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## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Warren Hutmacher, City Manager

**Date:** November 22, 2010

**Subject:** **Dunwoody Village Master Plan Request for Additional Graphic Elements**

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### **BACKGROUND**

In April the City Council approved a contract with Urban Collage to complete two master redevelopment plans, one for Dunwoody Village area and one for the Georgetown/North Shallowford area. The City had originally budgeted \$205,000 for the Dunwoody Village plan, recognizing \$80,000 received by the City as part of the Atlanta Regional Commission (ARC) Livable Centers Initiative (LCI) grant program. However, pursuant to direction received at the April City Council Meeting, the City Council preferred to hold back \$80,000 of the \$205,000 originally budgeted and instructed the City Manager to return to Council with specific proposals to expend the additional budgeted funds that would supplement or enhance the planning process for Dunwoody Village if a need arose.

As discussed at the November Work Session, based on the Dunwoody Village planning process to this point, our Project Team believes an additional investment in graphics would help reach consensus and build understanding with the community. A picture is truly worth a thousand words and an artist's rendition or photographic simulations will enhance the community's ability to vision what future redevelopment may look like. Additionally, upon completion of the planning process, these graphics will significantly improve our ability to sell the approved vision to the development community so that they can adequately grasp our expectations for quality redevelopment.

Urban Collage's proposal requests funds to augment the production of graphics and illustrations for use in public workshops and future presentations to potential investors and developers. The proposal, as well as examples of both the currently included graphics and proposed graphics, has been attached to this memorandum.

### **RECOMMENDATION**

Staff recommends moving forward with this proposal for additional graphics and illustrations. The cost of this proposal is \$12,000 and this can be paid from the appropriated \$80,000 the Council has reserved for this purpose.



Additional Service Proposal Task B:  
**City of Dunwoody**  
**Dunwoody Village Master Plan**

Warren Hutmacher  
 City Manager  
 City of Dunwoody  
 41 Perimeter Center East, Suite 250  
 Dunwoody, GA 30346

Warren:

As negotiated as part of our contract for the Dunwoody Village Master Plan, the scope for our upcoming third Dunwoody Village Public Workshop includes:

Conceptual Master Plan Alternatives will be reviewed and discussed with the public during a **third public workshop**. At the third workshop, the Planning Team will summarize each alternative and facilitate small group discussions regarding the advantages and disadvantages of each concept. Following the workshop, the Planning Team will review community input and seek to develop a single, collective master plan concept to be detailed, reviewed and refined. Workshop results will again be discussed with the Project Management Team and Sounding Board and refined based upon identified market strategies and implementation potential.

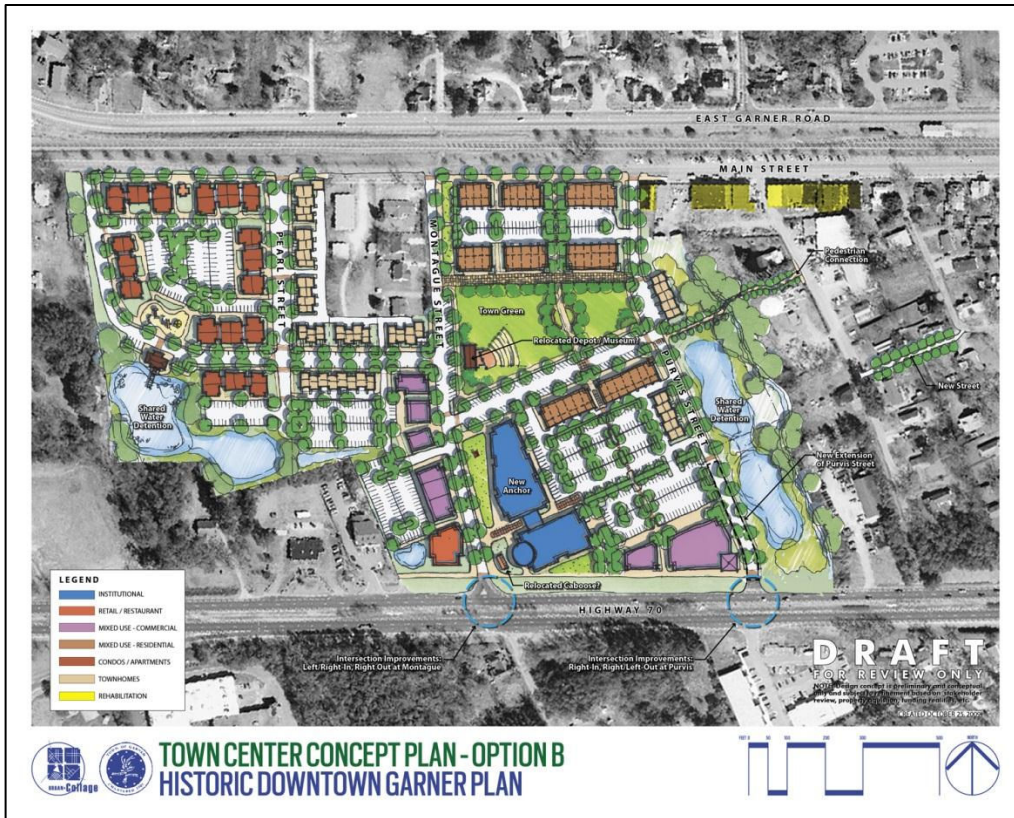
*Within the base scope, materials for the third public workshop will be limited to plan graphics and photographic examples. With additional funding graphic support materials for the third workshop and/or for the resulting plan can be enhanced to include thumbnail sketches, 3D graphics, and other tools to convey the community's vision for the future, highlight priority action items, and begin to lay the foundation for marketing and promotional materials.*

Based upon our interactions to date with City leaders and the community and the degree of concern regarding the potential future character of the Dunwoody Village, our team feels it is paramount to provide the additional imagery detailed in paragraph 2 above as part of the third Dunwoody Village Public Workshop. By adding photographic simulations, sketches, and other supporting graphics, the public will have a much better understanding of Master Plan Concepts and Alternatives and a significantly enhanced opportunity to provide input regarding the appropriate potential scale and character of the Dunwoody Village over the next 10-20 years. We feel strongly that adding these graphics will advance the master planning process and allow us gather more significant community input to build a stronger plan for the area's future.

