



CITY OF DUNWOODY

41 Perimeter Center East, Suite 250

Dunwoody, GA 30346

Phone: 678.382.6700 • Fax: 678.382.6701

www.dunwoodyga.gov

MEMORANDUM

To: Mayor and City Council
From: Warren Hutmacher, City Manager
Date: April 12, 2010
Subject: Master Plan Contract Award - Dunwoody Village and Georgetown

ITEM DESCRIPTION

The RFQ Review Team recommends awarding Contract 10-50 (Georgetown/North Shallowford Master Plan) and Contract 10-51 (Dunwoody Village Master Revitalization Plan) to Urban Collage.

BACKGROUND

Through the Comprehensive Land Use Plan, the City identified a need to create a Master Plan for two specific areas in the City, the Dunwoody Village area and the Georgetown/North Shallowford area. Creating a Master Plan for each of these areas will provide long-range guidance to the City of Dunwoody on land use issues such as where residential and commercial development and infrastructure improvements should occur in the future. Additionally, the Master Plans will aid in guiding economic development and responsible growth by helping inform investors about the City's plan for the future.

As part of the Fiscal Year 2010 budget, \$125,000.00 was budgeted for each of these Master Plans and is being held in fund balance specifically for that purpose. In February, the Atlanta Regional Commission awarded Dunwoody a prestigious Livable Center Initiative (LCI) Grant to enhance the Dunwoody Village plan. This supplementary \$80,000.00 may be used for additional illustrations, expanded study of catalytic projects, and more detailed financial analysis concerning the highest priority redevelopment areas in the Dunwoody Village.

Due to complexities and differences between the two areas, the City issued two RFQs, one for the Dunwoody Village area and one for the Georgetown/North Shallowford area. The pricing submitted by each firm was identical - \$125,000 for Georgetown/North Shallowford and \$205,000 for the Dunwoody Village. Sixteen companies submitted proposals. These companies are listed below in alphabetical order:

- | | |
|--|--------------------------------|
| A) AE COM, | I) Phillips, |
| B) ASD, | J) Renaissance Planning Group, |
| C) Cooper Cary, | K) Rosser, |
| D) Diplomacy International Consulting, | L) Sizemore Group, |
| E) Dover, Kohl & Partners, | M) Street Smarts, |
| F) Houseal Lavigne, | N) Tunnell-Spangler-Walsh, |
| G) JIG, | O) Urban Collage, and |
| H) LSL Planning, | P) Urban Edge Studio. |



CITY OF DUNWOODY

41 Perimeter Center East, Suite 250
Dunwoody, GA 30346
Phone: 678.382.6700 • Fax: 678.382.6701
www.dunwoodyga.gov

EVALUATION

The RFQ Review Team, composed of the Community Development Director, Community Development Deputy Director, Community Development Planning Coordinator, City Manager, and Assistant to the City Manager, reviewed proposals and short-listed five proposers, listed in alphabetical order: 1) Dover, Kohl & Partners; 2) Houseal Lavigne; 3) JJG; 4) Tunnell-Spangler-Walsh; and 5) Urban Collage. The five short-listed firms were interviewed by the RFQ Review Team. Following this memo, you will find the proposal and interviewing scoring.

Based on insights gained in the interview process, the RFQ Review Team decided because of significant efficiencies in scheduling of public meetings, project progression, and reduced confusion for the public, the City would gain the greatest benefit by selecting one firm. Additionally, certain tasks for the two areas, such as the market analysis and transportation planning, could be combined for the two areas.

The RFQ Review Team identified Urban Collage as the preferred vendor. Urban Collage's comprehensive approach to research, grasp on the importance of public involvement, and understanding of Dunwoody's unique challenges best met the City's needs for this project. The Review Team was also impressed with web-based interactive tools and education tools from the second-ranked firm, Houseal Lavigne. In order to bring in this additional skill set and add to the overall talent pool for these projects, the Review Team has asked Houseal Lavigne to join Urban Collage as a prime sub-consultant. The Urban Collage team of sub-consultants also includes Robert Charles Lesser & Company (RCLCo) for market analysis, Kimley-Horn and Associates/Urban Resource Group for open space and transportation planning, and Market + Main for zoning analysis. Two of the members of the Urban Collage team are Dunwoody residents. In comparison to the Review Team's third-ranked firm, JJG, Urban Collage's hands-on visualization tools, participation techniques, and passion for the project highlighted Urban Collage as the top firm.

FUNDING

Funding for these Master Plans was budgeted in Fiscal Year 2010 and is being held in fund balance specifically for that purpose. The total City funding requirement for Fiscal Year 2010 is \$250,000.00 which includes \$125,000.00 for the Dunwoody Village Master Revitalization Plan and \$125,000.00 for the Georgetown/North Shallowford Master Plan. As mentioned previously, the ARC will be providing an additional \$80,000.00 in LCI Grant Funds for the Dunwoody Village plan.

RECOMMENDED ACTION

Staff respectfully requests that Council: (1) award Purchasing Contract 10-50 (Georgetown/North Shallowford Master Plan) and Purchasing Contract 10-51 (Dunwoody Village Master Revitalization Plan) to Urban Collage; (2) authorize staff to provide funding for the contracts; and (3) authorize the City Manager to execute the necessary documents following satisfactory review by legal counsel.

Dunwoody Village Master Plan
RFQ 10-51

Georgetown Master Plan
RFQ 10-50

Firm	Individual Ratings						Individual Ratings						AVG	Group		Rank
	WH	MT	RB	KM	KG	Avg	WH	MT	RB	KM	KG	Avg		Interview	TOTAL	
AE COM	87	84	89	83	82	85.00	87	84	89	86	73	83.80	84.4	-		
ASD	87	78	85	82	85	83.40	87	78	85	82	92	84.80	84.1	-		
Cooper Cary	95	80	66	86	55	76.40	93	80	66	83	60	76.40	76.4	-		
Diplomacy Int'l Consulting	40	60	11	29	11	30.20	40	60	11	29	13	30.60	30.4	-		
Dover, Kohl & Partners	96	84	91	86	95	90.40	93	84	91	86	88	88.40	89.4	23	112.4	4
Houseal Lavigne	95	85	80	79	95	86.80	94	85	80	79	83	84.20	85.5	29	114.5	2
JJG	87	89	93	90	98	91.40	87	89	93	90	84	88.60	90	23	113	3
LSL Planning	95	91	46	77	60	73.80	95	91	46	77	60	73.80	73.8	-		
Phillips	86	85	72	81	40	72.80	87	85	72	81	42	73.40	73.1	-		
Renaissance Planning Group	88	94	74	82	66	80.80	87	94	74	82	61	79.60	80.2	-		
Rosser	82	85	78	83	60	77.60	82	85	78	83	63	78.20	77.9	-		
Sizemore Group	94	85	80	77	67	80.60	94	85	80	77	55	78.20	79.4	-		
Street Smarts	92	83	91	78	62	81.20	90	83	91	78	65	81.40	81.3	-		
Tunnell-Spangler-Walsh	97	92	80	81	90	88.00	95	92	80	81	75	84.60	86.3	20	106.3	5
Urban Collage	98	96	93	90	100	95.40	97	96	93	90	98	94.80	95.1	30	125.1	1
Urban Edge Studio	92	67	68	74	43	68.80	92	67	68	74	52	70.60	69.7	-		