



**City of Peoria, Arizona  
Notice of Request for Proposal  
for Professional Services**

Request for Proposal No: **P10-0044** Proposal Due Date: **July 15, 2010**  
 Materials and/or Services: **Design & Consultant Services for the Entertainment District Signage, Theming and Identity Improvement Plan** Proposal Time: **5:00 P.M. AZ Time**  
 Contact: **Lisa Houg, CPPB**  
 Project No: Location: **City of Peoria, Materials Management** Phone: **(623) 773-7115**  
 Mailing Address: **9875 N. 85<sup>th</sup> Avenue, 2<sup>nd</sup> Floor, Peoria, AZ 85345**

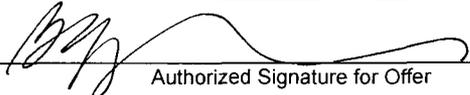
In accordance with City of Peoria Procurement Code competitive sealed proposals for the material or services specified will be received by the City of Peoria Materials Management at the specified location until the date and time cited above. Proposals shall be in the actual possession of the City of Peoria Materials Management on or prior to the exact date and time indicated above. Late proposals will not be considered, except as provided in the City of Peoria Procurement Code. **Proposals shall be submitted in a sealed envelope with the Request for Proposal number and the offeror's name and address clearly indicated on the front of the envelope.** All proposals shall be completed in ink or typewritten. Offerors are strongly encouraged to carefully read the *entire* Request for Proposal Package.

**OFFER**

To the City of Peoria: The undersigned on behalf of the entity, firm, company, partnership, or other legal entity listed below offers on its behalf to the City a proposal that contains all terms, conditions, specifications and amendments in the Notice of Request for Proposal issued by the City. Any exception to the terms contained in the Notice of Request for Proposal must be specifically indicated in writing and are subject to the approval of the City prior to acceptance. The signature below certifies your understanding and compliance with Paragraph 1 of the City of Peoria Standard Terms and Conditions (form COP 202) contained in the Request for Proposal package issued by the City.

For clarification of this offer contact:

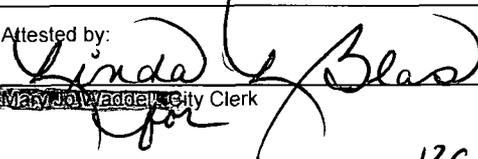
Name: Beth Harmon-Vaughan  
Gensler  
 Company Name  
201 East Washington Street, Suite 750  
 Address  
Phoenix AZ 85004  
 City State Zip Code

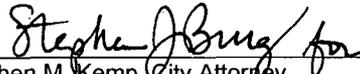
Telephone: 602-523-4900 Fax: 602-523-4949  
  
 Authorized Signature for Offer  
Beth Harmon-Vaughan  
 Printed Name  
Principal-in-Charge  
 Title

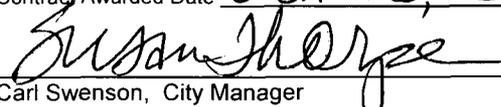
**ACCEPTANCE OF OFFER AND CONTRACT AWARD (For City of Peoria Use Only)**

Your offer is accepted by the City, subject to approval of each written exception that your proposal contained. The contract consists of the following documents: 1.) Request for Proposal issued by the City; 2.) Your offer in Response to the City's Request for Proposal; 3.) This written acceptance and contract award.

As the contractor, you are now legally bound to sell the materials and/or services listed by the attached award notice, based on the solicitation of proposals, including all terms, conditions, specifications, amendments and your offer as now accepted by the City. The Contractor shall not commence any billable work or provide any material, service or construction under this contract until the Contractor receives an executed Purchase Order or written Notice to Proceed.

Attested by:   
 Linda Blas, City Clerk  
 CC: 12C 101910

City of Peoria, Arizona. Effective Date: Oct. 26, 2010  
 Approved as to form:  
  
 Stephen M. Kemp, City Attorney

Contract Number: LCON10510  
 Contract Awarded Date: Oct. 25, 2010  
  
 Carl Swenson, City Manager





# REQUEST FOR PROPOSAL

## INSTRUCTIONS TO OFFEROR

### Materials Management Procurement

9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
Peoria, Arizona 85345-6560  
Phone: (623) 773-7115  
Fax: (623) 773-7118

#### 1. PREPARATION OF PROPOSAL:

- a. All proposals shall be on the forms provided in this *Request for Proposal* package. It is permissible to copy these forms if required. Telegraphic (facsimile) or mailgram proposals will not be considered.
- b. The Offer and Contract Award document (COP Form 203) shall be submitted with an original ink signature by a person authorized to sign the offer.
- c. Erasures, interlineations, or other modifications in the proposal shall be initialed in original ink by the authorized person signing the Vendor Offer.
- d. If price is a consideration and in case of error in the extension of prices in the proposal, the unit price shall govern. No proposal shall be altered, amended, or withdrawn after the specified proposal due date and time.
- e. Periods of time, stated as a number of days, shall be calendar days.
- f. It is the responsibility of all Offerors to examine the entire *Request for Proposal* package and seek clarification of any item or requirement that may not be clear and to check all responses for accuracy before submitting a bid. Negligence in preparing a Proposal confers no right of withdrawal after proposal due date and time.

2. **INQUIRIES:** Any question related to the *Request for Proposal* shall be directed to the Buyer whose name appears on the front. The Offeror shall not contact or ask questions of the department for which the requirement is being procured. Questions should be submitted in writing when time permits. The Buyer may require any and all questions be submitted in writing at the Buyer's sole discretion. Any correspondence related to a *Request for Proposal* should refer to the appropriate *Request for Proposal* number, page, and paragraph number. However, the Offeror shall not place the *Request For Proposal* number on the outside of any envelope containing questions since such an envelope may be identified as a sealed proposal and may not be opened until after the official *Request For Proposal* due date and time.

3. **PROSPECTIVE OFFERORS CONFERENCE:** A prospective offerors conference may be held. If scheduled, the date and time of this conference will be indicated on the cover page of this document. The purpose of this conference will be to clarify the contents of this *Request for Proposal* in order to prevent any misunderstanding of the City's position. Any doubt as to the requirements of this *Request for Proposal* or any apparent omission or discrepancy should be presented to the City at this conference. The City will then determine if any action is necessary and may issue a written amendment to the *Request for Proposal*. Oral statements or instructions will not constitute an amendment to this *Request for Proposal*.

4. **LATE PROPOSALS:** Late Proposals will not be considered, except as provided by the **City of Peoria Procurement Code**. A vendor submitting a late proposal shall be so notified.

5. **WITHDRAWAL OF PROPOSAL:** At any time prior to the specified proposal due date and time, a Vendor (or designated representative) may withdraw the proposal. Telegraphic (facsimile) or mailgram proposal withdrawals will not be considered.

6. **AMENDMENT OF PROPOSAL:** Receipt of a Solicitation Amendment (COP Form 207) shall be acknowledged by signing and returning the document prior to the specified proposal due date and time.

7. **PAYMENT:** The City will make every effort to process payment for the purchase of goods or services within thirty (30) calendar days after receipt of goods or services and a correct notice of amount due, unless a good faith dispute exists as to any obligation to pay all or a portion of the account. Any proposal that requires payment in less than thirty (30) calendar days shall not be considered.

8. **NEW:** All items shall be new, unless otherwise stated in the specifications.

9. **DISCOUNTS:** Payment discount periods will be computed from the date of receipt of material/service or correct invoice, whichever is later, to the date Buyer's payment is mailed. Unless freight and other charges are itemized, any discount provided will be taken on full amount of invoice. Payment discounts of thirty (30) calendar days or more will be deducted from the proposal price in determining the low bid. However, the Buyer shall be entitled to take advantage of any payment discount offered by the Vendor provided payment is made within the discount period.

10. **TAXES:** The City of Peoria is exempt from Federal Excise Tax, including the Federal Transportation Tax. Sales tax, if any, shall be indicated as a separate item.

11. **VENDOR REGISTRATION:** After the award of a contract, the successful Vendor shall have a completed Vendor Registration Form (COP Form 200) on file with the City of Peoria Materials Management Division.

#### 12. AWARD OF CONTRACT:

- a. Unless the Offeror states otherwise, or unless provided within this *Request For Proposal*, the City reserves the right to award by individual line item, by group of line items, or as a total, whichever is deemed most advantageous to the City.
- b. Notwithstanding any other provision of this *Request for Proposal*, The City expressly reserves the right to:
  - (1) Waive any immaterial defect or informality; or
  - (2) Reject any or all proposals, or portions thereof; or
  - (3) Reissue a *Request For Proposal*.
- c. A response to a *Request for Proposal* is an offer to contract with the City based upon the terms, conditions and specifications contained in the City's *Request for Proposal* and the written amendments thereto, if any. Proposals do not become contracts unless and until they are accepted by the **City Council**. A contract is formed when written notice of award(s) is provided to the successful Offeror(s). The contract has its inception in the award document, eliminating a formal signing of a separate contract. For that reason, all of the terms and conditions of the procurement contract are contained in the *Request for Proposal*; unless modified by a Solicitation Amendment (COP Form 207) or a Contract Amendment (COP Form 217).



## STANDARD TERMS AND CONDITIONS

### Materials Management Procurement

9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
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THE FOLLOWING TERMS AND CONDITIONS ARE AN EXPLICIT PART OF THE SOLICITATION AND ANY RESULTANT CONTRACT.

1. **CERTIFICATION:** By signature in the Offer section of the Offer and Contract Award page (COP Form 203), the Vendor certifies:
  - a. The submission of the offer did not involve collusion or other anti-competitive practices.
  - b. The Vendor shall not discriminate against any employee or applicant for employment in violation of Federal Executive Order 11456.
  - c. The Vendor has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip favor, or service to a public servant in connection with the submitted offer. Failure to sign the offer, or signing it with a false statement, shall void the submitted offer or any resulting contracts, and the vendor may be debarred.
2. **GRATUITIES:** The City may, by written notice to the Contractor, cancel this contract if it is found by the City that gratuities, in the form of entertainment, gifts or otherwise, were offered or given by the Contractor or any agent or representative of the Contractor, to any officer or employee of the City with a view toward securing an order, securing favorable treatment with respect to the awarding, amending, or the making of any determinations with respect to the performing of such order. In the event this contract is cancelled by the City pursuant to this provision, the City shall be entitled, in addition to any other rights and remedies, to recover or withhold from the Contractor the amount of the gratuity. Paying the expense of normal business meals which are generally made available to all eligible city government customers shall not be prohibited by this paragraph.
3. **APPLICABLE LAW:** In the performance of this agreement, contractors shall abide by and conform to any and all laws of the United States, State of Arizona and City of Peoria including but not limited to federal and state executive orders providing for equal employment and procurement opportunities, the Federal Occupational Safety and Health Act and any other federal or state laws applicable to this agreement.

Contractor specifically understands and acknowledges the applicability to it of the Americans with Disabilities Act, the Immigration Reform and Control Act of 1986, and the Drug Free Workplace Act of 1989. In addition, if this agreement pertains to construction, Contractor must also comply with A.R.S. § 34-301, as amended (Employment of Aliens on Public Works Prohibited) and A.R.S. § 34-302, as amended (Residence Requirements for Employees).

Under the provisions of A.R.S. § 41-4401, Contractor hereby warrants to the City that Contractor and each of its subcontractors ("Subcontractors") will comply with, and are contractually obligated to comply with, all Federal immigration laws and regulations that relate to their employees and A.R.S. § 23-214(A) (hereinafter, "Contractor Immigration Warranty").

A breach of the Contractor Immigration Warranty shall constitute a material breach of this agreement and shall subject Contractor to penalties up to and including termination of this agreement at the sole discretion of the City. The City may, at its sole discretion, conduct random verification of the employment records of Contractor and any Subcontractors to ensure compliance with the Contractor Immigration Warranty. Contractor agrees to assist the City in regard to any random verification performed.

Neither Contractor nor any Subcontractor shall be deemed to have materially breached the Contractor Immigration Warranty if Contractor or the Subcontractor establishes that it has complied with the employment verification provisions prescribed by §§ 274A and 274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. § 23-214(A).



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The provisions of this Paragraph must be included in any contract Contractor enters into with any Subcontractors who provide services under this agreement or any subcontract. "Services" is defined as furnishing labor, time or effort in the State of Arizona by a contractor or subcontractor. Services include construction or maintenance of any structure, building or transportation facility or improvement to real property.

Contractor warrants, for the term of this agreement and for six months thereafter, that it has fully complied with the requirements of the Immigration Reform and Control Act of 1986 and all related or similar legal authorities.

This contract shall be governed by the City and Contractor shall have all remedies afforded each by the Uniform Commercial Code, as adopted in the State of Arizona, except as otherwise provided in this contract or in statutes pertaining specifically to the City. This contract shall be governed by the laws of the State of Arizona and suit pertaining to this contract may be brought only in courts in the State of Arizona.

This contract is subject to the provisions of ARS §38-511; the City may cancel this contract without penalty or further obligations by the City or any of its departments or agencies if any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of the City or any of its departments or agencies, is at any time while the contract or any extension of the contract is in effect, an employee of any other party to the contract in any capacity or a consultant to any other party of the contract with respect to the subject matter of the contract.

4. **LEGAL REMEDIES:** All claims and controversies shall be subject to resolution according to the terms of the City of Peoria Procurement Code.
5. **CONTRACT:** The contract between the City and the Contractor shall consist of (1) the Solicitation, including instructions, all terms and conditions, specifications, scopes of work, attachments, and any amendments thereto, and (2) the offer submitted by the Vendor in response to the solicitation. In the event of a conflict in language between the Solicitation and the Offer, the provisions and requirements in the Solicitation shall govern. However, the City reserves the right to clarify, in writing, any contractual terms with the concurrence of the Contractor, and such written contract shall govern in case of conflict with the applicable requirements stated in the Solicitation or the Vendor's offer. The Solicitation shall govern in all other matters not affected by the written contract.
6. **CONTRACT AMENDMENTS:** This contract may be modified only by a written Contract Amendment (COP Form 217) signed by persons duly authorized to enter into contracts on behalf of the City and the Contractor.
7. **CONTRACT APPLICABILITY:** The Offeror shall substantially conform to the terms, conditions, specifications and other requirements found within the text of this specific Solicitation. All previous agreements, contracts, or other documents, which have been executed between the Offeror and the City, are not applicable to this Solicitation or any resultant contract.
8. **PROVISIONS REQUIRED BY LAW:** Each and every provision of law and any clause required by law to be in the contract will be read and enforced as though it were included herein, and if through mistake or otherwise any such provision is not inserted, or is not correctly inserted, then upon the application of either party, the contract will forthwith be physically amended to make such insertion or correction.
9. **SEVERABILITY:** The provisions of this contract are severable to the extent that any provision or application held to be invalid shall not affect any other provision or application of the contract which may remain in effect without the invalid provision or application.
10. **RELATIONSHIP TO PARTIES:** It is clearly understood that each party will act in its individual capacity and not as an agent, employee, partner, joint venturer, or associate of the other. An employee or agent of one party shall not be deemed or construed to be the employee or agent of the other for any purpose whatsoever. The



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Contractor is advised that taxes or Social Security payments will not be withheld from any City payments issued hereunder and that the Contractor should make arrangements to directly pay such expenses, if any.

11. **INTERPRETATION-PAROL EVIDENCE:** This contract represents the entire agreement of the Parties with respect to its subject matter, and all previous agreements, whether oral or written, entered into prior to this contract are hereby revoked and superseded by this contract. No representations, warranties, inducements or oral agreements have been made by any of the Parties except as expressly set forth herein, or in any other contemporaneous written agreement executed for the purposes of carrying out the provisions of this contract. This contract may not be changed, modified or rescinded except as provided for herein, absent a written agreement signed by both Parties. Any attempt at oral modification of this contract shall be void and of no effect.
12. **NO DELEGATION OR ASSIGNMENT:** Contractor shall not delegate any duty under this Contract, and no right or interest in this Contract shall be assigned by Contractor to any successor entity or third party, including but not limited to an affiliated successor or purchaser of Contractor or its assets, without prior written permission of the City. The City, at its option, may cancel this Contract in the event Contractor undertakes a delegation or assignment without first obtaining the City's written approval. Contractor agrees and acknowledges that it would not be unreasonable for the City to decline to approve a delegation or assignment that results in a material change to the services provided under this Contract or an increased cost to the City.
13. **SUBCONTRACTS:** No subcontract shall be entered into by the contractor with any other party to furnish any of the material, service or construction specified herein without the advance written approval of the City. The prime contractor shall itemize all sub-contractors which shall be utilized on the project. Any substitution of sub-contractors by the prime contractor shall be approved by the City and any cost savings will be reduced from the prime contractor's bid amount. All subcontracts shall comply with Federal and State laws and regulations which are applicable to the services covered by the subcontract and shall include all the terms and conditions set forth herein which shall apply with equal force to the subcontract and if the Subcontractor were the Contractor referred to herein. The Contractor is responsible for contract performance whether or not Subcontractors are used.
14. **RIGHTS AND REMEDIES:** No provision in this document or in the vendor's offer shall be construed, expressly or by implication, as waiver by the City of any existing or future right and/or remedy available by law in the event of any claim of default or breach of contract. The failure of the City to insist upon the strict performance of any term or condition of the contract or to exercise or delay the exercise of any right or remedy provided in the contract, or by law, or the City's acceptance of and payment for materials or services, shall not release the Contractor from any responsibilities or obligations imposed by this contract or by law, and shall not be deemed a waiver of any right of the City to insist upon the strict performance of the Contract.
15. **INDEMNIFICATION:** To the fullest extent permitted by law, the Contractor shall defend, indemnify and hold harmless the City, its agents, representatives, officers, directors, officials and employees from and against all claims, damages, losses and expenses (including but not limited to attorney fees, court costs, and the cost of appellate proceedings), relating to, arising out of, or alleged to have resulted from the acts, errors, mistakes, omissions, work or services of the Contractor, its employees, agents, or any tier of subcontractors in the performance of this Contract. Contractor's duty to defend, hold harmless and indemnify the City, its agents, representatives, officers, directors, officials and employees shall arise in connection with any claim, damage, loss or expense that is attributable to bodily injury, sickness, disease, death, or injury to, impairment, or destruction of property including loss of use resulting therefrom, caused by any acts, errors, mistakes, omissions, work or services in the performance of this Contract including any employee of the Contractor or any tier of subcontractor or any other person for whose acts, errors, mistakes, omissions, work or services the Contractor may be legally liable.

The amount and type of insurance coverage requirements set forth herein will in no way be construed as limiting the scope of the indemnity in this paragraph.



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16. **OVERCHARGES BY ANTITRUST VIOLATIONS:** The City maintains that, in practice, overcharges resulting from antitrust violations are borne by the purchaser. Therefore, to the extent permitted by law, the Contractor hereby assigns to the City any and all claims for such overcharges as to the goods and services used to fulfill the Contract.

17. **FORCE MAJEURE:** Except for payment for sums due, neither party shall be liable to the other nor deemed in default under this Contract if and to the extent that such party's performance of this Contract is prevented by reason of force Majeure. The term "*force majeure*" means an occurrence that is beyond the control of the party affected and occurs without its fault or negligence. Without limiting the foregoing; force majeure includes acts of God; acts of the public enemy; war; acts of terror, hate crimes affecting public order; riots; strikes; mobilization; labor disputes; civil disorders; fire; floods; lockouts, injunctions-intervention-acts, or failures or refusals to act by government authority; events or obstacles resulting from a governmental authority's response to the foregoing; and other similar occurrences beyond the control of the party declaring force majeure which such party is unable to prevent by exercising reasonable diligence. The force majeure shall be deemed to commence when the party declaring force majeure notifies the other party of the existence of the force majeure and shall be deemed to continue as long as the results or effects of the force majeure prevent the party from resuming performance in accordance with this Contract.

Force majeure shall not include the following occurrences:

- a. Late delivery of equipment or materials caused by congestion at a manufacturer's plant or elsewhere, an oversold condition of the market, inefficiencies, or similar occurrences.
- b. Late performance by a subcontractor unless the delay arises out of a force majeure occurrence in accordance with this Force Majeure term and Condition.

Any delay or failure in performance by either party hereto shall not constitute default hereunder or give rise to any claim for damages or loss of anticipated profits if, and to the extent that such delay or failure is caused by force majeure. If either party is delayed at any time in the progress of the work by force majeure, then the delayed party shall notify the other party in writing of such delay within forty-eight (48) hours commencement thereof and shall specify the causes of such delay in such notice. Such notice shall be hand delivered or mailed *Certified-Return Receipt* and shall make a specific reference to this article, thereby invoking its provisions. The delayed party shall cause such delay to cease as soon as practicable and shall notify the other party in writing. The time of completion shall be extended by contract modification for a period of time equal to the time that the results or effects of such delay prevent the delayed party from performing in accordance with this contract.

18. **RIGHT TO ASSURANCE:** Whenever one party to this contract in good faith has reason to question the other party's intent to perform he may demand that the other party give a written assurance of this intent to perform. In the event that a demand is made and no written assurance is given within five (5) days, the demanding party may treat this failure as an anticipatory repudiation of the Contract.

19. **RIGHT TO AUDIT RECORDS:** The City may, at reasonable times and places, audit the books and records of any Contractor as related to any contract held with the City. This right to audit also empowers the City to inspect the papers of any Contractor or Subcontractor employee who works on this contract to ensure that the Contractor or Subcontractor is complying with the Contractor Immigration Warranty made pursuant to Paragraph 3 above.

20. **RIGHT TO INSPECT PLANT:** The City may, at reasonable times, inspect the part of the plant or place of business of a Contractor or Subcontractor which is related to the performance of any contract as awarded or to be awarded.



