

Summary of Evaluations-Written and Oral Presentation
Request for Proposal for Master Plan Services for the Area Surrounding Depot Park
Community Redevelopment Agency
CRAX-60303-FP
March, 2007

Final Rankings: Written Proposal and Oral Presentation

	Written Proposal		Oral		Agency Combined		Final Rank
	Total Ranking Points		Total Ranking Points		Total Ranking Points		
Folsom Group	27		17		44		2
Genesis Group	20		26		46		4
Pizzuti Solutions	28		16		44		2
Wood + Partners Inc	22		10		32		1

Note:

Review Oral Ranking and Proposal Rankings table for details.

Rebid of Master Plan Services for Area Surrounding Depot Park
Summary-Oral Evaluation
CRAX-60303-FP
March 20, 2007

FIRM NAME	Rivers	Rank	Flaherty	Rank	Hilliard	Rank	Bredfeldt	Rank	Lyons	Rank	Dube	Rank	Saunders	Rank	Oral	Ranking
	Score		Score		Score		Score		Score		Score		Score		Points	
Folsom Group	83	2	80	4	82	3	86	1	98	1	92	3	76	3	17	3
Genesis Group	49	3	92	3	78	4	65	4	56	4	63	4	66	4	26	4
Pizzuti Solutions	48	4	98	2	86	2	70	2	57	3	94	2	80	1	16	2
Wood + Partners Inc.	88	1	100	1	95	1	70	2	88	2	98	1	78	2	10	1

Criteria:

1. Quality of Project Personnel
2. Quality of Firm
3. Project Understanding & Approach
4. Past Performance

Criteria Weight
20%
20%
35%
25%
100%

Total Points

Rebid of Master Plan Services for Area Surrounding Depot Park
Oral Summary Evaluation
CRAX-60303-FP
March 20, 2007

FIRM NAME	Rivers	Rank	Hilliard	Rank	Bredfeldt	Rank	Flaherty	Rank	Lyons	Rank	Dube	Rank	Saunders	Rank	Ranking	Points	Ranking	Final
	Score		Score		Score		Score		Score		Score		Score					Ranking
American Heritage	66.12	8	40.12	9	74.12	9	72.12	9	67.12	9	63.12	8	76.12	5	57			9
EDAW Inc	70.09	6	51.09	6	90.09	4	87.09	5	86.59	4	76.09	5	79.09	4	34			6
Folsom Group	75.43	5	60.43	4	84.43	7	83.43	6	91.93	1	79.43	3	89.43	1	27			3
Genesis Group	84	1	67	1	92	2	94	1	83	6	90	1	72	8	20			1
Glatting Jackson	69.12	7	48.12	8	87.12	6	76.12	8	83.12	5	78.12	4	76.12	5	43			7
HDR	76.48	4	60.48	3	90.48	3	89.48	3	81.48	7	66.48	7	84.48	3	30			5
Pizzuti Solutions	78.23	3	65.23	2	93.23	1	76.23	7	87.23	3	68.73	6	74.23	6	28			4
Wood + Partners Inc.	83.69	2	56.69	5	88.69	5	88.69	4	91.69	2	81.69	2	84.69	2	22			2
Zev Cohen & Associates	66.01	9	49.01	7	82.01	8	91.01	2	80.01	8	59.01	9	73.01	7	50			8

January 19, 2007

Fran Powell, Senior Buyer
Purchasing Division - City of Gainesville
General Government Purchasing
200 E. University Ave., Room 339
Gainesville, FL 32601

**Re: Request for Proposals – Master Plan Services for the Areas Surrounding Depot Park
RFP No. CRAX-060303-RFP Due January 19, 2007**

Dear Ms. Powell:

Thank you for this opportunity to submit our team's statement of qualifications and proposal to the City of Gainesville for the Master Plan Services for the Areas Surrounding Depot Park. Wood+Partners Inc. (WPI) will lead a team of consultants for this exciting project. Our team includes landscape architecture and land planning experts from the Hilton Head Island and Tallahassee office of WPI, as well as a community and economic development consulting firm. The talented and professional staff members of Huntley Partners, Inc., community and economic development consultants, will support our team.

WPI and Huntley Partners provide a broad range of mixed-use urban design and downtown redevelopment planning services. Our team's experience, regional knowledge and familiarity with the Southeast region including Florida, combined with redevelopment planning experience for similar communities, enables us to hit the ground running upon selection with no learning curve. We have proven experience leading public workshops, focus groups and making presentations. Public meetings and building community consensus in complex project settings are strong components of our planning process.

WPI recently completed redevelopment land-use master planning for the Cypress Mill in Perry, FL and SC State Port Authority's property in the Town of Port Royal. The master plan outlines the highest and best use of the property for a vibrant mixed-use waterfront community integrated into the surrounding Town of Port Royal, and includes perspective renderings and extensive citizen and stakeholder involvement. WPI also recently completed a land use/redevelopment master plan for the West Washington Street neighborhood in the City of Greenville, SC. The project includes analysis of existing components and proposed land use recommendations, including parcels for business and industrial uses, schools, churches, parks, commercial and residential areas, transportation patterns and traffic realignment, as well as stakeholder meetings, perspective renderings and concept master plans illustrating recommendations.

Our team has completed numerous similar land use and urban planning projects throughout the Southeast. These include the projects above as well as the Daniel Island Land Use/Development Plan, City of Woodbine Comprehensive Plan, redevelopment master plans and leading public workshops for diverse communities that include Atlanta, Tallahassee, New Orleans, Hilton Head, Beaufort, Charleston, Savannah and many more. Please refer to our project experience section for more information.

Our team is currently serving as Clayton County, Georgia-Economic Development Advisors, Coordinators, and Implementation Team that is assisting with the development of a light manufacturing and testing facility being constructed by Ford in partnership with Georgia Tech for a new alternative-fuel automotive engine as well as the preparation of a recruitment strategy for attracting technology-oriented companies/industries into the county. Team members are also working with the city and the Department of Defense with assessing feasibility (financial, market, ownership/partnership structure) of biotechnology center on the site of an Atlanta military installation closed in past round of Base Realignment and Closures (BRAC).

The WPI Team will prepare planning concepts for highest and best use of this property that will:

- Include integration of land uses and development patterns in the areas surrounding Depot Park;
- Create a high density, mixed use urban development pattern that will maximize real property values;
- Produce planning recommendations and documents that recognize the incredible assets that exist in Gainesville, while setting the stage for quality redevelopment;
- Identify infill development opportunities, linkages to existing and proposed developments, surrounding neighborhoods, colleges, public spaces, entertainment and shopping venues; and
- Include renderings of proposed land use plan and zoning master plans to convey the qualities of the plan including scope and scale.

RFP No. CRAX-060303-RFP Due January 19, 2007
Master Plan Services for the Areas Surrounding Depot Park
Page 2

Our team is available to begin work on this project upon selection and prepared to provide services in a timely manner. We look forward to having the opportunity to discuss our team's proposal with your selection committee in more detail. Please feel free to give me a call if you need additional information.

Sincerely,
Wood+Partners Inc.

A handwritten signature in black ink, appearing to read "Mark L. Baker". The signature is fluid and cursive, with the first name "Mark" being more prominent.

Mark L. Baker, ASLA
Partner

Enclosure

Gainesville Community Redevelopment Agency – Gainesville, Florida
Master Plan Services for the Areas Surrounding Depot Park



Table of Contents

1. PROJECT PROPOSAL & PROJECT SCHEDULE
 - Project Overview
 - Approach to Project
 - Scope of Services
 - Project Schedule
2. CONSULTANT TEAM & PROJECT TEAM DIRECTORY
 - Wood+Partners Inc.
 - Huntley Partners, Inc.
3. TEAM BACKGROUND & QUALIFICATIONS
4. RESUMES OF KEY TEAM MEMBERS
5. RELEVANT PROJECT EXPERIENCE
6. CLIENT REFERENCES
7. GRAPHIC EXAMPLES OF PROJECT EXPERIENCE
8. FIRM NEWSLETTER

- APPENDIX
9. CITY OF GAINESVILLE FORMS
 - Addendum #1
 - Addendum #2
 - Drug-Free Workplace

January 19, 2007

Fran Powell, Senior Buyer
Purchasing Division - City of Gainesville
General Government Purchasing
200 E. University Ave., Room 339
Gainesville, FL 32601

Re: Price Proposal - Request for Proposals for Master Plan Services for the Areas Surrounding Depot Park - RFP No. CRAX-060303-RFP Due January 19, 2007

Dear Ms. Powell:

Our team would welcome the opportunity to conduct a detailed review of the scope of services outline above, and associated fees for our services, with the Gainesville Community Redevelopment Agency. Our team proposes to provide the services outlined below for the following fees, including project expenses. WPi shall provide its consultant, Huntley Partners, Inc. with a fee based on their proportionate share of the project scope. At this time approximately twenty-five percent of the project scope has been budgeted for consultants.

1. Master Plan Services for the Areas Surrounding Depot Park:

- Task 1: Project Kick-off Meeting, Document Review & Baseline
Data Collection..... \$30,500.00
- Task 2: RAB Meetings and Public Workshops \$21,500.00
- Task 3: Master Plan (Land Use / Zoning), PowerPoint
Presentations, Renderings & Master Plan Report \$45,500.00
- Total Planning Services** \$97,500.00

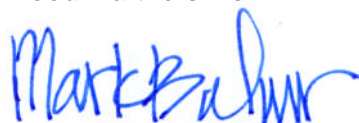
Project Schedule

We will work with the Gainesville Community Redevelopment Agency to determine the desired project completion date. We understand the Gainesville Community Redevelopment Agency desires to complete this project in no more than twelve months. Our team has the capacity and the personnel who stand ready to begin work on this project. Our team would welcome the opportunity to discuss the planning approach outlined above in more detail with your selection committee. Our team is prepared to meet the Gainesville Community Redevelopment Agency Schedule to complete planning services on time. See the project schedule provided in the previous section for a more detailed outline.

Summary of Current Work Load

WPi and our team members have the resources to provide the services outlined above within the time frame outlined above and stand ready to begin this project. We would welcome the opportunity to work with the Gainesville Community Redevelopment Agency on this exciting project.

Sincerely,
Wood+Partners Inc.



Mark L. Baker, ASLA
Partner

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Consultant Team

The Wood+Partners Team has provided master planning services for numerous similar land use/development projects in historic towns and cities throughout the Southeast. We focus on recommendations that strengthen and enhance community character and sense of place.

Our team's recent experience includes a broad range of planning services that integrate land use with surrounding property to create vibrant mixed-use communities. These services include preparation of conceptual master plans that illustrate concepts for development; conducting public meetings, identification and assessment of private and public-private redevelopment opportunities including retail, services, office, industrial, residential; zoning and land use; and creation of Redevelopment Plans allowing tax increment financing to support redevelopment.



Orangeburg Streetscape Master Plan

revitalization planning to determine the highest and best use for the Savannah Harbor waterfront property, and land use / development master planning for highest and best use of the SC State Port Authorities properties on Daniel Island in Charleston, SC and on the Beaufort River in the Town of Port Royal, SC. In addition, Huntley Partners, economic development consultants, are currently working on numerous economic redevelopment plans, market studies and TIF district projects.

Our team has thorough knowledge and understanding of the planning needs for the City of Gainesville. Additional relevant mixed-use and redevelopment planning projects of our team include Fallschase, Cypress Mill, Evening Rose, Savannah Harbor, Lake Oconee Village, Peachtree City, as well as downtown redevelopment master plan and streetscape projects for numerous cities and towns throughout the Southeast. Please refer to our project experience section for more information.



Streetscape Conceptual Design – Savannah Harbor

Whether on individual firm assignments or as part of a comprehensive planning effort, the WPI team has many years' experience in redevelopment master planning projects.

These include waterfront and marina planning, traffic and transportation planning, setbacks and buffers, landscaping, pedestrian linkage and pathways, connection to the urban environment, detail site design, cost estimates and building community consensus in complex project settings.

Relevant to this project, WPI is providing ongoing master planning services for major

Members of our team have facilitated community visioning charrettes and public workshops, with direct and relevant experience in community consensus building for projects throughout the Southeast.

Our team members are experienced in mixed-use and urban planning for highest and best use of property, providing high quality perspective renderings and conceptual master plans to create vibrant mixed-use communities, market assessment and economic impact studies, development feasibility and programming, design guidelines and urban design.

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Project Team Members Continued

This strong team blends firms with national and regional experience and a high degree of knowledge and experience in urban planning.

WPI TEAM MEMBERS - WPI proposes a team approach for this exciting project, which includes Huntley Partners, a national development consulting services firm; planners, landscape architects and urban designers.

Wood+Partners Inc. (WPI)

WPI will lead a consultant team for this exciting project. The WPI team will include the firm's Partner-in-Charge, an Associate, a Project Manager, and design and production support from the remaining senior landscape architects and staff.

We offer the following in-house team members to work with the City of Gainesville:

- Mark L. Baker, ASLA – Partner in-Charge of the Project
- J. David Malcolm, ASLA – Associate/Project Manager, Urban Design Group
- Shawn C. Kalbli, ASLA – Project Manager

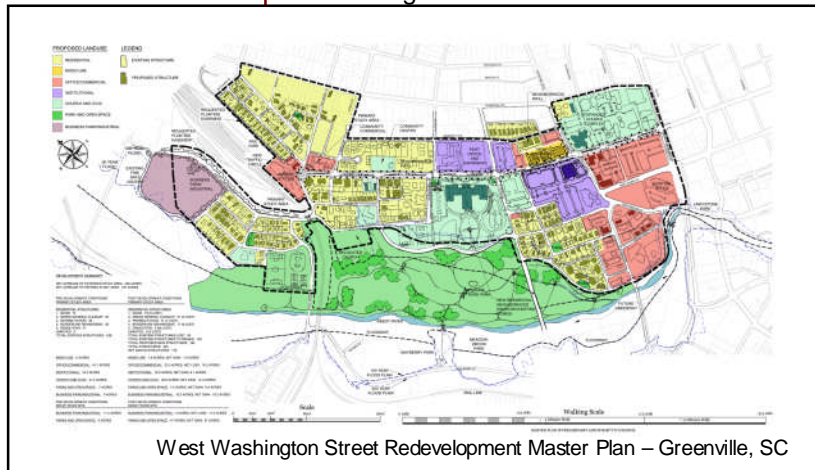


Community Visioning Session

services for this project. Founded in 1982, Huntley Partners is a community and economic development consulting firm specializing in public/private development projects. Huntley Partners provides services including market assessment, economic impact and SWOT analysis, development feasibility and programming, development incentives, financial structuring, organizational structuring, solicitation and selection processes, and implementation coordination.

