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June 23, 2026

City of Foley
407 East Laurel Avenue
Foley, Alabama, 36535

Re: RFP No. GG-040926 Municipal Campus Master Plan – Updated Scope of Work

Dear Selection Committee,

Thank you for taking the time to meet with our team and discuss the City of Foley's vision for the Municipal Campus Master Plan. We greatly appreciate the opportunity to have an open conversation about the project and better understand the City's priorities, expectations, and desired outcomes. Those discussions provided valuable insight and allowed us to refine our approach to better align with the City's needs.

Based on our conversation, we have revised the scope of services and fee proposal to focus on the elements that were identified as most important to the City. The updated scope places greater emphasis on future building placement, campus organization, streetscape standards, architectural character, public spaces, campus expansion opportunities, and the overall framework needed to guide future investment and development. We have also included visualizations and illustrative concepts to help communicate the long-term vision and support future decision making.

As part of this effort, we have streamlined certain technical analyses that were included in our original proposal and shifted several items to optional additional services. Specifically, we have identified a detailed facility assessment and a stormwater, green infrastructure and site resiliency evaluation as additional services that may be considered by the City if desired. While we believe the core planning effort can be successfully completed without these tasks, they would provide additional depth and technical understanding related to existing building conditions, future facility reuse opportunities, and long-term site infrastructure considerations.

Our goal was to develop a scope that responds directly to the priorities discussed during our meeting while remaining practical, focused, and implementation oriented. We believe this revised approach provides a strong framework for guiding future campus development and helping the City make informed decisions regarding future facilities, public spaces, circulation improvements, and capital investments.

We appreciate the opportunity to continue this discussion and look forward to working with the City to develop a plan that supports Foley's continued growth and long-term success.

Sincerely,

A handwritten signature in blue ink, reading "Brandon S. Bias".

Brandon Bias
Vice President of Planning, Gulf Coast
Goodwyn Mills Cawood



Foley Municipal Campus Master Plan

Scope of Services

Task 1: Project Initiation & Existing Conditions Assessment

This task establishes the foundation for the project through coordination with City staff, review of existing information, and documentation of existing campus conditions. The assessment will be conducted at a planning level and focus on opportunities and constraints that influence future development rather than detailed facility evaluations.

The team will review available mapping, aerial photography, previous planning efforts, facility information, and other relevant documentation provided by the City. Existing campus conditions will be documented through site visits and field observations, including building locations, public spaces, streets, pedestrian connections, parking areas, and adjacent properties that may support future expansion.

Special attention will be given to understanding how the campus functions today and identifying opportunities to improve organization, visibility, accessibility, and future growth potential.

Key Tasks

- Project kickoff meeting
- Existing data collection and review
- Site reconnaissance and documentation
- Existing conditions mapping
- Planning-level facility review
- Opportunity and constraints analysis
- Preliminary review of adjacent property acquisition opportunities

Deliverables

- Existing Conditions Summary
 - Opportunities and Constraints Mapping
 - Existing Campus Base Plan
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Task 2: Visioning & Stakeholder Engagement

This task will establish the vision, priorities, and planning principles that guide development of the campus master plan. Engagement activities will focus on understanding community expectations, operational needs, and long-term goals for the municipal campus.

The process will include coordination with City leadership and presentations to stakeholder groups identified by the City. Public engagement will be conducted through an online survey to gather input regarding campus identity, public spaces, accessibility, and future improvements.

Key Tasks

- Leadership and staff workshop
- Beautification Board engagement
- Planning Commission engagement
- City Council engagement
- Public survey development and administration
- Vision and guiding principles development



Deliverables

- Engagement Summary
 - Vision Statement
 - Planning Principles Framework
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Task 3: Campus Framework & Concept Development

This task represents the core planning effort and focuses on developing a long-term framework for growth and investment across the municipal campus.

The team will prepare conceptual planning alternatives and evaluate opportunities for future building placement, campus expansion, civic spaces, pedestrian connections, and property acquisition. Particular emphasis will be placed on organizing future development in a manner that creates a more cohesive civic environment while supporting operational needs.

