

# Request for City Council Action

**Date:** March 24, 2015

<b>Agenda Section:</b> General Business  <b>No. 6</b>	<b>Originating Department:</b>  Planning Services
<b>Item:</b> Authorization to enter into a Professional Services Agreement with Houseal Lavigne to serve as consultant for the Downtown Master Plan  <b>No. 6. 1</b>	<b>Approved:</b>

**Background:**

During the March 10, 2015 City Council meeting, the Council authorized staff to negotiate a contract with the firm Houseal Lavigne to serve as the consultant for the Downtown Master Plan. The consultant was selected after a committee interviewed four consulting firms and overwhelmingly voted to recommend Houseal Lavigne to the City Council.

A contract / professional services agreement, including the scope of services is attached for review. As noted within the scope of services, the consultant is proposing to complete the project within 9 months from the start of the process. The specific tasks, activities, budget, and deliverables are outlined in the contract and the scope of services.

Coordination of the project with the consultant will be through the Planning Services Division in cooperation with the Downtown Advisory Committee. \$125,000 has been included in the FY 2016 budget to cover the cost of the consultant, with TIF revenues covering a majority of the cost.

**Recommended Action:**

It is recommended that the Council approve the professional services agreement with Houseal Lavigne with the total fee for services not to exceed \$124,935.

Engineering Approval Obtained	Finance Approval Obtained	Legal Approval Obtained	Approval Obtained	Manager's Approval Obtained
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Council Action: Motion by \_\_\_\_\_ 2<sup>nd</sup> by \_\_\_\_\_ to \_\_\_\_\_

# **PROFESSIONAL SERVICES AGREEMENT**

**MARCH \_\_, 2015**

**BETWEEN**

**THE CITY OF CARBONDALE, ILLINOIS**

**AND**

**HOUSEAL LAVIGNE ASSOCIATES, LLC.**

**AGREEMENT FOR PROFESSIONAL SERVICES**  
**BETWEEN THE CITY OF CARBONDALE, ILLINOIS**  
**AND**  
**HOUSEAL LAVIGNE ASSOCIATES, LLC.**

THIS AGREEMENT, made and entered into this \_\_\_\_ day of \_\_\_\_\_, 2015, by and between HOUSEAL LAVIGNE ASSOCIATES LLC., an Illinois Limited Liability Company with principal offices at 134 N. LaSalle Street, Suite 1100, Chicago, IL 60602 (hereinafter referred to as the "CONSULTANT"), and the CITY OF CARBONDALE, ILLINOIS, a municipal corporation of the State of Illinois, whose mailing address is 200 South Illinois Avenue Carbondale, Illinois 62901 (hereinafter referred to as the "CLIENT").

WITNESSETH THAT:

WHEREAS, the CLIENT desires to engage the services of the CONSULTANT to furnish technical and professional assistance in connection with the preparation of the DOWNTOWN PLAN (hereinafter referred to as the "PROJECT") and the CONSULTANT has signified its willingness to furnish technical and professional service to the CLIENT; and WHEREAS, the CONSULTANT represents to the CLIENT that it has sufficient expertise and resources to enable it to provide such advice and assistance to the CLIENT; and

NOW, THEREFORE, the parties do mutually agree as follows:

A. Scope of Consultant's Services

The CONSULTANT agrees to perform in a good and professional manner those services described in Attachment A, *Scope of Services*, a copy of which is attached hereto and incorporated in this AGREEMENT. All documents, work papers, maps, and study materials produced by the CONSULTANT in the performance of these services become the property of the CLIENT during and upon completion of the services to be performed under this AGREEMENT.

B. Services to be Provided by the Client

All existing information, data, reports and records which are useful for carrying out the work on this PROJECT and which are owned or controlled by the CLIENT shall be furnished to the CONSULTANT in a timely manner. The completion of the services to be performed by the CONSULTANT under this AGREEMENT is contingent upon the receipt from the CLIENT, at no cost to the CONSULTANT, the data and reports and other material as described in Attachment A, Section 1, in a timely manner. If, by reason of any fault of CLIENT, the information, data, reports and records to be provided by the CLIENT are not made available to the CONSULTANT in a timely manner, the CONSULTANT may, at its option, stop work on the PROJECT until such materials are provided.