Huntley Partners serves as a catalytic developer by eliminating the disconnect between the planning/design and implementation processes. The following staff will be assigned to this project:

- Walter R. Huntley, Jr., President and Founding Partner
- Richard W. Padgett, Partner
- Kim Flippen Brown, Partner



- Senior Landscape Architects & Project Planners as needed

WPI proposes the following consultant firm to work on this exciting project (please refer to our work plan section of this submittal for more information regarding scope of services):

Huntley Partners, Inc. of Atlanta, GA will provide development-related consulting

Master Plan Services for the Areas Surrounding Depot Park



Team Directory

- **Wood+Partners Inc.**
612 South Copeland Street
Tallahassee, FL 32304
Mark L. Baker, ASLA, Principal-in-Charge
J. David Malcolm, ASLA, Associate
Shawn C. Kalbli, ASLA, Project Manager
850.391.0360
- **Huntley Partners, Inc.**
The Equitable Building
Suite 1900
100 Peachtree Street, NW
Atlanta, GA 30303
Rick Padgett, Partner
404.581.0049

Urban Design, Land Planning
and Landscape Architecture

Development Consulting Services

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park

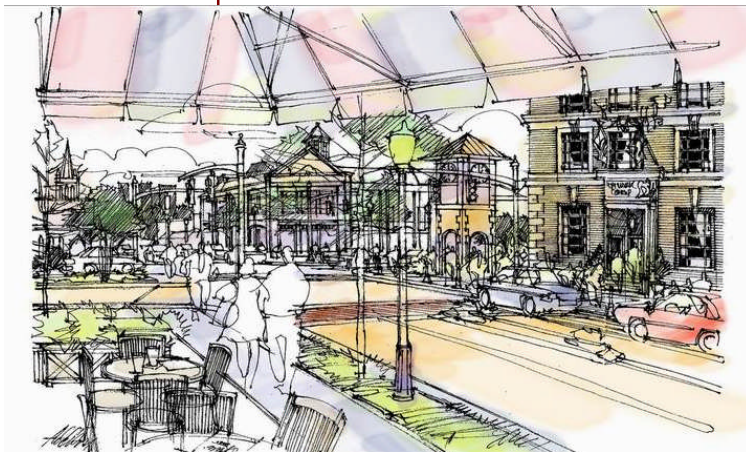


Work Plan & Scope of Services

Project Proposal

PROJECT OVERVIEW – The City of Gainesville seeks the creation of a master plan for the areas surrounding the new Depot Park, a 35-acre passive recreation park currently being constructed on former-industrial sites near downtown. The Gainesville Community Redevelopment Agency / Redevelopment Advisory Board ("CRA"), which represents the College Park University Heights ("CPUH"), Downtown, and East Community Redevelopment areas, will lead the project, and has issued a RFP for qualified providers of urban design and master plan services. The CRA seeks to determine the highest and best use for the diverse areas surrounding the park, including industrial land, commercial properties, and single-family neighborhoods.

Depot Park is expected to be a major catalyst for change in the central business district, providing citizens and visitors with a quiet park experience in the heart of the city to complement the growing range of commercial and residential opportunities



West Washington Street Concept Plan

emerging in downtown Gainesville. The new park will feature amenities such as rail trail linkages, sidewalks and boardwalks, an amphitheater, picnic areas and parking, as well as open space and three stormwater treatment ponds. The restored Historic Depot Building is also on the site. Depot Park is located within walking distance of the central business district, the Porters and Sugar Hill neighborhoods, Union Street



Bluffton State of Mind Planning Charrette

Station (a three-story mixed-use project), the proposed Gainesville Greens (a 10-story mixed-use project), and a proposed hotel. The park will link the overall downtown redevelopment area with a signature green space around which redevelopment will occur.

Sixteen acres of the study area are currently used by Gainesville Regional Utilities ("GRU"), but will become available for redevelopment over the next three years, contingent upon relocation of existing operations. A large power plant will remain on the property, providing some challenges and opportunities for the site. Some initial planning work has been done on the GRU site--Dover Kohl held a charrette for the area and completed some renderings.

The CRA envisions a predominantly high density, mixed-use urban development pattern for the area. The master plan will include recommendations for development types by location, including extensive use of graphics and renderings, and recommendations for land use and zoning changes. Land development regulations, design standards or capital improvement plans will not fall under the scope of this RFP.

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Work Plan & Scope of Services Continued

The planning process will be overseen by stakeholder representatives, including the CRA projects coordinators, representatives from Gainesville Regional Utilities (GRU), and City Planning staff, and will include strong citizen involvement, including joint meetings with the Redevelopment Advisory Boards ("RAB"), public workshops, and meetings with various neighborhood groups, developers, and general public input.

The area surrounding Depot Park is truly a unique resource. Proximity to the core business and residential districts of the City of Gainesville greatly enhance its value. When properly planned and prepared, this property will yield maximum proceeds to the City while enhancing quality of life and the economic strength and vitality of the City of Gainesville.

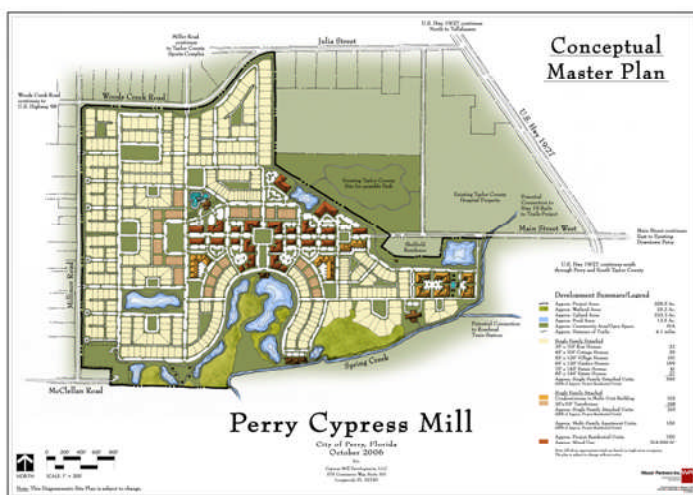
Our Team's planning approach for this project will be to review the market potential of this important property as well as the physical characteristics of the area and then prepare a land use / zoning master plan ("master plan") and recommendations that lead to:

- The highest and best use of this property;



Existing Conditions – Depot Park Area

redevelopment planning services. Our team's experience, regional knowledge, and familiarity with the Southeast region including Florida, combined with redevelopment planning experience for similar communities, enables us to hit the ground running upon selection with no learning curve. We have proven experience leading public workshops, focus groups and making presentations. Public meetings and building community consensus in complex project settings are strong components of our planning process.



Cypress Mill Conceptual Master Plan

- Maximum returns from sale of land;
- Planning concepts that reflect the core values and desires of the City of Gainesville.

RELATED PROJECT EXPERIENCE / EVALUATION CRITERIA– WPI and Huntley Partners provide a broad range of mixed-use, urban design and downtown

WPI recently completed redevelopment land-use master planning for the Cypress Mill in Perry, FL and SC State Port Authority's property in the Town of Port Royal. The master plan outlines the highest and best use of the property for a vibrant mixed-use waterfront community integrated into the surrounding Town of Port Royal, and includes perspective renderings and extensive citizen and stakeholder involvement. WPI also recently completed a land use/redevelopment master plan for the West Washington Street neighborhood in the City of Greenville, SC. The project includes analysis of existing components and proposed land use recommendations, including parcels for business and industrial uses, schools, churches, parks, commercial and residential areas, transportation patterns, and traffic realignment, as well as stakeholder meetings, perspective renderings and concept master plans illustrating recommendations.

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Work Plan & Scope of Services Continued

Our team has completed numerous similar land use and urban planning projects throughout the Southeast. These include the projects above as well as the Daniel Island Land Use/Development Plan, City of Woodbine Comprehensive Plan, redevelopment master plans and leading public workshops for diverse communities that include Atlanta, Tallahassee, New Orleans, Hilton Head, Beaufort, Charleston, Savannah and many more. Please refer to our project experience section for more information.

Our team members are currently serving as Clayton County, Georgia-Economic Development Advisors, Coordinators, and Implementation Team that is assisting with the development of a light manufacturing and testing facility being constructed by Ford in partnership with Georgia Tech for a new alternative-fuel automotive engine as



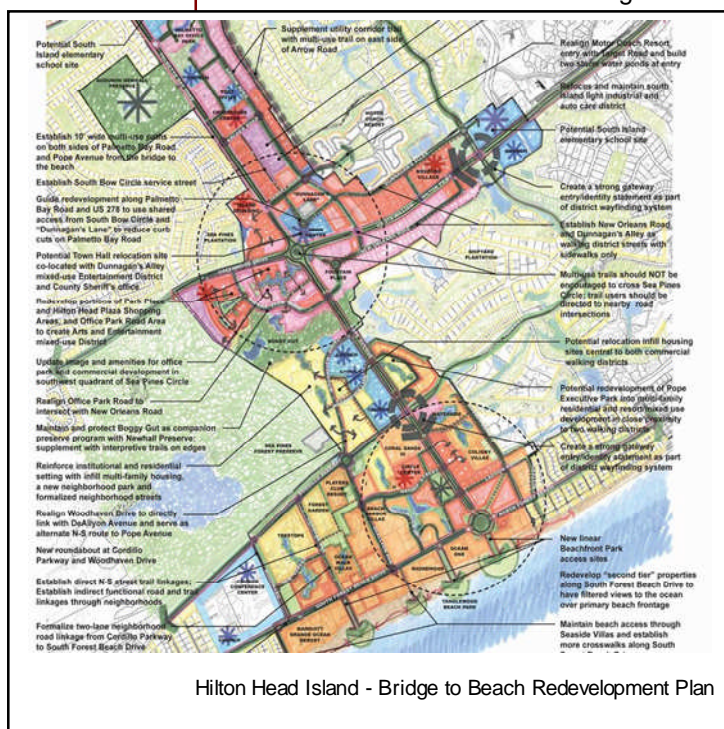
Polonia Village Transportation Hub – Baru Island

Atlanta military installation closed in the past round of Base Realignment and Closures (BRAC).

APPROACH TO THE PROJECT –

Members of our team have a strong local presence, experience in land use / zoning master plans, expertise in market-based mixed-use private development and public-private partnerships, and extensive knowledge regarding planning in the state of Florida. Our recent planning commissions have included several redevelopment plans such as Evening Rose, Tallahassee Cypress Mill, Perry, the historic Waterworks and Gaines Street Corridor Revitalization Study (both of which are pro bono community service projects) as well as land use and development plans for many residential and mixed use properties throughout Florida.

Our Team's approach for this project will be to draw from our experience in community design. We will prepare master plan and design recommendations for a vibrant high density, mixed-use urban development pattern that is walkable with a mix of shops, restaurants, offices and livable neighborhoods.



Hilton Head Island - Bridge to Beach Redevelopment Plan

well as the preparation of a recruitment strategy for attracting technology-oriented companies/industries into the county. Team members are also working with the city and the Department of Defense with assessing feasibility (financial, market, ownership/partnership structure) of biotechnology center on the site of an

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



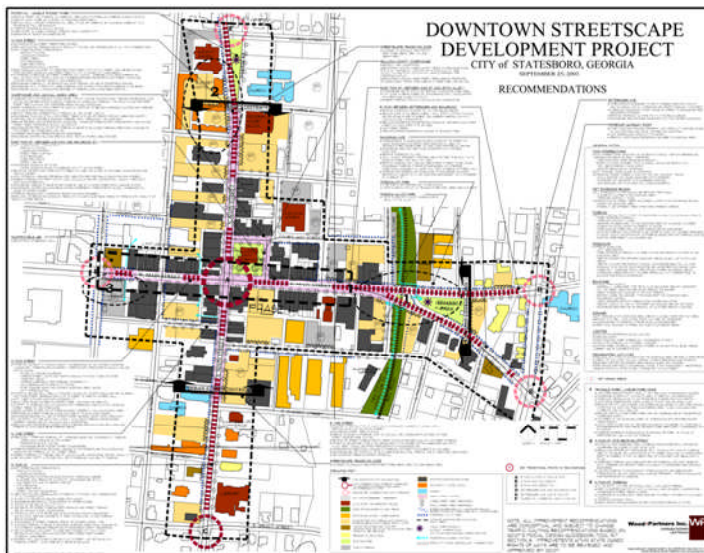
Work Plan & Scope of Services Continued

Our planning concepts will promote preservation of the qualities of the City of Gainesville while enhancing the unique characteristics of this area. Through proper development, this property and the areas surrounding Depot Park can become an improved destination that is harmonious with the historic character of surrounding communities and continue to build on the strong community base in Gainesville.

We will consider carefully scaled infill and the level of intensity that can be accommodated by various project areas.

PROJECT GOALS – Our team will prepare master plan recommendations that:

- Include integration of land uses and development patterns within the existing fabric of the City of Gainesville;
- Consider the Gainesville market;
- Consider the desires of the RAB, the neighborhood groups, downtown business owners, developers, and the general public;
- Maximize real property values;



Statesboro, GA Downtown Redevelopment Master Plan

- Include drawings and written narrative of proposed master plan to convey the qualities of the plan including scope and scale;

SCOPE OF SERVICES

The following is a general outline of the work plan proposed by our Team.



Depot Park Area

Task 1: Project Kick-off Meeting, Document Review, & Baseline Data Collection

1.1 The WPI Team will begin this project by conducting a kick-off meeting with the RAB to review the work program and schedule, review previously completed documents and the outcome of the charette by Dover Kohl, and begin gathering data needed for this project (one meeting in Gainesville).

1.2 Following this meeting, members of our Team will visit Depot Park and the areas surrounding Depot Park including the College Park University Heights ("CPUH"), Downtown, and East Community Redevelopment areas. During this visit members of our Team will walk the project limits to observe existing conditions and take digital photographs to document existing conditions.

1.3 We will continue to gather available data from the City as a basis for planning. Data to gather may include:

- All base map information and aerial photographs in CAD or GIS format to be provided by city staff;
- Parcel property lines and road right-of-ways;
- Parcel valuation and tax data in GIS format to be provided by city staff
- Existing utilities easements, right-of-ways and corridors;
- Wetland boundaries and other sensitive landscape features;

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Work Plan & Scope of Services

Continued

- Survey of existing conditions including pavement areas, buildings and existing facilities;
- Previous studies, master plans, guidelines and written reports;
- Any additional market survey reports and/or data;
- City of Gainesville zoning ordinances and codes;
- Proposed development plans and submittals for private sector parcels adjacent to the areas surrounding Depot Park including Union Station, Gainesville Greens, and the proposed hotel on Lot 9.
- Rail road right-of-way / Rail Trails and existing conditions.

1.4 The WPI Team will then review current development trends in the City of Gainesville, Alachua County, northwest Florida, and other representative cities and be prepared to make general comments regarding the findings. This review will include:

- A general assessment of the current state of the market, for both residential and non-residential development with



Conway Marina Store

- as it relates to redevelopment;
- Utilization of existing facilities, structures and existing businesses;
- A general assessment of proposed product mix, yields, density;
- Proposed system of open spaces and locations relative to value enhancement with a particular emphasis on Depot Park as a signature green space;
- A general assessment of anticipated property values associated with proposed plan;
- A general assessment of elements of the plan that conform with size and character of the market in Gainesville;
- A general assessment of plan components appropriate to the site and location within the Alachua County market;

1.5 The WPI Team will then conduct a baseline survey of the areas surrounding Depot Park. This general review of existing conditions is intended for in-house use and will be conducted to form a basis for planning. It will generally include:

- Available land for development;
- General assessment of the condition of existing facilities in the Depot Park area and uses to determine capacity and condition, as well as potential for reuse including existing business leases by the private sector;
- Existing rail line right-of-way / rail trails and potential for use for a pedestrian way;



Savannah Harbor Marina Village & Town Center

specific regard to the redevelopment of industrial lands into high-density,

pedestrian oriented, mixed use urban development oriented around high-tech / innovative economies;

- The relationship of existing and proposed elements in the City of Gainesville and Depot Park area specifically the role of historic context

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



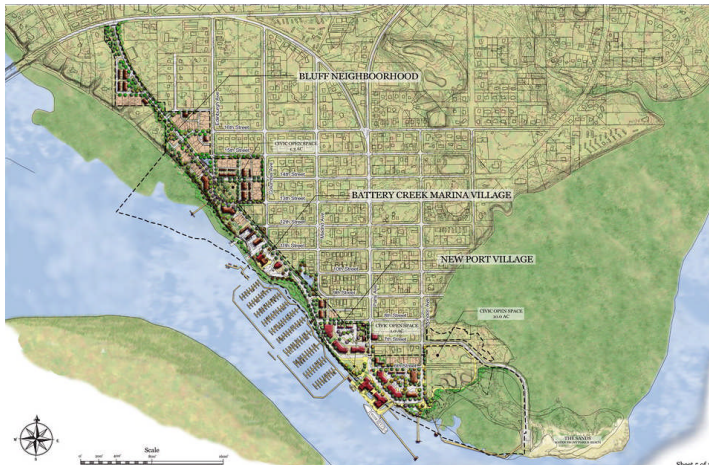
Work Plan & Scope of Services Continued

- Architectural character of existing structures and voids in surrounding community fabric as well as in the Depot Park area, including the GRU site's existing building architecture and the Historic Depot Building as iconic facilities for further defining the identity of the project area;
- Relationship to surrounding land uses in the City of Gainesville;
- Existing streets and roads serving the Depot Park property and linkages to City;
- Existing City ordinances;
- Natural conditions generally including tree cover, soils, topography, flood zones and wetlands.

