



CALLED COUNCIL MEETING AGENDA

Saturday, August 20, 2022 at 9:00 AM

Council Chambers

1. CALL TO ORDER

2. MAYOR AND COUNCIL ITEMS

- A. Gate Repair - Lee Byrd Road - \$10,805.22
- B. Gate Repair - Insurance Reimbursement - Gate hit by a Septic Hauler and their insurance is reimbursing the cost of repair - \$8,712.54
- C. Transportation Updates
- D. Detention Pond - Requirement Discussion
- E. Main Street Director - Update
- F. Planning / Management Firms / Update
- G. Town Green Discussion / Update

3. ADJOURNMENT

*Denotes Non-Budgeted Items subject to Reserve Funds

The Mayor and Council may choose to go into executive session as needed in compliance with Georgia Law.

The City of Loganville reserves the right to make changes to the agenda as necessary. Any additions and/or corrections to the agenda will be posted immediately at City Hall.



ESTIMATE

Date: 8/17/2022

LARRY'S FENCE & ACCESS CONTROL LLC
1007 MILL RIDGE DRIVE - MONROE, GA. 30655
LARRY CARNES - OFFICE: 770-267-9360 - MOBILE: 678-409-2421

To: CITY OF LOGANVILLE

Salesperson	Job Name	Payment Terms	Due Date
Larry Carnes	FRONT GATE	Upon completion	

Description	Price
<u>REPLACE:</u> 1 - 20' X 6' Black aluminum cantilever slide gate	\$10,805.22
Payment as follows: Total balance due upon completion. Price good for 30 days from date of quote.	

Quotation prepared by: **LARRY CARNES**_____

Allow approx. 3 to 4 weeks for delivery of gate. Payment as follows: One half of total installed price to be paid upon signing of contract and balance due upon completion of work listed in estimate.

To accept this quotation, sign here and return: _____

Thank you for your business!

LARRY'S FENCE & ACCESS CONTROL LLC 1007 MILL RIDGE DRIVE - MONROE, GA. 30655. Phone OFFICE: 770-267-9360 - MOBILE: 678-409-2421 - EMAIL: larry@larrysfence.com - WEB SITE: www.larrysfence.com



ESTIMATE

Date: 8/17/2022

LARRY'S FENCE & ACCESS CONTROL LLC
1007 MILL RIDGE DRIVE - MONROE, GA. 30655
LARRY CARNES - OFFICE: 770-267-9360 - MOBILE: 678-409-2421

To: CITY OF LOGANVILLE

Salesperson	Job Name	Payment Terms	Due Date
Larry Carnes	BACK GATE	Upon completion	

Description	Price
REPLACE: 1 – 24' x 6' Aluminum cantilever slide gate	\$8,712.54
Payment as follows: Total balance due upon completion. Price good for 30 days from date of quote.	

Quotation prepared by: **LARRY CARNES**_____

Allow approx. 3 to 4 weeks for delivery of gate. Payment as follows: One half of total installed price to be paid upon signing of contract and balance due upon completion of work listed in estimate.

To accept this quotation, sign here and return: _____

Thank you for your business!

LARRY'S FENCE & ACCESS CONTROL LLC 1007 MILL RIDGE DRIVE - MONROE, GA. 30655, Phone OFFICE: 770-267-9360 - MOBILE: 678-409-2421 - EMAIL: larry@larrysfence.com - WEB SITE: www.larrysfence.com

Loganville Design Charrette

8.11.22



August 11, 2022

Mr. Branden Whitfield
Loganville City Council
Chairman Economic Development Committee
770-668-6564
bwhitfield@loganville-ga.gov

Subject: Loganville Main Street District Mini Design Charrette Proposal

Dear Mr. Whitfield:

Project Understanding

We understand that the City of Loganville is interested in the opportunity for a Mini-Design Charrette to address city priority issues of redevelopment in the Main Street District. Following the charrette, the City is interested in implementation services to see the redevelopment opportunity achieved. Sizemore Group is honored to provide the following proposal that outlines our mini-design charrette process and associated fees. We welcome the opportunity to assist the City of Loganville.

Our Mini Design Charrette Approach:

Our Mini Design Charrette quickly tests ideas and plants the seeds of solutions by offering that first step toward progress and advancement of an idea. Our knowledgeable and creative MDC teams include highly trained professional Planners, Designers and Architects able to offer integrated ideas toward your organization’s higher purpose, all in a manner that can be completed that day. More information on the MDC process is provided in Attachment B. Following are the steps recommended to achieve a successful MDC. Step 6 provides more information on post-charrette implementation services.

Step 1. Client Kick-Off and Goal Setting – A goal setting session with the client will kick-off this exciting process. We will meet with the client for a 2-hour session to discuss vision, goals, aspirations, and what will help make this a successful process.