### C. Meetings and Consultant Visits

The CONSULTANT will attend meetings associated with the following tasks, and any additional meetings deemed reasonable and needed to complete the PROJECT, as outlined in Attachment A, *Scope of Services*.

- 1a: Director Meeting with Key City Staff
- 1b: DAC Meeting & Project Initiation Workshop
- 2b: Downtown/Community Workshop
- 2c: Downtown Business and Property Owners Workshop
- 2d: Southern Illinois University Workshop
- 2e: Key Person Interviews/Focus Group Discussions
- 3j: DAC Meeting
- 4a: Visioning Session/Downtown Design Charrette
- 4d: DAC Meeting
- 5f: DAC Meeting
- 5g: Community/Downtown Workshop & Open House
- 6d: DAC Meeting
- 6e: Downtown Workshop & Open House
- 6f: Public Hearing
- 6g: Final Plan Report to City Council

A meeting within the body of this AGREEMENT shall mean a gathering requiring the attendance of the CONSULTANT or CONSULTANT's staff, including workshops, formal presentations and meetings. Public meetings shall be scheduled at least seven (7) to fifteen (15) days in advance. Attendance at additional meetings will be subject to the provisions of Article M (Extra Work) of this AGREEMENT. The CONSULTANT may conduct "site visits" to gather information, data, and perform field reconnaissance. These "site visits" shall not be counted as meetings under this AGREEMENT.

#### D. Deliverables

CONSULTANT agrees to provide products to the CLIENT as follows:

2a: Press Releases, Notices & Newsletter Articles; Print and Electronic Collateral

2f: Interactive Project Website

2g: sMap - On-Line Community Issues Mapping

2h: On-line Questionnaires for Residents, Students & Businesses

2i: On-Line Visual Preference Survey

3i: Existing Conditions Synthesis Report

4b: Downtown Guiding Vision

4c: Downtown Goals, Objectives & Policies

5a: Land Use & Infill Redevelopment Plan

5b: Art & Entertainment District Framework Plan

5c: Parking & Transportation Plan

5d: Pedestrian Mobility and Connectivity Plan

5e: Beautification, Streetscape & Signage Plan

6a: Downtown Implementation Strategy

6b: Draft Downtown Plan

6c: Downtown Branding and Promotional Strategy Framework

6fg Final Plan Report to City Council

All deliverables become the property of the CLIENT, including all hard copies and electronic file copies. The CONSULTANT will provide electronic copies of all deliverables and fifteen (15) hard copies of the Existing Conditions Synthesis Report, Draft Downtown Plan, and Final Downtown Plan.

#### E. Changes

The CLIENT may, from time to time, request changes in Attachment A, *Scope of Services*, of the services to be performed by the CONSULTANT hereunder. Such changes, including any appropriate increase or decrease in the amount of compensation, which are mutually agreed upon, shall be incorporated in written amendments to this AGREEMENT.

#### F. Consultant's Compensation

The CONSULTANT shall be compensated for services rendered under the terms of this AGREEMENT on the basis of the CONSULTANT's hourly rates as stated under Article G (Hourly Rates) and Attachment A for the staff time devoted to the PROJECT, and for directly related project expenses. The maximum cost for CONSULTANT services under this AGREEMENT is \$124,935.00, including directly related job expenses. Directly related job expenses include, but are not limited to: travel, printing, graphic reproduction, mailing, the purchase of additional maps, plans and reports and other out-of-pocket expenses that are related to carrying out services under this AGREEMENT. Any reimbursable expenses that are not enumerated above must be identified by the CONSULTANT and approved by the CLIENT.

The CONSULTANT will not exceed the "not to exceed amount" without specific written authorization from the CLIENT or an amendment to this AGREEMENT. The CONSULTANT represents and warrants that absent Extra Work, as referenced in Article M, all work to be performed under this AGREEMENT can and will be performed without exceeding the maximum compensation amount and directly related job expense amount, both set forth above.

