

► QUALIFICATIONS FOR

Zoning Ordinance Re-Write

Loganville, Georgia



SUBMITTED BY //

TPUDC



Town Planning & Urban Design Collaborative LLC.

JULY 18, 2025

July 18, 2025



Robbie Schwartz
Director of Planning and Development
4303 Lawrenceville Rd
Loganville, GA 3005
rschwartz@loganville-ga.gov

Dear Mr. Schwartz,

Town Planning & Urban Design Collaborative, LLC (TPUDC) is pleased to submit the enclosed response to the Request for Qualifications for the City of Loganville Zoning Ordinance Re-Write. TPUDC is confident that our vast and varied national coding experience, team of talented professionals, and innovative approach to zoning and public participation sets us apart in the industry. With our sub-consultant, Zanetta Illustration, TPUDC is also able to provide clients with beautiful renderings that help the community visualize the positive outcomes of effective zoning. We are experts in urban design, planning, land use, coding, community engagement, graphical and illustrative presentation, and the creation of user-friendly documents and ordinances. We have provided coding expertise, recommendations, training, and update services for communities across the country, and locally in Walton County, many of which are like Loganville in scope and magnitude.

TPUDC's unique understanding of planning and related principles and its relationship with land use will ensure that the Ordinance is completed within the City's desired goals and outcomes. The update will be tailored to Loganville's existing and desired development patterns and promote the City's goals of preserving Downtown, providing high-quality development, improving transportation choices and safety, and implementing sustainability measures. The regulations will be user-friendly and provide clear guidance for decision-making and approval. Through a strong public process and unmatched planning and coding, Loganville will benefit from an implementable and supportable Zoning Ordinance that ensures high-quality and connected development for the City.

We have reviewed the RFQ and related plans and studies and look forward to the prospect of working with the City of Loganville and its unique constituents on this exciting endeavor. If selected for the project, TPUDC will be the contracting entity for our team, so if you have any questions regarding this submittal, please contact Brian Wright directly at (615) 948-8702 or brian@tpudc.com. Thank you for your consideration of our proposal. We look forward to working with you on this exciting project!

Sincerely

Brian Wright CNU-A
Founding Principal
Town Planning & Urban Design Collaborative LLC.

CONTACT INFO //

W. Brian Wright, Founding Principal
Town Planning & Urban Design Collaborative LLC.
1027 Westhaven Blvd
Franklin, Tennessee 37064

t: 615.948.8702
e: brian@tpudc.com

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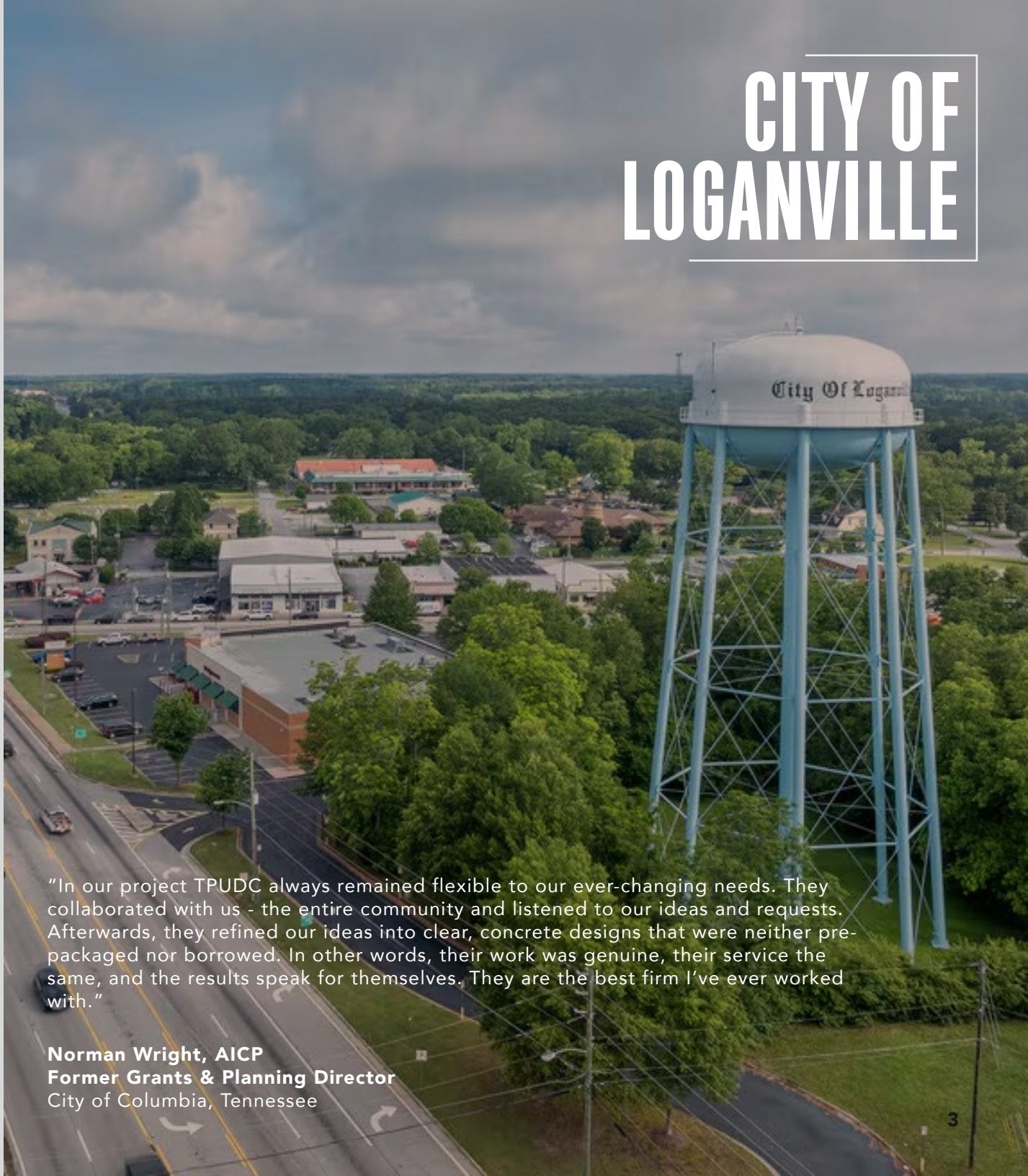
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CITY OF LOGANVILLE



"In our project TPUDC always remained flexible to our ever-changing needs. They collaborated with us - the entire community and listened to our ideas and requests. Afterwards, they refined our ideas into clear, concrete designs that were neither pre-packaged nor borrowed. In other words, their work was genuine, their service the same, and the results speak for themselves. They are the best firm I've ever worked with."

Norman Wright, AICP
Former Grants & Planning Director
City of Columbia, Tennessee

PROJECT TEAM

FIRM BIOS //



Town Planning and Urban Design Collaborative, LLC (TPUDC) is a national multi-disciplinary firm that specializes in planning, urban design, public process, and coding. TPUDC has worked with towns, cities, developers, and non-profit organizations across the country. As our name suggests, TPUDC is based on a model of collaboration, not only among our team members, but also with our clients, other consultants and with the communities in which we work. We believe that the cross-pollination of ideas yields holistic, innovative, and effective solutions.

