City of Roswell
Contract Approval Form

Print Form

CAF-1 Form
Revised June 2008

Vendor: Duany Plater-Zyberk & Company (DPZ)

To be completed by Purchasing:

Type of Contract:	Consulting
If "other", state the proposed services:	
Amount of Contract $	110,000.00
Project Manager	Stefanie Dye
Project Name	Historic Gateway Master Plan
Project Number	12COM001
Department	Community Development
Fund Name	
Cost Center	7410CP
Account Number	7520G2

Contract awarded through competitive procurement process? If NO, explain:
☒ Yes ☐ No

See agenda Item Report 11-0339
Financial Impact (attached)

Bid, RFP, RFQ#: 11-327-B

Approved by Mayor and Council?
☒ Yes ☐ No

Action on this contract was taken at the Council Meeting on (date): Jan 23, 2012

Attach copy of Minutes RLB

- ☒ Three (3) original contracts attached and signed by Vendor
- ☐ Bonds attached
- ☒ Insurance attached
- ☒ Contract provides that, in case of a dispute or litigation, an action will be brought in Fulton County, and Georgia law will control.

Contract prepared by: Richard Brownlee Received 2/28/12
RETURNED 1 COPY, NOT 3 originals

Contract sent to vendor on: Jan 26, 2012

Contract received from vendor on: 2/28/12 2/16/12

Questions to be directed to: Richard Brownlee

Signature Richard Brownlee Date 2/28/12 2/16/12

To be completed by Department:

- ☐ The above information completed by Purchasing is correct.
- ☐ Contract has been reviewed for conformance to terms, costs, specifications and scope of work.
- ☐ The date of completion or date of delivery is as agreed to.

Signature Date 2/29/12

To be completed by Purchasing:

- ☐ Contract reviewed by Department, changes made and documents ready for Strategic Planning and Budgeting review and approval.

Signature Richard Brownlee Date 3/1/12

City of Roswell
Contract Approval Form

Print Form

CAF-1 Form
Revised June 2008

Vendor:	**Duany Plater-Zyberk & Company (DPZ)**

To be completed by Strategic Planning and Budgeting:

☑ Contract and CAF-1 Form have been reviewed and approved for budgetary purposes and financial impact.

Signature _____ Date 2/1/12

To be completed by City Attorney:

☑ Contracts, bonds, insurance and any other documents have been reviewed and approved.

Signature Robert G. Hulsey Date 3/1/12

To be completed by City Administrator:

☑ Contract is approved.

Signature Kay H. Love Date 3-6-12

To be completed by City Clerk:

☑ Attest Mayor's or City Administrator's signature and seal.

☑ Place signed CAF-1 form in yearly file.

☑ Retain and file original document if **intergovernmental agreement, franchise agreement, lease agreement, property purchase agreement, etc.**

☑ Send all copies (3) of contracts to Purchasing. This is the official contract file for all procurement contracts - construction, design, equipment, vehicles, engineering, materials, etc. These are filed under vendor name.

Signature _____ Date 3-6-12

To be completed by Purchasing:

Funds encumbered on ***Purchase Order Number:***		Date	
Documents received in Purchasing.	***Signature:***	Date	
Documents sent to Vendor.	***Signature:***	Date	
Documents sent to Department.	***Signature:***	Date	
Documents scanned and cataloged.	***Signature:***	Date	
Documents placed in Purchasing Files.	***Signature:***	Date	

City of Roswell

38 Hill Street
Roswell, Georgia 30075

Agenda Item Report

File Number: 11-0399

Agenda Date: 10/10/201
Meeting: Mayor and City Council
Current Status: Passed
Matter Type: Item with Resolution

Approval of a Resolution to accept an LCI Supplemental Study Grant in the amount of $30,000 and Approval of Budget Amendment #7520G2-10-10-11 in the amount of $30,000 for the Historic Gateway Master Plan.
Community Development

Item Summary:
On June 27, 2011, the Mayor and City Council approved a resolution to apply for an LCI Supplemental Study Grant in the amount of $50,000 to supplement the funding of $80,000 approved in the FY2012 Budget for the Historic Gateway Master Plan. The City received a grant award of $30,000. With these funds, a total of $110,000 is available for the Historic Gateway Master Plan.

Committee or Staff Recommendation:
On September 28, 2011 the Community Development and Transportation Committee recommended placing this item on the October 10, 2011 Mayor and Council Agenda.

Financial Impact:
Upon approval, $110,000 will be available for the Historic Gateway Master Plan project. $30,000 in Cost Center 7520G2, Account #543000, Project #12COM001 and $80,000 in Cost Center 7410CP, Account #543000, Project #12COM001.

Presented by:
Alice Wakefield, Director of Community Development

Administration and Finance Department - Councilmember Rich Dippolito

4. **Recognition of the City of Roswell receiving the Distinguished Budget Presentation Award for the FY12 budget from the Government Finance Officers Association (GFOA).**
Presented by Michael Fischer, Deputy City Administrator

Deputy City Administrator Michael Fischer said this award reflects the commitment of the City of Roswell to meet the highest principles of governmental budgeting. Roswell is receiving this award for the eighth consecutive year. Director of Strategic Planning and Budgeting Keith Lee said the City has to satisfy nationally recognized guidelines for effective budget presentations. He presented the City with this award.

Environmental / Public Works Department - Councilmember Kent Igleheart

5. **Presentation of the Keep America Beautiful (KAB) 2011 President's Circle Award to Keep Roswell Beautiful (KRB).**
Presented by Stuart Moring, Director of Public Works/Environmental

KRB has been awarded the KAB President's Circle Award for nine (9) years in a row. The award is presented to KAB Affiliates who fully participate in KAB activities such as the Great American Cleanup, America Recycles Day, and who provide training for their board members and Executive Director.

Community Development - Councilmember Nancy Diamond

6. **Approval to award a contract for the Historic Gateway Master Plan project in the amount of $110,000.**
Presented by Alice Wakefield, Community Development Director

A motion was made by Council Member Diamond, seconded by Council Member Price, that the contract for this Master Plan be awarded to Duany Plater-Zyberk & Company (DPZ). Councilmembers Diamond, Price and Dippolito voted in favor. Councilmembers Wynn and Orlans voted against the motiion. The motion carried by the following vote:

In Favor: 3

Opposed: 2

DUANY-1 OP ID: NS

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 02/01/12

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER InSource, Inc. 9500 South Dadeland Blvd.,#400 P.O. Box 661667 Miami, FL 33256-1567 Alex Soto CPCU ARM 305-670-6111 305-670-9699	CONTACT NAME: PHONE (A/C, No, Ext): FAX (A/C, No): E-MAIL ADDRESS:
INSURED Duany Plater-Zyberk & Co., Inc 1023 SW 25 Avenue Miami, FL 33135	INSURER(S) AFFORDING COVERAGE / NAIC # INSURER A : Hartford Casualty Insurance Co 29424 INSURER B : Hartford Underwriters Ins. Co. 30104 INSURER C : INSURER D : INSURER E : INSURER F :

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	GENERAL LIABILITY X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: POLICY PRO-JECT X LOC			21SBMRQ2855	12/18/11	12/18/12	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG	$ 2,000,000 $ 1,000,000 $ 10,000 $ 2,000,000 $ 4,000,000 $ 4,000,000
B	AUTOMOBILE LIABILITY ANY AUTO ALL OWNED AUTOS X SCHEDULED AUTOS X HIRED AUTOS X NON-OWNED AUTOS			21UECTE1818	12/18/11	12/18/12	COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	$ 1,000,000 $ $ $
A	X UMBRELLA LIAB X OCCUR EXCESS LIAB CLAIMS-MADE DED X RETENTION $ 10000			21SBMRQ2855	12/18/11	12/18/12	EACH OCCURRENCE AGGREGATE	$ 4,000,000 $ 4,000,000
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y/N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A		21WECZR1569	10/01/11	10/01/12	X WC STATU-TORY LIMITS OTH-ER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT	$ 1,000,000 $ 1,000,000 $ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)
Certificate holder is included as additional insured with respects to general liability as required by written contract.

CERTIFICATE HOLDER

City of Roswell
38 Hill Street
Roswell, GA 30075

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
Alex Soto

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REQUEST FOR PROPOSAL NUMBER #11-327-B
for
Consulting Services for the
Roswell Historic Gateway Master Plan

PROPOSALS DUE: Wednesday, November 23, 2011, 2:00 PM
Information concerning this solicitation may be found at:
www.roswellgov.com

OFFERORS' CONFERENCE: Thursday, November 10, 2011, at 10:00 AM
38 Hill Street, Suite 220, Roswell, GA 30075

Questions should be directed to:
City of Roswell Buyer of Record, Richard Brownlee, via e-mail:
Bid-RFP-RFQ@roswellgov.com

Instructions to Proposers

All spaces below are to be filled in and the Proposal Letter on page two must be signed where indicated. Failure to sign and return Proposal Letter may cause rejection of the proposal.

Proposal of:

Company Name: Duany Plater-Zyberk & Company

Contact Name: Scott Ball

Address: 426 Sinclair Avenue, Atlanta, Georgia 30307

Telephone: 404.941.4553 Facsimile: 404.941.4552

E-Mail: Scott@DPZ.com

Submit Proposal to:
City of Roswell
Purchasing Office
38 Hill St. Suite 130
Roswell, Georgia 30075

(PARTIALLY GRANT - FUNDED)

City of Roswell
PROPOSAL LETTER

We propose to furnish and deliver any and all of the deliverables and services named in the attached Request for Proposals (RFP) for which prices have been set. The price or prices offered herein shall apply for the period of time stated in the RFP.

We further agree to strictly abide by all the terms and conditions contained in the City of Roswell Vendor Manual as modified by any attached special terms and conditions, all of which are made a part hereof. Any exceptions are noted in writing and included with this bid.

It is understood and agreed that this proposal constitutes an offer, which when accepted in writing by the Purchasing Office, City of Roswell, and subject to the terms and conditions of such acceptance, will constitute a valid and binding contract between the undersigned and the City of Roswell.

It is understood and agreed that we have read the City's specifications shown or referenced in the RFP and that this proposal is made in accordance with the provisions of such specifications. By our written signature on this proposal, we guarantee and certify that all items included in this proposal meet or exceed any and all such City specifications. We further agree, if awarded a contract, to deliver goods and services which meet or exceed the specifications. The City of Roswell reserves the right to reject any or all proposals, waive technicalities, and informalities, and to make an award in the best interest of the City.

It is understood and agreed that this proposal shall be valid and held open for a period of one hundred twenty (120) days from proposal opening date.

PROPOSAL SIGNATURE AND CERTIFICATION
(Bidder to sign and return with proposal)

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of State and Federal Law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of the proposal and certify that I am authorized to sign this proposal for the proposer. I further certify that the provisions of the Official Code of Georgia Annotated, Sections 45-10-20 et. seq. have not been violated and will not be violated in any respect.

Authorized Signature M Scott Ball Date 11/17/2011
Print/Type Name Scott Ball
Print/Type Company Name Here Duany Plater-Zyberk & Company

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ATTACHMENTS:

Attachment A – Atlanta Regional Commission Scope of Work and Study Area Map

APPENDICES:

Appendix A - Schedule of Events
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GENERAL GRANT REQUIREMENTS

Offerors must comply with all general and special requirements of the specifications for the project. Proposers should also note that this project is partially funded by the Atlanta Regional Commission (ARC) and, since Federal funds are involved, the successful vendor (as prime or general contractor) shall be responsible for the full compliance of all contractors, subcontractors and any lower-tier subcontractors with the labor standards provisions applicable to this project. Federal regulations including M/W/SBE, EEO, Conflict of Interest, Drug-Free Workplace, Copeland Act (Anti-Kickback act), Contact Work Hours Safety Standard Act (CW HSSA), Fair Labor Standards Act (FLSA), Fair Housing Act (FHA) and others also apply to this project. The successful vendor must submit certifications that he/she will comply with these Federal Regulations. (See Appendix D for specifics.)

1.0 INTRODUCTION

1.1 Purpose of Procurement

The City of Roswell is soliciting the services of qualified consulting firms for a Master Plan, which includes land use and design elements to coordinate closely with the Historic Gateway Project (led by Roswell Department of Transportation) to design multi-modal transportation and safety improvements along the Atlanta Street corridor. The City of Roswell recently received a Livable Centers Initiative (LCI) Supplemental Study award through the Atlanta Regional Commission to support the study of LCI related programs and projects within the Town Square/Atlanta Street LCI Study Area of the City of Roswell. The Town Square/Atlanta Street LCI was completed with a goal to create a corridor that will be a vital, pedestrian-friendly center of heritage, culture, business, and neighborhood life that is friendly to commuters, visitors, and residents alike. The purpose of this Master Plan is to further enhance context sensitive transportation solutions and ensure that the land use, urban design and historic character of the area reflects the vision that residents and other stakeholders have for the corridor.

The Master Plan will further strategies identified by both the Roswell Town Center/Atlanta Street Corridor Study and the 2030 Comprehensive Plan. A Historic Gateway Master Plan, presenting the analyses and recommendations, will comprise the final product.

1.2 Basic Guidelines for This Request for Proposals

Pursuant to the provisions of the city ordinance, the City of Roswell has determined that the use of competitive sealed bidding will not be practical or advantageous to the City in completing the acquisition of the services and/or commodities described herein. Competitive sealed proposals shall be submitted in response hereto in the same manner as competitive sealed bids and shall be opened in the same manner as competitive sealed bids. All proposals submitted pursuant to this request shall be made in accordance with the provisions of the City of Roswell Vendor Manual, these instructions, and specifications.

The proposals shall be evaluated in accordance with the evaluation criteria set forth in this Request for Proposal (RFP). Subsequent to the opening of the sealed proposals, discussions may be conducted by the City of Roswell with responsible Offerors who submit proposals determined to be reasonably susceptible of being selected for award for the purpose of clarification to assure full understanding of and responsiveness to the solicitation requirements. Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals; and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers.

In conducting any such discussions, there shall be no disclosure of any information derived from proposals submitted by competing Offerors. All such discussions shall be conducted by the City of Roswell Purchasing Manager named below:

Name: Richard Brownlee, CPPO, CPPB
City of Roswell
Purchasing Office
38 Hill Street, Suite 130
Roswell, Georgia 30075
E-Mail: rbrownlee@roswellgov.com

Award(s) shall be made to the responsible Offeror(s) whose proposal(s) is determined in writing to be the most advantageous for the City, taking into account all of the evaluation factors set forth in this RFP. No other factors or criteria shall be used in the evaluation. The City of Roswell reserves the right to reject any and all proposals submitted in response to this request.

1.3 Offerors' Conference and Schedule of Events

An Offerors' Conference will be held on **Thursday, November 10, 2011, at 10:00 AM** at Roswell City Hall, Suite 220, to discuss the RFP requirements. Attendance is not required, but is highly recommended.

1.4 Restrictions on Communications with Staff

From the issue date of this RFP until a contractor is selected and the selection is announced, Offerors are not allowed to communicate for any reason with any City Staff except through the Contracting Officer named herein, or during the Offeror's conference, or as provided by existing work agreement(s). For violation of this provision, the City shall reserve the right to reject the proposal of the offending Offeror. All questions concerning this RFP must be submitted in writing (e-mail preferred) to the Purchasing Manager. No questions other than written will be accepted. No response other than written will be binding upon the City.

2.0 DESCRIPTION OF REQUIREMENTS

2.1 Introduction

The City of Roswell has established certain requirements with respect to proposals to be submitted by Offerors.

Whenever the terms "shall", "must", "will", or "is required" are used in the RFP, the specification being referred to is a mandatory requirement of this RFP. Failure to meet any mandatory requirement will be cause for rejection of Offeror's proposal.

Whenever the terms "can", "may", or "should" are used in the RFP, the specification being referred to is a desirable and failure to provide any items so termed may not be cause for rejection, however, will probably cause a reduction in score awarded.

2.2 Background

The Town Square/Atlanta Street corridor was once the thriving heart of the City-but disinvestment has occurred and Roswell as a whole will benefit from a reinvigorated Town Square and central spine (Atlanta Street). The timing for this LCI supplemental study is ideal as it dovetails with the City's Historic Gateway Transportation planning project. The Master Plan is meant to enhance the transportation improvements that will result from that effort. In addition to many historic resources, several redevelopment opportunities exist along the corridor but there is a lack of vision for the area in terms of appropriate design, character and land use. Master planning this area is important because it is the gateway to the City and is also the entrance to the Historic District. The character of the corridor has been compromised with past focus on the automobile; the Master Plan should re-establish a context for the area as a vibrant multimodal center of heritage, culture, business and neighborhood life that is friendly to commuters, visitors, and residents alike.

The Atlanta Street corridor has been deemed fragmented, in design and character, as well as unsafe and inefficient. At one time this corridor served the community but it has now become a major commuter thoroughfare. Since this corridor is utilized by commuters from all surrounding counties including Cobb, Cherokee, Gwinnett and Forsyth as well as residents and tourists, improved design will help the region by way of reduced congestion, improved air quality, alternative modes of transportation and improved pedestrian safety.

This change from local to major regional route has drastically altered the nature of the corridor. The volume of vehicles is tremendous. High traffic volume, high speeds, curb cuts, reversible lanes and a lack of pedestrian amenities create an environment conducive for accidents, some of which are fatal. The citywide Transportation Master Plan update, approved in November 2010, documented collision data to determine that 2 of the 10 worst intersections in the City are in this corridor. The overall speed coupled with the reversible lane makes it very difficult for vehicles to turn into businesses and residential developments along the corridor. Atlanta Street has one of the few remaining reversible lane systems in metro-Atlanta. This feature is inherently dangerous and GDOT and the City would like this system eliminated. However, there has to be a suitable and thoughtfully designed plan in place that can demonstrate the functionality and livability of the corridor. This LCI study would be a big step in that direction and would work in conjunction with the Historic Gateway transportation project currently underway.

The Historic Gateway transportation project began in January 2011, with the purpose of designing a project along Atlanta Street (State Route 9) from the Chattahoochee River to Marietta Highway (State Route 120). The scope of this project includes a concept, an environmental review document and preliminary construction plans. The final outcome of the Historic Gateway transportation project will dictate the road design used to develop the Gateway Master Plan; therefore, in the event that two preferred alternatives exist at the time of the Master Plan project kickoff, the scope of work may be revised accordingly and the selected firm will be required to present two master plan alternatives.

Read about the Historic Gateway project at http://www.roswellgov.com/index.aspx?NID=837 to learn more about the history and goals of this project. This site provides information that will be helpful in understanding the requirements of the Historic Gateway Master Plan. Understanding this project is crucial to developing a complimentary Master Plan. The selected firm should also become familiar with plans and studies including, previous design charrettes, the "Imagine Roswell" Community Agenda (2030 Comprehensive Plan), and Transportation Master Plan.

2.3 Goals and Objectives

This Historic Gateway Master Plan is the next step in an ongoing effort by the City, the business owners and residents to improve the quality of life, the quality of structures and overall design, character and livability of the corridor. It will guide implementation of the recently completed studies of the area with specific design standards, and architectural typologies to enhance the character of redevelopment and infill projects.

It is the hope that the Historic Gateway Master Plan in conjunction with the Historic Gateway transportation improvements will promote sensitive redevelopment with a wide variety of housing options, commercial, retail, civic and employment options. It is also the hope that sensitive design can lower speeds, encourage alternative modes of transportation and encourage improved pedestrian safety. Overall the project intends to improve the livability of the corridor.

2.4 Schedule

An initial kick off meeting is anticipated to occur mid-late February 2012. The final draft document must be completed and submitted to the City of Roswell by May 15, 2012 in order to meet the deadline set by Atlanta Regional Commission, which is June 30, 2012.

2.5 Approach

The work of the Historic Gateway Master Plan will be managed by Cherith Marshall, Planner II for the City of Roswell. The Historic Gateway Master Plan will be produced by a professional consulting team with capacity in master planning, historic preservation, urban design and an understanding of transportation planning. The Team will review the Comprehensive Plan and all regulatory ordinances and policy documents. An existing conditions analysis will be performed, identifying elements such as land use, property ownership, focal points, historic features, landscape features, archeological features, environmental resources, traffic patterns and pedestrian facilities.

A well-publicized public meeting will be hosted at City Hall or at a major stakeholder's place of business, to present initial findings to the public, particularly stakeholders, and to solicit public input and identify new stakeholders. An "ad hoc" committee built around existing committees, boards, community groups, homeowner and residential associations, property owners, business and development representatives, and Roswell employees will be established as a steering committee. The committee may include regional and county agency representatives, as appropriate.

Two design workshops are anticipated to produce a "hands on" approach to the Plan. Visual preference survey techniques may be employed by the consultant to enable the Committee and the public to develop images of a desired Master Plan.

A public meeting will be held to present the final report.

2.6 List of Deliverables

The following work products or deliverables anticipated are listed below. These are minimums and the consultant may provide more documents. See Attachment A for more detailed work assignments as required by the Atlanta Regional Commission.

2.6.1 – Analysis

- Utilizing the Plan Area Map included as Exhibit A, provide analysis of existing character defining features and elements present in each village/subarea identified in the LCI such as:
  - Transportation system, gateways, bike paths, trails
  - Environmental features-streams, river and required buffers, specimen trees and existing tree canopies that contribute to the streetscape
  - Topographic conditions
  - Historic structures, cemeteries, tourist destinations
  - Schools, churches, government facilities
  - Housing
  - Parks
  - Commercial Uses
  - Civic Activity Nodes
  - Gaps in Connectivity
- In 2009, the Atlanta Street Cultural Resources Analysis documented alternatives for 12 historic properties on South Atlanta Street to determine level of significance and integrity in response to a proposed transportation project. A similar analysis should be completed within the study area in response to the Roswell Historic Gateway Project, and should include at minimum:
  - Buildings, cultural resources, archaeological resources, landscape features, view sheds and environmentally sensitive resources
  - Assessment as to whether these features should be preserved on-site or off-site as part of the master plan recommendations
  - An updated map of historic properties in the study area to update the Historic Properties Map adopted by the Mayor and City Council in April of 2003.

2.6.2 – Master Plan / Design Guidelines

Prepare a master plan and design guidelines that address at a minimum:

- Identification of opportunities for public/community amenities such as:
  - Transit
  - Parks

- Trails
- Interpretive or Wayfinding signage
- Shared parking, shared access, on-street parking

- Recommendations for the enhancement of historic buildings/features/structures
- Identification of infill parcels
- Identification of building typologies for infill construction appropriate to each village/subarea based on existing precedent of the built environment.
- Identification of character defining features appropriate for each building typology within each village/ subarea, which at minimum should include:
  - Building materials
  - Architectural details
  - Building heights/ number of stories
  - Appropriate scale and mass
  - Orientation and Spacing
  - Allowed roof forms
  - Building façade articulation including ground level façade details
- Identification of minimum site design standards within each village/suharea including:
  - Building setback lines
  - Building width/depth
  - Landscaping
  - Parking options
- Identification of typical street sections (utilizing the City's "Complete Streets" policy) addressing curb materials, street lights, hardscape and landscape materials for South Atlanta Street/Highway 9. Average lane widths will be coordinated by the City of Roswell Transportation Department with the Georgia Department of Transportation.
- Identification of typical local street section (utilizing the City's "Complete Streets" policy) addressing average lane and sidewalk widths, curb materials, street lights, hardscape and landscape materials.
- Identification of typical local alley section (utilizing the City's "Complete Streets" policy) addressing average alley and sidewalk widths, curb materials, street lights, hardscape and landscape materials.
- Identification of urban design principles and guidelines for providing desired sense of place a returned focus on people rather than vehicles, such as:
  - Tree and planting list
  - Street furniture
  - Gathering points/features
  - Public art
  - Opportunities to conceal or relocate utility services

2.6.3– Implementation

- Provide recommendations for zoning/regulating code
- Provide recommendations for phasing
- Identify opportunities for public/community amenities such as parks, interpretive signs,

trails, inter-parcel access and shared parking

2.6.4 – Final Product
A final report will be prepared to compile the results of the overall work effort, including key information, the study process, relevant findings and recommendations, into summary materials that include:

- Summary document describing the study area and study goals;
- Description of the process utilized to analyze the data; and
- Study conclusions and recommendations.

The consultant shall provide twenty (20) printed copies (in color), along with three (3) electronic copies on CD of the document with graphics and GIS files to the City. All maps, products, etc. generated by this project will become the property of the City. Maps must be provided as shape files and all illustrations submitted as CAD files. These final products must be delivered to the City by May 15, 2012.

2.7 Information to be Provided in the Proposal

The Offeror **MUST provide** information on the following which will be evaluated and assigned points as determined by the evaluation committee prior to proposal opening by preparation of an evaluation worksheet(s) that will follow the RFP stated requirements. Evaluation worksheets are not available for review during the solicitation process, but are available after award under the Georgia Open Records Act, as are all other solicitation documentation.

1. Proposed Organization and Staffing for the Project including Staff's Qualifications. The following to be addressed:
    a. Proposed Organizational Chart for the Project;
    b. Description of Responsibilities for All Proposed Staff;
    c. Names and Resumes of Key Staff Proposed (be specific here); and
    d. Time Commitments of Proposed Staff (full time/part time and/or number of man days/months/years per person over the course of the project).
2. Description of Firm's Experience with Similar Projects: The overall experience of the Offeror with similar municipalities to be described. Capabilities and experience in applying technology to be included. Also, experience with other governmental entities to be described with references provided.
3. Proposed Approach to Performing including a Timeline. The following to be included:
    a. Description of approach which will fully address the requirements of this RFP;
    b. Proposed methodology for benchmarking performance;
    c. A work plan for the project, which meets the stated deadlines of the City; and
    d. For each deliverable, describe the scope, duration or milestone date and "delivery, inspection and acceptance" criteria that will be used by the receiving department contract manager or a project timeline with milestones, etc.
4. Cost data, to be prepared in accordance with requirements.

2.8 Project Cost

Each Offeror **MUST** present a fixed cost proposal for the work to be performed. Cost proposal to include all costs (separate provisions for travel and/or per diem will not be accepted). Use the Cost Proposal at Appendix B. Supplemental Cost Data is neither required nor desired. Just fill in the blank(s) in Appendix B.

3.0 PROPOSAL SUBMISSION AND EVALUATION

3.1 Economy of Presentation

Each proposal shall be prepared simply and economically, providing straight-forward, concise delineation of Offeror's capabilities to satisfy the requirements of this RFP. Fancy bindings, colored displays, and promotional material are not required. Emphasis on each proposal must be on completeness and clarity of content. To expedite the evaluation of proposals, it is essential that Offerors follow the format and instructions contained herein.

3.2 Required Organization of Offeror Proposals

The content of the Technical Proposal must be organized as follows: Address each paragraph by inserting requested information following each RFP paragraph. If no information is requested, acknowledge paragraph by stating "read and understood", "read and will comply" or other appropriate acknowledgement. This can be accomplished by printing out the Table of Contents and inserting the verbiage after each paragraph. Where information is requested, provide succinct, well written response, complete and thorough answers, as required. Number response keyed to paragraph that response addresses. If you cross reference or reference supplemental material at enclosures or appendices or annexes to proposal response, insure you number response in supplemental materials showing exactly what paragraph in RFP the supplemental material is addressing. **Your Cost Proposal is Appendix B.** No further Cost data is required or desired. Be careful not to qualify your Cost Proposal with "If....Then" statements. A qualified cost proposal response will be rejected and your proposal will not be further considered.

3.3 Submission of Proposals

Proposals must be submitted in two parts: a Technical Proposal and Cost Proposal. The proposal packages should be sealed in separate envelopes and identified as follows:

Technical Proposal/Cost Proposal: Historic Gateway Master Plan
RFP Number: 11-327-B
Proposal Opening Date and Time: November 23, 2011 @ *2:00pm*

All proposals are due at the location no later than the date and time specified herein.

3.3.1 Technical Proposal

The Technical Proposal must include detailed information relative to how you propose to accomplish the tasks described in the Description of Work (Section 2.0) contained in this document. The Technical Proposal **MUST** not include any cost figures. An original and ***four (4)*** **copies** of the Technical Proposal are required. The Proposal Letter, included as page two of this package, must be included in this part and must be signed by a person authorized to legally bind the company. **FAILURE TO INCLUDE THIS SIGNED PROPOSAL LETTER WILL RESULT IN THE REJECTION OF YOUR RESPONSE.**

3.3.2 Cost Proposal (Appendix B)

The Cost Proposal, Appendix B, must be packaged separately and include information as requested herein relative to the costs proposed to accomplish the proposed project. Just the original Cost Proposal is required. Use the Cost Proposal at Appendix B. Supplemental Cost Data is neither required nor desired.

3.4 Evaluation Criteria and Process

3.4.1 Review of Proposals

All proposals received will be reviewed by the Purchasing Department to ensure that all administrative requirements of the RFP package have been met by the Offerors. Each proposal will be reviewed to ensure that the Offeror submitted a separately packaged cost proposal and technical proposal, that only technical information is included in the technical proposal and only cost information is included in the cost proposal, and that all documents requiring a signature have been signed. Failure to meet these requirements may be cause for rejection of a proposal. All technical proposals that meet the administrative requirements will then be turned over to the technical evaluation team members for further evaluation.

3.4.2 Evaluation Committee

The Evaluation Committee will review all proposals received and determine a ranking. Additionally, the Committee may, in its sole discretion and in the course of its evaluation, arrange a site visit or request presentations/demonstrations with one or more selected Offerors.

