Vieni	na Design Services - Maple Avenue D	esign Guidelines Scope of Work														Sc	chedule		
TASE	(Description		L/KLA Principal		Frazier Assoc	Frazier	Frazier Assoc Sr	Frazier Assoc Arch	Frazier Assoc	Frazier Assoc		1	. June	2. July	3. Aug	I. Sept	5. Oct 6. Nov 7. Dec	8. Jan	9. Feb
			153		Principal 155	Assoc Arch	Graphics 115	Des 100	Layout 55	Clerical	55								
1	Site Information and Analysis	Task Contents	100	30	700	720		100			Deliverables Per L/KLA Frazier Associates	Town RFP language/request							
a.		Review the work plan and schedule with staff; guide Town on formation of Steering Committee - membership/size; confirm desired project outcome; target milestone dates and decisions necessary to achieve them	10		10						• 3 hour Kick-off meeting in conjunction with 2 hour tour of subject area; 2 Team members in attendance; 3 page memo documenting discussion and findings within three working days of meeting; Steering Committee formation - Town to formally invite and coordinate group; model membership on that used during the development of the MAC with representatives from the PC, BAR, Business groups, Community Enhancement, Town/Business Liaison Committee, Church Street and Maple Avenue business representative from large and small businesses, property managers; Discussion with staff the make-up of the Steering Committee for the project. Identify key groups such as the BAR and business and property owners to contact. Town to invite attendees and provide meeting space and equipment.	Most important part of the design guidelines process will be public engagement. Meet with BAR, local design professionals, property managers, developers, business owners, and Town Staff	x						
b	Review Documents and	2015 Comprehensive Plan Update • 2014 Approved Maple Avenue Vision (with 2017 updates) • 1999 Approved Church Street Vision Plan • 2001 Charrette outcome • "This Was Vienna" • Review public input gathered in 2016 citizen study	1		4						Review noted documents for incorporation in Design Guidelines	Review the Church Street Vision and consider expanding some architectural elements to the Maple Avenue Commercial Corridor	х	x					
C.	Review current BAR application trends and develop BAR questionnaire	• Review select BAR decisions • Summarize BAR issues write and lay out BAR questionnaires	2		6				2		 Receive data related to applications and past BAR actions from Town and analyze to identify trends, challenges, hot issues. Past cases reviewed with staff members (usually by reviewing meeting agendas) for types of cases and outcomes. Findings are summarized in a brief 2- 3 page memorandum for all to share. Create 3 questionnaires: BAR; Staff; and Stakeholders (property owners, business owners, design and development community, etc.) 	Review current BAR application trends	x	x					
d	Define Study Boundary and Create Corridor Map	Create corridor map with GL	4	24	1						Define coverage boundaries (Maple Avenue and which if any side streets necessary for inclusion to ensure cohesive future development (Addendum #1) Analyze and map current character of MAC corridor and Church Street: public streetscape, private sites and building architecture as well as the Town's vernacular architectural character		x	x					
f.	Extract Info from Church Street Guidelines	Identify any architectural elements to apply to MAC District	1		1						Extract from the Church Street Vision elements appropriate for inclusion in the Maple Avenue Design Guidelines - articulate reasoning related to scale, aesthetics, detailing		x	х					
g	Recommend changes to Comprehensive Plan	Check applicability of 2015 document and recommend changes if needed			1						Review 2015 Comprehensive Plan for content potentially affecting (positively or negatively) the development of the Design Guidelines; if negative, propose alternatives for the Town to consider in next update of Comp Plan	Examine the Comprehensive Plan Update and check applicability with current trends and make recommendations for any changes to the Comprehensive Plan Review listed documents	x	х					
h		Tie site reconnaissance visit with first Steering Committee meeting; tour & note character, arch., sites, take photos, etc.	10		10						2 hour Work Session with Stakeholder Committee; 2 Team members in attendance; 3 page memo documenting discussion and findings within three working days of meeting	Most important part of the design guidelines process will be public engagement. Meet with BAR, local design professionals, property managers, developers, business owners, and Town Staff		х					