TPUDC was established in 2005 as an LLC headquartered in Franklin, Tennessee and currently employs 7 professionals. Our specific skills, technical expertise, and experience with similar coding engagements throughout the country qualify us for this Project.

2005
Year Founded

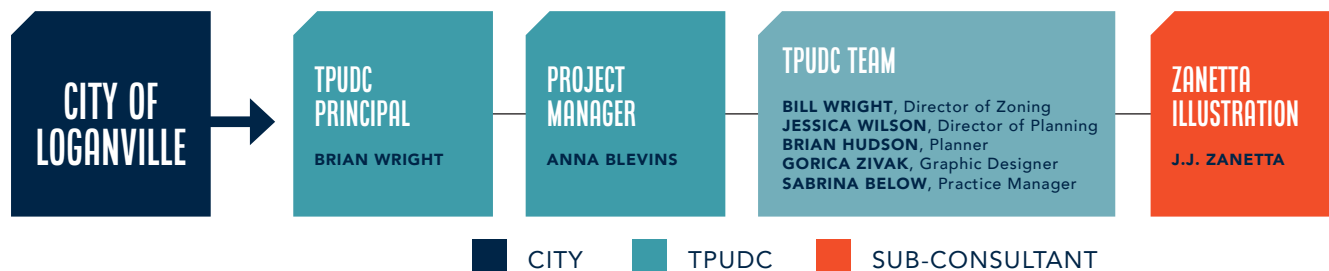
Franklin
Headquarters

The TPUDC core Team includes:

- Principal & Founder **Brian Wright, CNU-A**, a national leader in public planning processes, planning, urban design, and coding.
- Director of Coding & Land Use Attorney **Bill Wright**, who will contribute his expertise in land use law, ordinance writing, and Smart Growth principles. Bill is the co-author of the SmartCode & Manual.
- Director **Jessica Wilson, AICP, CNU-A, BDCP**, who will bring her experience in municipal coding and planning and help oversee the project.
- Planner and Project Manager **Anna Blevins, CNU-A**, who will manage the Project and provide planning services throughout the Project. Anna will be the contact regarding the deliverable contents, billing, and day-to-day project management.
- Planner, **Brian Hudson, PLA**, who will contribute his experience in urban design, landscape architecture, and land planning.
- Designer **Gorica Zivak**, graphics and layout expert.

► ZANETTA ILLUSTRATION // J.J. ZANETTA

Zanetta Illustration will provide illustrative services, preparing artist renderings and illustrations that will bring the vision of the code to life. **J.J. Zanetta**, owner of the firm, has worked with the TPUDC team on nearly all of the sample projects presented in this proposal.



PROJECT TEAM

RESUMES //



EDUCATION

Master of Landscape Architecture, Auburn University

Bachelor of Environmental Design, Auburn University

AWARDS

2022 APA TX, Environmental Planning Gold Award for Cedar Hill Comprehensive Plan

2017 Plan of the Year for Legacy Lewiston, Lewiston Comprehensive Plan, Northern New England Chapter of the APA

2013 Plan of the Year for planBTV Downtown & Waterfront, Northern New England Chapter of the APA

AFFILIATIONS

Congress for the New Urbanism

Founder - Next Generation of the New Urbanists

W. BRIAN WRIGHT, CNU-A PRINCIPAL

Brian Wright is the Founding Principal of Town Planning & Urban Design Collaborative (TPUDC). Over the years, he has worked on many code projects across the country. Brian leads internal quality control activities and big picture strategy for our projects. As a highly skilled public speaker, Brian is an expert in public outreach and engagement, a specialty of TPUDC. His ability to lead a dynamic and successful public engagement process inspires and assists communities in reaching consensus where none could be reached before.

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Development Code, City of Fairview, TN 2024
Zoning Code, City of Gallatin, TN 2024
Character-Based Code, City of Monroe, GA 2023
Nolensville Pattern Book, Town of Nolensville, TN, 2023
Indianapolis Regional Center Design Guidelines, City of Indianapolis, IN 2023
York Beach Greenway District Character-Based Code, York, ME 2023
Sewanee Architectural Pattern Book, University of the South, TN 2023
Land Use Code, City of Manchester, NH, 2022
Master Plan and Marketing Booklet, Marquette Mall Property, Michigan City, IN 2022
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021
Unified Land Development Code, Rome-Floyd County, GA 2021
Hybrid Character-Based Code, City of Columbia, TN 2020
Hybrid Character-Based Code, City of Franklin, TN 2019
Historic Downtown Master Plan, Middlebury, VT 2019
Form-Based Code, Town of Munster, IN 2018
Form-Based Code, Village of Port Chester, NY 2018
Form-Based Code, Town of Mt. Pleasant, MI 2017
Zoning Code Analysis, Keene, NH 2016
Form-Based Code, City of Birmingham, AL 2015
Form-Based Code Sewanee Village, University of the South, Sewanee, TN 2015
Form-Based Code & Master Plan - Historic Village, Town of Yarmouth, ME 2014
Hybrid Form-Based & Unified Development Ordinance, San Marcos, TX 2014
Form-Based Code - Spring Grove, Charleston & Dorchester Counties, SC, 2013
Form-Based Code and Master Plan Islington Street Corridor, City of Portsmouth, NH 2013



EDUCATION

Doctor of Jurisprudence, Cumberland School of Law

AFFILIATIONS

Tennessee Bar Association

PUBLISHED WORK

SmartCode & Manual
Co-Author

AWARDS

Driehaus Form-Based
Code Recipient

WILLIAM WRIGHT, J.D. DIRECTOR OF ZONING/ LAND USE ATTORNEY

Bill is a Smart Growth land use attorney and consultant who, prior to joining TPUDC, was partner with the firm, Balch & Bingham LLP for over 30 years, practicing in the areas of real estate and land regulation. He is one of a handful of coding experts in the country having both legal experience in Smart Growth and land regulatory matters as well as a comprehensive understanding of planning and the interface between the two. Bill's unique understanding of planning and related principles and its relationship with land use regulation can help ensure that the Zoning Ordinance Re-Write will accomplish the City's desired goals.

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Development Code, City of Fairview, TN 2024
Zoning Code, City of Gallatin, TN 2024
Character-Based Code, City of Monroe, GA 2023
York Beach Greenway District Character-Based Code, York, ME 2023
Indianapolis Regional Center Design Guidelines, City of Indianapolis, IN 2023
Land Use Code, City of Manchester, NH, 2022
Master Plan and Marketing Booklet, Marquette Mall Property, Michigan City, IN 2022
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021
Unified Land Development Code, Rome-Floyd County, GA 2021
Hybrid Character-Based Code, City of Columbia, TN 2020
Hybrid Character-Based Code, City of Franklin, TN 2019
Historic Downtown Master Plan, Middlebury, VT 2019
Form-Based Code, Town of Munster, IN 2018
Form-Based Code, Village of Port Chester, NY 2018
Form-Based Code, Town of Mt. Pleasant, MI 2017
Zoning Code Analysis, Keene, NH 2016
Form-Based Code, City of Birmingham, AL 2015
Form-Based Code Sewanee Village, University of the South, Sewanee, TN 2015
Form-Based Code & Master Plan - Historic Village, Town of Yarmouth, ME 2014
Hybrid Form-Based & Unified Development Ordinance, San Marcos, TX 2014
Form-Based Code - Spring Grove, Charleston & Dorchester Counties, SC, 2013
Form-Based Code & Master Plan - Historic Village, Town of Yarmouth, ME 2014