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21. **WARRANTIES:** Contractor warrants that all material, service or construction delivered under this contract shall conform to the specifications of this contract. Unless otherwise stated in Contractor's response, the City is responsible for selecting items, their use, and the results obtained from any other items used with the items furnished under this contract. Mere receipt of shipment of the material/service specified and any inspection incidental thereto by the City shall not alter or affect the obligations of the Contractor or the rights of the City under the foregoing warranties. Additional warranty requirements may be set forth in the solicitation.
22. **INSPECTION:** All material and/or services are subject to final inspection and acceptance by the City. Materials and/or services failing to conform to the specifications of this Contract will be held at Contractor's risk and may be returned to the Contractor. If so returned, all costs are the responsibility of the Contractor. The City may elect to do any or all:
- Waive the non-conformance.
  - Stop the work immediately.
  - Bring material into compliance.
- This shall be accomplished by a written determination for the City.
23. **TITLE AND RISK OF LOSS:** The title and risk of loss of material and/or service shall not pass to the City until the City actually receives the material or service at the point of delivery, unless otherwise provided within this Contract.
24. **NO REPLACEMENT OF DEFECTIVE TENDER:** Every tender of materials shall fully comply with all provisions of the Contract. If a tender is made which does not fully conform, this shall constitute a breach of the Contract as a whole.
25. **DEFAULT IN ONE INSTALLMENT TO CONSTITUTE TOTAL BREACH:** Contractor shall deliver conforming materials in each installment of lot of this Contract and may not substitute nonconforming materials. Delivery of nonconforming materials or a default of any nature, at the option of the City, shall constitute a breach of the Contract as a whole.
26. **SHIPMENT UNDER RESERVATION PROHIBITED:** Contractor is not authorized to ship materials under reservation and no tender of a bill of lading will operate as a tender of the materials.
27. **LIENS:** All materials, service or construction shall be free of all liens, and if the City requests, a formal release of all liens shall be delivered to the City.
28. **LICENSES:** Contractor shall maintain in current status all Federal, State and Local licenses and permits required for the operation of the business conducted by the Contractor as applicable to this Contract.
29. **PATENTS AND COPYRIGHTS:** All services, information, computer program elements, reports and other deliverables, which may be patented or copyrighted and created under this contract are the property of the City and shall not be used or released by the Contractor or any other person except with the prior written permission of the City.
30. **PREPARATION OF SPECIFICATIONS BY PERSONS OTHER THAN CITY PERSONNEL:** All specifications shall seek to promote overall economy for the purposes intended and encourage competition and not be unduly restrictive in satisfying the City's needs. No person preparing specifications shall receive any direct or indirect benefit from the utilization of specifications, other than fees paid for the preparation of specifications.



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31. **COST OF BID/PROPOSAL PREPARATION:** The City shall not reimburse the cost of developing presenting or providing any response to this solicitation. Offers submitted for consideration should be prepared simply and economically, providing adequate information in a straightforward and concise manner.
32. **PUBLIC RECORD:** All offers submitted in response to this solicitation shall become the property of the City and shall become a matter of public record available for review, subsequent to the award notification, in accordance with the City's Procurement Code. However, subsequent to the award of the contract, any information and documents obtained by the City during the course of an audit conducted in accordance with Paragraph 19 above for the purpose of determining compliance by Contractor or a Subcontractor with the Contractor Immigration Warranty mandated by Paragraph 3 above shall remain confidential and shall not be made available for public review or produced in response to a public records request, unless the City is ordered or otherwise directed to do so by a court of competent jurisdiction.
33. **ADVERTISING:** Contractor shall not advertise or publish information concerning this Contract, without prior written consent of the City.
34. **DELIVERY ORDERS:** The City shall issue a Purchase Order for the material and/or services covered by this contract. All such documents shall reference the contract number as indicated on the Offer and Contract Award (COP Form 203).
35. **FUNDING:** Any contract entered into by the City of Peoria is subject to funding availability. Fiscal years for the City of Peoria are July 1 to June 30. The City Council approves all budget requests. If a specific funding request is not approved, the contract shall be terminated.
36. **PAYMENT:** A separate invoice shall be issued for each shipment of material or service performed, and no payment will be issued prior to receipt of material and/or services and correct invoice.



## SPECIAL TERMS AND CONDITIONS

Solicitation Number: P10-0044

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1. **Purpose:** Pursuant to provisions of the City Procurement Code, the City of Peoria, Materials Management Division intends to establish a contract for Design & Consultant Services for the Entertainment District Signage, Theming and Identity Improvement Plan.
2. **Authority:** This Solicitation as well as any resultant contract is issued under the authority of the City. No alteration of any resultant contract may be made without the express written approval of the City Materials Manager in the form of an official contract amendment. Any attempt to alter any contract without such approval is a violation of the contract and the City Procurement Code. Any such action is subject to the legal and contractual remedies available to the City inclusive of, but not limited to, contract cancellation, suspension and/or debarment of the contractor.
3. **Offer Acceptance Period:** In order to allow for an adequate evaluation, the City requires an offer in response to this Solicitation to be valid and irrevocable for ninety (90) days after the opening time and date.
4. **Eligible Agencies:** Any contract resulting from this Solicitation shall be for the exclusive use of the City of Peoria.
5. **Contract Type:** Term
6. **Term of Contract:** The term of any resultant contract shall commence on the date of award and shall continue for a period of one (1) year thereafter, unless terminated, cancelled or extended as otherwise provided herein.
7. **Contract Extension:** By mutual written contract amendment, any resultant contract may be extended for supplemental periods of up to a maximum of forty-eight (48) months.
8. **Affirmative Action Report:** It is the policy of the City of Peoria that suppliers of goods or services to the City adhere to a policy of equal employment opportunity and demonstrate an affirmative effort to recruit, hire, and promote regardless of race, color, religion, gender, national origin, age or disability. The City of Peoria encourages diverse suppliers to respond to solicitations for products or services.
9. **Pre-Proposal Conference:** A meeting will be held at the City of Peoria:

**ADDRESS:      Development and Community Services Building  
                         9875 N. 85<sup>th</sup> Avenue  
                         Peoria, Arizona 85345  
                         Point of View Conference Room**

**DATE:            Tuesday, June 29, 2010**

**TIME:            3:00 p.m., AZ Time**

The purpose of this conference will be to clarify the contents of this Request For Proposal in order to prevent any misunderstanding of the City's position. Any doubt as to the requirements of this Request For Proposal or any apparent omission or discrepancy should be presented to the City at this conference. The City will then determine the appropriate action necessary, if any, and issue a written amendment to the Request For Proposal. Oral statements or instructions shall not constitute an amendment to this Request For Proposal.

10. **Proposal Format:** Proposals shall be submitted in one (1) original and six (6) copies on the forms and in the format as contained in the Request for Proposal. Proposals shall be on 8 1/2" & 11" paper with the text on one side only. All submittal information must contain data for only the local office(s) which will be performing the



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work. The proposals should be submitted in the maximum length requirements as specified in the Scope of Work, Submittal Requirements section.

11. **Interview Guidelines:** During any requested interview, which would be scheduled in the future, be prepared to discuss your firm's proposal, staff assignments, project approach and other pertinent information. The presentation shall be approximately 30 minutes, allowing 15 minutes for a question and answer session. The Consultant's Project/Team Manager shall lead the presentation team and answer questions on behalf of the Consultant. If work involves a major sub-consultant, the firms Project/Team Manager's presence may also be requested (by the City) at the interview.
12. **Evaluation:** In accordance with the City of Peoria Procurement Code, awards shall be made to the responsible offeror whose proposal is determined in writing to be the most advantageous to the City, based upon the evaluation criteria listed below. The evaluation factors are listed in their relative order of importance.
  - a. Project Understanding and Project Approach.
  - b. Firm's Experience/Similar Projects.
  - c. Staff's Capabilities and Assignments.
  - d. Conformance to Request for Proposal.
13. **Discussions:** In accordance with the City of Peoria Procurement Code, after the initial receipt of proposals, discussions may be conducted with offerors who submit proposals determined to be reasonably susceptible of being selected for award.
14. **Proposal Opening:** Proposals shall be submitted at the time and place designated in the request for proposals. All information contained in the proposals shall be deemed as exempt from public disclosure based on the City's need to avoid disclosure of contents prejudicial to competing offerors during the process of negotiation. The proposals shall not be open for public inspection until after contract award. After contract award, the successful proposal and the evaluation documentation shall be open for public inspection.
15. **Performance Warranty:** This section does not relieve Consultant from its obligation to provide Work and Materials/ appropriate to the purposes of this Project. Nothing in this Agreement creates any contractual liability between the City of Peoria and any Subcontractor; however, the City of Peoria is an intended third-party beneficiary of all contracts for services, all Subcontracts, purchase orders and other agreements between the Consultant and third parties. The Consultant must incorporate the obligations of this Agreement into its respective Subcontracts, supply agreements and purchase orders.
16. **Permits and Approvals:** Contractor agrees and undertakes to obtain necessary permits and approvals from all local, state and federal authorities for the project.
17. **Inspection:** All work shall be subject to inspection, surveillance, and test by the City at reasonable times during the performance. The Contractor shall provide and maintain an inspection system which is acceptable to the City.
18. **Ownership of Documents:** All materials/design materials (hardcopy or electronic), drawings, specifications, reports, and other data developed by the Consultant, its assigned employees or subconsultants pursuant to this Agreement shall become the property of the City of Peoria as prepared, whether delivered to the City of Peoria or not. Unless otherwise provided herein, all such data shall be delivered to the City of Peoria or its designee upon completion of the agreement or at such other times as the City of Peoria or its designee may request.

The City of Peoria shall indemnify and hold harmless the Consultant, its Subcontractors, Subconsultants, and their respective agents and employees from and against all claims, liabilities, demands, actions, costs and



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expenses (including attorneys' and experts' fees and costs) (collectively, "Claims") arising from any use by the City of Peoria, its successors or assigns of such Materials/Design Materials if reuse, modifications or amendments of any such materials/design materials are made without the prior consent and involvement of the Consultant.

19. **Use of Materials/Design Materials:** The City of Peoria shall have unlimited rights to copy and use in connection with the Project all Materials/Design Materials, including the right to use same on the Project at no additional cost to the City of Peoria, regardless of degree of completion, provided that said services performed have been fully paid for as required by the terms of this Agreement exclusive of amounts disputed by City of Peoria in good faith. The Consultant agrees to and does hereby grant to the City of Peoria and any assignee or successor of the City of Peoria as owner of the Project a royalty-free license to any such Materials/Design Materials as to which the Consultant may assert any rights under the patent or copyright laws. The Consultant hereby assigns outright and exclusively to the City of Peoria all copyrights of the Project. The Consultant, as part of its agreements with any Subcontractor or Subconsultant, will secure such license and use rights from each such entity, and shall defend, indemnify and hold the City of Peoria and any successors or assigns harmless from any claims from such for claims by such entities for copyright or patent infringement.
20. **Investigation of Conditions:** The Contractor warrants and agrees familiarity of the work that is required, is satisfied as to the conditions under which is performed and enters into this contract based upon the Contractor's own investigation.
21. **Compensation:** Compensation for services shall be based upon fees negotiated, including all approved costs and expenses incurred in connection with the project; including but not limited to, telephone and other communications, reproduction of documents, special consultants (as approved by the City) and computer costs.
22. **Acceptance:** Determination of the acceptability of work shall be completed in a responsive and professional manner and in accordance with the specifications, schedules, or plans which are incorporated in the Scope of Work.
23. **Payments:** The City shall pay the Contractor monthly, based upon work performed and completion to date, and upon submission of invoices. All invoices shall document and itemize all work completed to date. The invoice statement shall include a record of time expended and work performed in sufficient detail to justify payment.
24. **Insurance Requirements:** The Contractor, at Contractor's own expense, shall purchase and maintain the herein stipulated minimum insurance with companies duly licensed, possessing a current A.M. Best, Inc. Rating of A-, or approved unlicensed in the State of Arizona with policies and forms satisfactory to the City.

All insurance required herein shall be maintained in full force and effect until all work or service required to be performed under the terms of the Contract is satisfactorily completed and formally accepted; failure to do so may, at the sole discretion of the City, constitute a material breach of this Contract.

The Contractor's insurance shall be primary insurance as respects the City, and any insurance or self-insurance maintained by the City shall not contribute to it.

Any failure to comply with the claim reporting provisions of the insurance policies or any breach of an insurance policy warranty shall not affect coverage afforded under the insurance policies to protect the City.

The insurance policies, except Workers' Compensation, shall contain a waiver of transfer rights of recovery (subrogation) against the City, its agents, representatives, directors, officers, and employees for any claims arising out of the Contractor's acts, errors, mistakes, omissions, work or service.



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The insurance policies may provide coverage which contain deductibles or self-insured retentions. Such deductible and/or self-insured retentions shall not be applicable with respect to the coverage provided to the City under such policies. The Contractor shall be solely responsible for the deductible and/or self-insured retention and the City, at its option, may require the Contractor to secure payment of such deductibles or self-insured retentions by a Surety Bond or an irrevocable and unconditional letter of credit.

The City reserves the right to request and to receive, within 10 working days, certified copies of any or all of the herein required insurance policies and/or endorsements. The City shall not be obligated, however, to review same or to advise Contractor of any deficiencies in such policies and endorsements, and such receipt shall not relieve Contractor from, or be deemed a waiver of the City's right to insist on, strict fulfillment of Contractor's obligations under this Contract.

The insurance policies, except Workers' Compensation and Professional Liability, required by this Contract, shall name the City, its agents, representatives, officers, directors, officials and employees as Additional Insureds.

### 25. Required Insurance Coverage:

#### a. Commercial General Liability

Contractor shall maintain Commercial General Liability insurance with a limit of not less than \$1,000,000 for each occurrence with a \$2,000,000 Products/Completed Operations Aggregate and a \$2,000,000 General Aggregate Limit. The policy shall include coverage for bodily injury, broad form property damage, personal injury, products and completed operations and blanket contractual coverage including, but not limited to, the liability assumed under the indemnification provisions of this Contract which coverage will be at least as broad as Insurance Service Office, Inc. Policy Form CG 00011207 or any replacements thereof. The coverage shall not exclude X, C, U.

Such policy shall contain a severability of interest provision, and shall not contain a sunset provision or commutation clause, nor any provision which would serve to limit third party action over claims.

The Commercial General Liability additional insured endorsement shall be at least as broad as the Insurance Service Office, Inc.'s Additional Insured, Form B, CG 20370704, and shall include coverage for Contractor's operations and products and completed operations.

Any Contractor subletting any part of the work, services or operations awarded to the Contractor shall purchase and maintain, at all times during prosecution of the work, services or operations under this Contract, an Owner's and Contractor's Protective Liability insurance policy for bodily injury and property damage, including death, which may arise in the prosecution of the Contractor's work, service or operations under this Contract. Coverage shall be on an occurrence basis with a limit not less than \$1,000,000 per occurrence, and the policy shall be issued by the same insurance company that issues the Contractor's Commercial General Liability insurance.

#### b. Automobile Liability

Contractor shall maintain Commercial/Business Automobile Liability insurance with a combined single limit for bodily injury and property damage of not less than \$1,000,000 each occurrence with respect to the Contractor's any owned, hired, and non-owned vehicles assigned to or used in performance of the Contractor's work. Coverage will be at least as broad as coverage code 1, "any auto", (Insurance Service Office, Inc. Policy Form CA 00010306, or any replacements thereof). Such insurance shall include coverage for loading and off loading hazards. If hazardous substances, materials or wastes are to be transported,



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MCS 90 endorsement shall be included and \$5,000,000 per accident limits for bodily injury and property damage shall apply.

c. Workers' Compensation

The Contractor shall carry Workers' Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Contractor's employees engaged in the performance of the work or services; and, Employer's Liability insurance of not less than \$100,000 for each accident, \$100,000 disease for each employee, and \$500,000 disease policy limit.

In case any work is subcontracted, the Contractor will require the Subcontractor to provide Workers' Compensation and Employer's Liability to at least the same extent as required of the Contractor.

d. Professional Liability

The Contractor retained by the City to provide the work or service required by this Contract will maintain Professional Liability insurance covering acts, errors, mistakes and omissions arising out of the work or services performed by the Contractor, or any person employed by the Contractor, with a limit of not less than \$1,000,000 each claim.

26. **Certificates of Insurance:** Prior to commencing work or services under this Contract, Contractor shall furnish the City with Certificates of Insurance, or formal endorsements as required by the Contract, issued by Contractor's insurer(s), as evidence that policies providing the required coverages, conditions and limits required by this Contract are in full force and effect.

In the event any insurance policy(ies) required by this contract is(are) written on a "claims made" basis, coverage shall extend for two years past completion and acceptance of the Contractor's work or services and as evidenced by annual Certificates of Insurance.

If a policy does expire during the life of the Contract, a renewal certificate must be sent to the City fifteen (15) days prior to the expiration date.

All Certificates of Insurance shall be identified with bid serial number and title. A \$25.00 administrative fee will be assessed for all certificates received without the appropriate bid serial number and title.

27. **Cancellation and Expiration Notice:** Insurance required herein shall not expire, be canceled, or materially changed without thirty (30) days prior written notice to the City.

28. **Independent Contractor:**

a. General

- i. The Contractor acknowledges that all services provided under this Agreement are being provided by him as an independent contractor, not as an employee or agent of the City Manager or the City of Peoria.
- ii. Both parties agree that this Agreement is nonexclusive and that Contractor is not prohibited from entering into other contracts nor prohibited from practicing his profession elsewhere.

b. Liability



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- i. The City of Peoria shall not be liable for any acts of Contractor outside the scope of authority granted under this Agreement or as the result of Contractor's acts, errors, misconduct, negligence, omissions and intentional acts.
- ii. To the fullest extent permitted by law, the Contractor shall defend, indemnify and hold harmless the City, its agents, representatives, officers, directors, officials and employees from and against all claims, damages, losses and expenses (including but not limited to attorney fees, court costs, and the cost of appellate proceedings), relating to, arising out of, or alleged to have resulted from the acts, errors, mistakes, omissions, work or services of the Contractor, its employees, agents, or any tier of subcontractors in the performance of this Contract. Contractor's duty to defend, hold harmless and indemnify the City, its agents, representatives, officers, directors, officials and employees shall arise in connection with any claim, damage, loss or expense that is attributable to bodily injury, sickness, disease, death, or injury to, impairment, or destruction of property including loss of use resulting therefrom, caused by any acts, errors, mistakes, omissions, work or services in the performance of this Contract including any employee of the Contractor or any tier of subcontractor or any other person for whose acts, errors, mistakes, omissions, work or services the Contractor may be legally liable.

The amount and type of insurance coverage requirements set forth herein will in no way be construed as limiting the scope of the indemnity in this paragraph.

c. **Other Benefits**

The Contractor is an independent contractor; therefore, the City Manager will not provide the Contractor with health insurance, life insurance, workmen's compensation, sick leave, vacation leave, or any other fringe benefits. Further, Contractor acknowledges that he is exempt from coverage of the Comprehensive Benefit and Retirement Act (COBRA). Any such fringe benefits shall be the sole responsibility of Contractor.

29. **Key Personnel:** It is essential that the Contractor provide adequate experienced personnel, capable of and devoted to the successful accomplishment of work to be performed under this contract. The Contractor must agree to assign specific individuals to the key positions.

- a. The Contractor agrees that, once assigned to work under this contract, key personnel shall not be removed or replaced without written notice to the City.
- b. If key personnel are not available for work under this contract for a continuous period exceeding 30 calendar days, or are expected to devote substantially less effort to the work than initially anticipated, the Contractor shall immediately notify the City, and shall, subject to the concurrence of the City, replace such personnel with personnel of substantially equal ability and qualifications.

30. **Confidential Information:**

- a. If a person believes that a bid, proposal, offer, specification, or protest contains information that should be withheld, a statement advising the Materials Supervisor of this fact shall accompany the submission and the information shall be identified.
- b. The information identified by the person as confidential shall not be disclosed until the Materials Supervisor makes a written determination.
- c. The Materials Supervisor shall review the statement and information and shall determine in writing whether the information shall be withheld.



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d. If the Materials Supervisor determines to disclose the information, the Materials Supervisor shall inform the bidder in writing of such determination.

31. **Confidentiality of Records:** The contractor shall establish and maintain procedures and controls that are acceptable to the City for the purpose of assuring that information contained in its records or obtained from the City or from others in carrying out its functions under the contract shall not be used or disclosed by it, its agents, officers, or employees, except as required to efficiently perform duties under the contract. Persons requesting such information should be referred to the City. Contractor also agrees that any information pertaining to individual persons shall not be divulged other than to employees or officers of contractor as needed for the performance of duties under the contract.

32. **Identity Theft Prevention:** The Contractor shall establish and maintain Identity Theft policies, procedures and controls for the purpose of assuring that "personal identifying information," as defined by A.R.S. § 13-2001(10), as amended, contained in its records or obtained from the City or from others in carrying out its responsibilities under the Contract, is protected at all times and shall not be used by or disclosed to unauthorized persons. Persons requesting such information should be referred to the City. Contractor also agrees that any "personal identifying information" shall not be disclosed other than to employees or officers of Contractor as needed for the performance of duties under the Contract. Contractor agrees to maintain reasonable policies and procedures designed to detect, prevent and mitigate the risk of identity theft. Contractor is required under this contract to review the City of Peoria's Identity Theft Program and to report to the Program Administrator any Red Flags as defined within that program. At a minimum, the contractor will have the following Identity Theft procedures in place:

- a. Solicit and retain only the "personal identifying information" minimally necessary for business purposes related to performance of the Contract.
- b. Ensure that any website used in the performance of the contract is secure. If a website that is not secure is to be used, the City shall be notified in advance before any information is posted. The City reserves the right to restrict the use of any non-secure websites under this contract.
- c. Ensure complete and secure destruction of any and all paper documents and computer files at the end of the contract's retention requirements.
- d. Ensure that office computers are password protected and that computer screens lock after a set period of time.
- e. Ensure that offices and workspaces containing customer information are secure.
- f. Ensure that computer virus protection is up to date.

33. **Ordering Process:** Upon award of a contract by the City of Peoria, Materials Management Division may procure the specific material and/or service awarded by the issuance of a purchase order to the appropriate contractor. The award of a contract shall be in accordance with the City of Peoria Procurement Code and all transactions and procedures required by the Code for public bidding have been complied with. A purchase order for the awarded material and/or service that cites the correct contract number is the only document required for the department to order and the contractor to deliver the material and/or service.

Any attempt to represent any material and/or service not specifically awarded as being under contract with the City of Peoria is a violation of the contract and the City of Peoria Procurement Code. Any such action is subject to the legal and contractual remedies available to the City inclusive of, but not limited to, contract cancellation, suspension and/or debarment of the contractor.

34. **Billing:** All billing notices to the City shall identify the specific item(s) being billed and the purchase order number. Items are to be identified by the name, model number, and/or serial number most applicable. Any purchase/delivery order issued by the requesting agency shall refer to the contract number resulting from this solicitation.



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35. **Licenses:** Contractor shall maintain in current status all Federal, State and Local licenses and permits required for the operation of the business conducted by the Contractor.