1.6 Our Team will then conduct a meeting with the RAB to review comments pertaining to document review and baseline survey of property and to obtain feedback for the preparation of the master plan.. This meeting shall also serve as preparation for the first public workshop that evening.

Task 2: RAB Meetings and Public Workshops

2.1 Following the RAB meeting identified above the WPI Team shall co-host the first public workshop (in a series of three; see project schedule) to continue our data



Port of Port Royal Land Use Master Plan

collection efforts and establish a vision for the project. Workshop invitees shall include the various neighborhood groups (Porters, Sugar Hill and other neighborhood groups if identified), downtown business owners, developers, and the general public (one workshop in Gainesville). The WPI Team shall run Task 3: Master Plan (Land Use /



Town Square Sketch – Hutchinson Island Master

Zoning), PowerPoint Presentation, Illustrations, & Master Plan concurrently with Task 2. RAB Meetings and Public Workshops.

2.2 The WPI Team proposes that the workshop be held at a location within the study area, preferably at a vacant storefront or at the GRU to facilitate a connection with the spirit of place (Genus Loci). RAB / CRA staff shall assist the WPI Team with the coordination of public announcements, media contacts for press release, formulation of steering committee and organizing workshop attendees for the sessions, and general preparation / setup efforts for the workshop. Our efforts at the workshop shall include:

- Preparing base maps and aerial images as points of discussion;
- Preparing comment cards for distribution to workshop attendees;
- Providing attendees with an environment and process for meaningful decision-making and data collection;
- Collection of meaningful community input, ideas, and recommendations;
- Stimulate ideas and solutions for the visioning process;
- Provide a format for building a community consensus;
- Lay the foundation for a formal master plan.

2.3 Upon completion of the first public workshop we shall hold a second meeting with the RAB (one meeting Gainesville).

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Work Plan & Scope of Services

Continued

At this meeting we shall:

- Present the draft PowerPoint Presentation (see description below) including the baseline data collected, development trends, and summary findings of the first public workshop;
- Present the draft master plan (see description below);
- Revise draft PowerPoint Presentation and master plan on-site based on comments received from the RAB.

2.4 Following the RAB meeting identified above the WPI Team shall co-host the second public workshop with the appropriate attendees that same evening (one workshop in Gainesville). The workshop shall be held in the same location as the first workshop. RAB / CRA staff shall provide the same level of assistance identified above. At this workshop the WPI Team shall:

- Present the draft PowerPoint and master plan;
- Conduct breakout sessions with workshop attendees;
- Review and discuss draft PowerPoint and master plan;
- Collect attendee feedback related to above;
- Discuss the vision and character for the redevelopment area;
- Develop alternative master plan concepts in breakout sessions.

2.5 The WPI Team shall compile the

master plan;

- Collect final feedback related to above;
- Identify site specific development opportunities;
- Determine final vision and character for the site specific development opportunities;
- Determine project illustrations (vantage points, locations, content);

2.7 Upon completion of the final RAB meeting in Gainesville the WPI Team shall provide progress reviews of the site specific illustrations (see below). The RAB shall have the opportunity to provide comments and guidance moving towards the final rendered illustrations.

2.8 Following completion of the illustrations the WPI Team shall co-host the third public workshop to present the final master plan and PowerPoint Presentation, including site specific illustrations, to the appropriate attendees (one workshop in Gainesville). RAB / CRA staff shall provide the same level of assistance identified above.

Task 3: Master Plan (Land Use / Zoning), PowerPoint Presentation, Renderings, & Master Plan Report

3.1 Based on input from the RAB, document review findings, site assessment data and public workshops, our Team will begin preparation of a master plan.

3.2 We will begin this planning task by conducting a Team planning and design workshop in WPI's office to prepare and evaluate planning options (one day meeting at WPI office Tallahassee). This one day planning session will be led by our land planners and may include members of the RAB for review and input. RAB attendance at this meeting would serve as supplemental to the first meeting identified above and therefore is optional.



Greenville W. Washington St. Residential Concept Plan information gathered at the second public workshop and revise the draft master plan and corresponding PowerPoint Presentation.

2.6 Upon completion of the revisions above we shall meet with the RAB (one meeting in Gainesville) to:

- Present the final PowerPoint and

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Work Plan & Scope of Services Continued

3.3 Following this planning session, members of our Team will refine planning concepts and prepare a draft land use /development plan illustrating the following elements:

- Proposed land uses and zoning areas (within the existing City of Gainesville Zoning Ordinances and Code) including the desired mix of residential, retail, restaurants, office and other land uses identified above;
- Key linkages to and integration with the City of Gainesville and proposed circulation pattern including streets, roads and pedestrian ways;
- Proposed product density and development yields;
- Open spaces, parks and greenways;
- Proposed uses of existing facilities and buildings;
- Gateways and community identity feature areas;
- General treatment buffers, landscape areas, and pedestrian ways;
- Spaces for civic gatherings and functions.

3.4 The draft land use / zoning master plan shall be presented at the second RAB meeting and the final plan at the third RAB meeting as outlined above.

Illustrator CS2 file shall be delivered to the RAB.

3.6 Upon acceptance of the final master plan the WPI Team shall prepare up to 10 renderings depicting the vision and character for site specific areas within the project boundary. Preparation of the renderings is iterative therefore the RAB shall be afforded the opportunity to review and comment on the renderings. The final illustrations shall be incorporated into the master plan and delivered to the RAB on a CD-ROM in JPEG format at full size (300 DPI and 72 DPI).

3.7 The project team shall prepare a PowerPoint summary presentation (maximum 10 slides) of the master plan recommendations and illustrative images. The presentation shall be delivered on a CD-ROM in PowerPoint and PDF format.

3.8 Upon successful completion of the RAB meetings and public workshops the WPI Team shall prepare a master plan book (20 copies with 20 – 25 pages in 8 ½" x 11" format, spiral bound, on a CD-ROM with reduced illustrations in JPEG format and text in Microsoft Word format) that includes an executive summary, project introduction, public workshop input summary, a vision statement, and the master plan with corresponding illustrations.

3.9 If additional meetings, public workshops, site visits, trips to Gainesville, plans, boards, reports, PowerPoint presentations, renderings, electronic files, or reimbursables are required compensation shall be provided on a cost basis in accordance with a scope amendment.

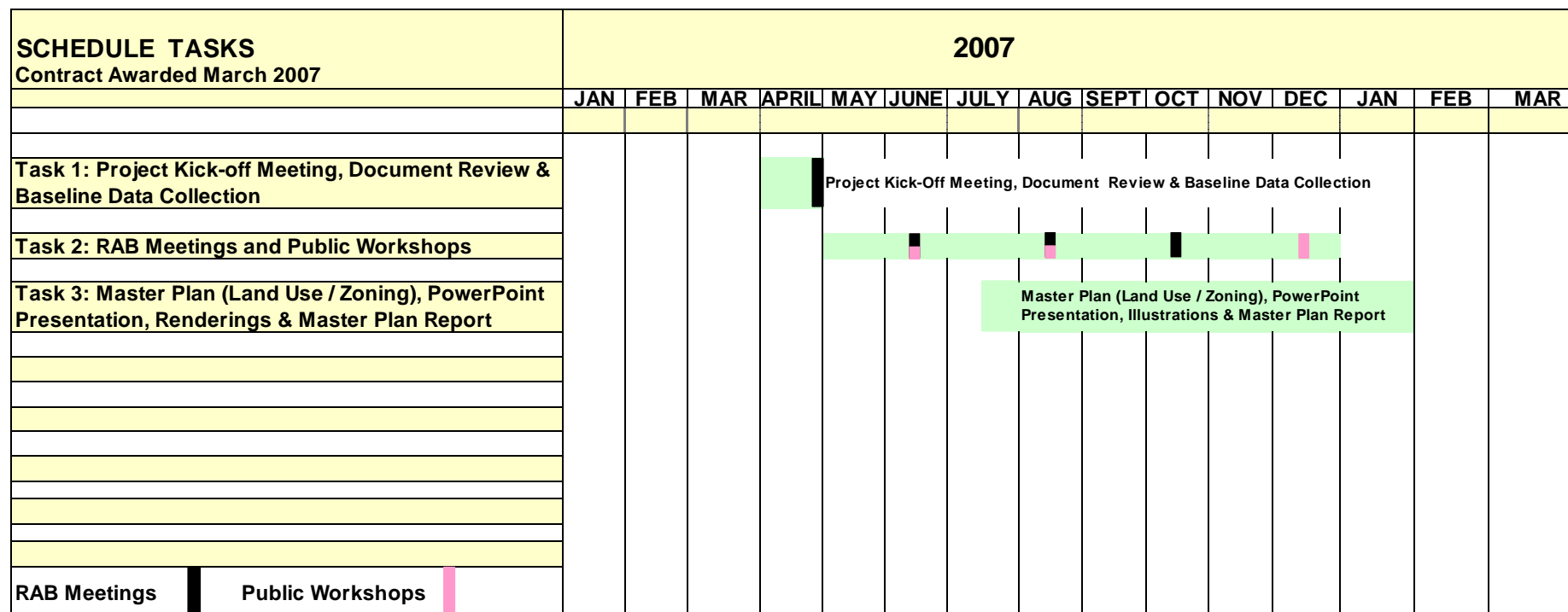


Previous Boundary Street Charrette

3.5 The final master plan shall include the embedded illustrative renderings. Two final full size color boards mounted on foam core, 100 11" x 17" color folded plans, and a CD-ROM containing an editable Adobe

Master Plan Services for the Area Surrounding Depot Park

PROJECT SCHEDULE



Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Consultant Team

The Wood+Partners Team has provided master planning services for numerous similar land use/development projects in historic towns and cities throughout the Southeast. We focus on recommendations that strengthen and enhance community character and sense of place.

Our team's recent experience includes a broad range of planning services that integrate land use with surrounding property to create vibrant mixed-use communities. These services include preparation of conceptual master plans that illustrate concepts for development; conducting public meetings, identification and assessment of private and public-private redevelopment opportunities including retail, services, office, industrial, residential; zoning and land use; and creation of Redevelopment Plans allowing tax increment financing to support redevelopment.



Orangeburg Streetscape Master Plan

revitalization planning to determine the highest and best use for the Savannah Harbor waterfront property, and land use / development master planning for highest and best use of the SC State Port Authorities properties on Daniel Island in Charleston, SC and on the Beaufort River in the Town of Port Royal, SC. In addition, Huntley Partners, economic development consultants, are currently working on numerous economic redevelopment plans, market studies and TIF district projects.

Our team has thorough knowledge and understanding of the planning needs for the City of Gainesville. Additional relevant mixed-use and redevelopment planning projects of our team include Fallschase, Cypress Mill, Evening Rose, Savannah Harbor, Lake Oconee Village, Peachtree City, as well as downtown redevelopment master plan and streetscape projects for numerous cities and towns throughout the Southeast. Please refer to our project experience section for more information.



Streetscape Conceptual Design – Savannah Harbor

Whether on individual firm assignments or as part of a comprehensive planning effort, the WPI team has many years' experience in redevelopment master planning projects.

These include waterfront and marina planning, traffic and transportation planning, setbacks and buffers, landscaping, pedestrian linkage and pathways, connection to the urban environment, detail site design, cost estimates and building community consensus in complex project settings.

Relevant to this project, WPI is providing ongoing master planning services for major

Members of our team have facilitated community visioning charrettes and public workshops, with direct and relevant experience in community consensus building for projects throughout the Southeast.

Our team members are experienced in mixed-use and urban planning for highest and best use of property, providing high quality perspective renderings and conceptual master plans to create vibrant mixed-use communities, market assessment and economic impact studies, development feasibility and programming, design guidelines and urban design.

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Project Team Members Continued

This strong team blends firms with national and regional experience and a high degree of knowledge and experience in urban planning.

WPI TEAM MEMBERS - WPI proposes a team approach for this exciting project, which includes Huntley Partners, a national development consulting services firm; planners, landscape architects and urban designers.

Wood+Partners Inc. (WPI)

WPI will lead a consultant team for this exciting project. The WPI team will include the firm's Partner-in-Charge, an Associate, a Project Manager, and design and production support from the remaining senior landscape architects and staff.

We offer the following in-house team members to work with the City of Gainesville:

- Mark L. Baker, ASLA – Partner in-Charge of the Project
- J. David Malcolm, ASLA – Associate/Project Manager, Urban Design Group
- Shawn C. Kalbli, ASLA – Project Manager

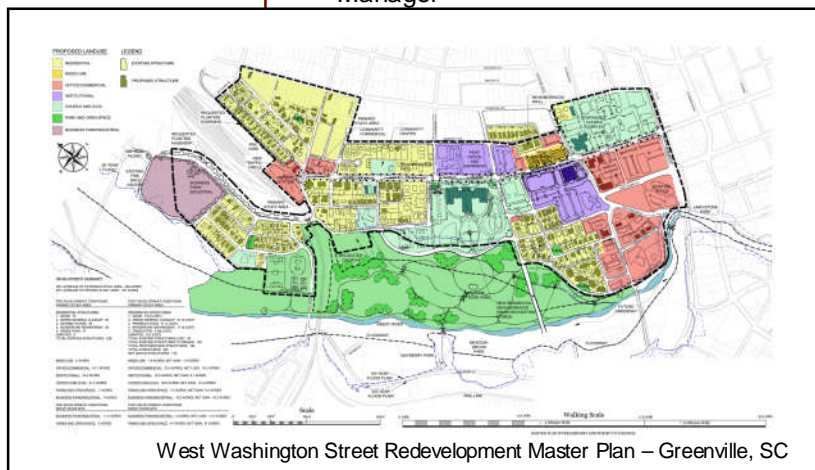


Community Visioning Session

services for this project. Founded in 1982, Huntley Partners is a community and economic development consulting firm specializing in public/private development projects. Huntley Partners provides services including market assessment, economic impact and SWOT analysis, development feasibility and programming, development incentives, financial structuring, organizational structuring, solicitation and selection processes, and implementation coordination.

