

GMC

CITY OF FOLEY COMPREHENSIVE PLAN

Submitted by: Goodwyn Mills Cawood

January 31, 2018



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1. COVER LETTER

GMC RANKED TOP 50 A/E DESIGN FIRMS BY BUILDING DESIGN + CONSTRUCTION MAGAZINE

January 31, 2018

Ms. Miriam Boutwell
Community Development Director
City of Foley
200 North Alston Street
Foley, Alabama 36535

RE: PROPOSAL FOR FOLEY COMPREHENSIVE PLAN

Dear Ms. Boutwell,

On behalf of Goodwyn, Mills and Cawood Inc., we are pleased to submit this Statement of Qualifications for the to update Foley's Comprehensive Plan as it relates to downtown. We have enjoyed our previous and ongoing work in the Foley area and would be delighted to continue that effort with city staff, property owners, businesses and already involved citizens as well as new stakeholders in this comprehensive approach to your downtown. We feed uniquely qualified to assist the City during this endeavor because of our team's current experience in updating the Southeast Quadrant of the Comprehensive Plan and other aspects related to downtown.

Enclosed you will find our company and professional qualifications along with an indication of our extensive experience with downtown planning and implementation, funding sources, and coordination with utilities, property owners and businesses.

You will also find some examples of our downtown planning and design projects which we believe reflect the highest quality in overall downtown planning, coordinating downtowns with comprehensive plans, and the best in urban design of downtown districts. GMC and our clients have been recognized with some prominent awards for this kind of work, which we believe is an indication of others valuing the work we have done.

The GMC staff assigned to this project represent extensive and creative experience in downtown planning and design and have worked collaboratively with city departments, mayors and councils, downtown groups, property owners, citizens and businesses. It should also be noted that a majority of the GMC project team are local to the Foley area and based in our Mobile and Fairhope offices.

For the Foley Downtown Master Plan we have also chosen to partner with Stephen McNair of McNair Historic Preservation. Stephen brings a tremendous knowledge of preservation techniques that we feel will be an invaluable resource in establishing guidelines to enhance downtown and define the Historic Foley experience.

KEY CONTACTS

Brandon Bias, AICP
Community and Regional Planner
brandon.bias@gmcnetwork.com
c: 205.834.2490

Lee Walters, PWS
Regional Vice President
lee.walters@gmcnetwork.com
c: 334.799.1443

Goodwyn, Mills and Cawood
11 North Water Street, Suite 15250
Mobile, AL 36602
t: 251.460.4006 | f: 251.460.4423
www.gmcnetwork.com

Included in this response, we have provided just a few references to communities and organizations which exemplify our long standing quality assurance record and our renewed commitment as a company to "Building Communities" as partners in downtown and community development. Visit www.tinyurl.com/buildingcommunitiesvideo for a short video on who we are and why we fully believe in community, collaboration and using the power of creativity to assist our clients in achieving their vision.

Thank you for the opportunity to submit these qualifications and the opportunity to continue the important work underway in Foley.

Sincerely,



Brandon Bias, AICP
Community and Regional Planner

GMC PLANNING AWARDS & RECOGNITION

**2012 Vernon Deines Memorial Award
for Outstanding Small Town or Rural
Plan, American Planning Association -
OPELIKA DOWNTOWN REVITALIZATION
PLAN**

**2013 Frank Setzer Urban Design
Award, American Planning
Association, Alabama Chapter -
LANE PARKE IN MOUNTAIN BROOK**

***Principal design for Rotary Trail
(a major downtown revitalization
plan in the Birmingham city center)***

SECTION 1:
Capability to Perform Services

1

GOODWYN, MILLS AND CAWOOD

Firm Overview

Goodwyn, Mills and Cawood (GMC) is one of the largest multi-disciplined Architecture and Engineering firms in the region with offices across the Southeast. Our firm has grown from the original municipal civil engineering firm of 1947 into the multi-disciplined firm it is today. GMC provides all of the professional services associated with architecture, interior design, civil, geotechnical, electrical, structural and environmental engineering, landscape architecture, transportation, airport planning, master planning, surveying, and construction administration.

Our offices are strategically located throughout the Southeastern United States. Placing our offices in these locations allows our firm to adapt to the local culture and develop closer relationships with the cities, communities, and surrounding areas.

We provide services to a diverse group of public and private sector clients, including county and municipal governments, federal and state agencies, private corporations, industries and developers.

GMC offers creative solutions to complex challenges. Our staff of over 400 talented and highly qualified professionals recognizes that if a project is to be successful, it must first meet the needs of the client. Therefore, we work with each



client individually to assure satisfaction in all areas of each project including a functional design and a project within budget. The long-term relationships established with our clients have been beneficial for both parties. GMC takes great pride in recognizing that 85% of our business results from repeat clients.

We measure our success by our many accomplishments. The firm implements over \$1.2 billion worth of construction projects annually. We have a proven track record of meeting a client's design needs economically, efficiently, and in the time frame outlined by the client.

GMC has office locations in Montgomery, Birmingham, Huntsville, Mobile, Vernon, Andalusia, Eufaula and Opelika, Alabama; Atlanta, Albany, Augusta and Savannah, Georgia; Nashville, Tennessee; and Greenville and Columbia, South Carolina.

AT A GLANCE

1947
Donald Mills Consulting
Engineers

1964
Goodwyn
Engineering Company

1975
Goodwyn and Mills
Consulting Engineers

1985
Goodwyn, Mills and
Cawood, Inc.

The successful completion of every project is attributable to our experienced design team and a process that combines regular client input with extensive cost estimating procedures throughout the project.

MENU OF SERVICES

GMC provides all of the professional services associated with architecture, civil, geotechnical and environmental engineering, landscape architecture, airport planning, master planning, surveying, and construction administration.

COMMUNITY & MASTER PLANNING

Master Planning
Campus and Community Planning
Community Economic Development
Planning

ARCHITECTURE

Site Analysis
Accessibility Reviews
Program Review & Analysis
Facility Programming
Architectural Design
Interior Design
Master Planning
Construction Administration
New Construction
Historic Renovations
Building Additions
General Renovations
Kitchen Planning & Design
Reroofing Projects
Mechanical & Electrical System Renovations



CIVIL ENGINEERING

Boundary & Topographic Surveys
Residential, Commercial, & Industrial
Land Planning
Engineering Design/Construction
Administration for:
Residential Developments
Commercial and Office Developments
Industrial Parks / Sites
Institutional and Educational Facilities
Street and Drainage Projects
Parks and Recreation Projects
Gas Distribution Systems

LAND SURVEYING

Topographic Surveys
Hydrographic Surveys
Elevation Surveys
Boundary Surveys
Construction Surveying
Producing Plat Maps
Setting Monuments
Marking Boundary Lines
Mortgage Surveys
ALTA / ALSM Surveys
GPS Control Surveys
Utility Route Surveys

TRANSPORTATION ENGINEERING

Grant Applications
Industrial Access Roadways
Dept. of Transportation Projects including:
Roadways



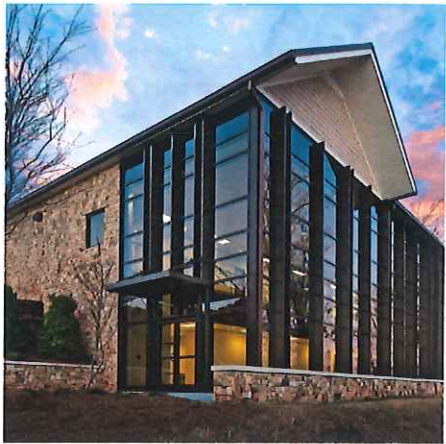
Drainage
Public Hearings
Private Development Roadways
Construction Engineering

RIGHT OF WAY

Appraisals and Appraisal Review
Condemnation Support Services
Cost Estimates
Due Diligence
Easement Acquisition
Environmental Assessments
Fee Acquisitions
Negotiations
Partial or Whole Acquisitions
Relocation Assistance
Right of Entry Agreements
Title Research

ELECTRICAL ENGINEERING

Evaluation of Existing Systems
Electrical and Communications Design
Construction Administration
Energy Efficiency Studies
Third Party Equipment Evaluation (ACIL)
ETAP Arc Flash / Short Circuit Study
ETAP Breaker Coordination Study
Exterior Overhead & Underground Power Design
Generator Design, Selection & Testing



LEED Design & Certification (LEED AP)
 Power Distribution
 Interior & Exterior Lighting Design &
 Photometry
 Fire Alarm & Life Safety Design
 Lightning Protection Design
 Uninterruptable Power System
 Site Installation & Verification

ENVIRONMENTAL ENGINEERING

Phase I Environmental Site
 Assessments
 Phase II Environmental Site
 Assessments
 Environmental Assessments
 Environmental Impact Docs &
 Statements
 Stormwater Permitting & Compliance
 Wetland Delineations
 Wetland Permitting
 Wetland Mitigation
 Mitigation Banking
 Stream Restoration Plans
 Endangered & Threatened Species
 Survey
 Flood Plain Studies
 Detention Pond Design
 Air Permitting
 Landfill Design & Permitting
 Sourcewater Protection Plans
 Hydrogeologic Evaluations
 Brownfield Projects

Underground Storage Tank Closure
 Underground Storage Tank
 Investigations
 Geographical Information System
 (GIS)

AIRPORT PLANNING

Economic Feasibility Studies
 Grant and Funding Assistance
 Parking Apron Design &
 Construction
 Taxiway Design, Widening, &
 Extension
 Taxiway Rehabilitation
 Runway Design, and Construction
 Runway Rehabilitation
 Airfield Lighting, Navigational Aids
 & ILS
 Corporate & T-Hangars
 General Paving Rehab
 Entrance Roads & Parking Areas
 Airport Utilities, Water & Sewer
 Systems

LANDSCAPE ARCHITECTURE

Detailed Site Design
 Hardscape Design for Residential,
 Commercial and Retail Environments
 Planting and Irrigation Design
 Recreation Planning & Design
 Bike and Pedestrian Facility Planning
 Master Planning Residential
 Development
 Master Planning Mixed-use
 Development
 Downtown Redevelopment
 Strategies
 Streetscape Design
 Construction Documents
 Drawings & Specifications
 Construction Administration

GEOTECHNICAL ENGINEERING

Field Exploration

Laboratory Testing Services
 Foundation Analysis and Design
 Slope/Embankment Stability
 Pavement Evaluation & Design
 Soil Stabilization
 Ground Improvement
 In-situ Moisture & Density
 Dynamic Cone Penetrometer
 Testing
 Subgrade Eval & Proofrolling
 Observations
 Pile and Pier Observation
 Foundation Construction Monitoring
 Fill Testing & Control
 Concrete Placement Inspection
 Compressive Strength Testing
 Reinforcing Steel Inspection
 Grout sampling & Masonry Block
 Testing
 Asphalt Placement Inspection &
 Coring
 Structural Steel Observations

MUNICIPAL ENGINEERING

Evaluation of Existing Systems
 Gas System Design
 Water Modeling
 Water Treatment Plant Design
 Wastewater Treatment Plant Design
 Computer Control Systems
 Water Main Extensions
 Well Systems
 Pumping Stations
 Storage Tanks
 Sewer Line Extensions
 Sanitary Sewer Rehabilitation
 Distribution Systems

SECTION 2:
Project Experience

2

MAP FOR MOBILE: COMPREHENSIVE LONG RANGE PLAN | Mobile, AL



"The plan that you, Larry, and others wrote is one that the City is so proud of. They want to stick close to it. It is a great piece of work. Succinct, effective, principled, and entirely understandable."