Step 2. Stakeholder Interviews – We will work with the City to identify key stakeholders to interview to help us best understand the study area - constraints, issues, and opportunities, as well as experts in implementation. Interviews are proposed to occur over a 1-day period and be conducted virtually.

Step 3: Preparation for the Charrette – we will coordinate with the City to receive base information, images of the study area, plans of existing utilities, topography, historic sites, sacred grounds, streams, wetlands, land use, zoning, and other features that may affect the planning process. The Sizemore team will prepare base information for the charrette. This includes analyzing data, case studies, program elements and preparing the charrette agenda.

Step 4. Mini-Design Charrette (1-Day) – The following planning team members will attend the charrette:

- Bill de St. Aubin (CEO, Sizemore Group – Architecture and Planning)
- Deanna Murphy (Director of Planning, Sizemore Group – Architecture and Planning)
- Nick Miller (Planner/Project Manager, Sizemore Group – Architecture and Planning)
- Nishant Ostwal (Planner/Urban Designer, Sizemore Group – Architecture and Planning)

Step 5. Post Charrette – At this stage, Sizemore Group will refine the site plan as developed during the charrette. Sizemore will create a PowerPoint with images/graphics developed during and post the charrette. Up to 2 revisions to the site plan will be provided.

Add Alternative: Step 6. Economic Development On-Call Services – Following the charrette process, Sizemore Group will provide implementation services to redevelopment of city owned property in downtown. Specifically, our team will develop a strategic plan towards implementation of downtown redevelopment; guide the city and assist in implementing programs, incentives, grants and other tools (local, state, and federal) to attract development to downtown; network and coordinate meetings/visits/ events with the development community to engage the right development team; assist in creation of RFP/RFIs as appropriate. This is proposed to be accomplished with a monthly allowance, inclusive of 35 hours per month. Implementation services are renewable every 3 years.

Fees

Step 1. Client Kick-off and Goals Setting	\$1,500
Step 2. Stakeholder Interviews	\$5,000
Step 3. Preparation for Charrette	\$5,000
Step 4. Mini-Design Charrette	\$7,000
Step 5. Post Charrette	\$6,000
TOTAL Steps 1-5	\$24,500
Add Alternative: Step 6. Implementation	\$5,000/month

Value Add Services/Additional Fees:

1. Market Analysis
2. Specialty Consultants
3. Additional Meetings
4. Additional hourly implementation services
5. Program Management (fee as a percentage of development value)
6. Development Services (in particular on city owned property)
7. Additional economic development services

Reimbursable

Reimbursables include mileage, food, lodging, printing, etc. Reimbursable are not included in the above fee.

Schedule – MDC is estimated at 1 month. Implementation services are estimated at 3 years.

If the terms of this agreement are acceptable to you, please indicate your acceptance by signing below and return one original copy to Sizemore Group with a retainer check of \$5,000.

Please feel free to contact us if you have any questions. Sizemore Group appreciates the opportunity to submit this proposal and we are ready to start work. Thank you again for this exciting opportunity. We are open to alternative approaches to alter our services with your resources and aspirations.

Thank You,
Sizemore Group

William J. de St. Aubin, AIA, LEED AP
CEO

City of Loganville

Attachment A

Terms and Conditions

Reimbursable expenses will be billed at 1.1 times cost and include reproduction cost, GIS Data, travel (food, lodging, mileage).

Our invoices are billed monthly on an hourly basis or as a percentage complete for the fixed fee rate as described herein. Invoices are due within 30 days of receipt. A late payment will be assessed at one and one-half (1.5%) per month. Payment not received within 90 days will result in a lien.

We will utilize the standard AIA Contract Document for Architectural services. Upon completion we will provide complete architectural services for 7% net architectural services dependent on the size and complexity of the project.

Proposed Net Fees – Net fees include work performed by Sizemore Group under current scope and within our area of expertise as Architects, Planners, Interior Designers and Project Managers.

Our team includes market analysis and landscape experts to contribute to our team's expertise as needed for the specifics of this project.

Additional Services in scope of work as needed:

- Design Guides
- Project Management
- Re-zoning support
- Additional Meeting's with City, County and other outside groups
- Professional Watercolor (add \$2,500 per rendering)
- Civil Engineering
- Market Analysis
- Landscape Architecture
- Building Engineers
- Detailed Building Programing and Pricing
- Legal Counsel
- Traffic Engineering
- Detailed Costing Services
- Sustainable certifications
- Additional types, sketches and scope changes out of sequence
- FF&E
- Tenant Layout and Design Services
- Detailed Interior Design
- Land Survey
- Environmental Testing and Surveys
- Building Engineers
- Specialty Consultants like kitchen, lighting, acoustic, FF&E, Audio Visual
- Detailed 3D printed models, renderings, or animation
- Additional client/stakeholder meetings beyond meetings identified above

Attachment B

MDC - Mini-Design Charrette



Context: Many clients have aspirations, issues and concerns that they'd like to address, yet don't have the time or capital to delve deeply into the issue, identify problems, and work with a consultant for months to discover potential solutions. Without the time to delineate a potential opportunity, acquiring implementation resources can be very difficult. The process just to hire a highly qualified Professional to conduct a detailed study is often time consuming and prohibitive.