3.4.3 Technical Evaluation

In this phase the Committee will evaluate the quality and completeness of each technical proposal as it addresses each requirement of the RFP. The RFP carries a total weight of 1000 points. The technical proposal can receive a maximum of 800 points. Technical proposals will be evaluated and scored in categories. Each category is assigned a maximum point value. Only technical proposals that receive 600 points (75%) or more will have the accompanying cost proposal evaluated.

The following items are evaluation criteria for all qualifying proposals and will be rated on a point basis by the evaluation team. Offerors must provide all information as required in Section 2.0.

Proposed Organization and Staffing for the Project including Staff's Qualifications: (25%)
Firm's Experience with Similar Projects: (35%)
Proposed Approach to Performing: (40%)

3.4.4 Cost Evaluation

Cost evaluations will be performed by Purchasing and will have a maximum of 200 points. Cost proposals must be presented as called for in Appendix B, Cost Proposal.

The Cost Proposal with the best value to the City will be awarded the full 200 points. All other Cost Proposals deemed to be acceptable will receive a prorated score relative to the cost proposal deemed to be the best value and the full 200 points.

4.0 TERMS AND CONDITIONS

4.1 Vendor Registration

Vendors responding to this RFP need to become a registered Vendor in order to sell products or services to the City of Roswell. Please note that the vendor file is a good source for vendor information but not the only source. Registration does not guarantee that your firm will be solicited for any or all requirements. The vendor file will also be used to support financial transactions with vendors including invoice payments.

4.2 RFP Addenda

The City of Roswell reserves the right to addend the RFP prior to the date of proposal submission. Addenda will be posted to the City of Roswell's website, as well as the State DOAS website. It is recommended that applicant vendors register for the City of Roswell bid notifications listserv.

4.3 Proposal Withdrawal

Prior to the proposal due date, a submitted proposal may be withdrawn by the Offeror by submitting a written request to the Contracting Officer named herein. All such requests must be signed by a person authorized to sign for the Offeror.

4.4 Contract

Prior to award, the apparent winning Offeror will be required to enter into discussions with the City to resolve any contractual differences before an award is made. These discussions are to be finalized and all exceptions resolved within one (1) week of notification, if not, this could lead to rejection of the Offeror's proposal and discussions initiated with the second highest scoring Offeror.

4.5 Payment for Services

The city will make payments to the successful Offeror on a monthly basis. Monthly invoices are required. The City of Roswell's payment terms are Net30.

4.6 Conflict of Interest

If an Offeror has any existing client relationship(s) that involve the City of Roswell that would prevent their being objective, the Offeror must disclose such relationship(s).

4.7 Confidentiality Requirements

The staff members that are assigned by the successful Offeror to this project may be required to sign a departmental non-disclosure statement. Proposals are subject to the Georgia Open Records Act and may be provided to anyone properly requesting same, after contract award. The City cannot protect proprietary data submitted in Vendor proposals.

4.8 Policy on Drug-Free Workplace

The final award of a contract is contingent upon the contractor certifying to the City that a drug-free workplace will be provided for the Contractor's employees during the performance of the contract as required by the "Drug-Free Workplace Act' (O.C.G.A. 50-24-1).

4.9 Financial Information

The City is concerned about proposers financial capability to perform. Therefore, please provide sufficient data to lead evaluators to the conclusion that your firm has the financial capability to perform. As detailed financial data is generally proprietary and bidders do not wish such information to be part of the public record under the Georgia Open Records Act (G.O.R.A.), the City reserves the right to perform additional due diligence in this area, at the sole discretion of the City, prior to award of any contract.

ATTACHMENT A
Atlanta Regional Commission Scope of Work

I. General: The work to be accomplished is in support of the following Atlanta Regional Commission (ARC) subelement:

102 CA1 - Livable Centers Initiative Investment Policy Studies (LCI)

II. Area covered: All the necessary services provided in this subgrant contract will support the study of LCI related programs and projects within the Town Square/Atlanta Street LCI Study Area of the City of Roswell.

III. Goal: The Atlanta Metropolitan Transportation Planning Area is included in a non-attainment area for ozone under the Clean Air Act Amendments of 1990. Because of this designation, the region must look toward better development practices that support increased use of transportation modes other than single occupant vehicles (SOV) to help reduce emissions and meet air quality requirements. The LCI Program seeks to increase the use of alternatives to driving alone by developing transportation projects and other programs to improve accessibility, expand mixed-uses, utilize transit and support further development in the study area. Evaluation of the existing structure and development of likely scenarios should produce recommendations for future investment that support ARC's Livable Centers Initiative Program.

IV. Work Tasks:
The Town Square/Atlanta Street LCI was completed with a goal to create a corridor that will be a vital, pedestrian-friendly center of heritage, culture, business, and neighborhood life that is friendly to commuters, visitors, and residents alike. The purpose of this supplemental study is to further enhance context sensitive transportation solutions and ensure that the land use, urban design and historic character of the area reflects the vision that residents and other stakeholders have for this corridors. This study will coordinate closely with the Historic Gateway Project (led by Roswell Department of Transportation) to design multi-modal transportation and safety improvements along the Atlanta Street corridor.

The work to be accomplished under this contract is divided into the following tasks:

Task 1 – Analysis
- Based on the 2008 Roswell Town Center/ Atlanta Street Corridor LCI study, provide analysis of existing character defining features and elements present in each village/subarea identified in the LCI
- In 2009, the Atlanta Street Cultural Resources Analysis documented alternatives for 12 historic properties on South Atlanta Street to determine level of significance and integrity in response to a proposed transportation project. A similar analysis should be completed within the study area in response to the Roswell Historic Gateway Project, and should include at minimum:
  - Buildings, cultural resources, archaeological resources, landscape features and environmentally sensitive resources

- Assessment as to whether these features should be preserved on-site or off-site as part of the master plan recommendations
- An updated map of historic properties in the area of overlap between this study boundary and the adopted local historic district boundary

Task 2 – Master Plan / Design Guidelines

Prepare a master plan and design guidelines that address at a minimum:

- Identification of architectural typologies for infill construction appropriate to each village/subarea based on existing precedent of the built environment.
- Identification of character defining features of appropriate for each architectural typology within each village/ subarea, which at minimum should include
  - Materials
  - Architectural details
  - Building heights/ number of stories
  - Appropriate scale and mass
  - Allowed roof forms
- Recommendations for appropriate enhancement of historic buildings/features
- Identification of minimum site design standards within each village/ subarea, including building lines, building width/depth, parking options
- Identification of urban design principles and guidelines for providing desired sense of place and a returned focus on people rather than vehicles

Task 3– Implementation

- Provide recommendations for zoning/regulating code
- Provide recommendations for phasing plan
- Identify opportunities for public/community space such as parks, interpretive signs, heritage trails, inter-parcel access and shared parking

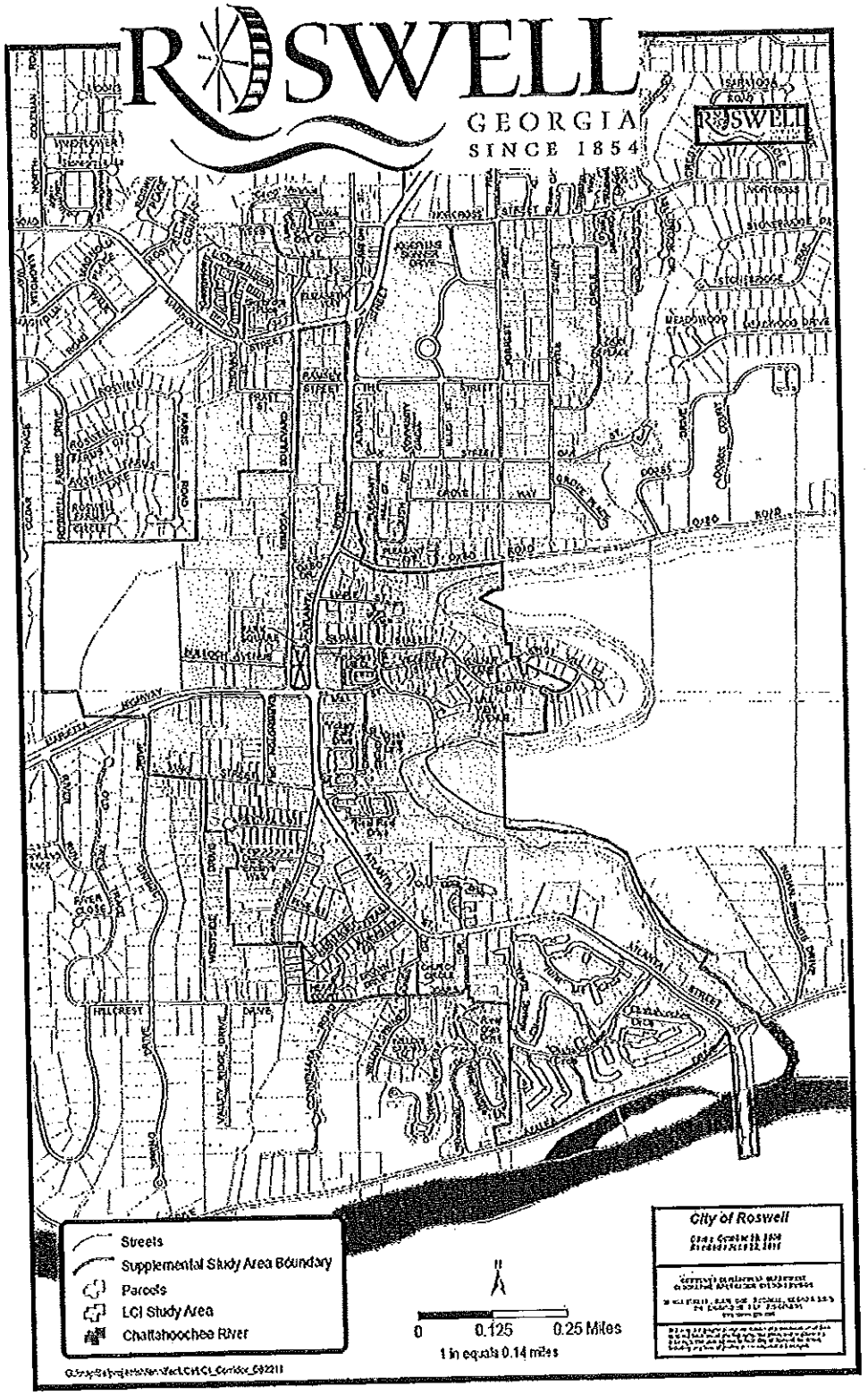
Task 4 – Prepare Deliverables

A final report will be prepared to compile the results of the overall work effort, including key information, the study process, relevant findings and recommendations, into summary materials that include:

- Summary document describing the study area and study goals;
- Description of the process utilized to analyze the data; and
- Study conclusions and recommendations.

Two (2) printed copies of the summary document shall be provided to ARC, along with an electronic file (on CD) of the summary document with supporting graphics and GIS files.

EXHIBIT A-1. Plan Area Map



APPENDIX A
SCHEDULE OF EVENTS

Event:	Date:
Notify Newspaper for Ads	Friday, October 21, 2011
Release of RFP: Posting to websites and first ads run	Wednesday, October 26, 2011
Additional Ads run on:	Wednesdays, November 2 and 9, 2011
Non-Mandatory Offerors' Conference: City of Roswell 38 Hill St. Room 220 Roswell, Ga. 30075	Thursday, November 10, 2011 2:00 PM
Proposals Due: City of Roswell Purchasing Office 38 Hill St., Suite 130 Roswell, Ga. 30075	Wednesday, November 23, 2011 2:00 PM.
Evaluations Complete	December 5, 2011
Oral Presentations and/or Site Visit (if required)	December 12-16, 2011
Award Recommendation to Committee	December 29, 2011
Approval of Mayor and City Council	January 9, 2011
Contract Award/Notice to Proceed	January 23, 2011

APPENDIX B
COST PROPOSAL

Assignment #1

Assignment I is a report documenting the public involvement and various meetings that shall include meeting notices, meeting summaries, and other written communications as required by ARC.

Assignment #1 Cost: $ 3,000

Assignment #2

Assignment 2 is a report documenting the assessment of buildings, cultural resources, archaeological resources, landscape features and environmentally sensitive resources that exist in the Historic Gateway Master Plan area.

Assignment #2 Cost: $ 15,000

Assignment #3

Assignment 3 is a report documenting design guidelines for the Historic Gateway Master Plan. Such guidelines shall include drawings and photographs to illustrate design elements where appropriate.

Assignment #3 Cost: $ 50,000

Assignment #4

Assignment 4 is a report delineating the recommended revisions to the Zoning Ordinance and Development Regulations based upon findings and future implementation. Improvement to landscaping, site design, and other important criteria shall be evaluated.

Assignment #4 Cost: $ 25,000

Final Product

The final draft document, incorporating work products #1-#4 is due by **May 15, 2012.** The final product shall be bound, and shall include color graphics and appendices as directed by the City. All maps, products, etc. generated by this project will become the property of the City.

Final Product Cost: $ 17,000

Total Contract Cost: $ 110,000

NOTE: **Total Contract Cost is for ALL Requirements including** General and Administrative Costs, Profits, Travel, per diem, and **ALL** costs associated with this contract.

Total Contract Cost is the figure that will be used in the evaluation.

APPENDIX C
PROPOSAL PRICE CERTIFICATION

In compliance with the attached specification, the undersigned offers and agrees that if this proposal is accepted by the City Council within one hundred and twenty (120) days of the date of proposal opening, that he will furnish any or all of the deliverables upon which prices are quoted, at the price set opposite each, to the designated point(s) within the time specified.

COMPANY Duany Plater Zyberk & Company

ADDRESS 1023 SW 25th Ave, Miami,Florida 33135

AUTHERIZED SIGNITURE

PRINT / TYPE NAME Andres Duany

APPENDIX D
GENERAL GRANT REQUIREMENTS

Comply with the following Special Provisions, as applicable:

Compliance with Title VI of the Civil Rights Act of 1964
The Contractor shall comply and cause its Sub-Contractors to comply with the regulations for compliance with Title VI of the Civil Rights Act of 1964, as amended, and 23 CFR 200.

Compliance with the Equal Employment Opportunity (EEO) Executive Order
The Contractor shall comply and cause its Sub-Contractors to comply with Executive Order 11246, entitled "Equal Employment Opportunity" as amended by Executive Order 11375, and as supplemented in Department of Labor regulations (41 CFR 60).

Compliance with Americans with Disabilities Act of 1990
The Contractor shall comply and cause its Sub-Contractors to comply with all applicable requirements of the Americans with Disabilities Act of 1990 (ADA), 42 U.S.C. 12101 et.seq and 49 U.S.C. 322; Section 504 of the Rehabilitation Act of 1973, as amended, 29 U.S.C. 791; and regulations and amendments thereto.

Compliance with Federal-Aid Contract Provisions
The Contractor shall comply and cause its Sub-Contractors to comply with the provisions required for Federal-Aid Contracts as stipulated in the RFP Documents.

Compliance with the Contract Work Hours and Safety Standards Act
The Contractor shall comply and cause its Sub-Contractors to comply with the **Contract Work Hours and Safety Standards Act** (40 U.S.C. 327-330) as supplemented by Department of Labor regulations (29 CFR Part 5).

Certification Regarding Debarment, Suspension and other Responsibility Matters
The Contractor shall comply and cause its Sub-Contractors to comply with Certification requirements regarding Debarment, Suspension, and other Responsibility Matters as stipulated to these Bid Documents.

Compliance with Drug-Free Workplace Act
The Contractor shall comply and cause its Sub-Contractors to comply by provision of Certification to the City of Roswell that all provisions of Section 50-24-6 of the Official Code of Georgia Annotated, relating to the "Drug-Free Workplace Act" have been complied with in full in these Bid Documents.

Compliance with the Copeland "Anti-Kick Back" Act
The Contractor shall comply and cause its Sub-Contractors to comply with the Copeland "Anti Kick Back" Act (18 U.S.C. 874) as supplemented in Department of Labor regulations (29 CFR, Part 3).

SUBMITTALS

A. Provide List of Sub-Contractors – Declaration: Attach documentation of Minority/ Women-owned Business Enterprise (MBE/WBE) status such as documentation of shares depicting 51% ownership, and MBE/WBE certification from a metro-Atlanta municipality that has previously certified MBE/WBE participation. Such certification letter shall be less than one year old.

B. Provide Lower Tier Contractor Certification Regarding Debarment, Suspension, and Other Responsibility Matters: This certification applies to subcontractors, material suppliers, vendors and other lower tier participants.

C. Provide Certification of Compliance with Drug-Free Workplace Act: This certification applies to contractors, and its subcontractors.

D. Provide Disclosure Form to Report Lobbying - Standard Form-LLL: This certification applies when any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any Federal agency, a Member of Congress, an officer or employee of Congress, an employee of a Member of Congress or an employee of any municipality in connection with this Federal contract, cooperative agreement or grant.

END OF SECTION

APPENDIX E

Drug Free Workplace Certification

The undersigned certifies that the provisions of Code Section 50-24-1 through 50-24-6 of the Official Code of Georgia Annotated (O.C.G.A) relating to the Drug Free Workplace Act have been complied with in full. The undersigned further certifies that:

1) a drug free workplace will be provided for the contractor=s employees during the performance of the contract, and
2) each contractor who hires a subcontractor to work in a drug free workplace shall secure from that contractor the following written certification:

As part of the subcontracting agreement with Duany Plater-Zyberk & Company this company certifies to the contractor that a drug free workplace will be provided for the subcontractor's employees during the performance of this contract pursuant to paragraph (7) of subsection (b) of Code Section 50-24-3.

Also, the undersigned further certifies that he will not engage in the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana during the performance of the contract.

Authorized Signature: M. Scott Ball

Name Printed: Scott Ball

Name of Company: Duany Plater-Zyberk & Company

Date: 11/17/2011

APPENDIX F
LOWER TIER CONTRACTOR CERTIFICATION REGARDING DEBARMENT, SUSPENSIONAND OTHER RESPONSIBILITY MATTERS

I hereby certify that I am the Principal and duly authorized representative of the firm of Duany Plater-Zyberk & Company ,, whose address is 1023 SW 25th Ave, Miami, FL 33135, and I certify that I have read and understand the attached instructions and that to the best of my knowledge and belief the firm and its representatives:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by the Georgia Department of Transportation and by any Federal department or agency;

(b) I acknowledge that this certification is provided pursuant to Executive Order 12549 and 49 CFR Part 29 and that this firm agrees to abide by the rules and conditions set forth therein for any misrepresentation that would render this certification erroneous, including termination of this' Agreement and other remedies available to the Georgia Department of Transportation and Federal Government.

(c) I further acknowledge that this certificate is to be furnished to the Georgia Department of Transportation, in connection with the Prime Contractor Agreement involving participation of Federal-Aid Highway Funds, and is subject to applicable State and Federal laws, both criminal and civil.

Date November 17, 2011
(Seal)



*Note: Duany Plater-Zyberk & Company does not engage in Lobbying Activities

APPENDIX G

DISCLOSURE OF LOBBYING ACTIVITIES Approved by OMB Complete this form to disclose lobbying activities pursuant to 31 U.S.C. 1352 0348-0046 (See reverse for public burden disclosure.)

1. Type of Federal Action: ☐ a. contract ☐ b. grant c. cooperative agreement d. loan e. loan guarantee f. loan insurance	**2. Status of Federal Action:** ☐ a. bid/offer/application ☐ b. initial award c. post-award	**3. Report Type:** ☐ a. initial filing ☐ b. material change **For Material Change Only:** year _____ quarter _____ date of last report _____

4. Name and Address of Reporting Entity: ☐ Prime ☐ Subawardee Tier _____, *if known*: **Congressional District**, *if known*: 4c	**5. If Reporting Entity in No. 4 is a Subawardee, Enter Name and Address of Prime:** **Congressional District**, *if known*:
6. Federal Department/Agency:	**7. Federal Program Name/Description:** CFDA Number, *if applicable*: _____
8. Federal Action Number, *if known*:	**9. Award Amount**, *if known*: $
10. a. Name and Address of Lobbying Registrant (*if individual, last name, first name, MI*):	**b. Individuals Performing Services** (*including address if different from No. 10a*) (*last name, first name, MI*):
11. Information requested through this form is authorized by title 31 U.S.C. section 1352. This disclosure of lobbying activities is a material representation of fact upon which reliance was placed by the tier above when this transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.	Signature: _____ Print Name: _____ Title: _____ Telephone No.: _____ Date: _____
Federal Use Only:	Authorized for Local Reproduction Standard Form LLL (Rev. 7-97)

PRINT

APPENDIX H

CONTRACTOR AFFIDAVIT

By executing this affidavit, the undersigned contractor/ subcontractor/ sub-subcontractor who is engaged in the physical performance of services under a City of Roswell contract **verifies** its compliance with The Georgia Illegal Immigration Reform and Enforcement Act of 2011 **that they are enrolled in and use E-Verify** or, in the case of a contractor/ subcontractor/ sub-subcontractor who has no employees and does not intend to hire employees during the term of the contract, will provide a copy of a state-issued driver's license or ID Card issued by a U.S. state that will verify lawful immigration status.

SBAL 1205 — 11/17/2011

E-Verify User Identification Number — E-Verify Date of Authorization

Roswell Historic Gateway Master Plan

Name of Contract/Project

Duany Plater-Zyberk & Company

Name of Contractor/ Subcontractor/ Sub-subcontractor (Circle one)

Elizabeth Plater-Zyberk

Name of Authorized Officer

Elizabeth Plater-Zyberk

Signature of Authorized Officer

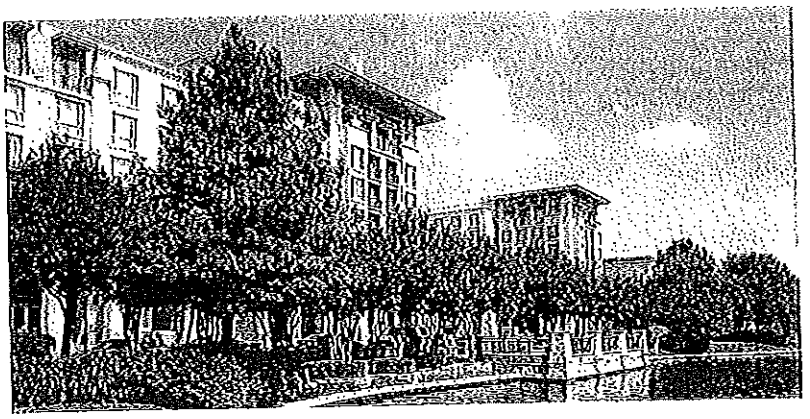
SUBSCRIBED TO AND SWORN BEFORE ME ON THIS THE

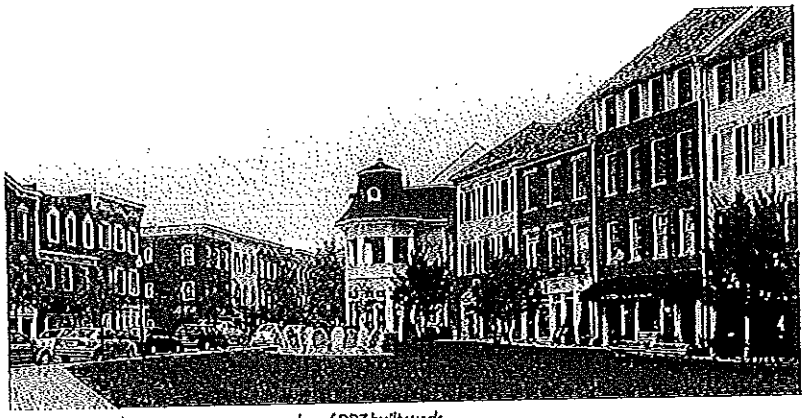
18TH DAY OF NOVEMBER, 2011.

Antonio Lopez

Notary Public

My commission expires on: ANTONIO S. LOPEZ Comm# DD0871087 Expires 3/18/2013 Florida Notary Assn., Inc





All images on chapter covers are examples of DPZ built work

TECHNICAL PROPOSAL IN RESPONSE TO RFP #11-327-B:

THE ROSWELL HISTORIC GATEWAY MASTER PLAN

SUBMITTED BY:
DUANY PLATER-ZYBERK & COMPANY, LEAD CONSULTANT

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Contract 4.4
Read and Understood

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Financial Information 4.9
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Attachment A – Atlanta Regional Commission Scope of Work and Study Area Map
Read and Understood

All Appendices are Read and Understood and those requiring signatures are included in Section 5 "Verification Forms"







SECTION 1

TEAM ORGANIZATION AND STAFFING

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Key Staff..... 1.3
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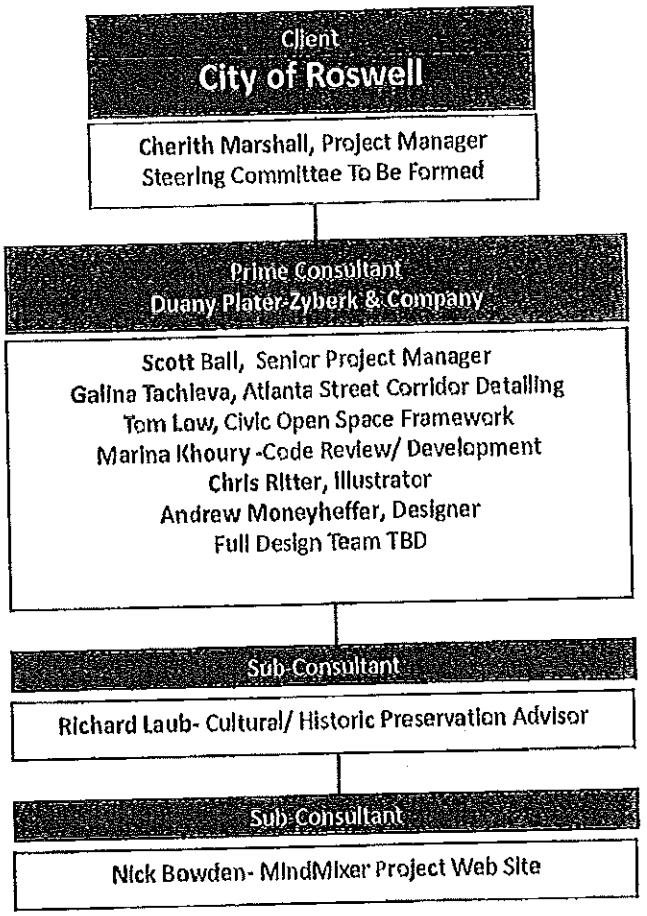

DPZ Staff Estimated Commitments

STAFF MEMBER	RESPONSIBILITY	ESTIMATED HOURS
Scott Ball	Senior Project Manager	250
Galina Tachieva	Atlanta Street Corridor Detailing	40
Tom Low	Civic Open Space Framework	60
Marina Khoury	Code Review/ Development	40
Chris Ritter	Illustrator	60
Andrew Moneyheffer	Designer	200

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KEY STAFF

Scott Ball: Senior Project Manager



Currently based in Atlanta, Scott Ball is a Senior Project Manager with DPZ and leads the firm's Lifelong Communities initiative. Prior to his work with DPZ, Scott worked with various hurricane recovery housing efforts, including assisting with the creation of Louisiana's Road Home Program and Mississippi's Home Again program. While the Executive Director of the Community Resource Center in Atlanta, Scott oversaw the design and construction of over $10,000,000 in construction, and focused on the integration of design services into community development efforts and concentrated on needs of older, long-term homeowners in a rapidly gentrifying city. This work resulted in the development of housing support programs that served over 1,000 senior Atlantans each year. Scott also worked to support the long-term viability of the housing stock, and created a series of programs that integrate affordability into broader community design and development efforts. Scott is a trained architect and has managed numerous projects in the northeast United States and the Atlanta area.