- Jason King, Dover Kohl & Partners



GMC was the planning team lead (which included Planning Next, Dover Kohl & Partners, and Kimley-Horn Associates) which provided comprehensive long-range planning for the City of Mobile, population 200,000. Mobile is the economic center of the coastal Alabama region extending into Mississippi and the Florida Panhandle.

The City of Mobile has experienced significant economic growth spurred by multiple industries such as Austal Shipbuilding and Airbus. In response to this growth, the City of Mobile launched a comprehensive planning process in January 2015 designed to create a future vision and a development framework for the City. Mayor Sandy Stimpson made the Comprehensive Plan a top priority, knowing that executing on the plan and linking it to the City's Capital Improvement Planning were keys to implementation of the City's long range goals.

Designated as the "Map for Mobile", the plan set forth an aggressive process to engage citizens, unify and embrace previous planning efforts, and develop a roadmap for neighborhood planning and other critical needs.

The plan includes neighborhood revitalization strategies, plans for greenways and trails, and a substantial change in how transportation is planned and managed within the City. As part of the implementation plan, Map for Mobile provides for coordination of current and future neighborhood and small area plans with the overall city plan. At the "Focus on the Future" workshop, held in March 2015, over 400 citizens attended and were asked to share their ideas for Mobile and identify strong and weak places. Strong Places identified are primarily mixed-use, historic areas, and "walkable" was cited as a factor in choosing Strong Places. Strong neighborhoods like Oakleigh and Spring Hill were also identified as Strong Places, with safety and stable property values being common factors in these places' identities. Identified Weak Places are primarily transportation corridors characterized by large travelways, little or no pedestrian or bicycle infrastructure and strip developments with large parking lots in front of buildings located a significant distance from the street.

PROJECT DETAILS

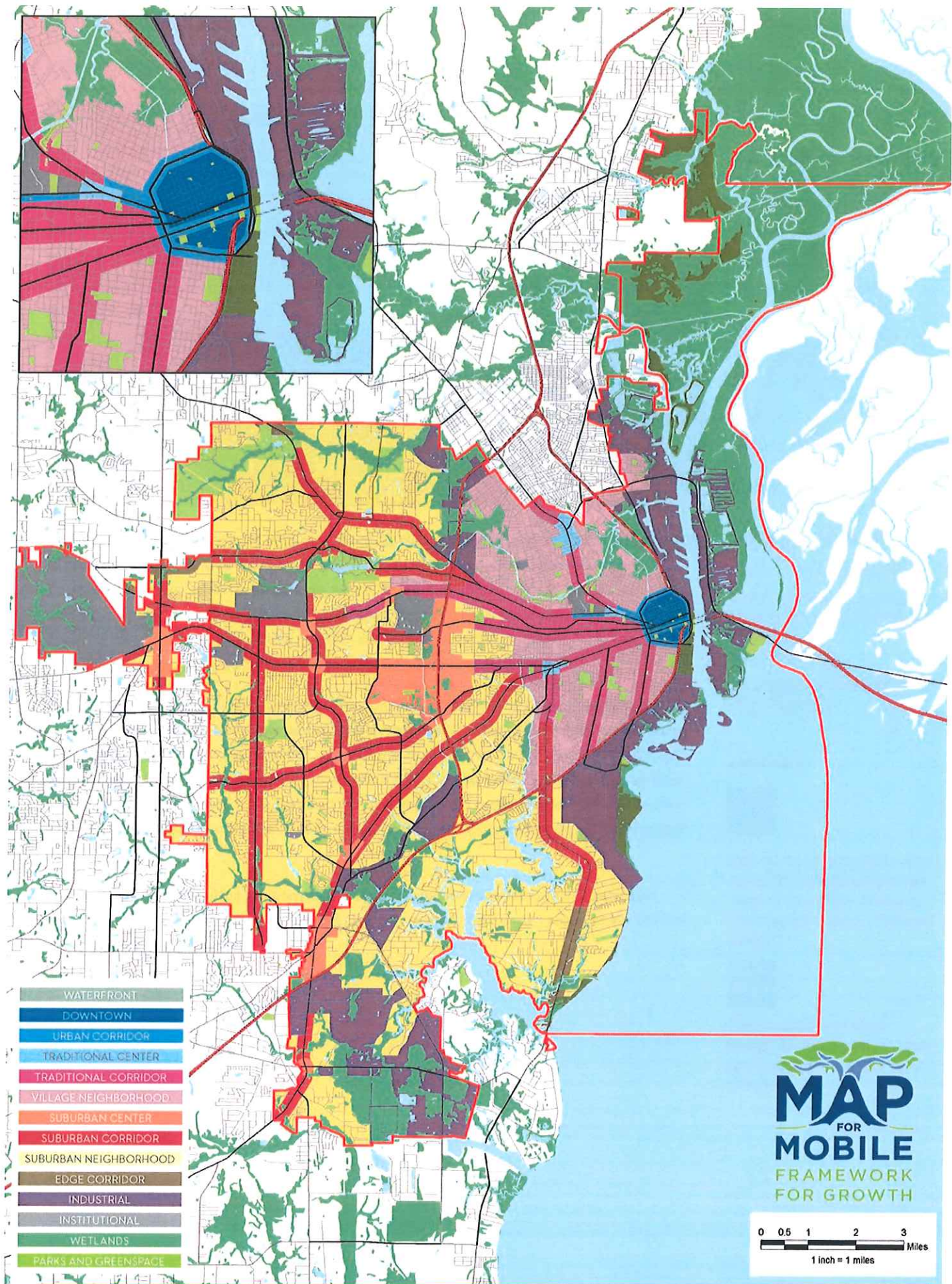
DATE RANGE: Project launch: January 2015; Completed November 2015

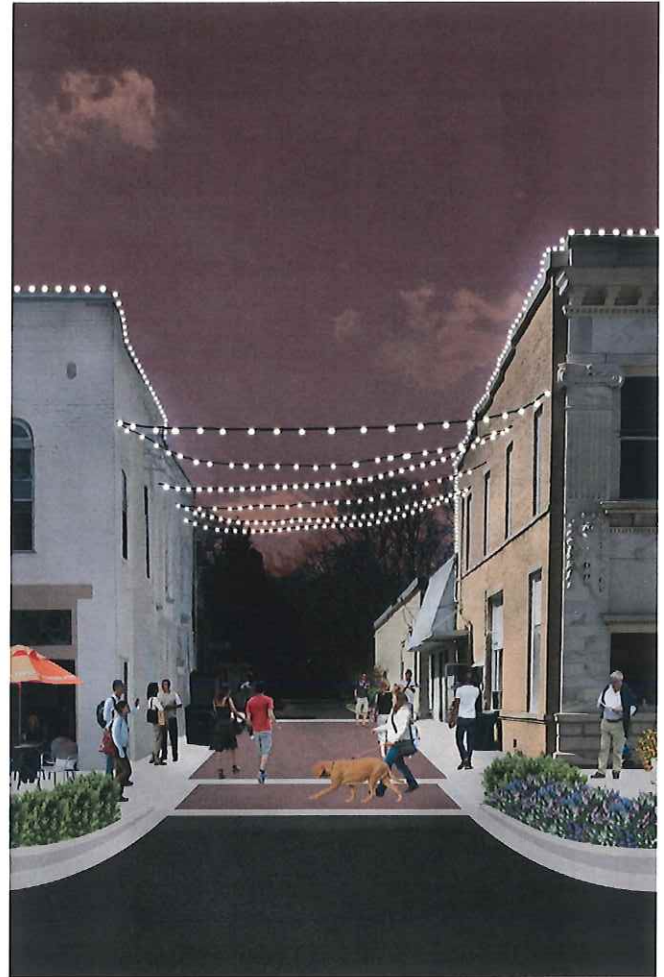
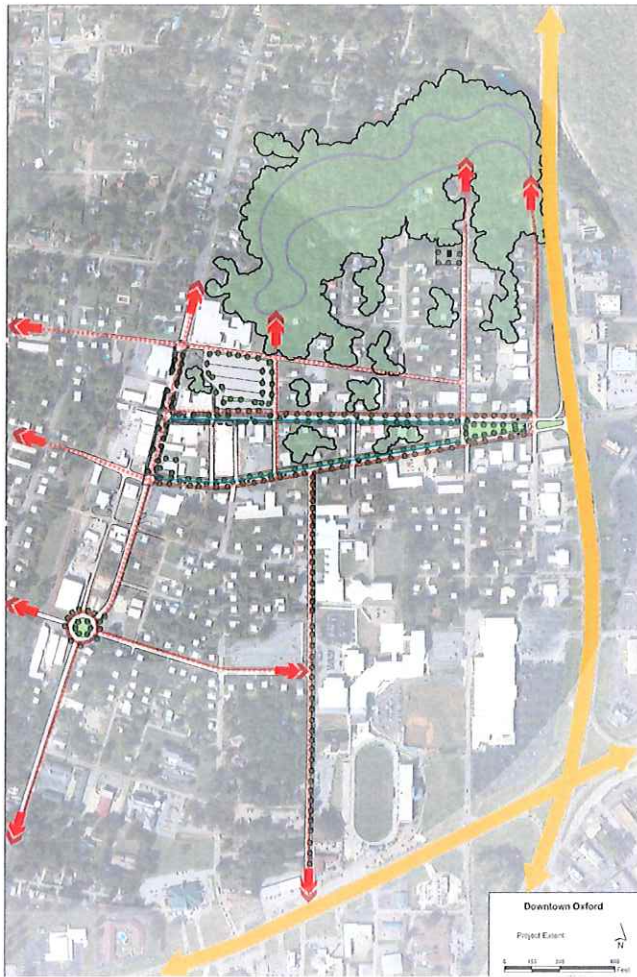
COST: \$260,000