Examples: A City Deputy has a park with an old house they are curious to see if they could turn into an events facility through adaptive re-use. A City manager has 7 acres for a fire station and wonders if they could locate the City Hall, Public Safety and Municipal Courts on the site in a manner to foster a New Town Center, which would be a huge benefit to the city. A college campus dreams about different sustainable systems and wonders what options will best suit their needs. Another campus has traffic flow, parking and image issues at the intersection of two adjoining campuses and wonders how it could work better. A community wishes someone would review a development proposal to develop options more compatible with the surrounding neighborhood and design guides. A CEO imagines what would be possible if they had a more inviting entrance and an adjacent Innovation Center. A Community Improvement District wishes they had a quick concepts sketch for an inviting trail head facility.

Finding full funding within procurement constraints and building support to move forward with these initiatives is often a challenge given competing interests for time and money. Many of these projects may get pushed aside for other low-hanging fruit activities or the day to day grind.

Our Innovative solution: We now offer, for a fraction of the normal time and funds, a one day Mini-Design Charrette (MDC) to bust through operational barriers to help organizations quickly test ideas and plant the seeds of solutions by offering that first step toward progress and advancement of an idea. Our knowledgeable and creative MDC teams include highly trained professional Planners, Designers and Architects able to offer integrated ideas toward your organization's higher purpose, all in a manner that can be completed that day.

Our MDC Approach begins with understanding the client's goals, concerns and aspirations as well as the facts surrounding the situation. We will work with you to identify potential stakeholders to involve, and what funding sources may be available for implementation. We will then analyze the available facts and explore alternatives to meet your needs and aspirations. Often, more ideas will be developed than can possibly be implemented or funded. We will then help set priorities within known funding requirements to chart a path forward. Throughout the day, our process will uncover challenges and outstanding issues. All of the above will be documented in a Power Point deliverable at the end of the day. A sample one day MDC, as tailored for a client, is attached.

MDC results can be used to attract implementation funds and inspire follow up steps. These small MDC moves also show stakeholders how serious the organization is about positive change.

When ready, we highly recommend that you share your dreams and challenges with us and engage Sizemore Group in a one day MDC to advance your organization today!

Attachment C

Firm Profile, Resumes, and Case Studies



Sizemore Group is dedicated to sustainable architecture that serves the common good and sparks inspiration and motivation. The Atlanta-based architecture and planning firm is uniquely designed to lead projects from conception to completion, with services including planning, community engagement, placemaking, visual programming, facilities assessment, new building design, renovations/additions/reuse, and interior design. With a multifaceted team of experienced project managers and tenured design principals, Sizemore Group has the unique ability to provide a personalized and tailored approach to reflecting the client's vision while maintaining traditional principals rooted in the fundamentals of design.

We specialize in projects that improve communities across the nation (such as town centers, K-12 education, higher education, civic, and religious facilities) and has designed many notable spaces and places that seamlessly integrate into the fabric of communities improving its quality of life.

Bill de St Aubin, AIA

Principal in Charge



William de St Aubin, ‘Bill’ is the CEO of Sizemore Group and leads the charge in business development at Sizemore Group complex sustainable environments. His process is to collaborate in an open manner with multi-disciplined teams to assure aspiring sustainable projects and studies are completed within constraints of the market. He directs each project or town plan to realize the highest aspirations of the community. The results are sustainable environments which provide a sense of heritage, civic pride and stronger sense of community. Often these projects and studies are catalysts for the redevelopment of an entire urban/suburban district. A partial list of his experience follows.

President
Lambda Alpha
International Atlanta
Chapter – 2020-2021
Founder CNU Atlanta
Chapter
SPLOST Oversight
Committee Cobb
County
2021

Guest Speaker:
Georgia Institute of
Technology – KSU,
ULI,
CNU, GPA, APA,
Georgia
Forestry Association

