapeville Comprehensive Plan Update & LCI Master Plan (AWARD WINNER)
- City of Kennesaw Town Center LCI Master Plan (AWARD WINNER)
- City of Marietta – Envision Marietta LCI Update
- City of Peachtree Corners Arts & Culture Master Plan
- City of Smyrna Spring Road and Concord Road LCI Master Plans
- City of Woodstock Highway 92 Corridor LCI
- DeKalb County Medline LCI Master Plan (AWARD WINNER)
- DeKalb County Stonecrest LCI Master Plan (AWARD WINNER)
- Etowah Master Plan
- Fairburn Creative Placemaking Master Plan
- Fort Mac / Oakland City LCI Master Plan (AWARD WINNER)
- Jimmy Carter Boulevard LCI Corridor Master Plan
- Reimagine Greenbriar LCI Major Plan Update
- Smyrna Spring Road Corridor LCI Master Plan
- Town Center Area CID (TCACID) LCI Master Plan Update
- Tucker-Northlake CID LCI Master Plan
- Tyler Perry Studios Master Plan

Nishant Ostwal

Urban Designer



Nishant is an Urban Designer who mastered his skill in Chicago, Illinois where he began to assist Sizemore Group until relocating to Atlanta. Nishant brings 5 years of experience and a background that includes first-hand knowledge in the planning of the landscape for high-end healthcare data centers. Nishant has become an integral member of the Sizemore Team where he shares his mastery and technical ability to use Revit, a widely used design software. Nishant has used REVIT to create more efficient and productive workflows for his team and received high marks of recognition within his company and amongst peers. Relevant experience includes:

EDUCATION

Bachelor Of Architecture
Aayojan School of Architecture,
Jaipur, India

Master of City Design,
University of Illinois,
Chicago 2020

- Atlanta Public Schools - Master Planning *
- Lilburn LCI - Community Development and Master Planning *
- Facebook Data Center, Dekalb County, Il. - Worked On the Construction and Management Documents. On-site Training and Assessment Of Constructional Products.
- University Of Washington, St. Louis - Construction Documents and Management of Architectural Programming.
- Northwell Hospital, New York - Architectural Coordination and BIM Support
- Amazon Grocery Stores, Multiple Locations - Planning and Construction Documents.
- Mercy Hospital, St. Louis, MO - Construction Management And Documents.
- UIC Health, Chicago, IL - Architectural Renovation.
- Lucid Motors Showroom, Chicago, IL - Design and Programming.
- Museum of Modern Art, New York

**Most recent projects with Sizemore Group*

Nathaniel Miller, MPP, LEED GA

Planner



EDUCATION

Georgia State University
– Andrew Young School
Of Policy Studies
Atlanta, GA
Master of Public Policy,
Urban Planning & Policy

Furman University
Greenville, SC
Bachelor of Arts,
Politics & International
Affairs, Urban Planning

Nathaniel Miller is a planner with four years of experience with community engagement, drafting reports, planning assessments & comprehensive plans through extensive research, data analysis, and technical writing. He has previously worked with the Atlanta Regional Commission as a community planner and most recently as the Visibility Operations Manager and Deputy Campaign Manager for recent congressional and senate campaigns.

Experience includes:

- Clarksville Mixed-Use Community Development
- Norcross Buford Highway Master Plan
- City of Washington Wilkes Feasibility Study
- Clarksville Mixed-Use Community Development
- Norcross Buford Highway Master Plan
- City of Washington Wilkes Feasibility Study
- Atlanta Regional Commission Community Development Assistance Program (CDAP) – Technical Assistance Support
- Beltline Subarea 4 Master Plan Update

Additional Experience *prior to joining Sizemore Group*:

ATLANTA REGIONAL COMMISSION – Assisted implementation of the following community planning projects:

- Clayton County 2019 Comprehensive Plan Update
- Aerotropolis Landuse Study
- Douglas County Zoning Audit CAP Local Story
- Metro Atlanta Regional Housing
- East Point Zoning Overlay Rewrite
- Stone Mountain Parking Inventory
- Town of Tyrone Zoning Assessment
- Chattahoochee Hills Stormwater Management
- Hapeville Parking Assessment

City of Alpharetta

TEN YEAR MASTER PLAN

Sizemore Group was commissioned by the City of Alpharetta to provide a Master Plan for the downtown district that promotes Alpharetta as a green, pedestrian-friendly place with community gathering areas. The community preference reflected in the Master Plan was to maintain the Alpharetta Town Center as a vibrant, dynamic place with a viable economic mix and recipe for Smart Growth.

The solution was a plan that is based on community design charrettes with the flexibility to accommodate decision making and future goals. The catalyst for the Master Plan is the private/public City Hall, Retail, Housing and Parking complex under development. The solution was to create multiple districts each with a mix of use, a distinct green space with fountain and tree-lined streets.

Project Location:

Alpharetta, Georgia

Project Scope:

212 acres

Services:

- Physical Master Planning
- Site Assessment
- Market Analysis
- Character Preference Survey
- Public Hearings
- Implementation
- Traffic Calming
- Streetscapes



City of Duluth

FESTIVAL CENTER AND TOWN GREEN



Nestled in Gwinnett County in Northeast Georgia, Duluth was experiencing the economic benefits due to its close proximity to the thriving metropolis of Atlanta. However, with its downtown virtually extinct, Duluth was in dire need of an identity.

Sizemore Group was hired to Master Plan and Design a new Town Center that included a new Amphitheater, City Hall and Law Enforcement Facility.

The Pavilion was designed for community events, concerts and theater productions. Two community rooms flank the stage and provide conditional space for a wide variety of events. The upstairs is rented for private events to help generate revenue. In addition, the stage is sized to accommodate a 50-member orchestra. The Amphitheater seats 1,500 persons, while the Town Green supports up to a crowd of 15,000.

Received the Great Community Place Award from the 8th Urban Parks Conference, New York City, 2003.



Services:

- Consensus Building
- Master Planning
- Architecture
- Interior Space

City of Smyrna

MASTER PLAN AND DESIGN: CIVIC BUILDINGS AND MARKET VILLAGE



Phase I:

The City Center, located 15 minutes northwest of downtown Atlanta, is the focus of this Urban Land Institute award-winning Public/Private Development led by Sizemore Group. As the Executive Architect, Sizemore Group provided a design solution that established a Village Green with a Main Street extension. This 28-acre site is now a mixed-use Town Center with a Community Center, Library, Municipal Services Building, Public Safety Headquarters and Fire Station. Sizemore Group served as Architect, Programmer, Planner and Interior Designer for Design and Site Development.

Phase II:

Sizemore Group also provided the design for the retail, loft and office spaces that were developed privately. The success of the entire project prompted financial gains for the City.

Services:

- Architecture
- Programming
- Master Planning
- Interior Space Planning
- Design Review Services

“Through Sizemore Group’s unique strategic planning process, a diverse group of opinionated people were able to conceive a common plan for the future. The design that evolved was in direct response to the opinions, views, and desires of the individuals involved in the process.”

- John Patterson, Former City Administrator

Pre MDC Questions for client:

1. Describe the story you want to tell at the end of the day? (What are your aspirations, goals, questions and needs?)
2. What would you like tested?
3. What would you like explored?
4. What are the challenges you are aware of?
5. Are there known funding sources? If so, what are their requirements and capacity?
6. Who are the stakeholders? Do the stakeholders need to be interviewed or attend the session or both?

7. What facts can you send ahead of time or have available at the charrette?
8. What are some of the priorities?
9. What if any are the time constraints?
10. While Tuesdays and Thursdays are ideal for us we may also be available on certain Saturdays. Circle your preference and identify what dates work for you? Identify location (Our office is an Option):