Professional

2008 - Present	Senior Project Manager, Duany Plater-Zyberk and Company
2006 - 2007	Principal, ICF International LLC, Baton Rouge, LA
2005 - 2006	Principal, M. Scott Ball Design, LLC., Atlanta, GA
1999 - 2005	Executive Director, Community Housing Resource Center, ATL, GA
1996-1997	Project Developer, H.O.M.E, Inc. New Haven, CT

Projects Managed

Old Mandeville Town Center Plan, Mandeville, LA
Port au Prince Historic Center Recovery Plan, Port au Prince, Haiti
OFS Redevelopment Study, Norcross, GA
Snellville Town Center Plan, Snellville , GA
ARC Lifelong Communities Study, Atlanta, GA
Federal City Master Plan, Algiers, LA
Downtown Lake Front Master Plan, Lake Charles, LA
Goodbee Master Plan, St. Tammany, LA
City of Gulfport Redevelopment Plan, Gulfport, MS
Alternative Housing Pilot Program, Statewide, LA
Jackson Barracks Residential Plan, New Orleans, LA

Academic:

MArch, Yale University
B.A. Visual Arts, Bowdoin College, Brunswick, Maine

Professional Affiliations:

2007-Present Member, Congress for The New Urbanism
2007- 2011 Board Member, Design Corps
2003-2005 Board President, Board of Directors, Association for Community Design
2003-2005 Board of Directors, Atlanta Regional Heath Forum
2002-2005 Core Leadership Committee Member, RWJ Foundation's Aging Atlanta
2003-2004 Steering Committee- Building Healthy Communities for Active Aging, EPA
2004 Working Group Member- Redeveloping Vacant Property Initiative, Lincoln Institute
2003-2004 Appointee, Atlanta Mayor Shirley Franklin's Inclusionary Zoning Task Force

Authored Publications:

Longevity and Urbanism (forthcoming), J.T. Wiley & Sons
Lifelong Communities Regional Guide to Longevity, Atlanta Regional Commission
Community Design and Emergency Response, AIA on line journal
Linking Housing and Services for Older Adults, Review for Contemporary Gerontology Magazine.
Land Use Planning for Public Health: The Role of Local Boards of Health in
Community Design and Development, National Association of Local Boards of Health
The Aging in Place Toolkit for Local Governments, Quality Growth Partnership, Atlanta Regional Commission

Thomas Low: Project Director, Light Imprint Specialist



Thomas Low is a registered architect and certified planner. He is the Director of DPZ Charlotte. Low directs numerous projects winning awards from organizations including the American Institute of Architects, the Sierra Club, the National Association of Homebuilders and the Environmental Protection Agency for Smart Growth Achievement. He leads the Light Imprint Initiative, combining environmentally-sensitive stormwater management techniques with New Urban community design principles. He is also the developer of Mixopoly, a hands-on board game challenging participants to incorporate physical design and placemaking into a healthy, sustainable built environment. Low makes presentations, conducts workshops and participates in webinars for the Congress for the New Urbanism, the American Institute of Architects, the American Planning Association, The Environmental Protection Agency, the Sierra Club, New Partners for Smart Growth, the National Town Builders Association, the United States Green Building Council, the Form-based Code Institute and other planning and civic organizations. Tom Low is an authority on Transit Oriented Developments(TOD).

Professional Experience:

1995-Present	Partner, Director of Town Planning, Charlotte, North Carolina
1991-1995	Project Manager, Duany Plater-Zyberk & Company, Miami, FL

Selected Projects:

Woodmont Commons, Londonderry, New Hampshire
Belmore Park Master Plan, Norwich, United Kingdom
Ladyfield Master Plan, Scottish Sustainable Communities, Dumfries, Scotland
East End Neighborhood Transformation , Richmond, Virginia
Charlotte Streetcar Study, Charlotte, North Carolina
ARC Lifelong Communities Study, ARC, Atlanta, Georgia
Carlton Landing Master Plan, Oklahoma City, Oklahoma
City of Camden Vision Plan, Camden, South Carolina
Jackson Barracks Master Plan, New Orleans, Louisiana
Unified New Orleans Plan District 1, New Orleans, Louisiana
Locust Town Center Master Plan, Stanly County, North Carolina
5th Avenue South Reassessment, Naples, Florida
Lost Rabbit Master Plan, Madison County, Mississippi
Southside Redevelopment, Greensboro, North Carolina
Willow Oaks HOPE VI Redevelopment Plan, Greensboro, North Carolina
Cheshire Mountain Village Master Plan, Black Mountain, North Carolina
Mt. Laurel Village Master Plan, Birmingham, Alabama
Habersham Village Master Plan, Beaufort, South Carolina

Publications:

2009	*Light Imprint Handbook*, Author
2010	Light Imprint Module for SmartCode

Academic:

Master of Architecture in Suburb and Town Design, University of Miami, School of Architecture, Miami, FL
Bachelor of Architecture, Virginia Polytechnic Institute and State University, Blacksburg, VA

Professional Affiliations, Registrations and Licenses:

2009 - Present	American Institute of Certified Planners
2004 - Present	LEED Accredited Professional (Leadership in Energy and Environmental Design)
1993 - Present	Charter Member, Congress for the New Urbanism
1983 - Present	Member, American Institute of Architects

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KEY STAFF

Marina Khoury/ Code Development



Marina Khoury is a licensed architect and Partner and Director of Town Planning at the firm of Duany Plater-Zyberk and Company. She has over 10 years of national and international experience with DPZ, along with an additional 5 years of architectural professional practice. For the following projects listed below, Marina has served as Project Director or Manager and participated in every capacity of project coordination, design and implementation. In addition, she has served as team leader for a few key projects including, in conjunction with Elizabeth Plater-Zyberk, Miami21, the overhaul of the City of Miami's zoning code and arguably the largest, most significant application of the SmartCode to date. Her role has included leading and facilitating the charrette process, guiding the design, calibrating codes and presenting to large audiences. She has also served as Project Director for most of DPZ's projects in Canada. Marina's sense of design is deeply rooted in the local historical and vernacular traditions of the place in which she is working from the largest scale of the region, down to the smallest scale of the building. She also has extensive experience in form based coding. Most importantly, Marina prides herself on a hands-on involved approach to the successful implementation of her projects and as such has been directly involved in the specific site plan designs, review of marketing, economic and fiscal reports, approvals process, review of engineering drawings, material and furnishing selection and site visits during construction.

She is a member of the Congress for the New Urbanism, and a Board member of the New Urban Guild. Khoury is also a LEED Accredited professional.

Professional Experience:

2007-Present	Partner, Director of Town Planning - Duany Plater-Zyberk & Company
1997-2007	Senior Project Manager – Duany Plater-Zyberk & Company

Selected Projects:

Miami 21, Vision Plan and Form-Based Code, Miami, FL
Design District Master Plan and Guidelines, Miami, FL
Downtown Kendall Master Plan, FL
Historic Overtown Folklife Village, Urban Infill Plan, Miami, FL
Miami-Dade County Agriculture and Rural Area Study, Regional Plan and Code, FL
Florida East Coast Corridor, Urban Code, Miami, FL
Huckelberry Creek Master Plan, Panama City, FL
Downtown Sarasota Master Plan and Code, FL
New Town at Liberty Master Plan and Form-Based Code, Liberty, MI
Cloudrock Village Plan and Form-Based Code, Moab, UT
Olowalu Town Master Plan and Form-Based Code, Maui, HI
Vickery Master Plan and Form-Based Code, GA
East Fraserlands Redevelopment Plan and Form-Based Code, Vancouver, BC, Canada
Lost Rabbit Master Plan and Form-Based Code, Madison City, MS
New Town St. Charles Master Plan and Form-Based Code, St. Charles, MO
Westhaven Master Plan and Form-Based Code, Franklin, TN
Bradburn Village Master Plan and Form-Based Code, Westminster, CO
Dammam Central Business District, Ad Dammam, Kingdom of Saudi Arabia

Academic:

1992	Master of Architecture, University of Wisconsin – Milwaukee (UW-M)
1992	Master of Urban Planning, University of Wisconsin – Milwaukee
1989	Bachelor of Science in Architecture (with honors), UW-M
1985-88	Ecole Speciale d'Architecture, Architecture Program, Paris, France

Professional Affiliations:

2010-Present	Congress for the New Urbanism, Creddited Professional
2008-Present	Board Member of CNU-DC
2007-Present	Board Member of New Urban Guild
2004	Leadership in Energy and Environmental Design (LEED™), Accredited Professional
2001- 2007	Member of City of Miami's Urban Development Review Board
2000 – Present	Board member of Design and Architecture Senior HighScool (DASH) Advisory Board of Directors
1998 - Present	Member of the Congress for the New Urbanism Licensed Architect, Florida, No. AR0017145

Chris Ritter: Illustrator



Chris Ritter is a designer and illustrator for DPZ. His experience in drawing and painting combined with his training as an architect and urban designer make him uniquely qualified to depict hand-drawn visions of projects from their first conception to describe both urbanistic and architectural character. He specializes in large scale aerial renderings drawn in elaborate detail. Chris worked in design for several years before returning to illustration. He has 12 years' experience in the charrette process and travels to most of DPZ's charrettes.

Professional Experience:

2007 - Present	Illustrator/Designer - Duany Plater-Zyberk & Company, Miami, FL
2004 - 2007	Freelance Illustrator and Architectural Designer, Boston, MA
1999 - 2004	Project Manager/Urban Designer/Project Architect, Chan Krieger and Associates, Cambridge, MA
1996 - 1997	Illustrator, Dover Kohl & Partners, Miami, FL
1995 - 1996	Illustrator/Draftsman, Jorge Hernandez Architects, Miami, FL

Selected Projects:

Costa Verbena Master Plan, Natal, Brazil
Abu Dhabi Convention Center Waterfront Master Plan, UAE
Bawwabat al Sharq New Town Master Plan, Saudi Arabia (competition winner)
Tigre Master Plan, Buenos Aires, Argentina
Southlands Agricultural Town Master Plan, Vancouver, BC
Federal City Master Plan, New Orleans, LA (competition winner)
Doral Town Center, Miami, FL
Cayala Town Mixed-Use Buildings, Guatemala City
Visions (Development of Regional Impact), Stuart, FL
Aga Khan University Expansion, Karachi, Pakistan
.S Mile University Town, Queenstown, NZ
Turner Hill Historic Site Redevelopment, Ipswich, MA
Trinity River Corridor Master Plan, Dallas, TX
Anacostia River Master Plan, Washington, DC
Pittsburgh Riverfront Master Plan, Pittsburgh, PA
New Fenway Park Stadium Master Plan, Boston, MA
Central Artery Surface Restoration Master Plan, Boston, MA
Government Center Master Plan, Boston, MA
Lake Okeechobee Regional Tourism Plan, Florida

Academic:

1999	Harvard University Graduate School Design, Masters of Architecture in Urban Planning, Cambridge, MA
1995	University of Miami School of Architecture, Bachelors of Architecture, Miami, FL

Professional Affiliations, Registrations and Licenses:

2003-Present	Congress for the New Urbanism, Accredited Professional

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KEY STAFF

Galina Tachieva, Atlanta Street Corridor Detailing



Ms. Tachieva, Director of Town Planning and Partner at Duany, Plater-Zyberk & Company, LLC, is a global expert on form-based codes as applied to urban and suburban revitalization planning and has served as Project Director or Project Manager on scores of revitalization and urban redevelopment master plans in the United States and abroad. She has overseen the design and regulatory implementation of such projects as Mableton, GA, Baton Rouge, LA; Providence and Mashpee Commons, RI; West Palm Beach, FL. Ms. Tachieva is one of the foremost experts on urban revitalization and successful infill (re)development, and has successfully led and managed teams of planners, architects, residents and local leaders in developing a common vision for fast and effective redevelopment of underperforming urban districts. Ms. Tachieva has contributed to the New Civic Art and Architecture and the City International and is currently working on a forthcoming series entitled Advanced Techniques in Urban Design, the first volume of which, The Sprawl Repair Manual, concerns techniques and methods for suburban retrofit and re-urbanization. She is the primary author of the Sprawl Repair Module, which is a special plug-in document to the SmartCode, which enables the transformation of sprawl types into community patterns.

PROFESSIONAL EXPERIENCE:

2007-Present	Partner, Duany Plater-Zyberk & Company, Miami, Florida
1998-Present	Director of Town Planning/Personnel, Duany Plater-Zyberk & Company, Miami, FL
1993-1998	Project Manager, Duany Plater-Zyberk & Company, Miami, FL

SELECTED PROJECTS:

Lifelong Communities Regional Plan, Mableton Team Leader, Atlanta Regional Commission, GA
Chelsea Barracks Urban Masterplan Submission, London, England, UK
Old Hatfield Masterplan, Old Hatfield, Hertfordshire, England, UK – Urban Revitalization Plan
Hertfordshire Regional Guide to Growth Study, Hertfordshire, England, UK – Regional Plan
Uptown Dardenne Prairie, Dardenne Prairie, MO – Village Center Urban Infill/Suburban Retrofit
Midtown Brytan, Brytan, AK – Urban Village Masterplan/Urban Infill/Suburban Retrofit
Tornagrain, Inverness, Scotland, UK – New Town Masterplan
Unified New Orleans Plan, New Orleans, LA - Urban District Masterplan/Hurricane Recovery Plan
Louisiana Speaks, LA – Regional Hurricane Recovery Plan
Mississippi Renewal Forum, MI – Regional Hurricane Recovery Plan
Pacifica Village Center, Pacifica, CA - Brownfield Town Center
Schooner Bay, Great Abaco, Bahamas - Environmental Village
Wesmont Station, Brownfield Redevelopment/TOD , Wood-Ridge, New Jersey
DownCity Providence, Providence, RI– Downtown Masterplan
Mashpee Commons, Cape Cod, MA - Greyfield Redevelopment
Sarasota Downtown Master Plan, Sarasota, FL
Plan Baton Rouge, Downtown Master Plan, Baton Rouge, LA

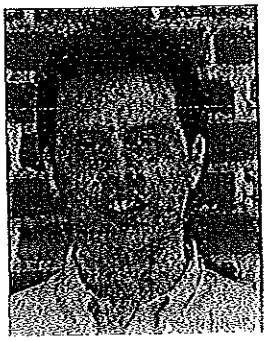
ACADEMIC:

2003/07/09 Lecturer, Graduate School of Design Executive Program, Harvard University
1998 - Present Visiting Juror and Lecturer, University of Miami School of Architecture, FL
1993 Master of Architecture in Suburb and Town Design, University of Miami, FL
1989 MScience-Architecture, University of Architecture and Civil Eng. Sofia, Bulgaria

SELECT PUBLICATIONS:

2008-Present	Advanced Urban Design Techniques book series
2010	Sprawl Repair Manual
2003	The New Civic Art, Contributing Writer

Andrew Moneyheffer, Designer



Andrew Moneyheffer is an urban and architectural designer with over six years of experience in the architecture and planning profession and educational system. As a member of the DPZ team, he has experience in community and neighborhood planning, urban redevelopment and architectural design. He is also an illustrator of the architectural and urban realm. Mr. Moneyheffer has been involved with implementation of many DPZ projects including Kentlands in the Washington DC area where he serves as the representative town architect. Andrew is also active with seminars on subjects such as the SmartCode, classical architecture, agricultural urbanism, green architecture and Light Imprint New Urbanism.

Professional Experience:

2006-Present	Designer / Project Manager, Duany Plater-Zyberk, Washington DC Regional Office
2006-Present	Town Architect Representative, Duany Plater-Zyberk, Kentlands, Gaithersburg, Maryland

Selected Intl. Projects:

Al Ain, Abu Dhabi, United Arab Emirates, Central District Structure Plan, 1280 hectares
Bawwabat Al-Sharq, Dammam, Kingdom of Saudia Arabia, Urban Infill, 237 acres
Business Oasis, Dammam, Kingdom of Saudi Arabia, Urban Infill, 100 acres
Edinburgh Garden District, Scotland, United Kingdom, T.O.D., 660 acres
Lockgelly, Fife, Scotland, United Kingdom, T.O.D. and Urban Retrofit
Southlands, Tsawwassen, BC, Canada, Infill New Agricultural Town, 536 acres

Selected US Projects:

Alba, Sunrise, Florida, Infill New Town, 150 acres
Carlton Landing, Eufaula Lake, Oklahoma, Agricultural Village & Resort Town, 1,500 acres
Dunleith, Greensboro, North Carolina, Urban Infill, 35 acres
Lefleur Lake, Jackson, Mississippi, Regional Plan, 550 acres
Mark Center, Alexandria, Virginia, Urban Retrofit, 150 acres
Midtown Bryant, Arkansas, Urban Infill New Town, 188 acre
Newburgh Waterfront, Newburgh, New York, Urban Infill, 30 acres
Ruskin Heights, Fayetteville, Arkansas, Infill New Town, 30 acres
Ruskin Heights (Architectural), Fayetteville, Arkansas, Infill New Town, 30 acres
Saunders Branch, Gallatin, Tennessee, Agricultural Village & Resort Town, 528 acres
Tree Hill, Richmond, Virginia, Infill New Town, 540 acres

Professional Affiliations:

2010-Present	Member, Congress of New Urbanism Accredited
2008-Present	Member, Certified Light Imprint New Urbanism (LINU)
2007-Present	Member, Students for the New Urbanism
2006-Present	Member, Congress for the New Urbanism
2006-Present	Member, Smart Code Pro
2006-Present	Member, Institute of Classical Architecture and Classical America
2005-Present	Member, American Institute of Architecture, IDP

Prior Experience:

2004-2006	Carpenter, Locke Construction, Nappanee, Indiana (summers)
2001-2003	Drafisman, Maust Architectural Services, Goshen, Indiana

Academic:

2002-2006 Bachelor of Arts in Architectural Studies, Judson University, Elgin, Illinois

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KEY STAFF

Richard Laub, Cultural Resources/ Historic Preservation



Richard has worked in the field of historic preservation for over 25 years, receiving his initial training as a restoration craftsman with the National Trust for Historic Preservation. Subsequent to his work at the National Trust, he received training in the theory and practice of architectural conservation at the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) in Rome, Italy. Richard has led Study Abroad trips which have provided students opportunities to study in Cairo, Havana, Berlin, South Africa, Barcelona, Thailand and Venice.

PROFESSIONAL EXPERIENCE:

8/01-Present –	Director, Master of Heritage Preservation Program, GSU
7/91-8/01 -	Community Planning Coordinator, Georgia Historic Preservation Division
8/98-8/01 -	Acting Director, Master of Heritage Preservation Program GSU
1990-01 -	Adjunct Faculty, GSU, Department of History
9/87-7/91 -	Architectural Services Planner, Georgia Historic Preservation Division
5/80-12/85 -	Restoration Craftsman for the National Trust for Historic Preservation

EDUCATION:

1987 -	Master of Planning with Certification in Historic Preservation, UVA
1985 -	International Architectural Conservation, ICCROM, in Rome, Italy
1973 -	Bachelor of Science in Biology, University of Central Florida

GUIDELINES EXPERIENCE:

2011	Preservation of Historic Neighborhoods in Decatur, Georgia
2010	Roswell Historic District, Roswell, Georgia
2009	Virginia-Highland Historic District, Atlanta, Georgia.
2008	City of Stone Mountain Historic District
2007	Kennesaw Avenue and Moon-Holland Historic Districts, Marietta Georgia.
2006	Old Decatur, Decatur, Georgia.
2005	Cabbagetown Landmark District Atlanta, Georgia.
2004	Adair Park Historic District, Atlanta, Georgia.
2003	West End Historic District, Atlanta, Georgia.

SELECTED SERVICE

2009-Present	Member, Atlanta Beltline Advisory Committee.
2008-Present	Member, Georgia Trust for Historic Preservation Endangered Buildings Committee.
2008- Present	Federal Compliance Review, technical assistance, Oakland Cemetery Foundation
2006-Present	Member, Downtown Design Awards Committee, for Central Atlanta Progress
2004-Present	President of Board of Easements Atlanta, Inc.
2006-Present	Member, Steering Committee, GA African-American Historic Preservation Network
2006-Present	Member of the Board of Trustees, Georgia Trust for Historic Preservation
2006	Member, Infill Forum Committee, Atlanta Chapter, American Institute of Architects
2001-2004	Committee member, Historic Preservation Committee, Inman Park Neighborhood
2002-Present	Chairman of the Georgia Trust for Historic Preservation Awards Committee.
1995-2006	Chairman, Atlanta Urban Design Commission

Nick Bowden, Project Web Site

About Nick...

After experiencing years of frustration with the public meeting process, Nick decided to do something about it. Nick led MindMixer from concept to reality and now serves as CEO. Nick's professional experience as an urban planner and meeting facilitator gives him unique perspective into the stakeholder input process. He will continue to guide the growth and development of MindMixer from that "cool idea" start-up to industry leader in web-based stakeholder collaboration.

Since MindMixer's inception, Nick has worked on projects across the country, learning valuable insights about public engagement along they way. In fact, simply providing useful tools for engagement may not lead to broader citizen involvement. In order to reach the greatest levels of engagement, citizens must be able to participate within the context of their lives.

Nick's motto, "there is no such thing as bad weather, only inappropriate clothing," explains his eternal optimism. He believes strongly that citizens want to be involved in meaningful participation efforts, but need to have simple and convenient opportunities to get involved. This belief serves as the foundation for everything MindMixer does.

Education

Bachelor of Arts, Urban Geography; University of Nebraska-Lincoln

Master of Business Administration; University of Nebraska-Lincoln, 2011 (anticipated)

Professional Affiliations

American Planning Association
Urban Land Institute



Relevant Experience

- Engage Omaha MindMixer (Omaha, NE)
- Burbank General Plan MindMixer (Burbank, CA)
- Nashville Long-Term Recovery MindMixer (Nashville, TN)
- Kansas City Sub-Area Plan MindMixer (Kansas City, MO)
- Papillion Comprehenisve Plan MindMixer (Papillion, NE)
- Go Fargo! MindMixer (Fargo, ND)
- San Fernando Blvd. MindMixer (Burbank, CA)
- Moore Parks and Recreation MindMixer (Moore, OK)
- Lincoln Long Range Transportation Plan MindMixer (Lincoln, NE)
- Environment Omaha, MindMixer (Omaha, NE)
- Pass the Potatoes MindMixer (Omaha, NE)
- Lincoln Comprehensive Plan MindMixer (Lincoln, NE)

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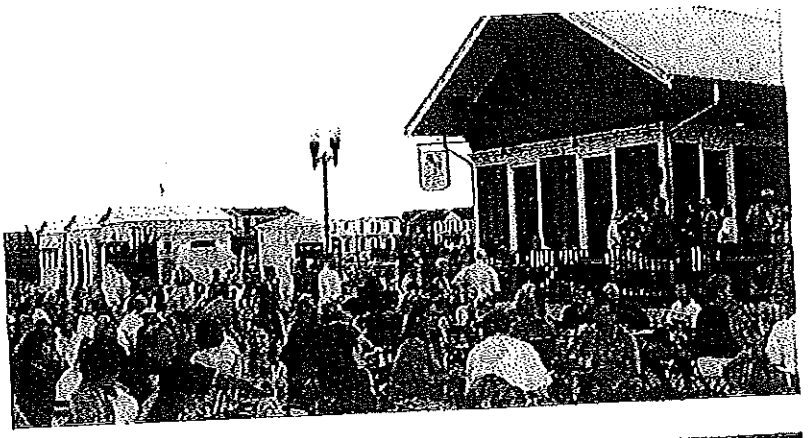
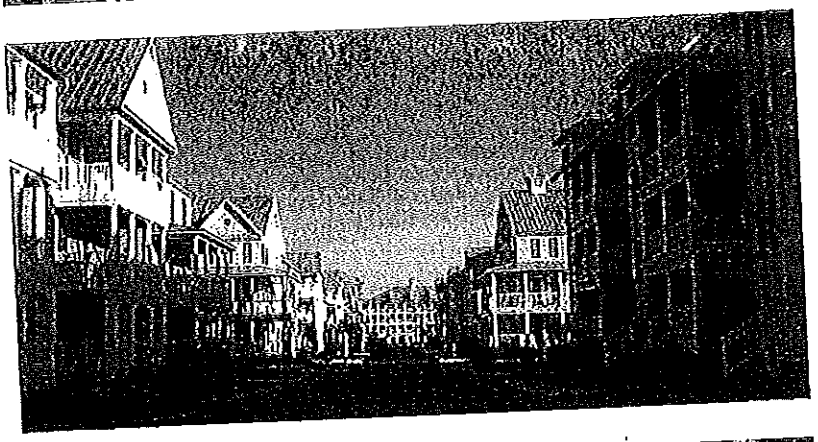


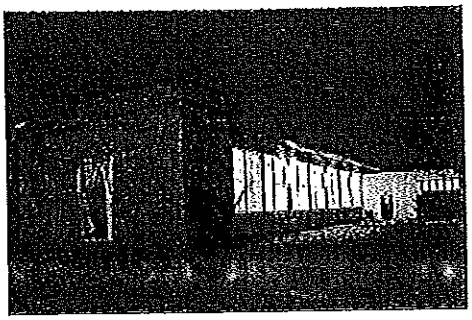




SECTION 2

FIRM EXPERIENCE

Firm Profile 2.1
Relevant Experience 2.6



Celebrating its 31th year in 2011, Duany Plater-Zyberk & Company (DPZ) is a major leader in the practice and direction of urban planning, having designed over 300 new and existing communities in the United States and overseas.

The firm is led by its Principals, Andres Duany and Elizabeth Plater-Zyberk, who are cofounders of the Congress for the New Urbanism (CNU), recognized by the New York Times as "the most important collective architectural movement in the United States in the past fifty years." The movement, currently over 3,000 strong, marked a turning point from the segregated planning and architecture of post-war America; instead, they advocated and promoted the universal and time-tested principles of traditional planning and design that created the best-loved and most enduring places throughout the world.

The firm's method of integrating master plans with project-specific design codes and regulations is currently being applied to sites ranging from 10 to 10,000 acres throughout the United States. Abroad, DPZ projects are underway in Scotland, Spain, Canada, Germany, Belgium, Russia, Egypt, Australia, the Philippines, Brazil, Mexico, India and Turkey. The majority of DPZ's work is for public agencies that are seeking to attract developers to a specific infill project or to foster the redevelopment of an area incrementally overtime through strategic land use regulation and incentive programs. Urban redevelopment plans for existing communities include those for: Baton Rouge and Lake Charles, Louisiana; West Palm Beach, Naples, Sarasota ,and Fort Myers, Florida; Gulfport and Pass Christian, Mississippi; Richmond, Virginia, Cobb County, Fayetteville, and Covington, Georgia; and Providence, Rhode Island. In addition, the firm recently rewrote the entire City of Miami zoning code in the groundbreaking Miami 21 project. We would be happy to provide detailed presentations on any of this work in addition to the projects detailed in this section as the most relevant to the Roswell Historic Gateway Master Plan.

A significant aspect of DPZ's work is its innovative planning regulations which accompany each design. Tailored to the individual project, the codes address the manner in which buildings are formed and located to ensure that they create useful and distinctive public spaces. Local architectural traditions and building techniques are also codified within the regulations. In the last five years, DPZ has also been continually developing a new model, form-based zoning code called the SmartCode, which has been adopted by municipalities across the country.

DPZ has broad experience in applying technology to projects. In addition to the typical technologies of the architecture and planning professions such as AutoCAD, Sketch Up, Photoshop, InDesign and ArcView, DPZ can provide interactive project web sites and is in the process of developing an interactive scenario planning program that can provide instant quantitative analysis of the community health and environmental impacts of various growth strategies. For the Roswell Historic Gateway Master Plan project, we have proposed working with Mindmixer to provide an on-line interactive town hall forum. Mindmixer has been a leader in reinventing public engagement processes for the increasingly internet oriented citizenry of many communities.

Duany and Plater-Zyberk's book, Suburban Nation, written with Jeff Speck, was hailed as "an essential text for our time," and "a major literary event," in the national media. In 2004, Builder Magazine recognized Duany as among the 50 most influential people in home building, the ranks of which included economists, bankers and developers, apart from architects, planners and builders. Duany was ranked after Alan Greenspan, Franklin Raines, George W. Bush and Jerry Howard, earning Duany the distinction of being the top ranking individual from the private sector. Duany sits on the board of the National Town Builders Association and Plater-Zyberk shepherds the Knight Program in Community Building, a program that brings an interdisciplinary approach to the revitalization of inner cities. These and other efforts have earned Duany, Plater-Zyberk and the firm at large international recognition and dozens of local and national awards in recognition of their contributions to the American built environment.