#### G. Hourly Rates

Hourly rates in effect for purposes of this AGREEMENT are provided in Attachment A, Section 3.

#### H. Method of Payment

The CONSULTANT will submit invoices for services performed and directly related job expenses incurred on the PROJECT during the billing period. The CONSULTANT will

submit monthly invoices for services performed and directly related job expenses incurred on the PROJECT during the billing period.

#### I. Time of Performance

The services of the CONSULTANT will begin upon delivery to the CONSULTANT of an executed copy of this AGREEMENT, and shall, absent causes beyond the reasonable control of the CONSULTANT, be completed by December 31, 2015. The completion of services by the CONSULTANT shall be, among other things, contingent upon the timely receipt of the services, data, and other reports described in Attachment A, *Scope of Services*, Section 1, and upon the timely conduct by the CLIENT of meetings and decisions required for its purposes in the execution of Attachment A. For the purpose of this AGREEMENT, timely shall mean that decisions and choices be made within ten (10) working days for CLIENT staff review of CONSULTANT submittals, services, data, and reports as are delivered to the CLIENT's representative; and twenty-one (21) calendar days for such decisions and choices to be made by the City Council, or other elected or appointed bodies of the CLIENT. If the CLIENT requests that CONSULTANT perform Extra Work as defined in Article M such as is not now included in Attachment A, the CONSULTANT, if agreed to by the CLIENT, may suspend work on the PROJECT or a portion of the PROJECT, and may extend the period of time allotted to perform the services identified in Attachment A under this AGREEMENT, to a mutually agreed upon period of time necessary to compensate for Extra Work. Where the CLIENT and CONSULTANT mutually agree to extend the period of time to perform services under this AGREEMENT, the hourly rates may not be increased beyond those set forth in Section G. of this AGREEMENT, provided that the cause or reasons of such extension(s) are not the fault of the CLIENT.

J. Excusable Delays

The CONSULTANT shall not be in breach of this AGREEMENT by reason of any failure in performance of this AGREEMENT in accordance with its terms if such failure arises out of causes beyond the reasonable control and without the fault or negligence of the CONSULTANT. Such causes may include, but are not restricted or limited to, acts of God or of the public enemy, acts of government in either its sovereign or contractual capacity, fires, floods, strikes, and unusually severe weather, but in every case, so long as the failure to perform is beyond the reasonable control and without the fault or negligence of the CONSULTANT, the CONSULTANT shall not be deemed to be in breach of this AGREEMENT.

K. Termination

The CLIENT shall have the right to terminate this AGREEMENT by written prior notice to the CONSULTANT at least five (5) working days before the specified effective date of such termination. In such event, all finished and unfinished documents and work papers prepared by the CONSULTANT under this AGREEMENT shall become the property of the CLIENT. On receipt of said documents and work papers by the CLIENT, the CONSULTANT shall receive compensation and reimbursement for the work actually performed before the date of termination, in accordance with Paragraph F hereof, (Consultant's Compensation) of this AGREEMENT, less payment for services and expenses previously paid.

L. Non-discrimination

The CONSULTANT has an Affirmative Action program and shall engage in lawful employment practices. The CONSULTANT shall not fail, refuse to hire, discharge, or otherwise discriminate against any individual with respect to his or her compensation,  
*Houseal Lavigne Associates | Carbondale – 03/23/2015*

terms, conditions, or privileges of employment, because of such individual's race, color, religion, sex, national origin, or handicap unrelated to the individual's ability to perform the duties of the position.