PROJECT TEAM

RESUMES //



EDUCATION

Masters of Urban & Regional Planning - Specialization in Urban Design University of Wisconsin - Madison

Bachelor of Architecture University of Notre Dame

CERTIFICATIONS

American Institute of Certified Planners #31381

Biophilic Design Certified Practitioner (BDGP)

AFFILIATIONS

Congress for the New Urbanism



EDUCATION

Master of Community Planning, Auburn University

Bachelor of Sociology & Minor in Psychology, Auburn University

AFFILIATIONS

Congress for the New Urbanism

JESSICA WILSON, AICP, CNU-A, BDCP DIRECTOR OF PLANNING/PLANNER

Jessica Wilson is an urban designer and planner with experience in community planning, urban and architectural design, and community engagement. She joined the TPUDC team after spending over four years in the Metro Nashville Planning Department Design Studio where she worked with communities and developers on multiple planning, zoning and urban design projects in variety of areas, from rural to downtown. Jessica's municipal planning experience provides a valuable perspective to the Team.

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Development Code, City of Fairview, TN 2024
Zoning Code, City of Gallatin, TN 2024
Character-Based Code, City of Monroe, GA 2023
Indianapolis Regional Center Design Guidelines, City of Indianapolis, IN 2023
York Beach Greenway District Character-Based Code, York, ME 2023
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Nolensville, TN 2021
Building Zone Regulations, Norwalk, CT 2021

ANNA BLEVINS, CNU-A PROJECT MANAGER/PLANNER

Anna Blevins is a project manager and planner. She has managed a number of coding projects for TPUDC. She thoroughly enjoys getting to collaborate with the rest of the TPUDC Team on code analyses, and listening to differing points of view during the public outreach process. Anna would be the main point of contact for this project.

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Development Code, City of Fairview, TN 2024
Zoning Code, City of Gallatin, TN 2024
Character-Based Code, City of Monroe, GA 2023
Indianapolis Regional Center Design Guidelines, City of Indianapolis, IN 2023
York Beach Greenway District Character-Based Code, York, ME 2023
Land Use Code, City of Manchester, NH, 2022
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021



EDUCATION

Bachelor of Landscape Architecture, Mississippi State University

Master of Arts in Teaching, Trevecca University

CERTIFICATIONS

Professional Landscape Architect, TN #711



EDUCATION

Associate of Applied Science Degree (A.A.S.) with a concentration in Multimedia Design, Nashville State Community College

BRIAN HUDSON, PLA PLANNER

Brian is a landscape architect and project manager with a multidisciplinary background spanning urban design, land planning, site grading, and construction practices. He brings hands-on experience guiding projects from early planning and conceptual design through to construction implementation. Brian thrives in collaborative, team-oriented environments, working closely with clients, consultants, and contractors to ensure thoughtful, successful project outcomes.

SELECTED PROJECT EXPERIENCE

Fairview Rural Retreat, Fairview, TN 2025
Bells Landing, Nashville, TN 2025
Armistead Agrihood: Design, Planning, & Entitlement Services, Franklin, TN 2023
Village Green: Schematic Building Design & Site Planning Services, Nolensville, TN 2022
Church of the City: Campus Master Planning, Franklin, TN 2022
Amelia Island: Master Plan & Entitlement Services, Nassau County, FL 2021
Belhaven Town Center, Jackson, MI 2020

GORICA ZIVAK GRAPHIC DESIGNER

Gorica Zivak is a talented graphic designer with specific experience in creating planning and zoning documents. She will be responsible for the creation of various graphics including public outreach materials, infographics and code documents. Her eye for detail and creative approach ensures that all of the graphics created for the Loganville Zoning Ordinance project will be both eye-catching and cohesive.

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Development Code, City of Fairview, TN 2024
Zoning Code, City of Gallatin, TN 2024
Character-Based Code, City of Monroe, GA 2023
Indianapolis Regional Center Design Guidelines, City of Indianapolis, IN 2023
York Beach Greenway District Character-Based Code, York, ME 2023
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021



PROJECT TEAM

RESUMES //



EDUCATION

Bachelor of Arts in Art
Education, Mercyhurst
University

PROFESSIONAL EXPERIENCE

Urban Design
Associates
Illustration Intern; 2007-
2009

Depiction, LLC
Co-owner; 2017-2019

Zanetta Illustration
Owner; 2009-2017;
2019-present

J.J. ZANETTA

ILLUSTRATION & RENDERING

J.J. Zanetta, owner of Zanetta Illustration, is a valuable member of the design Team, testing concepts through three-dimensional drawing. Through a design loop process incorporating computer modeling, hand drawing, and digital enhancement, Zanetta's illustrations evolve throughout the charrette, responding to feedback and design changes in real time. The final product will be a series of professional renderings that will excite the community and serve as a tool for the implementation of the community plan. J.J. has experience participating in dozens of charrettes across the United States and contributed the three-dimensional renderings for many of the TPUDC projects included in this Proposal.

SELECTED PROJECT EXPERIENCE

Livable Munster

Munster, IN
Town Planning & Urban Design
Collaborative

Plan the Port

Port Chester, NY
Town Planning & Urban Design
Collaborative

Zone Nolensville

Nolensville, TN
Town Planning & Urban Design
Collaborative

Envision Pinehurst

Pinehurst, NC
Town Planning & Urban Design
Collaborative



EXPERIENCE

REFERENCES //



Client Contact:

Brad Callender
Planning & Zoning Director
City of Monroe
t: (770) 266-5111
e: bcallender@monroega.gov

Character-Based Code Plug-In Monroe, Georgia

TPUDC was selected by the City of Monroe, Georgia to conduct a design charrette, create a regulating plan, and write a character-based code plug-in to encourage quality development and infill in Downtown Monroe and surrounding areas. Rather than doing a complete rewrite of the existing ordinance, the City wanted to try an incremental approach, starting with form-based regulations in Downtown.

A mini Codeapalooza™ was held in January 2024, allowing residents a chance to voice their concerns, share their visions, and learn about character-based zoning. During the Codeapalooza™, TPUDC drew renderings for the agreed-upon area and presented them to the public on the final night for feedback. During the charrette, TPUDC began writing the Client Review Draft of the code plug-in. The Client provided feedback, which was incorporated to create the Public Draft. The public then had the opportunity to submit suggested edits to the City that would be drafted into the Final Code Plug-In. The Final Draft was delivered in the Fall of 2024, followed by a number of required public hearings by Planning Commission and City Council. It was approved unanimously and adopted in December 2024.



Client Contact:

Ethan Greer
City Planner
City of Fairview
t: (615) 387-6082
e: egreer@fairview-tn.org

Development Code Fairview, Tennessee

Located just 15 miles west of TPUDC's office, the City of Fairview is a rapidly growing area in need of a new Development Code. Incorporated in 1959, the City stretches along Highways 100 and 96, and saw its population double between 2000 and 2020. Known for its distinctive topography and Bowie Nature Park, Fairview sought regulations that would focus development along key corridors to preserve its rolling hills.