Huntley Partners serves as a catalytic developer by eliminating the disconnect between the planning/design and implementation processes. The following staff will be assigned to this project:

- Walter R. Huntley, Jr., President and Founding Partner
- Richard W. Padgett, Partner
- Kim Flippen Brown, Partner



- Senior Landscape Architects & Project Planners as needed

WPI proposes the following consultant firm to work on this exciting project (please refer to our work plan section of this submittal for more information regarding scope of services):

Huntley Partners, Inc. of Atlanta, GA will provide development-related consulting

Master Plan Services for the Areas Surrounding Depot Park



Team Directory

- **Wood+Partners Inc.**
612 South Copeland Street
Tallahassee, FL 32304
Mark L. Baker, ASLA, Principal-in-Charge
J. David Malcolm, ASLA, Associate
Shawn C. Kalbli, ASLA, Project Manager
850.391.0360
- **Huntley Partners, Inc.**
The Equitable Building
Suite 1900
100 Peachtree Street, NW
Atlanta, GA 30303
Rick Padgett, Partner
404.581.0049

Urban Design, Land Planning
and Landscape Architecture

Development Consulting Services

Gainesville Community Redevelopment Agency – Gainesville, Florida Master Plan Services for the Areas Surrounding Depot Park



Firm Background & Qualifications

Wood+Partners Inc. is a land planning and landscape architectural firm serving a diverse range of clients throughout the Southeast and in the Caribbean. WPI was founded in 1988, and has offices in Atlanta, Hilton Head and Tallahassee. The firm's partners, Perry Wood and Mark Baker, have more than 50 years combined experience and lead a professional staff of planners and designers specializing in both public and private sector projects. WPI has received numerous awards for project design through the years.

WPI's land planning and landscape architecture services include comprehensive master planning of urban and commercial centers, parks and recreation, communities and resorts.

WPI specializes in mixed-use community master planning, urban design and downtown redevelopment master planning, streetscape design, retail villages, open space planning and coastal



Orangeburg Streetscape

Designing master plans has given WPI the opportunity to help communities greatly enhance their quality of life. Our experience ranges from planning several hundred-acre TIF districts and 40-block revitalization studies in historic urban cores to enhancements of public rights of way and street sections.

WPI has extensive experience in comprehensive urban planning for communities throughout the Southeast. Please see our Project Experience section for more information.

As proponents of team-based design, WPI has developed affiliations with consultants in allied professions to support our projects. This approach recognizes the significant role teamwork plays in any given project and includes the client and the consultant team, as well as civic leaders and members of the community. We have extensive experience in gaining public support and joining together divergent interest groups.

We approach planning and urban design with a keen eye towards creating civic environments that enhance quality of life while offering realistic and achievable recommendations that are supported by the public and implemented. Our projects are completed on time and within budget.



Hutchinson Island, GA - Town Square

planning. The firm's other areas of expertise include leading public workshops and building community consensus, as well as feasibility studies, design guidelines, graphic before & after illustrations, permitting, code requirements, re-zoning, construction documentation and project administration.

HUNTLEY PARTNERS

ATLANTA, GEORGIA

Conceived in 1982 as a multi-faceted alliance with wide ranging professional capabilities and operating for 25 years as Huntley & Associates, the consulting firm of Huntley Partners offers a series of development-related consulting services that increase the likelihood that a particular master plan, redevelopment program, landscape design or project study recommendation will actually be implemented. While some of these services may seem part of any conventional planning and design approach, Huntley Partners actually begins preliminary implementation-oriented discussions during the planning/design phase with public officials, developers, investors, property owners, debt capital sources, and others regarding commitments to public improvements and private development projects emerging from the study process. By beginning these implementation activities during the planning and design process, Huntley Partners enhances the likelihood that the usual “disconnect” between a study’s recommendations and its implementation will not occur. Rather, the study process transitions uninterrupted into the implementation process. In practice, Huntley Partners either creates an entity that can function immediately as a “catalytic developer” for a project or acts in that role itself.

BASIC SERVICES AND APPROACH

The approach that Huntley Partners usually proposes in conjunction with a planning and design team’s efforts includes the following:

1. **MARKET ASSESSMENT, ECONOMIC IMPACT AND SWOT ANALYSIS:** Assess the current state of the market, for both residential and non-residential development, leading to recommendations for achieving new investment and redevelopment of the subject area. Examine strengths, weaknesses, opportunities and threats (SWOT) for sustained station-oriented development, including market performance data, development climate and incentives, adequacy of infrastructure and community amenities (e.g., education, recreation, transportation, public safety, etc.), public policy regarding development, as well as existing and proposed development programming. Assess economic impacts of proposed/anticipated development projects.
2. **DEVELOPMENT FEASIBILITY AND PROGRAMMING:** Assess the feasibility of facilitating and directing study area redevelopment through a review of legal and procedural requirements, public policy objectives, stated and anticipated private development projects, development approval processes, community desires, private ownership interests, market-based demand, additional organizational needs, if any, and political considerations. The assessment incorporates discussions both with officials and staff affiliated with public economic development efforts regarding both intra- and inter- governmental coordination and necessary organizational linkages, as well as with private businesses, organizations and individuals regarding potential private-only and public-private organizational linkages and formal partnership structures with other entities identified by the public entity as potentially participating in the study area’s growth.
3. **DEVELOPMENT INCENTIVES:** Identify and assess development tools and incentives allowable within a given municipality and state and prepare recommendations as to which such tools and incentives should be available to the public body in supporting and directing new development and redevelopment. Identify enabling processes, procedures, language and approvals necessary to allow or improve the use of such tools and incentives within a study area. Such incentives may include the following:

■ Tax Allocation District Creation and Tax Increment Bond Financing	■ Parking Development
■ Land Acquisition and Lease-back	■ Tax Abatement
■ Condemnation Powers	■ Sales Tax Funding
	■ Open-space Funding

- Site/Sewer Improvements
- Streetscape Improvements
- Zoning
- Permitting and Approvals
- Bond Financing
- Small Business Loans
- Facade Grants
- Community Development Block Grants
- Section 108 Guaranteed Loan Program
- Enterprise Community Bond Financing
- Empowerment Zone Funding

4. **FINANCIAL STRUCTURING:** Based on the financing/funding needs of specific infrastructure and public improvements, as well as private development projects within the study area, Huntley Partners will design a financing “structure” for those projects – public or private – that are considered essential to its initial improvements and development. Huntley Partners is particularly experienced in combining multiple sources of financing and funding to support key critical mass efforts. Types of financing/funding that Huntley Partners is familiar with include the following:

- Conventional debt financing
- Taxable bond financing
- Tax-exempt bond financing
- Foundation funding
- Development Authority bonds
- Tax Allocation District bond financing
- Hotel-Motel Tax Contributions
- Community Development Block Grant Funding
- Section 108 Guaranteed Loan Financing
- OneGeorgia Authority Grants/Loans
- SPLOST Funding

5. **ORGANIZATIONAL STRUCTURING:** Assess the potential value of creating a public, private non-profit and/or public/private partnership entity that can enhance development efforts by functioning as a “catalytic developer” for initial infrastructure, transportation, pedestrian-oriented and landscaping improvements, as well as private development projects. Huntley Partners’ typical organizational model is based on an “economic development corporation” structure and role, but the firm is experienced in structuring/utilizing non-profit organizations, public-private partnerships, public authorities and community development corporations, as well as relationships between/among such entities.

6. **SOLICITATION AND SELECTION PROCESSES:** Design a process for soliciting and selecting private for-profit and non-profit developers, including public/private partnerships interested in initiating development within a study area, particularly “desirable” projects for which incentives and other assistance may be available.

7. **IMPLEMENTATION COORDINATION:** Design and coordinate an implementation program for getting the public improvements and private development started in the study area. Identify specific public agencies and private parties responsible for moving the overall initial phase of the study area redevelopment program forward. Specify individual roles and responsibilities, as well as a coordinated schedule for taking action. The basic role of the designated “catalytic developer” is to coordinate these implementation steps among the various stakeholders and implementing parties; its basic responsibility is to ensure that there is no “disconnect” between the completion of the study and the commitment of both funding for public improvements as well as financing (or at least active pre-development and due diligence activities) for private development.

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Mark L. Baker
ASLA
 Partner
 Wood+Partners Inc.

Mark Baker is a Principal at Wood+Partners and is recognized as a leading authority in planning and urban design. He has completed numerous projects throughout South Carolina, North Carolina and Georgia involving urban planning over the past 30 years. Mark's experience encompasses a wide range of project types including urban design, city streetscapes, downtown revitalization plans, planning in historic districts, community needs assessments, national softball tournament facilities, large-scale regional parks, neighborhood parks, community riverwalks, water front development and numerous high school and university campus master plans and athletic facilities.

Education

Bachelor of Landscape Architecture - School of Environmental Design
 University of Georgia, 1977

Professional Registration

Registered Landscape Architect FL#6666776, SC#276, GA#1121, NC#805

Appointments and Professional Affiliations

- American Society of Landscape Architects (ASLA)
- Council of Landscape Architects Registration Board UNE Grader
- American Planning Association / Urban Land Institute
- National Park and Recreation Association
- Florida Recreation and Park Association
- Community Foundation of the Lowcountry Board of Directors
- Hilton Head Island Disaster Relief Committee – Town of Hilton Head Island, SC
- Member, SC Landscape Architect Advisory Council
- Chair, Environment, Park & Recreation Subcommittee, Greater Island Committee

Significant Projects With WPI and In Prior Association

- West Washington Street Redevelopment Master Plan & Streetscape, Greenville, SC
- Port of Port Royal Redevelopment Master Plan, Port Royal, SC
- Daniel Island Land Use/Development Plan, Charleston, SC
- Comprehensive Master Plan, City of Woodbine, GA
- Hilton Head Bridge to the Beach Master Plan, Hilton Head Island, SC
- Conway Riverwalk & Downtown Master Plan, Conway, SC
- Orangeburg Downtown Master Plan & Phase One Construction Documents, Orangeburg, SC
- Fallschase, Tallahassee, FL
- Cypress Mill, Perry, FL
- Florida State University, Tallahassee, FL
- Bull Run, Tallahassee, FL
- Statesboro Streetscape Master Plan, Statesboro, GA
- Swainsboro/Emanuel County Downtown Area and Courthouse Square Master Plan, Swainsboro, GA
- Peachtree City, GA West Village Master Plan & Annexation Study
- Heritage Park, Simpsonville, SC
- Jones Bridge, Gwinnett County, GA
- University of SC Upstate Campus Master Plan, Arboretum and Athletic Complex Master Plan, Spartanburg, SC
- West Spartanburg Regional Park, Cherokee Springs Regional Park & Va du Mar McMillan Memorial Park Master Plans, Spartanburg County, SC
- Glenn McConnell Parkway Extension Master Planning, Charleston, SC
- Boundary Street Corridor Master Plan, Beaufort, SC
- Hilton Head Island Recreation and Open Space Plan, SC
- Lake Oconee Village Town Center & Commercial Village at Reynolds Plantation, Greensboro, GA
- Myrtle Beach Redevelopment Master Plan, Myrtle Beach, SC
- Rivers Avenue Streetscape, North Charleston, SC
- Blackwater – 2,100 acre community, Baldwin County, AL
- Doe Mountain, TN - 8,600 acre tract, conceptual land planning
- The Godley Tract, 7,500 acre PUD, Savannah, GA
- Burton Wells Regional Park, Beaufort, SC
- Downtown Bluffton Master Plan
- Coastal Discovery Museum at Honey Horn, Hilton Head Island, SC

Awards With WPI and In Prior Association

City of Gainesville, FL
 Master Plan Services for the
 Areas Surrounding Depot Park
 Prepared by Wood+Partners Inc.

- **Heritage Park** – 2005 President's Award by SCASLA
- **Jones Bridge Park Riverwalk & Shoreline Restoration** – 2005 Merit Award by SCASLA
- **Orangeburg Downtown Master Plan** – 2003 Outstanding Public Improvement Project – Community Builders/Municipal Association of South Carolina
- **Conway Riverwalk & Waterfront Park** - 2002 Merit Award for Design by Tri State Chapters, ASLA
- **Coastal Discovery Museum at Honey Horn** - 2001 Honor Award for Planning by SCASLA
- **Conway Riverwalk & Downtown Master Plan** – 1995 Honor Award by SCASLA

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



David Malcolm,
ASLA
Associate
Wood+Partners Inc.

Education

Professional Registration

Appointments and Professional Affiliations

Significant Projects With WPI and In Prior Association

Mr. Malcolm is experienced in landscape architecture and land planning for a variety of projects including parks and recreation, resort, urban design, livable communities, resort, institutional, commercial and residential design. His primary focus is resort and community planning in coastal regions and throughout the Southeast. He has extensive experience in parks and recreation projects including recreation needs assessments, greenways and trails, and park master planning and design. His experience also encompasses master planning and design development, public presentations, design workshops municipal plan approvals and permitting, stormwater management, feasibility analysis, cost estimating and construction documentation and observation.

Bachelor of Landscape Architecture, Virginia Tech - 1995

Registered Landscape Architect: FL LA#6666821, NC0969,

- American Society of Landscape Architects
- Urban Land Institute
- FL Chapter American Institute of Architects
- North Carolina Recreation and Park Association
- SCASLA Executive Committee 2001-2005
- SCASLA Conference Planning Committee 1999
- Juror, Clemson University Student Awards 2002, 2004 & 2005

- Daniel Island Land Use Plan, Charleston, SC
- Port of Port Royal Land Use Plan, Port Royal, SC
- West Washington Street Downtown Redevelopment Master Plan & Streetscape, Greenville, SC
- Woodbine, GA Comprehensive Plan
- Savannah Harbor Resort, Savannah, GA
- Fallschase, Tallahassee, FL
- Evening Rose, Tallahassee, FL
- Cypress Mill, Perry, FL
- Florida State University, Tallahassee, FL
- Bull Run, Tallahassee, FL
- HOPE Community, Tallahassee, FL
- Lake Oconee Village Design Guidelines, Reynolds Plantation, GA
- Reynolds Plantation, Greensboro, GA
- Berkeley Hall, Beaufort County, SC
- Long Cove Club Entrance & Clubhouse, Hilton Head Island, SC
- Rice Hope Community Amenities Planning, Port Wentworth, GA
- The Landings Entrances Improvements, Savannah, GA
- Marriott's Surfwatch, Hilton Head Island, SC
- Marriott's Barony Beach Club, Hilton Head Island, SC
- Bluewater, Hilton Head Island, SC
- American Tobacco Trail, Durham, NC
- Freeport Community Park, Freeport, FL
- Buckwalter Community Park, Bluffton, SC
- Shults Park, Bluffton, SC
- Bluffton Oyster Factory Park, Bluffton, SC
- Bryan Mall, Clemson University, SC
- Coastal Discovery Museum, Hilton Head Island, SC
- SouthShore, Hilton Head Island, SC
- Bethesda Park, Durham, NC
- Downtown Master Plan for City of Rockingham, NC
- Union County Community Recreation Complex Master Plan, Union County, SC
- Hilton Head Island Recreation & Open Space Plan, Hilton Head Island, SC
- West Neck Creek District Park, Virginia Beach, VA
- Columbia Recreation Needs Assessment, Columbia, SC
- Clayton Community Park, Clayton, NC
- Warrenton Branch Rails-to-Trail Park, Warrenton, VA
- Falls Lake Nature Trail, Wake Forest, NC
- UNCG Baseball Stadium and Student Recreation Complex, Greensboro, NC
- Southport Business Park, Morrisville, NC

Awards

Sessions Presented at Conferences

Master Plan Services for the
Areas Surrounding Depot Park
Prepared by Wood+Partners Inc.

- **Design Guidelines for Lake Oconee Village** – 2005 SC ASLA Honor Award
- **Savannah Harbor Resort** – 2001 SC ASLA Merit Award for Planning
- **Coastal Discovery Museum** – 2001 Honor Award for Design by SCASLA
- **2003 National Recreation & Park Association Southeast Region Conference**, Birmingham, AL - "Funding Strategies for Today's Recreation Providers"
- **2002 NCRPS Conference** – Greensboro, NC, "Essential Elements of Modern Park Design"
- **2001 NCRPS Conference** – New Bern, NC, "Park & Facility Master Planning"

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Shawn C. Kalbli
Project Manager
Wood+Partners Inc.

