



February 3, 2017

Ms. Dawn Blobaum, AIA  
Assistant City Manager  
Town of Davidson, N.C.  
216 S. Main Street  
Davidson, NC 28036

**Re: Architectural and Planning Design Services for Davidson Public Facilities Phase One**

Dear Dawn:

Creech & Associates is pleased to provide this proposal for architectural and master planning services for the phase one scope relative to the proposed additions and renovations to the existing Town Hall. The following is our general understanding of the project scope.

- The design story involves a study of the existing Town Hall and adjacent parcels to determine the best approach for growth of Town Hall, the Police Department, Fire Station One, and some new programs being offered to the Town.
- The Town desires to offer an open and engaging process that allows multiple opportunities for sharing and feedback from staff, the Steering Committee, the Board of Commissioners, various stakeholders, and the citizens.
- The process will be divided into 4 main components; space needs assessment, architectural and site concept development, parking strategies, and the associated meetings.
- The intent is to navigate and complete this process positioning the Board of Commissioners to make a decision on the project moving into design documentation at the May 9<sup>th</sup> meeting.

Main components of the scope of work and their associated fees include the following:

**MAJOR TASK 1: Space Needs Assessment**

- Survey Vehicle:** The design team will prepare a customized survey in an interactive PDF format for each department within Town Hall. Department heads can either distribute to each employee or gain consensus and provide one survey response per department. Surveys for public spaces such as the board room will be distributed to appropriate users including the board.
- Town Provided Assessment:** The design team will utilize information provided by the Town as part of an in-house evaluation of space needs as a piece of context for discussions with staff.
- Interviews:** The design team will meet with each department head and key staff members to review the survey responses and understand internal working strategies unique to each department. Interviews will be conducted in each respective department so tours of the space by staff can be provided.
- Forecasting and Space Standards:** The design team will receive historical data from the Town to inform growth indicator metrics to anticipate growth. Data will be requested for the

previous 10 years and will create a forecast for staff growth to account for the next 20 years. We will work with staff to customize space standards based on standard office sizes and other key spaces based on capacity and function.

- E. **Program of Spaces:** The design team will create and develop a comprehensive list of each space required for current and future staff to function effectively. Emphasis will be placed on ways to share and utilize space efficiently and provide flexibility for change as programs evolve. The net areas required will be used to generate gross floor areas of each department that will be used as the foundation for the building design concepts.

**Total Lump Sum Fee for Space Needs Assessment ..... \$32,000.00**

## **MAJOR TASK 2: Architectural and Site Concept Development**

We will develop various site and architectural development strategies that address the preferred scenarios requested by the public, the steering committee, and the Town Board. These strategies will address site selection, parking, mobility, and public space immediate to the town hall, along with placement of new buildings and additions and renovations to existing. We will refine these options through the process and incorporate these into the final master plan and conceptual design. We assume that one of the primary goals is to create new public spaces that best serve the Town's needs. Such spaces will likely include both formal spaces for human use and programming as well as informal spaces appropriate for public art and landscaping.

- A. **Information Gathering:** One representative from each firm will participate in meetings with Town staff and related parties to help collect all relevant data necessary to inform the design team of the site. These meetings will be held during a 1 day period and include interviews and focus groups that include representatives of the Farmer's Market.
- B. **Site Design:** The design team will develop 3 different concepts for locating the program on the site. This may include a free-standing 3 story building with various locations. Options will be refined following the various work sessions. We will have no more than 3 viable alternatives prior to Public Workshop #2. The design team will prepare conceptual drawings to scale that illustrate the building footprints, parking areas, sidewalks and pedestrian pathways, landscape areas, and public space.
- C. **Architectural Design:** The design team will utilize the program of spaces to create the sizes of each building component and evaluate 3 options for spatial organization through plan and stacking diagrams. These options will parallel the 3 master plan concepts. Massing studies will be provided on 2 of these options to establish scale and will be created in the built context of the site using Sketch Up and Google Earth technology. The final option selected by the various boards and committees will be developed into preliminary floor plans diagrams, elevation studies, and building renderings to convey the selected concept.

**Total Lump Sum Fee for Architectural and Site Concept Development ..... \$94,000.00**

## **MAJOR TASK 3: Parking and Mobility Strategy**

Using the Comprehensive Parking Study prepared in 2010-2011 as a base, we will update its assumptions and data, update the five and ten year projections of needs, and review and refine its

recommendations. We will also review and make recommendations regarding the mobility network in and around the vicinity of the town hall including vehicular, transit, bicycle, and pedestrian. We will also evaluate the use of new technologies in managing the parking supply and providing mobility to the area.

- A. **Update Parking Demand and Supply Data:** We will update the baseline data consistent with the methodology of the previous study and present all collected information into tables and maps as appropriate. We will update all demand data based on current tenancy and future land use based on approved plans. This includes:
  - 1. **Parking Supply:** Field verify and validate the parking data collected and documented in the 2011 Parking Study.
  - 2. **Parking Occupancy:** Verify percent occupancy for daytime (off peak period) as well as evening for one day.
  - 3. Field verify Public vs. Private parking facilities
  - 4. Loading, delivery and unloading zones
  - 5. Review of parking signage (directional/location)
  - 6. Review of parking management and enforcement
- B. **Evaluate Previous Recommendations:** We will review all previous recommendation in the 2011 study and make recommendation for the amendment, refinement, and/or implementation as appropriate.
- C. **Evaluate Impact of Technology on Parking and Mobility Needs:** We will evaluate current and expected technologies for parking management, shared mobility, and autonomous transportation for their relevance to serving downtown Davidson, and specifically the area within a ¼ mile of town hall.
- D. **Evaluate Need for Structured Parking:** Based on the results from the tasks above, we will make a recommendation regarding the need and, as appropriate, the location for any structured parking facilities. All recommendations will include cost data in 2017 dollars and will also include qualitative opportunity costs for implementing various strategies.
- E. **Presentation of Findings and Recommendations:** We will present our findings to the Town Board and Steering Committee only after we have first reviewed our results and recommendations with the Town Planning staff.
- F. **Final Document:** We will prepare a technical document that summarizes the results of this task and includes all relevant data that supports the proposed recommendations which will include policy measures that help towards the implementation of the plan recommendations and vision relative to parking needs and public policy. This may include the use of technology relative to parking availability and pricing (if applicable), wayfinding, and other strategies/policies to help maximize underutilized parking facilities and future parking demand.