M. Extra Work

If requested and agreed to in writing by the CLIENT and CONSULTANT, the CONSULTANT will be available to furnish, or obtain from others, Extra Work of the following types:

1. Extra work or extended services due to changes in the general scope or timing of the PROJECT, including, but not limited to; changes in size, complexity or character of the work items; acceleration of the work schedule involving services beyond normal working hours; non-delivery of any materials, data, or other information to be furnished by the CLIENT not within the reasonable control of the CONSULTANT.
2. Additional or extended services, including PROJECT administration due to the prolongation of the period of delivery of services specified in this AGREEMENT time through no fault of the CONSULTANT.
3. Attendance at additional meetings beyond those made part of the AGREEMENT.
4. Other additional services, requested and agreed to by the CLIENT and CONSULTANT, which are not otherwise provided for under this AGREEMENT.

The compensation and scheduling of Extra Work shall be subject to negotiation between the CLIENT and the CONSULTANT in accordance with the provision of Article E (Changes) of this AGREEMENT. However, the hourly rate in effect at the time of any change authorizing Extra Work will continue to be in effect for such Extra Work.

N. Entire Agreement

This agreement, including the attachments to this agreement, contains the entire agreement of the parties. It may not be changed orally but only by an amendment in writing executed by the parties to this AGREEMENT.

O. Client Representative to Consultant

The CLIENT designates Chris Wallace to act as its representative with respect to the work to be performed under this AGREEMENT, and such person shall have authority to transmit instructions, receive information, interpret and define CLIENT's policies and provide decisions in a timely manner pertinent to the work covered by this AGREEMENT until the CONSULTANT has been advised in writing by the CLIENT that such authority has been revoked. The CONSULTANT designates Devin Lavigne, as the CONSULTANT's representative to the CLIENT.

P. Subcontractors

The CONSULTANT shall use subcontractors to perform certain transportation, infrastructure, and streetscape related portions of the services. The subcontractors are KLOA and Terra Engineering. The CONSULTANT shall remain responsible for all services performed by subcontractors and the subcontractors' compensation shall be included in the CONSULTANT's compensation as identified in Paragraph F.

Q. Conflict of Interest

The CONSULTANT certifies that to the best of its knowledge no person associated with the CONSULTANT has any interest that would conflict in any manner or degree with the performance of the AGREEMENT.

IN WITNESS WHEREOF, the CLIENT and the CONSULTANT have executed this AGREEMENT on the date and year first above written.

CONSULTANT:

HOUSEAL LAVIGNE ASSOCIATES, LLC.

By: \_\_\_\_\_

Name: John A. Houseal

Title: Principal

CLIENT:

CITY OF CARBONDALE, IL

By: \_\_\_\_\_

Name:

Title:

# ATTACHMENT A

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## SCOPE OF SERVICES and HOURLY RATES

This section describes the Scope of Services for preparing the City of Carbondale Downtown Plan.

### Section 1

Whereas the scope of services will be undertaken by the CONSULTANT, it is understood and agreed that the CLIENT will provide the following assistance to the CONSULTANT:

1. The CLIENT, with the CONSULTANT's assistance, will schedule and arrange and provide notices for all meetings and workshops including contacting agencies, individuals and citizens to be invited to meetings.
2. The CLIENT, with the CONSULTANT'S assistance, will collect and compile previously prepared and available reports, projects, studies, maps and other data owned or in control of the CLIENT and that might be useful in the comprehensive planning assignment.
3. The CLIENT will provide to the CONSULTANT an up-to-date base map (electronic and hard copy) for the City, including GIS files and information if available.

## Section 2

### Scope of Work

#### **Step 1: Project Initiation**

To “kick-off” the planning process on the right foot, meetings with key City staff and the Carbondale Downtown Master Plan Advisory Committee (DAC) are needed prior to kicking off other public engagement and planning activities. The initial meetings will focus on confirming the planning process, the timing and sequence of activities, and identifying the roles and activities of all stakeholder participants. After the “kick-off” to the planning process, our proposed initial outreach activities will help reaffirm the direction and priorities of the Downtown Plan that were identified by DAC during its public participation efforts. To better “launch” the planning process, a branding and promotional effort will be undertaken to popularize the Downtown Carbondale 2030 planning initiative and promote continued community engagement and participation. Email blasts, posters, postcards, and other collateral will be developed, along with a brand, logo, and messaging for the Plan and process.