In September 2024, TPUDC hosted the project's extensive outreach process, Codeapalooza™, over four days at Fairview City Hall, gathering valuable community input on topics such as Housing & Neighborhood Character, Transportation & Streetscapes, and Utilities & Infrastructure. The event featured a hands-on citizen mapping workshop on the opening night, allowing participants to "be a planner for the night," alongside presentations by TPUDC. Based on the feedback collected, TPUDC began drafting the Development Code, completing the Client Draft in the winter of 2025 for client review. TPUDC is currently incorporating the Client's comments to create the Public Draft Development Code.



Client Contact:

Dylan Smith
Planning Director
Town of York
t: (207) 363-1007
e: dsmith@yorkmaine.org

Character-Based Code Plug-In York, Maine

In the summer of 2023, TPUDC was selected by the Town of York, Maine to conduct a design charrette, create a plan, and write a character-based code plug-in for ~300 acres along the recently-opened Short Sands Road corridor, now known as the York Beach Greenway District. This project was initially conceptualized in the Town's 2013 Comprehensive Plan as a recommendation to create a family-friendly mixed-use district situated between Route 1 and Main Street, which would incorporate innovation, preservation of natural resources, sustainability, and recreational opportunities.

A mini Codeapalooza™ was held from September 18 to September 21, allowing residents a chance to voice their concerns, share their visions, and learn about character-based zoning. During the Codeapalooza™, TPUDC drew a plan and renderings for the York Beach Greenway District and presented them to the public on the final night for feedback. After the charrette, TPUDC began writing the Client Review Draft of the code plug-in. The Final Draft was delivered in the Spring of 2024, followed by a number of required public hearings, and ultimately approved by a majority Town vote in November 2024.



Client Contact:

Brent Schultz
Former Planning Director
Town of Nolensville
t: (714) 306-6898

Zoning Ordinance Update Nolensville, Tennessee

TPUDC was hired by the Town of Nolensville to conduct an update to their Zoning Ordinance. The previous Zoning Ordinance had been in place since 1997 with only minor updates and amendments, and it was time for a full overhaul. TPUDC held a charrette in November of 2021 that included presentations, a mapping workshop, meetings, and open studio, with additional engagement opportunities available through a website. Based on the feedback we heard, the goal of the project was to create a document that was user-friendly, understandable and implemented the small town character of Nolensville. We created a hybrid Zoning Ordinance with a mix of form-based and traditional residential districts, but all cohesively formatted. The Zoning Ordinance went through an extensive review by the Planning Commission and Board of Commissioners with guidance from TPUDC, and was unanimously approved in March 2023. In addition to working on the Zoning Ordinance, TPUDC assisted Town Staff by conducting design review services and was hired to create a Pattern Book that updates the current Design Review Manual.



Client Contact:

Steve Kleppin
Director of Planning & Zoning
City of Norwalk
t: (203) 854-7780
e: skleppin@norwalkct.org

Building Zone Regulations Update Norwalk, Connecticut

The City of Norwalk selected TPUDC to conduct an update of its Zoning Regulations in 2021. Norwalk is built out and the new regulations focus on form-based regulations for the neighborhoods, downtown and corridors while primarily keeping the existing standards for the single family neighborhoods. Due to the COVID-19 pandemic all public engagement was held virtually, with the community able to participate and share ideas through an interactive website and Online meetings. The new regulations address Norwalk's goals of protecting the historic and marine character, providing a greater diversity of housing types, making land use decisions that support walking, biking and transit use, creating sustainability provisions, and overall making the regulations easier to use and understand.

WORK PLAN & TECHNICAL APPROACH

PROJECT UNDERSTANDING //

PROJECT UNDERSTANDING

TPUDC recognizes that the City of Loganville is at a pivotal point in its growth and development. Once a small municipality, Loganville has rapidly transformed into a dynamic community of over 16,500 residents, spread across Walton and Gwinnett counties. This growth has brought both opportunities and challenges, particularly in managing land use, traffic flow, and housing development. The City's last major Zoning Ordinance re-write occurred in 2009, and while some amendments have been made, the current Ordinance is no longer equipped to fully support the community's evolving wants and needs.

Loganville's unique position (being intersected by three state highways and experiencing regional development pressures) necessitates an updated code that is flexible, forward-thinking, and tailored to preserve the City's identity while enabling thoughtful growth. TPUDC understands the need for a comprehensive overhaul of Subpart B (Chapters 101-119) of the City's Code of Ordinances, with a focus on incorporating form-based strategies, enhancing walkability, and accommodating mixed-use development where appropriate.

TPUDC PHILOSOPHY & APPROACH

At TPUDC, our philosophy centers around context-sensitive, community-driven planning. We believe that zoning is not just a technical instrument, but a fundamental tool for shaping livable, equitable, and economically vibrant communities. Our approach balances traditional planning principles with innovative form-based methodologies, striving to reflect the character of neighborhoods

while embracing the opportunities of contemporary development practices.

We have extensive experience in both developing form-based codes and refining Zoning Ordinances with form-based code elements (also known as hybrid codes), meaning they are context-sensitive and support cohesive community design. Zoning regulations, when thoughtfully crafted, can guide the creation of walkable, attractive, and functional built environments by shaping both private development and the public realm. We approach codes with a strong understanding of how they interact with urban form and local character. Our work ensures that all regulations are authentic to the community they serve, whether updating existing ordinances or drafting new ones.

Our expertise lies in engaging communities and customizing codes to support mixed-use development, high-quality design, and efficient administration. We have a proven track record in working with established neighborhoods as well, in crafting zoning frameworks for infill development, redevelopment, and new community planning. Our goal is to ensure that zoning tools foster compatibility between new and existing development, supporting a harmonious and resilient urban fabric.

Through our work with communities, we have observed that some cities prefer an incremental path to code updates before undertaking a full re-write. This was the case in 2023 when City of Monroe engaged TPUDC to develop a Character-Based Code "Plug-In" Article for Downtown Monroe. The Article was seamlessly integrated into the City's existing Zoning Ordinance, enabling TPUDC

to concentrate on crafting new "Character Districts" now applied to the Downtown core, the historic mill sites, and surrounding residential neighborhoods.

PRIORITIZING PUBLIC ENGAGEMENT

TPUDC understands that the City of Loganville desires a Zoning Ordinance Re-Write Project that incorporates extensive public outreach and engagement, which we believe is a critical aspect of any municipal process. TPUDC has the unmatched ability to manage differing opinions through open and informative dialogue and discussion with the community, even when related to controversial or sensitive topics. We use subtlety, humor and intellect to engage, inform, and entertain participants, gaining trust and inspiring people's imaginations. No City-wide planning and coding endeavor is without controversy, but by dealing openly with ideas and issues, TPUDC is able to deliver a product that is generated through problem solving and informed decision making. TPUDC manages the public process directly, working closely with City Staff, elected officials, key stakeholders, and the public. This personal approach is central to our work and allows us to actively engage in problem solving, communicating directly with the people most affected by decisions. Our process will grab the attention of the public, landowners, and a diverse cross-section of the citizenry, using tools that range from interactive media technology to old-fashioned word of mouth. The public process will inspire fresh ideas and generate a Zoning Ordinance that reflects the collective community aspirations for a livable, healthy, economically vibrant, and exciting future.



