



Thursday, May 18, 2023

Jaynellen J. Holloway, P.E.
Director of Public Works/City Engineer
City of Watertown
106 Jones Street | Watertown, WI 53094

Dear Ms. Holloway and the Downtown Main Street Reconstruction Task Force:

Following our discussion with you on Wednesday, May 17, we have revised the tasks and costs for Optional Tasks. The Price Proposal includes itemized costs for the three major service deliverables and their individual tasks as shown in the Scope of Work. Costs were calculated by identifying participating team members and their hours for each task. A cost breakdown by Work Element is outlined on the following page with estimated budget for each. Cost for the individual tasks may vary, time and materials for completing the work described in the Scope of Services will not exceed \$58,940.

- Vandewalle & Associates lead designer, Dean Proctor, would lead the project and the development of design work and recommendations and guide and oversee every task.
- Ruekert & Mielke team members were included in specific tasks where they would offer engineering and cost estimating expertise that inform the designs and decision-making.

Optional services are difficult to calculate precisely without more project context and are presented here as a range. We would be glad to share more about options and discuss these possible services and costs if you are interested.

The tasks in the Scope of Services are listed in bulleted format as requested, but we are happy to provide more detail. A few notes to offer here:

- The kick-off meeting will include a full walking tour of the study area including the Town Square and relevant adjacent areas such as the Riverwalk.
- Our team would be able to start immediately following the kick-off meeting to meet the August 7 deadline, locating parklets, bump-outs, and amenities and selecting those amenities.
- Our proposal includes meeting with the Working Group/Task Force on a regular scheduled basis and adapt as needed to assure good communications and clear direction for our work.

Let us know if you have any questions regarding this price proposal. We would be very happy to discuss modifications to scope and budget to better meet your expectations for this project.

Sincerely,

Dean Proctor, AIA
Principal Designer
Vandewalle & Associates

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631
www.vandewalle.com

Shaping places, shaping change

City of Watertown

Downtown Main Street

Reconstruction Project

Landscape Architecture, Design, and Planning Services

PROPOSED COST OF SERVICES

Total Cost

TASKS FROM SCOPE OF SERVICES

WE 1: Vision and Master Plan		\$24,232
1.A	Review Existing Studies, Outreach, Public Input, and Preliminary DOT Design	\$1,470
1.B	Determine Locations of Permanent Parklets and Pedestrian Bump-outs	\$2,386
1.C	Propose Locations for Multi-Purpose Well-Designed Amenities	\$1,810
1.D	Determine Locations of Public Gathering Spaces	\$2,340
1.E	Determine Locations of Seating at Pedestrian Friendly Intervals	\$1,580
1.F	Determine Appropriate Locations for Temporary Street Closures for Programming	\$1,560
1.G	Recommend Locations for Art Features and Arts Programming	\$2,060
1.H	Create Vision Master Plan	\$3,240
1.I	Design Two Public Meeting Spaces (schematic design)	\$7,786
WE 2: Streetscape Design		\$9,632
2.A	Select Streetscape Components	\$1,500
2.B	Design Main Street Entrance Feature	\$2,809
2.C	Recommend and Design Aesthetic Enhancement of Existing Parking Lots	\$2,390
2.D	Develop Streetscape Cost Estimates	\$2,933
WE 3: Wayfinding Signage Network		\$6,770
3.A	Create a Naming System for Public Parking Lots	\$1,180
3.B	Create Well-Designed Wayfinding Signage Network	\$2,040
3.C	Design Wayfinding Signage	\$2,400
3.D	Develop Wayfinding Signage Cost Estimates	\$1,150
WE 4: City Meeting Attendance		\$12,786
4.A	Site Tour/Kickoff Meeting (1 in-person meeting and visit)	\$1,800
4.B	Working Group/Task Force Meetings (6 virtual meetings)	\$3,808
4.C	City Staff Meetings (3 virtual meetings)	\$2,578
4.D	City Council Presentation (1 in-person meeting)	\$1,020
4.E	Public Workshop/Charrette (1 in-person meeting)	\$3,580
WE 5: Project Process Co-Management		\$5,520
5.A	Correspondence with City Project Manager	\$2,620
5.B	Project Team Coordination Meetings	\$2,900
Total Cost		\$58,940

OPTIONAL TASKS

A	Develop Strategies to Support Businesses during Construction Period	\$2,000 - \$4,000
B	Design Custom Streetscape Components	\$3,000 - \$6,000
C	Develop Construction Documents as Needed	TBD
D	Conduct Lighting Study for Main Street Bridge, Public Spaces, Featured Art	\$4,000 - \$7,000
E	3D Rendering Allowance	\$1,500 - \$10,000
F	Site Design for Second Entrance Feature	\$1,000 - \$2,000

Revised: May 18, 2023