##### ***1a: Director Meeting with Key City Staff***

##### ***1b: DAC Meeting & Project Initiation Workshop***

##### ***1c. Branding & Promotion Initiation***

#### **Step 2: Community Engagement and Outreach** (building on prior DAC activities)

Community engagement and outreach/public participation is the cornerstone of our proposed downtown planning process. Building upon the success of the DAC public participation which has been conducted to date, we are anticipating high levels of participation from an active and engaged community. Our proposed outreach process includes both traditional (face-to-face) and web-based activities to obtain the broadest levels of participation in preparing the Downtown Plan. The DAC outreach efforts have provided an initial opportunity for residents, business and property owners to communicate what they believe to be the strengths and weaknesses of the downtown, and to prioritize which issues are most important for the City to address in the near term and in the future. Our planning process is designed to build off of the priorities established by the DAC outreach and continue to promote community involvement and encourage citizen participation.

So as not to duplicate DAC efforts and frustrate residents and stakeholders with outreach duplication, this first round of outreach will focus on reaffirming the priority focus areas and issues for the Downtown. The initial outreach will introduce the Consultant Team, review our process for going forward, have a community dialogue about the six main topics and any other areas of concern, and begin to collectively frame out the structure of the Plan in a way that gives participating stakeholders a greater sense of ownership and stewardship for the plan. Additionally, interviews and focus groups will be conducted to allow the Consultant Team to delve deeper into areas of concerns and to develop better insight into unique and important community perspectives.

A creative and interactive project website will also be developed, hosted, and managed by the consultant, providing a wide range on online outreach tools and project tracking and involvement opportunities. The project website will be linked to the City's existing webpage that was created for the Downtown Plan (<http://explorecarbondale.com/downtown-master-plan> ).

#### "Traditional" Outreach

**2a: Press Releases, Notices & Newsletter Articles; Print and Electronic Collateral** - We will work with City staff to prepare special articles at key points in the planning process for the project website, City email blasts, newsletters, and local media outlets. We suggest an initial article to describe the purpose and objectives of the Downtown Plan, as well as regular updates during the process. Key planning components, updates, meeting summaries, and draft documents will be posted on the website to keep residents and stakeholders informed throughout the process.

**2b: Downtown/Community Workshop** – This initial workshop, typically conducted in the evening, will reaffirm the priority focus areas, introduce the public to the Downtown planning process, and seek further input regarding desired outcomes and priorities within the established focus areas. The workshop will consist of a large group format where issues and desired outcomes are identified and discussed with participants and the consultant team. By targeting established focus areas, this workshop will accommodate a more in depth discussion of the topics of most importance to Downtown.

**2c: Downtown Business Owners and Property Owners Workshop** – This morning workshop is specifically geared to the business community and will focus on the issues and concerns most important to owning property Downtown or owning and operating a business Downtown. Property owners and business owners provide a unique and valuable insight and their cooperation and support moving forward can be a crucial component of the Plan's ultimate success. This workshop will focus on those issues identified as necessary for making Downtown more business friendly and economically successful.

**2d: Southern Illinois University Workshop** – This workshop will target University students, faculty, staff, and visitors and focus on how to improve the interaction between the Downtown, the campus, and the people affiliated with the University. Close coordination with the University will be undertaken to maximize attendance and participation.

**2e: Key Person Interviews/Focus Group Discussions** - We will conduct approximately 12-15 interviews/focus groups with identified stakeholders to obtain necessary insight into the Downtown and to obtain interviewees' attitudes and opinions about the conditions and potentials of Downtown. Possible interviewees or focus groups include local developers and builders, local realtors and brokers, board and commission members, local/downtown business groups and organizations, and others. These interviews will allow the project team to delve deeper into the identified focus areas at the onset of the project

## Web-based Community Outreach

**2f: Interactive Project Website** - We will design and host an interactive Project Website that is linked to the to the City's existing webpage that was created for the Downtown Plan (<http://explorecarbondale.com/downtown-master-plan> ). We are committed to utilizing the internet to maximize the participation and communication between the City, residents, and all stakeholders as it relates to the new Carbondale Downtown Plan. This website can be used to post project schedules and meeting dates; display graphics, maps, and draft documents; address frequently asked questions; host a community discussion forum; contain online community surveys; and provide a variety of other features. The website will be the "one place" to go to for information regarding the Downtown Plan. Our websites are designed and hosted in house and provided free of charge for our projects.