The framework will address how future facilities, public spaces, and infrastructure investments can work together as part of a coordinated campus rather than individual projects.

Key Tasks

- Future building placement concepts
- Campus organization framework
- Expansion and acquisition strategy
- Open space framework
- Gateway concepts
- Walkability and connectivity improvements
- Wayfinding and campus identity concepts
- Alternative development and evaluation

Deliverables

- Concept Alternatives
 - Campus Development Framework
 - Preferred Concept Direction
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Task 4: Design Guidelines & Illustrative Concepts

This task will establish planning-level design guidance that can be used to inform future capital projects and maintain a consistent character throughout the campus.

Recommendations will address building placement, architectural character, streetscape design, public spaces, landscaping, and campus identity. The intent is not to design individual buildings, but rather to establish a framework that guides future development and investment decisions.

Key Tasks

- Architectural character recommendations
- Building vernacular guidance
- Streetscape sections and standards
- Civic space design guidance
- Landscape character recommendations
- Campus identity and wayfinding framework



Deliverables

- Design Guidelines
 - Streetscape Sections
 - Architectural Character Framework
 - Campus Identity Framework
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Task 5: Illustrative Master Plan & Renderings

This task focuses on communicating the vision through graphics and visualizations that help City leadership, stakeholders, and the public understand the future campus.

Illustrative graphics will depict how future facilities, streetscapes, public spaces, and campus improvements may be implemented over time.

Key Tasks

- Preferred Master Plan
- Campus perspectives
- Streetscape renderings
- Civic space renderings
- Building concept renderings
- Presentation graphics

Deliverables

- Preferred Illustrative Master Plan
 - 3–5 Conceptual Renderings
 - Presentation Exhibits
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Task 6: Phasing & Implementation Strategy

The final task translates the vision into an actionable roadmap that supports future decision making and capital planning.

The implementation strategy will identify priority projects, logical sequencing, and planning-level cost considerations to help guide future investment.

Key Tasks

- Phasing strategy
- Capital project prioritization
- Planning-level cost opinions
- Implementation roadmap

Deliverables

- Phasing Plan
 - Implementation Strategy
 - Planning-Level Cost Opinions
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Alternate Service No. 1: Stormwater, Green Infrastructure & Site Resiliency Evaluation

Evaluate existing drainage conditions and identify opportunities to incorporate green infrastructure and low impact development strategies into future campus improvements. This effort will support long-term campus expansion while promoting sustainable stormwater management, enhancing public spaces, and improving overall site resiliency.

The evaluation will begin with the collection and review of available GIS mapping, topographic information, and stormwater infrastructure data to better understand existing drainage patterns and site constraints across the campus. Using this information, the team will evaluate future development areas, streetscape improvements, parking areas, civic spaces, and open space opportunities.

Recommendations may include planning-level concepts such as bioretention areas, rain gardens, permeable paving, bioswales, tree canopy enhancements, and other techniques that help manage stormwater while contributing to the character and function of the campus.

Deliverables

- Collection and review of available GIS, topographic, and stormwater infrastructure data
- Existing drainage and stormwater assessment
- Stormwater opportunities and constraints mapping
- Green infrastructure and low impact development opportunities plan
- Conceptual recommendations for future campus improvements
- Planning-level implementation priorities
- Planning-level cost opinions
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Alternate Service No. 2: Detailed Facility Assessment

Provide a more comprehensive evaluation of existing facilities beyond the planning-level review included in the base scope.

Deliverables

- Building condition assessments
- Facility utilization review
- Building systems observations
- Renovation and replacement considerations
- Facility Assessment Report

Budget Distribution Summary

Tasks	Fee	%
Task 1 – Existing Conditions	\$17,250	15%
Task 2 – Engagement	\$17,250	15%
Task 3 – Framework & Concepts	\$34,500	30%
Task 4 – Design Guidelines	\$23,000	20%
Task 5 – Renderings	\$11,500	10%
Task 6 – Implementation	\$11,500	10%
Base Scope of Work Total	\$115,000	100%

Alternative Services Tasks	Fee
No. 1: Stormwater & Drainage Evaluation	\$40,000
No. 2: Detailed Facility Assessment	\$25,000