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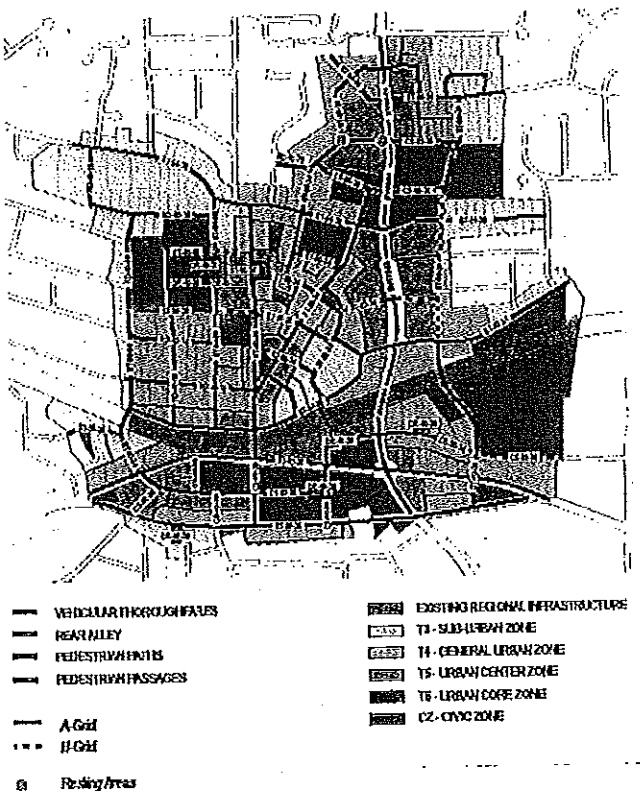
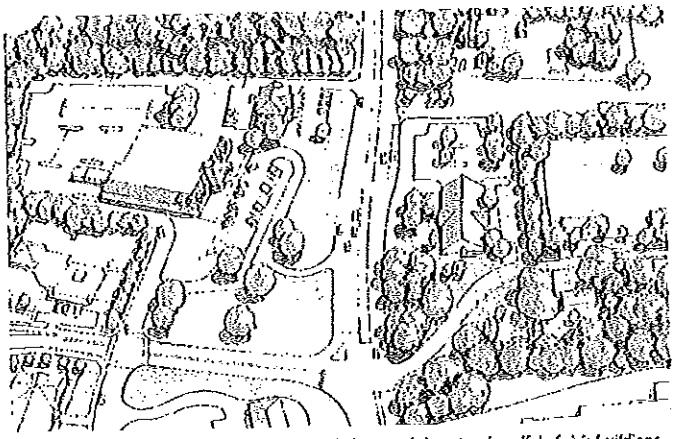
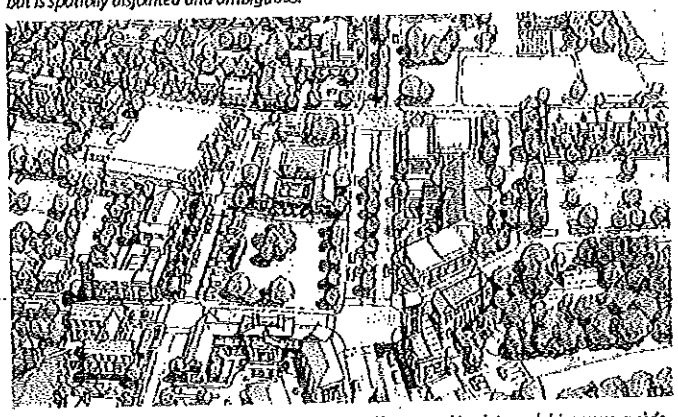
Mableton/ South Cobb Master Plan and SmartCode



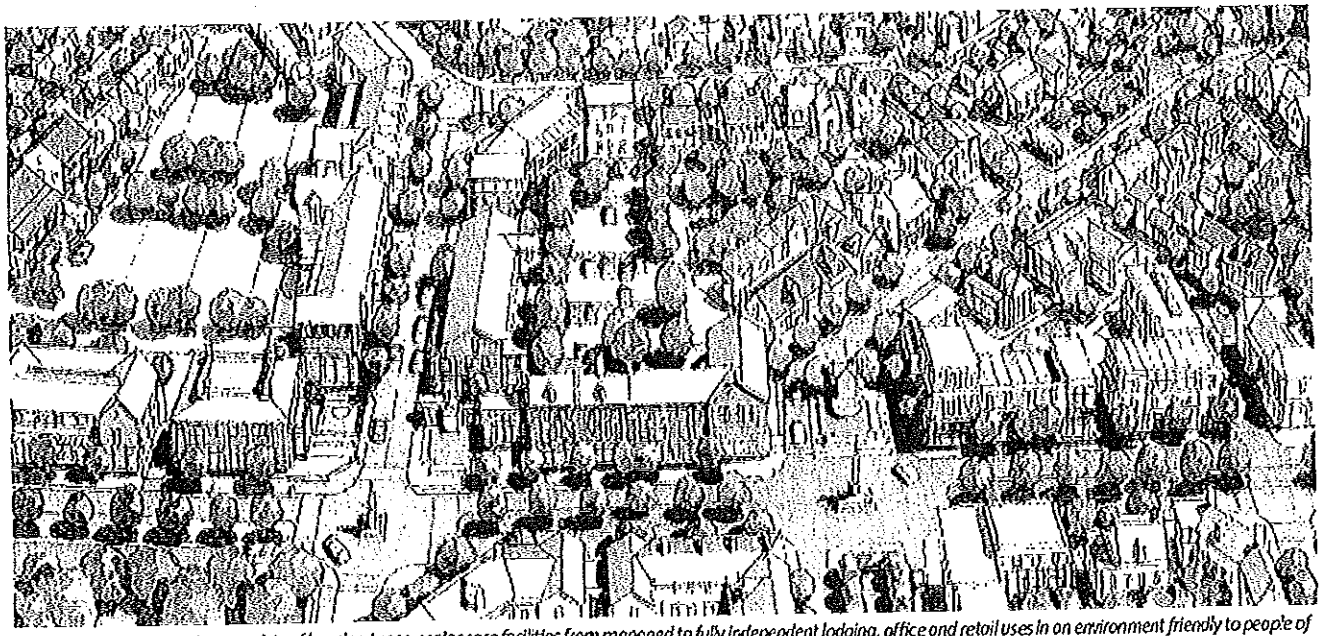
The Regulating Plan, a Transect-based Zoning Map, allocates zones based on intensity of use. A thoroughfare map, as part of the Regulating Plan, identifies existing streets to be modified and new streets to be added to complete the network.



Before: The existing intersection of Floyd and Clay Roads boasts a handful of civic buildings but is spatially disjointed and ambiguous.



After: By assembling and re-allocating buffers, inefficient parking lots and driveways, a civic square is recovered, modeled after the county seat in Marietta. The new square imbues Mableton with the quality of place, supporting existing investments in civic buildings without the demolition of existing structures.



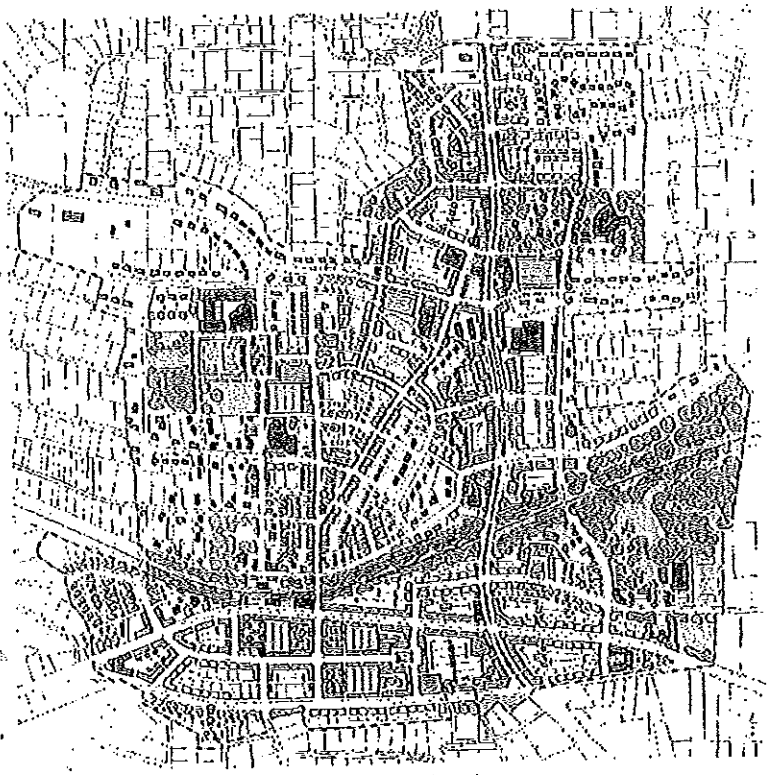
Mableton main street mixes a variety of housing types, senior care facilities from managed to fully independent lodging, office and retail uses in an environment friendly to people of all ages and mobility.

SUMMARY

Location:	Mableton, Georgia
Type:	SmartCode/Master Plan
Designed:	2010
Status:	Adopted
Size:	478 acres
Contact:	Dana R. Johnson Planning Division Manager Community Development Agency Cobb County Government PO Box 649 Marietta, GA 30061 770.528.2018



A view of main street from Floyd Road.



Conceptual master plan developed to guide and support the code.

In early 2009, DPZ completed a multiple site study for the Atlanta Regional Commission for a "Lifelong Communities" Regional Plan. One of the subject sites included land in Mableton, Georgia owned by former Governor Roy Barnes. DPZ's work on the Mableton case study extended beyond the boundaries provided, investigating a large-scale sprawl repair retrofit for a larger planning area. Following the regional study, Cobb County contracted DPZ to refine and implement the vision that emerged from the 2009 work.

Cobb County is located to the northwest of Atlanta, within the commuter belt of the metropolis. Originally Mableton began as a small town along a regional rail line. As Atlanta expanded in all directions, Mableton was enveloped by both good and bad growth. At the time of the charrette, much of the land outside of Mableton's core had been developed with strip malls and subdivisions, symptomatic of sprawl. Portions of the core have retained their initial grid and platting, while much of the remaining area has deteriorated. Yet, despite a difficult recent history, Mableton boasts a high degree of existing civic infrastructure, including parks, a school, library, post office and other public facilities.

DPZ's plan re-focuses the town around its civic amenities and provides a process for housing and mixed-use infill in support of that center. As part of the Lifelong Communities initiative, the proposed plan also seeks to provide services and recreation for aging adults and children, who are disenfranchised by car-dependent sprawl. The master plan and public process set the vision for the adoption of a form-based code, the SmartCode, executed by DPZ for the project area. The code enables the master plan vision, providing the framework for the re-zoning of existing lots and the prioritization of capital improvements in new thoroughfares, modifications to existing thoroughfares and the creation of public space throughout the community.

Cobb County has formally adopted the new zoning ordinance and has subsequently adopted a Special Local Option Sales Tax to fund community improvements. Mableton exemplifies the process of sprawl repair, with strong support from county government.

In addition to the main master plan vision, a long-range plan for the southern portion of the Mableton study area supplements the town with opportunities for high density housing and office space. As Atlanta continues to expand its transit services, the Mableton area is ready to support the polycentric city as a transit town.

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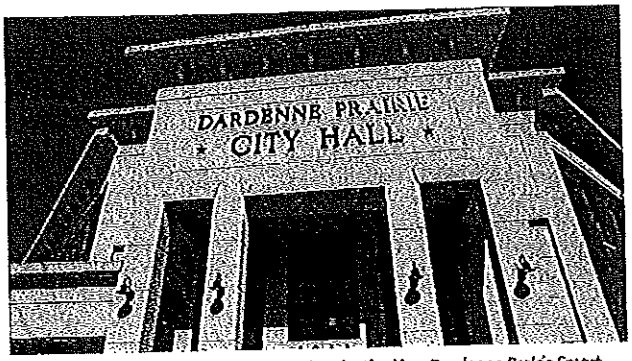
DPZ RELEVANT EXPERIENCE

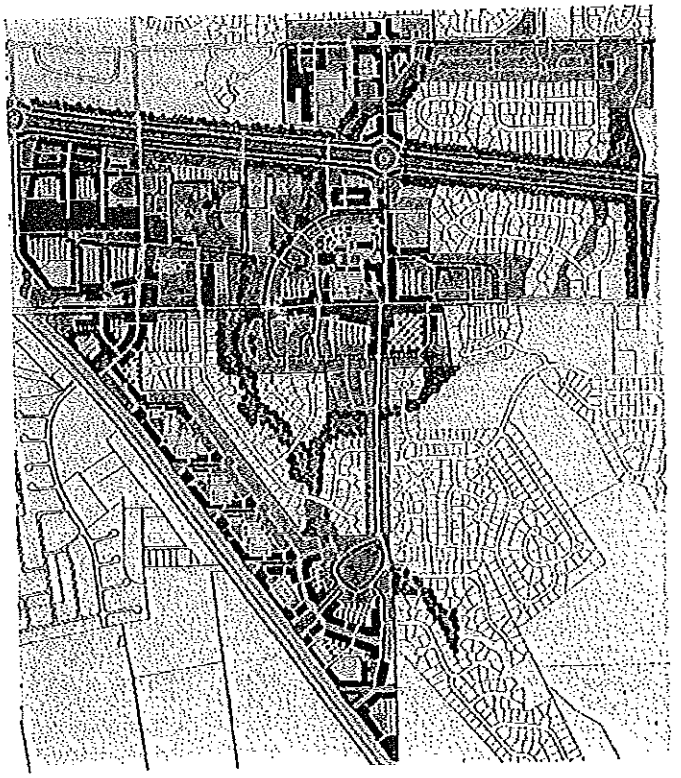
Uptown Dardenne Prairie

SUMMARY

Location:	Dardenne Prairie, Missouri
Type:	Suburban Retrofit and SmartCode
Designed:	2007
Status:	Adopted Master Plan In Progress
Size:	283 acres
Contact:	City of Dardenne Prairie Pamela Fogarty - Mayor 2032 Hanley Road Dardenne Prairie, MO 636.561.1718 http://www.dardenneprairie.org



City Hall was the first building constructed under the New Dardenne Prairie SmartCode



Illustrative Masterplan

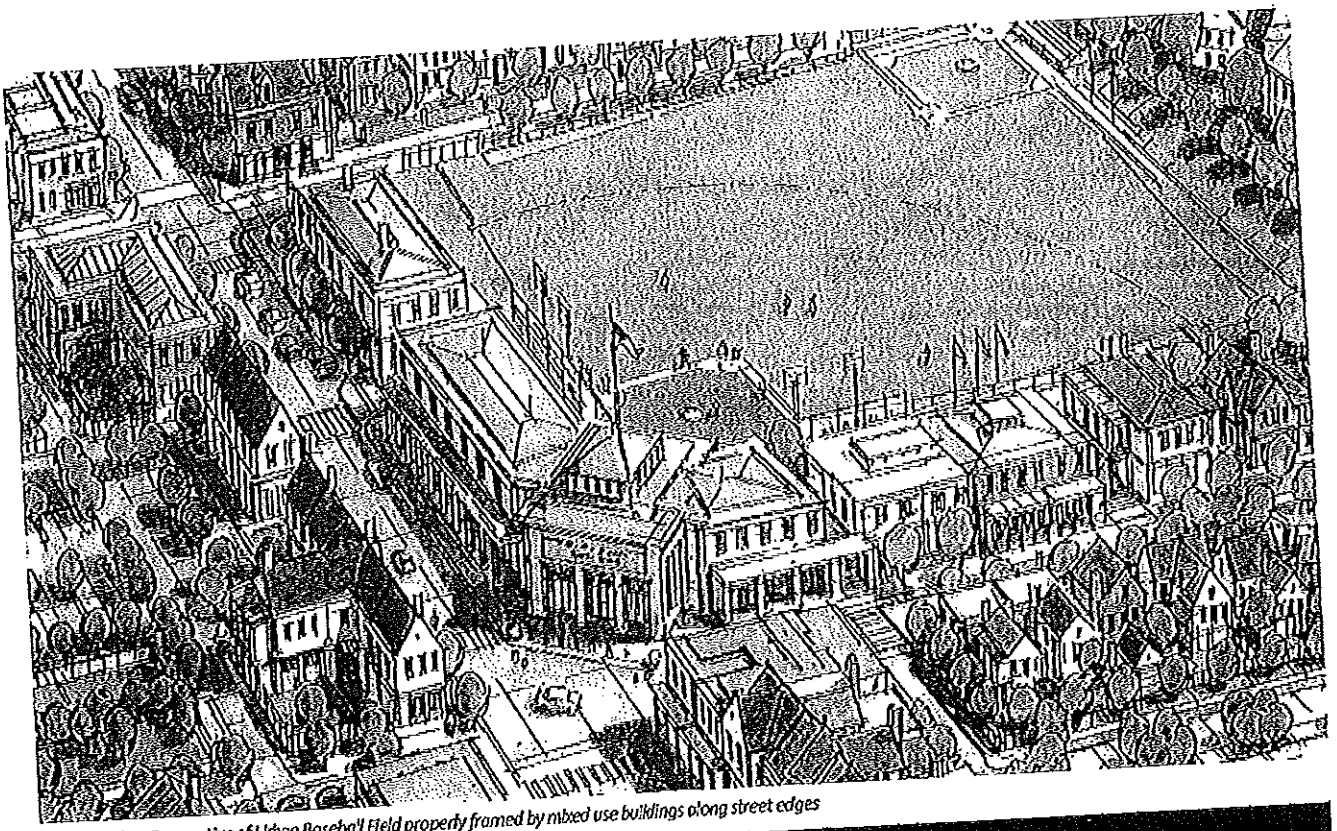
Located in St. Charles County, one of the fastest growing counties in Missouri, Dardenne Prairie is a small city located about thirty five miles west of St. Louis. When incorporated in 1981 the City was rural, consisting mainly of farmland. As the local population grew in accordance with the expansion of the St. Louis metropolitan area and the area's infrastructure was enhanced commensurately, City officials recognized the need for a City masterplan. In an effort to accommodate this growth and avoid sprawl-style, piecemeal development prevalent in nearby suburban municipalities, the City hired DPZ to design a new downtown on three infill sites. The opportunity to retrofit a fourth already-developed site was identified during the charrette and planned in consultation with City officials. DPZ was also asked to develop a form-based code to create a supportive yet, predictable environment for developers.

The new mixed-use "Uptown" area is intended to provide the town with a civic core and to offer an example of compact, mixed-use development. Through the provision of quality services and amenities, Dardenne Prairie's new core will help create a desirable job base and enhance its residents' quality of life.

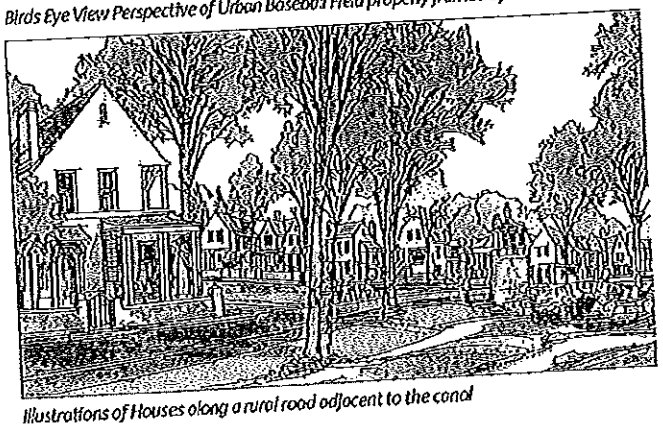
The plan includes four sectors, each with a distinct character and function that features a mix of commercial, residential and civic offerings. The code's zoning categories reflect these different characters. The sectors include a town center, a live/work area, a technology employment campus and a mixed-use community center retrofitted from an existing strip shopping center. Prominent landmarks within these sectors include the historic Church of the Immaculate Conception, which is framed by the street network in order to offer views from the site's many civic spaces; the preserved baseball field, which is framed with mixed-use buildings and a new City Hall; and the technology employment campus, which is located at the highest-visibility site along Interstate (I-40).

These districts are designed to become a unified, comprehensive center for the community connected by pedestrian-friendly thoroughfares. Accordingly, proposed traffic network changes include the adaptation of a proposed highway extension into a tree-lined boulevard, as well as the creation of a network of paths designated for pedestrians and bicyclists; enhancing both its connectivity and walkability.

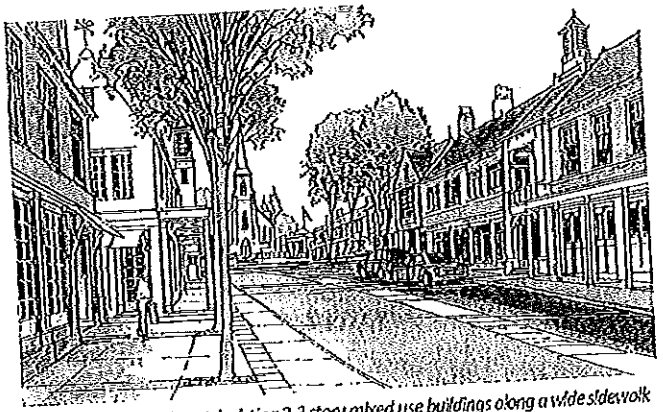
A SmartCode for Dardenne Prairie was calibrated and subsequently adopted.



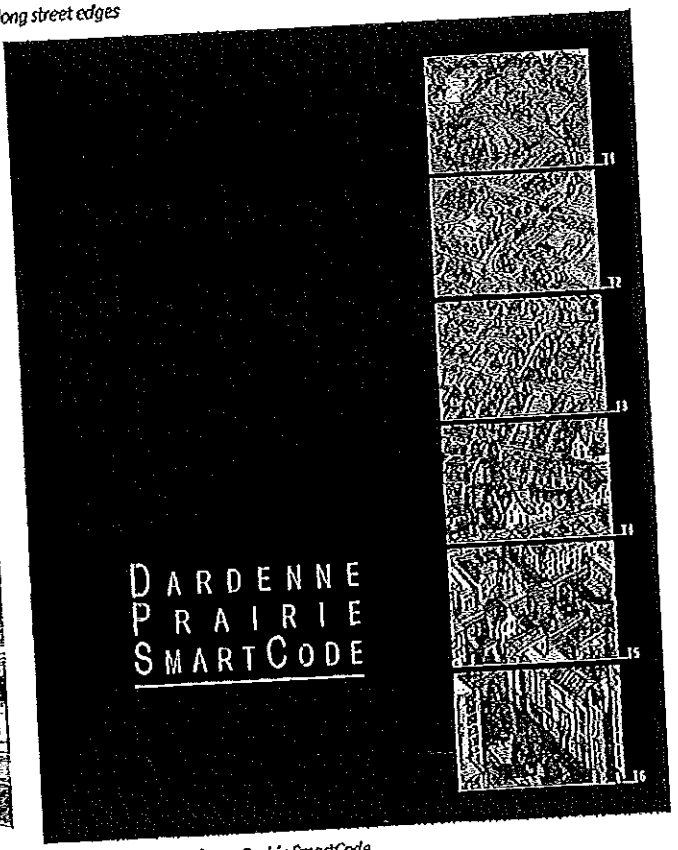
Birds Eye View Perspective of Urban Baseball Field properly framed by mixed use buildings along street edges



Illustrations of Houses along a rural road adjacent to the canal



A view down Main Street depicting 2-3 story mixed use buildings along a wide sidewalk



The cover to the Dardenne Prairie SmartCode

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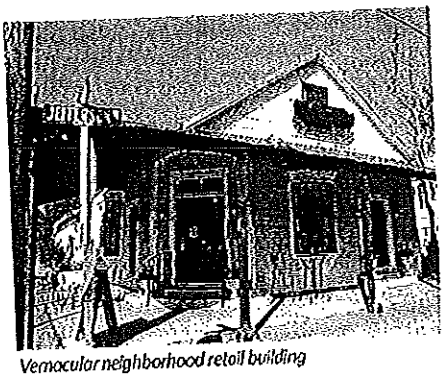
DPZ RELEVANT EXPERIENCE

Old Mandeville Town Center Plan

SUMMARY

Location:	Mandeville, Louisiana
Type:	Infill
Designed:	2011
Status:	Planned
Size:	180 acres
Contact:	Frank Saxton Northshore Community Foundation 103 Northpark Blvd, Suite 201 Covington, LA 70433 985-626-4115



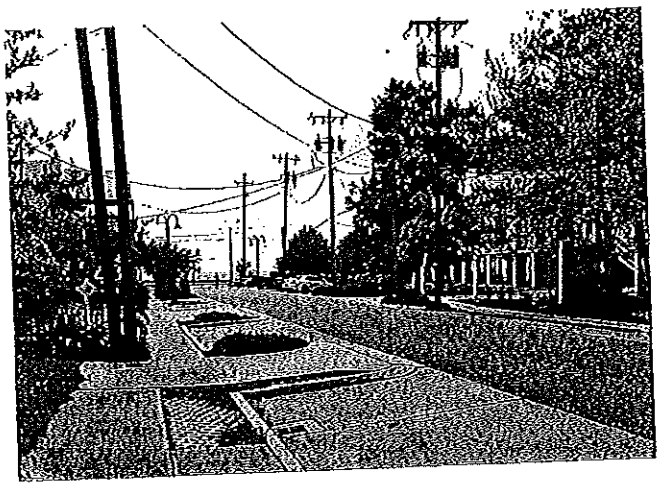
Vernacular neighborhood retail building

DPZ was tasked with the study of the historic section Mandeville and the development of a town center plan and code. The team closely examined the existing conditions, open lots and current land use and planned four primary redevelopment sites. In addition, the DPZ team studied the stormwater management and street treatments and intervened to stop the proposed "upgrading" to curb, gutter and sidewalk. Instead, the team developed a code to preserve and enhance the historic, soft-edged, swaled street frontages that are important to the character of Mandeville. A comprehensive plan was provided on how to improve existing infrastructure while enhancing the historic street frontages. The charrette looked at street design with a very fine grain very fine grain, walked most of the town with the Public Works Director and Mayor, and developed preservation and enhancement maintenance guidelines. Gateway designs were provided to define the entries to Old Mandeville; a parking plan was developed; a new waterfront was planned; a new town center was designed for the obsolete industrial section along the old freight rail line; and a campus was designed for the expanding church in the center of town.

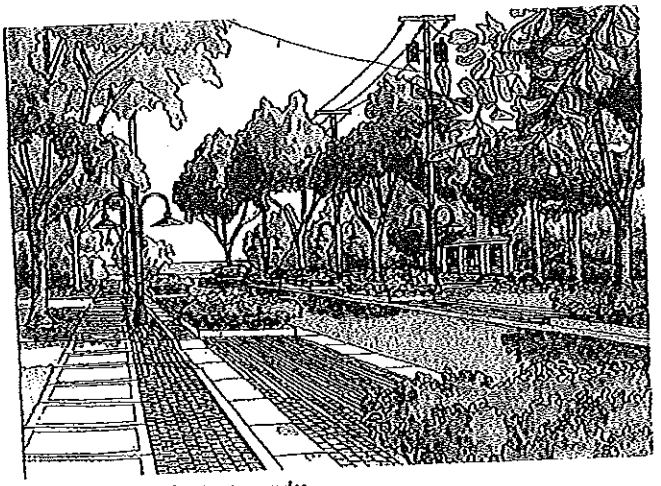
Finally, as Mandeville fronts Lake Pontchartrain on the north shore across from New Orleans, it was originally developed to serve as a ferry-accessed vacation and entertainment town for New Orleans residents. In response to the citizens' desire to reactivate the waterfront history and identity of the town, a marina was designed in accordance to regulations and strategically located to maximize the connectivity to and from Old Mandeville.