**2g: sMap - On-Line Community Issues Mapping** - For no additional charge, we will feature sMap, a web-based community issues mapping tool on the interactive Project Website. This award-winning tool, developed by Houseal Lavigne Associates, allows website visitors to identify, map, and comment on areas of concern and valued Downtown assets. It simplifies the mapping process and familiarizes residents with all areas of the Downtown in a fun, interactive, and effective manner. Input from residents allows us to create a composite map of Downtown issues to assist with the identification and establishment of goals and objectives, development opportunities and priorities, improved connectivity, and sense of place

**2h: On-line Questionnaires for Residents, Students & Businesses** - To provide another means for community participation, we will prepare (1) a web-based questionnaire for community residents and Downtown visitors, to solicit community-wide opinion on a range of topics and issues; (2) a web-based questionnaire for business owners and operators designed to gather information on those issues and concerns most important to the City's business community; and (3) a student questionnaire to identify those issues and aspirations most important to the youth of the community. These online surveys will be posted on the project website. At the close of the survey response period, we will review and summarize results as a gauge of community priorities and issues.

**2i: On-Line Visual Preference Survey** - An online Visual Preference Survey will be used to solicit community feedback on potential development and land use related components such as mix of uses, density, "visual bulk", architecture, streetscape, pedestrian realm amenities, and overall desired character of the different areas of Downtown. This feature further strengthens the City's outreach and improves the level of participation from the community. The Project Team will then analyze survey results and prepare a summary report.

## Step 3: Existing Conditions Analysis – Influences and Opportunities

This step will include the analysis of existing conditions and future potentials within the downtown. It will be based on information provided by the City, feedback from community service providers, as well as reconnaissance, surveys, inventories and analyses undertaken by the Consultant. The emphasis will be on the identification of existing conditions, influences, and opportunities that will be taken into consideration during the formulation of goals and objectives, and planning

recommendations. In addition to surveying local service providers, this step will also include the initiation of discussions with IDOT regarding the jurisdictional transfer of US Highway 51.

**3a: Review of Past Plans, Studies and Reports**

**3b: Market & Demographic Analysis**

**3c: Downtown Activity Assessment**

**3d: Existing Land Use & Building Inventory**

**3e: Review of Development Regulations**

**3f: Access, Circulation and Parking Assessment**

**3g: Streetscape Assessment**

**3h: Identification of Development Opportunity Sites**

**3i: Existing Conditions Synthesis Report**

**3j: DAC Meeting** – This meeting will include a presentation, review, and discussion of the Existing Conditions Synthesis Report with the Consultant Team and DAC. The purpose will be to reach consensus on the existing conditions and influences that exist within the Downtown, and the opportunities and priorities for moving forward.

## **Step 4: Downtown Design Charrette - Vision, Goals & Objectives**

This step will include a hands-on community workshop and design charrette that invites the community to put pen to paper and illustrate their vision for the future of Downtown Carbondale. The purpose of this step will be to establish an overall “vision” for the downtown that can provide focus and direction for subsequent planning activities, serve as the “cornerstone” of the consensus building process, and identify a path for growth and investment. Based on the Vision and previous steps in the planning process, Preliminary Goals and Objectives will then be prepared.

**4a: Visioning Session/Downtown Design Charrette** – This charrette will build upon the vision established by the DAC, but will allow more specific direction, improvement, and investment to be identified. The charrette will include the identification, mapping, and rendering of specific improvement within Downtown that will serve to guide the actions that will make the DAC vision a reality. More physically and geographically site specific, this exercise will allow a clear vision for the Downtown to emerge that could include new development location and character, pedestrian connectivity improvement and mobility investment, streetscape and gateway enhancement concepts and projects, and location specific projects to enhance overall Downtown sense of place. The outcome of this charrette will provide a foundation for the development of goals, objectives, and framework plans.