WORK PLAN & TECHNICAL APPROACH

DETAILED WORK PLAN //



The following pages describe our proposed detailed Scope of Services, based on the Request for Qualifications. We look forward to engaging in a Scope of Services that will address the particular challenges facing the City in new and effective ways. We feel that the Tasks and the timing of such Tasks outlined here will provide Loganville with a robust public engagement process and high-quality Zoning Ordinance that meets the needs of the City. This Scope is a starting point for discussion and we look forward to working with you to refine this Scope of Services if chosen for the Project



PHASE 1: PROJECT INITIATION

Task 1.1 Project Initiation Meeting

We have found that coding processes are most effective when clear objectives are established up front. We will kick-start the process with a goal-setting meeting with City Staff to identify and confirm over-arching goals for the Project. This meeting will cover a multitude of topics such as:

- Clarification and creation of Client/Team interface and collaborative structure;
- Project organization;
- Staff coordination;
- Procedures for sharing information;
- Goals based on the Client's perspective;
- Goals based on the Team's experience;
- Discussion of Project Schedule;
- Discussion of local initiatives and special interest groups;
- Establishment of measures of success;
- Discussion of outreach objectives and strategy, particularly to ensure an equitable outreach process; and
- Identification of stakeholders, including citizens, Staff, elected officials, property owners, neighborhood representatives, design and engineering professionals, developers, businesses, nonprofit organizations and other interested parties.

This meeting can be conducted in-person or Online via Zoom or other video conferencing service soon after contract execution.

Task 1.2 Project Management Plan

TPUDC will create a Project Management Plan that identifies the roles of all Project Staff and participants and sets out in detail the refined Project Scope and Project Schedule, including all Tasks and major milestones.

TPUDC will establish and facilitate meetings and calls with key City Staff to review progress and assess needs as they arise.

Task 1.3 Public Outreach & Engagement Plan

TPUDC strongly believes that codes that are created by many hands produce a better outcome and lead to a vision and project that have a greater likelihood of being successful.

Few issues are as crucial to a project as building, initiating, and maintaining meaningful community involvement throughout the Project. We will utilize our strengths as a leading public outreach and consensus-building firm to educate City Staff, elected officials, stakeholders, and the community, and to generate broad-based interest in the Project. TPUDC specializes in the creation of attention-grabbing marketing materials and fun events that engage a broad cross-section of the community, including those that may be underserved. We love educating the public about planning, urban design, and coding. Working with City Staff, TPUDC will craft an Outreach and Engagement process that is accessible to the entire community, regardless of planning or zoning knowledge.

The Outreach and Engagement Plan will include the following:

- Final identification of stakeholders and focus groups

WORK PLAN & TECHNICAL APPROACH

DETAILED WORK PLAN //



- Timing and location of public meetings associated with Project outreach;
- Methods and materials anticipated for each audience; and
- Strategy for use of print, electronic, and broadcast media for public meeting announcements and provision of information.

Task 1.4 Interdepartmental Meeting

TPUDC will conduct an Interdepartmental Meeting with representatives of the Planning & Development, Code Enforcement, Public Utilities, Fire, Police, and Public Works Departments. This meeting will be conducted Online via Zoom.

Task 1.5 Stakeholder Interviews

TPUDC will conduct individual interviews with members of a Stakeholder Committee. We will work with the City's Director of Planning & Development to determine who should be part of the committee. Examples may include non-profits, business groups, engineers, surveyors, attorneys, and other design professionals that the City feels will provide valuable insight into the issues at hand related to the Zoning Ordinance. Members will also be asked to help generate interest in the process by being champions of and ambassadors for the project.

Task 1.6 Elected Official / Policy-Maker Interviews

The Team will conduct interviews with members of the Planning Commission and City Council. The Client will arrange all meeting dates, times, and locations in coordination with TPUDC.

Loganville's policy-makers are representatives of the community and are one of the best windows through

which to "see" the City. During the interviews, they will be asked about the issues and opportunities facing Loganville to begin the dialogue with the Team. They will have the opportunity to share hopes and concerns about the Project. Through these interviews, we will begin to identify any potential barriers and issues that will need to be addressed during the planning process and help the Team prepare for public engagement by making us aware of topics of interest and potential "hot button" issues.

By interacting on a more personal level, the TPUDC Team will build rapport and trust with the City decision-making authorities.

Task 1.7 Ongoing Project Management

TPUDC will manage all phases of the project to ensure on time and on budget deliverables and a smooth process.

PHASE 2: INITIAL OUTREACH

Task 2.1 Project Branding

Project branding is an important component of a successful planning and coding process. The Team will work with City Staff to develop a Project brand that will ensure the community knows about the Project and encourage them to actively participate in the process.



TPUDC Project Branding Examples



Task 2.2 Online Engagement

To streamline the online public engagement process, TPUDC utilizes an interactive web platform. The website provides several tools in a single comprehensive platform including a map-based interactive tool, surveys, discussion forums, and more. It also allows Staff and the Project Team to maintain a contact list of participants. TPUDC will provide website content, including text and renderings, as well as an explanation of the project goals and timeline. We will maintain the website starting in Phase 2 through Phase 6.

Task 2.3 Marketing Materials

TPUDC will create marketing materials for the Public Kick-Off Event using the branding agreed upon in Task 2.1. This first round of marketing will be used to bring awareness of the Project and build excitement.

Task 2.4 Public Kick-Off Event

A public event will serve as the initial community introduction to the Project. It will be used to provide a brief overview of the coding process, generate, and share ideas, build excitement and gain an understanding of the Project. We understand the importance of engaging a broad cross-section of the community and will work with City Staff to identify an appropriate location for this and all subsequent outreach events. This event may also be held virtually.

WORK PLAN & TECHNICAL APPROACH

DETAILED WORK PLAN //



Task 2.5 Ongoing Project Management

Project Management will continue through Phase 2.

PHASE 3: PREPARATION & ANALYSIS

Task 3.1 City Tour

TPUDC will conduct a reconnaissance tour of the City with City Staff as our guide. This Task provides an opportunity to discuss and review location-specific opportunities and constraints and to familiarize ourselves with the area.

Task 3.2 Review Existing Documents

Current and completed planning documents and studies will be inventoried and reviewed to ensure that the Team's work builds upon existing knowledge and work. This will enable the Team to understand the City's vision and goals, as well as important issues that impact development.

This phase will include a detailed review of, but not limited to:

- The Existing Zoning Ordinance
- The Comprehensive Plan
- Urban Redevelopment Plan
- Livable Centers Initiative studies
- Downtown Master Plan (2023)
- Other relevant documents as identified by City Staff

Task 3.3 Zoning Ordinance & Adopted Plans Diagnosis

The Team will provide a summary Diagnosis of the City's existing Zoning Ordinance and adopted plans, based on our review from Task 3.2. This Diagnosis will include high-level goals, objectives, and recommendations for Staff to

consider prior to drafting of the updated Zoning Ordinance to ensure consistency across all documents.

Task 3.4 Community Form & Character Analysis

The Team will conduct an analysis of the architecture and development patterns of Loganville, including the existing residential neighborhoods and the City's major corridors. We will work with the City to identify any areas that may be appropriate for form-based zoning, and those that may retain Euclidean or conventional use-based standards.