- AeroATL Greenway Plan (AWARD WINNER)
- Alpharetta 10-Year Master Plan
- Cherokee County Bells Ferry Corridor LCI Master Plan
- City of Adairsville Master Plan
- City of Atlanta / Cobb County Hollowell-Veterans Memorial Corridor LCI Master Plan
- City of Atlanta Greenbriar Mall Town Center LCI Update
- City of College Park Six West Master Plan
- City of College Park Activity Center LCI
- City of East Point City Hall Master Plan and Design
- City of East Point LCI Master Plan
- City of Forsyth LCI Master Plan
- City of Kennesaw Town Center LCI Master Plan (AWARD WINNER)
- City of Marietta – Envision Marietta LCI Update
- City of Peachtree Corners Arts & Culture Master Plan
- City of Sandy Springs Roswell Road Corridor LCI Master Plan
- City of Smyrna Spring Road and Concord Road LCI Master Plans
- City of Woodstock Highway 92 Corridor LCI Master Plan
- Clayton County Mountain View Master Plan
- Clayton County Old Dixie Master Plan
- Crabapple Master Plan
- Cumberland CID TOD Framework Master Plan (AWARD WINNER)
- DeKalb County Medline LCI Master Plan (AWARD WINNER)
- DeKalb County Stonecrest Master Plan (AWARD WINNER)
- DeKalb County Town Center LCI Master Plan
- Duluth Town Center Master Plan (AWARD WINNER)
- Etowah Master Plan
- Fairburn Creative Placemaking Master Plan
- Fort Mac LCI & Tyler Perry Studios Master Plan (AWARD WINNER)
- Fulton County Public Art Master Plan
- Jimmy Carter Boulevard LCI Corridor Master Plan
- Johns Creek Town Center Master Plan
- Perimeter Center CID’s 10 year LCI Master Plan Update
- Town Center Area CID LCI Master Plan
- Tucker-Northlake CID LCI Master Plan

Deanna Murphy, AICP

Director of Planning & Urban Design



Deanna Murphy is an urban designer, planner, and architectural designer who has been working to enhance our cities through community-oriented place-making and sustainable design over the last 18 years. Her experience in the private, non-profit, and public sectors including a variety of positions within the Georgia Conservancy, and the City of Atlanta has given Deanna a thorough understanding of the complexities and the priorities of municipalities. Deanna’s ability to discover creative solutions to complex problems for clients is reflected in her capability to lead and manage a project team and its efforts to complete a project within budget and time constraints without reducing the quality of design. Deanna’s passion for tactical urbanism led her to become the co-founder of PopATL, a tactical urbanism brain-trust that works to create excitement and possibilities through temporary installations that highlight ways to improve our “everyday” spaces.

EXPERIENCE

18 years

EDUCATION

Master of Architecture

Master of City & Regional Planning

Georgia Institute of Technology, Atlanta, GA,

Bachelor of Science in Architecture

University of Michigan, Ann Arbor, MI

LEADERSHIP

2016 and 2021 alumni of Art Leaders of Metro Atlanta (ALMA)

2019 alumni of ULI Center for Leadership (CFL).

MEMBERSHIPS

American Planning Association

Georgia Planning Association

Select experience includes:

- AeroATL Greenway LCI Plan (AWARD WINNER)
- Atlanta Regional Commission Community Development Assistance Program, On-call Planner
- City of Adairsville Master Plan
- City of Atlanta District 12 Neighborhood Plan
- City of Atlanta Greenbriar LCI
- City of Atlanta Greenbriar Mall Town Center LCI Update
- City of Bremen I-20/US27 Corridor Study
- City of College Park Airport City Master Plan
- City of College Park Six West Master Plan
- City of Fairburn Redevelopment Plan
- City of Hapeville Comprehensive Plan Update & LCI Master Plan (AWARD WINNER)
- City of Kennesaw Town Center LCI Master Plan (AWARD WINNER)
- City of Marietta – Envision Marietta LCI Update
- City of Peachtree Corners Arts & Culture Master Plan
- City of Smyrna Spring Road and Concord Road LCI Master Plans
- City of Woodstock Highway 92 Corridor LCI
- DeKalb County Medline LCI Master Plan (AWARD WINNER)
- DeKalb County Stonecrest LCI Master Plan (AWARD WINNER)
- Etowah Master Plan
- Fairburn Creative Placemaking Master Plan
- Fort Mac / Oakland City LCI Master Plan (AWARD WINNER)
- Jimmy Carter Boulevard LCI Corridor Master Plan
- Reimagine Greenbriar LCI Major Plan Update
- Smyrna Spring Road Corridor LCI Master Plan
- Town Center Area CID (TCACID) LCI Master Plan Update
- Tucker-Northlake CID LCI Master Plan
- Tyler Perry Studios Master Plan

Nishant Ostwal

Urban Designer



Nishant is an Urban Designer who mastered his skill in Chicago, Illinois where he began to assist Sizemore Group until relocating to Atlanta. Nishant brings 5 years of experience and a background that includes first-hand knowledge in the planning of the landscape for high-end healthcare data centers. Nishant has become an integral member of the Sizemore Team where he shares his mastery and technical ability to use Revit, a widely used design software. Nishant has used REVIT to create more efficient and productive workflows for his team and received high marks of recognition within his company and amongst peers. Relevant experience includes:

EDUCATION

Bachelor Of Architecture
Aayojan School of Architecture,
Jaipur, India

Master of City Design,
University of Illinois,
Chicago 2020

- Atlanta Public Schools - Master Planning *
- Lilburn LCI - Community Development and Master Planning *
- Facebook Data Center, Dekalb County, Il. - Worked On the Construction and Management Documents. On-site Training and Assessment Of Constructional Products.
- University Of Washington, St. Louis - Construction Documents and Management of Architectural Programming.
- Northwell Hospital, New York - Architectural Coordination and BIM Support
- Amazon Grocery Stores, Multiple Locations - Planning and Construction Documents.
- Mercy Hospital, St. Louis, MO - Construction Management And Documents.
- UIC Health, Chicago, IL - Architectural Renovation.
- Lucid Motors Showroom, Chicago, IL - Design and Programming.
- Museum of Modern Art, New York

**Most recent projects with Sizemore Group*

Nathaniel Miller, MPP, LEED GA Planner



Nathaniel Miller is a planner with four years of experience with community engagement, drafting reports, planning assessments & comprehensive plans through extensive research, data analysis, and technical writing. He has previously worked with the Atlanta Regional Commission as a community planner and most recently as the Visibility Operations Manager and Deputy Campaign Manager for recent congressional and senate campaigns.

Experience includes:

- Clarksville Mixed-Use Community Development
- Norcross Buford Highway Master Plan
- City of Washington Wilkes Feasibility Study
- Clarksville Mixed-Use Community Development
- Norcross Buford Highway Master Plan
- City of Washington Wilkes Feasibility Study
- Atlanta Regional Commission Community Development Assistance Program (CDAP) – Technical Assistance Support
- Beltline Subarea 4 Master Plan Update

Additional Experience *prior to joining Sizemore Group:*

EDUCATION

Georgia State University
– Andrew Young School
Of Policy Studies
Atlanta, GA
Master of Public Policy,
Urban Planning & Policy

Furman University
Greenville, SC
Bachelor of Arts,
Politics & International
Affairs, Urban Planning

ATLANTA REGIONAL COMMISSION – Assisted implementation of the following community planning projects:

- Clayton County 2019 Comprehensive Plan Update
- Aerotropolis Landuse Study
- Douglas County Zoning Audit CAP Local Story
- Metro Atlanta Regional Housing
- East Point Zoning Overlay Rewrite
- Stone Mountain Parking Inventory
- Town of Tyrone Zoning Assessment
- Chattahoochee Hills Stormwater Management
- Hapeville Parking Assessment

City of Alpharetta

TEN YEAR MASTER PLAN

Sizemore Group was commissioned by the City of Alpharetta to provide a Master Plan for the downtown district that promotes Alpharetta as a green, pedestrian-friendly place with community gathering areas. The community preference reflected in the Master Plan was to maintain the Alpharetta Town Center as a vibrant, dynamic place with a viable economic mix and recipe for Smart Growth.

The solution was a plan that is based on community design charrettes with the flexibility to accommodate decision making and future goals. The catalyst for the Master Plan is the private/public City Hall, Retail, Housing and Parking complex under development. The solution was to create multiple districts each with a mix of use, a distinct green space with fountain and tree-lined streets.

Project Location:

Alpharetta, Georgia

Project Scope:

212 acres

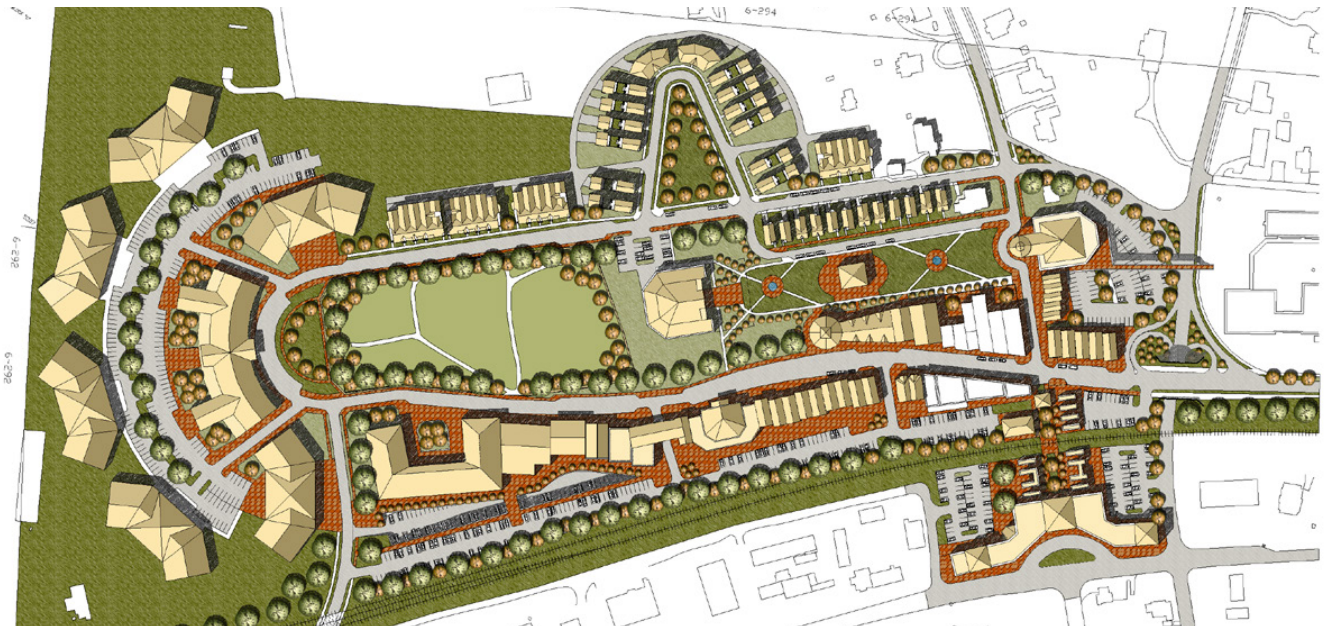
Services:

- Physical Master Planning
- Site Assessment
- Market Analysis
- Character Preference Survey
- Public Hearings
- Implementation
- Traffic Calming
- Streetscapes



City of Duluth

FESTIVAL CENTER AND TOWN GREEN



Nestled in Gwinnett County in Northeast Georgia, Duluth was experiencing the economic benefits due to its close proximity to the thriving metropolis of Atlanta. However, with its downtown virtually extinct, Duluth was in dire need of an identity.

Sizemore Group was hired to Master Plan and Design a new Town Center that included a new Amphitheater, City Hall and Law Enforcement Facility.

The Pavilion was designed for community events, concerts and theater productions. Two community rooms flank the stage and provide conditional space for a wide variety of events. The upstairs is rented for private events to help generate revenue. In addition, the stage is sized to accommodate a 50-member orchestra. The Amphitheater seats 1,500 persons, while the Town Green supports up to a crowd of 15,000.

Received the Great Community Place Award from the 8th Urban Parks Conference, New York City, 2003.



Services:

- Consensus Building
- Master Planning
- Architecture
- Interior Space

City of Smyrna

MASTER PLAN AND DESIGN: CIVIC BUILDINGS AND MARKET VILLAGE



Phase I:
The City Center, located 15 minutes northwest of downtown Atlanta, is the focus of this Urban Land Institute award-winning Public/Private Development led by Sizemore Group. As the Executive Architect, Sizemore Group provided a design solution that established a Village Green with a Main Street extension. This 28-acre site is now a mixed-use Town Center with a Community Center, Library, Municipal Services Building, Public Safety Headquarters and Fire Station. Sizemore Group served as Architect, Programmer, Planner and Interior Designer for Design and Site Development.

Phase II:
Sizemore Group also provided the design for the retail, loft and office spaces that were developed privately. The success of the entire project prompted financial gains for the City.

- Services:**
- Architecture
 - Programming
 - Master Planning
 - Interior Space Planning
 - Design Review Services

“Through Sizemore Group’s unique strategic planning process, a diverse group of opinionated people were able to conceive a common plan for the future. The design that evolved was in direct response to the opinions, views, and desires of the individuals involved in the process.”

- John Patterson, Former City Administrator

Pre MDC Questions for client:

1. Describe the story you want to tell at the end of the day? (What are your aspirations, goals, questions and needs?)
2. What would you like tested?
3. What would you like explored?
4. What are the challenges you are aware of?
5. Are there known funding sources? If so, what are their requirements and capacity?
6. Who are the stakeholders? Do the stakeholders need to be interviewed or attend the session or both?

7. What facts can you send ahead of time or have available at the charrette?

8. What are some of the priorities?

9. What if any are the time constraints?

10. While Tuesdays and Thursdays are ideal for us we may also be available on certain Saturdays. Circle your preference and identify what dates work for you? Identify location (Our office is an Option):



Haddow & Company

Real Estate Consultants



Real Estate Counseling Services

Master Plan for Downtown Loganville

Prepared for:
City of Loganville

August 17, 2022



August 17, 2022

Mr. Danny Roberts
City Manager
City of Loganville
4303 Lawrenceville Road
Loganville, GA 30052

1360 Peachtree Street, NE | Suite 1000
Atlanta, GA 30309
P 404-577-7222

RE: Downtown Master Plan
Loganville, Georgia

Dear Danny:

We are pleased to submit a proposal to provide real estate counseling services to the City of Loganville. It is our understanding that the City is interested in spurring economic development and positive change in its downtown. The first step in this process is creating a realistic master plan. Our role, in concert with the land planning firm TSW, is to create a master plan for downtown Loganville that will enhance the quality of life for residents and make the City an attractive relocation option for young families.