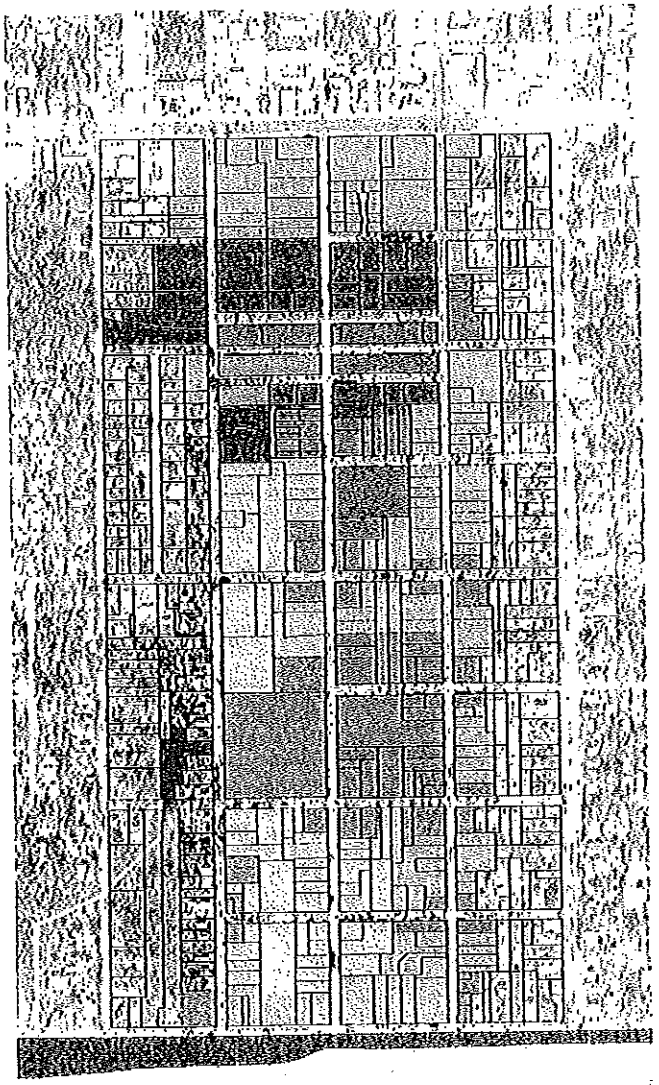
A "soft edge" frontage of the type the team sought to preserve



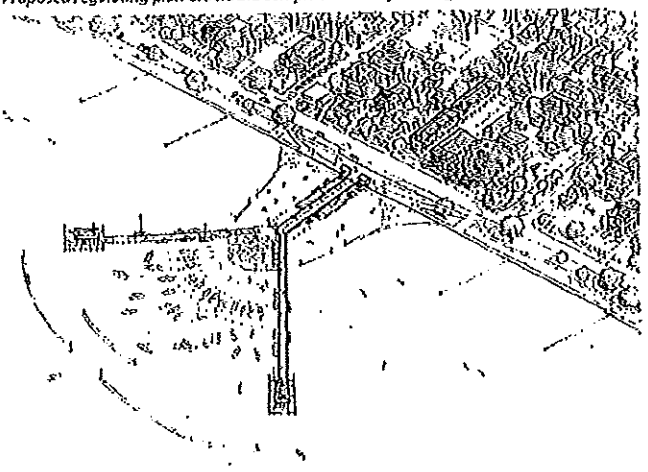
Existing street



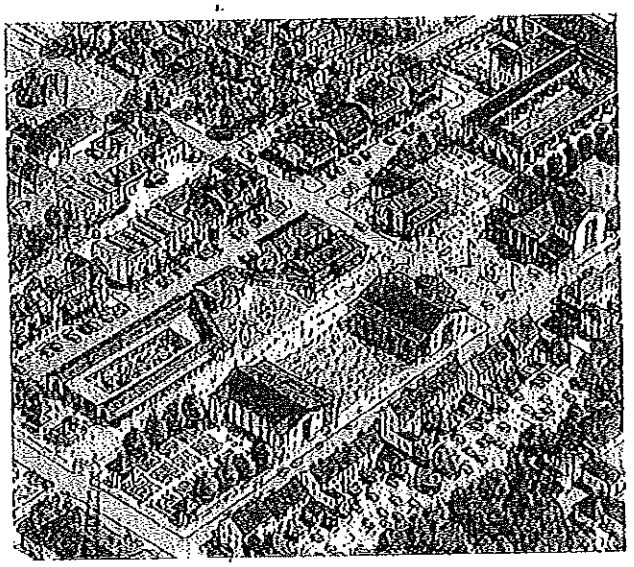
Proposed Light Imprint street upgrades



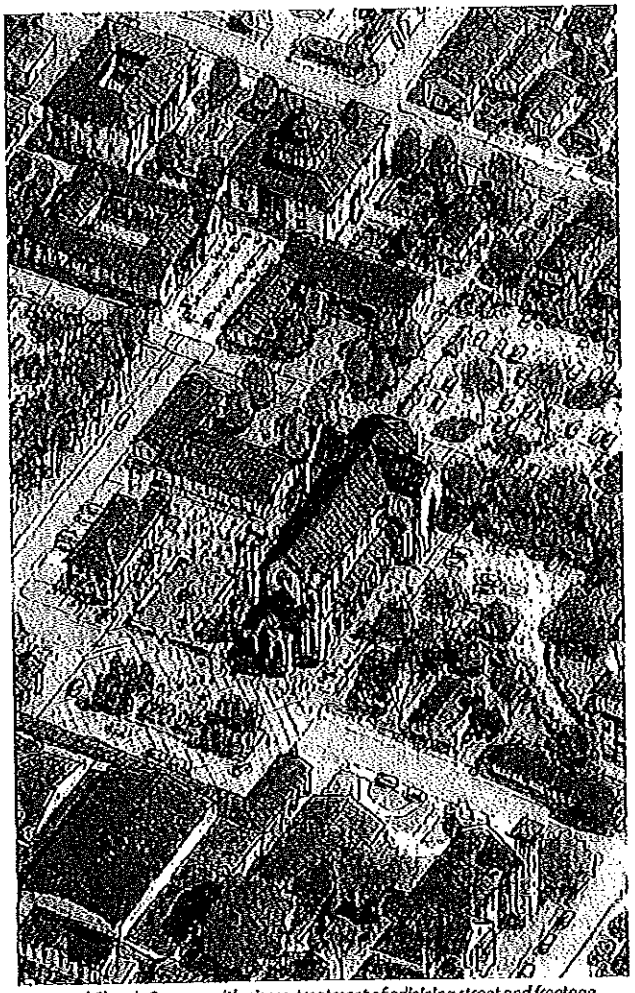
Proposed regulating plan orders the complex weave of existing uses



Proposed marina



Proposed Town Center at the old industrial rail depot site



Proposed Church Campus with piazza treatment of adjoining street and frontage

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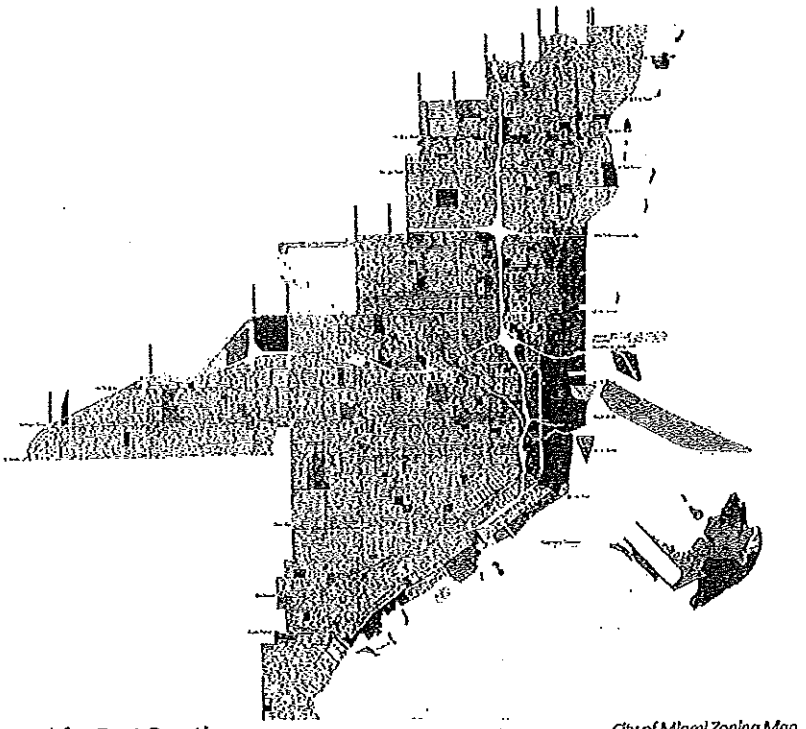
DPZ RELEVANT EXPERIENCE

Miami 21

SUMMARY

Location:	Miami, Florida
Type:	SmartCode
Designed:	2005-2010
Status:	Adopted
Size:	36 square miles
Contact:	Manuel Diaz, Former Mayor of Miami Lydecker Diaz 1201 Brickell Ave., Fifth Floor Miami, FL (305) 416-3180 manny@lydeckerdiaz.com



City of Miami Zoning Map

Recognition

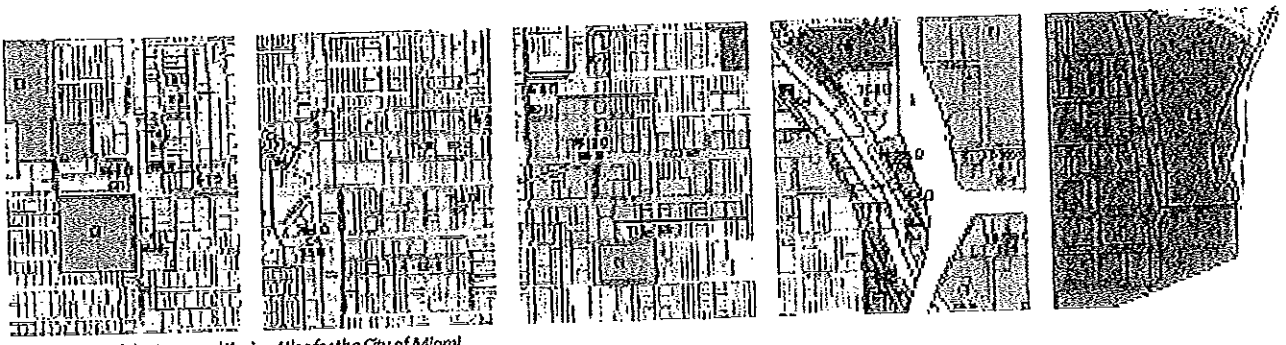
- *2011 APA National Planning Excellence Award for Best Practice*
- *2010 Driehaus Form-Based Code Award*
- *2010 Paul Crawford Distinction for a Ground-Breaking Code*
- *APA FL 2010 Award of Excellence, Best Practices Category*
- *The 2010 American Architecture Award for Miami 21*

Responding to Miami's rapid growth, the City's Planning Department commissioned Duany Plater-Zyberk to embark on an unprecedented mission: a complete overhaul of the City's zoning code with the largest known application of a form-based-code. The project name "Miami 21" represents the "Miami of the 21st Century" and entails a holistic approach to land use and urban planning, broadening the scope of a traditional zoning code to become a truly comprehensive plan. Miami 21 will provide a clear vision for the City that will be supported by specific guidelines and regulations to: address the public and private realm, create a more efficient permitting process and provide a stable environment for investment.

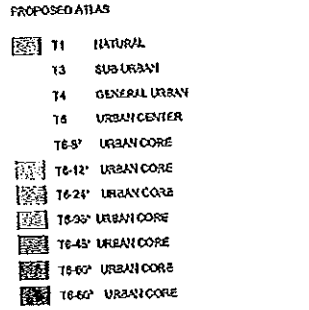
Miami 21 proposes dual yet distinct goals of conservation and development. Conservation goals are intended to preserve neighborhoods and historic site, create sustainable development through green building incentives, conserve energy through green initiatives, improve connectedness for walkability, increase access to natural environments and improve quality of life for residents. Development goals are intended to develop corridors to function as transit-oriented centers, ensure predictable environment for growth and appropriate development, incentivize LEED and maintain future growth capacity of downtown.

Six elements, in particular, serve as the lynchpins in the development of the blueprint: a Form-based Code, Economic Development, Transportation, Parks and Open Spaces, Arts and Culture and Historic Preservation.

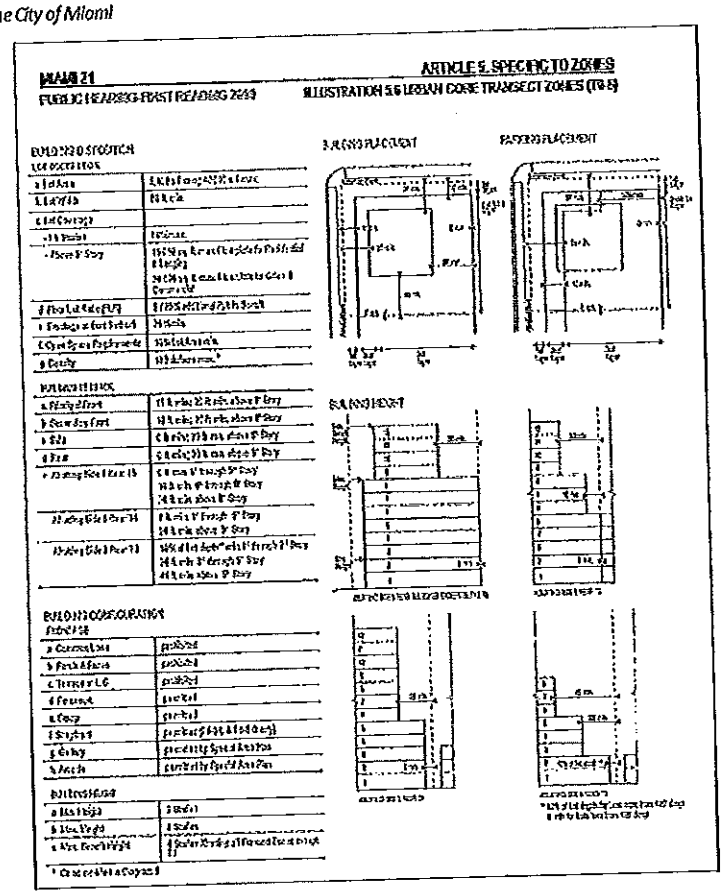
The project was a huge cooperative venture with many public meetings and the Office of Mayor Manuel A. Diaz, Office of City Manager Pedro G. Hernandez, Offices of City Commissioners, Planning Department, Office of Zoning, Department of Economic Development, Department of Capital Improvements and Transportation, Office of the City Attorney, Neighborhood Enhancement Team (NET), CitiStat, Office of Communications, Department of Public Works, Department of Parks and Recreation, Department of Code Enforcement.



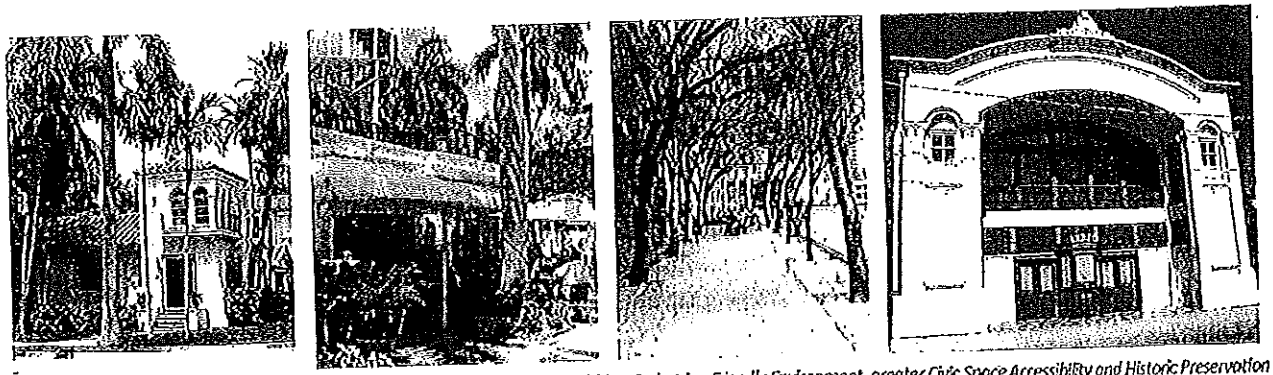
Sample Area of the Proposed Zoning Atlas for the City of Miami



Transect-based Zoning Key



Code Sample Page - Urban Core Regulations



Miami 21 goals depicted here: Neighborhood Conservation, Economic Vitality within a Pedestrian Friendly Environment, greater Civic Space Accessibility and Historic Preservation

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Downtown Sarasota

SUMMARY

Location:	Sarasota, Florida
Type:	Downtown Master Plan and Form-Based Code
Designed:	2000
Status:	Completed in 2001
Size:	900 acres
Contact:	Peter Katz Director of Smart Growth/ Urban Planning Sarasota County, FL 941.861.5000 Katzoid@earthlink.net

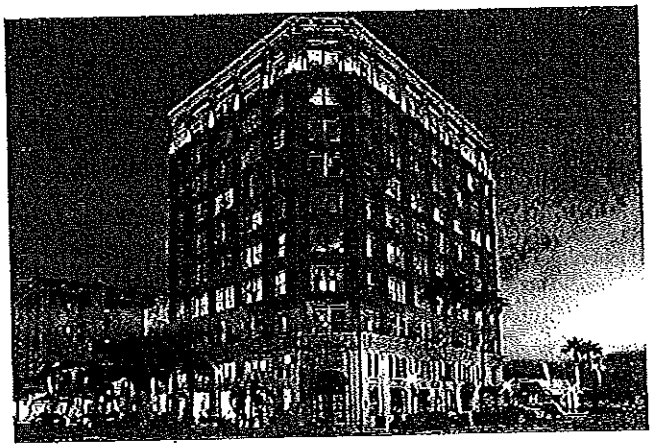
The Downtown Sarasota Master Plan was prepared by DPZ in conjunction with Cardinal Carlson + Parks, Hall Planning & Engineering and James Moore, in collaboration with the Sarasota CRA. The Master Plan draws upon earlier plans for the downtown, including those of 1986, 1983 and John Nolen's plan of 1925. This version's main contribution is an increase in precision, the assignment of priorities and the provision of tools for implementation - specifically a new form-based code. Since Sarasota is a relatively young city, the Master Plan and code will provide the guidance and discipline needed to bring the city into a period of graceful maturity.

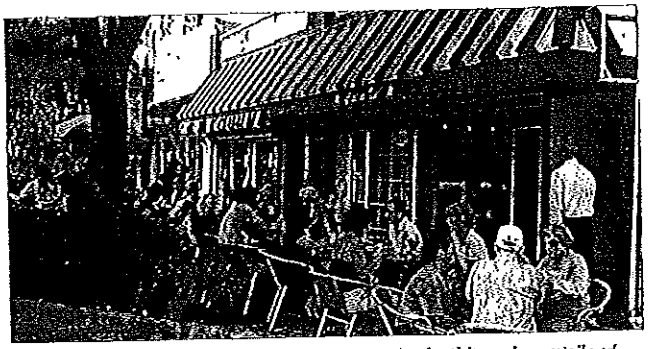
Major themes in the new plan included:

- Connecting the downtown to the bay front
- A system of walkable streets
- A balanced transportation system
- Walk-to-town neighborhoods
- Civic improvements
- Strategic, pragmatic implementation

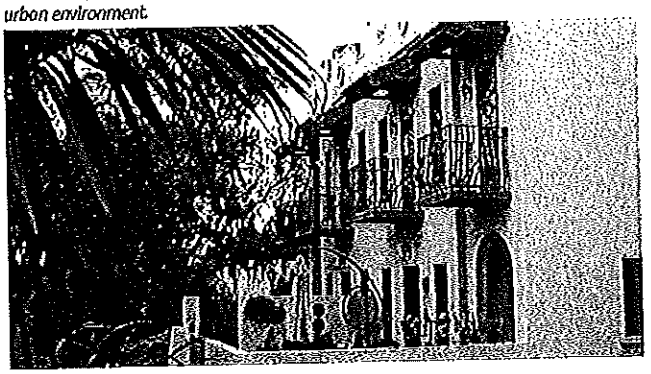
To realize the city's motto, "A city of urban amenities with a small town feeling," it is necessary to create an urban downtown proper surrounded by small town neighborhoods. The study area of this plan includes the three inner-city neighborhoods, Rosemary, Gillespie Park and Park East, recognizing that together with the downtown proper they form an integral part of the pedestrian experience and must be conceived of as a single sector.

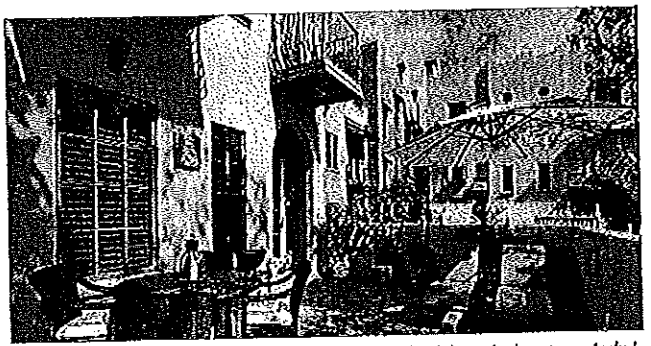
By designating each of the city's streets either 'A,' pedestrian-oriented, or 'B,' auto-oriented, based on what currently exists, the Master Plan provides a guide for future growth. Sarasota will be able to fulfill the potential of its existing street network, creating a cohesive and functional system that facilitates vehicular movement and at the same time creates a viable and pleasant system for pedestrians and bicyclists.



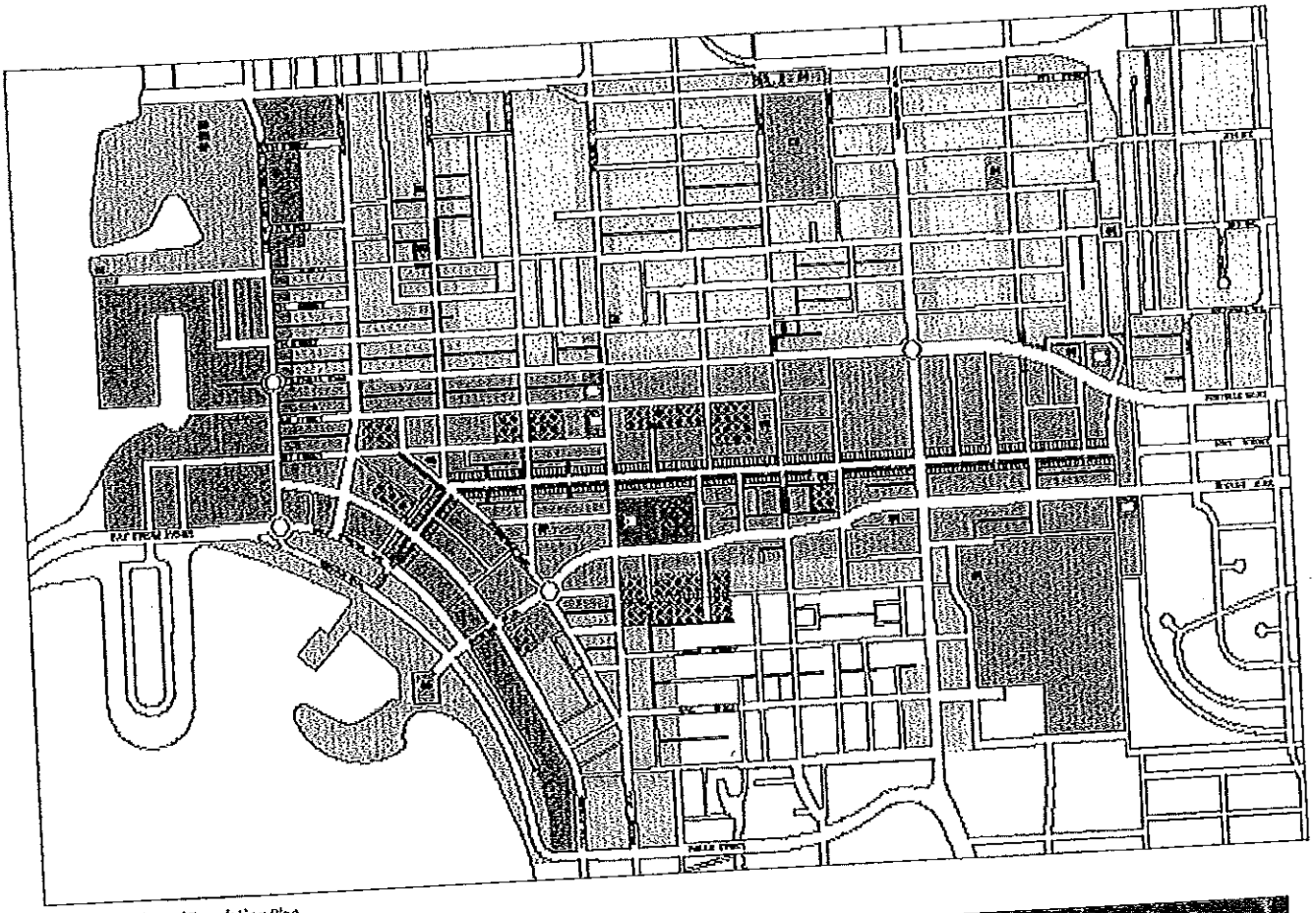


Street standards were prescribed to encourage street-level activity such as retail and restaurants; sidewalk design specifically allowed spillover dining, creating a dynamic urban environment.

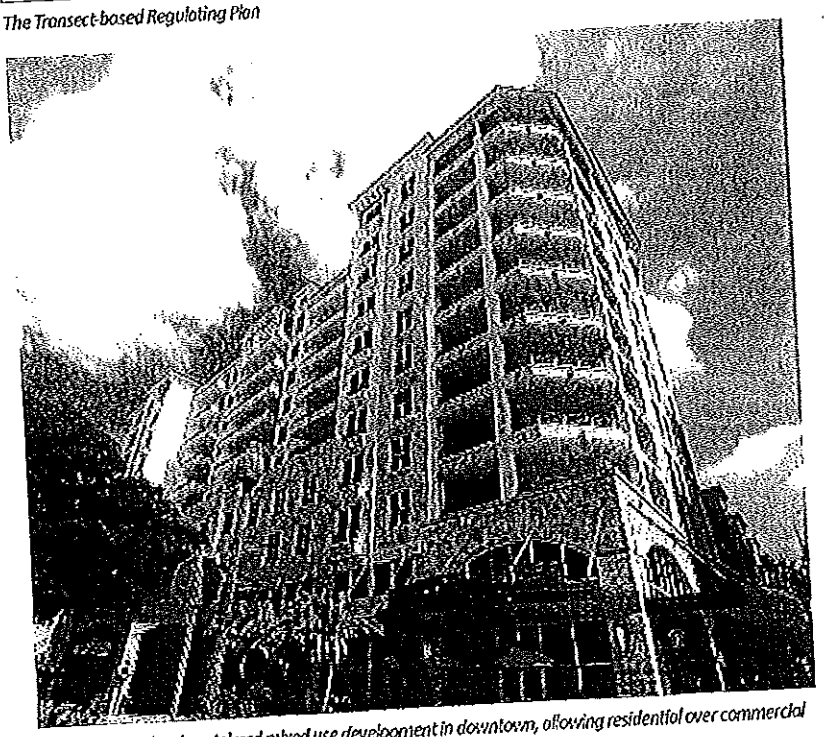




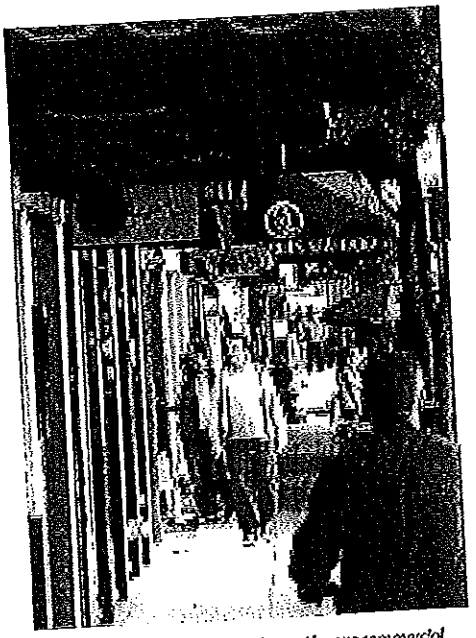
The form-based code created a wider mix of urban residential uses in downtown, including condominiums, apartments, townhouses and courtyard homes.



The Transect-based Regulating Plan



The form-based code catalyzed mixed use development in downtown, allowing residential over commercial use.



The form-based code prescribed a continuous commercial frontage in the ground floor, in support of downtown retail.

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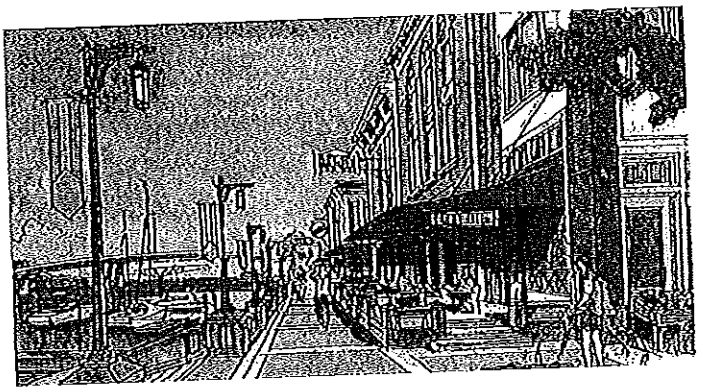
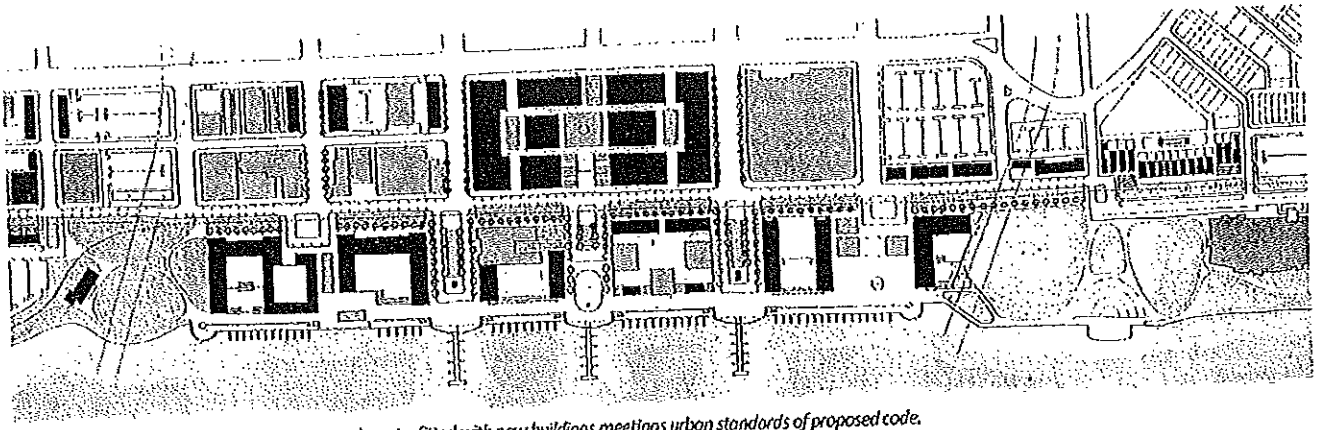
Heart of Peoria

SUMMARY

Location:	Peoria, Illinois
Type:	Urban Infill/Downtown Plan/ Form-Based Code
Designed:	2002
Status:	Adopted
Size:	7,488 acres
Contact:	Gene Lear Senior Urban Planner Planning and Growth Management Department City of Peoria 309.494.8600 GLear@ci.peoria.il.us



Waterfront Perspective



Masterplan illustrating how the waterfront can be retrofitted with new buildings meetings urban standards of proposed code.