OWNER: City of Mobile
251-208-7636
Hon. Sandy Stimpson, Mayor
10th Floor Government Plaza
PO Box 1827
Mobile, AL 36633

Ms. Dianne Irby, Executive Director, Planning and Development
Diane.irby@cityofmobile.org

Mr. Nigel Roberts, MSA EDFP, Former Director of Community Economic Development with City of Mobile, now Deputy Director at City of Birmingham, Department of Community Development, 205-254-2309





The City of Oxford hired GMC to create a downtown revitalization plan for the City's historic downtown area. Oxford's downtown has, like most downtowns, suffered years of neglect and disinvestment. However, Oxford recently developed a Main Street program and began seriously considering downtown as the economic, historic, and cultural center of Oxford. The Oxford Downtown Master Plan views downtown as Oxford's next big development, and the Plan makes a series of recommendations for physical, economic, and policy improvements. GMC worked with Main Street Oxford and the City to develop a plan that considers downtown Oxford as the hub of not only Oxford, but East Alabama.

**OWNER: Main Street
Oxford
Rod Harris, Director
256.453.9298**

ARAB DOWNTOWN DESIGN PLAN | Arab, AL



Goodwyn, Mills and Cawood developed a master plan for revitalization of the City of Arab's Downtown Historic District. The plan includes provision for a Downtown Green and Gateway Park, Main Street Streetscape and Design Guidelines and before-and-after examples for new storefronts.

Recommendations for redevelopment of the old warehouses a block west of Main Street included adaptive reuse for unique housing and a district for arts and crafts to create more of a draw to the downtown area. Improvements to parking lots and areas off the street include paving and adding streetlights, along with additional green space to complement the Stephen Tuttle Thompson Park at Main and Cullman roads.

The master plan was designed to accommodate the small town center with limited resources and to address expressed concerns regarding too much "government control."

PROJECT DETAILS

STATUS: Completed 2012

COST: \$26,000

OWNER: Arab Redevelopment Authority
Ms. Becky Hawkins
256-586 3544

TALLASSEE REVITALIZATION PLAN | Tallassee, AL



The Tallassee Revitalization Plan involved goals, policies and strategies for three distinct commercial districts in the community: Downtown Tallassee, East Tallassee and Carrville. The team developed physical and economical recommendations to serve as a guide for future development which included: facade studies, strategies for implementation, and strategies for business development specific to the respective area. The plan also reinforces pedestrian connections among the studied areas, surrounding facilities, and neighborhoods.

PROJECT DETAILS

STATUS: Completed 2012

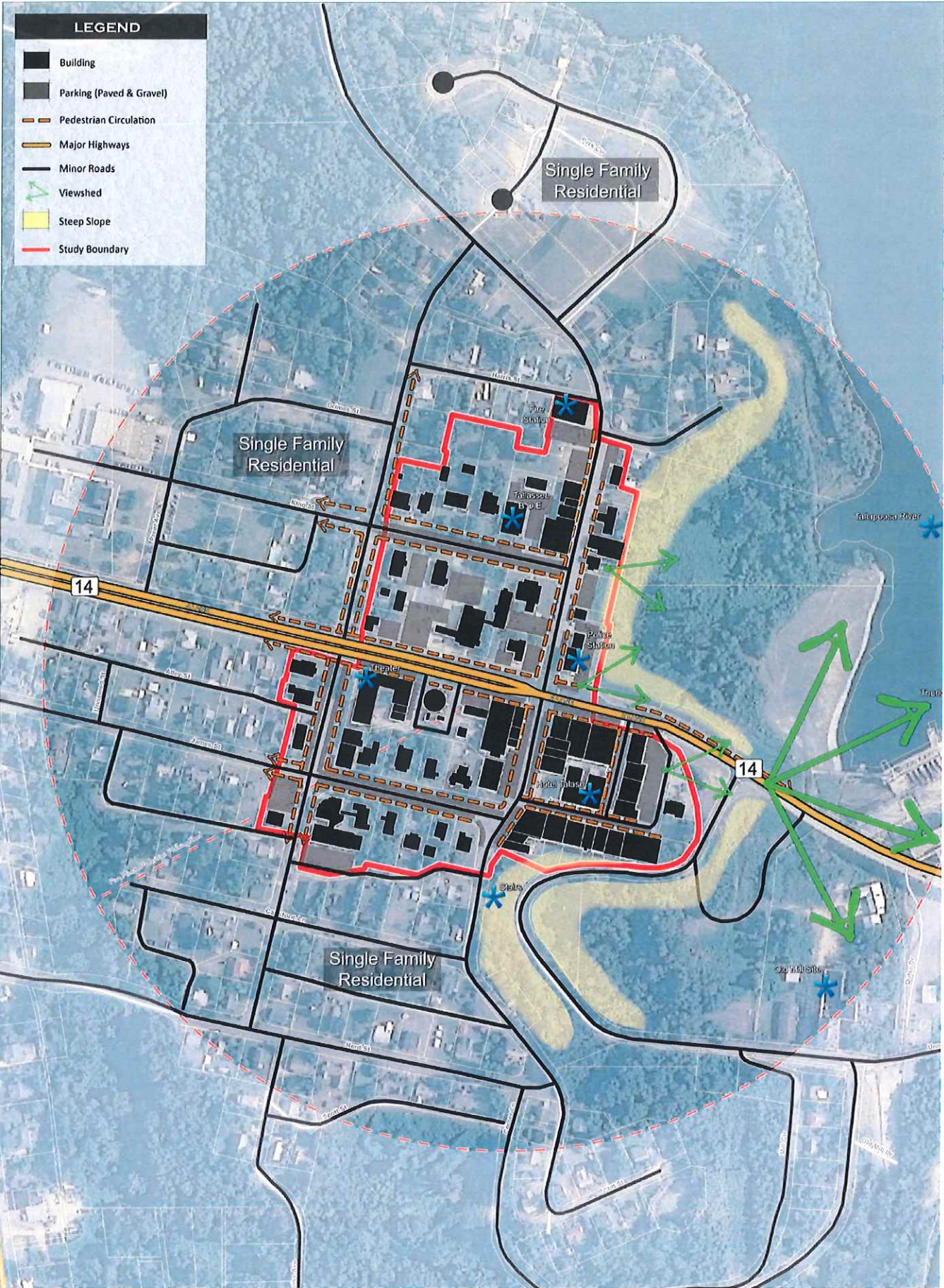
OWNER: City of Tallassee
Former Mayor George McCain
334-283-6571

The historic district of Downtown Tallassee included enhancement of the pedestrian experience by limiting access points, connecting fragmented sidewalks, and adding crosswalks and curb extensions at intersections. Proposed aesthetic improvements included enhancing existing building façades, adding street trees, extending medians, incorporating common green space, and capturing the natural amenities of Tallassee with an observation area overlooking the Tallapoosa River.

Aesthetic and functional improvements built upon the solid framework already in place in the walkable East Tallassee district, comprising a mixture of businesses and an abundance of green space. Updates were made to the East Tallassee Shopping Center façade. A new four-way stop and crosswalks were installed to increase pedestrian safety, and a new eating/overlook area was developed on the East bank of the Tallapoosa River to encourage community interaction.

As an automobile-oriented district with a high vacancy rate and several deteriorated structures, Carrville presented a distinct set of challenges, but possessed great potential. Streetscapes were enhanced with the addition of street trees for aesthetic and traffic-calming purposes, and to act as a catalyst for the revitalization of this declining area. Other improvements involved limiting access points with new curb and gutter, connecting fragmented sidewalks and defining parking spaces to reverse the trend of automobile dominance.

TALLASSEE REVITALIZATION PLAN (continued)



LANE PARKE | Mountain Brook, AL



GMC provided the master plan and design for the 24.5-acre mixed use development in the City of Mountain Brook adjacent to the Birmingham Botanical Gardens and Zoo was conceived as an expansion of Mountain Brook Village. The project team also provided a fully animated and detailed 3D video concept developed for master planning efforts.

The project includes retail, grocery, boutique hotel and apartments all complemented with attractive streetscapes with on-street parking. Bioretention, rainwater harvesting and pervious paving will also be used in the development.

Three parks are focal points within the community with the Village Green as the gateway, Neighborhood Parks as the terminus of main street and a natural Woodland Park that features a stream restoration.