36. **Cancellation:** The City reserves the right to cancel the whole or any part of this contract due to failure by the contractor to carry out any obligation, term or condition of the contract. The City will issue written notice to the contractor for acting or failing to act as in any of the following:

- a. The contractor provides material that does not meet the specifications of the contract;
- b. The contractor fails to adequately perform the services set forth in the specifications of the contract;
- c. The contractor fails to complete the work required or to furnish the materials required within the time stipulated in the contract;
- d. The contractor fails to make progress in the performance of the contract and/or gives the City reason to believe that the contractor will not or cannot perform to the requirements of the contract.

Upon receipt of the written notice of concern, the contractor shall have ten (10) days to provide a satisfactory response to the City. Failure on the part of the contractor to adequately address all issues of concern may result in the City resorting to any single or combination of the following remedies:

- a. Cancel any contract;
- b. Reserve all rights or claims to damage for breach of any covenants of the contract;
- c. Perform any test or analysis on materials for compliance with the specifications of the contract. If the results of any test or analysis find a material non-compliant with the specifications, the actual expense of testing shall be borne by the contractor;
- d. In case of default, the City reserves the right to purchase materials, or to complete the required work in accordance with the City Procurement Code. The City may recover any actual excess costs from the contractor by:
  - i. Deduction from an unpaid balance;
  - ii. Any combination of the above or any other remedies as provided by law.

37. **Project Travel Reimbursable Expenses:** If travel expenses are allowed as part of the contract the reimbursable expenses will be as follows. All expenses will be billed to the City at cost without markup. Copies of bills for expenses are to be submitted with the invoice. Travel time to and from job site is excluded from this contract. There will be no allowances for parking or personal car mileage. No incidentals for travel of any kind are allowed under this contract.

The following is a list of allowable travel expenses under this contract agreement:

- a. Transportation:
  - i. Air Transportation – coach class fares, minimum 14 days advanced purchase, unless otherwise agreed upon.
  - ii. Car Rental – mid size car, gas for rental car (City assumes no liability regarding additional insurance costs).



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b. Lodging and Meals:

- i. Meals – three meals per day, at the current federal per diem rate for Maricopa County.
- ii. Lodging – not to exceed the current federal rate for Maricopa County. Vendors are encouraged to stay in hotels located within the City of Peoria when practical. A listing of accommodations within Peoria can be found on the following website: <http://visitpeoriaaz.com/accommodations.php>



## SCOPE OF WORK

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### ENTERTAINMENT DISTRICT SIGNAGE, THEMING AND IDENTITY IMPROVEMENT PLAN

The City of Peoria invites proposals to develop a signage, theming and identity improvement plan (Plan) for the area known as the Peoria Entertainment District (see Exhibit A). The goal of the Plan is to develop an identity for the district, identify improvements to create a sense of place, and determine a complete package of signage to promote the district. Proposals are sought from, but not limited to, companies or development teams with experience in the following areas: urban/environmental design, branding, civil engineering, and landscape design and architecture.

#### 1. BACKGROUND

The Entertainment District, as it is currently known, is approximately 1 square mile and generally bounded by the Loop 101 freeway (west), Bell Road (north), Skunk Creek (south) and the eastern city boundary (75<sup>th</sup> Avenue). It represents a major employment corridor in the City of Peoria, with approximately 11,000 employees in a 1-mile radius. In addition, almost 25% of the City's population lives within 5 minutes of this key area. It has over 1 million square feet in retail and has been a busy hub for over 15 years.

The key transportation corridors to and through the District lack a sense of arrival and a sense of place. The area developed in different stages with a wide range of architectural styles and no common unifying theme. The City is undertaking this design project to encourage revitalization of the area as an entertainment destination, particularly investment in new properties and reinvestment in existing properties.

#### The Entertainment District

The Entertainment District is home to several community and area icons:

- The Peoria Sports Complex, home to the first two-team Major League Baseball Spring Training and player development facility in the country, shared by the San Diego Padres and Seattle Mariners
- Arizona Broadway Theatre, a one-of-a-kind venue combining quality dining and professional theatre.
- Harkins Theaters with 18 movie screens
- Skye Restaurant with live entertainment nightly
- "Restaurant Row" – with restaurants and entertainment venues on 83<sup>rd</sup> Avenue, the main corridor
- Shopping opportunities at big-box tenants and smaller-independent retail stores
- Five hotels
- Less than ½ a mile west of the district on Bell Road is the Peoria Arrowhead Auto Mile which includes 18 dealerships specializing in domestic, foreign and luxury auto brands



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## 2. SCOPE OF WORK

To address the needs of the Entertainment District, the scope of this project focuses on 5 areas of emphasis. They include identity development, a comprehensive sign package, urban design with pedestrian linkages and connectivity, community involvement, and an implementation plan. A brief summary of these elements is provided below. It is anticipated that the design team would create an approach that incorporates each of the five elements.

The development team will review previous city studies and projects including (Skunkworks Project; branding project; Design Principles and Guidelines (2008); Arts and Culture Master Plan (2009); Peoria Sports Complex Urban Design Study (2010); and supplement with additional research as deemed necessary.

### Element #1 – Identity Development

The Entertainment District is in need of a clearly articulated identity with a theme that brings together the variety of activities that occur in the area. It is expected that the development team will evaluate existing elements in the area and develop a brand and theme that can be utilized throughout the district.

Recommendations should be provided for the possible renaming of the district as well as developing a plan for implementing this brand through signage, entry monuments, street furniture, and other means. This branding will be developed with input from City staff, key businesses and stakeholders.

### Element #2 – Sign Package

A comprehensive sign package should be developed/implemented as follows:

- Identify appropriate size and placement of signage throughout the district to both announce arrival as well as provide information on the area (see Exhibit B attached).
- Creation and placement of wayfinding signage and informational kiosks.
- Work with City planners to determine sign overlay requirements for the district.

The City will be posting a separate RFP for electronic billboard signage along Loop 101 and within the District. The target team for that RFP is a sign/media company that can manage electronic advertising and provide a revenue stream back to the City. The development team on this theming and identity project will be expected to coordinate with that team so that all the signage is consistent.

### Element #3 – Urban Design

Within the district there is little urban design unity or context. This planning effort must include design recommendations for streetscape treatments, public open space, pedestrian circulation



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both within the District and to the District, user shade and comfort, and design guidelines for any new development or remodeling efforts undertaken in the area. This effort will be in conjunction with city planners and engineers.

The primary focus of the design should illustrate changes property owners can make on the perimeters of their properties and what the City can do in public spaces, including streetscapes, street furniture, gateway monumentation, signage, wayfinding kiosks, landscaping, and other improvements, to help create a sense of place. As part of the plan, your Team should include suggestions that can be utilized by property owners. Urban design elements will also include opportunities for public art and public open space.

The circulation component of this project aims to optimize the connectivity of various dispersed entertainment assets within the Entertainment District, with a multi-modal approach while maintaining functionality, increasing patronage potentially through servicing of nearby destinations, and improving safety.

Please note that changes in land use are not included in the scope of this RFP. It is the City's perspective that by revitalizing the environment of the area, the private sector and property owners will develop viable commercial options; however, creative ideas are welcomed, especially at key District nodes, such as Harkins Theater, entry points into the District, key intersections, and the Sports Complex.

### **Element #4 – Community Involvement**

The community involvement element is the essential effort that brings the community and stakeholders together and develops a consensus-based implementation plan that incorporates the other elements. It also informs and directs the implementation element. This element will be led by the City in cooperation with the development team.

Key work efforts of this task include:

- Initial Stakeholder meetings to understand existing issues, future plans, opportunities and concerns. Meetings will be held with business and/or property owners in the District.
- An informational open house meeting to explain proposed outcomes of the study. The City will send notification for this meeting targeting all property and business owners in the District.
- The findings and action plan for developing the implementation plan will be summarized by the development team in a full report for city approval.

### **Element #5 – Implementation Plan**

Based upon the summary and action plan developed from the community involvement phase, an implementation plan document will be prepared for City Council approval. The document is envisioned to include these items:



## SCOPE OF WORK

Solicitation Number: **P10-0044**

### Materials Management Procurement

9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
Peoria, Arizona 85345-6560  
Phone: (623) 773-7115  
Fax: (623) 773-7118

- An Identity Plan to brand and promote the area.
- Design and Development Package that includes urban design standards and regulations to unify and enhance the character of the Entertainment District.
- Connectivity master plan for improved pedestrian and vehicular circulation both within and to the District.
- An Economic Impact Analysis of the development plan.
- An Implementation Plan to include final task list of all action items to be undertaken, an efficient and strategic order of implementation (based largely on the economic impact analysis), and funding sources appropriate to Arizona and including any grant opportunities to undertake the implementation plan as efficiently as possible.

The development team will be responsible for drafting, revising and presenting with City staff the Design and Development Package as well as the Implementation Plan to all stakeholders, applicable boards and commissions, as well as City Council for approval. The development team shall ensure that all proposals comply with all applicable laws and codes.

The Development Team shall provide six (6) Final Documents of the Implementation Plan with all necessary exhibits, plans, rendering, etc. and a digital version of the comprehensive Final Document to the Project Manager upon completion. A 3-D model of the Improvements shall be included in the Final Documents.

### Summary of Deliverables

The Economic Development Services Department is looking to have this project completed in a timely and efficient manner. Please present a timeline that will itemize the work that you will complete and the schedule that you propose.

Below is a list of deliverables:

1. Design and Development Package: includes identity and branding concepts, all signage designs and placements, and development of the signs to a biddable document.
  - To be presented to all applicable boards and commissions and the City Council for approval
2. Connectivity Master Plan for pedestrian circulation both within and to the District.
  - To be presented to City Council for approval
3. Implementation Plan with economic impact analysis, and task list for completion of the project.
  - To be presented to City Council for adoption

### Post Design Services

During construction, construction administration services will be provided by the design professional. The Consultant shall coordinate the design process, constructability and cost estimating functions with the selected Contractor to ensure successful project completion within budgeted funds available. Construction phase services may include construction oversight or



## SCOPE OF WORK

Solicitation Number: **P10-0044**

### Materials Management Procurement

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limited inspection services, shop drawing and RFI review, weekly meetings, or any combination thereof.

### 3. SUBMITTAL REQUIREMENTS

The City of Peoria is interested in proposals for the creation of an implementation plan for the Entertainment District. It is the City's intention to enter into an agreement with the selected development team that will undertake all components of the design program noted above.

Proposals shall be submitted in one (1) original and six (6) copies on the forms and in the format as contained in the Request for Proposal. Proposals shall be on 8 ½" x 11" paper with the text on one side only. All submittal information must contain data for only the local office(s) which will be performing the work. The proposals shall not exceed twenty (20) pages in length, but shall include the following:

**A. Project Understanding and Plan and Method of Approach to accomplish the Scope of Work:**

This shall include details on methodology, proposed tasks, timelines, procedures, research and any other pertinent information as it relates to project completion. Include any relevant marketing materials.

**B. Work Plan and Task Schedule to accomplish the required Scope of Work:**

This shall include all program activities, deliverables and implementation of recommended phases of the project.

- a. Description of how you will address the above elements including key steps in the process
- b. Strategies for facilitating user groups and a diverse range of general public interest into the process, then documenting and communicating results.
- c. Strategies for communicating with City Council, advisory boards and City staff members on a regular basis to update them on the progress of the project.
- d. Estimated timeline for each element and overall project schedule

**C. Firm's Experience/Similar Projects and References:**

Corporate description, including addresses of office(s) and contact information. If the design will be a "joint venture" partnership or involve separate companies, describe the number and type of projects in which your organization(s) have been involved. Your Team's qualifications including experience and involvement in similar community branding projects. Information on technical and professional competencies of the team (branding, landscaping, urban design, transportation/transit planning, etc.). This shall include resumes of individuals who will perform the work outlined in this proposal



## SCOPE OF WORK

Solicitation Number: **P10-0044**

### Materials Management Procurement

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#### D. References:

For a minimum of 3 references, please include a picture or graphic illustrating your design, description of the entire project including location, dates of involvement, specific responsibilities, total dollar value of the entire project, and a reference from a municipality familiar with your work along with a contact name, phone number and e-mail address.

#### 4. PROPOSAL EVALUATION AND SELECTION PROCESS

In accordance with the City of Peoria Procurement Code, awards shall be made to the responsible offeror whose proposal is determined in writing to be the most advantageous to the City, based upon the evaluation criteria listed below. The evaluation factors are listed in their relative order of importance.

- Project Understanding and Project Approach.
- Firm's Experience/Similar Projects.
- Staff's Capabilities and Assignments.
- Conformance to Request to Proposal.

A selection committee will evaluate and score each proposal received based on the criteria in this section. The City will then shortlist 3-5 firms and interview those shortlisted firms. The selection committee may ask firms to respond to any performance findings during the interview. Based on the interview scores for this design/consultant project the final list will consist of the top 3 scoring firms. **The interviews for the project will be scheduled on Tuesday, August 17, 2010.**

#### 5. PROPOSAL DUE DATE

Proposals shall be submitted in **one (1) original and six (6) copies** and shall be delivered to:

City of Peoria, Materials Management  
9875 N. 85<sup>th</sup> Avenue, 2<sup>nd</sup> Floor  
Peoria, AZ 85345

The proposal shall be due no later than **5:00 p.m. AZ time on July 15, 2010.**

Proposals shall be submitted in a sealed envelope with the RFP number and the Offeror's name and address clearly indicated on the front of the envelope.

The designated contact person is Lisa Houg, Contract Officer, City of Peoria. All questions regarding the proposal should be sent in writing via email to [Lisa.Houg@peoriaaz.gov](mailto:Lisa.Houg@peoriaaz.gov)

**Contact with City staff other than the designated contact person indicated in the RFP, regarding the solicitation, is strictly prohibited during the proposal process.**



## QUESTIONNAIRE

Solicitation Number: **P10-0044**

**Materials Management  
Procurement**

9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
Peoria, Arizona 85345-6560  
Phone: (623) 773-7115  
Fax: (623) 773-7118

Has your firm been certified by any jurisdiction in Arizona as a minority or woman owned business enterprise?    Yes \_\_\_\_\_,    No   X  .

If yes, please provide details and documentation of the certification.





# EXHIBITS

Solicitation Number: P10-0044

**Materials Management  
Procurement**  
9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
Peoria, Arizona 85345-6560  
Phone: (623) 773-7115  
Fax: (623) 773-7118

## EXHIBIT B

### Peoria Entertainment District (ED) at Arrowhead Sign Package



-  Information Kiosk
-  Directional Signage
-  Electronic Monument Sign



# EXHIBITS

Solicitation Number: P10-0044

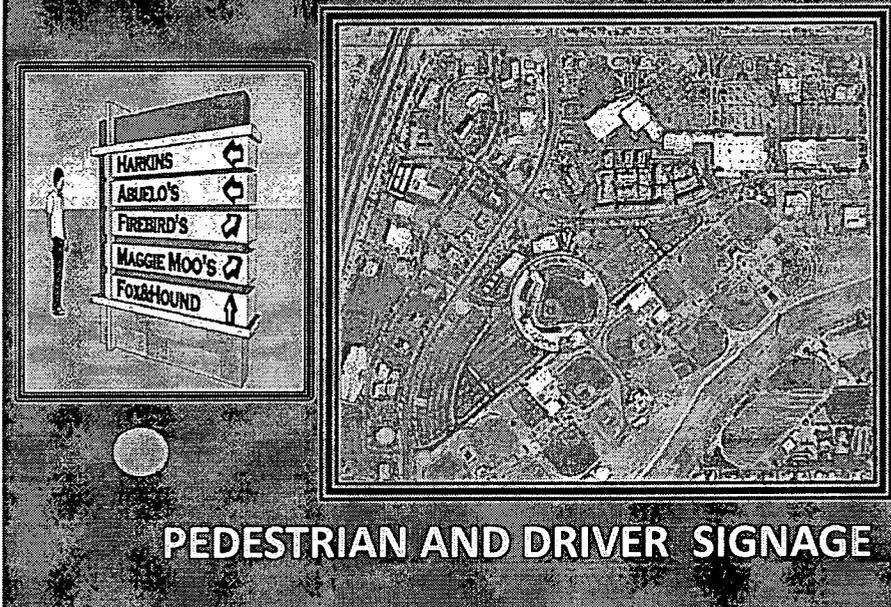
Materials Management  
Procurement  
9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
Peoria, Arizona 85345-6560  
Phone: (623) 773-7115  
Fax: (623) 773-7118

## EXHIBIT C

### Peoria ED at Arrowhead Information Kiosk



### Peoria ED at Arrowhead Way Finding Signage





## EXHIBITS

Solicitation Number: P10-0044

**Materials Management  
Procurement**  
9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
Peoria, Arizona 85345-6560  
Phone: (623) 773-7115  
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### EXHIBIT C

## Peoria ED at Arrowhead Electronic Monument Signs



**WORK PLAN Peoria Entertainment District**

Peoria AZ  
08.30.10  
Project No 57.xxxx.000

Assumptions:  
Project budget @  
\$125 blended rate: Harmon-Vaughan,  
Silverberg, Owen, Lohide, Oswald,  
support staff

**Phase 1 - Workshop Preparation**

| Description   | Hours     | Deliverables  | Fee            |
|---|-----------|---|----------------|
| <b>1.1 Project Kickoff</b>  |           |   |                |
| Contract  |           |   |                |
| develop detailed workplan   |           |   |                |
| legal review of contract with comments  |           | comments  |                |
| meeting to review workplan and contract   |           | workplan  |                |
|   | 40        | contract  | \$0            |
| <b>1.2 Background</b>   |           |   |                |
| collect and review key existing reports and data                                      |           |   |                |
| review approved master plan and branding plan   |           |   |                |
|   | 48        | summary conclusions and key principles from previous plans that will provide the basis of design for this scope                               | \$6,000        |
| <b>1.3 Council / Commission Update</b>  |           |   |                |
| prepare for initial council presentation (preparation and presentation by City staff) |           |   |                |
| <b>1.4 Interviews</b>   |           |   |                |
| not required  |           |   |                |
| <b>1.5 Field Work</b>   |           |   |                |
| not required  |           |   |                |
| <b>1.6 Open House (opt'l)</b>   |           |   |                |
| not required  |           |   |                |
| <b>Phase 1 Summary</b>  |           | <b>Phase 1 Summary Report in 11 x 17 printed format documenting research Phase 1 Summary PowerPoint presentation documenting key findings</b> |                |
|   | 20        |   | \$2,500        |
| <b>Subtotal Phase I</b>   | <b>68</b> |   | <b>\$8,500</b> |

**Phase II Design**

|   |     |  |          |
|---|-----|--|----------|
| <b>2.1 Brand Strategy and Identity</b>  |     |  |          |
| conduct brand charrette to clarify and articulate distinctive brand platform  |     |  |          |
| develop brand strategy alternatives, charrette 1  |     | set vision and framework for brand design  |          |
| develop district naming strategies  |     | develop a nomenclature and recommendations for naming the district and specific features |          |
| develop alternatives for visual identity to support brand   |     | visual identify alternatives   |          |
| review alternative with planning committee  |     | establish selected brand strategy and naming   |          |
|   |     | prepare design guidelines for selected strategy and visual                               |          |
|   | 120 |  | \$15,000 |
| <b>2.2 Sign Package</b>   |     |  |          |
| identify opportunities and constraints for  |     | summary conclusions/notes  |          |
| prepare signage program document including circulating diagrams, sign location plan and prepare preliminary sign concept alternatives |     | preliminary drawings, diagrams and sketches  |          |
| review draft of program documents with city staff and committee as required for approval  |     | preliminary drawings and concept sketches  |          |
| finalize sign design concepts for final review and approval   |     | preliminary design package in 11 x 17 format   |          |
| review and approval of sign design, locator plan and message schedule (by selected sign   |     | final design documents including locator plans, message schedule and design              |          |

|  |  |            |   |
|--|--|------------|---|
|  | prepare performance specification document<br>(by selected sign vendor)  |            |   |
|  | prepare design intent documents (by selected<br>sign vendor)   | 120        | \$15,000  |
| <b>2.3 Urban<br/>Design/Landscape</b>                        |  |            |   |
| Develop Urban Design<br>and Landscape Design<br>Alternatives | as established in the approved City of Peoria<br>Urban Plan, specific application of the planning<br>principles to the entertainment district, charrette<br>2  |            | illustrative entertainment master<br>plan alternatives to include plan<br>diagrams, sketches,<br>photographs as necessary to<br>communicate design concepts;  |
|  | review alternative with City staff and Committee<br>for feedback; select preferred alternative   | 20         | \$2,500   |
|  |  | 72         | summary presentation materials<br>in 11 x 17 format and supporting<br>PowerPoint presentation<br>\$9,000  |
| <b>2.4 Design<br/>Review/Documentati</b>                     |  |            |   |
| Develop Urban Design<br>Principles                           | Not required   |            | \$0   |
| <b>2.5<br/>Council/Commission</b>                            |  |            |   |
| Presentation   | Presentation of preliminary concepts to City and<br>Committee by City staff plan   |            | \$0   |
| <b>2.6 City Staff/Team<br/>Meeting</b>                       |  |            |   |
| Presentation   | presentation of preliminary concepts to City and<br>Committee for urban design, landscape and<br>signage design including overall plan, design<br>revise preliminary documents as required based<br>on feedback from preliminary presentations |            | summary 11 x 17 document and<br>supporting PowerPoint   |
| Phase II Summary   | Final Design Presentation  |            | 11 x 17 summary detailing the<br>results of each plan<br>alternative and analysis,<br>illustrative maps and<br>graphics of the Entertainment<br>District, character sketches,<br>graphic renderings of the<br>final concect and plan. |
|  |  | 120        | \$15,000  |
| <b>Subtotal Phase II</b>                                     |  | <b>452</b> | <b>\$56,500.00</b>  |

**Phase III: Documentation****3.1 Implementation****Plan Development****Final Master Plan**Develop Illustrative Entertainment Master plan  
Preferred OptionFinal plan depicting approved  
street alignments, transportation  
corridors, hardscape/landscape  
development, phasing  
concepts, etc. Graphics to  
include streetscape details,  
character sketches, plan

80

\$10,000

**3.2 City Staff/Team****Meeting****Presentation**

preparation of presentation materials

11 x 17 written summary  
detailing and the results of the  
preferred plan alternative and  
analysis and illustrate maps,  
graphics of the proposed  
Design. Character sketches and