As part of this task, we will analyze existing conditions and collect field data and measurements by conducting Synoptic Surveys of representative streets, as identified by City Staff and citizens. By documenting the measurable dimensions and observable character of these areas, the Team can begin to identify desirable future characters and codify the results. These detailed surveys will allow the Team to catalog the range of urban forms present in Loganville and will provide the baseline for the metrics and new zoning districts incorporated into the Zoning Ordinance. Information gathered will include observations and measurements of the public realm, street character, building form, and land uses.

Task 3.5 Ongoing Project Management

Project management will continue throughout Phase 3.

PHASE 4: PUBLIC DESIGN PROCESS (CODEAPALOOZA™)

Task 4.1 Generate Necessary Background Maps

TPUDC will work with City Staff to prepare base mapping for use by the Team and during community outreach sessions, and as the base for any planning and mapping

work. The Team will work with available GIS base layers provided by the City, including environmental constraints (floodplains, wetlands, hazardous material sites, community impacts, special flood hazard areas, and historic properties) identified on Local and State databases, as well as parcel lines, existing buildings, roads, and other pertinent data layers that will be needed by the Team.

Task 4.2 Marketing Materials

TPUDC will create marketing materials for the Codeapalooza™, inviting stakeholders to participate in the process and provide their input.

Task 4.3 Public Design Charrette/Codeapalooza™

TPUDC recommends that the bulk of discussions and decisions occur during a multi-day event in order to take advantage of the opportunity for direct collaboration and sharing of ideas between the Team, the City, key stakeholders and the public.

In conjunction with technical meetings and other substantive discussions, the engaging format of the Codeapalooza™ has proven to be very successful at involving people who may not feel comfortable with the "usual" planning process. The Codeapalooza™ will provide a forum for the exchange of ideas, and will offer the public the opportunity to provide contribute their ideas to the Team. They will, in turn, get to see their ideas directly reflected in the products being created, giving them a sense of authorship over the Zoning Ordinance.

During the Codeapalooza™, the TPUDC Team will work with the City and the public to address issues as they relate to the Code. The schedule will include multiple presentations, topical roundtable discussions, public

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input sessions and client meetings, as outlined below. However, crafting any public process requires a thorough conversation with the local leaders. Therefore, we expect the specific Codeapalooza™ approach will be further customized for Loganville.

Subtask 4.3.A Public Presentation & Hands-on Citizen Workshop

On the first evening, the team will deliver an introductory presentation on the principles of planning and zoning, and other topics relevant to the Project, and will outline the process moving forward. This portion of the meeting will also provide an opportunity for the public to ask questions. Comment cards will be available at the meeting as an option for those who may not be comfortable speaking in front of a large group.

Following the presentation, the Team will facilitate a hands-on workshop where the public will be invited to contribute their ideas, working over base maps to identify how they might like to see the area evolve in the future, and discuss any other concerns or ideas they may have relating to the Zoning Ordinance or development in the City.

This intensive process will provide a preliminary inventory and assessment of issues and opportunities based on the concerns of the public, stakeholders, and elected officials who participate in this workshop. The input gathered during this workshop will help inform the generation of the Zoning Ordinance.

We expect this meeting will be open to all stakeholders interested in the future of growth and development of Loganville. We suggest this public workshop be held in

a location where the community feels comfortable and a general sense of invitation.

Subtask 4.3.B Topical Meeting

During the first days of the Codeapalooza™, formal and informal meetings will be held with various agencies and stakeholder groups. Topics will relate to neighborhood character and housing; commercial and residential uses; infrastructure; transportation and parking; streetscape and sidewalks; and any other critical topics determined in collaboration with the City. The input gathered from these meetings will build on the inventory and assessment of issues and opportunities in Loganville and help inform the generation of the revised standards.

Subtask 4.3.C Land Use Attorney Meeting

In order to ensure that the Zoning Ordinance is legal and implementable, our land use and coding expert, Bill Wright, will meet with the City Attorney as part of this Sub-Task.

Subtask 4.3.D Open Studio

TPUDC's open studio approach means that our Team and any participating City Staff will set up a "pop up" studio in a prominent location in the City, to function as our office, meeting room, gallery and studio. A central location makes it easy for the public to drop in and participate while giving our Team members the opportunity to immerse themselves in Loganville and experience its unique character.

The studio is typically open to the public from morning into the evening. We know that members of the community lead busy lives and aren't always able to participate in planning events during "normal business

hours." By allowing the public to drop in on their lunch hour, after work, or even later in the evening, we ensure that everyone has an opportunity to participate in the process. Our team members are available to engage with the community, ask questions, and accept feedback and ideas, and in turn make "real time" changes to our work products based on public input.

Subtask 4.3.E Planning and Illustrating

To help clarify the implications of the Zoning Ordinance for the public, we will use a variety of illustrative techniques, including plans and renderings.

Subtask 4.3.F Work-In Progress Closing Presentation

On the final evening of Codeapalooza™, TPUDC will give a presentation that describes the process to date, explains the vision and illustrations, and presents other findings and products developed during the Codeapalooza™. This is another opportunity for the public to provide feedback and shape the direction of the Zoning Ordinance.

Task 4.4 Client Meeting

Following the Codeapalooza™, the Team will meet with City Staff to debrief on the Codeapalooza™, receive additional feedback on the vision, and to confirm the organizational structure of the Zoning Ordinance. TPUDC will work with Staff to reconfirm the schedule for the last phases of work and to strategize on any issues that may arise during the Codeapalooza™

Task 4.5 Ongoing Project Management

Project management will continue throughout Phase 4.

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PHASE 5: DRAFTING THE ZONING ORDINANCE

Task 5.1 Staff Training Session

TPUDC will lead a virtual training session for City Staff on the concepts that will be in the new Ordinance.

Task 5.2 Client Review Draft

TPUDC, led by land use and coding expert Bill Wright, will prepare a Client Review Draft of the Zoning Ordinance. The Ordinance will be informed by the planning and visioning work, input received from community participation, discussions with City Staff, Stakeholder Committee, and elected officials, and review of existing studies.

Our zoning and coding experts have worked on zoning projects across the nation and will work in collaboration with the City Attorney to ensure that the Ordinance meets all local and state laws. We will work closely with City Staff to be sure that the new Zoning Ordinance is in an agreed-upon format and includes all the agreed-upon components.

Our Team will calibrate standards for each District, reflecting the unique character of those areas. The Zoning Ordinance will include the requirements and metrics necessary to guide development in Loganville so that it is in keeping with the City's vision.

The Ordinance will be graphically based and will include diagrams and illustrations for its concepts and standards. The specific content of the Zoning Ordinance will be finalized during the Project.

Task 5.3 Zoning Map

The Consultant will create a draft zoning map based on feedback from City Staff and the public at the Codeapalooza™. If a parcel-based zoning map is requested, existing parcel-based GIS zoning data must be provided to TPUDC.

Task 5.4 Presentation of Client Review Draft

After the delivery of the Client Review Draft of the Zoning Ordinance, the Team will present it to City Staff.

CLIENT TASK

CLIENT REVIEW PERIOD

Staff and the City Attorney will review the Client Review Draft over an agreed-upon length of time, typically 60 days. At the end of that review period, Staff will provide a single set of consolidated revisions to TPUDC. The Client Review Draft will be provided in PDF format, and any comments on the draft should be provided through Adobe's commenting tools, which TPUDC can demonstrate if necessary.