We have recently worked with TSW on revitalization efforts for two comparable downtowns in Georgia – Fayetteville and Powder Springs. In both instances, our team helped formulate a strategy to revitalize the downtown by attracting private development, while also assisting both cities in city hall and/or town green relocation and expansion efforts. We have also thoroughly studied the recent revitalization efforts undertaken by other cities in Gwinnett County, such as Duluth, Suwanee, Sugar Hill, and Snellville. A common theme of these downtowns is that revitalization efforts take time and are an evolving process. The important first step is to conceive a master plan that is not only embraced by the local community, but also includes elements that are appealing to the private development community. The City's role is to plant the necessary seeds for downtown revitalization that will attract interest from the development community.

Our scope of work will include the following:

- Visit downtown Loganville to walk the area and inspect the various development pods.
- Conduct a kick-off meeting with city officials to fully understand previous planning efforts, infrastructure plans, property ownership, and major planned civic initiatives.
- Review previous studies that have been prepared for the downtown Loganville area.
- Analyze population, economic, demographic, and employment trends shaping the market area.

Mr. Danny Roberts
August 17, 2022
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- Conduct an online survey of local residents to better understand what the community would like to see in the downtown.
- Interview major business and property owners in the downtown to get their perspective on the opportunities and challenges that exist.
- Compile land sales data to estimate property values for different land uses.
- Analyze supply-demand conditions in the apartment, townhome, senior housing, and retail markets.
- Identify significant real estate developments under construction and proposed in the market area.
- Profile downtowns of similar cities that have recently undergone significant city-led revitalization projects.
- Interview a select group of developers and retail brokers to solicit their opinions of various development opportunities in downtown Loganville.
- Meet with officials at the Georgia Department of Transportation to better understand whether the east-west stretch of State Route 20 can be relocated from Main Street to a nearby road in order to relieve the traffic burden on the downtown.
- Work alongside land planners at TSW to: 1) explore various relocation options for city hall; 2) evaluate potential locations for a larger town green and new library; 3) prepare concept plans for private development on the current city hall property; 4) provide input on solutions to mitigate traffic issues on Main Street; and 5) explore creative ways to enhance the existing building stock along Main Street.
- Identify key downtown properties that the City should consider acquiring.
- Offer input about potential suitors and redevelopment ideas for the property at 363 Conyers Road currently containing O’Kelly Memorial Library, which will reportedly be relocated.
- Draw conclusions about revitalization strategies and potential land uses for downtown Loganville. These conclusions and recommendations will be presented in the form of a detailed master plan.

Mr. Danny Roberts
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Page 3

We are prepared to commence work immediately and would report our preliminary findings within 120 days of your authorization to proceed. Our fee will be \$65,000, plus reimbursement of out-of-pocket expenses, not to exceed \$1,000. This fee is inclusive of TSW's fee. Payment will be in the form of four equal installments of \$16,250, due at the end of each 30-day period. If these terms are acceptable, please return an executed copy of this letter.

Danny, we look forward to working with you on this most important assignment.

Sincerely,

HADDOW & COMPANY



Ladson H. Haddow, CRE
Managing Partner

Accepted By: _____

Date: _____



Description of Haddow & Company

Haddow & Company is a real estate consulting firm founded in 1989 to serve the various needs of developers, investors, lending institutions, families, corporations, municipalities and others requiring guidance on real estate related issues. The company has an excellent reputation for solving complex real estate problems and providing valuable, independent advice in a timely manner. Simply put, Haddow & Company provides the objective, critical analysis that is essential to making informed decisions.

Firm Philosophy

The firm's philosophy is to learn the market through people in the market. Primary data collection is a major component of every study, including a strong emphasis on consumer research, personal interviews with key real estate operators, and extensive field investigation. Moreover, each assignment begins with a careful process of defining the problem, identifying the critical issues, and determining the most effective study method. This ensures a focused research effort that responds directly to each client's unique set of needs.

Primary Services

Highest & Best Use Studies
Investment Analysis
Market & Feasibility Analysis
Revitalization Strategies
Disposition Counseling

Selected Clients

Atlanta BeltLine, Inc.
Auburn University
Carter
Cousins Properties
City of Fayetteville, GA
City of Powder Springs, GA
City of Sandy Springs, GA
Daniel Corporation
Emory University
Georgia Municipal Association
Georgia State University
Georgia Tech
Hines Interests
Highwoods Properties
Jamestown Properties
MARTA
Mimms Enterprises
Regent Partners
Selig Enterprises



Team

David F. Haddow - Founder

David founded Haddow & Company in 1989. He has represented individuals and institutional clients in real estate investments since 1979, including seven years at Landauer Associates, Inc., where he was Senior Vice President in charge of the real estate consulting practice in the firm's Atlanta office. He has an undergraduate degree from Emory University and master's degrees in city planning and business administration from Georgia Tech and Georgia State University, respectively.