**Total Lump Sum Fee for Parking Strategies .....\$32,000.00**

**MAJOR TASK 4: Attendance and Preparation for Meetings**

We will lead a series of public workshops, steering committee meetings, and discussions with the Town Board of Commissioners. The subtasks associated with this work effort include the

preparation of all printed and digital materials necessary for effective workshops and meetings, the facilitation of public dialogue – both in a public forum as well as online, and the filtering and analysis of all collected information into useful data to inform the proposed strategies.

- A. **Steering Committee Meetings (3):** One representative from each firm will participate in up to three steering committee meetings beginning in January.
- B. **Public Workshop #1:** We will prepare all relevant workshop materials including site analysis information, a PowerPoint presentation, workshop collateral, and public engagement exercises. Four designers will be present at the workshop including Principals, Architects, a Landscape Architect, and an urban designer. Following the workshop, we will summarize the results into a briefing document for presentation to the Town staff and Steering Committee. The key elements of the workshop to be prepared is as follows:
  1. **Presentation:** The purpose will be to introduce the team, the process, and review previous efforts and differentiate them from this one.
    - a) Team Introduction
    - b) Brief History of Planning in Downtown Davidson (by staff)
    - c) Overview of Workshops and Goals
    - d) Workshop 1 Goals
  2. **Station Exercises:** After the presentation we will set up stations for the public to provide direct feedback on several issues at a high level. Stations will consist of a large board or a table of information with a facilitator or two at each table. The list below is a suggested list of the key topics to cover.
    - a) The Things that Make Davidson Great
    - b) Architectural Character and Scale
    - c) Town Hall Site Planning Options
    - d) Parking
    - e) Farmers Market
    - f) Community/Civic Space Needs
- C. **Public Survey #1:** We will prepare an online survey to provide an additional venue for public feedback consistent with exercises at the public workshop. We will provide a link to the Town for dissemination to its distribution lists. The results of the survey will summarized and provided to the Town.
- D. **Public Workshop #2:** We will prepare all relevant workshop materials including documentation of alternatives, a PowerPoint presentation, workshop collateral, and public engagement exercises. Three designers will be present at the workshop including Principals, Architects, and a Landscape Architect. Following the workshop, we will summarize the results into a briefing document for presentation to the Town staff and Steering Committee. The key elements of the workshop to be prepared is as follows:
  1. **Presentation:** We will present the following materials:
    - a) Review of Workshop I
    - b) Goals of Workshop II
    - c) Building Program Review
    - d) Discussion of Potential Precedents (Historical and Contemporary)
    - e) Exploration of Preferred Site and Building Options

- f) Preliminary Floor Plan Diagrams
- g) Building Mass Model Studies

2. Facilitated Exercise:

- a) Visual Preference Survey
- b) Site/ Building Planning Option—Mass and Scale – using physical models/ Legos/ 3D printed pieces/ digital media
- c) Questions and answers with the Design Team
- d) Boards of the various options for “Dotmocracy” voting

- E. **Public Survey #2:** We will prepare an online survey to provide an additional venue for public feedback consistent with exercises at the public workshop. We will provide a link to the Town for dissemination to its distribution lists. The results of the survey will be summarized and provided to the Town.
- F. **Commissioner Work Sessions (2):** We will participate in 2 Board workshops and prepare materials relevant to each meeting. The format for the second work session will allow for public comment at the close of the meeting.

**Total Lump Sum Fee for Attendance and Preparation for Meetings ..... \$60,000.00**

**TOTAL LUMP SUM FOR ALL PHASE 1 SERVICES ..... \$218,000.00**

If staff or the Board determines a third public workshop is required to best facilitate input, the design team will provide a separate fee to prepare and facilitate, and potentially make revisions.

If the preferred concept resulting from the Phase 1 process is carried forward into Phase 2 services, a portion of the Phase 1 fee will be applicable to Phase 2.

All reimbursable expenses incurred during the full course of the project for printing, plots, mailing, overnight mail, couriers, photography, color copying, travel and communications, etc. will be billed monthly as they occur at 1.10 times actual costs.

Additional and Hourly Services and are available at the following hourly rates:

Managing Principal	\$250.00
Senior Designer/Associate/Team Leader	\$210.00
Project Architect	\$200.00
CAD/Technical	\$165.00

If you have any questions regarding our proposal, please feel free to contact us. We are available to begin work immediately and upon notice to proceed we will prepare a standard AIA contract.

Again, thank you for your consideration.

Very truly yours:

**Creech & Associates, PLLC**

A handwritten signature in black ink, appearing to be 'RJM' followed by a long horizontal flourish.

Senior Associate

Accepted:

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Ms. Dawn Blobaum  
Town of Davidson, N.C.