40

\$5,000

**3.3 Council****Commission****Presentation**

Presentation Preparation and attendance

Presentation of final plan

40

\$5,000

**3.4 Summary Report/****Recommendations****Phase III / Project****Summary**Final development of 11 x 17  
written summary detailing the  
results of the preferred plan  
alternatives, analysis,  
illustrative maps and  
graphics of the proposed  
Entertainment District

120

\$15,000

**Subtotal Phase III**

280

\$35,000

**Total Basic Services****\$100,000****Optional Services****Open House**preparation of exhibits and materials for open  
set up, attendance at open house  
preparation of summary findings

each

\$5,000

**Consultants**

none required

\$0

**Reimbursables**

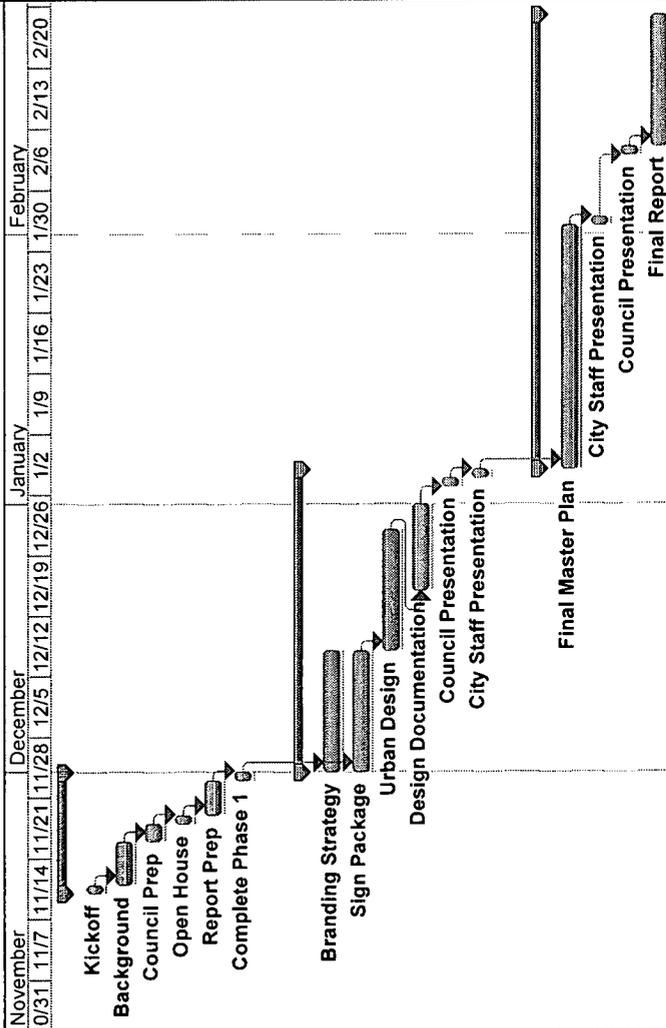
Allowance

Reimbursable expenses may  
include but are not limited to  
printing, mileage, special  
delivery and travel

\$10,000

# City of Peoria Branding Schedule

| ID | Task Name                         | Duration       | Start               | Finish              |
|----|-----------------------------------|----------------|---------------------|---------------------|
| 1  | <b>Phase 1 - Discovery</b>        | <b>10 days</b> | <b>Wed 11/17/10</b> | <b>Tue 11/30/10</b> |
| 2  | Kickoff                           | 1 day          | Wed 11/17/10        | Wed 11/17/10        |
| 3  | Background                        | 3 days         | Thu 11/18/10        | Mon 11/22/10        |
| 4  | Council Prep                      | 2 days         | Tue 11/23/10        | Wed 11/24/10        |
| 5  | Open House                        | 1 day          | Thu 11/25/10        | Thu 11/25/10        |
| 6  | Report Prep                       | 2 days         | Fri 11/26/10        | Mon 11/29/10        |
| 7  | Complete Phase 1                  | 1 day          | Tue 11/30/10        | Tue 11/30/10        |
| 8  |                                   |                |                     |                     |
| 9  | <b>Phase II - Design</b>          | <b>25 days</b> | <b>Wed 12/1/10</b>  | <b>Tue 1/4/11</b>   |
| 10 | Branding Strategy                 | 10 days        | Wed 12/1/10         | Tue 12/14/10        |
| 11 | Sign Package                      | 10 days        | Wed 12/1/10         | Tue 12/14/10        |
| 12 | Urban Design                      | 10 days        | Wed 12/15/10        | Tue 12/28/10        |
| 13 | Design Documentation              | 8 days         | Wed 12/22/10        | Fri 12/31/10        |
| 14 | Council Presentation              | 1 day          | Mon 1/3/11          | Mon 1/3/11          |
| 15 | City Staff Presentation           | 1 day          | Tue 1/4/11          | Tue 1/4/11          |
| 16 |                                   |                |                     |                     |
| 17 | <b>Phase III - Implementation</b> | <b>38 days</b> | <b>Wed 1/5/11</b>   | <b>Fri 2/25/11</b>  |
| 18 | Final Master Plan                 | 20 days        | Wed 1/5/11          | Tue 2/1/11          |
| 19 | City Staff Presentation           | 1 day          | Wed 2/2/11          | Wed 2/2/11          |
| 20 | Council Presentation              | 1 day          | Thu 2/10/11         | Thu 2/10/11         |
| 21 | Final Report                      | 11 days        | Fri 2/11/11         | Fri 2/25/11         |



# Project Monitor

Gensler

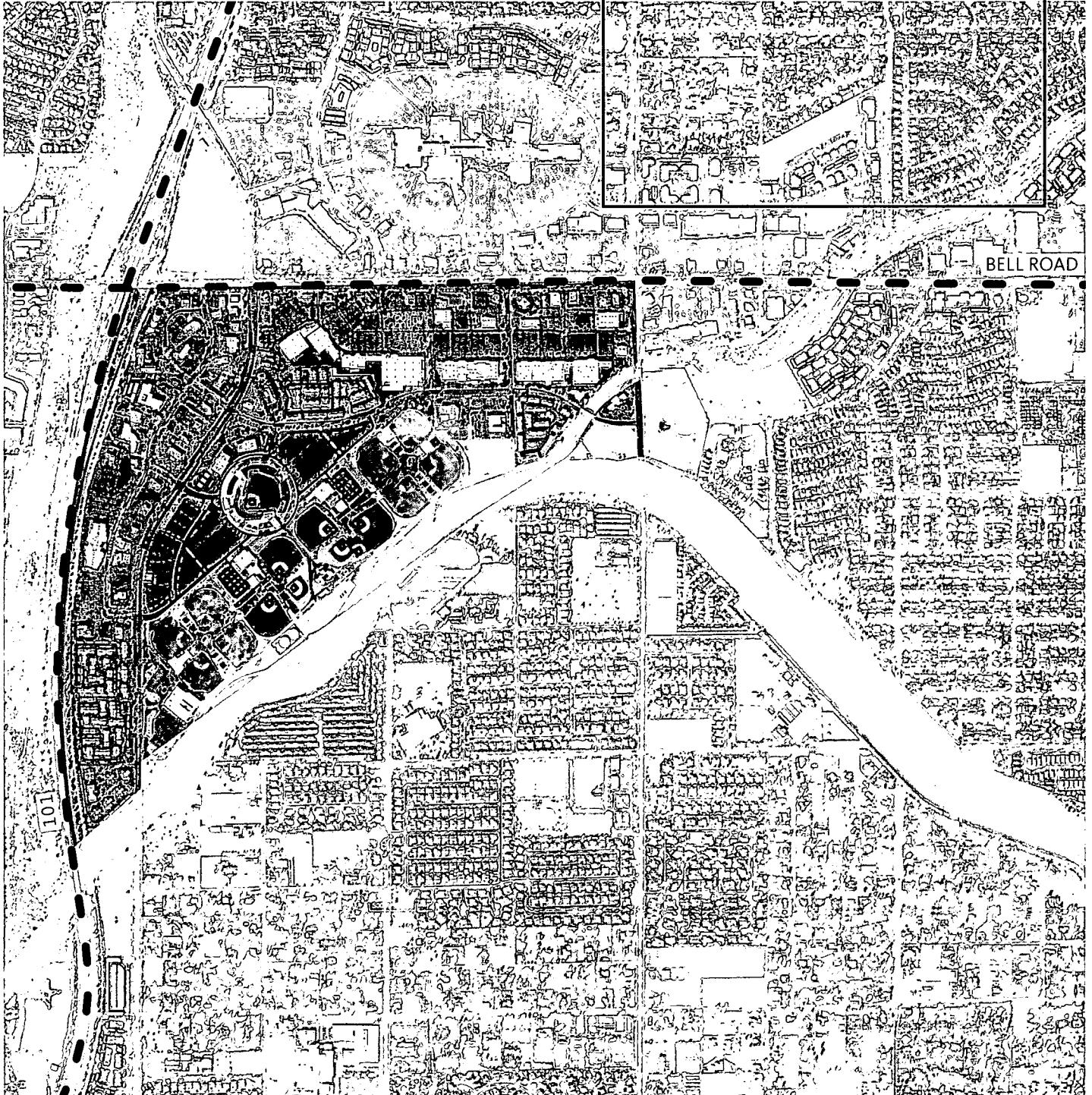
Project Name: City of Peoria Branding Phase: \_\_\_\_\_  
 Project Manager: Beth Harmon Vaughan  
 Date: 9/20/2010

| GENSLER STAFF       | 11/1                  | 11/8 | 11/15 | 11/22 | 11/29 | 12/6 | 12/13 | 12/20 | 12/27 | 1/3  | 1/10 | 1/17 | 1/24 | 1/31 | 2/7  | 2/14 | 2/21 | 2/28 | 3/7  | Tot Hour /Person | TOTAL FEES |
|---------------------|-----------------------|------|-------|-------|-------|------|-------|-------|-------|------|------|------|------|------|------|------|------|------|------|------------------|------------|
|                     | <b>Mgt. And Admin</b> |      |       |       |       |      |       |       |       |      |      |      |      |      |      |      |      |      |      |                  |            |
| Beth Harmon-Vaughan |                       |      | 8.0   | 8.0   | 8.0   | 8.0  | 8.0   | 2.0   | 2.0   | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 62.0             | \$11,780   |
| Project Manager     |                       |      | 2.0   | 2.0   | 4.0   | 4.0  | 4.0   | 4.0   | 4.0   | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 4.0  | 60.0             | \$9,000    |
| Angela Sullivan     |                       |      |       |       | 2.0   | 2.0  | 2.0   | 2.0   | 2.0   | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 2.0  | 28.0             | \$1,680    |
| <b>Design</b>       |                       |      |       |       |       |      |       |       |       |      |      |      |      |      |      |      |      |      |      |                  |            |
| Jay Silverberg      |                       |      | 8.0   | 8.0   | 16.0  | 12.0 | 12.0  | 4.0   | 12.0  | 12.0 | 8.0  | 8.0  | 8.0  | 8.0  | 8.0  | 8.0  | 8.0  | 8.0  | 8.0  | 148.0            | \$24,420   |
| Branding Designer   |                       |      |       |       | 24.0  | 16.0 | 16.0  | 8.0   | 16.0  | 16.0 | 16.0 | 16.0 | 16.0 | 16.0 | 12.0 | 8.0  | 8.0  | 8.0  | 8.0  | 196.0            | \$29,400   |
| Lance Carlson       |                       |      |       |       | 16.0  | 2.0  | 2.0   | 2.0   | 2.0   | 2.0  |      |      |      | 4.0  |      |      |      |      |      | 34.0             | \$7,140    |
| Designer            |                       |      |       |       |       |      | 16.0  | 16.0  | 16.0  | 16.0 | 16.0 | 16.0 | 16.0 | 8.0  |      |      |      | 36.0 |      | 156.0            | \$15,600   |
| Marty Borko         |                       |      |       |       | 8.0   |      |       |       |       |      |      |      |      |      |      |      |      |      |      | 8.0              | \$800      |
| <b>ACTUAL TIME</b>  |                       |      |       |       | 8.0   |      |       |       |       |      |      |      |      |      |      |      |      |      |      |                  |            |
| <b>CONSULTANTS</b>  |                       |      |       |       |       |      |       |       |       |      |      |      |      |      |      |      |      |      |      |                  |            |
| Steve Lohide        |                       |      |       |       | 8.0   |      |       |       |       |      |      |      |      |      |      |      |      |      |      | 8.0              | \$1,200    |
| <b>Total</b>        |                       |      | 18.0  | 18.0  | 78.0  | 44.0 | 60.0  | 38.0  | 54.0  | 54.0 | 48.0 | 48.0 | 48.0 | 44.0 | 28.0 | 24.0 | 24.0 | 24.0 | 64.0 | 692              | \$100,000  |

Response to Request for Proposals  
Design & Consultant Services for the Entertainment District  
Signage, Theming and Identity Improvement Plan  
Solicitation Number: P10-0044

July 15, 2010

City of Peoria



201 E Washington Street    Tel 602.523.4900  
Suite 750    Fax 602.523.4949  
Phoenix AZ 85004  
USA

## Gensler

July 15, 2010

Lisa Houg, Contract Officer  
City of Peoria, Materials Management  
9875 N. 85th Avenue, 2nd Floor  
Peoria, AZ 85345

Dear Ms. Houg;

On behalf of Gensler I would like to thank you for the opportunity to submit our firm's qualifications and professional services proposal for this exciting improvement project for the Entertainment District in the city of Peoria. We believe that you will find our expertise in a variety of similar planning, facilitation and design disciplines will be appropriate to the project at hand. Our team has worked with numerous municipalities, public agencies and private developers over the years to provide proven and successful results.

As we have reviewed the Proposal Request and visited the project site, we understand the challenges and the opportunities. The following qualifications and experience distinguish our proposed team:

**Organize, Process and Communicate:** During the strategic planning and outreach tasks, a well-informed process and proactive communication will create a framework that is inclusive and transparent. Our team will prepare a realistic schedule and organize tasks and deliverables to keep the project on track through proven leadership in the delivery of similar significant projects for City Center in Las Vegas, LA Live in Los Angeles, as well as projects for the City of Phoenix and City of Surprise.

**Brand:** Brand is more than just a graphic logo and a name, it embodies the emotional connections between people and place, through touch points that add value, express unique personality and define position in the marketplace. We provide leadership and expertise to help you understand, plan and navigate this complex engagement.

**Design:** Our team's thought-leadership in the fields of Graphic Design and Urban Planning deliver responsive and unique ideas. Our follow through will bring your project to life-through an understanding of both the big picture as well as the small details. Collaboration, integration and inclusiveness throughout the process will provide the most comprehensive solutions.

**Implement:** Good ideas are wonderful, but execution is where the rubber meets the road. Our team has not only a long track record of great ideas, but also a portfolio of built projects that prove our ability to make it happen. From working with a variety of stakeholder, community and business groups to achieve consensus, to creating achievable design solutions, we can confidently provide the project leadership and expertise that will deliver effective and successful result.

We believe that great Destination Branding is dependent on a variety of somewhat intangible elements – a sound and diverse program, a planned approach to urban design, a strong brand platform and community support. It is the sum total of these elements coupled with design execution and positive guest experience that makes the true essence of the place and not merely a desired image.

Choosing a consultant to make this journey with you is key to your project's success. Our thoughtful approach and attention to each detail will ultimately lead to exciting results. Thank you for your consideration of Gensler's credentials and expertise to provide services to this exciting project for the city of Peoria.

Best Regards,



Beth Harmon-Vaughan, FIIDA, LEED AP  
Principal

**Contents**

|  |          |
|--|----------|
| <b>A. Project Understanding and Project Approach</b> | <b>3</b> |
|--|----------|

|                                       |          |
|---------------------------------------|----------|
| <b>B. Work Plan and Task Schedule</b> | <b>4</b> |
|---------------------------------------|----------|

|  |           |
|--|-----------|
| <b>C. Firm's Experience/Similar Projects</b> | <b>12</b> |
|--|-----------|

|                      |           |
|----------------------|-----------|
| <b>D. References</b> | <b>20</b> |
|----------------------|-----------|

|                                    |  |
|------------------------------------|--|
| <b>Appendix A - Required Forms</b> |  |
|------------------------------------|--|

|                             |  |
|-----------------------------|--|
| <b>Appendix B - Resumes</b> |  |
|-----------------------------|--|

## About Gensler

Gensler is distinguished by an unwavering commitment to our clients' success. Everything we design, from the innovations we imagine to the value we deliver, reflects our clients' priorities and their opportunities for sustained success.

We listen—to our clients, their clients and employees, and to the multiple stakeholders involved in any project. Our process is interactive and truly client-centric because we know that the more collaborative we are, the more value clients gain from the power of design.

### Integrating practices for innovation

Through our 18 specialized practice areas, Gensler delivers specific building and project types that meet our clients' myriad needs around the world.

Gensler's talented staff offer a wealth of specialized knowledge across a wide breadth of industry sector coverage. Our collaborative, integrated approach blends the diverse knowledge of these experts to explore new possibilities and give clients competitive edge through fresh ideas.

Through our global relationships, Gensler's network also connects to an array of world-class partners in construction, development, manufacturing and other specialties.

*Our practice areas are:*

|                             |                            |
|-----------------------------|----------------------------|
| Aviation & Transportation   | Mixed-Use & Entertainment  |
| Brand Design                | Planning & Urban Design    |
| Commercial Office Buildings | Professional Service Firms |
| Consulting                  | Product Design             |
| Education                   | Retail                     |
| Financial Services Firms    | Retail Centers             |
| Headquarters                | Science & Technology       |
| Hospitality                 | Sports                     |
| Mission Critical Facilities | Workplace                  |

### Honors & Recognitions

Gensler's many awards recognize the quality and innovation of our design work, our close collaborations with clients, and the impact that our work has for our clients' businesses and communities.

Gensler is a multiple winner of the prestigious *BusinessWeek/Architectural Record* Design Award which recognizes innovative design solutions driven by strategic business purpose. The American Institute of Architects named Gensler "Firm of the Year," its highest award to a collaborative practice. The award recognized Gensler as "a model of a 21st century design firm." *Engineering News-Record* and *World Architecture* both rank us as the world's top architecture firm. In 2005, we received the inaugural Leadership Award of the U.S. Green Building Council.

We are ranked among the top five firms in the world in the majority of our specialized practice areas.

## About Gensler's Brand Design Studio

Gensler's brand design practice encompasses many design disciplines to address the layered needs of wayfinding, communicating identity and information, and shaping the idea of place: graphic design, architecture, interiors, landscape, and industrial design.

Through words, colors, symbols, and images on signage, exhibits, sculptural features, branded and themed elements, we make environments more compelling, exciting, changeable, and easy to use.

Gensler's Brand Design studio was formed in 1980 to respond to our clients' need for services to define and refine their brand identities. The studio operates within Gensler and draws upon the firmwide technical resources, but functions as an independent resource.

The group's versatility is reflected in its broad range of services and its diverse roster of clients and project types. The Brand Design studio provides the following services to its clients: environmental graphic design, branding, identity design, naming, product design, packaging, print collateral, interactive and motion media, retail design, retail roll-out services, store planning and merchandising, fixture design and visual merchandising.

The background and training of the studio's designers is diverse and represents environmental graphics, wayfinding, branding, graphic design, industrial design, exhibits, and architecture. Their versatility is consistently challenged with the variety of work undertaken; their design skills are expanded in Gensler's rigorous continuing education program and their creativity is stimulated in the firm's studio structure.

This unique environment gives designers the ability to accurately interpret clients and their needs, and develop appropriate and innovative design solutions. As a result, the group's work has been widely published and recognized with several prestigious design awards including the Type Directors Club, the Western Art Director's Club, the Art Museum Associate of America, the PIA Graphic Arts, the Society for Marketing Professional Services, the Society of Environmental Graphic Designers, Visual Merchandising and Store Design, and the Institute of Store Planners.

## A. Project Understanding and Project Approach

### Project Understanding

The Entertainment District of Peoria, Arizona is about to take an important step – a step in which an authentic brand is realized and an appropriate urban plan is derived. This step will ultimately result in a revitalization of the district including investment in new and existing properties, common area improvements and economic growth for the area.

The scope of work for this engagement includes:

- Identity Development (including brand strategy)
- Sign Package – design through bid documentation
- Urban Design – design guidelines for streetscape improvements, public open space, circulation, private property improvements, tenant improvements and public art opportunities
- Community Outreach – Facilitation of a productive process to bring stakeholders and community to consensus
- Implementation Plan – Develop an action plan for City Council approval including Design & Development Package, Connectivity Master Plan, and Economic Impact Analysis of the development plan

Additionally, the project shall include Post Design Services related to construction of the project including coordination, document review and construction oversight.

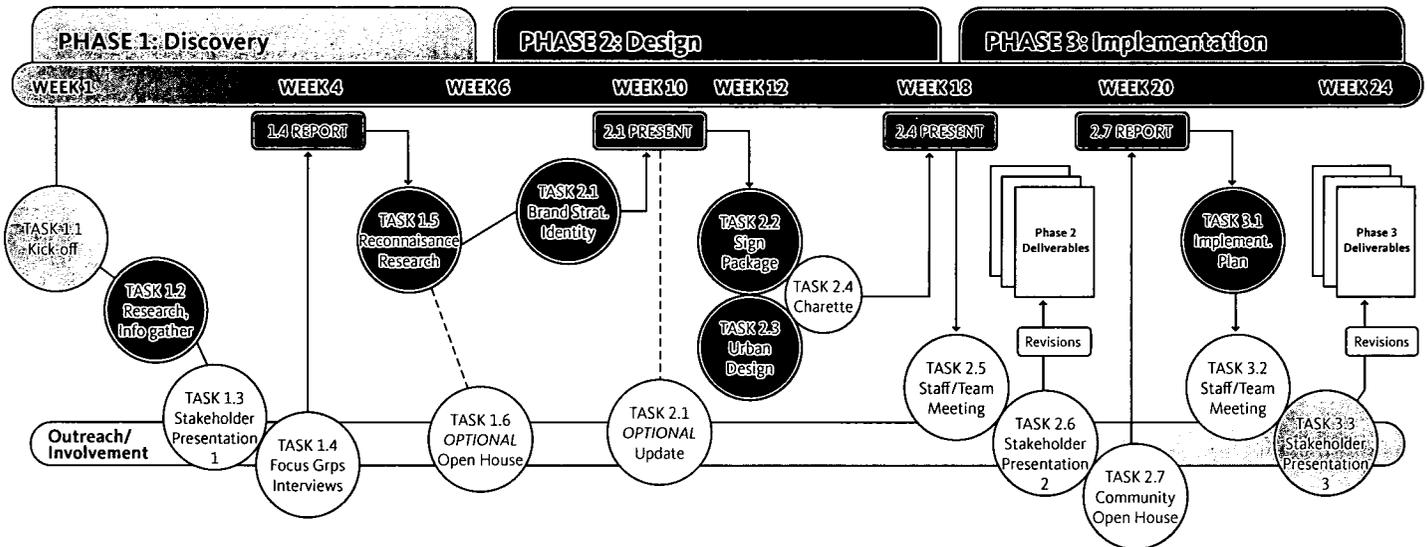
### Project Approach

We believe the approach to this exciting project will be to reconnect existing dispersed sites and create a holistic and energized Entertainment District that begins with an integrated focus of planning, brand + identity development, and economic fortitude. Our comprehensive and collaborative approach to planning and design encompasses all of the issues critical to the project and its stakeholders. Our facilitation and outreach services are unsurpassed – we understand and value the importance of communicating with and building consensus among stakeholders. We bring an integrated and inclusionary process that allows us to explore, discover, and apply what we've learned, and work with your team to develop an optimum outcome. Our work is consistently sustainable, innovative, and human-centered, reflecting a commitment to our environment, our communities, and our clients.