Shawn Kalbli is a Project Manager at Wood+Partners specializing in Landscape Architecture and Urban Design. His background is in comprehensive/long range urban planning and site scale design projects for public and private sector clients throughout northern Florida and the Midwest. He has extensive experience providing planning and design services for large scale master planned communities, corridor redevelopment, design guidelines and review process.

Education

- Masters of Landscape Architecture – The Ohio State University, Knowlton School of Architecture – 2003
- Bachelor of Science, Social Science Interdisciplinary: Urban Planning, Sociology, Economics – Florida State University, College of Social Science – 1998

Appointments and Professional Affiliations

- Associate Member, American Society of Landscape Architects
- Tallahassee Section Chair, Florida Chapter American Society of Landscape Architects 2006 to Present
- Inducted Member, The Honor Society of Sigma Lambda Alpha, Rho Chapter

Professional Experience

- Adjunct Professor – FAMU, School of Architecture – 2004-2005
- Project Manager/Senior Designer – Hatch Mott MacDonald (HMM)/Patrick Hodges Landscape Architecture – Tallahassee, Florida
- Planner – Scheer & Scheer – Cincinnati, Ohio

Significant Projects

With WPI and
 Prior Association

- Florida's Main Streets Program – Northwest and Central Florida
- Old Bainbridge Road Corridor Study – Public Works Department, Leon County, Florida – Corridor Study– Tallahassee, FL
- Tallahassee and Leon County, Florida Economic and Environmental Consensus Committee's award-winning project *Blueprint 2000 and Beyond*
- Range Line Road Redevelopment Plan – Mixed-Use Commercial/ Residential Redevelopment – City of Carmel, IN
- Old Town Design Guidelines – City of Carmel, IN
- City of Cincinnati Streetscape Design Guidelines- City of Cincinnati, OH
- The Highlands/Beckrich North Commercial Center – Mixed-Use Commercial/Residential Master Planning– Panama City Beach, FL
- 20-Year Master Plan – Residential, Commercial and Recreational Land Planning – City of Wyoming, OH
- Streetscape Design Guidelines, GIS Database Integration – City of Cincinnati, OH
- Hudson Design Guidelines – Village of Hudson, OH
- Capital Circle Office Complex – Master Planning and Planned Unit Development- Tallahassee, Florida
- SouthWood– Master Planning, Site Planning, Detailed Landscape Architectural Design and Design Review– Tallahassee, FL
- One Charleston Place – Site Planning, Pool Amenity Design, Landscape Architectural Design – St. George Island, FL
- Reflections – Land Planning, Entry Sequence, Monumentation, Pool Amenity Design, Streetscape Design, and Design Guidelines – Panama City Beach, FL
- Beach Ridge – Entry Sequence, Monumentation, Pool Amenity Design, Streetscape Design, and Design Guidelines – Walton County, FL
- Tallahassee Ranch Club – Equestrian Community Entry Sequence, Monumentation, and Sales Center Design – Leon County, FL
- Southeast Corporate Federal Credit Union – Corporate Headquarters – Environmental Management Permitting- Tallahassee, FL
- Office Suites at SouthWood – Site Planning, Environmental Management Permitting- Tallahassee, Florida
- FDOT Environmental Management Office – Statewide Environmental Services – Design Standards Update, Plans Preparation, Update, Highway Landscape Guide, and Specifications and PD&E Manual- Tallahassee, FL
- State Road 166 Pedestrian Trail Planning and Design – FDOT District 3 – Chipley, FL
- Ohio, Kentucky, and Indiana Council of Governments – OKI Regional Household and Employment Allocation Model

Awards

- FLASLA Chapter Service Award, 2005
- OCASLA Student Honor Award, 2003
- Faculty Prize in Landscape Architecture, 2000-2003
- Florida Chapter, American Planning Association, Award for Best Public Interest Group Project, *Blueprint 2000 and Beyond*, 1999

City of Gainesville, FL
 Master Plan Services for the
 Areas Surrounding Depot Park
 Prepared by Wood+Partners Inc.

Master Plan Services for the Areas Surrounding Depot Park



Kristen M. Mansfield
Project Planner
Wood+Partners Inc.

Kristen Mansfield is a Project Planner at Wood+Partners specializing in Urban, Resort, and Community Planning as well as Parks & Recreation projects throughout the Southeast United States. Her experience includes urban redevelopment and streetscape design, park and resort master planning, community master planning and envisioning, pattern books, construction documents and cost estimating, with proficiency in AutoCAD, Eagle Point, ArcView GIS, Photoshop, Illustrator, and InDesign software.

Education

Ball State University, Muncie, Indiana – 2004 (Cum Laude)
Bachelor of Landscape Architecture
Minor: Studio Art, Painting Focus

**Appointments and
Professional Affiliations**

- American Society of Landscape Architects, Associate Member
- Urban Land Institute, Young Leader
- United States Green Building Council, Florida Capital Region
- Sigma Lambda Alpha: Landscape Architecture Honor Society

Professional Experience

- Intern – Department of Parks and Recreation, Columbus, Indiana – 2003

Significant Projects
With WPI and
Prior Association

- West Washington Street Downtown Redevelopment Master Plan & Streetscape, Greenville, SC
- Evening Rose, Tallahassee, FL
- Fallschase, Tallahassee, FL
- Florida State University Intramural Sports Complex, Tallahassee, FL
- South Shore Phase IV Condominiums, Hilton Head Island, SC
- Capital City Country Club and Condominium Development, Tallahassee, FL
- Tallahassee Trails, Tallahassee, FL
- Rice Hope Community Amenities Planning, Port Wentworth, GA
- Kings Ridge Equestrian Community, Aiken, SC
- Mobile Bay Resort Community Master Plan Refinement, Mobile, AL
- Bailey's Mill Community Master Plan, Tallahassee, FL
- Alafia Trails Conceptual Master Plan/Community Envisioning, Tampa, FL
- Marriott's SurfWatch, Hilton Head Island, SC
- Bethesda Park, Durham, NC
- Bluewater Resort and Marina, Hilton Head Island, SC
- Buckwalter Community Park, Bluffton, SC

Conferences

- 2006 PSMJ Project Management Bootcamp, Orlando, FL
- 2003 ASLA Annual Meeting and Expo, New Orleans, LA – "Fusion of Culture and Place"

WALTER R. HUNTLEY, JR.

PRESIDENT and FOUNDING PARTNER

PROFESSIONAL EXPERIENCE

HUNTLEY PARTNERS INC.

Atlanta, GA

1997-Present

President and Founding Partner

Huntley Partners is a community and economic development consulting firm specializing in public/private development projects and development finance. Representative projects that the firm has been involved in are as follows:

- **Tax Allocation Districts:** Atlanta BeltLine TAD, Eastside TAD, Smyrna Atlanta Road TAD, Techwood Park/Westside TAD, Princeton Lakes TAD, Bells Ferry Corridor TAD, Oak Grove Community TAD.
- **Livable Center Initiative Studies, Master Planning:** Smyrna (GA), Mableton (Cobb County, GA), Clarkston (GA), Kensington (DeKalb County, GA), Clark Atlanta University, State Farmers Market, Sweet Auburn Historic Redevelopment Plan Update
- **Market Analyses and Economic Impact Assessments:** Princeton Lakes TAD, Bells Ferry TAD, Oak Grove TAD, Chamblee International Village, Miami MXD private development, Augusta Laney-Walker Neighborhood Revitalization,
- **Economic Development Strategies:** All TAD Redevelopment Plans and LCI Studies, DeKalb County Memorial Drive Corridor, DeKalb County Economic Development Incentives Program, Toledo (OH) Economic Development Program
- **Financing Strategies, Implementation Organizations and Processes:** All TAD Redevelopment Plans, Miami MXD private development, Clark Atlanta University Master Plan Implementation Coordination, Columbia (SC) Housing Authority Hendley Homes redevelopment, Sweet Auburn Historic District Redevelopment Plan Update, City of Atlanta Vending Program

ATLANTA ECONOMIC DEVELOPMENT CORPORATION (AEDC)

Atlanta, GA

1986-1996

President

As President, initiated a wide range of innovative development projects including industrial, office, mixed use, downtown and neighborhood revitalization. These projects are valued at more than 500 million dollars and have created and retained a conservatively estimated 12,000 plus jobs. AEDC also arranged business loans during the Huntley tenure as President totaling \$39 million.

A partial listing of projects that came under Mr. Huntley's leadership at AEDC is as followed:

- **Atlanta Industrial Park and Southside Industrial.** These two 300-acre industrial parks were developed utilizing the federal urban enterprise zone legislation. These parks, developed in the mid 1980s, were the first major industrial parks developed inside the City of Atlanta in 20 years.

RICHARD W. PADGETT

PARTNER

PROFESSIONAL EXPERIENCE

HUNTLEY PARTNERS INC.

Atlanta, GA 2003-Present

Partner

Huntley Partners is a community and economic development consulting firm specializing in public/private development projects and development finance. Areas of focus include development feasibility and programming, financial feasibility and structuring, master plans and LCI studies, implementation strategies, and TAD feasibility assessments and Redevelopment Plan preparation. Project manager for following Huntley projects:

- Atlanta BeltLine TAD (Atlanta, GA) feasibility, Redevelopment Plan and financial/bond projections
- Eastside TAD (Atlanta, GA) Redevelopment Plan preparation and financial/bond projections
- Atlanta Road TAD (Smyrna, GA) feasibility, Redevelopment Plan and financial/bond projections
- Bells Ferry Corridor (Cherokee County, GA) LCI Study and TAD feasibility, Redevelopment Plan and financial/bond projections
- Oak Grove Community TAD (Cherokee County, GA) feasibility, Redevelopment Plan and financial/bond projections (In-process)
- Mableton Historic Master Plan TAD (Cobb County, GA) – Redevelopment Plan prepared
- Princeton Lakes TAD (Atlanta, GA) market analysis
- State Farmers Market (GA) Master Plan financial and implementation strategies (in-process)
- Clarkston (GA) Livable Centers Initiative Study
- Smyrna (GA) Livable Centers Initiative Study
- Mableton (GA) Historic Master Plan Update and TAD Redevelopment Plan
- Sweet Auburn Historic District (Atlanta, GA) Redevelopment Plan Update development program feasibility assessment
- International Village (Chamblee, GA) Economic Impact analysis
- Miami (FL) economic impact analysis and financing assessment of private mixed-use office, condominium and retail tower
- Co-Manager: Clark Atlanta University (Atlanta, GA) Master Plan and Implementation Coordination

PARAGON WORLD CAPITAL

Atlanta, GA 2001-2002

Vice President

and

AIRIS CORPORATION

Atlanta, GA

1999-2001

Division Manager for Major Projects

Airis was, at the time, the world's largest developer of private on-airport facilities, structuring long-term lease agreements with airports for the development of air cargo, maintenance, logistics, food service and commercial facilities. Airis would design, finance, construct and lease the facilities. Moved into affiliated

KIM FLIPPEN BROWN

PARTNER

PROFESSIONAL EXPERIENCE

HUNTLEY PARTNERS INC.

Atlanta, GA 2001-Present

Partner

Contribute demographic and market opportunity analyses to a wide range of clients, including the Atlanta Public Vending Program; Clark Atlanta University; and Livable Communities Initiative (LCI) planning studies in communities in Cherokee, Clayton, Cobb, and DeKalb Counties. In a year-long master planning project for a local university, teamed with architecture/planning firm to assess long term needs and opportunities. Identified and evaluated external trends (economic, social, political) and the likely impact on the future of the institution, including enrollment, student profile, and modes of delivery of education services.

GEORGIA ECONOMIC DEVELOPMENT DEPARTMENT (formerly GDITT) Atlanta, GA 1999 - 2001

Director of Market Research

Managed the research effort of the Department, which is engaged in strategic planning and efforts resulting in business recruitment and retention, international trade development, the film and entertainment industry, and tourism marketing. Responsibilities included supervision of outsourced research contracts, evaluation and assessment of data, and oral, written and graphic communications.

ROBERT CHARLES LESSER & CO.

Atlanta, GA 1996 - 1999

Associate - Senior Consultant

Progressive responsibility from data collection/field research duties to team leader responsible for design, direction and support of staff in accomplishing market and feasibility studies. Developed and modified methodology according to project objectives. Presented findings and analysis to clients in oral and written form. Sustained good client relations, often resulting in additional engagements.

COMSTAR REAL ESTATE SERVICES, INC.

Atlanta, GA 1991 - 1995

Senior Associate/Director of Research

Responsible for market research, including research design, field research, tabulation, analysis and recommendations. Wrote and delivered memoranda, interim and final reports, as well as oral presentations to clients. As project manager, supervised and directed team to provide complete and timely professional analysis.

GEORGIA TREND MAGAZINE

Atlanta, GA 1989 - 1991

Director of Research

Initiated research component to support editorial staff in development of articles. Applied research techniques to assist marketing staff in business development strategies. Provided quantitative and qualitative market research, industry profiles, and corporate executive surveys. Produced annual statistical profile of State of Georgia.

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Relevant Project Experience

Project: Port of Port Royal Land Use/Development Plan

WPI, Thomas & Hutton and Robert Charles Lesser Co., are providing master planning and market analysis services for the redevelopment of the Port of Port Royal SC State Ports Authority property. The master plan outlines the highest and best use of the property for a vibrant mixed-use waterfront community integrated into the surrounding Town of Port Royal. Perspective drawings and descriptions of the proposed development take their cue from the local vernacular character of the Town of Port Royal. The master plan concepts include three neighborhood areas which include a mixed-use marina village area, The other areas include a waterfront hotel, parks, a marina village with docks and services for local fisherman, and a waterfront promenade creating a greenway along the Beaufort River.

Location: Port Royal, SC

Client: SC State Ports Authority

Contact: Joe Bryant, 843.577.8611

Project: Daniel Island Land Use/Development Plan

WPI is leading a consultant team to provide master planning services for a land use / development plan for highest and best use of 1,300 acres owned by the SC State Ports Authority on Daniel Island. Master plan concepts maximize the value of the property for sale and provide open space for community recreation. The master plan outlines the highest and best use of the property for a vibrant mixed-use waterfront community integrated into the adjacent historic city of Charleston. Perspective drawings and descriptions of the proposed development take their cue from the local vernacular character of the City of Charleston. The project included public meetings, preparation of conceptual design documents for streetscape and buffer landscape improvements.

Location: Charleston, SC

Completed: Ongoing

Client: SC State Ports Authority

Contact: Joe Bryant, 843.577.8611

Project: Lake Oconee Village Master Plan & Design Guidelines, Greensboro, GA

The master plan for Lake Oconee Village at Reynolds Plantation proposes more than 600 acres of commercial mixed-use and residential development linked through a network of pedestrian spaces and vehicular connections. The Design Guidelines encompass a first phase village development in a 600-acre tract. The master plan and design guidelines were modeled from the traditional fabric of nearby Southern towns to prevent the typical commercial strip center and suburban growth patterns. The Design Guidelines establish standards to assist developers, planners and architects in creating harmonious design concepts for a cohesive commercial village, allowing for unique designs that are sensitive to and blend with the vernacular of the surrounding towns.

Award: 2005 Honor Award for Planning by SCASLA

Location: Greensboro, GA

Client: Reynolds Plantation Company

Contact: Scott Hoersten 706.467.3151

Project: Fallschase

WPI is assisting longtime client AIG Baker to create a new 696 acre mixed-use TND community on lake Lafayette in Tallahassee. The master plan is a blend of alley-loaded single family and townhomes, and conventional front-loaded residential to create a livable, walkable community. Residents will have access to a 750,000 SF mixed use village and linear park on Lafayette that is lined with majestic 300-year-old live oak trees. Preservation of the oaks and existing native vegetation is an important element of the plan.

