



## CITY OF DUNWOODY

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# MEMORANDUM

**To:** Mayor and City Council  
**From:** Warren Hutmacher, City Manager  
**Date:** April 26, 2010  
**Subject:** Master Plan Contract Award - Dunwoody Village and Georgetown

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### 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.          |



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### **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.