**4b: Downtown Guiding Vision**

**4c: Downtown Goals, Objectives & Policies**

**4d: DAC Meeting** – This meeting will include a presentation, review, and discussion of the draft Downtown Vision, Goals, Objectives, and Policies. The purpose will be to reach consensus on the Draft Vision, Goals, Objectives, and Policies prior to moving forward with developing the Downtown Framework Plans. All necessary revisions to the draft Vision, Goal, Objectives, and Policies will be made based on DAC feedback.

## **Step 5: Preliminary Downtown Framework Plans**

This step will entail the preparation of preliminary framework plans and recommendations that will address land use and development; urban design and downtown aesthetics; arts, entertainment and outdoor dining; transportation and parking; pedestrian and bicycle circulation; code revisions; SIU/SIH/neighborhood connectivity; streetscape and beautification; and much more. Collectively, these plans will address all issues identified as priorities by DAC and the previously conduct public outreach. The six main topics and more will be addressed in a variety of ways in multiple sections. Although the plans will accommodate appropriate and desirable new infill redevelopment and improvement, all plans will be respectful of and supportive of the City's commitment to the unique character and significance of Downtown and the surrounding areas. All plans will be highly illustrative and graphically compelling. Illustrations, 3D rendering, development visitation, and more will be utilized to convey planning and development concepts and recommendations.

**5a: Land Use & Infill Redevelopment Plan**

**5b: Art & Entertainment District Framework Plan**

**5c: Parking & Transportation Plan**

**5d: Pedestrian Mobility and Connectivity Plan**

**5e: Beautification, Streetscape & Signage Plan**

**5f: DAC Meeting** – This meeting will include a presentation, review, and discussion of the draft Framework Plans. The purpose will be to reach consensus on the Draft Framework Plans prior to presenting concepts to the public and prior to moving forward with the development of the implementation strategy and draft and final plan documents. All necessary revisions to the draft Framework Plans will be made based on DAC feedback.

**5g: Community/Downtown Workshop & Open House**

## **Step 6: Implementation Strategy & Draft Plan Document**

This final phase of the process includes the development of an implementation strategy, project wrap-up, compiling of GIS data, and finalizing the Downtown Master Plan document. A final review of the different components will be conducted with City staff, officials, and DAC to ensure compatibility and continuity among the different parts. The implementation strategy will include detailed actions to be undertaken, including the timing, priority, and teaming necessary to achieve success. Progress indicators and benchmarks will also be established to assist the City with tracking Downtown success over time. Once this review is complete, a public Downtown Workshop will be

conducted to present the draft Plan and obtain public input and feedback. Based on public feedback, the components will be assembled into a final plan document. Once finalized, a Downtown branding and promotional strategy framework will be created to further strengthen the Downtown's image and presence within the region.

**6a: Downtown Implementation Strategy**

**6b: Draft Downtown Plan**

**6c: Downtown Branding and Promotional Strategy Framework**

**6d: DAC Meeting** – This meeting will include a presentation, review, and discussion of the draft Downtown Plan and the Draft Branding and Promotional Strategy Framework. The purpose will be to reach consensus on the Draft Plan and Branding/Promotional Strategy prior to presenting the Plan to the public and prior to delivering a draft Plan to the City for consideration and adoption. All necessary revisions to the draft Plan will be made based on DAC feedback.