Location: Tallahassee, FL

Client: AIG Baker

Contact: Keith Dantin 850.219.0701

Master Plan Services for the Areas Surrounding Depot Park



Relevant Project Experience

Continued

Project: Evening Rose

WPI assisted K2 Urban with the design of the commercial town center for the mixed use development located on Capital Center Blvd. The design incorporates retail and commercial offices and affordable residential units within a walkable development. The Village center is designed around existing mature vegetation and includes a pedestrian plaza for outdoor dining and seating. WPI is also assisting with the design of the residential amenities including the center park, village green, community entrance and pond landscaping.

Location: Tallahassee, FL

Client: K2 Urban Corp.

Contact: Dave Wamsley 850.222.3779

Project: Cypress Mill

WPI is creating a new 250 acre mixed-use traditional neighborhood on the site of the historic Burton Swartz Mill in Perry, FL. This New Urbanism master plan provides a new village center at the west end of Main Street. The community is pedestrian oriented, with neighborhood parks and open space. Recreation will include a community pool and YMCA, trails, active adult village and opportunities for environmental education.

Location: Perry, FL

Client: Cypress Mill Development

Contact: Wendy St. Laurent 305.608.9277

Project: West Washington Street Redevelopment Master Plan & Streetscape

Master planning for a 254-acre community in an urban Greenville neighborhood adjacent to downtown. The project includes analysis of existing components and proposed land use recommendations, including parcels for business and industrial uses, schools, churches, parks, commercial and residential areas, transportation patterns and traffic realignment. Infrastructure analyses, including roadways with recommendations for future improvements, as well as cost estimates, are also being made. The project includes improved linkage to downtown and community consensus building.

Location: Greenville, SC

Completed: 2006

Client: City of Greenville, SC

Contact: Jean Pool 864.467.4495

Project: Statesboro Downtown Streetscape Master Plan

Master planning and urban design services for improvements that include improved vehicular circulation and pedestrian traffic patterns, pedestrian scale lighting, signage, furnishings and street trees.

Location: Statesboro, GA

Completed: 2003

Client: City of Statesboro, GA

Contact: George Wood 912.764.0645

Project: Savannah Harbor Town Center & International Trade Center

Master planning and urban design for 800-acre mixed use town center including maritime trade center, Westin hotel, retail village and marina, 2 golf courses, commercial and office complex and Traditional Neighborhood Development.

Award: 2001 Merit Award for Planning by SCASLA

Location: Savannah, GA

Client: CSX Realty Estate Development

Contact: John McCleskey 912.790.9123

Master Plan Services for the Areas Surrounding Depot Park



Relevant Project Experience

Continued

Project: Peachtree City Town Center

Master plan for a multi-use commercial and residential village center. Design services provided to City to assist with consensus building and to promote smart growth alternatives.

Completed: 1999

Client: Peachtree City

Location: Peachtree City, GA

Contact: David Rast 770.487.5731

Project: Conceptual Master Plan for St. Bernard Redevelopment Area

WPI and Altamira Design are currently working on a redevelopment master plan for the St. Bernard Redevelopment Area in New Orleans on the Saint John Bayou. The plan incorporates Smart Growth elements of a livable, walkable community with open space and a unified network of pathways while maintaining the historic integrity of the Parish.

Location: New Orleans, LA

Client: RODCO

Contact: Mike Rodrigue 504.833.5700

Project: Conway Riverwalk & Waterfront Park

Master plan and construction documents for Phase II of the Conway Riverwalk including both on land and river boardwalks, new waterfront park, festival areas, pavilions, sidewalks linking the central business district and passive use areas.

Award: 2002 Merit Award for Design by Tri-State Chapters (SC, NC & GA) ASLA

Location: Conway, SC

Completed: 2000

Client: The City of Conway

Contact: Mayor Gregg Martin 843.248.2089

Budget: \$2,400,000

Project: Hilton Head Bridge to the Beach Master Plan & Design Charrette

Master planning services and redevelopment concepts for the Pope Avenue business district, Coligny Beach commercial area and Palmetto Bay Corridor. The master plans identify opportunities for redevelopment sites, enhanced connectivity and sense of place, road and infrastructure improvements, pedestrian and open space recommendations to guide Hilton Head as redevelopment and new development take place. WPI's role included preparing planning and development concepts as well as public meetings with Town of Hilton Head staff and committees. WPI was also a member of the "Bridge to the Beach" design charrette. WPI's role included leading design workshops, working with the public and public presentations to Town Council.

Location: Town of Hilton Head Island, SC

Completed: 2003

Contact: Mayor Tom Peebles 843.681.1923

Project: Woodbine, GA: Comprehensive City-Wide Master Plan

The Comprehensive City-Wide Master Plan for Woodbine, GA is a planning effort currently underway to guide quality growth in the city and surrounding areas of Camden County. The master plan will provide a foundation for the Woodbine section of the county's comprehensive plan update and facilitate future components of the comp plan. WPI is leading a consultant team to provide planning services that include focus group meetings, public workshops, community visioning, land use and zoning ordinances, market analysis and economic development studies, infrastructure analysis, wayfinding and signage, environmental studies and architectural design guidelines.

Client: City of Woodbine, GA

Contact: Sandra Rayson 912.576.3211

Master Plan Services for the Areas Surrounding Depot Park



Relevant Project Experience

Continued

- Project: Orangeburg Downtown Revitalization**
Master planning and detailed designs for a 40-block urban revitalization district in phase one and a 6 block main street area. The overall master plan addresses how the community can better integrate its urban center with the rest of the city. Primary intersections along Highway 601 which lead into the downtown district will be renovated to draw visitors into the city's urban core. Where possible, utilities are placed underground and streetscaping has been added including pedestrian scale lighting, signage, furnishings and street trees. WPI facilitated public workshops, planning sessions, meetings with the Steering Committee, City staff and presentations to City Council. A master plan report was also written for this project.
- Award: 2003 Outstanding Public Improvement Project by Community Builders
Location: Orangeburg, SC
Completed: 2002
Client: City of Orangeburg
Contact: John Yow 803.533.6000
- Project: Swainsboro Downtown Redevelopment Master Plan**
Includes master planning and urban design services for a seven block urban district and phase one design and construction documents for a new urban park in the city's former courthouse square. The master plan incorporates transportation. Utilities will be placed underground and streetscaping will be added including pedestrian scale lighting, signage, furnishings, and street trees.
- Completed: 2003
Client: City of Swainsboro, GA
Contact: Ricky Stevens 478.237.7025
- Project: Boundary Street Corridor Study**
Community meetings and urban design studies to assess this important urban corridor and its surrounding environment. Study focused on land use, and visual character elements with a goal of enriching a diverse mixed-use neighborhood and approach to this historic coastal city. Visual recommendations were made along with others that dealt with the underlying traffic issues, policy needs and programmatic responses.
- Completed: 2002
Client: City of Beaufort, SC
Contact: Elizabeth Anderson 843.525.7012
- Project: Beaufort Downtown Master Plan & Streetscape Designs**
Downtown master plan and detailed streetscape designs for the historic central business district to help strengthen the business economy and to provide a stronger pedestrian environment.
- Completed: 1998
Client: City of Beaufort, SC
Contact: Elizabeth Anderson 843.525.7012
Budget: \$1,500,000
- Project: Pigeon Point Park**
The revitalization master plan of a neighborhood park in a historic Downtown Beaufort district contains both passive and active recreation elements. WPI's services included conceptual master planning and public workshops. The park includes pathways that connect to the city's greenway system, pavilions, gazebos, playground and fountains and will become a destination for neighborhood family gatherings, arts festivals and concerts. The park was identified by the City as an important project to be included in a countywide one-cent sales tax to provide transportation enhancements.
- Completed: 2005
Client: City of Beaufort, SC
Contact: Elizabeth Anderson 843.525.7012

Master Plan Services for the Areas Surrounding Depot Park



Relevant Project Experience

Continued

Project: Habersham

Traditional Neighborhood Development in Northern Beaufort County. WPI assisted in the master planning with DPZ Architects and Planners and is involved with all aspects of the site-specific design such as the community entry, parks, islands and amenity areas.

Location: Beaufort County, SC
Client: Habersham Land Company
Contact: Bob Turner 843.846.1000

Project: Maxwell Springs

Traditional Neighborhood Development in Greenwood, SC. WPI's role was implementation of the master plan implementation DPZ Architects and Planners. WPI was involved in all aspects of the site-specific design such as the community entry, Lakehouse, parks, natural landscape enhancements, and incorporating historic Southern style in community planning for this 400-acre TND located on historic farmland in South Carolina's Piedmont Lakelands.

Location: Aiken, SC
Client: Palmetto Resources, LLC
Contact: Stephen L. Davis 864.229.2755

Project: Glenn McConnell Parkway Planning & Design Workshop

What began as an analysis of existing and proposed roadway designs for the Department of Transportation developed into a community-based design exercise to develop new roadway design models to combat sprawl. The design team created new mixed-use centers to establish a better street network, and to allow for a variety of pedestrian and vehicle routes. Dealing with a roadway that would run within a short distance of historic resources of a national caliber became an opportunity to create a place. Project included public workshops, design charrettes, and working with key community leaders.

Location: Charleston, SC
Completed: 2001
Client: City of Charleston, SC
Contact: Tim Keane 843.724.3779

Project: The Conway Riverwalk and Downtown Revitalization Master Plans

Master plan and construction documents for Phase II of the Conway Riverwalk and streetscaping project including on land and river boardwalks, festival areas, pavilions, and sidewalks linking the central business district. Completed in 1999.

Award: 1995 Honor Award for Planning by SCASLA
Location: Conway, SC
Budget: \$2,400,000
Contact: Mayor Gregg Martin, the City of Conway 843.248.2089

Project: Clarkston Livable Centers Master Plan – Atlanta, GA

A Smart Growth Planning Study conducted through a grant program from the Atlanta Regional Commission. The study looks at future land use development, transportation improvements and future commercial development in the context of land use and transit options. The Clarkson LCI Study emerged in the vision of "village center," a destination featuring passive open spaces and dedicated green space in the town square, a mix of land uses and development and streetscape enhancements, available to households across the economic scale, and built out at a pedestrian friendly scale.

Location: New Orleans, LA

Project: Summerhill Comprehensive Plan – Atlanta, GA

WPI's Atlanta office provide master planning, development strategies, implementation guidelines, and specific site design for the revitalization of a sixty-block inner city neighborhood in Atlanta. The project was crafted into the first Urban Redevelopment Plan passed in the State Legislature. The plan has been followed and housing values have risen from an average of \$70,000.00 to \$300,000.00

Gainesville Community Redevelopment Agency – Gainesville, Florida

Master Plan Services for the Areas Surrounding Depot Park



Public Presentations & Consensus Building



PUBLIC MEETINGS, WORKSHOPS & PRESENTATIONS - WPI and our team members have extensive experience making presentations in the public and private sectors before city and county councils, advisory boards, community leaders and the general public. Our team members excel in conducting public workshops and building community consensus. Our presentations gain public support for the proposed project and join together divergent interest groups. We have been successful in consensus building for numerous urban and park projects throughout the Southeast. Please see our project experience section for more information.



City of Charleston – Glenn McConnell Parkway Public Meetings

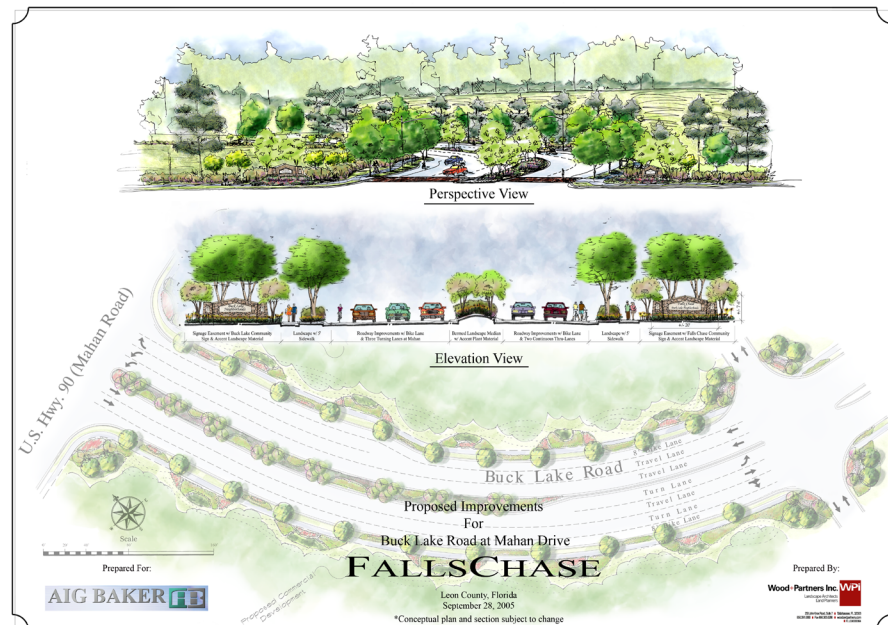
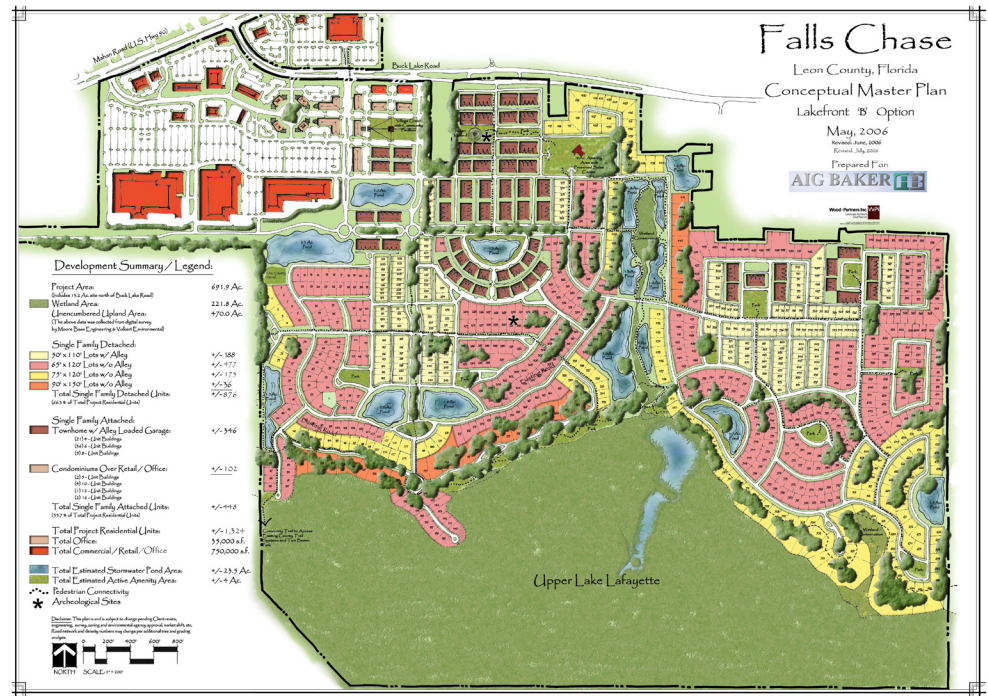
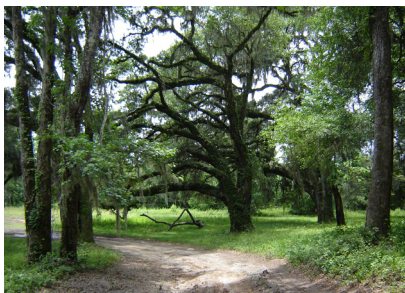
Tallahassee, Florida

Fallschase

WPI

LEADING WITH EXPERIENCE + PLANNING FOR SUCCESS

WPI assisted long time client AIG Baker with the creation of a 600 acre mixed-use community on Lake Lafayette in Tallahassee, Florida. Inspired by the abundance of beautiful natural features including many majestic live oak trees, the final master plan creates a walkable residential community with convenient access to premier retail, restaurant and entertainment offerings.