A former mortgage banker and city planner, he serves as a part-time instructor in the College of Design at Georgia Tech. His articles have appeared in numerous real estate journals and periodicals. He is a licensed real estate broker and a member of the Atlanta Commercial Board of Realtors. Active in civic affairs, David has served on numerous boards and volunteered considerable time to non-profit organizations.

Chris D. Hall, CRE - Managing Partner

Chris joined Haddow & Company in May 2002. He has worked on a wide variety of real estate assignments, ranging from feasibility and highest and best use studies to the marketing and disposition of land and investment properties. Prior to Haddow & Company, he worked as an urban planner for an architectural firm and the City of Nashville, Tennessee.

Chris is a graduate of Kenyon College and earned master's degrees in city planning and real estate from the University of Texas at Austin and Georgia State University, respectively. Chris is a licensed real estate broker in Georgia, as well as a member of the Urban Land Institute and Counselors of Real Estate. He has published articles in the Atlanta Business Chronicle and served as a speaker and panelist at various real estate events.

Ladson H. Haddow, CRE - Managing Partner

Ladson joined Haddow & Company in 2007. He has worked on consulting assignments spanning all types of commercial real estate and has assisted clients on both the disposition and acquisition side of transactions. Recent clients that he has worked closely with include colleges & universities, cities, downtown development authorities, and families. Ladson enjoys developing a strategy for a real estate asset and then implementing that strategy on behalf of his clients.

He is a licensed associate broker in Georgia, a member of the Atlanta Commercial Board of Realtors, and a member of the Counselors of Real Estate. Ladson also serves on the Board of Trustees at Piedmont University.

Allen English - Associate

Allen joined Haddow & Company in November 2018. He has compiled market research on Atlanta's intown condominium and apartment markets and assisted with various consulting assignments. Prior to joining Haddow & Company, he gained experience in software sales. Active in the community, Allen currently serves on the board of directors of the Kennesaw State University Alumni Association.

Allen is a licensed real estate salesperson in Georgia and received a B.B.A. degree in Management from Kennesaw State University in 2018.

Dalton Brans - Associate

Dalton joined Haddow & Company in January 2020. He has gathered market data on Atlanta's intown apartment and condominium markets and assisted with consulting assignments throughout metro Atlanta and other areas.

Dalton is a licensed real estate salesperson in Georgia and received a B.B.A. in Management and a B.B.A. in Real Estate from The University of Georgia in 2019.

DOWNTOWN FAYETTEVILLE REVITALIZATION

DESCRIPTION

The **City of Fayetteville, Georgia** retained our firm to assist in implementing a revitalization strategy for its downtown. The main goals were to identify acquisition targets for a new city hall and public greenspace and to determine ways to enliven the Square with additional retail and restaurants. The first step involved a thorough analysis of existing conditions, as well as case studies of other downtowns in metro Atlanta where successful revitalization had occurred. Our firm also reviewed the recent master plan the City had prepared and offered input on why certain elements of the plan were not feasible from a market standpoint. The second phase involved working with TSW to formulate a realistic master plan that responded to market conditions. Our firm worked with the City to implement the plan, which included serving as a sounding board when new proposed developments were introduced to the downtown area. We assisted the City in negotiating the acquisition of a 10-acre property from the Fayette County School System. This property (shown in the rendering below) ultimately became the home of the new City Hall, City park, and two adaptive reuse commercial buildings. The two commercial buildings include a brewery, two restaurants, and two event spaces. The new City Hall and City Center Park were the winner of the Atlanta Regional Commission’s 2021 Regional Excellence Award for Livable Center.



DOWNTOWN POWDER SPRINGS REVITALIZATION

DESCRIPTION

The **City of Powder Springs, Georgia** retained our firm to assist in implementing a revitalization strategy for its downtown. The main goals were to determine the highest and best use of a five-acre site the City owned next to its new park and amphitheater and to identify potential properties for the Downtown Development Authority (DDA) to acquire in order to revitalize idle buildings and to add retail, office and restaurants to the downtown. The first step involved a thorough analysis of existing conditions and properties currently owned by the City/DDA. The second phase involved preparing requests for proposals (RFPs) for two DDA-owned properties and assisting the DDA in acquiring key properties that are vital to the downtown revitalization. We successfully negotiated a sale of the five-acre property to Novare Group, which is under construction on a 226-unit apartment community. Our firm is currently working with the City/DDA to further implement the plan, which includes representing the City/DDA in negotiations with developers and investors for DDA-owned property and identifying certain properties that are acquisition targets.