We strive to enable the City of Peoria constituents to think and act strategically as the district grows, so that visitors, patrons, staff, and sports fans alike will be drawn to the new entertainment area supported by interconnected networks. Landscaping and open space, along with service, operational, support facilities, and future development parcels, provide an opportunity for a unique setting that will attract a variety of individuals and groups, and remain a significant community asset. By responding to site conditions, technical requirements, planning opportunities, and development objectives, we help to define the relationships between urban planning and methods for appropriate development that create and maintain a strong identity. Ultimately, a pleasing environment, effective organization, efficient cost controls, and enhanced value are the outcomes of a well-conceived project approach. In short, our design philosophy is based on the following principle: We create great places where people want to be, that enrich our communities, and that enhance our client's enterprises.

With the development of the new entertainment district, we believe there is an opportunity to create environments that take advantage of the climate and unique qualities of the Sonoran Desert environment and specific City of Peoria context. The exterior spaces can be designed to take advantage of shade that is a result of the height of adjacent buildings thus creating shaded gathering spaces. Addressing the environmental, economic and social dimensions of sustainability will afford the opportunity to take advantage of the desert climate. The integration of exterior plazas with interior gathering spaces and creating environments that minimize the use of materials and energy resources will result in long-term improved facility performance for all new structures in the district. We believe part of the new brand identity can embrace this philosophy and create an unsurpassed and robust entertainment district.

## B. Work Plan and Task Schedule



### Phase 1 - Discovery

#### Task 1.1 Project Kickoff with City Staff

Review and finalize schedule and work scope, make arrangements for stakeholder interviews, and review approach for onsite field work/best practices research.

Shortly after the selection process is concluded, Gensler will conduct a Project Kickoff Session with Peoria City staff to refine the overall scope, program objectives and desired outcomes for this project; review the structure/results of previous Entertainment District studies/analyses; discuss, modify, and finalize the work plan and schedule; discuss and confirm the role and participation expectations for the consultant and Peoria City staff; identify the prospective participants in the Stakeholders' Interviews and Focus Group Meetings (Task 1.4); and work through preparations for the Onsite Field Work/Best Practices Research (Task 1.5). If the optional Community Informational Open House (in addition to the one identified in the RFP scope) is selected, Gensler and City staff will discuss preparations for this task during this Kickoff Session.

Gensler will prepare a summary memorandum and final work plan that captures all the key decisions, directions, and schedule items established during the kickoff session. This document will serve as the City Staff/Gensler "Road Map" that outlines our way of proceeding forward with the project.

**Deliverables:** Session summary memorandum and proposed "Road Map" (work plan and schedule) and prelim/final suggestions for Stakeholders' Interviews and Focus Group Meetings.

**Schedule:** This task meeting will be scheduled shortly after the selection process has concluded

#### Task 1.2 Background Information Gathering

Review existing and collect additional background information.

Once the project contract is signed, Gensler will begin collecting and reviewing key existing reports and data previously prepared for the Peoria Entertainment District. These documents will include, but not be limited to, the Skunkworks Project, the 2008 Design Principles and Guidelines, the 2009 Arts and Culture Master Plan, and the 2010 Peoria Sports Complex Urban Design Study. In addition, Gensler will review the existing Peoria General Plan and Zoning Ordinance as well as any other planning documents and analyses specific to the Entertainment District. Gensler's focus will be to identify any and all key findings that will help inform specific opportunities that should be further studied.

Once the research/documentation review has been concluded, Gensler will prepare a summary memorandum highlighting key takeaways and conclusions as well as any additional data gathering that may be required (including any additional research needs) and distribute to City staff. This document will also identify any specific information that will be needed before the Gensler team begins the On Site Fieldwork/Best Practices Research (Task 1.5).

**Deliverables:** Summary memorandum highlighting key conclusions from this document review/information gathering task.

**Schedule:** This task will be conducted in Weeks 2-4 of the project timeline.

#### Task 1.3 City Council/Commissions Update Presentations – Round 1 (begin Element #4)

Review project progress to date with the Peoria City Council,

## B. Work Plan and Task Schedule

Advisory Boards, Commissions and Staff.

Gensler will collaborate with Peoria City staff to prepare an Update Presentation for the City Council, Advisory Councils, Commissions and other City staff on the progress of the project. The topic of this first Update Presentation will be three fold: 1) an overview of the project schedule; 2) an introduction to the stakeholder interviews and focus group meetings (e.g., participants, questions to be asked, etc.); and 3) a summary of what has been gleaned thus far as a result of Tasks 1.1 and 1.2 (the Kickoff Session and the preliminary information gathering and document review). Gensler will review draft/final versions of the presentations to be made to the above-mentioned groups. Gensler staff will be prepared to make three (3) presentations (one to the City Council, one to a combined meeting of the Commissions/Advisory Groups, and one to additional staff, as needed).

**Deliverables:** Preparation of draft/final Update Presentations and attendance/presentation at a City Council meeting, combined Advisory Groups/Commissions meeting, and an additional staff meeting.

**Schedule:** This task will also be conducted in Weeks 2-4 of the project timeline.

### **Task 1.4 Stakeholder Interviews and Focus Group Meetings**

Probe key findings gleaned from preliminary information gathering and document review and to identify stakeholders' insights regarding past planning efforts, key issues and concerns with the Entertainment District and the Implementation Plan Development Process.

Working closely with Peoria City staff, Gensler will confirm, schedule, and conduct a series of one-on-one/group interviews and focus group meetings with key stakeholders within and outside the Entertainment District area. A total of twelve to fifteen one-on-one/group interviews and three to four focus group meetings will be held (45-60 minutes in length) with a diverse collection of business and property owners (including but not limited to representatives from the Peoria Sports Complex, Arizona Broadway Theatre, Harkins Theaters, Skye Restaurant, the restaurants and eateries that comprise "Restaurant Row" along 83rd Avenue, retail stores, the hotels within the area and the Peoria Arrowhead Auto Mile) as well as elected and

appointed City Officials, Chamber of Commerce representatives, and members of the general public.

These interviews and focus group meetings will provide Gensler and Peoria City staff with an opportunity to tap the insights/knowledge of some of Peoria's most influential business and policy thinkers and leaders, further define and probe some of Entertainment District's most important identity/branding, planning, transportation/transit issues, and conduct candid conversations about some of the root causes of the issues in the District, as well as float potential solutions. In addition, the interviews/focus group meetings play an invaluable role in not only identifying key information that will help guide future recommendations, but also in communicating the City's commitment to proactively planning for and improving the District.

Gensler will prepare draft/final interview/focus group questions and review them with Peoria City staff. Gensler will produce a summary memorandum that captures the key discussion points that emerge from all of the interviews and focus groups and distribute to City staff for their review.

**Deliverables:** Prepare interviews invite letter and questionnaire/guide; conduct 12-15 interviews and 3-4 focus group meetings; and prepare summary memorandum highlighting common threads across all the interviews and meetings.

**Schedule:** This task will also be conducted in Weeks 2-4 of the project timeline.

### **Task 1.5 Onsite Fieldwork/Best Practices Research**

This task shall include an intensive investigation of the district.

We will seek to gain an understanding of the current perception of the district, observe how visitors, business owners and services move about the area and how various public amenities are servicing (or not) residents and guests. Our techniques for gathering this information may include passive observation (photographing, recording and note taking), man-on-the-street interviews, shadowing and traffic counting.

In addition to investigating the project site, we will also perform research tasks associated with understanding best practices and benchmark projects that may inform our strategies, recommendations and design solutions. The findings of the research

## B. Work Plan and Task Schedule

will inform our design and development ideas and will also be included in our Design and Development Package.

**Deliverables:** Findings document including analysis of the Entertainment District and analogous research.

**Schedule:** This task will be conducted in Weeks 4-6 of the project timeline.

### **Optional Task 1.6 Community Informational Open House/ Walking Tour**

Conduct an optional open house and walking tour of the project area early in the process to afford the Peoria community an opportunity to learn about this project process and identify key issues and concerns in the Entertainment District in advance of the preparation of the different elements.

If this optional task is selected, Gensler will work closely with Peoria City staff to design, prepare for, facilitate and summarize the Phase 1 Community Informational Open House/ Walking Tour. The event will include three elements: 1) Open House/Information Gallery; 2) Abbreviated Walking Tour and/ or a Virtual Walking of the Entertainment District Project Study Area; and 3) Walking Tour Debrief either in small or large group discussions. This particular approach provides attendees with a number of different ways to participate in the session that matches their desired involvement and available time. Participants are welcome to participate in some or all of the segments. The primary purpose of this event is to bring forward the results/findings of the information gathering and document reviews and the conclusions from the Interviews and Focus Group Meetings and provide opportunities (through the Open House and Walking Tour" to "Tell Us What They Think" about key issues and potential solutions for improving the Entertainment District's overall image, brand, and walkability. It is envisioned that Peoria City staff will serve as event hosts and facilitators.

**Deliverables:** preparation and review of Open House "gallery" informational graphics and posters, development and review of the proposed walking tour (either onsite or virtual) along with Open House agendas and comment sheets; preparation and administration of the Peoria Staff facilitator training; and preparation of the Open House summary.

**Schedule:** This task will be conducted in Week 6 of the project timeline.

## Phase 2 – Design

### **Task 2.1 Identity Development (Element #1)**

The brand identity is important to the overall positioning of the project. It is this one element that will create that important first impression as well as drive all future communication. The identity must embody the offering and position it within the marketplace. It will be used to inform guest expectations throughout the pre-visit touch points such as sales and marketing materials, online presence, press releases, advertisements and on-site design elements.

Creating a strong destination brand is paramount to creating that critical buzz around a place. Ideally, your desired user group should form an emotional connection to the place, giving it preferential status and a cool factor. These impassioned advocates then propagate that message to others, thereby creating critical mass. Key factors in developing a brand include:

- **Brand Strategy:** a well-defined brand platform, brand promise, positioning statement (external) and mission statement (internal)
- **Nomenclature system:** overall district name and secondary naming for specific features and areas, all reflective of the brand attributes
- **Identity system:** visual expression of the brand including logotype, iconography, color palette, typefaces and brand guidelines

At the start of this scope, we will work closely with the City to establish a comprehensive and appropriate stakeholder group so that all entities are fairly represented in the conversation around brand. This group will serve as the key decision-making body in regards to establishing the items noted above. Once this group is in place, our team will facilitate a project kickoff, interviews, and ideation charette in order to better understand the variety of issues at hand and establish a vision for the future. To conclude this activity, we will prepare a Consensus Design Brief based on the information gathered during the discovery process. We will present a variety of nomenclature strategies, naming options and identity designs that align with the Brand Strategy. We will provide revisions for up to two options and present these back to your team for approval on one concept. This scope shall conclude with artwork for an approved graphic identity,

## B. Work Plan and Task Schedule

including supporting elements and guidelines. This phase shall include three to four meetings or presentations including a visioning session, strategy, and design presentations.

**Deliverables:** Consensus Design Brief, Nomenclature system, Project Identity and sub-identities (final art), Brand Guidelines

**Schedule:** This task will be conducted in Weeks 6-10 of the project timeline.

### Task 2.2 Sign Package (Element #2)

With the brand's vision and promise established in Task 2.1, our signage and wayfinding experts can begin work on a comprehensive sign package for the district. We believe that signage is a critical, physical link to the brand, as well as an important first and last impression that sets a visitor's mood and frame of mind as they enter and exit the project.

Our process includes on-site observation and a thorough analysis of existing conditions, user experience, and program elements. We believe that programming is as important as the design aesthetic. Communication elements, be they literal signs or other visual cues, must be correctly placed and appropriately scaled in order to do what they need to do. We also believe that fewer signs can sometimes be more effective and that by working with other elements in the environment, wayfinding can be quite successful and intuitive. These elements might include architectural elements, landscape features such as specimen tree, artwork, landmarks, paving patterns and lighting – all of which can be strategically used to reinforce identity, imply movement and/or direction and enhance the guest experience. Our specific tasks associated with this Scope include the following:

- Research, Analysis, Programming & Concept Design
  - » Prepare a Consensus Design Brief based on the information gathered during a variety of research methods to observe current activity and formulate a strategic approach for district-wide signage & wayfinding based on an analysis of the observations
  - » Prepare a preliminary program document that addresses site conditions and user needs while also supporting the business objectives of the district
  - » Prepare a Concept Design Presentation that shows overall look & feel options including sketches,

inspiration and benchmark imagery. Concepts shall respond to research findings and align with brand narrative developed in Scope #1.

- » Understand the sign overlay requirements of the district to better inform our design

- Design Development

- » Utilizing an approved concept design, we will develop the details of each sign or graphic element of the program
- » Prepare and coordinate the Sign Location Plan and Message Schedule
- » Prepare project specifications for review
- » Review package with operations team for potential program and maintenance issues

- Bid Documentation:

- » Prepare final documentation of the design intent for each element of the sign program
- » Prepare final project specifications and program documents
- » Provide a list of qualified sign fabricators appropriate for the project
- » Attend pre-bid meetings and assist the owner in reviewing bid (pricing) documents and bid alternates

This phase shall include four to six meetings or presentations including design presentations, coordination, and bid meetings.

**Deliverables:** Circulation and Planning Diagrams, Program Documentation, Concept Design Package, Design Development Package, Bid Document Package

**Schedule:** This task will be conducted in Weeks 10-18 of the project timeline.

### Task 2.3 Urban Design (Element #3)

We envision the urban design component the new Peoria Entertainment District will occur through a phased construction approach that will ensure a cohesive and comprehensive master plan which can be converted to a quality project addressing the short-term, mid-range and long-term development of the multiple properties. The critical focus of the Urban Design planning effort is the strategic development of design recommendations and standards for streetscape treatments, open space, pedestrian networks, architectural guidelines for existing and

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new structures and the integration of branding and way finding elements throughout. Bringing together the currently dispersed entertainment assets will be the goal of our design approach and will be facilitated in three steps: analysis, option development and final design recommendations making up the key elements of the process.

Gensler will integrate the findings from the pre-existing plans and analyses and will fuse those with the insights and perspectives gleaned from:

- The Entertainment District/City Stakeholders and user groups through Task 1.4
- Stakeholder Interviews/Focus Group Meetings and the results from Task 1.5
- Gensler's Onsite Fieldwork/Best Practices Research
- Optional Community Informational Open House/Walking Tour Task 1.6

We will develop and finalize the overarching Entertainment District Goal and Vision Statement, a description of the priority issues/problems, and emerging planning/urban design principles frameworks that will ultimately help drive the urban design recommendation/solution-making process. Gensler strongly believes that carefully crafting these three documents will ensure that we prepare solutions that will lead to the District's future success.

Through our Discovery Phase, we hope to have very detailed conversations with many of the District business property owners and stakeholders so we can discern their ultimate goals/visions for the area as well as what they perceive to be the most compelling issues, concerns, and barriers to future success. We will also be testing potential improvement packages with the property owners, on the perimeter their properties, that support some of the broader planning and design principles forged during the process. Specifically, this task will include the following:

- Site Review and Analysis
  - » Review of available technical information
  - » Review of previous studies performed for the site and area
  - » Review of client programming, retail, and marketing

information

- » Public policy issues review, including zoning and environmental constraints
- » Historic research (by others)
- » Comparison to relevant precedents
- Site review and analysis, including the following physical constraints and opportunities
  - » Pedestrian and vehicular circulation
  - » Public transportation
  - » Servicing and Support
  - » Open space
  - » Utilities and transportation easements
  - » Grading
  - » Visibility
  - » Adjacent uses, existing and planned

Beginning with the site visit / orientation, we anticipate an ongoing relationship with your team in order to identify and understand information, issues, and problems as quickly as possible. A key focus area in the Urban Design Element will include a careful scan of the existing and future transportation and transit needs / issues in the District and how connectivity and ease of flow between parcels is facilitated.

In order for the successful development of the proposed entertainment district within the City of Peoria there are two crucial elements that must work together. First is the need to create a development concept and identity that is unique, creative and authentic to the context. The concept must be strong enough to act as a catalyst for the development and connectivity of the dispersed properties while being authentic and sensitive to citizens concerns about design and aesthetics. The other is that the plan be based upon clear strong market and economic principles that anticipate both the short and long-term development of the entertainment district and reinforce a connection that revitalizes the environment of the area.

In addition to reviewing this document with the Peoria City Staff, the Gensler team recommends that it be presented and reviewed by the City Council, Advisory Councils, and Commissions in Task 2.5. Securing their support early in the process ensures that Gensler will develop more finely tuned principles and ultimately a set of urban design improvements and recom-

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recommendations for both the property owners and the public spaces.

**Deliverables:** Written summary detailing the results of site review and analysis, maps and graphics of the District highlighting the elements / findings described above, goals and vision statement, description of the priority issues /concerns, development of the planning and design principles for the district through sketches and drawings depicting overall district urban planning concepts.

**Schedule:** This task will be conducted in weeks 10-18 of the project timeline.

### **Task 2.4 Design and Facilitate an Internal Team/Client Charette**

Using the information collected from the work to date, Gensler will conduct a working charette to begin fleshing out specific recommendations for identify, signage, and urban design. Review the results of the first Senior Management meeting and continue preparations for the first Management and Operations and Maintenance Senior Staff (Senior Staff) meeting.

Working very closely with Peoria City staff, Gensler plan, design, and facilitate a 1-2 day working charette with Peoria City staff to

- Review the findings/conclusions from previous planning analyses and community outreach activities
- begin identifying potential action items/directions that the final Implementation Plan may embrace

This session will include the entire Gensler team including their subconsultants (transportation/transit and economic) along with select Peoria City staff and ideally be held in Gensler's Office. Gensler will collaborate with City staff to develop the process and prepare/review the agenda for this charette. The results of this charette will form the basis of the overall Implementation Plan. This task will include professional time for Gensler to prepare emerging directions that will serve as the foundation for the charette discussion.

Gensler will facilitate and graphically record this charette. Gensler/City staff will finalize and send out the charette agenda and any pre-session materials/readings, etc prior to the work. Using the wall graphics prepared during the session, Gensler will prepare a brief summary memorandum that brings together the key decisions, take-aways, and directions from this session

and distribute it to the City staff.

**Deliverables:** Preparations for the Gensler/City Staff Charette, including follow-up meeting announcement/email, session handouts, pre-session materials to review; session agenda and comment sheets .

**Schedule:** This task will also be conducted in Week 14 of the project timeline.

### **Task 2.5 City Council/Commissions Update Presentations – Round 2**

Review project progress to date with the Peoria City Council, Advisory Boards, Commissions and Staff

Gensler will collaborate with Peoria City staff to prepare a second Update Presentation for the City Council, Advisory Councils, Commissions and other City staff on the progress of the project. The topic of this second Update Presentation will be three fold: 1) results of the Onsite Fieldwork effort (Task 1.5); 2) results from the Optional Task 1.6, Open House/Walking Tour (should it be selected); 3) results from the Internal Team/Client Charette, including emerging directions for each of the three elements and the overall Implementation Plan.

Gensler will review draft/final versions of the presentations to be made to the abovementioned groups. Gensler staff will be prepared to make three (3) presentations (1 to the City Council, 1 to a combined meeting of the Commissions/Advisory Groups, and 1 to additional staff, as needed).

**Deliverables:** Preparation of draft/final Update Presentations and attendance/presentation at a City Council meeting, combined Advisory Groups/Commissions meeting, and an additional staff meeting.

**Schedule:** This task will also be conducted in Weeks 16-18 of the project timeline.

### **Task 2.6 City Staff/Team Meeting**

Review and finalize the three emerging Elements and Implementation Framework with City staff prior to the Community Informational Open House

Gensler will meet with Peoria City staff to review the three

## B. Work Plan and Task Schedule

emerging elements (Identity Development, Sign Package, and Urban Design) along with the draft Implementation Plan. The Gensler team will incorporate feedback from City staff into the next iteration of the emerging Framework/Implementation Plan that will be presented in Open House Format to the Peoria business and general community at the Community Informational Open House (Task 2.7). This meeting also provides City staff and Gensler to review the process thus far and make any process “mid course corrections” that might be required.

Gensler will prepare a summary memorandum that captures City staff’s comments and feedback. This summary will inform the preparations of the materials for the Open House event.

**Deliverables:** Design/facilitation of the City staff/Team Meeting and preparation of the Session summary.

**Schedule:** This meeting will take place in Weeks 16-18 of the project timeline.

### **Task 2.7 Community Informational Open House – Emerging Implementation Plan**

Conduct the “close to the end of the process” open house to give the Peoria community an opportunity to view and comment on the emerging Entertainment District Implementation Plan.

Gensler will work closely with Peoria City staff to design, prepare for, facilitate and summarize the Phase 2 Community Informational Open House. The event will include three elements: 1) Open House/Information Gallery that includes summaries of each of the steps in the Implementation Plan Development Process; 2) Overview presentation on the Emerging Implementation Plan, including a summary of the recommendations for each of the 3 elements: Identify Development, Sign Package, and Urban Design; and 3) Small Group Discussions for the community to review/react to the emerging Framework (beyond their comments in the Open House). This community outreach approach provides attendees with a number of different ways to participate in the session that matches their desired involvement and available time. Participants are welcome to participate in some or all of the segments.