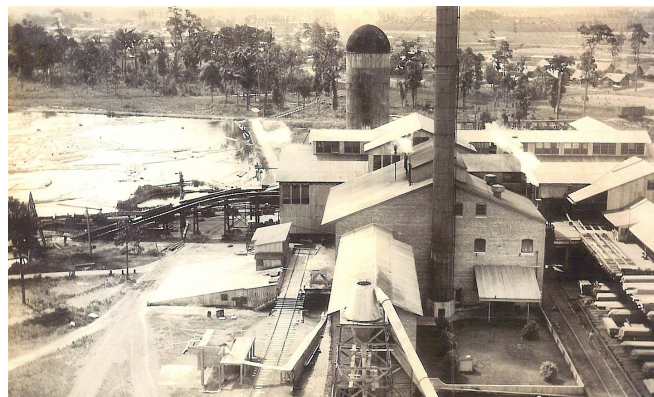
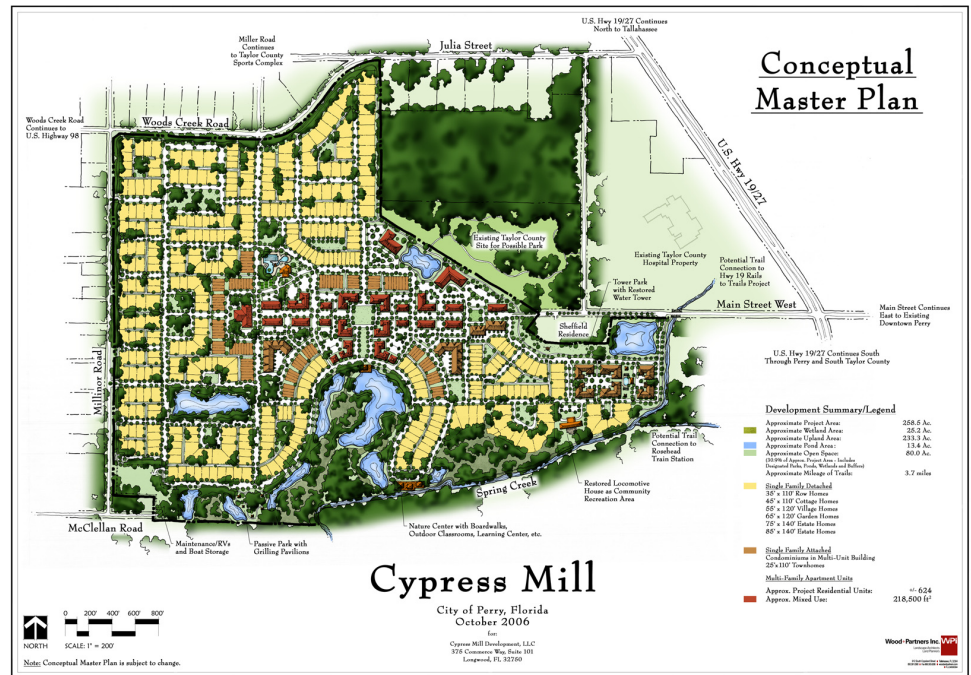


Perry, Florida Cypress Mill

WPI

LEADING WITH EXPERIENCE + PLANNING FOR SUCCESS

WPI teamed with Cypress Mill Development to create a 250 acre mixed-used traditional neighborhood on the brown field site of the historic Burton Swartz Cypress Mill in Perry, Florida. The legacy of the old mill will continue with the creative preservation of historic structures and the reuse of historic materials. The residential layout is pedestrian oriented and includes neighborhood parks and community open space. The natural features of Spring Creek will be protected and enhanced to provide the community with opportunities for hiking and environmental education. Residential areas will contain a mix of single family homes, attached housing and apartments, and an active adult village. The residents of Perry will also enjoy a new 4 acre YMCA facility and community pool.

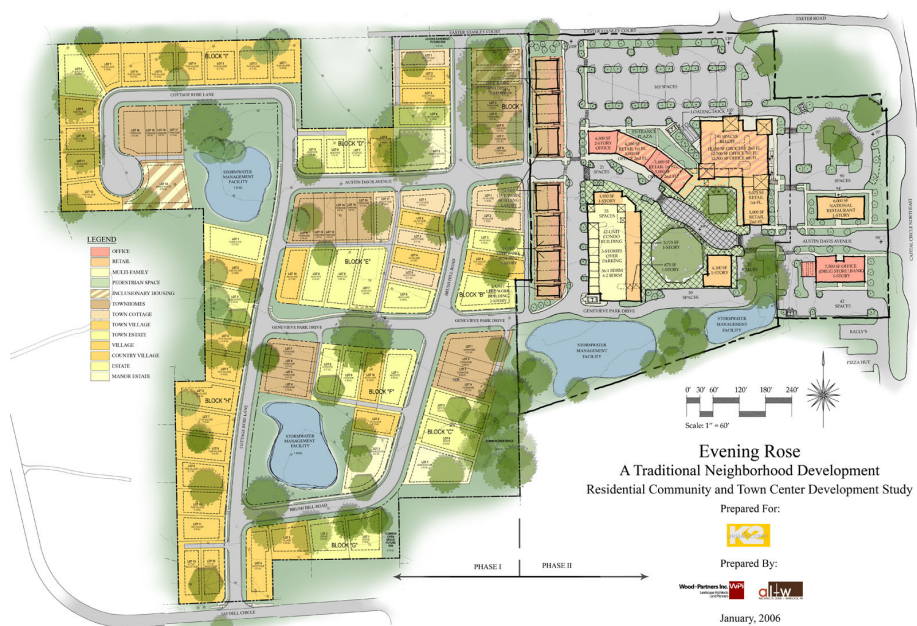


Tallahassee, Florida Evening Rose

WPI

LEADING WITH EXPERIENCE + PLANNING FOR SUCCESS

WPI in cooperation with K2 Urban Corp provided the master plan for the commercial village center of Evening Rose; a new walkable community in Tallahassee, FL. The design incorporates retail and commercial offices with affordable residential units and existing mature vegetation. WPI is also completing the design of the residential amenities including the central park, village green, community entrance and pond landscaping.



Savannah, Georgia

Savannah Harbor on Hutchinson Island

Leading With Experience + Planning for Success



The Savannah Harbor Resort on Hutchinson Island is a 600-acre world-class resort overlooking historic Downtown Savannah and the Savannah River. WPI provided master planning services for the entire island and detailed site planning & design for the commercial centers. The master plan includes the Georgia International Maritime Trade Center, Westin Hotel, golf course, two marina villages with mixed-use commercial and residential areas as well as traditional neighborhood residential communities.



AWARD:

2001 Merit Award for Planning by Tri-State Chapters American Society of Landscape Architects



Wood+Partners Inc.

PO Box 23949 ■ Hilton Head Island ■ SC 29925
843.681.6618

**GAINESVILLE COMMUNITY
REDEVELOPMENT AGENCY,
GAINESVILLE, FLORIDA**

Issue Date: _____, 2006

(Non) Mandatory Pre-Bid Meeting:

_____ @ _____ m.

at City Hall Room 16
200 East University Avenue
Gainesville, Florida

RFP Due Date: _____

REQUEST FOR PROPOSALS

RFP NO. CRAX-060303-FP

Master Plan Services for the
Areas Surrounding Depot Park

Purchasing Representative:

Fran Powell, Senior Buyer

Purchasing Division

Phone: (352) 334-5021 Ext 5795

Fax: (352) 334-3163

Email: powellfb@cityofgainesville.org

City of Gainesville
P.O. Box 490 MS #32
Gainesville, FL 32601

**GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY
REQUEST FOR PROPOSALS FOR
MASTER PLAN FOR THE AREAS SURROUNDING DEPOT PARK**

**SECTION I - REQUEST FOR PROPOSAL OVERVIEW & PROPOSAL
PROCEDURES**

RFP#: CRAX-060303-FP

_____, 2006

A. INTRODUCTION/BACKGROUND

The Gainesville Community Redevelopment Agency (hereafter "CRA") is requesting proposals from qualified providers of urban design and master plan services for the creation of a plan for the area surrounding the new Depot Park, currently under construction.

The City of Gainesville has established as one of its goals for the coming year the creation of a master plan for the areas surrounding Depot Park. The majority of the area to be included in the Master Plan falls within the College Park University Heights (CPUH), Downtown, or Eastside Community Redevelopment areas, and the City Commission has agreed to allow the CRA to take the lead on this project.

Depot Park is a 35-acre passive park planned for former-industrial sites near downtown that will feature open space, 3 stormwater treatment ponds, and park amenities. The amenities envisioned for the park are rail trail linkages, sidewalks and boardwalks, an amphitheater, landscaping, irrigation, lighting, parking, and picnic areas. The park is also the historic context for the restored Depot Building. The site is located on the southern edge of downtown and is located within walking distance of the central business district, Porters, and Sugar Hill neighborhoods. The park is linked to the overall redevelopment of the Downtown redevelopment area by providing a signature green space around which redevelopment will occur. The park will be within 5 minutes walking distance from residences located at Union Street Station (a three story mixed-use project) and the proposed Gainesville Greens project (a 10-story mixed use project) as well as from the proposed new hotel on Lot 9. Depot Park is expected to be a major catalyst for change in the central business district by virtue of its potential to draw visitors seeking a passive recreation experience in the heart of the city. It is expected to be a signature green space to provide families, students, and downtown workers a quiet park experience to complement the growing range of commercial and residential opportunities emerging in downtown Gainesville.

This master plan is for the area that surrounds the park. The CRA envisions a high density, mixed-use urban development pattern in most, if not all of the land. The CRA is interested in determining the highest and best use for these areas once the park has been completed. The areas surrounding the park are diverse, including industrial land, commercial properties, and single-family neighborhoods. The study area also includes

the 16 acres currently owned by the City of Gainesville and used by Gainesville Regional Utilities, that will become available for redevelopment over the next three years, contingent on relocation of existing operations. It should be noted that a large power plant will remain on the portion of the property within the study area and that the power plant will provide some challenges and opportunities for the site.

Some initial planning work has been done on the GRU site. The City of Gainesville hired Dover Kohl to hold a charette for the area and some renderings were completed. These materials are available for review as part of this project

The CRA anticipates a process that is overseen by stakeholder representatives including up to all four of the CRA projects coordinators, representatives from Gainesville Regional Utilities (GRU) and City Planning staff. There will be one staff person who serves as the contact person; however the other representatives will be involved in all phases of the plan's development.

It is expected that this process will include strong citizen involvement including up to 3 joint meetings with the Redevelopment Advisory Boards, approximately 3 public workshops, and meetings with various neighborhood groups, developers, neighborhood groups and general public input up to the amount allowed for in the maximum fee. CRA and Planning staff may conduct additional workshops or hold information gathering meetings with the various stakeholders if required by the process so as not to increase the scope or price. Additional workshops facilitated by the consultant or meetings with stakeholders will be secured as an additional service.

The completed plan will include recommendations for development types by location, up to ten renderings of the type projects considered desirable and recommendations for land use and zoning changes. Firms will not need to draft land development regulations, design standards or capital improvement plans under the scope of this RFP. A map showing the boundaries of the proposed area is attached as Exhibit A.

B. RFP TIME TABLE -

The anticipated schedule for the RFP and contract approval is as follows: **(TO BE COMPLETED BY PURCHASING)**

RFP available for distribution	_____
Pre-Proposal Conference	_____
Deadline for receipt of questions	_____
Deadline for receipt of proposals	_____ (3:00 p.m. local time)
Evaluation/Selection process	Week of _____

Oral presentations, if conducted

Week of _____

Projected award date

Projected contract start date

C. PROPOSAL SUBMISSION

One (1) original and seven (7) copies (a total of eight) of the complete proposal must be received by _____ **at 3:00 p.m. local time** at which time all proposals will be publicly opened.

The original, all copies, and the separate sealed price envelope must be submitted in a sealed envelope or container stating on the outside the proposer's name, address, telephone number, RFP title, number and due date and delivered to:

City of Gainesville
General Government Purchasing
200 East University Avenue, Room 339
Gainesville, Florida 32601

Hand-carried and express mail proposals may be delivered to the above address **ONLY** between the hours of 8:00 a.m. and 5:00 p.m., local time, Monday through Friday, excluding holidays observed by the City.

Proposals may be mailed to:

City of Gainesville
General Government Purchasing, Mail Station 32
P.O. Box 490
Gainesville, Florida 32602

Proposers are responsible for informing any commercial delivery service, if used, of all delivery requirements and for ensuring that the required address information appears on the outer wrapper or envelope used by such service.

Any proposal received after 3:00 p.m. (local time), (date) will not be considered and will be returned unopened.

Both the Project Proposal and the Price Proposal, if required to be submitted in a separate envelope, must be signed by an officer of the company who is legally authorized to enter into a contractual relationship in the name of the proposer, and proposer(s) must affix their company's corporate seal to both Proposals. In the absence of a corporate seal, the Proposals must be notarized by a Notary Public.

The submittal of a proposal by a proposer will be considered by the CRA as constituting an offer by the Proposer to perform the required services at the stated fees.

D. PRE-PROPOSAL CONFERENCE

A pre-proposal conference has been scheduled for _____ starting at 2:30 pm on _____ in Room 16 of City Hall located at 200 East University Avenue, Gainesville, Florida. At that time, prospective proposers or their representatives may discuss any questions pertaining to the project.

E. CONTACT PERSON

The contact person for this RFP is Fran Powell at (352) 334-5021 in Purchasing. Explanation(s) desired by proposer(s) regarding the meaning or interpretation of this RFP must be requested from the contact person, in writing, as is further described below.

To ensure fair consideration and consistent and accurate dissemination of information for all proposers, the CRA prohibits communication to or with any department, employee, or agent evaluating or considering the proposals during the submission process, except as authorized by the contact person. Additionally, the CRA prohibits communications initiated by a proposer to any department, employee, or agent evaluating or considering the proposals prior to the time an award decision has been made.

Any such communication between proposer and the CRA/City will be either 1) initiated by the City's Purchasing Division in order to obtain information or clarification needed to develop a proper, accurate evaluation of the proposal; or 2) initiated by a proposer and addressed to the contact person. Contact between a vendor with any CRA/City employee other than the contact person is grounds for disqualifying the offending proposer from consideration of award of the proposal being evaluated and/or any future proposals.

F. ADDITIONAL INFORMATION/ADDENDA

Requests for additional information or clarifications must be made in writing no later than the date specified in the RFP Timetable. The request must contain the proposer's name, address, phone number, and facsimile number. Electronic facsimile will be accepted at (352) 334-3163.

Facsimiles must have a cover sheet which includes, at a minimum, the proposer's name, address, number of pages transmitted, phone number, and facsimile number.

The CRA will issue responses to inquiries and any other corrections or amendments it deems necessary in written addenda issued prior to the Proposal Due Date. Proposers

should not rely on any representations, statements or explanations other than those made in this RFP or in any addendum to this RFP. Where there appears to be a conflict between the RFP and any addenda issued, the last addendum issued will prevail.

It is the proposer's responsibility to be sure all addenda were received. The proposer should verify with the designated contact persons prior to submitting a proposal that all addenda have been received. Proposers are required to acknowledge the number of addenda received as part of their proposal

G. LATE PROPOSALS, LATE MODIFICATIONS AND LATE WITHDRAWALS

Proposals received after the Proposal Due Date and time are late and will not be considered. Modifications received after the Proposal Due Date are also late and will not be considered. Letters of withdrawal received after the Proposal Due Date or after contract award, whichever is applicable, are late and will not be considered.