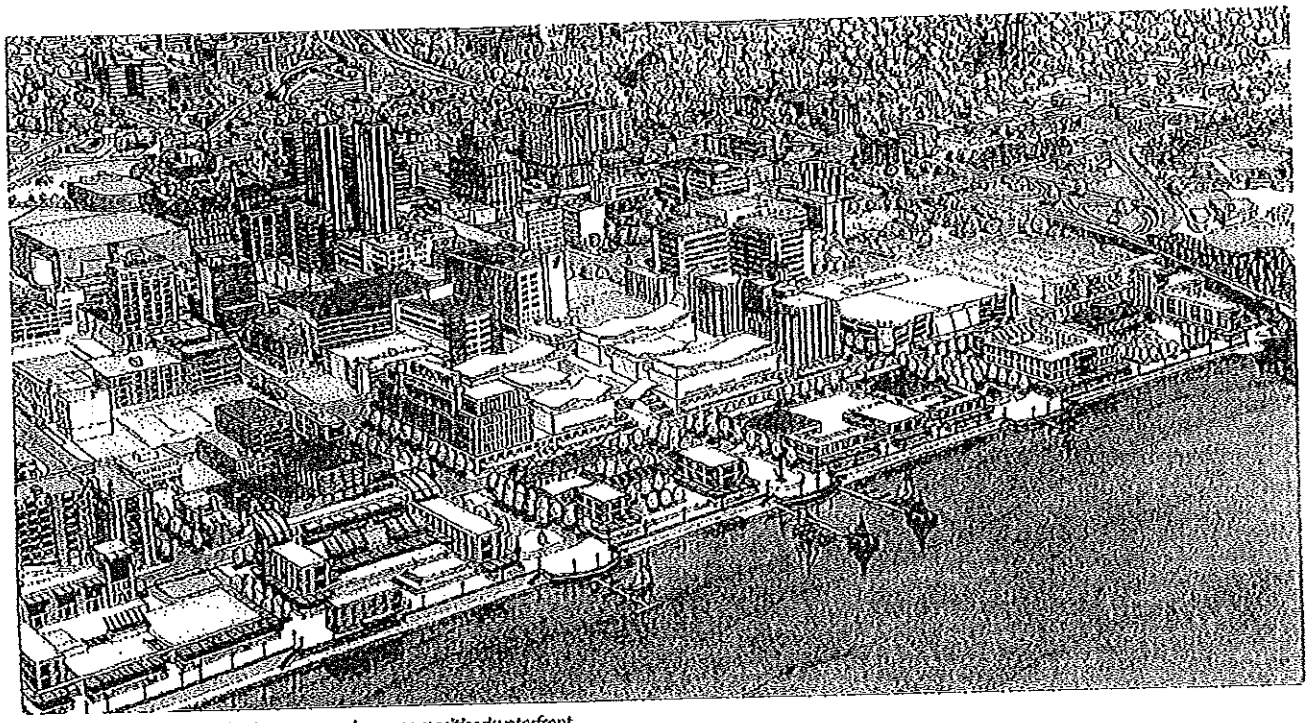
The City of Peoria was awarded the 2010 Driehaus Form-Based Code Award.

The historic street grid of Peoria reveals a strong underlying structure of walkable neighborhoods. The charrette team observed locations of neighborhood centers by studying historic maps and existing conditions, in an effort to establish what is currently or had once been neighborhood-related commercial activity.

Based on these observations, the team developed a map of neighborhood centers and their surrounding pedestrian sheds- the quarter-mile, 5-minute walking area within which a person will choose to walk over drive. Some locations are suited for a more intensive mix of uses, capable of serving a broader neighborhood with a greater selection of goods and services. These locations fall at the center of a wider pedestrian shed, defined by a half-mile radius or a 10-minute walk. The resulting map identifies specific opportunities for completing and strengthening the existing neighborhoods.

One of the first tasks undertaken by the charrette team was a review of the current zoning codes and future land use map. The general recommendation is that the City should pursue a reorganizing and streamlining of its zoning code using a transect-based system. Toward this end, the Heart of Peoria Plan proposes a series of specific interventions that would enable a translation of existing zoning into transect-based classifications.

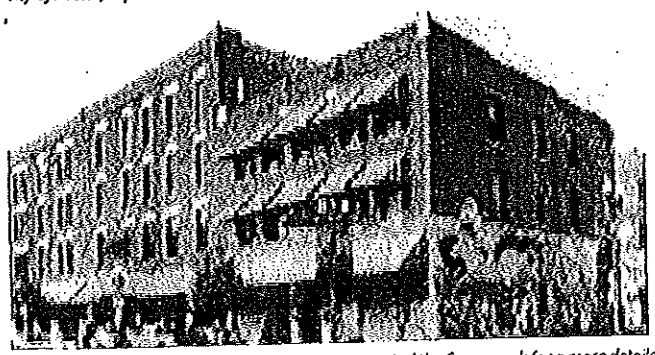
The form-based code proposed for the City of Peoria was first adopted for the downtown neighborhoods.



Aerial illustration depicting the downtown and a new amenitised waterfront



City of Peoria, skyline





The plan and form-based code prepared by DPZ created the framework for a more detailed implementation initiatives for specific areas within the greater downtown area.

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Kentlands

SUMMARY

Location:	Galthersburg, Maryland
Type:	Villages and Towns / Form-Based Code
Designed:	1988
Status:	Built
Size:	352 acres
Client:	Joseph Alfandre
	10911 Candlelight La
	Potomac, MD 20854
	301.379.4335
	joealfandre@kentlandsinitiative.org

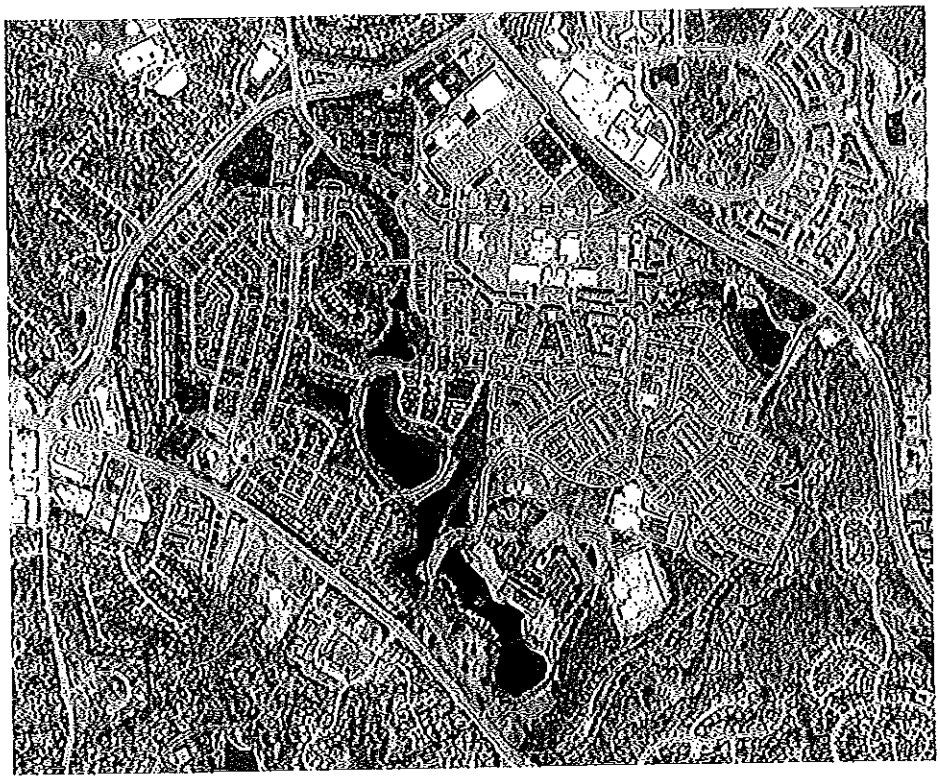
As one of the first new urbanist developments, Kentlands transformed the development practices of Galthersburg, Maryland and beyond. It boasts an active pedestrian-oriented mixed-use district (a former strip-center), scores of shops and restaurants, farmers market, cinema, two grocery stores, several civic institutions and a diverse mixture of people at all stages of life. Today, this series of neighborhoods is the urban center for the surrounding suburban region.

Public transportation via Montgomery County's Ride On bus system connects the Kentlands town center with the region at large, including the Shady Grove Metro station which allows riders car-free access to Washington D.C.'s major employment centers and destinations.

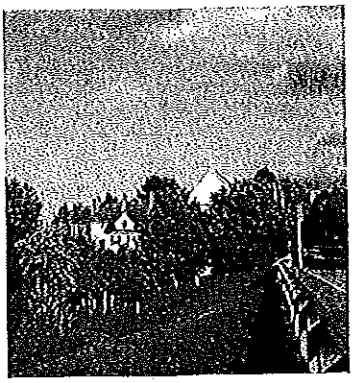
Among the many assets of the project is the preservation and transformation of the existing structures, large trees and wetlands into amenities the community can share and preserve for the use of future generations. While much of the existing site was agricultural land, the Old Farm neighborhood (including the farmstead, barn and outbuildings) have all been integrated into the town. This preservation and reuse strategy is not only a sustainable design practice, but also a unique way of connecting residents with the history of the place in which they live.

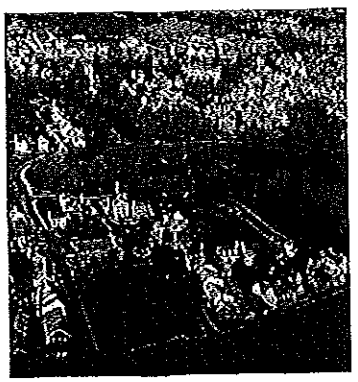
There are also several lakes in Kentlands that are preserved in their original state or expanded to manage stormwater run-off and non-point source pollution. The lakes participate in a larger greenway network that meanders between adjacent developments, providing residents recreational opportunities and connection to the areas natural ecology.

As one of the most mature and complete examples of the first generation of new urbanism, Kentlands uses common sense but highly effective environmental and urban design techniques to prove the viability of sustainable urban growth in the larger region. DPZ continues to be involved in Kentlands, serving as the Community Architect and as the location for the DC branch office.



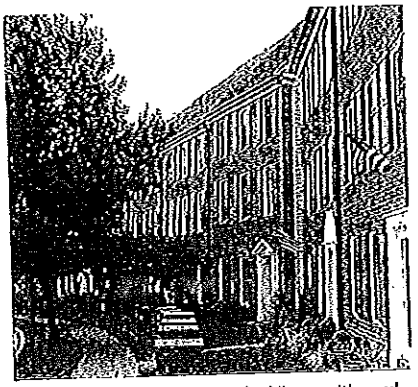
Illustrative Master Plan



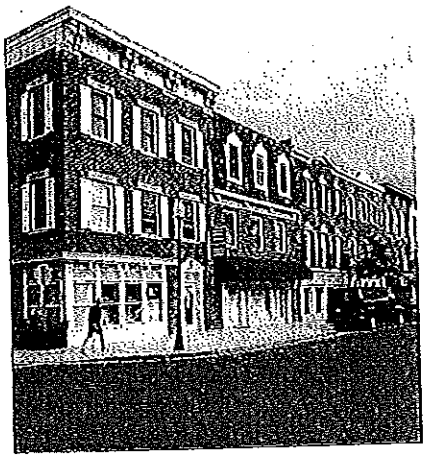


The plan was carefully laid out to minimize disruption of the existing ecology as reinforced by regulations set forth in the code.





The plan and code has allowed for a diverse portfolio of housing options ranging in size, lifestyle and economic viability, all serviced equally by a high quality of public amenities and infrastructure. The code ensures urban harmony with controlled architectural diversity.



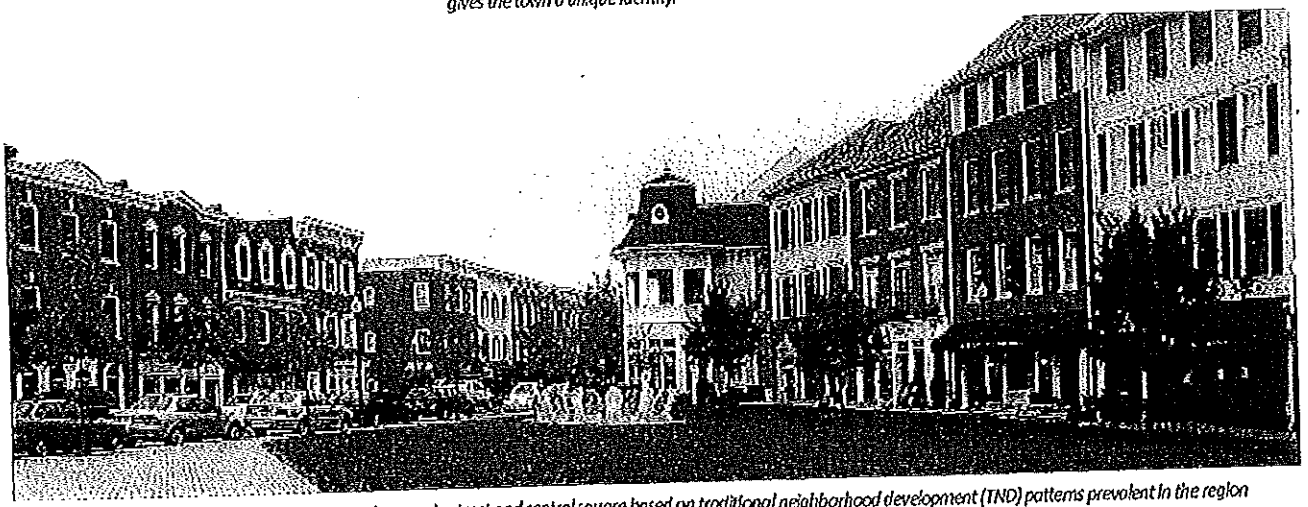
The architecture for the town center is inspired by traditional Main Streets of the region. This has been calibrated in the code.




The design of the public realm and open space system gives the town a unique identity.



The residential architecture was directly influenced by the regional vernacular of brick buildings and farm houses to which the code has been calibrated.



The heart of the development is served by a mixed use main street and central square based on traditional neighborhood development (TND) patterns prevalent in the region

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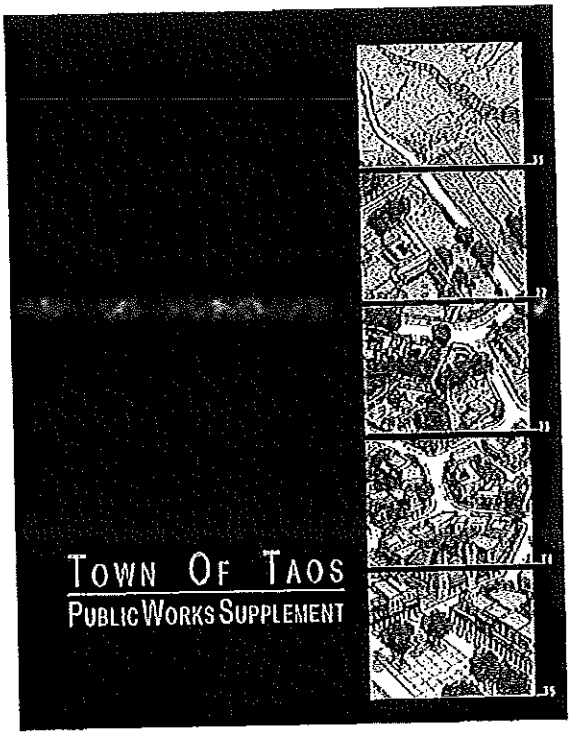
DPZ RELEVANT EXPERIENCE

Town of Taos Public Works Manual

SUMMARY

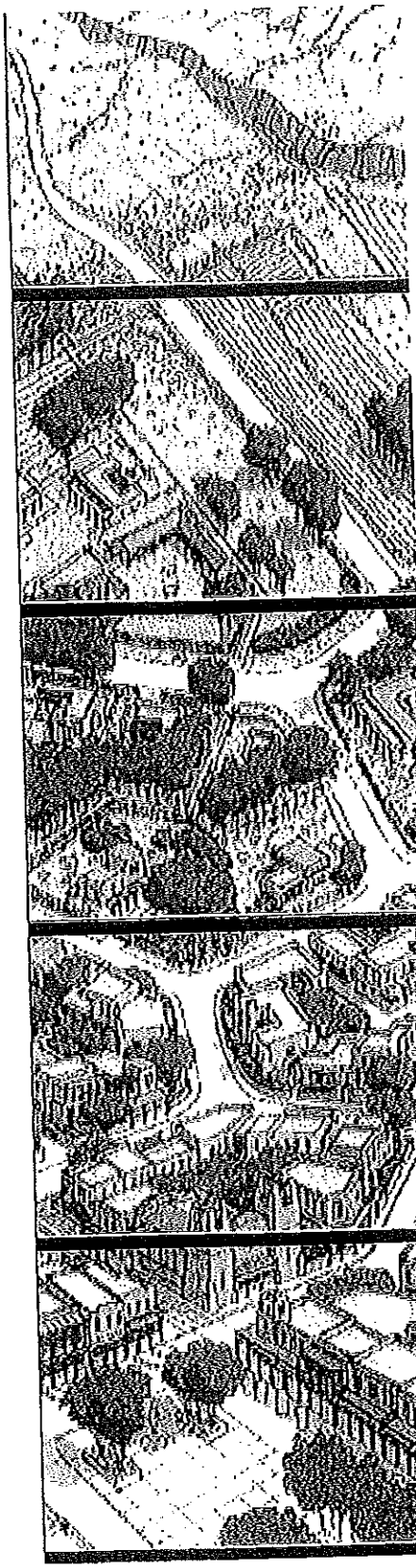
Location:	Taos, New Mexico
Type:	Public Works Manual/ Transect Based Coding
Designed:	Study Completed in 2010
Status:	Ongoing implementation
Size:	N/A
Contact:	Matthew Foster Long Range Planner Town of Taos Community & Economic Development Department 400 Camino de la Placita Taos, New Mexico 87571 575.751.2037 MFoster@taosgov.com

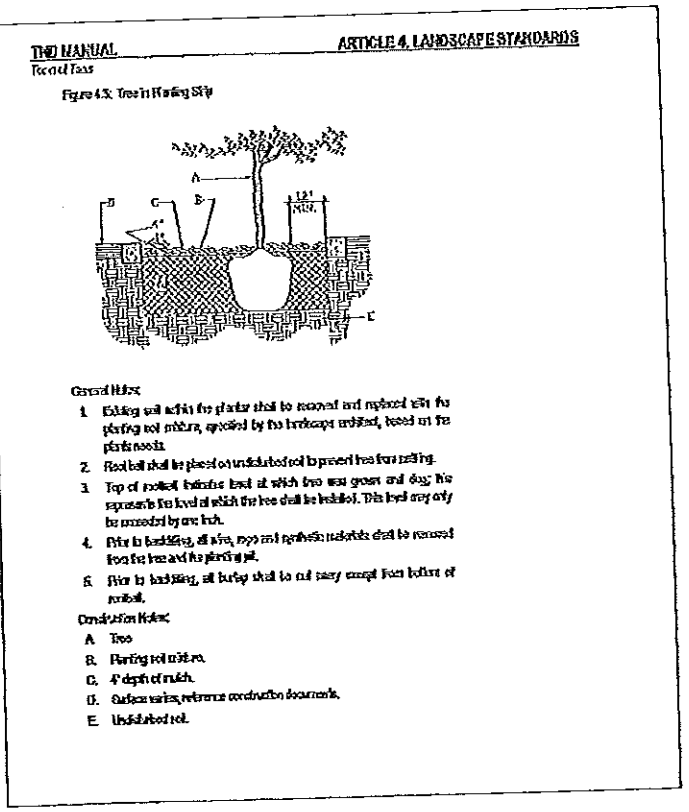


The Traditional Neighborhood Development District Infrastructure and Utilities Standards Manual is a Public Works Manual, developed by DPZ for the Town of Taos, New Mexico. This document is coordinated with the previously calibrated Transect-based code for the area. The manual sets forth regulations for transportation, parking standards, landscape standards, public lighting, storm water management and utilities, with each article providing tables and/or figures along with definitions.

The intent of the document is to facilitate the design and engineering of affordable, efficient and properly engineered infrastructure and utility services without compromising the Town's goal of creating compact, walkable, mixed used neighborhoods in the TND District.

As a result of this document, the Town is working to change its previously Euclidean regulations of public works, to standards that better manage the needs of the community, enhancing the quality of life without sacrificing public health, welfare and safety.





THD MANUAL
Town of Davie

ARTICLE 4. LANDSCAPE STANDARDS

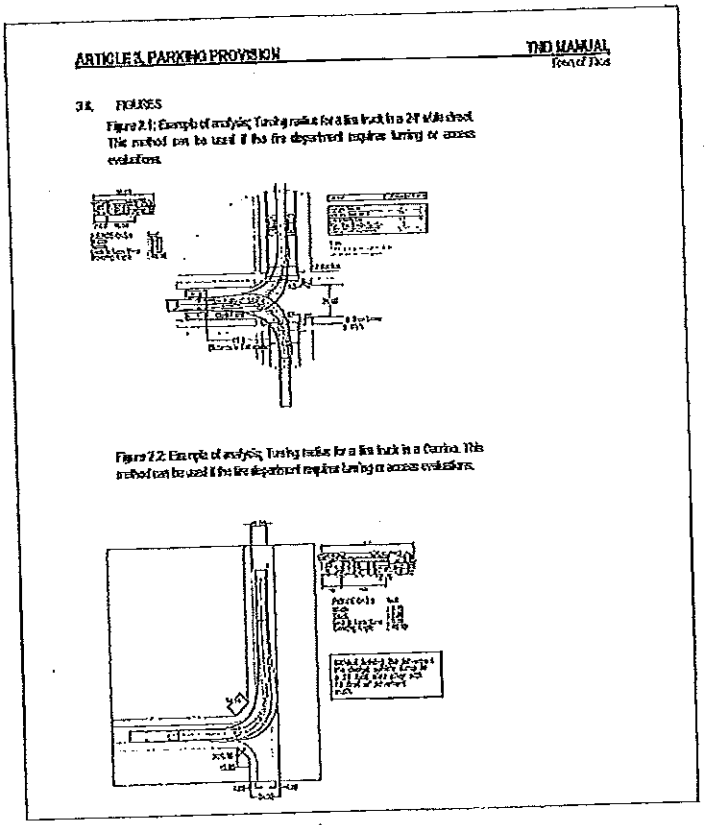
Figure 4.3: Tree in Planting Strip

General Notes:

1. Existing soil within the planter shall be removed and replaced with the planting soil mixture, specified by the landscape architect, based on the plant needs.
2. Root ball shall be placed on undisturbed soil to prevent tree from settling.
3. Top of rootball, finished level at which tree was grown and dug; this represents the level at which the tree shall be installed. This level may only be exceeded by one inch.
4. Prior to backfilling, all wire, rope and synthetic materials shall be removed from the tree and the planting pit.
5. Prior to backfilling, all burlap shall be cut away except from bottom of rootball.

Construction Notes:

A. Tree
B. Planting soil mixture.
C. 3" depth of mulch.
D. Surface varies, reference construction documents.
E. Undisturbed soil.



ARTICLE 3. PARKING PROVISION

THD MANUAL
Town of Davie

3.8. FIGURES

Figure 3.1: Example of analysis: Turning radius for a fire truck in a 24' wide street. This method can be used if the fire department requires turning or access evaluations.

Figure 3.2: Example of analysis: Turning radius for a fire truck in a Cul-de-sac. This method can be used if the fire department requires turning or access evaluations.

Sample Pages from Public Works Manual

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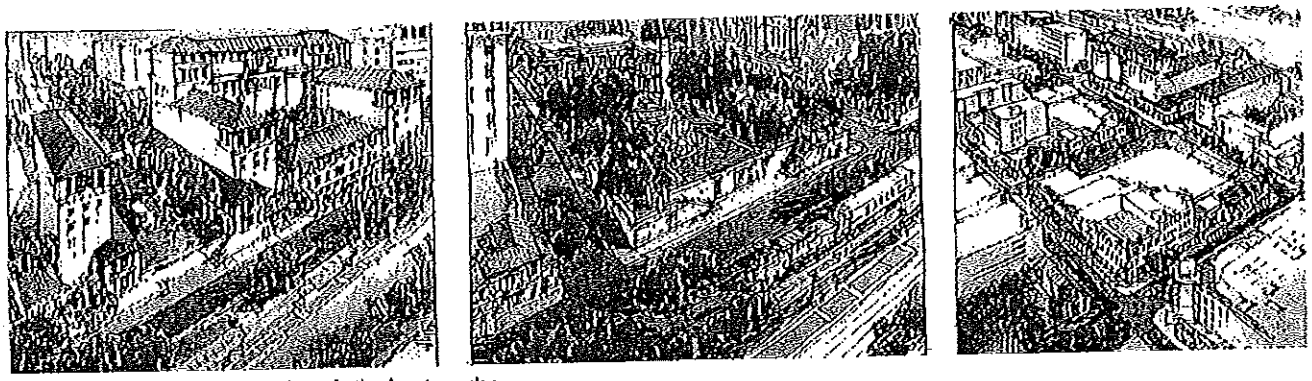
Plan Baton Rouge

SUMMARY

Location:	Baton Rouge, Louisiana
Type:	Downtown Master Plan/Form-Based Code
Designed:	1998
Status:	Built
Size:	500 Acres
Contact:	Rachel Diresto
	225.267.6



Downtown Trolley: An alternate transportation model to the car



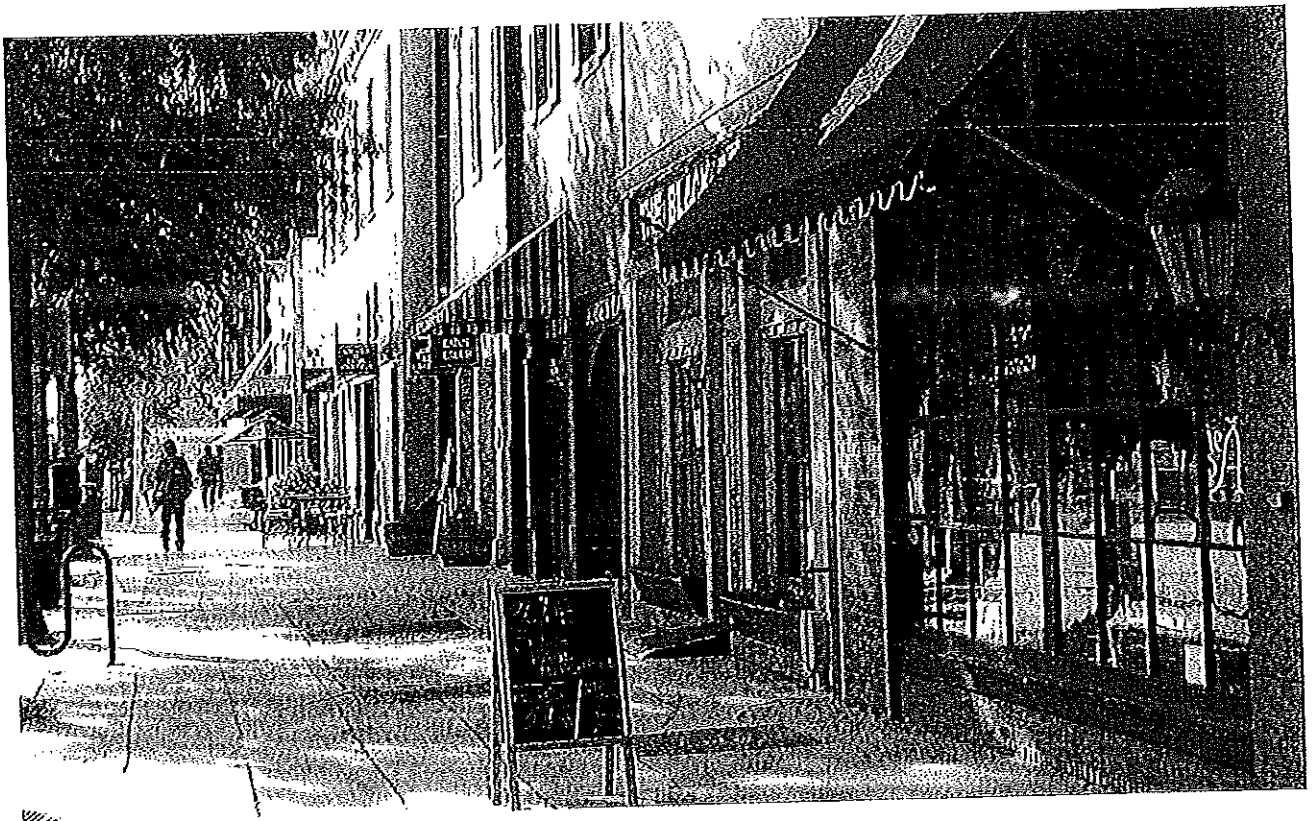
Charrette images depicting the initial design for the downtown plan

Plan Baton Rouge resulted from an interactive public charrette that identified local community goals such as: establishing the downtown as a cultural, spiritual and economic center; preserving the historic and regional character of the city as a state capital and showcase for visitors; using existing infrastructure and under-utilized features such as the Mississippi river; and creating a 24-hour, pedestrian-friendly city. The planning team assessed these and other needs and desires through two filters: every recommendation had to make financial sense for the private sector or have a dedicated source of public-sector funding and every recommended public-sector action had to generate a continuous and sustained private-sector reaction.

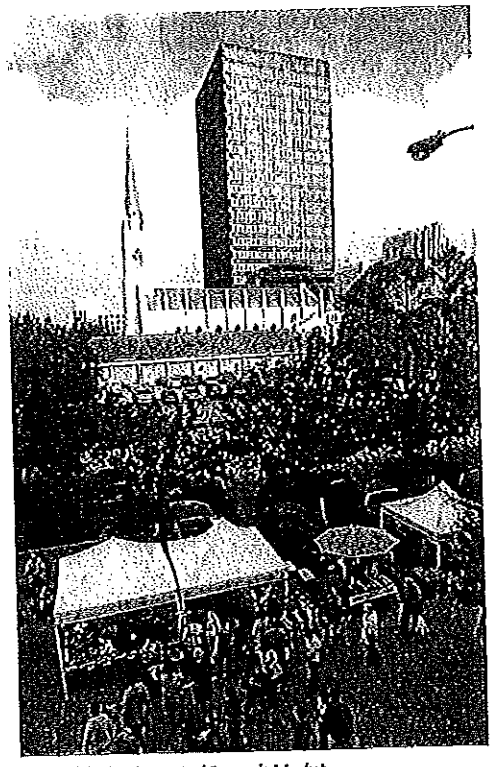
Designed for gradual implementation, Plan Baton Rouge first concentrated in sector most fertile for development, incorporating many projects already underway—including a new planetarium, new convention center and hotel, State Capitol renovation, several hotel renovations and the construction of a new parking garage and several new theaters—and focusing their energy.

