

Vienna Design Services - Maple Avenue Design Guidelines Scope of Work												Schedule								
TASK	Description		L/KLA Principal	L/KLA Senior Staff	Frazier Assoc Principal	Frazier Assoc Arch	Frazier Assoc Sr Graphics	Frazier Assoc Arch Des	Frazier Assoc Layout	Frazier Assoc Clerical		1. June2. July3. Aug4. Sept5. Oct6. Nov7. Dec8. Jan9. Feb								
			153	95	155	125	115	100	55	55										
1	Site Information and Analysis	Task Contents									Deliverables Per L/KLA Frazier Associates	Town RFP language/request								
a.	Kick-off Meeting (#1) and Site Tour with Key Staff and Team Members	<ul style="list-style-type: none"> 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						<ul style="list-style-type: none"> 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. 	<ul style="list-style-type: none"> 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 Background Material	<ul style="list-style-type: none"> 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						<ul style="list-style-type: none"> Review noted documents for incorporation in Design Guidelines 	<ul style="list-style-type: none"> Review the Church Street Vision and consider expanding some architectural elements to the Maple Avenue Commercial Corridor 	X	X						
c.	Review current BAR application trends and develop BAR questionnaire	<ul style="list-style-type: none"> Review select BAR decisions • Summarize BAR issues write and lay out BAR questionnaires 	2		6				2		<ul style="list-style-type: none"> 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.) 	<ul style="list-style-type: none"> Review current BAR application trends 	X	X						
d.	Define Study Boundary and Create Corridor Map	<ul style="list-style-type: none"> Create corridor map with GL 	4	24	1						<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Identify any architectural elements to apply to MAC District 	1		1						<ul style="list-style-type: none"> Extract from the Church Street Vision elements appropriate for inclusion in the Maple Avenue Design Guidelines - articulate reasoning related to scale, aesthetics, detailing 		X	X						
g.	Recommend changes to Comprehensive Plan	<ul style="list-style-type: none"> Check applicability of 2015 document and recommend changes if needed 			1						<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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	X						
h.	Work Session (#2) with Steering Committee and Site Visit	<ul style="list-style-type: none"> Tie site reconnaissance visit with first Steering Committee meeting; tour & note character, arch., sites, take photos, etc. 	10		10						<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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						
i.	Gather BAR Questionnaire Results				1									X						
j.	Summarize research and analysis findings				2						<ul style="list-style-type: none"> Create chart of summary responses 			X						
k.	Generate Outline of Design Guidelines	<ul style="list-style-type: none"> Develop outline for document for review and approval 	1		1						<ul style="list-style-type: none"> Identify and confirm chapters; estimate number of illustrations and style for each chapter 	<ul style="list-style-type: none"> 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						
l.	Create Template and Sample Graphics	<ul style="list-style-type: none"> 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 	4	8	5	4	14	8			<ul style="list-style-type: none"> 4-6 SketchUp samples & 12 photos 	<ul style="list-style-type: none"> Include excellent visual examples which illustrate appropriate and inappropriate treatment approaches for design and detailed text 		X						
m.	Work Session #3 with Steering Committee, BAR and Site Visit; Invite public to participate as workshop session	<ul style="list-style-type: none"> 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		<ul style="list-style-type: none"> 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 1.1. 	<ul style="list-style-type: none"> 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					

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