H. RFP POSTPONEMENT/CANCELLATION/WAIVER OF IRREGULARITIES

The CRA may, at its sole and absolute discretion, reject any and all, or parts of any and all, proposals; re-advertise this RFP; postpone or cancel, at any time, this RFP process; or waive any irregularities in this RFP or in the proposals received as a result of this RFP.

I. COSTS INCURRED BY PROPOSERS

All expenses involved with the preparation and submission of proposals to the CRA, or any work performed in connection therewith shall be borne by the proposer(s). No payment will be made for any responses received, nor for any other effort required of or made by the proposer(s) prior to commencement of work as defined by a contract approved by the Community Redevelopment Agency.

J. ORAL PRESENTATION

The CRA may require proposers to give oral presentations in support of their proposals or to exhibit or otherwise demonstrate the information contained therein.

K. EXCEPTION TO THE RFP

Proposers may take exceptions to any of the terms of this RFP unless the RFP specifically states where exceptions may not be taken. Should a proposer take exception where none is permitted, the proposal will be rejected as non-responsive. All exceptions taken must be specific, and the Proposer must indicate clearly what alternative is being offered to allow the CRA a meaningful opportunity to evaluate and rank proposals.

Where exceptions are permitted, the CRA shall determine the acceptability of the proposed exceptions and the proposals will be evaluate based on the proposals as submitted. The CRA, after completing evaluations, may accept or reject the exceptions.

Where exceptions are rejected, the CRA may request that the Proposer furnish the services or goods described herein, or negotiate an acceptable alternative.

L. PROPRIETARY INFORMATION

Responses to this Request for Proposals upon receipt by the CRA become public records subject to the provisions of Chapter 119 F.S., Florida's Public Records Law. If you believe that any portion or all of your response is confidential and/or proprietary, you should clearly assert such exemption and the specific legal authority of the asserted exemption. All material that qualifies for exemption from Chapter 119 must be submitted in a separate envelope, clearly identified as "TRADE SECRETS EXCEPTION," with your firm's name and the proposal number marked on the outside.

Please be aware that the designation of an item as a trade secret by you may be challenged in court by any person. By your designation of material in your proposal as a "trade secret" you agree to hold harmless the CRA for any award to a plaintiff for damages, costs or attorneys' fees and for costs and attorneys' fees incurred by the CRA by reason of any legal action challenging your claim.

M. QUALIFICATIONS OF PROPOSERS

As a part of the Proposal evaluation process, CRA may conduct a background investigation of proposer, including a record check by the Gainesville Police Department. Proposer's submission of a Proposal constitutes acknowledgment of the process and consent to such investigation.

No proposal shall be accepted from, nor will any contract be awarded to, any proposer who is in arrears to CRA/City upon any debt, fee, tax or contract, or who is a defaulter, as surety or otherwise, upon any obligation to CRA/City, or who is otherwise determined to be irresponsible or unreliable by CRA/City.

If Proposer is determined to be irresponsible or unreliable, CRA will notify Proposer of its finding, including evidence used, and allow proposer an informal hearing and the opportunity to come into compliance within three business days of notification.

N. NEGOTIATIONS

The CRA may award a contract on the basis of initial offers received, without discussions. Therefore, each initial offer should contain the proposer's best terms from a cost or price and technical standpoint.

The CRA reserves the right to enter into contract negotiations with the selected proposer. If the CRA and the selected proposer cannot negotiate a successful contract, the CRA may terminate said negotiations and begin negotiations with the next selected proposer. This process will continue until a contract has been executed or all proposers have been

rejected. No proposer shall have any rights against the CRA arising from such negotiations.

O. RIGHTS OF APPEAL

Participants in this RFP solicitation may protest RFP specifications or award in accordance with Section 41-580 of the City of Gainesville's Financial Procedures Manual.

P. RULES; REGULATIONS; LICENSING REQUIREMENT

The proposer shall comply with all laws, ordinances and regulations applicable to the services contemplated herein, including those applicable to conflict of interest and collusion. Proposers are presumed to be familiar with all Federal, State and local laws, ordinances, codes and regulations that may in any way affect the services offered.

Q. REVIEW OF PROPOSALS

Each proposal will be reviewed to determine if the proposal is responsive to the submission requirements outlined in the RFP. A responsive proposal is one which follows the requirements of the RFP, includes all required documentation, is submitted in the format outlined in the RFP, is of timely submission, and has the appropriate signatures as required on each document. Failure to comply with these requirements may deem your proposal non-responsive.

R. RECORDS/AUDIT

The Contractor shall maintain books, records and documents pertinent to performance under this Order in accordance with generally accepted accounting principles consistently applied. The CRA shall have inspection and audit rights to such records for audit purposes during the term of the contract and for three years following the termination of obligations hereunder. Records which relate to any litigation, appeals or settlements of claims arising from performance under this Order shall be made available until a final disposition has been made of such litigation, appeals, or claims.

The CRA reserves the right (at its option), and the submitting Contractor agrees, to an audit of the Contractor and related parties regarding the CRA's expenditures for the property/casualty insurance/self-insurance program and all related remuneration to the Contractor and others involved, including the tracking of funds to intermediaries, insurers, and other related expenditures.

S. INVESTIGATION OF ALLEGED WRONGDOINGS, LITIGATION/SETTLEMENTS/FINES/PENALTIES

The Community Redevelopment Agency specifically requests that responders to this document indicted in writing any investigations of wrongdoings, litigation and/or settlements, and fines or penalties (anywhere in the U.S) involving the Contractor and specific Contractors listed as projected to provide services to the CRA. You may be required to respond to questions on this subject matter.

T. OWNERSHIP AND PUBLICATION OF MATERIALS:

All reports, information, data, and other materials prepared by the Consultant pursuant to this Agreement, except those separately identified in the Scope of Services or in other written agreements between the parties, are jointly owned by the Consultant and the CRA. The CRA has the exclusive and unrestricted authority to release, publish or otherwise use, in whole or part, information relating thereto. Any re-use without written verification or adaptation by the Consultant for the specific purpose intended will be at the CRA's sole risk and without liability or legal exposure to the Consultant. No material produced in whole or in part under this Agreement may be copyrighted or patented in the United States or in any other country without the prior written approval of the CRA."

SECTION II - SCOPE OF SERVICES

A. INTENT

It is the intent of the Gainesville Community Redevelopment Agency to obtain proposals for the creation of a master plan for the area surrounding the new Depot Park. The CRA envisions a high density, mixed use urban development pattern in most, if not all of the land. The CRA is interested in determining the highest and best use for these areas once the Park has been completed. The areas surrounding the park are diverse including industrial land, commercial properties, and single family neighborhoods. The plan is envisioned to include extensive use of graphics and renderings and will require working with three of the four Redevelopment Advisory Boards and citizen and neighborhood groups.

B. MINIMUM REQUIREMENTS

The successful bidder will have the following:

1. Extensive experience master planning in urban areas
2. Knowledge of mixed use development
3. The ability to provide high quality graphics and renderings
4. Experience in dealing with the redevelopment of industrial uses.
5. Experience with high tech and innovation economies
6. Knowledge of best practices in integrating urban parks with surrounding neighborhoods
7. Extensive experience conducting community workshops and visioning activities.

SECTION III - PROPOSAL FORMAT

Instructions to proposers: Proposals must contain each of the below enumerated documents, each fully completed, signed, and notarized as required. Proposals submitted which do not include the following items may be deemed non-responsive and may not be considered for contract award.

A. FORMAT AND CONTENTS OF PROPOSAL

1. Table of Contents

The table of contents should outline in sequential order the major areas of the proposal, and all pages of the proposal, including the enclosures, must be clearly and consecutively numbered and correspond to the table of contents.

2. Project Proposals

The Project proposal is a narrative which addresses the scope of work, the proposed approach to the work, the schedule of the work, and any other information called for by the RFP which the proposer deems relevant. The proposal should also address those items listed in the Section IV A.

3. Price Proposal

The price proposal is a presentation of the proposer's total offering price including the estimated cost for providing each component of the required goods or services.

Proposers should indicate the dollar amount which will be attributed to each sub-contractor, if any.

If a prescribed format for the price proposal is appended, proposers must use it; otherwise, proposers may use formats of their choice.

Price will constitute thirty percent (30%) of the selection criteria. Proposals are not to exceed \$100,000.00

4. Qualifications

Proposers must provide documentation which demonstrates their ability to satisfy all of the minimum qualification requirements. Proposers who do not meet the minimum qualification requirements or who fail to provide supporting documentation will not be considered for award. If a prescribed format, or required documentation for the response to minimum qualification requirements is stated below, proposers must use said format and supply said documentation.

B. QUALIFICATIONS/STATEMENT OF QUALIFICATIONS

The redevelopment consulting firm or team of firms and the proposed contractor project personnell should have demonstrated experience with the following. The contractor shall be required to take all reasonable steps to ensure that they will be available to provide services throughout the project.

- ❑ Redevelopment planning in similar communities;
- ❑ Economic analysis for identifying redevelopment opportunity sites;
- ❑ Public improvements programming;
- ❑ Corridor studies;
- ❑ Urban design and landscape architecture;
- ❑ Implementing public and/or private redevelopment projects;
- ❑ Public and/or private redevelopment finance; and
- ❑ Community outreach / public presentation.

❑ SECTION IV - EVALUATION CRITERIA AND PROCEDURES

A. EVALUATION CRITERIA

Proposal evaluation involves an assessment of both the quality of the proposals and the ability of the proposers to fulfill the requirements of the RFP. The successful proposer will be the one evaluated most favorably by the evaluation.

The proposals will be evaluated to ensure that all material requirements of the Request for Proposals are met. Those proposals determined to be responsive will be further evaluated based on the following:

- | | |
|---|-----------|
| 1. Extensive experience master planning in urban areas | 30 points |
| 2. Knowledge of Mixed Use development | 10 points |
| 3. Experience with high tech and innovation economies | 10 points |
| 4. Experience in dealing with the redevelopment of industrial uses. | 10 points |
| 5. The ability to provide high quality graphics and renderings | 10 points |
| 6. Proposal price | 30 points |

B. SELECTION PROCESS

The contractor(s) will be selected from the qualified vendors submitting responses to this Request for Proposals. The selection process will be as follows:

1. Staff will review the written proposals. The evaluation process provides a structured means for consideration of all proposals.
2. Upon review and evaluation, the CRA shall request oral presentations from the top ranked vendors. During the oral presentations, the vendors shall further detail their qualifications, approach to the project and ability to furnish the required services. These presentations shall be made at no cost to the CRA.
3. Prior to final ranking of firms, the apparent top ranked vendor will be required to furnish proof to the CRA that it complies with the specifications.
4. The final ranking of firms will be based upon a combination of the written proposal scoring and the oral presentation scoring. The final ranking of firms will be presented to the CRA. The CRA will be requested to approve the recommended ranking and authorize negotiation and execution of the contract beginning with the top ranked vendor.
5. Provided that the CRA approves the ranking and an award, the Executive Director will negotiate a contract with the top ranked proposer for the provision of urban design and master planning services. Should the CRA be unable to negotiate a satisfactory contract with the top ranked vendor, negotiations will be terminated with that proposer and negotiations will be initiated with the second most qualified proposer, and so on until a satisfactory contact is negotiated.

SECTION V - GENERAL PROVISIONS

A. CONTRACT AWARD

The award(s), if any, shall be made to the proposer(s) whose proposal(s) shall be deemed by the CRA to be in the best interest of the CRA. The decision of the CRA of whether to make the award(s) and which proposal is in the best interest of the CRA shall be final.

The Contract to be entered into with the successful proposer will designate the successful proposer as the CRA's Contractor and will include, but not be limited to, the following terms and conditions.

B. GENERAL TERMS AND CONDITIONS

Following are the General Terms and Conditions, supplemental to those stated elsewhere in the Request for Proposals, to which the Vendor must comply to be consistent with the requirements for this Request for Proposals. Any deviation from these or any other stated requirements should be listed as exceptions in a separate appendix of the proposal.

1. Public Entity Crimes. Section 287.133 (2)(a), Florida Statutes, contains the following provisions: "A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity, in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list."
2. Tie Bids. Whenever two or more bids which are equal with respect to price, quality and service are received, preference shall be given in the following order: (1) Bidders submitting the attached Drug-Free Workplace form with their bid/proposal certifying they have a drug free workplace in accordance with Section 287.087, Florida Statutes; (2) Bidders certified as a Disadvantaged Business Enterprise; (3) Bidders determined to be a Small Business Enterprise; (4) Bidders located within the City of Gainesville; (5) Bidders located within Alachua County; and (6) Bidders located within the State of Florida. In the case where Federal funds are being utilized, articles 4, 5 and 6 will not apply.
3. Indemnification. The Contractor shall agree to indemnify and save harmless the CRA, its officers, agents, and employees, from and against any and all liability, claims, demands, fines, fees, expenses, penalties, suits, proceedings, actions and costs of action, including attorney's fees for trial and on appeal, of any kind and nature arising or growing out of or in any way connected with the performance of the contract

whether by act or omission or negligence of the Contractor, its agents, servants, employees or others, or because of or due to the mere existence of the Contract between the parties.

4. Insurance. Insurance coverage acceptable to the CRA may/shall be required.
5. Sovereign Immunity. Nothing in the executed contract shall be interpreted that the CRA waives its sovereign immunity granted under Section 768.28, Florida Statutes.
6. Term. The term of the contract will commence upon final execution and will continue for one year, subject to funding in subsequent fiscal years. At the end of the contract period, upon satisfactory performance, the CRA, may at its option, negotiate and extend the contract for two (2) additional one (1) year periods.
7. Termination. The contract will provide termination by either party without cause upon 30 days prior written notice to the other party. In the event of termination, the Contractor will be compensated for services rendered up to and including the day of termination, less appropriate deductions for duplication “mobilization costs: of a replacement contractor, if termination is initiated by the contractor.
8. Applicable Law. The contract and the legal relations between the parties hereto shall be governed and construed in accordance with the laws of the State of Florida. Venue in the courts of Alachua County, Florida.
9. Joint Bidding/Cooperative Purchasing Agreement: All bidders submitting a response to this invitation to bid agree that such response also constitutes a bid to all State Agencies and Political Subdivisions of the State of Florida under the same terms and conditions, for the same prices and the same effective period as this bid, should the bidder deem it in the best interest of its business to do so. This agreement in no way restricts or interferes with any State Agency or Political Subdivision of the State of Florida to rebid any or all items.

DRUG-FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that

_____ does:
(Name of Business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

Bidder's Signature

**GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY
PURCHASING DIVISION SURVEY
BID INFORMATION**

RFP #: CRAX-060303-FP

DUE DATE: _____

SEALED PROPOSAL ON: Master Plan Services for Areas Surrounding Depot Park

IF YOU DO NOT BID

Please check the appropriate or explain:

- | | | |
|-------|-----|--|
| _____ | 1. | Not enough bid response time. |
| _____ | 2. | Specifications not clear. |
| _____ | 3. | Do not submit bids to Municipalities. |
| _____ | 4. | Current work load does not permit time to bid. |
| _____ | 5. | Delay in payment from Governmental agencies. |
| _____ | 6. | Do not handle this item. |
| _____ | 7.0 | Other: _____ |

Company: _____

Address: _____

Are you a minority business? yes _____

no _____

RFP (09/22/03)

Rev. local pref. 10/1/04;7/25/05;10/05

This form Document No. P04-213 is a legal instrument approved by the City Attorney. Any deviations from its intended use should be authorized by the City Attorney

Mao of the Depot Park Area Master Plan Area