Several neighborhoods were assessed independently for their character and their cohesive inclusion in an overall master plan for Baton Rouge. Studies of each neighborhood identified existing structures and the value of their frontages for retail use, for historic value, or as areas in need of intervention. In this way, DPZ was able to selectively choose sites within the previously existing city fabric and weave together the pieces, essentially sewing up any loose ends.

The result of Plan Baton Rouge for the people of the town has been spectacular: a relatively small public investment has consequently generated a widespread, sustained private reaction. In the plan's tenth year of implementation, all 104 projects it identified are underway, with over 80 percent being completed in the 1990s, garnering more than $1.5 billion in investment. Currently over $300 million in projects are being planned or are under construction. Downtown Baton Rouge has also benefited from the consolidation of state government offices as part of the Capitol Park Plan with 14 new buildings constructed in the past 15 years, bringing over 3,500 new employees downtown.



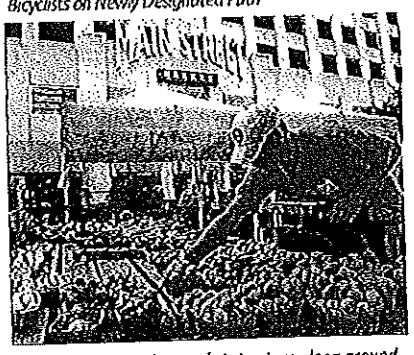
Streetscape Improvements following signage, lighting and awning design guidelines



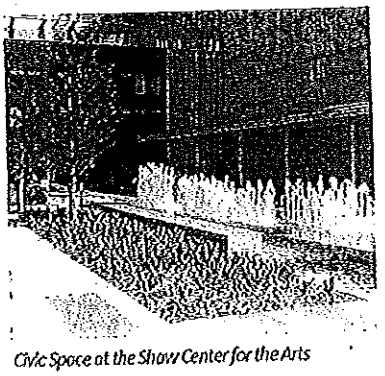
View of the Implemented Farmer's Market



Bicyclists on Newly Designated Path



Parking garage with a market structure along ground level spilling activity on the street



Civic Space at the Show Center for the Arts

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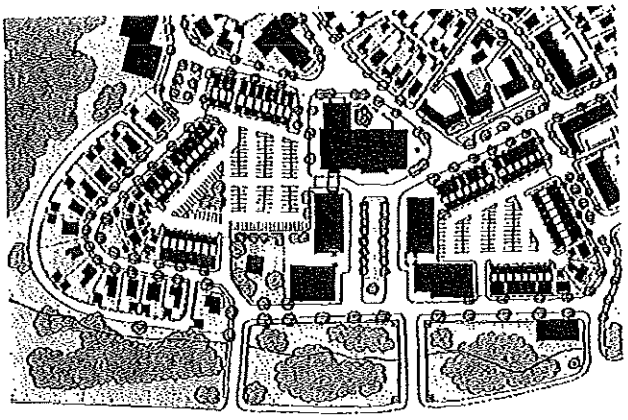
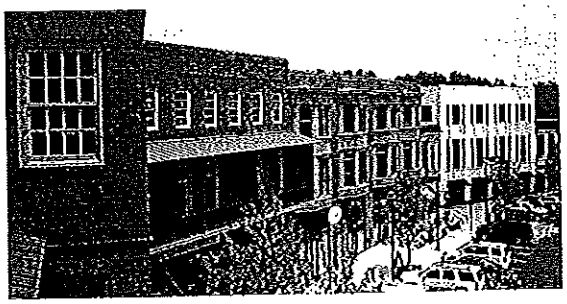
Vickery Master Plan, Georgia



SUMMARY

Location:	Cumming, Georgia
Type:	Greenfield Village
Year Design:	2000
Status:	Under Construction, Partially Built
Size:	210 Acres
Contact:	Tal Harbor Hedgewood Properties Tel 770 889 3667 x 206



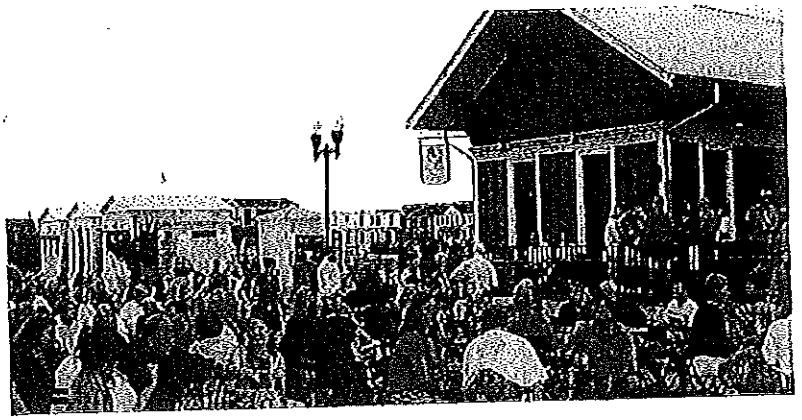




The property zoned by Vickery Land Company comprises approximately 210 acres along Highway 371, about 35 miles northeast of Atlanta and 7 miles west of Cumming. Vickery consists of one village with two neighborhoods. It is intended to be a community that embodies the most advanced town planning and ecological principles. The basic premise of Vickery is that man and nature can co-exist to their mutual benefit, provided that the pattern of habitation follows a traditional system of compact settlements set apart by the natural landscape. Though the site is relatively wooded and hilly, care was taken to avoid building on the most difficult slopes and to preserve natural greenways through the property.

The village is a mixed-use community, carefully balanced to minimize the need for residents to travel off-site to meet their daily needs. As a result, the village is able to become relatively self-sufficient. The socioeconomic benefits of Vickery will be manifested in two stages. At first, many of the residents of the young communities will continue to be strongly attached to the external job base of the adjacent office parks and downtown Atlanta. Over time, however, Vickery will be able to provide many of its residents with housing, jobs, shopping, entertainment, and civic institutions, all within walking or short driving distances.

Walking distance controls the size of each compact neighborhood. Neighborhoods are planned so that most residences are within a few minutes' walk from a central urban square and a surrounding greenbelt connected to the natural open space system.







SECTION 3

APPROACH

Executive Summary 3.1
Methodology 3.2
Alternative Methods to Consider 3.6
Benchmarking Methodology 3.8
Work Plan 3.9
Schedule 3.13

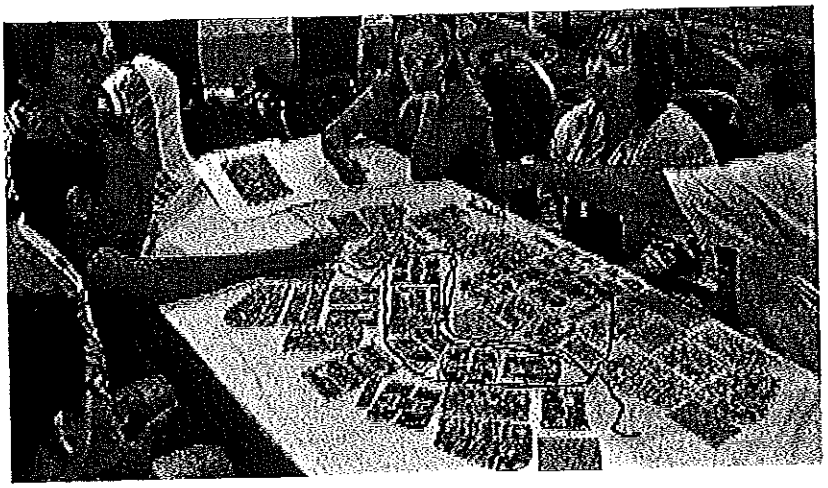
work on the specific refinements, supplementary designs, and regulatory tools that will help bring Roswell's vision for the corridor into implementation. Focusing on these specific draft products will ensure that any issues will be caught early and that there will be few surprises or unexpected conflicts to emerge as documents are being finalized.

The initial workshop will begin with a group tour of some or all of the study area. This tour will be jointly led by DPZ and Client Team staff. The size of the tour group, extent of the tour, and mode of transportation (foot, van, bus) will be determined in initial kick off meetings. The tour will provide opportunity for an open dialogue that will allow DPZ's team to be brought up to speed on the local conditions, but also opportunity for the Client Team to see the community through fresh eyes. The public realm is the final product of the work of many City departments, and it will be helpful to have representatives participate from as many of these departments as possible (Public Works, Transportation, Historic Preservation, Economic Development). Once we move to plans and studies, these individual concerns tend to get compartmentalized, but on a walking tour what is most apparent is the sum total of these departmental efforts in shaping the public realm. This coordination and synthesis is critical to our approach to planning and zoning.

In the evening after the tour, DPZ will give a public presentation of the initial analysis, design, and regulatory work completed. This will be preliminary work and the presentation will be peppered with commentary on what was learned during the tour. We will present how we are approaching the project, initial suggestions and propositions made before we arrived, what we already think was reinforced by the tour and what we already think we got totally wrong. The presentation of specific analysis and specific documents will help focus the conversation, but our own critique of the work based on information gathered during the tour will emphasize the exploratory nature of the work so far and encourage participants to join in the critique and exploration.

Day two of the first workshop will be conducted in a space in or as close by the Gateway area as is possible. Visual preference surveys are mentioned as a possibility in the RFP, but our experience is that stepping out into the community and discussing actual conditions provides much more accurate, complex, and actionable information than sitting groups down in a dark room to vote on projected still images. We do not typically utilize still image/ voting wand techniques, but instead prefer to discuss real conditions, good and bad, and work towards consensus on preferred approaches through dialogue rather than preference tallies. The workshop space will need to be sufficient to not only contain the desired number of participants, but also enable them to break into two or more focus groups. This first workshop will be very open and focus groups will address specific aspects of the plan and will generally open to all who want to participate: business owners, City officials, residents, old and young alike.

Over the next few weeks following the initial workshop, information and edits gathered during the initial workshop will be folded into the draft documents. Studies and regulatory suggestions will be developed further and hand draw perspective renderings of prototypical desired conditions will be created. The refined and developed documents will be submitted to





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OVERVIEW

DPZ has carefully reviewed the RFP and corresponding documents and hereby puts forth our best recommendation for a process that balances cost considerations with the desire for a comprehensive and in-depth Historic Gateway Plan. We welcome the opportunity to meet with the Client Team to review all base information, to better understand the local conditions, and to refine this proposed approach. Our analysis of the Historic Gateway project is that a three-part strategy will produce the best outcomes: Public Engagement, Civic Open Space Framework, Atlanta Street Corridor Detailing. The process for advancing this strategy will occur in six stages: Diagnostics, Initial Drafts, Initial Workshop, Production, Final Workshop, Refinement and Presentation. This six stage process will ensure that two full feedback cycles are supported and that consensus is built as plans are developed.

FOUR PART STRATEGY

Strategy I: Public Engagement

DPZ proposes that the City of Roswell effectively engage program participants and the community at-large through a strategic outreach effort. The foundation of our outreach strategy is the ability to situate information within the context of a participant's life. People enjoy access to an enormous amount of information, furthering their need to filter, aggregate, and make sense of it all. Our team's understanding of community outreach tells us that simplifying products and messages, uncluttering communications, and condensing information into "snack-size" digests makes everything we do more memorable and more effective.

DPZ stresses authenticity in our outreach efforts. Authentic content that educates and excites participants is the currency of community engagement and consensus building. Authentic engagement produces shared knowledge about people's aspirations and common purpose. Through authentic engagement the community and participants can be strengthened -- even built from the ground-up. Most importantly, authentic engagement leads to new relationships, new shared norms and values, and an evolving social network around a common cause.

DPZ's approach to authentic engagement balances high-tech venues with high-touch venues. Creating a convergence of these two methods, the wonderful places where online and off-line strategies interact, is an essential ingredient in the development of this outreach program. Each component, online and off-line, serve a distinct purpose. The off-line strategies help build trust, one-to-one connections, and build a small community of loyal participants. The online strategies provide an opportunity to forge deeper relationships, create larger networks, and interact in ways that are convenient for the participant -- leading to more frequent engagement.

For the high tech aspects, Team member MindMixer will provide a product that meets the demand for an online engagement tool that seamlessly integrates into the offline meetings, while at the same time opening the conversation to individuals unable to attend traditional meetings. The software was designed by planners for planning and design projects. This new and exciting web-based application is used to generate ideas, encourage further dialogue, and prioritize the best ideas, all within the context of the project itself. The Historic Gateway MindMixer site will be regularly updated with new information and monitored for ideas and suggestions that can be folded into the plan. MindMixer has fast become the industry leader in web-based engagement efforts, working with more than 30 cities nationally in the last three months. Some of these municipal sites can be reviewed on-line at MindMixer.com.

DPZ's proposes several high-touch venues for this proposal. Scott Ball, A Senior Project Manager for DPZ, lives and works in Atlanta and will be available for coordination meetings with the client team as well as special one on one meetings with critical stakeholders and stakeholder groups. These one on one meetings will be particularly critical as we consider land use regulations along the soon to-be-redeveloped Atlanta Street Corridor. Meetings with critical property owners will be necessary to developing implementable building typologies and disposition standards. The Gateway plan must produce a vision that excites both the whole community and the individuals who will need to invest in their properties if it is to be achieved.

The two workshops will be geared toward the general public, but focused on specific work sessions. In many cases DPZ will arrive at a work session with no prior assumptions and start analysis right from the beginning in a studio that is open to the public. In this case, however, the City has in place already a good vision document from the LCI study and will have completed the alignment study for Atlanta Street. Because we are not starting from scratch in developing a vision, we will arrive at the first workshop with preliminary analysis and initial draft documents already completed. This will help focus the

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ing on studies of very special and well loved places from around the world DPZ Team Member Tom Low has analyzed and catalogued methods and materials that relate urban to natural environments and human movements to those of surface water. The resulting design techniques offer a green approach to urban design that champions the ever present challenges of natural drainage and storm water management in shaping our cities and towns. More information on DPZ's Light Imprint initiative can be found at www.lightimprint.org.

A third element that the City may want to consider when designing a Civic Open Space Framework is the role that community gardens can play. Like Light Imprint, DPZ's Agrarian Urbanism initiative provides another lens through which to view civic open space: food production considerations. DPZ has recently published a book on the subject: *Garden Cities: Theory & Practice of Agrarian Urbanism* that reviews our approach to integrating gardens into civic spaces and the health and community building benefits that this integration produces. Often we find that our community garden designs are the first of the planned amenities to be implemented and that their installation can be an early step in transforming a community.

Strategy iii: Atlanta Street Corridor Detailing

As is called out in the RFP, this planning project will commence just as the alternative alignment study for the Atlanta Street corridor redevelopment is completed. The gateway master planning process will need to provide land use responses to the proposed street redevelopment design. In addition, the LCI plan calls out that the corridor would benefit from the redevelopment of a number of its existing strip retail properties. DPZ Team member, Galina Tachieva and author of *The Sprawl Repair Manual* advise the Corridor Detailing strategic effort. The DPZ Team will address the detailing of Atlanta Street in the Gateway area in multiple ways:

-- by suggesting changes to zoning code that can improve the corridor over time,
-- by studying and cataloguing the traditional architecture and culture of the area so that it can be protected and enhanced as Atlanta Street is redeveloped and so that it can serve as a design reference to guide future development,
-- by preparing a Atlanta Gateway Corridor tool kit to provide guidance on specific techniques that can be used to improve auto-oriented strip development so that it contributes better to the pedestrian realm,
-- by working with individual property owners in critical locations to think through near term possibilities for improving their properties.

Zoning: The RFP calls for the consultant to provide suggestions for changes to Roswell's zoning code that would better facilitate the implementation of the master plan vision. The DPZ Team will provide these suggestions, but we also offer to go one step further and prepare a form based code for the Historic Gateway area. The City can choose to adopt some or all of the form based code, can pull pieces of it into the existing code, or can think of it only as a research exercise. However, based on the prior plans done for this area, we believe that a Form Based Code could prove to be more effective in generating the outcomes desired that the City's current Use Based Code. DPZ is willing to contribute this code at no additional costs as a demonstration project.

Traditional Architecture and Culture: DPZ will work with Sub-Consultant Richard Laub, Director of Georgia State University's Master of Heritage Preservation Program and author of numerous historic preservation guidelines in the region, and the Client Team to gain a full understanding of the historic and cultural context of the study area, determine what historic preservation actions need to be taken to mitigate the impact of the proposed redevelopment of Atlanta Street, and to determine the important design characteristics have traditionally defined the character areas and ensure these are carried forward in future development.

Toolkit: DPZ has extensive experience not only in creating new walkable communities, but in repairing and improving outdated sprawl type development. Auto-oriented development has been the most prevalent growth pattern in the United States over the last 50 years. As walkable communities gain significance and momentum in this time of converging economic, social and environmental crises, auto-oriented sprawl is beginning to lose value. Symptoms of decline can be seen in some of the strip development along Atlanta Street. Nonetheless, since this investment cannot be abandoned, DPZ is engaged in the repair and retrofit of sprawl into quality human environments. We do this work utilizing a Sprawl Repair methodology that provides the framework for how to practically retrofit the typical elements of sprawl, facilitating the sensitive and sustainable redevelopment of areas that are currently single-use, disconnected conventional development patterns but that have the potential to be completed or redeveloped in the pattern of Traditional Neighborhood Development. Using this meth-

the Client Team for review and comment, any necessary adjustments made, and then the draft documents will be posted on the MindMixer Project web site.

Soon after posting the documents to the website, the DPZ team will return for a second workshop. The structure of the second workshop sessions will need to be tailored to address whatever issues may be emerging. Some elements may need to go entirely back to the drawing board as a result of issues being surfaced as the work is refined, others may need a collection of tweaks and adjustments. We recommend that unlike the first workshop, the second should be more structured around specific constituent groups rather than individual study themes. Focus groups could include business and economic development, transportation, recreation and wellness, homeowners, etc. Each of these focus groups would review all aspects of the plan from these different perspectives rather than individual elements of the plan.

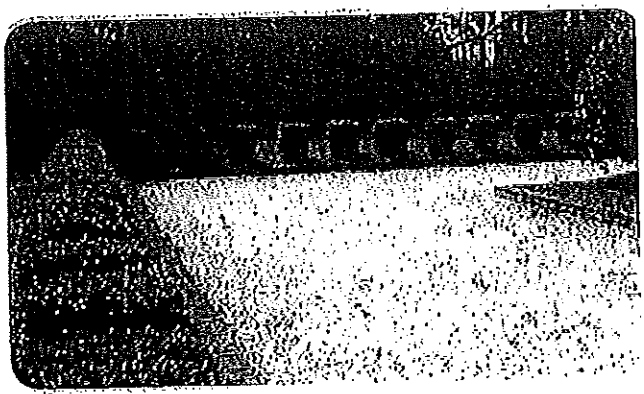
As with the first workshop, the team will work over the next few weeks to fold in the new information and make necessary edits to the images and documents. Also like the first feedback loop, the revised documents will be submitted to the Client Team, and any final edits made before posting the draft documents to the MindMixer site. Soon there after, DPZ will return to Roswell to present the and finalize documents.

Strategy II: Civic Open Space Framework

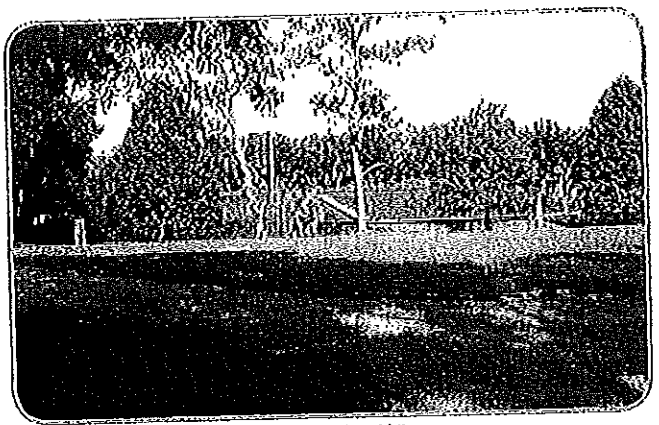
Most urban neighborhoods tend to orient primarily to their main street. The Roswell's LCI plan recognizes this fact and places particular emphasis on resolving the dual role of Atlanta street as a local main street and as a regional throughway. However, the combination of dramatic topography and an abundance of surrounding natural preserves creates an unusual condition in Roswell where the community orients towards both its mainstreet center and towards the dramatic views across wilderness areas at its southern periphery. This orientation towards the peripheral natural environment is not as thoroughly addressed in the LCI plan as the main street orientation.

The RFP calls for proposals for trails and recreational spaces to supplement the existing master plan. We propose that the City raise the emphasis on this required deliverable and consider it a Civic Open Space Framework that performs as a significant structuring element of the Master Plan. A Civic Open Space Framework can serve important social and cultural functions well beyond recreation and leisure activity. For residents who walk, run, do yoga, or stretch in the outdoors, an Open Space Frame Work can provide a neighborly space for these activities that reinforces community bonds. Visitors to the area, such a Frame Work can serve as a draw for visitors and tourism. It make sense that retail and governmental activities take place at the center of a community along a main street, but the network of parks and trails at the periphery of Roswell may in fact play as significant a role in supporting community identity as does the main street.

DPZ typically analyses two elements of the landscape when designing a Civic Open Space Framework: view sheds and water sheds. View sheds (vistas) help relate us to the larger surrounding environment, while close attention to the movement of storm and spring water across the landscape can sharpen our attention to the details of our immediate environment. Draw-



T3 - Crushed Shell - Edenton, NC



T2 - Crushed Shell - Carson Lake, NC

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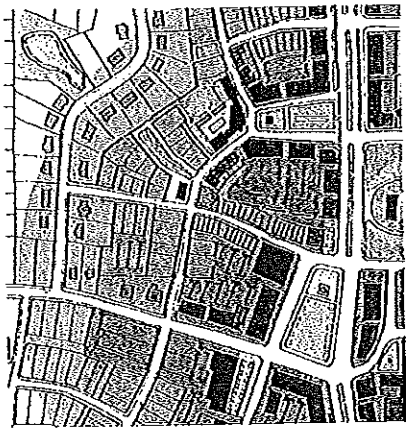
ALTERNATIVE METHODS TO CONSIDER INCORPORATING

Innovations DPZ Brings to the Process

The following pages describe a collection of innovative themes and planning techniques touched on earlier in this proposal that the City may want to consider incorporating into the Historic Gateway Planning process. These are all initiatives that have been developed by DPZ and applied in numerous settings across the nation and around the globe. Any or all of these can be worked into this planning process. Lifelong Neighborhoods and Light Imprint initiatives have been spearheaded by team members Scott Ball and Tom Low both of whom will be heavily involved in this project. The other possibilities include: Agrarian Urbanism, Secure Settlements, Urban Regulations, and Building Authentic Communities with Affordable Housing.



Urban Regulations, Architectural Standards, The SmartCode

In conjunction with developing the redevelopment plans for mixed-use communities, a significant aspect of DPZ's work involves its innovative use of planning regulations and codes. Both broad-based (such as the SmartCode) and project-specific (such as DPZ's Urban and Architectural Regulations), these codes are provided to make projects more successful and to ease their implementation.

The SmartCode in particular is an integrated land development ordinance into which zoning, subdivision regulations, urban design, public works standards and basic architectural controls are integrated into one comprehensive and streamlined document. As a unified ordinance, it effectively spans and coordinates all scales of development, from the region to the city, to the neighborhood and to the building. The SmartCode enables the implementation of a community's vision by coding the specific outcomes desired in particular places. It allows for distinctly different approaches in different areas within the community, unlike a one-size-fits-all conventional code. To this end, it is meant to be locally customized, or calibrated, to suit the local development context and conditions. This gives the SmartCode unusual political power, as it permits buy-in from stakeholders, producing walkable and mixed-use neighborhoods, transportation options, conservation of open lands, local character, housing diversity and vibrant downtowns.

With the SmartCode, it is possible to coordinate standards across other disciplines including transportation and environmental performance standards. The platform of the Transect allows the integration of the design protocols of traffic engineering, public works, town planning, architecture, landscape architecture and ecology.



Lifelong Communities

Metropolitan Planning Organizations are increasingly challenged by the live, work, transport and healthcare challenges of their aging populations. The negative impacts of sprawling development patterns fall disproportionately hard on seniors who wish to remain in their homes as they age. Consider Baby Boomers (born 1946-1964) and Millennials (born 1977-1996) comprise the two largest global generations. Both generations are entering life stages where urban living within pedestrian-oriented, mixed-use, sustainable, light imprint environments, from village center to a reviving downtown core, is increasingly attractive. From a public sector perspective, both age groups can be much more effectively supported when they reside in the healthy and socially supportive context of a vibrant pedestrian oriented neighborhood.

This type of convergence of intergenerational need and opportunity is unprecedented. It is within this framework that DPZ, working with Evansville Regional Commission, AARP, Robert Wood Johnson Foundation and the Environmental Protection Agency (EPA), has created age inclusive community models to integrate the interdepartmental age-related concerns of health service delivery, transportation, workforce development and land use planning. Lifelong Communities proactively steers outward sprawl inward towards existing urban and suburban locations adjacent to urban centers and in doing so, produces healthy and socially engaging communities for people of all ages and abilities. As part of this initiative, DPZ has developed concise and practical guidelines/criteria that help local elected and planning officials evaluate the qualities of specific developments as they come forward for review.

odology, we will develop a toolkit for the Historic Gateway corridor that delineates a step-by-step process of re-balancing and re-urbanization strip development into more sustainable, economical, energy and resource efficient patterns, from the block to the individual building. The toolkit will offer not only design tools but also their incorporation within regulatory frameworks and their implementation through financial incentives and permitting strategies.

Our team is very interested in focusing on the challenges that Roswell is facing in extending along the whole Roswell Historic Gateway Corridor the wonderful, walkable, traditional neighborhood form that that is already in place but currently piecemeal. The project has potential to serve as a regional model, as well as a national model that is becoming increasingly relevant as the economy has slowed and with it much of the expansion of the urban environment. It is a good time for Roswell, Georgia and the nation as a whole to be more focused on preserving the beautiful urban environments we have rather than continuing to expand in a sprawling manner that is of questionable aesthetic, economic, social, and environmental value. It is our belief that communities like Roswell are poised for renaissance as both older and younger demographics are rediscovering the value of traditional urban communities.

DPZ believes that this project's successful completion and implementation will stem from the following aspects:

Early, comprehensive understanding of issues and scope, matched with key expertise
Ultimately, the anticipated Redevelopment Plan for the Roswell Community must focus on what is unique to the community towards developing and nurturing the appropriate balance of uses and activities; leveraging investments in projects like civic/community facilities and spaces to complement and enhance private initiatives; strengthening the historic development context; and protecting culturally and/or environmentally significant areas and vistas. These improvements must reinforce the Roswell Community's aspirations to become a place to live, work, shop and eat; a place for cultural enrichment and recreation; and a place that offers the community at large with gathering places and common grounds for interaction during both daytime and evening hours. In other words, these improvements must enhance the local sense of place.

Use of multiple feedback venues
The DPZ Team works onsite to foster the Team's understanding of local values and traditions and provides the necessary easy access to stakeholders and information. During the Workshops, design ideas are presented to participants as they develop. Quick stakeholder reviews correct misunderstandings early and build trust in the process. Offsite the DPZ Team maintains feedback loops through the MindMixer website developed specifically for this project. Open lines of communication between the Roswell Community and DPZ ensure that any problems or unexpected turns are addressed quickly.

Integration of design and planning
Lasting agreement is based on a fully informed dialogue, which can only be accomplished by looking at the details and the big picture concurrently. Design is a powerful tool for establishing a shared vision. Drawings illustrate the complexity of the problem and move people towards agreement on specifics and not just broad goals.

Creating easy-to-understand, ready-to-use tools
Finally, user-friendly standards, guidelines and pilot projects are essential elements to neighborhood, district and city planning and design. Effective action plans help ensure that the Redevelopment Plan and associated Code for the Roswell Community are a living guide for decision-makers. Providing all users – including, apart from the City, any other potential stakeholders/implementers/development partners – with easy-to-interpret regulating plans, standards and graphic guidelines assures that the vision for the community is met with an equivalent measure of "bricks and mortar" and sets the tone for the Roswell Community well into the future.