The primary purpose of this event is to bring forward the results/findings of all the planning/analyses efforts and com-

munity outreach activities along with the emerging Implementation Plan. In a series of informational stations, Open House participants will have a chance to read/review information about the emerging framework and using large post-it notes offer their support, concerns, and general feedback. It is envisioned that Peoria City staff will serve as event hosts, station guides/staffs and small group facilitators.

Gensler will summarize the findings/results from the Open House post-it note exercise and the small group discussions into a summary memorandum that will be reviewed by City staff before publishing.

**Deliverables:** Preparation and review of Open House “gallery” informational graphics and posters, development and review of the proposed Summary Presentation; and preparation of the small group facilitators guides/comment sheets (will also include a brief facilitator briefing for Gensler and Peoria City staff to help them more effectively facilitate the small group discussions). This task also includes the preparation of the Open House summary memorandum.

**Schedule:** This task will be conducted in Week 20 of the project timeline.

## Phase 3 – Implementation Plan

### **Task 3.1 Implementation Plan Development (Element #5)**

An organized, informed and detailed Implementation Plan will be necessary to successfully bring strategy and design to life. We will work with you to establish realistic timelines and budgets as well as identifying appropriate partners to provide production services. Our scope shall include:

- A plan for rolling-out the new Entertainment District brand with recommendations for promotion, advertising and media placement
- The Design and Development Package, includes Urban Design recommendations and standards created to achieve the district goals as agreed in Phase 1
- A Circulation Master Plan for improved vehicular traffic flow pedestrian connectivity as well as plans for public transit opportunities
- An Economic Impact Analysis which will serve to inform the ultimate implementation of the design

## B. Work Plan and Task Schedule

recommendations

- An strategic action plan for completing tasks associated with implementation plan

Deliverables: Identity and Promotion Plan, Design and Development Package, Connectivity Master Plan, Economic Impact Analysis and Implementation Plan for review

Schedule: This task will be conducted in Weeks 20-22 of the project timeline.

### Task 3.2 City Staff/Team Meeting

Review the results of the Community Informational Open House and review/finalize the revised Implementation Plan document.

Gensler will meet with Peoria City staff shortly after the Community Informational Open House (Task 2.7) to review the results from this final community outreach event and to review and finalize the revised final Implementation Plan document. The Gensler team will incorporate feedback from City staff into the final iteration of the Implementation Plan that will be presented to the City Council, Advisory Councils, and Commissions.

Gensler will prepare a summary memorandum that captures City staff's comments and feedback and also discuss the presentation outline for the upcoming City Council, Advisory Councils, and Commissions presentation meetings.

Deliverables: Design/facilitation of the City staff/Team Meeting and preparation of the Session summary.

Schedule: This meeting will take place in Week 22 of the project timeline.

### Task 3.3 City Council/Commissions Update Presentations – Round 3

Review project progress to date with the Peoria City Council, Advisory Boards, Commissions and Staff, including the near final Implementation Plan

Gensler will collaborate with Peoria City staff to prepare a third Update Presentation for the City Council, Advisory Councils, Commissions and other City staff on the progress of the project. The topic of this third and final Update Presentation will be two-fold: 1) results from the Community Informational Open House

and 2) review of the revised final Entertainment District Implementation Plan. It is our hope that the City Council, Advisory Councils, and Commissions will provide their support and final approval to the Implementation Plan.

Gensler will review draft/final versions of the presentations to be made to the abovementioned groups. Gensler staff will be prepared to make three (3) presentations (1 to the City Council, 1 to a combined meeting of the Commissions/Advisory Groups, and 1 to additional staff, as needed).

Deliverables: Preparation of draft/final Update Presentations and attendance/presentation at a City Council meeting, combined Advisory Groups/Commissions meeting, and an additional staff meeting.

Schedule: This task will also be conducted in Weeks 23-24 of the project timeline.

### Task 3.4 Deliver Final Recommendations/Implementation Plan and Summary Report

The final Implementation Plan document shall include Economic Analysis, Findings and Recommendations; Design and Development Recommendations, Final Sign Package, as well as Exhibits, Plans, Renderings and Models necessary to completely describe the intent of the project.

The final Implementation Plan and associated materials shall be presented to City Council for approval and adoption.

Deliverables: Design Recommendations, Sign Package (from previous phase), Implementation Plan and Summary Report of Project

Schedule: This task will be conducted in Week 24 of the project timeline.

## C. Firm's Experience/Similar Projects and References

Gensler is a global architecture, design, and planning firm with 33 locations and over 2,200 professionals in Asia, UK, and the Americas. The firm has over 3,500 active clients in virtually every industry and delivers projects as large as a city and as small as a task light for an individual's desk. Gensler is distinguished by an unwavering commitment to our clients' success. Everything we design, from the innovations we imagine to the value we deliver, reflects our clients' priorities and their opportunities for sustained success.

### Gensler Phoenix

Gensler's one firm philosophy and commitment brings Arizona clients an expert team with a history of successful local projects and services, enhanced by a global network of resources and capability. Leveraging the firm's creativity, knowledge and global reach, the Gensler Phoenix office is comprised of over 25 passionate professionals supporting a wide variety of public and private clients, including the City of Phoenix, SRP, APS, AT&T and Banner Health.

### Principal Office Location

The project will be designed and managed from Gensler's downtown Phoenix office. The Gensler Phoenix office will be identified as the project "center" and will function as an extended project office for our integrated consultant team, especially through the construction of the project. We are conveniently located in downtown Phoenix, and are fully linked electronically to our project consultants.

Gensler Phoenix  
201 East Washington, Suite 750  
Phoenix, Arizona 85004

#### Point of Contact

Beth Harmon-Vaughan, Principal-in-charge  
Tel: 602.523.4900 Fax: 602.523.4949

### Similar Projects

Gensler has prior project experience similar to this project. Starting on page 15 are our project sheets showing these relevant projects.

### Consultants

#### Wood, Patel & Associates, Inc. (Wood/Patel)

Wood/Patel is proud to be a locally-owned and operated firm serving Arizona communities since 1984. All 3 offices (Phoenix, Mesa and Tucson) share the same passion for value-added services. Wood/Patel was selected for an unprecedented 7th year in a row as Arizona's #1 civil engineering firm, as ranked by client satisfaction (Ranking Arizona: The Best of Arizona Business 2004-2010, 13 or More Engineers). Below is a brief summary of services that Wood/Patel can offer to strengthen the team's qualifications. Our team has:

- Extensive civil and traffic engineering experience working in and with the City of Peoria;
- Recent relevant experience completing signage specifications, signing and striping plans, and pedestrian circulation plans;
- Experience working with various stakeholders;
- Familiarity with City of Peoria, MUTCD and AASHTO standards and guidelines; and,
- Familiarity with recent studies completed in the area.

Similar projects include:

- Verrado Transportation Master Plan and Master Signage Specifications, Buckeye, AZ
- Sandia Traffic and Pedestrian Circulation Master Plan – Coolidge, AZ
- Baseline Road Modifications and Cesar Chavez Park Drive, Phoenix, AZ
- McDowell Commercial Corridor, Goodyear, AZ

#### Logan Simpson Design Inc. (LSD)

LSD is a landscape architecture and environmental planning firm with more than 100 staff, including 15 registered landscape architects, and offices in Tempe, Tucson, Las Vegas, and Salt Lake City. We have completed more than 1,000 design and planning projects over the past 20 years. In both planning and design activities, LSD strives to understand the relationships between the landscape and built forms that create a sense of place, and the social fabric that creates a sense of community. LSD has been responsible for developing streetscape designs and functional placemaking for communities throughout

## C. Firm's Experience/Similar Projects and References

Arizona and Utah. These projects often included providing public involvement activities and assisting the communities in preparing grant applications to secure additional funding for their projects.

Similar projects include:

- Lake Pleasant Parkway Theming and Streetscape Design, City of Peoria
- 83rd Avenue Improvements, City of Peoria
- Cave Creek Streetscape, Town of Cave Creek
- SR 64 Tusayan Gateway, Arizona Department of Transportation (ADOT)
- 2nd Avenue Pedestrian Improvements, City of Phoenix

### Project Team Resumes

#### **Beth Harmon-Vaughan, FIIDA, LEED AP, Principal-in-Charge/Project Manager**

Beth brings more than 20 years of leadership experience to the team. Beth has designed millions of square feet of public works projects, which includes directing the interior architecture for the Arizona State Supreme Courts. As Principal-in-Charge, Beth will oversee the project's design development and management, and is responsible for the overall project strategy, providing technical and management support to the team. Beth will serve as the City's advocate, challenging the team to explore all options to ensure solutions are thoroughly developed.

#### **Marty Borko, Urban and Environmental Design Director**

As a principal in the Santa Monica office of Gensler, Marty Borko is both a studio director and firm leader in the practice of planning and mixed-use/entertainment and retail design. During his more than 25 years of professional experience, Marty has developed a unique expertise in urban planning and large-scale design through projects that have called for analysis, conceptual design, consensus building, study, and design. His focus is in providing leadership to the multi-disciplinary teams necessary to solve complex contemporary design problems in today's urban context.

Beyond his extensive portfolio of projects both in the United States and abroad, Marty directs Gensler's Entertainment Task Force, which draws talent and knowledge from across the firm's staff of 2,100 people worldwide. He is an active member

of the Entertainment Council of the Urban Land Institute, and is a frequent speaker on the subject of urban planning and the principles of placemaking.

#### **Lance Carlson, Consulting and Brand Design Director**

As Director of Consulting & Brand Design, Lance Carlson is a veteran design consultant and advocate for organizational innovation. Most recently president of Alberta College of Art and Design in Calgary, Canada, his background is a complement to Gensler's industry-leading design and client performance programs of research and benchmarking.

With graduate degrees in sociology and design, Lance brings to this team a unique perspective that spans behavioral science and contemporary design. He has made a career of organizational leadership, and has contributed to numerous built environment, branding, and strategy projects from the client side. He is a frequent speaker and published writer on the topics of creativity and innovation.

#### **Amy Owen, Identity and Signage Design Director**

Amy Owen is an EGD and signage Design Director with over 18 years of experience in retail, entertainment, mixed-use and hospitality design. Her strengths in developing both new concepts and reinvigorating existing brand offerings is a great asset to the project team.

Amy's design experience includes a broad range of disciplines including: environmental graphics and signage, corporate and consumer brand identities, conceptual interior design, space planning, store fixturing, print collateral, packaging, creative writing and name generation. In addition to her skills as a designer and manager, Amy prides herself on nurturing healthy and productive client relationships.

#### **Jay Silverberg, AIA, Architecture/Design Director**

With more than 20 years of experience in every phase of design and construction, Jay brings an applied understanding and sensitivity to programmatically complex problems and navigating multiple stakeholders, including the Arizona Game & Fish Facilities Master Plan, Arizona Center, ASU/ICA Master Plan. He has collaborated on municipal city and state master planning/campus planning projects throughout Arizona. Jay is skilled at executing site-specific solutions that integrate architecture with context, bridging cultural identity and social/economic chal-

## C. Firm's Experience/Similar Projects and References

allenges within budget constraints.

### **Jim Oswald, Community Facilitator**

Jim Oswald brings 27 years of experience in designing, managing, and facilitating strategic planning, programming, communication and community outreach programs for a wide range of public, private, non-profit and institutional clients throughout the country. In addition to his work in strategic planning, strategic communication, change management, and facilitation, Jim also served as a Campus Planner at Stanford University for two years.

Through the years, Jim has refined and developed his own style of a meeting management technique often referred to as "facilitation graphics." This technique fuses leadership, discussion management and facilitation skills with large scale, "mural-like" graphic notetaking. This approach enhances participants' ability to better communicate overarching visions, values, and beliefs and more efficiently and effectively identify and recognize the linkage between goals, issues, and strategies and potential solutions.

### **Chris Jerde, Economist, Consulting**

Chris Jerde, a quantitative analyst at Gensler, enjoys the challenge of modeling the economic and financial impacts of client projects. In particular, Chris is skilled at designing innovative ad hoc analytical tools to serve a client's unique needs. Recent project work includes the development of a tool to evaluate the financial impact of LEED certification on project ROI, a profit optimization study of a master-planned community in Bangalore, India, and the creation of a fiscal impact model for the County of Orange. Chris believes that smart design can translate to better business performance, and can be proven quantitatively. He holds a bachelors degree in International Relations from Brown University, a masters degree in applied economics and finance from UC Santa Cruz, and a masters in real estate development from the University of Southern California.

### **Gail Brackett, Brand Strategist (StirLA)**

Throughout her 20-year career in marketing, advertising and branding, Gail has been helping clients to bring fresh perspective and ideas to the forefront. Her experience includes brand strategy, brand and creative development, brand training, marketing and advertising planning.

Prior to joining Gensler she was a Senior Brand Strategist at the branding and design firm of Siegel & Gale/Beverly Hills. There she directed client engagements for such global companies as Technicolor, CNF Transportation (Emery Airlines, Menlo Logistics, Conway Trucking) and QUALCOMM. She developed strategic recommendations and led multidisciplinary teams in the production of creative executions and marketing communications. Gail began her career as a part of the team that launched the phenomenally successful Lexus brand. She then spent over 10 years running divisions of Lexus at Team One and the Toyota National Advertising account at Saatchi, Los Angeles.

### **Chintan S. Jhaveri, PE (Wood/Patel), Civil Engineer**

Chintan has ten years of experience in traffic engineering and roadway design. His traffic engineering experience includes signing and striping, traffic operations, impact studies, signal design, and ITS. His roadway design experience includes project engineering and management for major arterials. His work has been accepted and published by the Institute of Transportation Engineers (ITE) and the Transportation Research Board (TRB). His background includes working with AutoCAD, MicroStation, InRoads, Synchro / SimTraffic, HCS, CORSIM, and SCOOT Adaptive Control System.

### **Amy Schuchert, RLA, ASLA (LSD), Landscape Architect**

Amy has more than 15 years of experience that includes streetscape theme document development, conceptual aesthetic development, bridge aesthetics, interpretative signage design, artistic elements for corporate and municipal facilities, outdoor spaces for office parks, path and trail development, grant research and writing, and construction document production and management. She has developed creative solutions on a wide variety of community planning and design projects, including streetscape and pedestrian enhancements and public spaces. Currently Amy is the project manager for the SR 64 Tusayan Improvements project and was the lead author of the SAFETEA-LU enhancement funding applications that secured \$2 million for this project.

# CITYCENTER PROJECTWIDE SIGNAGE & WAYFINDING

Las Vegas, NV, USA

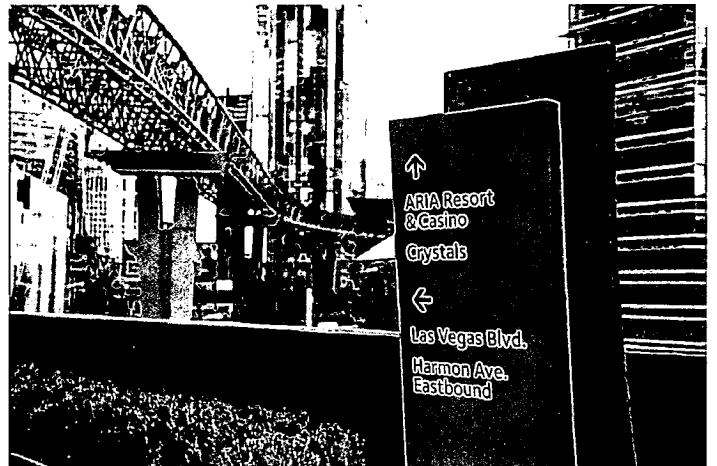
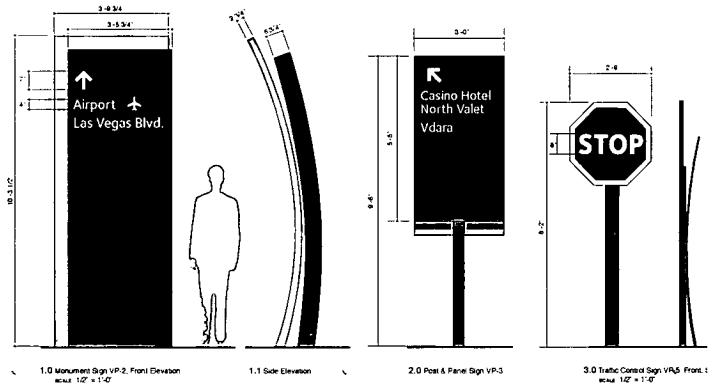
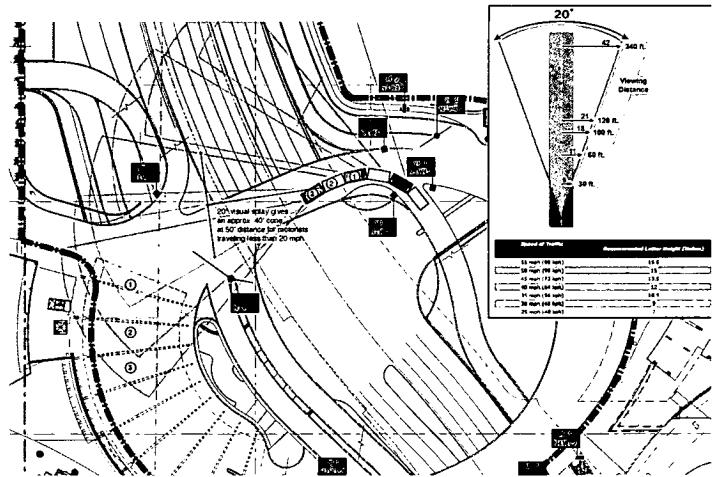
CityCenter is a 76-acre mixed-use development on the Las Vegas Strip. It is comprised of over 20 million square feet in 6 towers and a 3 story retail building. It contains its own power plant, a transit system, centralized loading dock and over 30,000 parking stalls.

Unique in Las Vegas, the project showcases buildings by seven of the world's leading architects and opened with a LEED Gold rating. The entire project was designed and constructed within 60 months.

CityCenter is unique in another way as it brings a density and compilation of world-class resorts, residences, retail, entertainment and public art in one development that has never been seen before in Las Vegas.

This complex site presented a series of guest experience and circulation challenges. Our team explored both emerging technologies and new methodologies in wayfinding in order to create a truly unique and forward-thinking approach to this project.

- Brand/Identity Design
- Wayfinding
- Design Standards

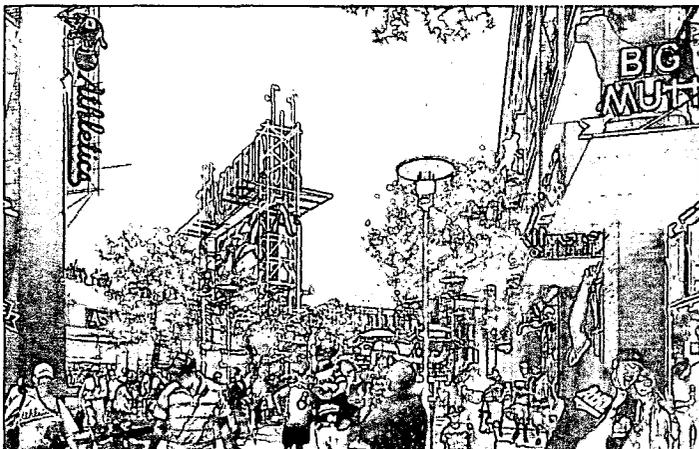
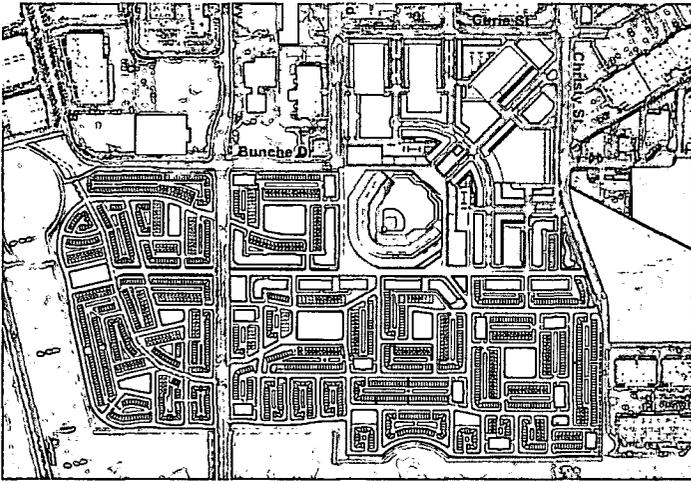


## BALLPARK VILLAGE

Fremont, CA, USA

Gensler is currently developing the Master Plan for the new 100 acre Oakland A's baseball stadium complex in Fremont, California. Set amidst a new 750,000 square foot retail and entertainment center, this new "ballpark village" seeks to establish a new precedent in both modern stadium design and the development of "urban infill" projects in a suburban setting. Adjacent to the village is 60 acres of mid to high density residential, accommodating 3,500 units in a lush, "Central Park-like" environment.

- Brand/Identity Design
- Urban Planning
- Design Standards



## DOWNTOWN SCOTTSDALE ENTERTAINMENT DISTRICT

Scottsdale, AZ

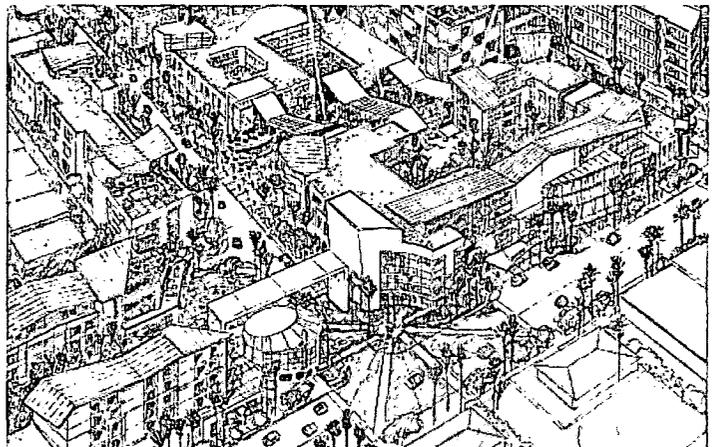
The Downtown Scottsdale Entertainment District is intended to create a vibrant mixed-use entertainment district that will become a destination for the City of Scottsdale. It will have its own unique character with a dynamic mix of high-end lounges, bars, retail shops, residences, and office space.