**6e: Downtown Workshop and Open House**

**6f: Public Hearing**

**6g: Final Plan Report to City Council**

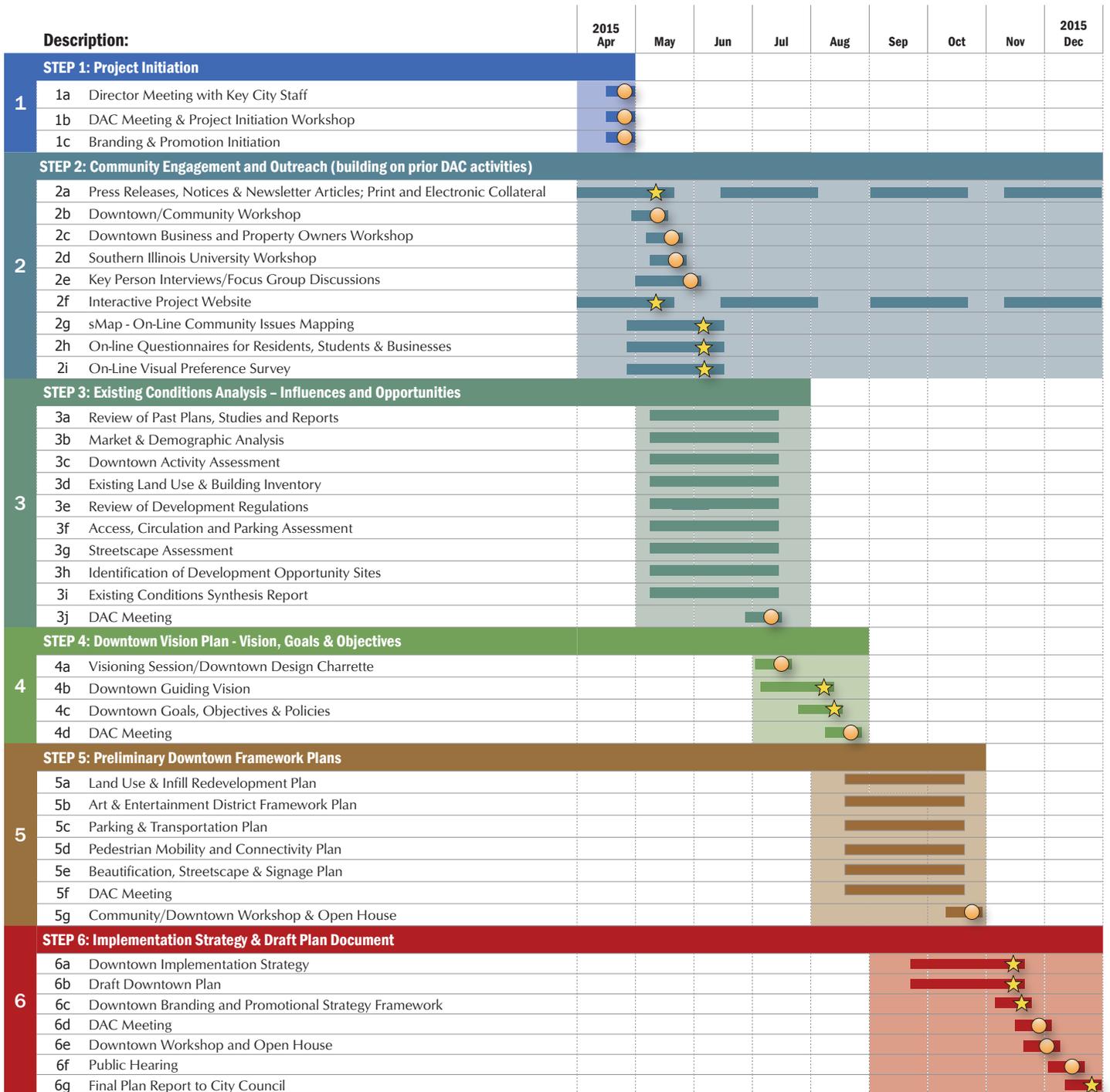
### Section 3

#### HOURLY RATES

##### **Houseal Lavigne Associates Hourly Rates**

Principal .....	\$165
Senior Associate .....	\$135
Associate .....	\$110
Clerical/Technical.....	\$65

# Proposed Project Timeline



**Legend for Diagram:**

- Denotes the estimated timeline for each individual task.
- Denotes meetings to be conducted by Project Team.
- ★ Denotes products to be delivered by Project Team.