#### **Proposed Scope of Work**

Augment the graphic materials for Dunwoody Village Public Workshop 3 (on November 18, 2010) to depict potential enhancements in the Village in addition to illustrative plan graphics included in the base contract.

**Example Concept Plan (included in contract):**



**Example images from other planning efforts similar to those that could be developed for the Dunwoody Village concepts and alternatives with the requested funding:**



Sketch of potential improvements





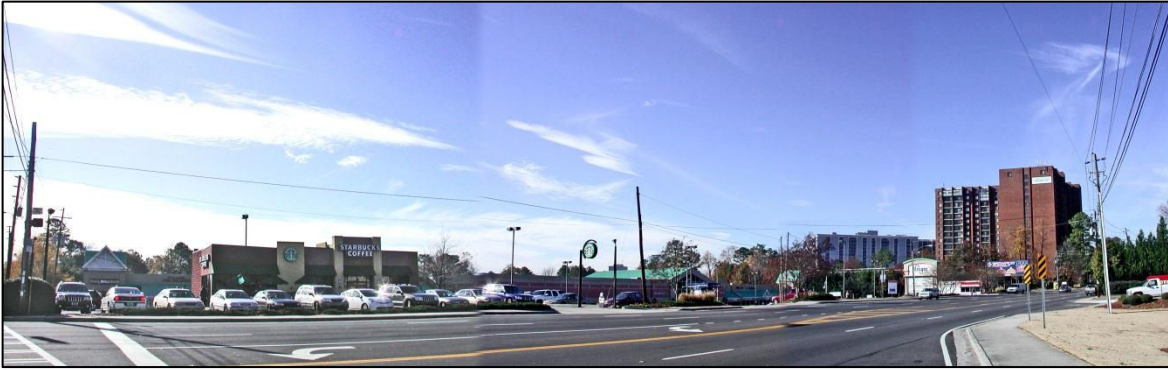
Sketch of potential improvements



Sketch of potential improvements



#1.2.

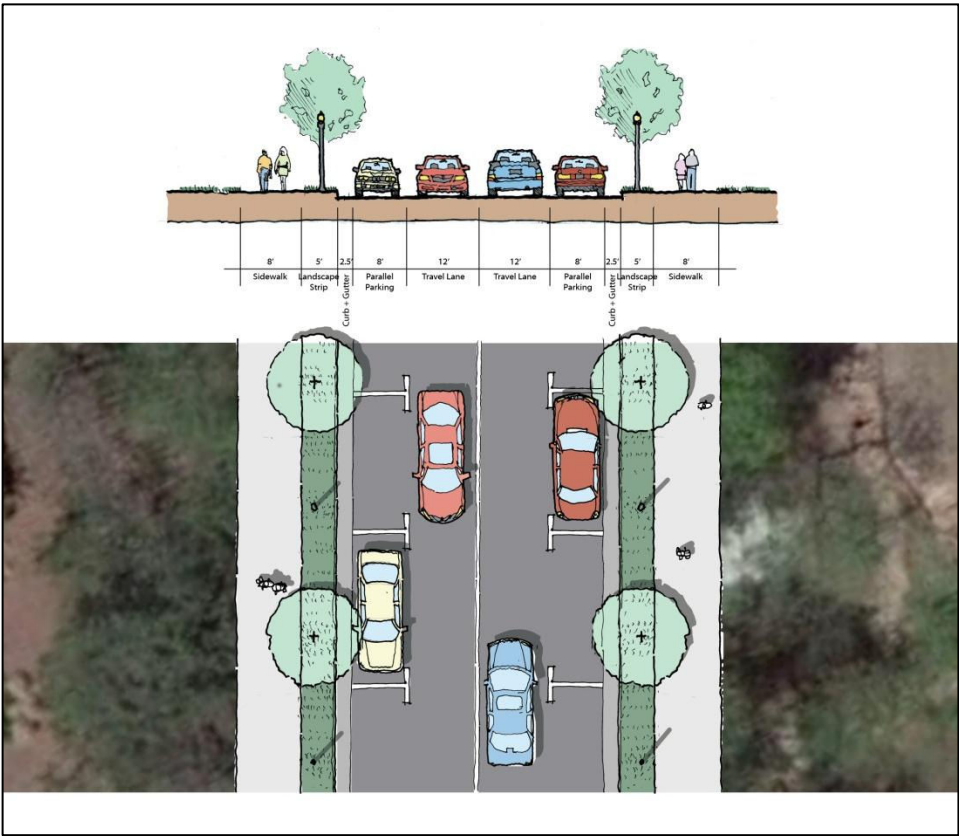


Photographic Simulations (before and after)





3D Model of potential improvements



Illustrated Roadway Section

**Payment for Services**

We anticipate needing 3-4 supporting graphics for each master plan concept/alternative (8-12 total graphics). Professional fees requested to complete this task are \$12,000 including all expenses related to production, reproduction, and printing.


**Engagement/Basic Payment Terms**

Additional services that are deemed above and beyond the scope outlined in Tasks 1-2 above will be negotiated for an additional, mutually agreed upon fee (either lump-sum or hourly-rate basis).

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(Name) (DATE)

  
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Robert J. Begle (DATE)  
Principal