A pedestrian-oriented environment will be developed that is linked to the existing transit system. The easily navigable streets and pedestrian walkways of this district will encourage an active and thriving destination throughout the day.

This live-work mixed-use entertainment district will also include branded W Hotel residences, which will be integrated adjacent to, and connected via a skybridge to the W Hotel. The program also provides various amenities for the commercial and residential users. Capitalizing on the scenic views to the mountains, the design will be integrated with the surrounding context and respects existing development.

This vibrant, street-oriented, mixed-use development will revitalize a significant portion of Downtown Scottsdale. With approximately 500,000 square feet of retail shops, restaurants and entertainment anchors, 2 hotels, 500,000-square-feet of residences, and 100,000-square-feet of office space, the project will attract residents, commercial/retail tenants, and visitors from across the region.

- Urban Planning
- Design Standards



## SEAPORT VILLAGE

San Diego, CA

District branding was the primary driver for the visioning and preliminary brand ideation session designed and implemented by Gensler. The findings from the session were used by the Gensler team in collaboration with the client, GMS Realty, to prepare a Master Plan for Seaport Village in San Diego. Gensler designed and conducted a 1 ½ day Visioning Session to identify overall project goals and visions; develop preliminary planning and design principles; and identify emerging concepts and master plan directions. As part of the project deliverable Gensler formulated a conceptual master plan in addition to the development of preliminary brand ideation for the project.

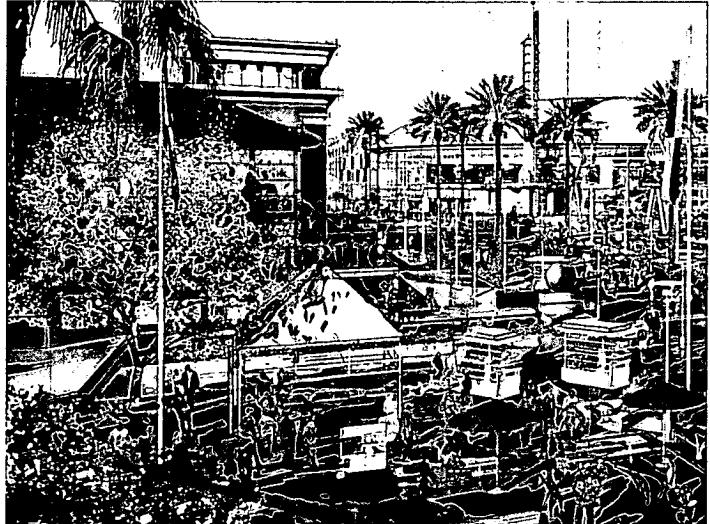
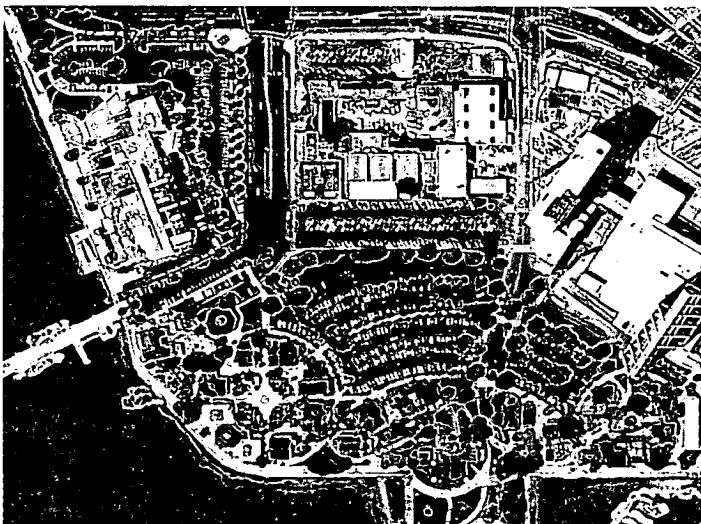
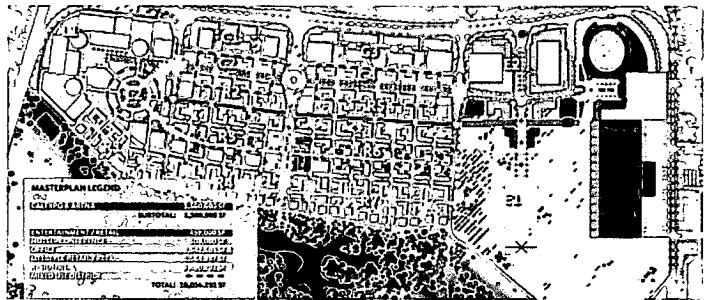
- Brand/Identity Design
- Urban Planning

## CALEXPO

Sacramento, CA, USA

The CalExpo Redevelopment project sits on a 700-acre property owned and operated by the California Exposition and State Fair (CalExpo)—an independent, self-funding state agency—that hosts nearly one million visitors every August for the annual California State Fair.

The Master Plan for the Redevelopment of CalExpo proposes a highly sustainable mixed-use community that integrates a state-of-the-art NBA arena and entertainment zone, office, hospitality, retail, residential and civic uses as well as maintaining the annual State Fair in a seamless and economically viable manner. The Master Plan emphasizes principals of sustainable design; in particular walkable districts, diversity of uses, shared parking programs, energy efficient buildings, public and alternative transportation and connection to the adjacent American River Parkway preserve.



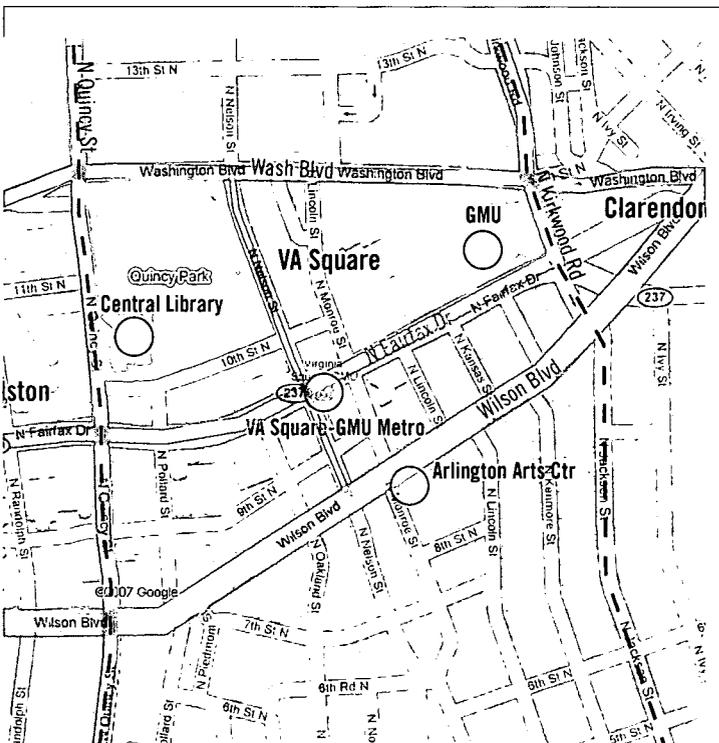
# ARLINGTON ECONOMIC DEVELOPMENT

Arlington, VA, USA

Gensler is in the process of developing and designing a county-wide wayfinding system for Arlington County, Virginia. This effort will enhance and clarify the image of the county as a whole as well as enhance the level of navigation for both visitors and residents. Being the gateway into and out of the Commonwealth from the Nation's capital, it is important that Arlington maintain its identity, but also stand out in a competitive marketplace.

Arlington currently consists of multiple gateways and "urban villages," each with their own unique identity. This comprehensive signage and wayfinding system will help to unify these communities as part of the larger county-wide system, while still providing room for them to express their own identity. When executed effectively, this effort reflects the rich history and personality of Arlington while simplifying travel and navigation throughout the county's many diverse neighborhoods.

- Urban Planning
- Signage/Wayfinding Design

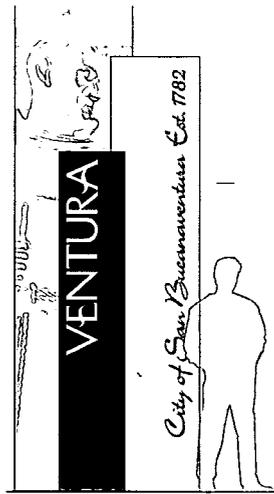


# CITY OF VENTURA

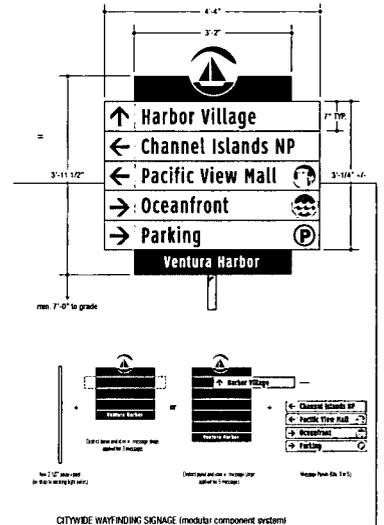
Ventura, CA, USA

Gensler provided new civic branding and developed a comprehensive citywide wayfinding program for the City of Ventura, located in Southern California. In response to a Tourism Masterplan commissioned by the City that identified image and wayfinding needs, Gensler worked closely with the City's Economic Development and Marketing Departments and the Ventura community to create a new civic brand which will reflect the vitality and uniqueness of this historic seaside community. The new City of Ventura logo and brand vocabulary will be applied to a business system and other print communications, street furniture, bus stops, banners, City vehicles and uniforms.

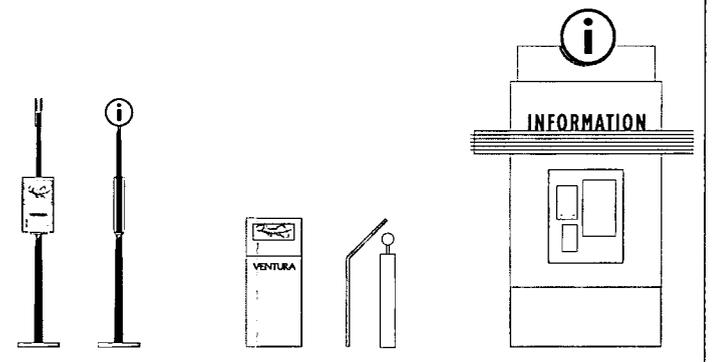
- Brand/Identity Design
- Wayfinding



ENTRY GATEWAYS



CITYWIDE WAYFINDING SIGNAGE (modular component system)



# EAST VILLAGE DISTRICT PLAN

Calgary, Canada

A master design concept and a new brand identity provide guidance for the redevelopment of a forlorn district of the edge of Calgary's downtown. This once thriving business district fell on hard times; many of the existing buildings were demolished and, with that demolition, came the loss of identity.

- Brand/Identity Design
- Urban Design



## Vitality

A city thrives when it is full of life. It is the people who inhabit it and the city, which is made up of places that accommodate their lives and activities. In the East Village, creating a vibrant, walkable neighborhood is the goal. This is achieved through a mix of land uses and people, ultimately creating a neighborhood that is full of life.

## Soul

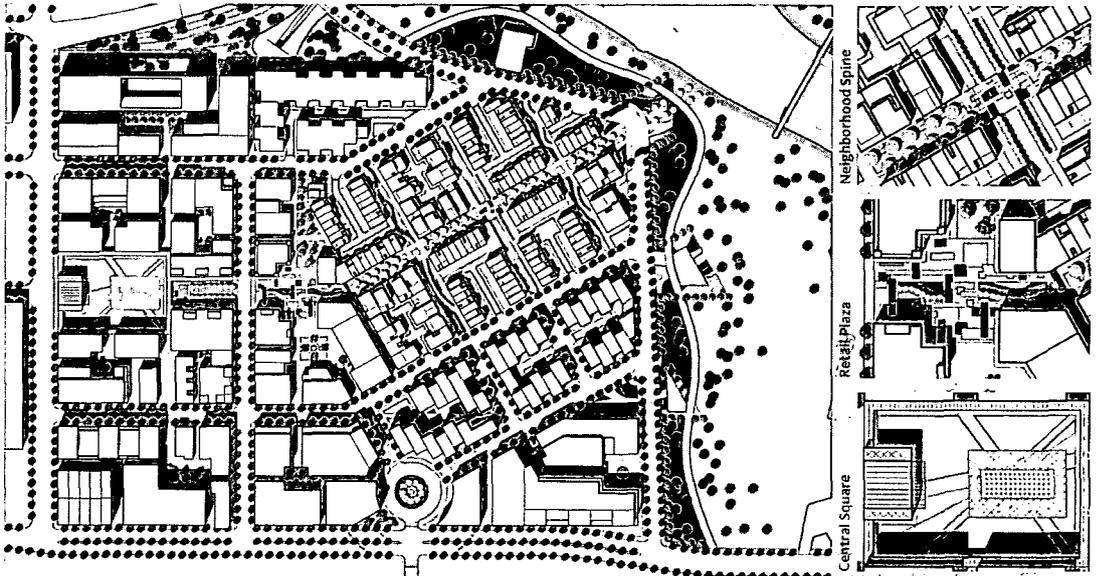
A district's soul is its character. It is the result of a unique combination of environmental factors, such as a particular street, a building, or a landscape. In the East Village, the goal is to create a district with a strong sense of identity and character. This is achieved through a mix of land uses and people, ultimately creating a neighborhood that is full of life.

## Balance

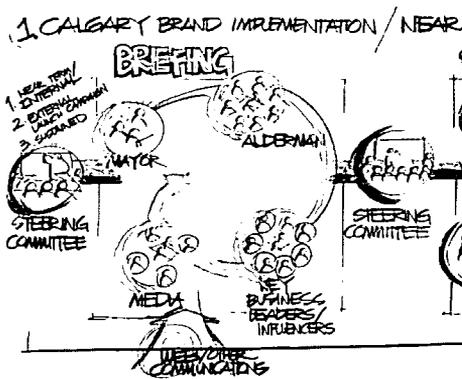
It is the power of a place that comes from an understanding of its history and future. In the East Village, the goal is to create a district that is balanced between its past and its future. This is achieved through a mix of land uses and people, ultimately creating a neighborhood that is full of life.

## Diversity

There is no one-size-fits-all solution. In the East Village, the goal is to create a district that is diverse in its land uses and people. This is achieved through a mix of land uses and people, ultimately creating a neighborhood that is full of life.



## D. References



### City of Calgary Re-branding Initiative

#### Calgary, Canada

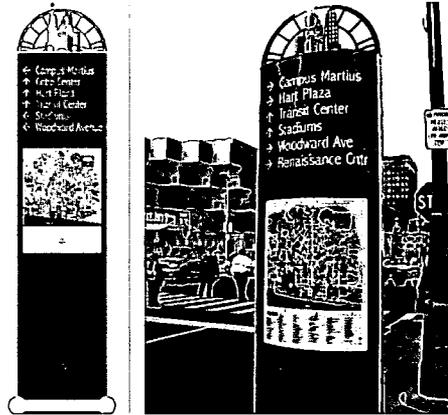
##### Dates of involvement:

June - December 2009

**Total Cost:** \$250,000

**Reference:** Bruce Graham, 403.221.7833  
bruce@calgaryeconomicdevelopment.com

Gensler received the contract from Calgary Economic Development in Calgary, Canada for the final phase of the city rebranding effort. Building on a decision that the community required a completely refreshed approach to its brand promise and visual identity, Gensler assessed the existing city brand identity and brand architecture, worked with stakeholders to redefine the brand personality, values, and story, and developed a strong positioning statement for the community. This project culminated in the development of a strong, contemporary, and relevant visual identity.



### Downtown Detroit Super Bowl XL Strategic Branding/Design Recommendations Project

#### Detroit, Michigan

**Dates of involvement:** November 2004 - February 2005

**Total Cost:** \$100,000

**Reference:** Robert J. Buckler, 313.566.8250, bucklerr@detroitmi.gov

Gensler worked closely with Robert Buckler, Chair, SBXL Downtown Advisory Committee and the City of Detroit to develop, facilitate, and implement an intensive three day strategic visioning worksession to develop a design/branding strategy for a set of priority improvements to the Central Detroit/Downtown Detroit landscape and streetscape in preparation for the XL Superbowl. Gensler facilitated a series of strategy, visioning, and design charrettes with the SBXL Advocacy Committee, the SBXL Downtown Advisory Committee and the SBXL Downtown Work Team. Gensler delivered the final Super Bowl XL Downtown Detroit Report that served as the "roadmap" for implementing a series of infrastructure and building specific improvements.



### Phoenix Convention Center

#### City of Phoenix

**Dates of involvement:** March 2006 - September 2008

**Total Cost:** \$12 million (\$5.4 million interiors)

**Reference:** Larry Kraft, 602.534.1393, larry.kraft@phoenix.gov

The 320,500 square foot South Building of the Phoenix Convention Center is part of the greater Phoenix Convention Center Complex. Challenged with the task of providing a seamless integration of the interior renovation with the new construction projects within the Complex as a whole, Gensler's scope of work in the South Building included all public lobbies, corridors, meeting rooms, restrooms, exhibit halls, and ballroom.

The project inspiration was the Sonoran Desert's natural environment, history, and culture. Each space within the Convention Center was created for dynamic memories and a visitor experience that is "unquestionably of Arizona" and the South Building is a continuation of this overall concept.

## Appendix A - Required Forms

## Appendix B - Resumes



## Beth Harmon-Vaughan, FIIDA, LEED-AP

Principal

### Principal-in-Charge

Joined Gensler 2005  
25 years experience

Beth brings more than 20 years of leadership experience to the team. Beth has designed millions of square feet of public works projects, which includes directing the interior architecture for the Arizona State Supreme Courts. As Principal-in-Charge, Beth will oversee the project's design development and management, and is responsible for the overall project strategy, providing technical and management support to the team. Beth will serve as the City's advocate, challenging the team to explore all options to ensure solutions are thoroughly developed.

### Background

Masters in Business Management, Webster University, Kansas City, Missouri  
Masters in Marketing, Webster University, Kansas City, Missouri  
Bachelors in Arts and Sciences, University of Missouri, Columbia, Missouri  
USGBC LEED®-Accredited Professional  
International Interior Design Association, Fellow since 1996  
Associate Member, American Institute of Architects  
Licensed Commercial Interior Designer, State of Missouri  
NCIDQ Accredited

### Selected project experience

size

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Banner Health Mesa Office Center Renovation, Mesa, AZ

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Martha + Mary Yourland Mixed-use Renovation,  
Phoenix, AZ

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Phoenix Convention Center, Phoenix, AZ

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Dubuque Convention Center, Dubuque, IA\*

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Anaheim Convention Center, Anaheim, CA\*

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Providence Convention Center, Providence, RI\*

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Herberger Theater Center, Phoenix, Arizona\*

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City of Surprise City Hall, Surprise, AZ

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Kansas Department of Transportation Headquarters \*

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APS Deer Valley Operations Center, Phoenix, AZ

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Bryan Cave Law Firm, Phoenix, AZ

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Arizona State Supreme Court Building, Phoenix, AZ\*

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Winthrop Community Hospital, Boston, MA\*

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Annie Penn Memorial Hospital, Riedsville, NC\*

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Liberty Hospital, Liberty, MO\*

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Citizens Memorial Hospital, Boliver, MO\*

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The Children's Mercy Hospital, Kansas City, MO\*

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Plaza Medical Building, Kansas City, MO\*

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U.S. West, Phoenix, AZ\*

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Phoenix West II, Phoenix, AZ\*

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Sprint, Overland Park, Westwood, and Kansas City, KS\*

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202 East Earll, Phoenix, AZ\*

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The Forum, Scottsdale, AZ\*

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\*Prior to joining Gensler



## Marty Borko

Principal

### Principal

25 years of experience

As a principal in the Santa Monica office of Gensler, Marty Borko is both a studio director and firm leader in the practice of planning and mixed-use/entertainment and retail design. During his more than 25 years of professional experience, Marty has developed a unique expertise in urban planning and large-scale design through projects that have called for analysis, conceptual design, consensus building, study, and design. His focus is in providing leadership to the multi-disciplinary teams necessary to solve complex contemporary design problems in today's urban context.

Beyond his extensive portfolio of projects both in the United States and abroad, Marty directs Gensler's Entertainment Task Force, which draws talent and knowledge from across the firm's staff of 2,100 people worldwide. He is an active member of the Entertainment Council of the Urban Land Institute, and is a frequent speaker on the subject of urban planning and the principles of placemaking.