PROJECT DETAILS

SIZE: 24.5 acres

STATUS: Master Plan
Completed 2010

COST: N/A

OWNER: Evson, Inc.
Mr. John Evans
250-870-4166

AWARDS

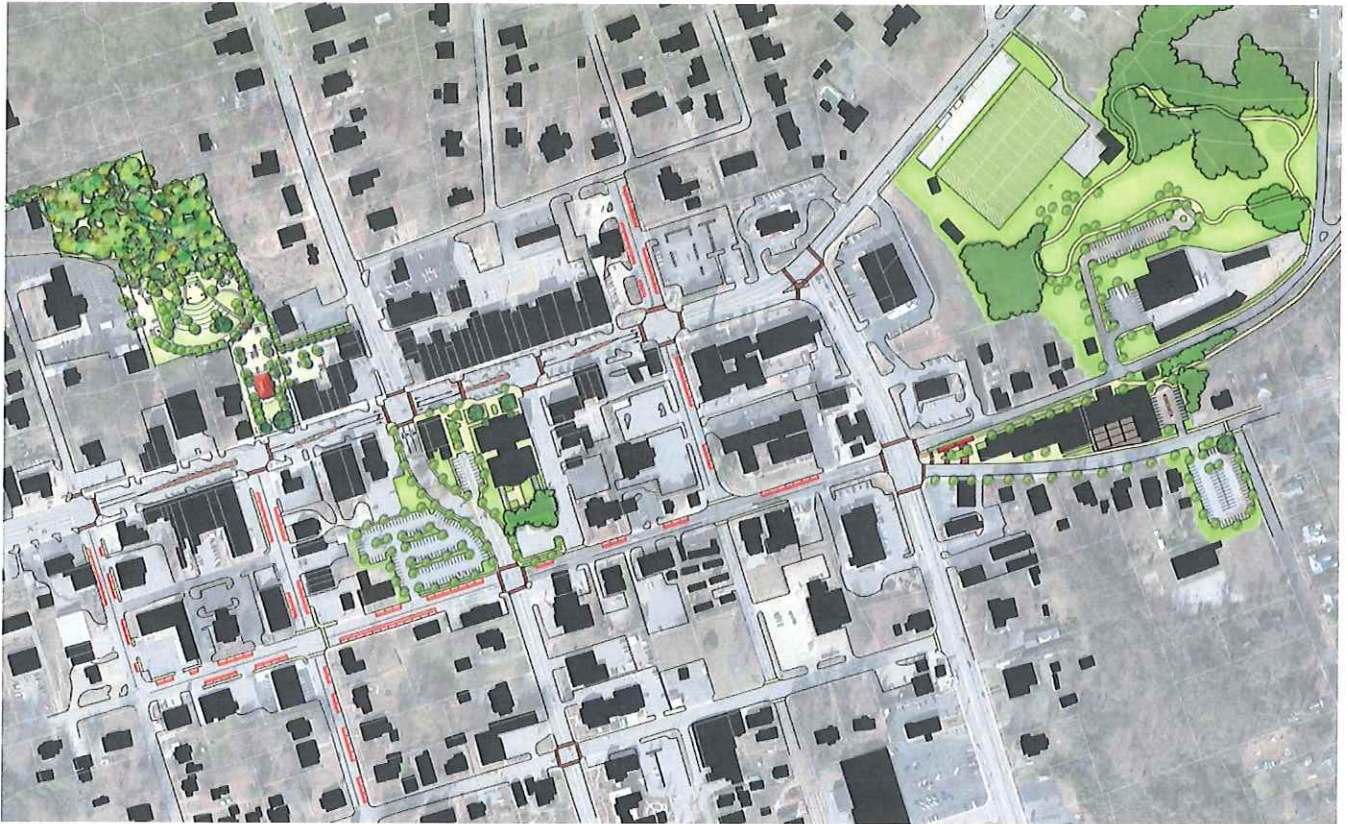


2013 Frank Setzer Urban
Design Award, American
Planning Association,
Alabama Chapter

LANE PARKE (continued)



PICKENS DOWNTOWN MASTER PLAN | Pickens, SC



The detailed downtown master plan and streetscape for the City of Pickens was completed as a follow up to a design charrette. The plan includes new concept for Main Street Pickens with more emphasis on pedestrian destination and ensures compatibility between streetscape and storefronts on Main Street and adjoining side streets.

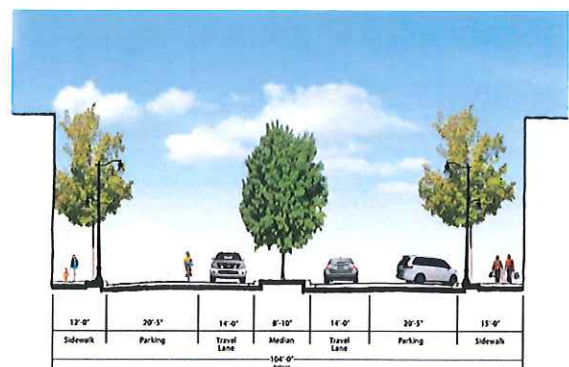
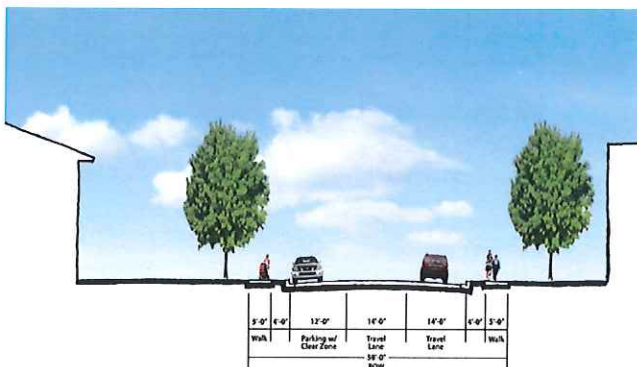
The City adopted a new wayfinding system into the master plan as well as connections to nearby cultural and historic assets and neighborhoods.

PROJECT DETAILS

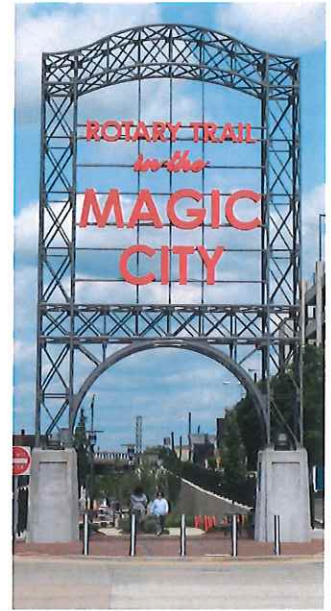
STATUS: Completed March 2013

FEE: \$44,000

OWNER: City of Pickens
Ms. Katherine Hendricks, City Manager
864-878-6421



ROTARY TRAIL | Birmingham, AL



Rotary Trail is an eastward extension of Downtown Birmingham's award-winning Railroad Park that runs along a depressed rail bed known as "the cut." The linear park connects Red Mountain Park to Sloss Furnace and is part of the Red Rock Ridge and Valley Trail System Master Plan—a visionary, long-term plan for knitting Jefferson County together that includes more than 250 miles of greenways and trails and 500 miles of streets open to cars, bicycles and pedestrians.

The Magic City Gateway that stood at the train station until the mid-1950s is being recreated by the same group that built the original and will further emphasize Birmingham's development around locomotives, as opposed to steamships, which inspired the design's rail-bed-to-river association.

Part of the trail's success is its engagement with the surrounding residential and commercial spaces and various points of interest, such as boardwalks, wall treatments clad with iron ore, limestone and coal and a small outdoor amphitheater. Various seating, including raised areas, tables and chairs, will be dispersed throughout the trail, along with custom bike racks designed by a local business specifically for the trail system.

Entry points via steps and ramps at each gateway are marked by red illuminated street numbers on steel vertical columns. At its lowest points, the 26-foot-wide rail bed will be raised six feet to make it a comfortable environment for pedestrians. The trail will include energy efficient LED up-lighting on the gateway walls and trees. Security and a maintenance program similar to that of Railroad Park will be implemented for the trail as well.

To protect stream buffers and mitigate storm-water runoff, which is crucial for improving the urban stream water quality, stylized stonework reminiscent of creek beds function as storm-water swales that allow water to be filtered and absorbed into the ground.

PROJECT DETAILS

SIZE: .5 miles, 4 city blocks

STATUS: Completed May 6, 2016

COST: \$3,500,000

OWNER: Susan Jackson or Bill Jones
Rotary Club of Birmingham Foundation

ROTARY TRAIL (continued)



SECTION 3:
Personnel Qualifications

3

PERSONNEL QUALIFICATIONS

We embrace the idea that people are the foundation of our work and that it's our people, not just our work, that define us. Our team continually provides a high level of personal service and commitment to our clients and every task.



Persons assigned to the plan include:

[1] Brandon Bias, AICP, Regional and Community Planner in our Mobile office will be project manager; and will oversee each task and phase of the planning process. Brandon has extensive experience in downtown planning throughout the southeast and led an effort that is inclusive and design oriented through his education in landscape architecture. He is very active in several state-level community initiatives including the Executive Committee of the Alabama Chapter of the American Planning Association, Vice President of the Board of Directors of the Alabama Communities of Excellence, and on the Boards of Design Alabama and Your Town Alabama.

[2] Larry Watts, FAICP, Director of Community Planning; has considerable experience in downtown planning through his work in Alexander City, Arab, Birmingham, Childersburg, Fayette, Guntersville, Opelika, Tallassee and others. Larry has been involved in Main Street Alabama for many years and currently sits on the Main Street Alabama Board. Larry was former Director of Planning for the City of Birmingham and former Executive Director of the Regional Planning Commission of Greater Birmingham.

[3] Brian King, Bryan is an urban planner specializing in urban design and community building with a background in planning and community advocacy. Bryan has experience working with public, private, and nonprofit sectors, which advances his understanding of how these entities work together to achieve a common goal. Bryan is instrumental in providing innovative strategies in community development and producing marketing quality visioning and planning documents.

[4] John Bricken, ASLA, is the head of Landscape Architecture and Planning at GMC and has been involved in many downtown planning efforts. John will primarily be engaged in streetscape and urban design attributes of downtown.

[5] Dale Brasher, ASLA, Landscape Architect, will be a key member of the design team through his unique capabilities of graphic communication.

[6] Bobby Kemp, PE leads our Transportation Engineering Department with more than 28 years of experience of providing design, project management and construction inspection of a variety of highway and civil engineering projects for State DOTs, Local Municipalities, and Private Sector Clients. His areas of experience include geometric design, drainage design, erosion control plan development, traffic control plan development, utility relocation, right of way documentation and acquisition, as well as project management and construction inspection of large roadway and bridge projects.

[7] Lee Walters, PE, Regional Vice President and Environmental Engineer, oversees the Mobile office and is a native of Foley. Lee will provide strategic leadership, facilitate client engagement, and hold each team member accountable for exceeding the client's vision toward a common goal.

[8] Steve McNair, Ph.D., Historic Preservationist, specializes in historic tax credits, preservation planning, legislative affairs, economic development and real estate consulting, historic designation, National Register nominations and district surveys, permitting, compliance and architectural history research.