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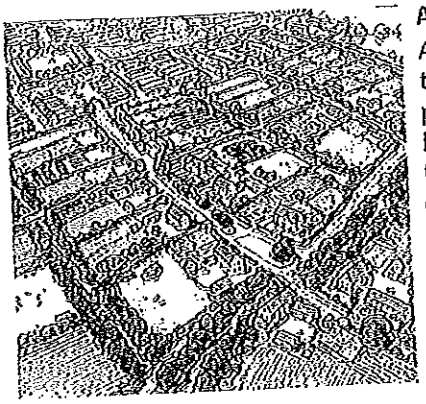
PROPOSED METHODOLOGY FOR BENCHMARKING PERFORMANCE

Make no little plans; they have no magic to stir men's blood...Make big plans, aim high in hope and work.
--Daniel H. Burnham
US architect & city planner (1846 - 1912)

The Historic Gateway Planning Initiative will be conducted in a highly interactive manner. The DPZ Team will be engaged in constant feedback loops with both the Client Team and the general public. These interactions will serve as real-time benchmarking processes. If the planning process is not proceeding smoothly and towards the desired ends, our experience is that we will hear about it instantaneously and we will immediately make adjustments to get the process on track..

On an immediate level, we propose that the benchmarking methods be simple: schedules should be met, deliverables should be provided as agreed upon. However, simply meeting these stated deliverables and standards will not produce a successful planning process. Community consensus, sense of ownership, and excitement in the master plan are the real measures of success. The process must result not only in quality documents delivered on time, it must also stir the community's blood and generate sufficient momentum to propel the plan into initial stages of implementation.

At the completion of each of the proposed project stages, the DPZ Team will review with the Client team where we are in terms of this momentum. It is expressed differently in different communities and we rely heavily on local elected officials to help us gauge public opinion and decipher the mood of the community. We propose that the most important benchmarks will be related to public perception of the plan, and that part of the project initiation process be focused on bringing the DPZ Team up to speed on the local social and political indicators that will help us gauge the will of the community. The continuous feed back loops and interaction with the Client Team and with the general public will provide the benchmarks we will need to most closely monitor.



Agrarian Urbanism

Agrarian Urbanism is a planning initiative developed by DPZ promoting a type of sustainable community that intensifies agricultural activity across the Transect whilst promoting other economic, environmental and social benefits. This initiative is rapidly gaining support from both decision-makers and members of the general public that are concerned about the impacts of over-reliance on mass food distribution, environmental contamination, food security, food-associated health concerns and other related social inequities (e.g. access to food by those with limited mobility).

Under agrarian urbanism, food production costs are supported using typical means such as association documents that re-allocate expenses that would otherwise be spent on ornamental landscaping. Each household participates in food production according to residential typology: the more land a household occupies, the more production it is responsible for; each household may retain farmers/gardeners or grow the produce themselves. These communities are organized as cooperatives for growing, processing, consuming and/or selling the produce.

Agrarian urbanism re-introduces direct subsistence economies within communities and encourages the participation of those members of society that otherwise tend to under-participate in a conventional economy (e.g. seniors and the very young). Health benefits from growing food locally include not only the obvious advantages of more closely supervised and controlled farming and processing operations (e.g. elimination of chemical pesticides, reduction of waste, elimination of preservatives), but also, for those who tend their own farms and gardens, the physical well-being that comes from outdoor activity and physical labor. Agrarian urbanism reduces food miles and, in these uncertain times, insures a community with a degree of food independence and survivability.



Light Imprint

DPZ has developed the Light Imprint (LI) initiative, a comprehensive development approach for the sensitive placement of development via coordinated sustainable engineering practices and New Urbanist design techniques, calibrated across the Transect. Light Imprint planning/engineering techniques balance environmental considerations with design objectives such as connectivity and a well-defined public realm. While New Urbanist planning, by definition, respects terrain, geographical conditions, topography and public space, Light Imprint provides a toolkit for storm-water management using natural drainage, traditional engineering infrastructure and filtration practices, employed collectively at the scales of the sector, the neighborhood and the block. This toolkit offers a set of context-sensitive design solutions that generate a range of environmental benefits combined with an aesthetic approach to green infrastructure, while significantly lowering construction and engineering costs.

Light Imprint is used to develop a strategy for sustainability and pedestrian oriented design in an economical way; to change the mindset of one's community from a sub-urban model towards a New Urban and traditional neighborhood model; to reduce costs associated with conventional engineering practices; to provide an organizational framework for the provision of infrastructure, to complement and expand the effectiveness of LEED-ND Standards; and to complement other land planning approaches, including conventional suburban development, Low Impact Development and Best Management Practices.

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TASKS- CONTINUED

Stage Two: First Drafts
Roswell is not starting from scratch in this planning endeavor. This is a supplemental study to the 2009 LCI study, and it will be responding to the Atlanta Street alternatives study soon to be completed. This planning process will be focused in on the important details that produce the look, feel, and character of the series of villages. For this reason we recommend that draft documents be prepared before the DPZ Team arrives for the first workshop. The draft documents will be structured to help focus the workshop discussions and ensure that the process is addressing each element of the plan comprehensively and in sufficient detail. The documents will provide a road map for the design workshops and will call out the critical issues that need input and development.

Task 3- Prepare a draft Cultural Resources Report
Report shall include recommendations for handling cultural resources along the state route proposed for redevelopment

Task 4- Prepare a Master Plan
Master Plan shall address at a minimum:
-- A Civic Openspace Framework including parks, trails, interpretive and wayfinding signage
-- Opportunities for public/community amenities such as transit and public parking
-- Recommendations for the enhancement of historic buildings/features/structures
-- Identification of infill parcels
-- Summary describing the study area and study goals
-- Description of the process utilized to analyze the study area

Task 5- Prepare a **Draft** Form Based Code (contributed for demonstration purposes)
Draft Form Based Code will identify the following items:
-- Building typologies for infill construction appropriate to each village/subarea based on existing precedent of the built environment.
-- Character defining features appropriate for each building typology within each village/ sub-area, to include at a minimum: building materials, architectural details, building heights/ number of stories. appropriate scale and mass, orientation and spacing, allowed roof forms, building façade articulation including ground level façade details
-- Minimum site design standards within each village/subarea including: building setback lines, building width/depth, landscaping, parking options
-- Typical street sections (utilizing the City's "Complete Streets" policy) addressing curb materials, street lights, hardscape and landscape materials for South Atlanta Street/Highway 9. Average lane widths will be coordinated by the City of Roswell Transportation Department with the Georgia Department of Transportation.
--Typical local street section (utilizing the City's "Complete Streets" policy) addressing average lane and sidewalk widths, curb materials, street lights, hardscape and landscape materials.
-- Typical local alley section (utilizing the City's "Complete Streets" policy) addressing average alley and sidewalk widths, curb materials, street lights, hardscape and landscape materials.
--Urban design principles and guidelines for providing desired sense of place a returned focus on people rather than vehicles, such as: tree and planting list, street furniture, gathering points/features, public art, opportunities to conceal or relocate utility services

Task 6- Prepare Atlanta Street Land Use Plan and Repair Guidance Material
Guidance material will document corridor, block, and parcel level redevelopment techniques and considerations that will help transform the portions of Atlanta Street currently developed as strip retail into more pedestrian oriented, walkable development.

Task 7- Identify prototypical areas for renderings.

Task 8- Post Regular Updates to the Mindmixer site, calling out critical issues that need input.

Task 9- Submit all Draft 1 Documents
Draft Documents will all be submitted to the Client Team in draft form. After the Client Team has had the chance to review and comment, and after the DPZ Team has made all requested initial revisions, DPZ will post the documents to the MindMixer site.

TASKS

Stage One: Project Initiation/ Diagnostics
The Diagnostic process is extensive and begins with program assessment and workshop planning. The DPZ Project Manager works in advance with the client team, City, Neighborhood representatives, critical stakeholder groups, etc. to explain the planning concepts that will be used and their possible impacts. All existing building/zoning regulations are collected, reviewed and organized prior to the team's arrival on site.

Task 1- Project Initiation
Meet with Client Team
-- Refine work plan and schedule and set milestone dates
-- Identify Critical Stakeholders and Data/information sources
-- Identify the bench marks that will indicate that the plan is generating the necessary momentum.-------
-- Outline the political approval process and generate a strategy for including all the regulatory agencies and approving officials in the Workshops and in the MindMixer site.
-- Convene full project team for coordination and kick off meeting
-- Develop and Launch of the Roswell Historic Gateway Mindmixer site.

Task 2- Assemble Base Documentation
Obtain and review existing plans, maps and other relevant documents
-- Obtain briefing on the 2009 Goody Clancy master plan-which recommendations were carried out, which have been rejected, and which need further elaboration.
-- Review existing economic development and planning studies and summarize key findings
Analysis of existing character defining features and elements present in each village/subarea including:
-- Transportation system, gateways, bike paths, trails
-- Environmental features-streams, river and required buffers, specimen trees and existing tree canopies that contribute to the streetscape
-- Topographic conditions
-- Historic structures, cemeteries, tourist destinations
-- Schools, churches, government facilities
--- Housing
-- Parks
-- Commercial Uses
-- Civic Activity Nodes
-- Gaps in Connectivity
Conduct a Cultural Resource Analysis
-- Document and map buildings, cultural resources, archaeological resources, landscape features, view sheds and environmentally sensitive resources;
-- Assess the above items for preservation on-site or relocation off site in response to Atlanta Street Redevelopment proposal. Determine level of impact redevelopment will have on the historic properties in the study area.
-- Update the City's Historic Properties Map based on findings
-- Determine level influence significance and Document alternatives for historic properties in
-- Catalogue and map local historic district boundary, historic buildings, cultural resources, archaeological resources, landscape features and environmentally sensitive resources.
Conduct a Synoptic Survey of the study area determining typical
thoroughfare and lot dimensions, building set back distances, sidewalk widths and other critical measurements of the built environment.
Catalogue potential redevelopment properties
Map existing and potential new civic open space
Map important view sheds

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SCHEDULE ASSUMPTIONS

The proposed schedule assumes a 17 week process commencing on January 23rd, 2012. However, both the duration and the initiation day may be adjusted in discussion with the City. Typically the workshops are the most important event to schedule so that the maximum number of stakeholders and officials are able to attend. The rest of the schedule can be developed once the timing of those events have been determined. DPZ workshops are scheduled on a 'first-come, first-served' basis.

Stage Three: Workshop
DPZ Team Members come to Roswell for a two day event. We envision that the Workshop will base out of a local studio space where the community, the planning team, the client team and, as desired, local public officials assemble for the period of the Workshop.

Task 10- Initial Workshop Event

Bus or walking tour
-- DPZ Team, Client Team, Elected Officials, and Key Stakeholders will undertake a detailed tour of the site reviewing draft materials as the tour proceeds.

Evening Presentation
-- DPZ Team presents preliminary work, observations from the day's tour, and fields input

Day long workshop,
-- DPZ Team, Client Team, Critical Stakeholders, Elected Officials and General Public participate in a worksession that will: formulate overarching vision for the Gateway corridor, explore visual preferences, and conduct two focus groups: Civic Open Space Framework and Atlanta Street Corridor Detailing. It is hoped that the City's Economic Development and Alternative Alignment Analysis consultants can be present for at least a portion of the day.

Stage Four: Production
DPZ Team Members will return to their home offices to compile information gathered during the workshop.

Task 11- Revise and Develop Draft Documents

Task 12- Prepare Additional Documents
Initial recommendations for zoning/regulating code
Initial recommendations for phasing
Initial conclusions and recommendations.
Renderings of typical conditions
Report on the lessons learned during the tour

Task 13- Submit all Draft 2 Documents
Draft Documents will all be submitted to the Client Team in draft form. After the Client Team has had the chance to review and comment, and after the DPZ Team has made all requested revisions, DPZ will post the documents to the MindMixer site.

Stage Five: Follow Up Workshop, and Final Revisions, and Final Submittal
DPZ will return to do a follow up workshop. Where as the initial workshop focuses on gathering input and information, the second workshop will focus on detailed presentations of the documents.

Task 14- Final Workshop Event
Day One- Individual Meetings With Critical City Departments to Review the Master Plan Documents
Evening One- Public Presentation and Discussion of Master Plan Documents
-- Items needing further resolution are scheduled for the day two workshop
Day Two Morning- Presentation on Form Based Code and Workshop on Code Recommendations
Day Two Afternoon/Evening- Workshop on Resolution of Final Issues
-- Subjects of focus groups to be determined based on input from day one.
DPZ Team Returns to Home Offices to Revise and Complete Documents

Task 15- Submit all Final Draft Documents
After the Client Team has had the chance to review and comment, and after the DPZ Team has made all requested revisions, DPZ will post the documents to the MindMixer site.

Task 16- Final Presentation
DPZ Representative presents final Master Plan Documents in Roswell.
Any remaining minor adjustments needed will be made by DPZ in the following days.

Task 17- Submit Final Documents
All final deliverables will be submitted in the following format:
twenty (20) printed copies (in color), along with three (3) electronic copies on CD of the document with graphics and GIS files to the City. All maps, products, etc. generated by this project will become the property of the City. Maps must be provided as shape files and all illustrations submitted as CAD files.

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Tasks	Week	1	2	3	4	5	6	7	8	9	10	11
	Week Beginning	23-Jan	30-Jan	6-Feb	13-Feb	20-Feb	27-Feb	6-Mar	13-Mar	20-Mar	27-Mar	3-Apr
Stage I: Project Initiation/ Diagnostics												
Task 1	Project Initiation											
Task 2	Assemble Base Documentation											
Stage II: First Drafts												
Task 3	Prepare a draft Cultural Resources Report											
Task 4	Prepare an Initial Master Plan											
Task 5	Prepare a Draft Form Based Code											
Task 6	Prepare an Atlanta Street Land Use Manual											
Task 7	Prepare a Draft Form Based Code											
Task 8	Post Regular Updates to the MindMixer Site											
Task 9	Submit First Draft Documents											
Stage III: Initial Workshop												
Task 10	Initial Workshop Event											
Stage IV: Production												
Task 11	Revise and Develop Draft Documents											
Task 12	Prepare Additional Documents											
Task 13	Submit all Second Draft Documents											
Stage V: Follow Up Workshop and Final Submittal												
Task 14	Final Workshop Event											
Task 15	Submit Final Draft Documents											
Task 16	Final Presentation											
Task 17	Submit Final Documents											

cont'd Tasks	Week	12	13	14	15	16	17	18	19	20	21	22
	Week Beginning	10-Apr	17-Apr	24-Apr	1-May	8-May	15-May	22-May	29-May	5-Jun	12-Jun	19-Jun
Stage I: Project Initiation/ Diagnostics												
Task 1	Project Initiation											
Task 2	Assemble Base Documentation											
Stage II: First Drafts												
Task 3	Prepare a draft Cultural Resources Report											
Task 4	Prepare an Initial Master Plan											
Task 5	Prepare a Draft Form Based Code											
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Task 10	Initial Workshop Event											
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Task 11	Revise and Develop Draft Documents											
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Stage V: Follow Up Workshop and Final Submittal												
Task 14	Final Workshop Event											
Task 15	Submit Final Draft Documents											
Task 16	Final Presentation											
Task 17	Submit Final Documents											

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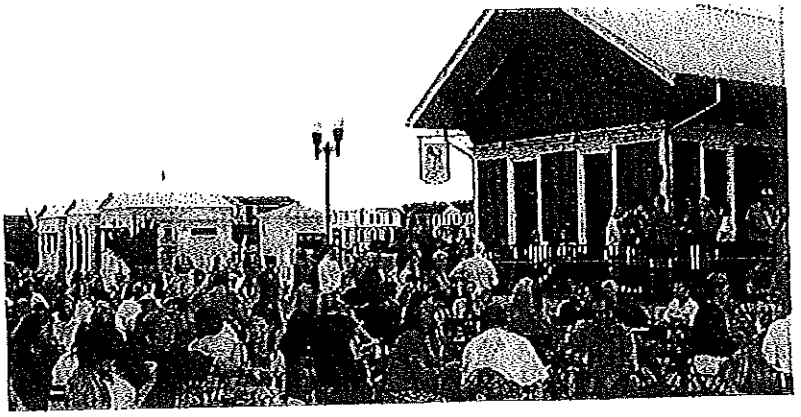





SECTION 5

VERIFICATION FORMS

City of Roswell
Purchasing Division

Kay G. Love
City Administrator

Jere Wood
Mayor

ADDENDUM NUMBER 1

REQUEST FOR PROPOSALS 11-327-B

HISTORIC GATEWAY MASTER PLAN

November 1, 2011

To All Prospective Respondents:

The Due Date remains as 2:00 p.m. on Wednesday, November 23, 2011.

In reference to the RFP listed above, the following answers to questions, additions, deletions and changes are hereby incorporated into the Request for Proposals:

Question: We noticed in the City Council minutes that the City approved $30,000 for the study. Does this represent the total budget allocated for this project, or do other entities (state, federal, regional government, etc.) anticipate contributing funding to this project effort?

Answer: The City Comell agreed to accept an LCI Supplemental Study Grant in the amount of $30,000 for the Historic Gateway Master Plan and has committed an additional $80,000 from its general fund as one-time capital for a total of $110,000 for the project.

COMPLETE THIS ADDENDUM, SIGN and SUBMIT with the Proposal. I hereby acknowledge receipt of Addendum I and have incorporated the changes into my response.

COMPANY NAME: DPZ CONTACT PERSON: Scott Ball

ADDRESS: 1023 SW 25th Ave CITY: Miami STATE: FL ZIP: 30307

PHONE: 305.644.1023 FAX: 305.644.1021 EMAIL ADDRESS: Scott@dpz.com

SIGNATURE: M. Scott Ball DATE: 11/23/2011

City of Roswell
Purchasing Division

Kay G. Love
City Administrator

Jere Wood
Mayor

ADDENDUM NUMBER 2

REQUEST FOR PROPOSALS 11-327-B

HISTORIC GATEWAY MASTER PLAN

November 14, 2011

To All Prospective Respondents:

The Due Date remains as 2:00 p.m. on Wednesday, November 23, 2011.

In reference to the RFP listed above, the following answers to questions, additions, deletions and changes are hereby incorporated into the Request for Proposals:

Question: What is the timing on the Historic Gateway Project led by the Roswell DOT deliverables and final report? Will we be able to use those results for our project? Answer: Please check the website (www.roswellgov.com/historicgateway) for more information. The City's goal is to provide the selected team with 1 preferred alternative for the master planning effort at the time of NTP.

Question: Do the ARC Disadvantaged Business Enterprise (DBE) goals, which are usually around 15%, apply to this project? Answer: ARC does not require or review DBE participation in LCI study funds. However, the City of Roswell requires the good faith efforts on the parts of all parties to ensure fair and open competition and participation.

Question: Could you explain how much detail you are looking for and how much economic development is desired? Focus on land development as opposed to business development as the latter is being addressed in our current strategic plan which should be completed by late February.

Question: Who is doing your strategic plan? Answer: RKG.

Notes: Remember that this is a community initiated and driven project so there will be no problem with public involvement. Also, keep an eye on the Roswell website, Community Development page, for important information and updates including other project results.

The deadline for questions is Monday at Noon so as to allow a final addendum answering all questions to be posted at least one full week prior to the due date.

COMPLETE THIS ADDENDUM, SIGN and SUBMIT with the Proposal. I hereby acknowledge receipt of Addendum 2 and have incorporated the changes into my response.

COMPANY NAME: DPZ CONTACT PERSON: Scott Ball

ADDRESS: 1023 SW 25th Ave CITY: Miami STATE: FL ZIP: 30307

PHONE: 305.644.1023 FAX: 305.644.1021 EMAIL ADDRESS: Scott@dpz.com

SIGNATURE: M. Scott Ball DATE: 11/23/2011

ROSWELL SCHEDULE

Tasks	Week	1	2	3	4	5	6	7	8	9	10	11
	Week Beginning	23-Jan	30-Jan	6-Feb	13-Feb	20-Feb	27-Feb	5-Mar	12-Mar	19-Mar	26-Mar	2-Apr
Stage I: Project Initiation/ Diagnostics												
Task 1	Project Initiation											
Task 2	Assemble Base Documentation											
Stage II: First Drafts												
Task 3	Prepare a draft Cultural Resources Report											
Task 4	Prepare Draft Master Plan											
Task 5	Prepare Draft Guidelines											
Task 6	Submit First Draft Documents											
Task 7	Post Regular Updates to the MindMixer Site											
Stage III: Initial Workshop												
Task 8	Initial Workshop Event											
Stage IV: Production												
Task 9	Revise and Develop Draft Documents											

cont'd Tasks	Week	12	13	14	15	16	17	18	19	20	21	22
	Week Beginning	9-Apr	16-Apr	23-Apr	30-Apr	7-May	14-May	21-May	28-May	4-Jun	11-Jun	18-Jun
Task 10	Post Regular Updates to the MindMixer Site											
Stage III: Initial Workshop												
Task 11	Initial Workshop Event											
Stage IV: Production												
Task 12	Revise and Develop Draft Documents											
Task 13	Prepare Additional Documents											
Task 14	Submit all Second Draft Documents											
Stage V: Follow Up Workshop and Final Submittal												
Task 15	Final Workshop Event											

cont'd Tasks	Week	23	24	25	26	27	28
	Week Beginning	25-Jun	2-Jul	9-Jul	16-Jul	23-Jul	30-Jul
Task 16	Post Regular Updates to the MindMixer Site						
Stage V: Follow Up Workshop and Final Submittal							
Task 17	Final Workshop Event						
Task 18	Submit Final Draft Documents						
Task 19	Final Presentation						
Task 20	Submit Final Documents						

ROSWELL
GEORGIA
SINCE 1854

City of Roswell

CONTRACT AGREEMENT
RFP #11-327-B

The Roswell Historic Gateway Master Plan

This Agreement made and entered into on the date of last signature in the year 2009; by and between The City of Roswell, Georgia, having its principle place of business at 38 Hill Street, Roswell, Georgia 30075 and **Duany Plater-Zyberk & Company ("Consultant") having its principle place of business at 426 Sinclair Avenue, Atlanta, Georgia 30307.**

WHEREAS, the City of Roswell has caused Request for Proposal Number (11-327-B) to be issued soliciting proposals from qualified Firms to furnish all items, labor services, materials and appurtenances called for by them in accordance with this RFP, Selected ("Consultant") is required to provide the Services as called for in the Scope of Services; and

WHEREAS, the Consultant submitted a proposal in response to the RFP; and

WHEREAS, the City of Roswell determined that the Consultant was qualified to provide the required services in a manner to be most advantageous to the City;

NOW THEREFORE, in consideration of the mutual covenant and promises contained herein, the parties agree to compensation not to exceed **One Hundred Ten Thousand Dollars and no cents ($110,000.00)** for services to be provided as follows:

1.0 Scope of Work

The Contractor agrees to provide all described Services and comply with all requirements specified in the RFP, and provide those Services as may additionally be specified in the Contractor's Proposal in accordance with all general and special terms and conditions of this agreement. Said specifications are hereby made a part of this agreement by reference.

2.0 Term of Contract

The term of contract will begin on the date this contract is signed by all required parties and filed in the office of the City of Roswell's Purchasing Division. Anticipated start date is **February, 2012** with date of completion to be coordinated with the project manager.

3.0 Independent Contractor

3.1.

The Contractor shall be an independent Contractor. The Contractor is not an employee, agent or representative of the City of Roswell. The successful Contractor shall obtain and maintain, at the Contractor's expense, all permits, license or approvals that may be necessary for the performance of the services. The Contractor shall furnish copies of all such permits, licenses or approvals to the City of Roswell Representative within ten (10) days after issuance of Notice to Proceed.

3.2

Inasmuch as the City of Roswell and the Contractor are contractors independent of one another neither has the authority to bind the other to any third person or otherwise to act in any way as the representative of the other, unless otherwise expressly agreed to in writing signed by both paritics hereto. The Contractor agrees not to represent itself as the City's agent for any purpose to any party or to allow any employee of the Contractor to do so, unless specifically authorized, in advance and in writing, to do so, and then only for the limited purpose stated in such authorization. The Contractor shall assume full liability for any contracts or agreements the Contractor enters into on behalf of the City of Roswell without the express knowledge and prior written consent of the City.

4.0 Indemnification

The Contractor agrees to indemnify, hold harmless and defend the City from and against any and all liabilities, suits, actions, legal proceedings, claims, demands, damages, costs and expenses (including attorney's fees) rising out of any act or omission of the Contractor, its agents, subcontractors or employees in the performance of this Contract.

5.0 Insurance

The Contractor shall, at its own cost and expense, obtain and maintain worker's compensation and commercial general liability insurance coverage covering the period of this Agreement, such insurance to be obtained from a responsible insurance company legally licensed and authorized to transact business in the State of Georgia. The minimum limit for Worker's Compensation Insurance shall be the statutory limit for such insurance. The minimum limits for comprehensive general liability insurance, which must include personal liability coverage will be $300,000 per person, $500,000 per occurrence, and $1,000,000 aggregate; and, $100,000 per occurrence and $1,000,000 aggregate for property damage.

5.1

The Contractor shall provide a certified copy of each of the policies, or binders indicating the existence of the policies prior to the beginning of the contract term. In the event a binder is delivered, it shall be replaced within ten (10) days by a certified copy of the policy. Each policy shall contain written notice thereof to the official City representative.

6.0 Termination

6.1

Any other provisions of this agreement notwithstanding, each party has the right to terminate this Agreement if the other party breaches or is in default of any obligation hereunder which default or breach is incapable of cure or which, being capable of cure, has not been cured within thirty (30) days after receipt of written notice of such default (or such additional cure period as the non-defaulting party may authorize). In addition, if at any time after commencement of the Services, the City of Roswell shall, in its sole reasonable judgment, determine that such Services are inadequate, unsatisfactory, no longer needed, or substantially not conforming to the descriptions, warranties, or representations contained herein, the City may terminate this Agreement upon thirty (30) days written notice to the Contractor.

6.2

The City of Roswell may terminate the agreement immediately without prejudice to any other right of action or remedy if the Contractor:

6.2.1

Becomes insolvent, makes a general assignment for the benefit of creditors, files a voluntary petition of bankruptcy, suffers or permits the appointment of a receiver for its business or assets, or becomes subject to any proceeding under any bankruptcy or insolvency law, whether domestic or foreign, or has wound up or liquidated, voluntarily or otherwise. In the event that any of the above events occur, the Contractor shall immediately notify the City of Roswell of each occurrence.

6.2.2

After five (5) days written notice fails to:

a) Maintain the required insurance, or;
b) In any other manner to perform the requirements of the RFP.

7.0 Compliance with All Laws and Licenses

The Contractor must obtain all necessary licenses and comply with local, state and federal requirements. The Contractor shall comply with all laws, rules and regulations of any governmental entity pertaining to its performance under this Agreement.

8.0 Assignment

The Contractor shall not assign or subcontract the whole or any part of this Agreement without the City of Roswell's prior written consent.

9.0 **Amendments in Writing**

No amendments to this Agreement shall be effective unless it is in writing and signed by duly authorized representatives of the parties.

10.0 **Drug-Free and Smoke-Free Work Place**

10.1

A drug-free and smoke-free work place will be provided for the Contractor's employees during the performance of this Agreement; and

10.2

The Contractor will secure from any subcontractor hired to work in a drug-free and smoke-free work place a written certification so stating and in accordance with Paragraph 7, subsection B of the Official Code of Georgia Annotated Section 50-24-3.

10.3

The Contractor may be suspended, terminated, or debarred if it is determined that:

10.3.1

The Contractor has made false certification herein; or

10.3.2

The Contractor has violated such certification by failure to carry out the requirements of Official Code of Georgia Annotated Section 50-24-3.

11.0 **Governing Law**

This Agreement shall be governed in all respects by the laws of the State of Georgia.

12.0 **Policy on Hiring of Non-Resident Aliens**

The final award of a contract is contingent upon compliance with O.C.G.A. 13-10-91 and Chapter 300-10-1 of the Rules of the Georgia Department of Labor, and the Contractor certifying to the City that it, and all its subcontractors, has registered and currently participates in the federal work authorization program to verify information of all new employees with respect to all public employers, contractors, or subcontractors. Contractor may be suspended, terminated, or debarred if it is determined that the Contractor has made false certification or that the Contractor has violated such certification by failure to carry out this requirement.

13.0 **Inclusion of Documents**

The Referenced RFP, any addenda thereto, and the Contractor's Proposal submitted in response thereto, including any best and final offer, are incorporated in this Agreement; form an integral part of this agreement; and, are attached hereto as follows:

ATTACHMENTS: **RFP Number: 11-327-B**
Addendum Numbers, if any: **Addendum #1, dated November 1, 2011 and #2, dated November 14, 2011**
Contractor's Proposal identified as: **Duany Plater-Zyberk & Company,**
Final timeline identified as: **Roswell Schedule, and**
Contract identified as: **City of Roswell Contract Agreement RFP #11-327-B The Roswell Historic Gateway Master Plan**

In the event of a conflict in language between this Agreement and the foregoing documents incorporated herein, the provisions and requirements set forth in this Agreement shall govern. In the event of a conflict between the language of the RFP, as amended, and the Contractor's proposal, the language in the former shall govern.

14.0 **Entire Agreement**

This Agreement constitutes the entire Agreement between the parties with respect to the subject matter contained herein; all prior agreements, representations, statements, negotiations, and undertakings are suspended hereby. Neither party has relied on any representation, promise, or inducement not contained herein.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be duly executed by their duly authorized officers as of the day and year set forth next to each signature.

CITY OF ROSWELL:	CONTRACTOR:
By: A.M. Duany	By: Kay G. Love
Title: Principal / Member	Title: City Administrator
Name: Andres M Duany	Name: Kay G. Love
Date: Feb 20, 2012	Date: 3-6-12