Task 5.5 Client Meeting

Prior to the client submitting comments on the client draft, TPUDC will host a meeting to answer any questions that have come up during the review. This meeting will happen approximately 10 days prior to comments being due.

Task 5.6 Ongoing Project Management

Project management will continue throughout Phase 5.

WORK PLAN & TECHNICAL APPROACH

DETAILED WORK PLAN //



PHASE 6: REFINING THE ZONING ORDINANCE

Task 6.1 Public Draft

TPUDC will review the comments provided by City Staff at the end of the Client Draft Review Period and incorporate Staff's requested revisions into the Public Draft of the Zoning Ordinance.

Task 6.2 Marketing Materials

TPUDC will create marketing materials for the Public Draft, inviting the public to attend the Public Draft Presentation and to review the Public Draft and provide feedback, ensuring that the Zoning Ordinance reflects what the community has shared with the Team during the process.

Task 6.3 Presentation of Public Draft

Upon delivery of the Public Draft, we will present it at a public meeting of residents, property owners, and policymakers including the Planning Commission, City Council, stakeholders, and City Staff. During this meeting, we will provide an overview of the Zoning Ordinance and provide opportunities for input and comments from the public. The Draft will be released to the public for review after the meeting.

CLIENT TASK

PUBLIC REVIEW PERIOD

City Staff will receive comments on the Public Draft over an agreed-upon length of time, typically 30 days. At the end of the Public Review Period, Staff will have 10 days to consolidate public comments into a single set of specific revisions and send it to TPUDC.

Task 6.4 Ongoing Project Management

Project management will continue throughout Phase 6.

PHASE 7: FINAL DRAFT ZONING ORDINANCE

Task 7.1 Final Draft

TPUDC will review the comments provided by City Staff at the end of the Public Review Period and make the requested revisions to the Public Draft, creating the Final Draft, which will be ready for the adoption process.

Task 7.2 Executive Summary Report

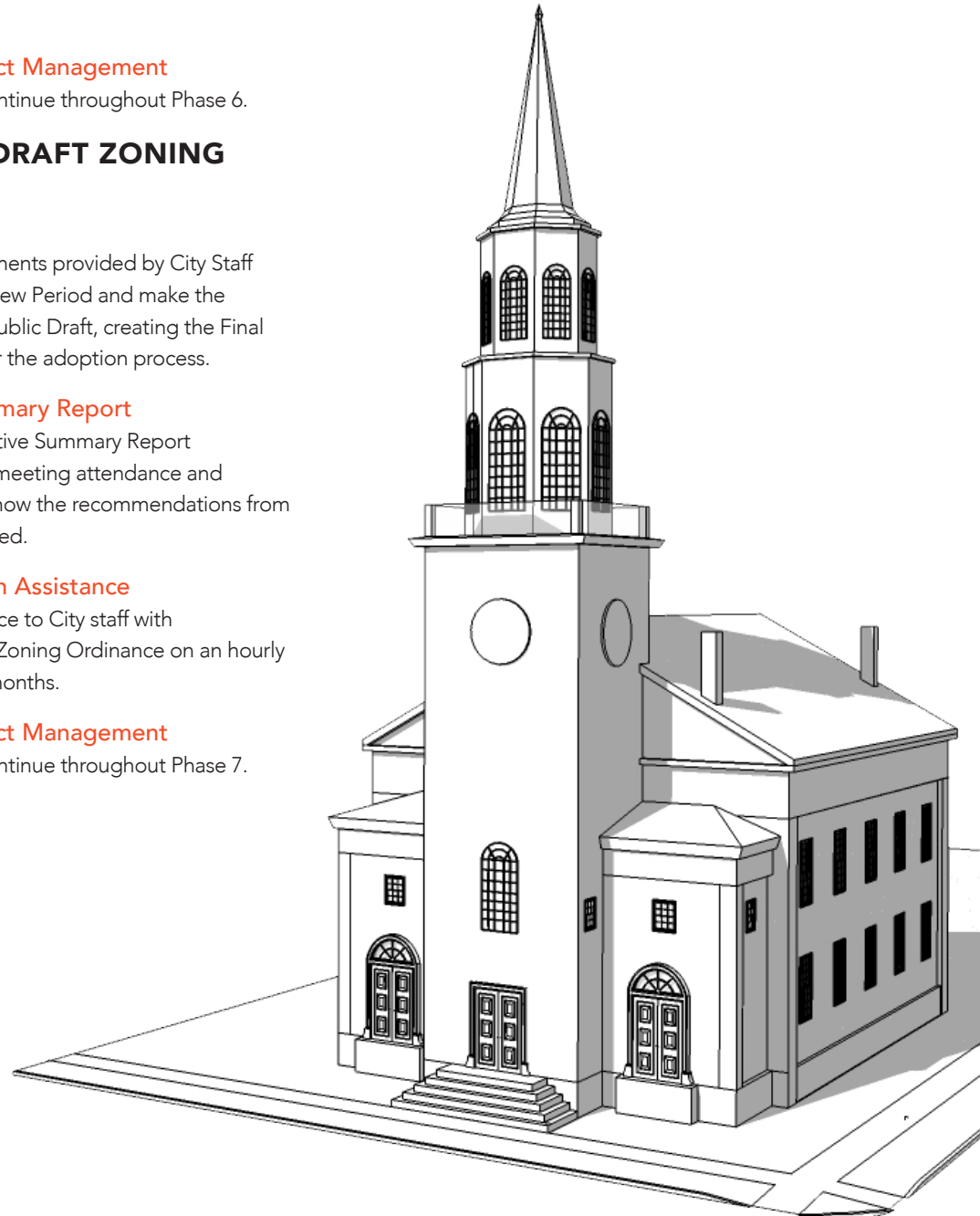
TPUDC will create an Executive Summary Report that describes the process, meeting attendance and stakeholder interviews and how the recommendations from the process were incorporated.

Task 7.3 Implementation Assistance

TPUDC will provide assistance to City staff with implementation of the new Zoning Ordinance on an hourly basis, not to exceed three months.