[9] Bea Forniss, Community Development Specialist, is the former ADECA Program Director and very experienced with project funding and requirements. Bea is also experienced and will be involved in public engagement aspects of the plan. She will be a critical team member in assisting to identify funding sources for implementation of the plan, including additional ADECA funds. She will also consult with others on the team to identify public and private financing opportunities, including tax credits, Business Improvement District funds, façade rehab funds, etc.



Brandon Bias, AICP, LEED Green Associate

Goodwyn, Mills and Cawood, Inc.

Community and Regional Planner/Project Manager

EDUCATION

Master of Community Planning,
Auburn University | 2008

Master of Landscape Architecture,
Auburn University | 2008

Bachelor of Science in
Environmental Design, Auburn
University | 2005

CERTIFICATIONS

American Institute of Certified
Planners (AICP)

LEED Green Associate

AFFILIATIONS

American Planning Association
(APA)

Vice President, Board of Directors
of Alabama Communities of
Excellence (ACE)

Your Town Alabama

Member, Auburn University
Planning Advisory Board

DesignAlabama

CAREER SUMMARY

Brandon serves as a certified Community and Regional Planner for GMC. His background includes a wide range of experience in both planning and design with proven expertise in master planning that has an emphasis on design, ecological processes, regional dynamics and smart growth principles. Prior to joining the firm, he served as the Planner in the Special Projects Division of the Community Development Department for the City of Birmingham, Alabama. His role included the management of \$24 million in HUD Disaster Recovery Funds, management of the annual HUD allotment to the City, and coordination within Mayor's R.I.S.E. Initiative for neighborhood stabilization, including the City's demolition process, and working with the Birmingham Land Bank Authority.

COMPREHENSIVE MASTER PLANNING

- o Coastal Alabama Partnership Regional Plan - Mobile, Alabama
- o Coastal Gateway Regional Plan - Multi-County Coastal Gateway Region, Alabama
- o Map for Mobile, Mobile Comprehensive Plan - Mobile, Alabama
- o Peninsula of Mobile Corridor Design Plan - Mobile, Alabama
- o Lane Parke Master Plan - Mountain Brook, Alabama
- o Pelham Strategic Development and Design Plan - Pelham, Alabama
- o Green Infrastructure Plan - Auburn, Alabama*
- o Brewton, Alabama
- o Central Alabama Industrial Park - Alexander City, Alabama
- o Demopolis, Alabama
- o Fayette, Alabama
- o Jackson, Alabama
- o Lee County, Alabama
- o Patchwork Farms Village Master Plan - Vestavia Hills, Alabama
- o Plan for Pratt City - Birmingham, Alabama*
- o Selma, Alabama
- o Troy, Alabama
- o Evergreen, Alabama
- o Hanceville, Alabama
- o North Courtland, Alabama
- o Waverly, Alabama
- o Phenix City, Alabama
- o Eufaula, Alabama
- o Livingston, Alabama
- o York, Alabama
- o Lee County, Alabama
- o Russell County, Alabama
- o Smith Station, Alabama

DOWNTOWN MASTER PLANNING

- o Tallassee, Alabama
- o Mobile, Alabama*
- o Arab, Alabama
- o Roanoke, Alabama
- o Opelika, Alabama
- o Childersburg, Alabama
- o Pickens, South Carolina
- o Tallassee, Alabama
- o Dog River/Garrow's Bend Watershed Management Plan - Mobile, Alabama



Larry Watts, FAICP

Goodwyn, Mills and Cawood, Inc.

Director of Community Planning/Master Planner

EDUCATION

Master of Urban and Regional Planning, Auburn University | 1975

Bachelor of Architecture, Auburn University | 1971

AFFILIATIONS

College of Fellows, American Institute of Certified Planners (FAICP)

American Planning Association (APA)

Congress for New Urbanism, Member

Member of Leadership Alabama

Member of Leadership Birmingham

CAREER SUMMARY

Larry has a 40 year history in the public and private sector focusing on neighborhood, community and regional planning. Larry has worked closely with government, citizens, businesses and non-profit organizations at all levels, assisting communities on a professional and voluntary basis. Larry has been involved in a number of statewide initiatives, including work with the Association of Regional Councils, Leadership Alabama, Leadership Birmingham, serving as a member of the Alabama Commission on Environmental Initiatives, Alabama Scenic Byways Advisory Council, Commission on Infrastructure and Statewide GIS Council, Design Your Town Alabama, and Alabama Communities of Excellence.

COMMUNITY PLANNING EXPERIENCE

- o Coastal Alabama Partnership Regional Plan - Mobile, AL
- o Coastal Gateway Regional Plan
- o Mobile Comprehensive Plan - Mobile, AL
- o Eufaula Comprehensive Plan - Eufaula, AL
- o Evergreen Comprehensive Plan - Evergreen, AL
- o Selma Comprehensive Plan - Selma, AL
- o Livingston Comprehensive Plan - Livingston, AL
- o Phenix City Comprehensive Plan - Phenix City, AL
- o Fayette Comprehensive Plan - Fayette, AL
- o Alexander City Comprehensive Plan - Alexander City, AL
- o Arab Downtown Plan - Arab, AL
- o Opelika Downtown Plan - Opelika, AL
- o City of Troy Plan and Downtown/University Interface - Troy, AL
- o Shorter Comprehensive Plan, Notasulga Plan and Zoning Plan and Ordinance for Macon County
- o Demopolis Comprehensive Plan - Demopolis, AL
- o Jackson Communities of Excellence - Jackson, AL
- o Hanceville Alabama Comprehensive Plan - Hanceville, AL
- o Russell County Alabama Master Plan - Russell County, AL
- o Anniston Zoning Ordinance - Anniston, AL Current
- o Talladega Historic Downtown Design Guidelines - Talladega, AL
- o Tallassee Revitalization Plan and Design Guidelines - Tallassee, AL
- o Guntersville Waterfront District Design Plan and Guidelines - Guntersville, AL
- o Demopolis, Livingston, Eufaula, Evergreen and other Master Plans and Design Recommendations
- o Analysis of Impediments to Fair Housing - Anniston, AL
- o Community Renewal Plan: application of Alabama's Urban Renewal Law to apply revitalization process to over sixty of the city's ninety neighborhoods in Birmingham
- o Initiated Building Communities and Neighborhoods Program- Birmingham, AL*
- o Neighborhood Strategies Area Study - Birmingham, AL*
- o Commercial Revitalization Plans - Birmingham, AL *
- o Land Use Plan, City of Birmingham - Birmingham, AL*
- o Coordinator, Downtown Plan - Birmingham, AL (1982)*
- o Central Auburn Revitalization Plan - Auburn, AL*
- o Red Diamond Development Plan - Jefferson County, AL*
- o First Avenue Revitalization Plan - Birmingham, AL*
- o Capital- Medical Center Plan Update - Oklahoma City, OK*
- o U.S. Highway 29 South Corridor Plan - Auburn, AL*
- o Ensley Revitalization Plan - Birmingham, AL*
- o Gilberttown Design Institute with Auburn Studio*
- o Jackson Alabama Communities of Excellence*
- o Monroeville Communities of Excellence*
- o Citywide Land Use Plan - Birmingham, AL*

*Completed with another firm



Robert J. "Bobby" Kemp, PE

Goodwyn, Mills and Cawood, Inc.
Vice President, Transportation

EDUCATION

Bachelor of Science, Civil
Engineering, Auburn University |
1987

PROFESSIONAL LICENSE

Licensed Professional Engineer
AL License #18789
GA License #PE031664
MS License #13326
FL License #53564
SC License #33197
TN License #119068

AFFILIATIONS

American Society of Civil
Engineers

Institute of Transportation
Engineers

Association of County Engineers
of Alabama

CAREER SUMMARY

Bobby leads our Transportation Engineering Department with more than 31 years of experience of providing design, project management and construction inspection of a variety of highway and civil engineering projects for State DOTs, Local Municipalities, and Private Sector Clients. His areas of experience include geometric design, drainage design, erosion control plan development, traffic control plan development, utility relocation, right of way documentation and acquisition, as well as project management and construction inspection of large roadway and bridge projects. Bobby has experience with many civil and drainage software such as Microstation, Inroads, HY-8, CulvertMaster, HY-22, StormCad, Flowmaster, WSPRO, HEC-RAS, HEC 15, HEC-12 and HYDRAIN which includes HYCHL, HYCLV, HYDRA, and HYDRO.

PROJECT EXPERIENCE

- US 43 Widening - Lauderdale County, AL
- I-10 Interchange - Baldwin County, AL
- Lorna Road Improvements - Hoover, AL
- Industrial Access Road - Limestone County, AL
- Talladega Bypass - Talladega, AL
- Geneva County Road - Geneva County, AL
- Shelby County Road 17 from I-65 to US 31 - Shelby County, AL
- US 278 - Gadsden to Hokes Bluff, AL
- US 278 - Cullman County, AL
- I-59 at Mercedes Drive - Vance, AL
- US 411, Etowah County Road 23 to Leesburg
- US 280, I-459 to Hugh Daniels Drive
- US 278, Holly Pond to Walnut Grove
- US 280 Camp Hill Bypass
- US 280 Jackson's Gap Widening
- Corridor X; SR-13 to Nauvoo Rd. in Carbon Hill - Walker County, AL
- Corridor X; Jefferson County Line to East of Locust Fork - Jefferson County, AL
- Birmingham Northern Beltline - Jefferson County, AL
- US 82 Corridor Study
- US 90 Bridge Replacement over Rigoletts Pass - New Orleans Parish, LA
- U.S. 231/Memorial Parkway - Huntsville, AL
- Caldwell Mill Road from SR-119 (Cahaba Valley Rd.) to CR-17 (Valleydale Rd.) Widening and Grade, Drain, Base and Pave - Shelby County, AL

CONSTRUCTION PROJECTS

- I-565 at Governors Drive
- I-565 at Memorial Parkway
- Corridor X APD, 471(78) - Jefferson County, AL
- Corridor X AD, 471(77) - Jefferson County, AL



Stephen McNair, Ph.D.

McNair Historic Preservation, Inc.
Historic Preservationist

CAREER SUMMARY

Historic preservation consultant specializing in historic tax credits, preservation planning, legislative affairs, and architectural history with extensive public and private sector global experience in the American South and United Kingdom. Historic Preservation expertise exceeds CFR 61 Standards as designated by the Department of the Interior.