<u> </u>	Gather BAR Questionnaire Results Summarize research and analysis				1 2						Create chart of summary responses			X					\vdash
	findings Generate Outline of Design Guidelines	Develop outline for document for review and approval	1		1						Identify and confirm chapters; estimate number of illustrations and style for each chapter	Develop a methodology to create new guidelines that support the Town of Vienna's goals. Annotated outline of design review issues to be addressed in the new Guidelines		x					
I.	Graphics	 Provide layout template for approval Gather photos and create sample graphics for typical 'small town' and contemporary images, within four-story height limit for new construction and renovation of existing facilities 		8	5	4	14	8			4-6 SketchUp samples & 12 photos	Include excellent visual examples which illustrate appropriate and inappropriate treatment approaches for design and detailed text		х					
m	Work Session #3 with Steering Committee, BAR and Site Visit; Invite public to participate as workshop session	Review outline and Template with Stakeholder Group; open meeting to the public as a workshop session; create PowerPoint & handouts	12		12	4	2	2	2		 Hold dual Stakeholder Committee meeting and open workshop to review the proposed outline and focus of the guidelines and the style and presentation for the document and to test drive images collected under 1.l. 	Most important part of the design guidelines process will be public engagement. Meet with BAR, local design professionals, property managers, developers, business owners, and Town Staff			x				

n. Revise Draft Outline and Graphics List	Revise outline and graphics as needed	3		3	1					Provide single submission of the revised outline and graphics for review; based on comments received from Steering Committee and public workshop		х			
Subtotal Hours		48	32	57	9	16	10	4	0						
Total		7344	3040	8835	1125	1840	1000	220	0						
Combined Subtotal	\$23,404														
Expenses at 3%	\$702														
Total for Task 1	T 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1														
2 Develop Design Guidelines	Task Contents														
a. Chapter 1. Introduction	Write goals and historic development • design review process • corridor character • select maps, photos, and other graphics	4		6						 Introduction: project goals, brief history of the corridor within Vienna's development, role of BAR, design review issues, design review process for applicant 	Create Design Guidelines that preserve and enhance the Town of Vienna's unique character while allowing growth to continue		x	x	
b. Chapter 2. Streetscape Guidelines	Write text for each guideline • select and format photos • create SketchUp/photo sim graphics	12	24							 Streetscape Guidelines: sidewalks, lighting, landscaping, street furniture, public signage, wayfinding, utilities, etc. 	Review and create design guidelines for signage and streetscape		x	х	
c. Chapter 3. Private Site and Building Upgrade Guidelines	Write text for each guideline • select and format photos • create SketchUp/photo sim graphics	12	24	6	6		14			 Private Sites' Guidelines: parking, lighting, landscaping, signage, pedestrian circulation, building placement, etc. 			х	х	
d. Chapter 4. New Buildings Guidelines	Write text for each guideline • select and format photos • create SketchUp/photo sim graphics			6	6		14			Buildings' Guidelines: scale, mass, articulation, proportions, height, fenestration, entry, storefront, materials, etc.			х	х	
e. Chapter 5. Signs and Awnings Guidelines	Write text for each guideline • select and format photos • create SketchUp/photo sim graphics			3	3		7			Building sign & awing Guidelines: location, number, type, material, size, design, etc.	Review and create design guidelines for signage and streetscape		х	х	
f. Guideline Document	Layout doc in InDesign, proof & submit for Staff, Committee and BAR review			7	7	14	4	28	7	Deliver Draft Guidelines				x	
Subtotal Hours		28	48	28	22	14	39	28	7						
Total		4284	4560	4340	2750	1610	3900	1540	385						
Combined Subtotal	penses at 3% \$701 tal for Task 2 \$24,070 tal for Tasks 1 and 2 bor \$46,773 penses \$1,403														
Expenses at 3%															
Total for Task 2															
Total for Tasks 1 and 2															
Labor															
Expenses															
Total	\$48,176								1						