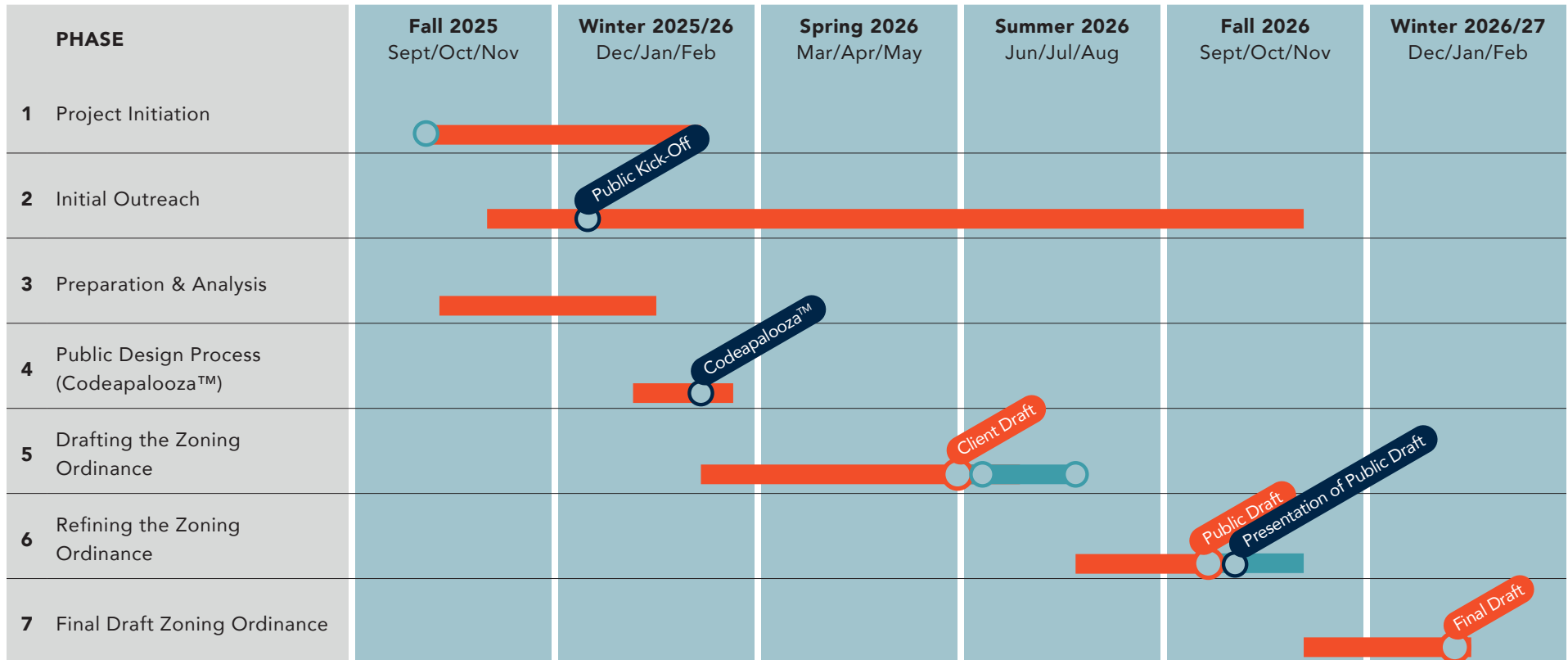
Task 7.4 Ongoing Project Management

Project management will continue throughout Phase 7.



PROJECT SCHEDULE

PROPOSED TIMELINE //



The following proposed timeline is based on the Project Approach described in the Scope of Services. We plan for the Zoning Ordinance to be completed in approximately 14 months. The timeline below assumes a start date in the Fall of 2025. The details of the timeline and Project milestones will need to be carefully considered in cooperation with the Client during preparation of a detailed Scope of Services.

LEGEND

- Public Event
- Client Meeting
- Key Deliverable
- Client/Public Review Period
- General Project Timeline

PROJECT COSTS

ESTIMATED BUDGET //



TPUDC proposes an estimated total fee, inclusive of all labor and expenses, of \$259,535 (plus hourly for Task 7.3) to complete the Zoning Ordinance. This fee includes all of the personnel, deliverables, meetings, presentations, public hearings and public outreach described in the Detailed Work Plan. A breakdown of the fee per Task is below. **We look forward to refining the Scope of Services and corresponding cost proposal with the City should TPUDC be selected to perform the work.**

TASK		TASK AMOUNT	PHASE AMOUNT
PHASE 1: PROJECT INITIATION			
1.1	Project Initiation Meeting	\$1,550	\$13,805
1.2	Project Management Plan	\$1,200	
1.3	Public Outreach & Engagement Plan	\$700	
1.4	Interdepartmental Meeting	\$825	
1.5	Stakeholder Interviews	\$3,700	
1.6	Elected Official / Policy-Maker Interviews	\$3,300	
1.7	Ongoing Project Management	\$2,530	
PHASE 2: INITIAL OUTREACH			
2.1	Project Branding	\$2,550	\$12,750
2.2	Online Engagement	\$6,800	
2.3	Marketing Materials	\$1,150	
2.4	Public Kick-Off Event	\$1,900	
2.5	Ongoing Project Management	\$350	
PHASE 3: PREPARATION & ANALYSIS			
3.1	City Tour	\$950	\$23,050
3.2	Review Existing Documents	\$12,450	
3.3	Community Form & Character Analysis	\$6,500	
3.4	Zoning Ordinance & Adopted Plans Diagnosis	\$2,800	
3.5	Ongoing Project Management	\$350	

TASK		TASK AMOUNT	PHASE AMOUNT
PHASE 4: PUBLIC DESIGN PROCESS (CODEAPALOOZA™)			
4.1	Generate Necessary Background Maps	\$1,750	\$79,480
4.2	Marketing Materials	\$2,350	
4.3	Public Design Charrette (Codeapalooza™)	\$72,150	
4.4	Client Meeting	\$1,550	
4.5	Ongoing Project Management	\$1,680	
PHASE 5: DRAFTING THE ZONING ORDINANCE			
5.1	Staff Training Session	\$1,650	\$78,550
5.2	Client Review Draft	\$67,450	
5.3	Zoning Map	\$5,100	
5.4	Presentation of Client Review Draft	\$1,300	
5.5	Client Meeting	\$950	
5.6	Ongoing Project Management	\$2,100	
PHASE 6: REFINING THE ZONING ORDINANCE			
6.1	Public Draft	\$32,800	\$39,100
6.2	Marketing Materials	\$750	
6.3	Presentation of Public Draft	\$3,800	
6.4	Ongoing Project Management	\$1,750	
PHASE 7: FINAL DRAFT ZONING ORDINANCE			
7.1	Final Draft	\$10,300	\$12,800 + Hourly
7.2	Executive Summary Report	\$1,800	
7.3	Implementation Assistance	Hourly	
7.4	Ongoing Project Management	\$700	

TOTAL: \$259,535

IN-HOUSE PROCEDURES

TPUDC //



At TPUDC, our in-house procedures are built around a collaborative, transparent, and quality-driven culture. Our open studio format allows for daily communication among team members, enabling continual peer review, informal feedback, and idea exchange. This environment ensures that multiple perspectives contribute to the refinement of every project, enhancing both accuracy and creativity. To support this, all TPUDC team members meet weekly to share updates on the projects they are managing. These meetings help keep the entire team informed, foster cross-project collaboration, generate valuable feedback, and ensure that tasks continue to move forward efficiently and thoughtfully.

Project Managers (PMs) serve as the primary drivers of individual projects. They coordinate daily tasks, maintain client communication, track milestone progress, and work specifically on deliverables. For coding projects, PMs work closely with the Director of Coding, who contributes his expertise in land use law, New Urbanist principles, and municipal administrative processes to ensure regulatory alignment and legal accuracy. All projects are also overseen by our Director of Planning, who regularly checks in with PMs to ensure technical accuracy and conformance with the firm's standards. At key milestones, internal reviews are conducted to verify the consistency, completeness, and accuracy of deliverables before they are finalized or presented.

At the highest level, TPUDC's Founding Principal supports this structure by leading public engagement efforts and working closely with officials and stakeholders to build understanding and support. His involvement helps ensure that projects are not only technically sound but also responsive to community needs and built on a foundation of trust and transparency. He stays informed on project progress to maintain strong client relationships and contributes innovative ideas or strategic input to help elevate the work and address complex challenges.