PROFESSIONAL EXPERIENCE

- McNair Historic Preservation, Inc. 2015 – Present | Position: Owner & Senior Consultant
McNair Historic Preservation, Inc. is a national full-service historic preservation consulting firm specializing in historic tax credits and incentives, economic development and real estate consulting, historic designation, National Register nominations and district surveys, historic guidelines and design, training, legislative and government relations, permitting, research, compliance, regulatory assistance, advocacy, and litigation support.
- Alabama Historical Commission 2013 – 2015 | Position: State Director of Historic Sites
 - Government affairs and advocacy at the local, state, and national level.
 - Managed 35 staff members and 11 historic sites across Alabama. Sites ranged from historic house museums to battlefields and forts.
 - Chief curator for all documents, artifacts, and general assets of collections associated with each historic property.
 - Managed the historic sites budget totaling over \$3,000,000 annually.
 - Directed various grant programs totaling \$750,000.
 - Research, publishing, and presentations related to history, culture, and architecture in Alabama.
 - Created statewide outreach, promotions, and educational programming centered on historic preservation and Alabama history.
 - Directed historic preservation capital projects across Alabama.
 - Government liaison to historic non-profits, Alabama Main Street, and Business and Chamber organizations.
 - Advisory Board member and Statewide Initiatives Committee member of the Alabama Bicentennial Commission
 - Managed all social media and web design for the agency
- The Cockburn Association 2010 – 2012 | Position: Preservation Advocacy and Outreach Specialist
 - Government affairs and advocacy at the national and local level.
 - Authored reports to the Edinburgh City Council and Historic Scotland on issues of historic preservation developments and economic impact.
 - Research, publishing, and presentations related to historic people and assets in Edinburgh and the United Kingdom.
 - Created outreach, promotions, and educational programming centered on historic preservation and Scottish history.
 - Advised the public and Edinburgh City Council on issues of architectural history, public policy, preservation law, and historically accurate building methods and materials.
 - Assisted in the development and implementation of Doors Open Day. Annual event served as a public celebration of the architectural heritage and culture of Edinburgh. Duties included assisting in fundraising, public outreach, and membership recruitment.
 - Liaison to Edinburgh World Heritage and the Architectural Heritage Society of Scotland.
- City of New Orleans, Historic District Landmarks Commission & Vieux Carré Commission 2006 – 2009 | Position: Architectural Historian & Preservation Specialist
 - Duties required extensive knowledge of the architectural history of New Orleans, historic construction methods, and materials.
 - Government Affairs and advocacy at the state and local level.
 - Government liaison to local neighborhood associations, Urban Main Street Programs, Business and Chamber organizations, and the Preservation Resource Center.
 - Advised the public on archival research, historic preservation tax programs, preservation law, architectural history, architectural drawings, and historically accurate materials and methods.
 - Composed extensive historical analysis reports regarding historical significance, context, architectural styles, and general history of hundreds of historic sites.
 - Appeared monthly on WWL TV to discuss historic preservation in the French Quarter. Topics of the live interviews addressed issues of architectural history and general New Orleans history.
 - Research, publishing, and presentations related to historic people and assets of New Orleans.

EDUCATION

Ph.D., Architectural History,
Edinburgh School of Architecture,
The University of Edinburgh,
Scotland, United Kingdom,
Dissertation: *Southern Gothic:
Antebellum Ecclesiology in
Alabama, Louisiana, and
Mississippi* | 2010-2013

Masters, Historic Preservation
Studies, Tulane School of
Architecture, Tulane University
Thesis: *Redeveloping the St. Roch
Market and St. Claude Avenue
Corridor* | 2005-2006

Bachelor of Arts: History (major),
English & Art History (double
minor), The University of Alabama,
Tuscaloosa, Alabama
Organizations: *Student
Government Association (Senate
and Vice President), Sigma Nu
Fraternity (Academic Chairman
and Chaplain), Mallet Assembly,
Student Alumni Association,
Model United Nations*
Honor Societies: *Omicron Delta
Kappa, Jasons, Gamma Beta
Phi, Sigma Tau Delta, Anderson
Society, Carl A. Elliott Society*

AFFILIATIONS

Board of Advisors, University of
Alabama Division of Community
Affairs

Board of Advisors, University of
Alabama Blackburn Institute

Executive Board, Preservation
Mobile Chamber of Commerce
(Government Affairs Committee)

Mayoral Appointment,
Architectural Consolidated
Review Committee

Board of Advisors, US Green
Buildings Council (Alabama
Chapter)

SECTION 4:
Knowledge of Comprehensive Planning Process

4

KNOWLEDGE OF COMPREHENSIVE PLANNING PROCESS

GMC will provide all professional and technical services as needed to fully design and develop a plan for the future of downtown Foley. The GMC team will also insure full compliance of all activities with applicable Federal and State regulations in downtown, as well as any potential funding requirements for the completion of the project.

After considering information concerning downtown Foley, the following tasks are included as part of the Comprehensive Plan update for downtown Foley. The focus of this planning effort is to consider and build upon any previous studies, current projects, and current thinking of businesses, property owners, civic interests and citizens. The effort will determine a consensus on moving forward with strategies, including short-term mid-term and long-term, for the future of downtown in a workable plan for implementation and that enhancing the downtown/historic Foley experience. It is intended to move through the talking and planning stages to define a future that everyone can be excited about and make them proud.

Based on reliable experience, our approach is designed to complete the project in a timely manner. We realize that this work plan and schedule will need to be discussed further with the City and tailored to best meet your needs. We have assembled this information based upon our conversations and current understandings of the community. The focus of downtown will be the central core of downtown and along the McKenzie Street and Laurel Avenue area. The plan will also address the adjacent businesses, community space, and housing areas which should be well connected to downtown and help create a strong central district for the City.

RELATIONSHIP TO THE SOUTHEAST QUADRANT UPDATE TO THE COMPREHENSIVE PLAN

GMC is currently engaged with the City for the update to the Southeast Quadrant of the Comprehensive Plan. We feel our team would be best suited to assist the City with downtown as well because we bring institutional knowledge from that work that can be integrated and included into downtown with little additional effort. This includes the chance to make downtown part of the larger community conversation happening regarding the Southeast Quadrant and how the two areas are intrinsically related.

Our team also has experience directly in downtown Foley with the work underway with McNair Historic Preservation, Inc. This firm, based in Mobile, recently completed a comprehensive evaluation of the local historic district guidelines. This process resulted in an extensive publication that not only explains the regulations of the historic district, but also guides applicants on issues of repairs, maintenance, materials, and sympathetic design. The same firm was recently selected to evaluate the National Register Historic District in downtown Foley. This will require extensive historical research and an architectural assessment of every structure in the historic city center. This project will begin in February, 2018 with an expectation of completion by June, 2018.

SCOPE OF WORK

The following is a tentative scope of work, based on the information included in the solicitation, and understanding of the work required. Upon selection a final scope and budget will be agreed to by GMC and the City, and executed in a contract.

TASKS

1. Coordination with the City of Foley and Others

GMC will work with the City, businesses/merchants, property owners, Redevelopment Authority, and other stakeholders as appropriate. Representatives from these entities will serve as the coordinating/steering/stakeholder committee, as agreeable to the City, to provide key input to assist with development of a vision for downtown and feedback through the duration of the project.

Kickoff Meeting

GMC will meet with the City of Foley staff and stakeholders for an initial kickoff meeting in Foley to accomplish the following:

1. Introduce the team members and City representatives
2. Visit the site(s)
3. Discuss the vision, goals, and objectives of the project
4. Review the existing data and base mapping
5. Identify additional data needs and information
6. Review the proposed program and budget
7. Review schedule and set dates

GMC and the City of Foley will establish points of contact for efficiency and communication. These contacts will discuss and meet as needed to keep the project on track.

Coordinating/Steering/Stakeholder Committee Meetings

GMC will meet with the Coordinating/Steering/Stakeholder Committee on a regular basis during the planning process. During these meetings, GMC will brief the Committee on current progress, present observations and findings, discuss vision and principles for downtown, and use the Committee as a tool to gather feedback on recommendations. These Committee meetings will be set based up the proposed schedule and final agreement with the City.

Website

GMC is prepared to develop and maintain a website for the Downtown Master Plan as part of this proposal. The website will include meeting agendas, workshop information, a mechanism for gathering community input, or other relevant information regarding the project.

2. Analysis of Existing Conditions

A. Base Mapping

Using existing surveys, USGS maps, GIS data, street maps, tax maps, aerial photographs, etc. as well as on-site verification, GMC will prepare an up-to-date base map of the planning area. The base map will indicate existing elements and features such as right-of-way, paving, structures, railroads, streams, etc. The base map will be drawn in GIS formats that will permit its use in the development of planning and design proposals, in presentations and in published reports.

B. Review of past plan(s) and studies

GMC will review recent planning studies of the area and other relevant studies, including any pertinent information from market or retail studies. GMC will conduct a throughout review of the vision, guiding principles and recommendations from the 2008 Comprehensive Plan to determine their current relevancy and progress as it related to the past nine years in downtown Foley.

C. Analysis

GMC will prepare an analysis of factors that are relevant to the downtown area and design opportunities and issues, including the following:

1. Land Use. Land use information will be reviewed including the unique qualities of the existing development pattern, relationships between major land uses, characteristics of vacant land areas, and existing or potential land use problems.
2. Zoning. Existing zoning will be reviewed and an analysis made of its relationship to existing development constraints or opportunities.
3. Property Ownership. An analysis will be made regarding owner and renter occupied property and the effect that ownership might have on plan development and implementation.
4. Space Utilization. A use survey will be made of all existing structures in Downtown to identify vacant, un-

der-utilized space.

5. Structural Conditions. An external survey will be made of the condition of structures throughout Downtown, both physical conditions and functional obsolescence.
6. Transportation Analysis. The streets and traffic analysis will provide a general overview of existing conditions, traffic patterns, and street capacities.
7. Parking. A statistical analysis will be made regarding the general adequacy of parking spaces, the relationship to land uses and especially major traffic generators, and the identification of parking problems and needs.
8. Pedestrian Ways. An analysis and evaluation will be made of sidewalks and other means of pedestrian circulation to identify problems, conflicts and needs.
9. Aesthetic Conditions. An urban design assessment will be made of existing aesthetic conditions with attention given to all visual elements that contribute to the overall appearance and character of Downtown. This analysis will include, but is not limited to: vistas, entrances to the downtown area, signage, overhead utilities, topography, green spaces, buffer zones, high use pedestrian areas, building masses, historical significance, facades, the public realm, pedestrian/vehicular conflicts, landscaping, lighting, and paving conditions.
10. Public Utilities. An analysis and evaluation will occur related existing plans for improvement, general inadequacies and other problems related to utilities.
11. Public Facilities. An analysis will be made of the impacts of existing and proposed public facilities such as City Hall, fire station, library, post office, parks, schools, etc. on downtown.
12. Historic Resources. Based on existing available information, those buildings and areas of significant historic value will be identified on maps and an analysis made of their preservation and role in future planning for Downtown.

3. Planning Workshop

GMC will conduct a workshop with the City, merchants, property owners, and other stakeholders focused on opportunities for the downtown area.

During the workshop, alternative concepts for the downtown vision will be developed and the session will provide an opportunity to review and test the concepts before the downtown vision is completed. This might occur in small study groups or focus sessions. The design process will consider previous or current studies and plans, including the 2008 Comprehensive Plan, and address major assets, challenges, opportunities and direction for design, including the areas immediately adjacent to McKenzie Street and Laurel Avenue in Downtown. This planning process will take into account important elements including building utilization and reuse, vacant properties, parking, traffic control, housing opportunities, new business prospects, church and related public/City development, and current visual conditions, etc.

4. Draft Downtown Master Plan

Vision and Guiding Principles

Based on the results of the planning workshop, the team will fully develop a Vision and Guiding Principles for design development and plan document development. A draft Downtown Master Plan will be prepared which will reflect the Vision and Guiding Principles and include statements concerning the future of the sector that can ensure the entirety of the plan and design concept will work toward achieving the City's vision.

Design Concept Development

The Vision and Guiding Principles will be illustrated in an Overview Design Concept with special emphasis will be given to the urban design aspects. This includes accentuating visual points of interest, preserving the historic character of unique areas, softening the visual clutter of signage and utility lines, and creating multiple use pedestrian areas using such elements as varied paving patterns, landscaping, street furniture, lighting, etc. Attention will be given to the spatial character of the streets, and their interconnections and streetscape elements such as signage, graphic, landscaping, lighting, pedestrian amenities, street furniture, etc. All recommendations will be presented on maps, sketches and/or written text as necessary to convey the concepts and recommendations. The urban design alternatives will include three dimensional sketches, elevations and sections to illustrate the Vision and Guiding Principles.

All recommendations will be presented on maps, sketches, and/or written and graphic summary to convey the concepts and recommendations, including 2-3 illustrated sketches, specific steps and phases for implementation, conceptual cost estimates, and possible funding sources.

Recommendations for areas adjacent to downtown will be considered as part of the Downtown Master Plan, so that they do not detract from downtown businesses and revitalization.

GMC will provide sample façade studies for a selected area(s). The studies will be consistent with existing or include recommendations for proposed design guidelines.

5. Phasing and Implementation Strategy

GMC will incorporate a written and graphic phasing and implementation strategies for inclusion in the Downtown Master Plan that will be a tool for the City and other stakeholders to carry out the vision and principles created during the planning process.

Conceptual cost estimates will be prepared for the cost specific improvements and recommendations proposed by the plan. These project costs will be general estimates for the purpose of verifying financial feasibility for future consideration or Capital Improvement Planning. Public sector responsibilities for the overall physical improvements needed will be identified along with the development of a phasing strategy for public improvements. Strategies for investment by private entities and possible incentives will also be explored. Results will be presented to the stakeholder committee and in a public meeting.

In conjunction with the Downtown Master Plan, certain other implementation tools may be considered including: façade and design guidelines and standards and various incentives and tools that can be packaged to facilitate the reuse of vacant properties and renovate properties in a way consistent with new street improvements. The plan will be reviewed with the City and Coordinating/Steering/Stakeholder Committee prior to a public meeting, presentation or approvals as well as prior to any publication.

6. Final Downtown Master Plan

GMC will prepare a written and graphic Downtown Master Plan that identifies proposals for improvement and revitalization of downtown. Recommendations will be made, as determined necessary, regarding the street system, parking, pedestrian circulation, proposed future land uses, significant improvements in existing utilities, historic preservation proposals, open spaces, urban design features and/or other appropriate plan elements.

As appropriate, the plan may also include recommendations for zoning and other form-based code provisions and design guidelines necessary to permit proposed development, land development considerations, proposed redevelopment areas, adaptive reuse areas, design guidelines, needed land acquisition and/or other information required to describe plan proposals.

Results will be presented to the City and Coordinating/Steering/Stakeholder Committee for review and input prior to a public meeting and presentation.

7. Final Products

The final document will be printed and bound in an interesting and user friendly format, which will allow convenient use, by local citizens, public officials and City personnel on a day-to-day basis. The plan, subject to final costs and desires of the City, may include a poster summarizing the plan suitable for mass distribution and posting in prominent locations in the City. The plan will include narrative and discussion of the plan elements and work items identified in this proposal.

The organization and contents of the plan will correspond to the work elements currently outlined in this proposal, but subject to a final agreement. Supportive data and information will be presented on maps, charts and tables

as appropriate. The final report will be concise and factual with clear statements regarding all planning proposals and recommendations and with use of graphic illustrations and maps as appropriate. GMC will provide the City of Foley with 25 copies of the final document and a pdf/electronic version suitable for reproduction. The final Downtown Master Plan will include:

- Color illustrations of plan view
- Four (4) vignette perspective sketches of the downtown design concepts
- Complete narrative and descriptions of plan recommendations
- Implementation Strategy and Phasing Plan
- List of potential funding sources and financing alternatives
- Recommended zoning, form-based codes and other design guidelines with illustrations (as needed)
- Executive Summary
- Digital imagery of downtown area

SECTION 5:
Ability to Conduct Public Meetings

5

ABILITY TO CONDUCT PUBLIC MEETINGS

Critical to the success of any planning process is public involvement and engagement. In each example of project experience included in this response, those projects demonstrate the successful public involvement and engagement which happened because of implementation that has been carried out. When projects such as the downtown comprehensive plan update for Foley are being created, the inclusion of public involvement and engagement helps to build local consensus around the future of downtown and ultimately the successful implementation of the plan.

As included in our scope of work, the GMC planning team will work in conjunction with City Staff to form a project coordinating/steering/stakeholder committee. That committee will be involved throughout the length of the planning process and will serve as the regularly liaison on behalf of the community for regular discussions and feedback.

The committee will also work with the planning team to identify the appropriate time and place to hold a planning workshop as included in the scope of work. The workshop will be the significant opportunity for the entire Foley community to discuss the future of downtown directly with the planning team. We will accomplish this through a series of engaging and creative activities in a series of different meetings with citizens and stakeholders.

Each image on this page represents public involvement and engagement that has occurred on other GMC planning projects.



Red Rock Ridge and Valley Trail Plan meeting



Map for Mobile public meeting



Red Rock Ridge and Valley Trail Plan public engagement



Red Rock Ridge and Valley Trail Plan collaboration

SECTION 6:
Capability to Meet Schedules and Deadlines

6

CAPABILITY TO MEET SCHEDULES AND DEADLINES

SCHEDULE OF WORK PERFORMANCE:

GMC has the capacity to initiate and carry out all required planning activities in a timely manner. Based on our extensive experience, GMC has prepared a detailed task/activity performance schedule. The GMC team will commit to complete the plan in accordance to a final agreed upon scope, schedule and budget. Repeat business with other cities on similar projects provide reassurance that the City can rely on GMC to adhere to the scope and schedule, working closely with a project contact person.

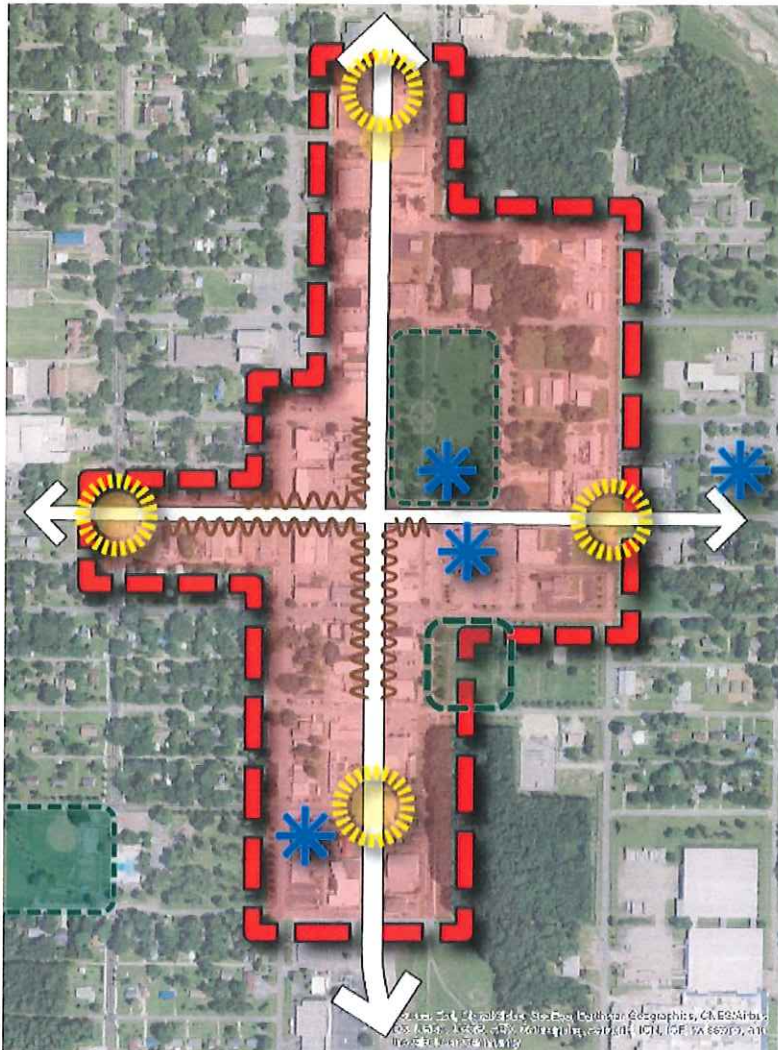
The total time for completion of the plan is 7 months including time for approvals and comments by the City.

Proposed Project Schedule		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7
TASK 1	Project Organization and Coordination							
1.1	Kick-off meeting with Coordinating/Stakeholder Committee							
1.2	Committee Meetings							
1.3	Daily Coordination as needed							
TASK 2	Analysis of Existing Conditions							
2.1	Initial data Collection							
2.2	Base Mapping							
2.3	Review of past plan(s) and studies							
2.4	Analysis							
TASK 3	Planning Workshop							
3.1	Conduct Planning Workshop							
3.2	Planning Workshop Summary							
TASK 4	Draft Plan							
4.1	Vision and Guiding Principles Development							
4.2	Design Concept Development							
4.3	Draft Graphics, Maps, Illustrations							
4.4	Draft Recommendations							
TASK 5	Phasing and Implementation Strategy							
5.1	Written and Graphic Implementation Strategies							
5.2	Development of Plan Phasing							
5.3	Development of Cost Estimate and Funding Source							
TASK 6	Final Plan							
6.1	Review of Final Plan							
6.2	Public Presentation							
6.2	Adoption Process with Planning Commission/City Council							
TASK 7	Final Product							
7.1	Deliver Final Plan Report							
7.2	Final documents							

SECTION 7:
Knowledge of the Geographic Area

7

KNOWLEDGE OF THE GEOGRAPHIC AREA



As previously mentioned in this Statement of Qualifications, GMC is familiar with Downtown Foley through our previous work in the area, as well as many team members living in the area. Downtown has many unique and positive attributes such as active merchants, the presence of three parks (Heritage Park, John B. Foley Park, and the Foley Dog Park), on-going civic uses such as the Post Office and City Hall and excellent promotion through Visit Foley. The downtown area also faces several challenges such as high amounts of traffic along AL Highway-59/McKenzie Street, US Highway-98 Laurel Avenue, underutilized structures and lots, and general aesthetics of gateways into downtown. There are also significant pressures on downtown from the retail development occurring along AL Highway-59/McKenzie Street throughout the entire City.

Throughout the planning process, these aspects should be very carefully weighed against the future of the City. The vision and guiding principles developed as part of the plan should respect the dynamics of the entire City with a focus on growing, improving and developing downtown. The GMC team also believes that the future of downtown should be carefully considered in conjunction with the future growth and development of the southeastern quadrant of the City.

SECTION 8:
Reputation, Location, and References

8

REPUTATION, LOCATION, AND REFERENCES

We understand that integrity is a vital part of our business. Our firm has developed extensive portfolios of projects through providing quality service. Nothing proves our commitment more than hearing it from our clients themselves. Please feel free to contact any of our references listed below.

1. _____

Hon. Gary Fuller

Mayor

City of Opelika

334-705-5150

Other contact:

Pam Powers Smith

Current Opelika Main Street Director and Main Street Alabama Board of Directors

Hon. Barbara Patton

President and Main Street Alabama Board of Directors

2. _____

Hon. Bob Joslin

Mayor

City of Arab

256-586-8128

3. _____

Hon. Dale Segrest

President

Tallassee Redevelopment Authority

334-252-0036

4. _____

Hon. Sandy Stimpson

Mayor

City of Mobile

251-708-7395

5. _____

Ashley Dukes

Assistant Director

Mobile Midtown Movement, Mobile

Alabama

Phone number upon request

midtownmobilealabama@gmail.com

6. _____

Hon. Ray Nelson

Mayor

City of Fayette

205-932-5367

7. _____

Richard Wagner

Executive Director

Alexander City Main Street

256-329-9227

8. _____

Hon. Yank Lovelace

Mayor

City of Brewton

251-809-6702

9. _____

Debi Foster

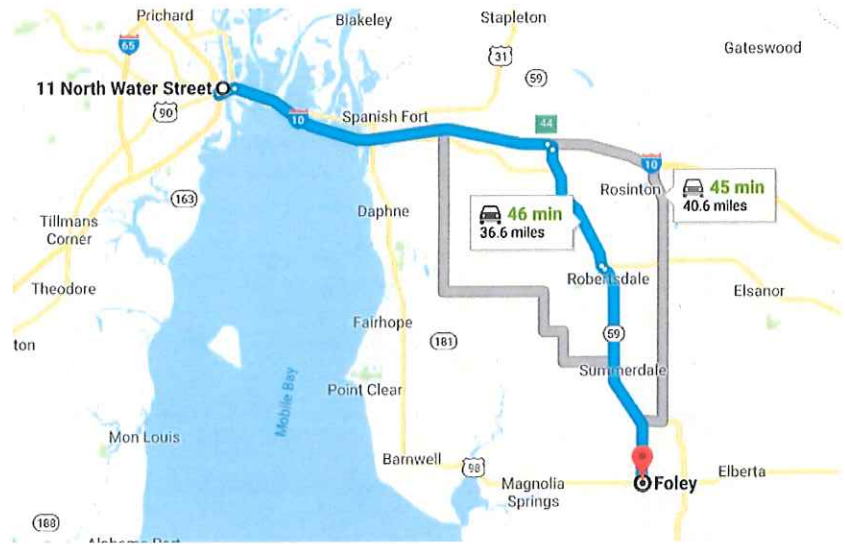
Executive Director

The Peninsula of Mobile

251-377-4485

Location

If awarded, project management will be run out of GMC's Mobile office, at 11 North Water Street, Suite 15250, Mobile, AL 36602. Located less than 37 miles from Foley, the Mobile office offers immediate availability and an unprecedented response time. GMC also has an office in nearby Fairhope, as well as regional offices in Montgomery, Andalusia, and Eufaula. Resources can be procured from any of GMC's offices to ensure timely and efficient project management.



SECTION 9:
Cost Estimate

9

9. COST ESTIMATE

GMC proposes a lump sum or fixed price contract for completion of the plan at \$29,910. This includes services and expenses to produce the final product. This includes all project related costs: design planning, contingency, project administration, and local contribution.

Foley Downtown Master Plan

Estimated Hours and Costs

PROJECT TASKS

TASK 1	Project Organization and Coordination
1.1	Kick-off meeting with Coordinating/Stakeholder Committee
1.2	Committee Meetings
1.3	Daily Coordination as needed
Sub-Total Hours Task 1	
Sub-Total Fee Task 1	

Brandon Blas	Larry Watts	Byran King	John Bricken	Bobby Kemp	Lee Walters	Bea Forniss	Stephen McNair	Sub-Total Hours
2	0	0	0	0	1	0	0	3
5	0	0	0	0	2	0	0	7
5	0	0	0	0	0	0	0	5
12	0	0	0	0	3	0	0	15
\$1,560	\$0	\$0	\$0	\$0	\$570	\$0	\$0	\$2,130

TASK 2	Analysis of Existing Conditions
2.1	Initial data Collection
2.2	Base Mapping
2.3	Review of past plan(s) and studies
2.4	Analysis
Sub-Total Hours Task 2	
Sub-Total Fee Task 2	

2	0	2	0	0	0	0	1	5
6	0	0	0	0	0	0	0	6
8	1	2	0	0	0	0	0	11
8	0	0	0	0	0	0	0	8
24	1	4	0	0	0	0	1	30
\$3,120	\$190	\$440	\$0	\$0	\$0	\$0	\$130	\$3,750

TASK 3	Planning Workshop
3.1	Conduct Planning Workshop
3.2	Planning Workshop Summary
Sub-Total Hours Task 3	
Sub-Total Fee Task 3	

8	8	0	0	8	4	4	8	40
4	2	4	2	2	2	0	0	16
12	10	4	2	10	6	4	8	56
\$1,560	\$1,900	\$440	\$380	\$1,300	\$1,140	\$760	\$1,040	\$8,520

TASK 4	Draft Plan
4.1	Vision and Guiding Principles Development
4.2	Design Concept Development
4.3	Draft Graphics, Maps, Illustrations
4.4	Draft Recommendations
Sub-Total Hours Task 4	
Sub-Total Fee Task 4	

5	2	2	1	1	1	1	2	15
4	0	4	0	0	0	0	0	8
4	0	4	0	0	0	0	0	8
4	2	8	0	1	0	1	4	20
17	4	18	1	2	1	2	6	51
\$2,210	\$760	\$1,980	\$190	\$260	\$190	\$380	\$780	\$6,750

TASK 5	Phasing and Implementation Strategy
5.1	Written and Graphic Implementation Strategies
5.2	Development of Plan Phasing
5.3	Development of Cost Estimate and Funding Source
Sub-Total Hours Task 5	
Sub-Total Fee Task 5	

2	1	4	0	1	0	0	0	8
2	1	0	0	0	0	2	2	7
2	0	0	0	1	0	4	2	9
6	2	4	0	2	0	6	4	24
\$780	\$380	\$440	\$0	\$260	\$0	\$1,140	\$520	\$3,520

TASK 6	Final Plan
6.1	Review of Final Plan
6.2	Public Presentation
6.3	Adoption Process with Planning Commission/City Council
Sub-Total Hours Task 6	
Sub-Total Fee Task 6	

4	1	4	0	0	0	0	1	10
2	1	0	0	0	1	1	2	7
2	0	0	0	0	1	0	0	3
8	2	4	0	0	2	1	3	20
\$1,040	\$380	\$440	\$0	\$0	\$380	\$190	\$390	\$2,820

TASK 7	Final Product
7.1	Deliver Final Plan Report
7.2	Final documents
Sub-Total Hours Task 7	
Sub-Total Fee Task 7	

2	0	6	0	0	1	0	2	11
2	0	6	0	0	0	0	0	8
4	0	12	0	0	1	0	2	19
\$520	\$0	\$1,320	\$0	\$0	\$190	\$0	\$280	\$2,290

Total Task Hours
Total Fee for Tasks

83	19	46	3	14	13	13	24	215
\$10,790	\$3,610	\$5,060	\$570	\$1,820	\$2,470	\$2,470	\$3,120	\$29,910

Total Fee **\$29,910**