### Background

Master of Architecture/Urban Design, University of California at Los Angeles

Bachelor of Architecture, University of Oregon

Board Member, Pier Restoration Corporation of the City of Santa Monica

Board Member, Westside Urban Forum

Member, Central City Association

Full Member, Urban Land Institute, Entertainment Development Council

Member, International Council of Shopping Centers (ICSC)

### Retail, Entertainment, Mixed-Use

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108 North State Street, Chicago, IL

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3830 Richmond, Houston, TX

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Apple Retail Stores, Multiple Locations

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Aurora Centrepoint, Aurora, CO

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Auto Club Speedway Master Plan, Fontana, CA

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Ballpark Village, Fremont, CA

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Beijing Movie Park, Beijing, China

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Beverly Connection, Los Angeles, CA

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Beverly Hills Gateway, Beverly Hills, CA

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Beverly Lane, Beverly Hills, CA

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Calgary East Village Strategic Vision, Alberta, Canada

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Circle T Ranch, Dallas, TX

---

Club Nokia at LA Live!, Los Angeles, CA

2,000 capacity

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Coca Cola Park, Atlanta, Georgia

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Daytona International Speedway Master Plan, Daytona, FL

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Discovery Park & Ventura County Discovery Center,  
Thousand Oaks, CA

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Disneyland Hotel Ballroom, Anaheim, CA

---

Dome Entertainment Center, Hollywood, CA

---

Downtown Scottsdale Master Plan, Scottsdale, AZ

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Eagle Lodge Ski Resort, Mammoth Mountain, CA

---

Easton Town Center Master Plan, Columbus, OH

---

Everett Riverfront Town Center, Everett, WA

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First & Main Prototype Development, Multiple Locations in CA & AZ

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Fox Hills Mall Redevelopment, Los Angeles, CA

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Guasti Vineyard Redevelopment, Ontario, CA

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Helio Retail Prototype, Various Locations

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Home Depot Sports Complex, Carson, CA

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House of Blues, Various Locations, Nationwide

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Lane Field, San Diego, CA

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Las Vegas Monorail, Las Vegas, NV

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# Gensler

## Marty Borko

Principal

### Principal

#### Retail, Entertainment, Mixed-Use *continued*

Lincoln Square, Bellevue, WA

Lindenhurst Village Green, Lindenhurst, IL

Manchester Gateway, San Diego, CA

Montecito Town Center Master Plan, Las Vegas, NV

Motorola M-Lab at Wannado City, Ft. Lauderdale, FL

National Harbor Master Plan, Prince Georges County, MD

Pacific Gateway, Navy Pier, San Diego, CA

Penrith Town Center, Sydney, Australia

Philly Walk, Philadelphia, PA

Phoenix International Raceway, Avondale, AZ

Plantation Fashion Mall, Plantation, FL

Reebok, Hollywood, CA

Reunion Tower Renovation, Dallas, TX

Seaport Village, San Diego, CA

Staples Center Mixed-Use Planning, Los Angeles, CA

Stoneridge Mall, Pleasanton, CA

Sylvia Park, Auckland, New Zealand

The Glen Retail Town Center, Chicago, IL

The River Oaks, Houston, TX

The Strand Redevelopment, Huntington Beach, CA

Wilshire Center Marketplace, Los Angeles, CA

#### Master Planning

2121 Kuhio Road Redevelopment, Waikiki, Oahu

Algiers Office Development, Algiers, Algeria

Amgen Corporate Headquarters, Thousand Oaks, CA

Amgen Longmont, Longmont, CO

Arena Site Planning Studies, El Segundo, CA

Central City Intermodal Transportation Terminal, Las Vegas, NV

Central City West Land Use Specific Plan, Los Angeles, CA

Cisco Pacific Commons, Fremont, CA

City Hall Space Allocation Studies, Long Beach, CA

Civic Arts Plaza, Thousand Oaks, CA

Civic Center Expansion, Monterey Park, CA

#### Master Planning *continued*

Claremont College Master Plan, Claremont, CA

Corporate Pointe, West Hills, CA

Cudahy Mercado, Los Angeles, CA

Dalian Software Park, Dalian, China

Downtown/Civic Center Plan, Chino, CA

Farmers Market, Concept Plan, Los Angeles, CA

Paramount's Great America Master Plan, Santa Clara, CA

Gallup Corporate Headquarters, Omaha, NE

Hengqin Island Master Plan, Macao, China

Huntington Library, San Marino, CA

Lake Las Vegas Town Center, Henderson, NV

Las Vegas Monorail, Las Vegas, NV

Mercer Institute, Scottsdale, AZ

MGM Grand Master Plan, Las Vegas, NV

Microsoft Corp. HQ Campus Master Plan, Redmond, WA

Pacific Commons Planned District Development, Fremont, CA

Resort Village at Verrado, Buckeye, AZ

Richmond Town Center, Houston, TX

Ritz-Carlton Huntington Hotel, Pasadena, CA

San Clemente Golf Course & Village, San Clemente, CA

Santa Monica College Master Plan, Santa Monica, CA

Shammas Auto Group Master Plan, Los Angeles, CA

Van Nuys Civic Center, Los Angeles, CA

Victory Retail Planning, Mavericks Arena

#### Studios

Arizona Studio Master Plan, Mesa, AZ

Babelsburg Studios, Potsdam, Germany

Black Mountain Studios Master Plan, Nevada

Charleston South Carolina Studios, Feasibility Study, Charleston, SC

Culver Studios, Culver City, CA

Disney Studios Master Plan, Anaheim, CA

DreamWorks Animation Campus Master Plan, Los Angeles, CA

DreamWorks Master Plan, Los Angeles, CA



## Lance Carlson

Director of Consulting & Brand Design

### Project Director

As Director of Consulting & Brand Design, Lance Carlson is a veteran design consultant and advocate for organizational innovation. Most recently president of Alberta College of Art + Design in Calgary, Canada, his background is a complement to Gensler's industry-leading design and client performance programs of research and benchmarking.

With graduate degrees in sociology and design, Lance brings to this team a unique perspective that spans behavioral science and contemporary design. He has made a career of organizational leadership, and has contributed to numerous built environment, branding, and strategy projects from the client side. He is a frequent speaker and published writer on the topics of creativity and innovation.

### Background

Master of Arts in Design,  
Bachelor of Arts in American Culture  
California State University, Fullerton  
Master of Arts in Cultural Studies,  
California State University, Los Angeles  
Member, Advisory Board, Calgary Municipal Land Corporation  
Member, Steering Team for Revision of Calgary Brand,  
Calgary Economic Development, 2007 - present  
Member, Alberta Provincial Branding Steering Committee,  
2008 - 2009  
Mayoral Appointee, Calgary Economic Development Strategy  
Steering Committee, 2006 - 2007  
Member, Board of Directors, Calgary Arts Development  
Authority, 2005 - 2007



## Amy Owen

Senior Associate

### Design Director, Environmental Graphic Design

18 years experience

Amy Owen is an EGD and signage Design Director with over 13 years of experience in retail, entertainment, mixed-use and hospitality design. Her strengths in developing both new concepts and reinvigorating existing brand offerings is a great asset to the project team.

Amy's design experience includes a broad range of disciplines including: environmental graphics and signage, corporate and consumer brand identities, conceptual interior design, space planning, store fixturing, print collateral, packaging, creative writing and name generation. In addition to her skills as a designer and manager, Amy prides herself on nurturing healthy and productive client relationships.

### Background

Bachelor of Fine Arts, Graphic Design, University of Akron,  
Akron, Ohio

Minor Emphasis in Landscape Architecture,  
Ohio State University, Columbus, Ohio

### Professional Affiliations

Society of Environmental Graphic Designers (SEGD)

American Institute of Graphic Arts (AIGA)

### Selected project experience

MGM MIRAGE CityCenter, Las Vegas, Nevada

Port of Long Beach Headquarters Building, Long Beach, California

Marina Square, Marina Del Rey, California

Cotai Resort, Macao

Tokyo Disneyland, Tokyo Japan

Woodall Rodgers Park, Dallas, Texas

Warner Brothers Hotel, Yaz Island

Arizona Biltmore Resort, Phoenix, Arizona

8601 Wilshire, Los Angeles, California

Creative Artists Agency, Los Angeles, California

The Campus at Playa Vista, Playa Vista, California

Helio, Various Locations, USA

Beverly Connection Renovation, Los Angeles, California

Reebok Showroom, Los Angeles, California

Burbank Community Federal Credit Union, Burbank, California

Sunset Millenium, Hollywood, California

Beverly Hilton, Beverly Hills, California

Huntington Beach Redevelopment, The Strand, Huntington Beach,  
California

Sherman Oaks Galleria, Sherman Oaks, California

The Oaks Mall, Macerich, Thousand Oaks, California

Beijing Movie Park, Beijing, PRC

### Previous to Gensler

Best Buy

Honda USA

The Irvine Company

Madison Marquette

Nestle/Stouffer Foods

Office Depot

Walt Disney Company



## Jay Silverberg, AIA

Senior Associate

### Design Director

Joined Gensler 2007  
23 years experience

With more than 20 years of experience in every phase of design and construction, Jay brings an applied understanding and sensitivity to programmatically complex problems and navigating multiple stakeholders, including the Arizona Game & Fish Facilities Master Plan, Arizona Center, ASU / ICA Master Plan. He has collaborated on municipal city and state master planning / campus planning projects throughout Arizona. Jay is skilled at executing site-specific solutions that integrate architecture with context, bridging cultural identity and social/economic challenges within budget constraints.

### Background

Master of Architecture, University of Arizona, Tucson, AZ  
Bachelor of Architecture, University of Arizona, Tucson, AZ  
Bachelor of Architectural Sciences, Florida A & M University,  
Tallahassee, FL  
Member, American Institute of Architects  
Member, Arizona State University CAED Council of Design  
Member, Phoenix Community Alliance Executive Committee

### Selected Project Experience

---

Banner Health Mesa Office Center Renovation, Mesa, AZ

---

Martha + Mary Yourland Mixed-use Renovation, Phoenix, AZ

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Maricopa County Security Building Renovation & Alterations,  
Phoenix, AZ\*

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Phoenix Federal Courthouse and US Courthouse  
Modifications /Renovation, Phoenix, AZ\*

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Arizona State Hospital: Civil and Adolescent Behavioral Health  
Facility, Phoenix, AZ\*

---

Arizona Game and Fish Department, Facilities / Campus  
Master Plan / Preliminary Study, Phoenix, AZ\*

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Arizona State Laboratory Building, Department of Health Services

---

City of Tempe Police Main Building Security Modifications

---

Phoenix Civic Plaza, East Entry Modifications Feasibility Study

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Honolulu Police Headquarters, Honolulu, HI

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APS Deer Valley Operations Center, Phoenix, AZ

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J.L. Walkup Skydome Renovation, Northern Arizona University,  
Flagstaff, AZ

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The Biodesign Institute at Arizona State University, Phase 1 & 2,  
Tempe, AZ\*

---

Sun Devil Energy Center, Arizona State University, Tempe, AZ\* ASU

---

Polytechnic Campus Student Union, Mesa, AZ\*

\*Prior to joining Gensler

# Gensler



## Jim Oswald

Senior Associate

### Facilitator

27 years experience

Jim Oswald brings 25 years of experience in designing, managing, and facilitating strategic planning, programming, communication and community outreach programs for a wide range of public, private, non-profit and institutional clients throughout the country. In addition to his work in strategic planning, strategic communication, change management, and facilitation, Jim also served as a Campus Planner at Stanford University for two years.

Through the years, Jim has refined and developed his own style of a meeting management technique often referred to as “facilitation graphics.” This technique fuses leadership, discussion management and facilitation skills with large scale, “mural-like” graphic notetaking. This approach enhances participants’ ability to better communicate overarching visions, values, and beliefs and more efficiently and effectively identify and recognize the linkage between goals, issues, and strategies and potential solutions.

### Background

Bachelor of Arts, Urban Planning & Policy-Making, Stanford University, 1982  
Bachelor of Science, Applied Earth Science, Stanford University, 1983  
Loyola High School, Board of Regents, Mission/Board Affairs Subcommittee

### Selected project experience

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City of Santa Monica, Santa Monica, CA:

Airport Land Use Study, Outreach, Education, and Workshop

Facilitation Series

Beach Improvement Group (BIG Project),

Community Outreach Program

Civic Center Master Plan Advisory Committee Visioning and Facilitation

Main Library Strategic Visioning Workshop Series

Open Space and Recreation Master Plan Community

Outreach Program

---

415 PCH Facility Strategic Visioning Workshop, City of Santa Monica/

Annenberg Foundation, Los Angeles, CA

---

Santa Monica College Liberal Arts, Santa Monica, CA

Replacement Building Visioning Session and Core Group Meeting

Facilitation

---

African American Museum of Houston (working title), Houston, TX

Strategic Plan Development and Committee Facilitation,

---

American College of Cardiology, Washington, DC, June 2003

Education Task Force Strategic Planning Annual Meeting,

“Rethinking our Approach to Education,”

---

American Institute of Architects, Washington, DC

Strategic Plan Update Effort ('07 and '08), Management Council

and Board of Directors Strategic Plan Facilitation

---

The Archer School for Girls, Master Facilities Plan, Brentwood, CA

Strategy Development/Workshops Facilitation

---

Auckland Waterfront Strategic Plan, Auckland, New Zealand

Design and Facilitation of the Auckland Waterfront

Advisory Group

---

Cal State Northridge Strategic Plan, Northridge, CA

---

City of Detroit, Superbowl 40 Host Committee, Detroit, MI

Downtown Master Plan/Design Envisioning Program

---

City of Glendale, Glendale, CA

Budget Priority Community Workshop Series: “Hands On

Community Priority Exercise” Development Series

Model Neighborhood Development Workshop Series



## Chris Jerde

### **Economist, Consulting**

16 years experience

Chris Jerde, a quantitative analyst at Gensler, enjoys the challenge of modeling the economic and financial impacts of client projects. In particular, Chris is skilled at designing innovative ad hoc analytical tools to serve a client's unique needs. Recent project work includes the development of a tool to evaluate the financial impact of LEED certification on project ROI, a profit optimization study of a master-planned community in Bangalore, India, and the creation of a fiscal impact model for the County of Orange. Chris believes that smart design can translate to better business performance, and can be proven quantitatively. He holds a bachelors degree in International Relations from Brown University, a masters degree in applied economics and finance from UC Santa Cruz, and a masters in real estate development from the University of Southern California.

### **Background**

Masters of Real Estate Development,  
University of Southern California (2009)  
Master of Science, Economics,  
University of California, Santa Cruz (1998)  
Bachelor of Science, International Relations,  
Brown University (1990)  
Member, Urban Land Institute

### **Selected project experience**

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AT&T, Campus Consolidation Study, San Ramon, CA

---

Shangri-La LEED Financial Evaluation Tool, Los Angeles, CA

---

Pacific School of Dentistry, Comparative ROI, San Francisco, CA

---

Bank of America Line of Business Planning, Continental U.S.

---

El Toro Revenue Generation Study, Orange County, CA

---

Singapore Airlines Campus Feasibility, Singapore

---

Varthur Profit Optimization Study, Bangalore, India

---

Disney Media Networks Occupancy Study, Burbank, CA

---

Microsoft Campus Migration Plan, Redmond, WA

---

LA Dept of Water and Power Service Center Analysis, Los Angeles, CA

---

San Diego Civic Center Programming Analysis, San Diego, CA

---

Deloitte and Touche Office Restack Analysis, Continental U.S.

---

Bank of America Metropolitan Plan, London, UK

---

Thomson/Reuters Portfolio Consolidation, European Portfolio

---

Gensler/Studio-I Valuation Study, Bangalore, India

---

Clearwire Retail Strategic Analysis, Continental U.S.

---

Alameda County Real Estate Master Plan

---

El Toro Stakeholder Outreach, Orange County, CA

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## Gail Brackett

StirLA

### Brand Strategist

20 years experience

Throughout her 25 year career in marketing, advertising and branding, Gail has been helping clients to bring fresh perspective and ideas to the forefront. She brings a deep experience in brand development, having helped a wide range of premier global brands across many industries including automotive, hospitality, retail, entertainment, education, airlines and technology. She is an inspiring leader who is skilled at directing multi-disciplinary teams to deliver a broad range of successful design and communications solutions for clients. As an accomplished professional, she has outstanding leadership credentials in many business areas and a proven track record of creating strategic vision to drive growth.

### Background

Bachelor of Arts, Journalism, University of Southern California

### Selected project experience

AEG Club, Los Angeles, CA

Beauty Collection, Various Locations, CA

Beverly Hilton Hotel, Beverly Hills, CA

Helio, Various Locations, USA

Herbalife, Los Angeles, CA

MGM MIRAGE CityCenter, Las Vegas, NV

Mars Food Division, Rancho Dominguez, CA

Miller Candy Company, Calabasas, CA

Motorola M-Lab, Sunrise, FL

Pier 202, Tempe, AZ

Port of Long Beach, Long Beach, CA

The Remington Corporation, Various Locations, USA

Tustin Legacy, Los Angeles, CA

Venezia Dell Est at Nine Dragons Hill, Shanghai

Wayans Brothers Productions, Los Angeles, CA

### Prior to Gensler

America West

Art Center College of Design

Capital One

CNF

Ebates

Emery Airlines

Heal the Bay

Jet Delivery

Junior Achievement

Lexus

Menlo Logistics

QUALCOMM

Toyota

UCLA Alumni Association

Zoasis (Antech)

**Education**

M.S. Civil Engineering  
University of Utah

B.E. Civil Engineering  
Regional Engineering College  
Surat, India

**Registration**

Professional Engineer  
Arizona #43820

**Affiliations**

American Public Works Association

Institute of Transportation Engineers

Urban Land Institute

**Certifications**

Leadership in Engineering  
Administration Program (LEAP)

**Total Years of Experience**

10

**Years at Wood/Patel**

7

**Project Manager – Traffic / Transportation**

Chintan has ten years of experience in traffic engineering and roadway design. His traffic engineering experience includes signing and striping, traffic operations, impact studies, signal design, and ITS. His roadway design experience includes project engineering and management for major arterials. His work has been accepted and published by the Institute of Transportation Engineers (ITE) and the Transportation Research Board (TRB). His background includes working with AutoCAD, MicroStation, InRoads, Synchro / SimTraffic, HCS, CORSIM, and SCOOT Adaptive Control System.

**RELEVANT TRAFFIC AND MASTER PLANNING EXPERIENCE**

- 67<sup>th</sup> Avenue DCR, Pinnacle Peak to Happy Valley - Peoria, AZ
- Verrado Transportation Master Plan and Master Signage Specification, Buckeye, AZ
- Sandia Traffic and Pedestrian Circulation Master Plan - Pinal County, AZ
- Christ's Church of the Valley Traffic Circulation Plan, Peoria, AZ
- One Scottsdale Transportation Master Plan - Scottsdale, AZ
- DC Ranch Market Street Parking Plan - Scottsdale, AZ
- Two-Waters Complex, Health Center & Parking Lot Improvements - Salt River Pima-Maricopa Indian Reservation, AZ

**ROADWAY EXPERIENCE**

- Pinnacle Peak Road – 99<sup>th</sup> Avenue to 107<sup>th</sup> Avenue, Peoria, AZ
- 35<sup>th</sup> Avenue Improvements, Baseline to Southern - Phoenix, AZ
- 43<sup>rd</sup> Avenue Improvements, Baseline to Southern - Phoenix, AZ
- El Mirage Road Improvements, Beardsley to SR 303L - Maricopa County, AZ
- 83<sup>rd</sup> Avenue Improvements, North of Bell (1/2 mile) - Glendale, AZ
- Price Road & Queen Creek Road Intersection Improvements - Chandler, AZ
- Osborn Road Improvements, Longmore to Alma School - Salt River Pima-Maricopa Indian Reservation, AZ
- McDowell Road Commercial Corridor - Goodyear, AZ

**ASSESSMENT & ANALYSIS EXPERIENCE**

- Phoenix North Retail Development Traffic Impact Analysis - Phoenix, AZ
- Grace Court Redevelopment Traffic Impact Analysis - Phoenix, AZ
- Gilbert Town Square Traffic Impact Analysis - Gilbert, AZ



LOGAN SIMPSON  
DESIGN INC.

Amy Schuchert, RLA, ASLA  
Senior Landscape Architect

Amy has more than 15 years of experience that includes streetscape theme document development, conceptual aesthetic development, bridge aesthetics, interpretative signage design, artistic elements for corporate and municipal facilities, outdoor spaces for office parks, path and trail development, grant research and writing, and construction document production and management. She has developed creative solutions on a wide variety of community planning and design projects, including streetscape and pedestrian enhancements and public spaces. Currently Amy is the project manager for the SR 64 Tusayan Improvements project and was the lead author of the SAFETEA-LU enhancement funding applications that secured \$2 million for this project.

#### Education

B.L.A., Landscape Architecture, Kansas State University, 1994

#### Professional Registrations

Registered Landscape Architect, Arizona #40443

#### Selected Projects

**Lake Pleasant Parkway Theming and Final Design.** City of Peoria. Responsibilities: project landscape architect for the theme development and writing and production of design guidelines of an 1.1-mile segment of scenic arterial medianscape (from Beardsley Road to Carefree Highway) and design integration of guidelines in the construction documents for 3.5 miles (from Williams Road to Happy Valley Road). Generated Sonoran desert wash concepts for urban, suburban, and rural character areas for the distinctive, mixed land-use areas in north Peoria. Design development included decorative wall structures, integrated art elements, gateways, streetscape icon development, LED rope lighting, banners, bull nose paving, seating nodes, grading concepts utilizing passive irrigation water catchment swales, landscape density criteria, and a plant palette.

**Western Avenue Improvements.** City of Goodyear. Responsibilities: project manager to develop preliminary graphics and written descriptions for the Community Development Block Grant application of the proposed improvements to establish a memorable "place" as a city gateway for the historic downtown area. Also led the consultant design; including engineering sub-consultants, in completing construction documents and construction observation efforts for the implementation of the project on award of the grant funds. Work included overlaying the road, replacing the existing sidewalk, adding stamped asphalt medians, improving parking layout, adding pedestrian lighting, and adding streetscape aesthetics including landscape, hardscape, street furniture, and artist created benches.

**State Route 64 Tusayan/Grand Canyon Gateway.** Arizona Department of Transportation (ADOT). Responsibilities: project manager for thematic gateway concepts, preparation and submission of two SAFETEA-LU applications, public input and community involvement, and construction document production for multi-modal and aesthetic enhancements for over 1-mile of multi-modal improvements through the community core. Features included local transit stops; pedestrian seating areas/shade structures; crosswalks; meandering sidewalks; wayfinding signage; monument signs, landscape, and irrigation that complimented the community's business and residential needs and the proximity of the community to the entry to the South Rim of the Grand Canyon National Park.

**Happy Valley Road (Lake Pleasant Parkway to Terramar Boulevard).** City of Peoria. Responsibilities: project manager for the implementation of the design, construction documents,

and construction observation for this three-mile urban/rural streetscape segment of arterial streetscape. Ensured thematic design integrated ideas from the *Lake Pleasant Parkway Design Theme Manual*, while retaining a separate design character for the roadway. Managed landscape construction documents under a construction manager at risk (CMAR) delivery method for a streetscape that traverses prime natural desert areas and developed urban commercial and residential locations within the City.

**US 93 Wickenburg Interim Bypass Project.** Town of Wickenburg. Responsibilities: landscape architect responsible for the ideation, conceptual plaza and gateway design, bridge aesthetics, cultural interpretative signage, and construction documentation for two new pedestrian plazas, a gateway, and surrounding open space associated with the removal of portions of the existing Hassayampa River Bridge and construction of a bypass bridge. Coordination with the engineers on the development of decorative light pole blisters on the new bridge and collaborating with ADOT and City staff on the theme for the plazas and a new gateway to the historic downtown.

**Hayden Road (Cactus Road to Redfield Road Segment).** City of Scottsdale. Responsibilities: project manager for the landscape, hardscape, and multi-use path for the project that added lanes and placed existing storm drainage underground. Capitalized on path placement over the storm drainage to maximize landscape and pedestrian plaza sculpture display areas. Coordinated with artistic site element development, Scottsdale Airpark secondary entry areas, and off-site golf course to integrate retaining walls and landscape along areas graded and impacting properties. Development of a planting palette compatible with municipal, Arizona Department of Water Resources, and airport guidelines.

**2<sup>nd</sup> Avenue – Monroe to Fillmore Cultural Interpretation Program and Pedestrian Enhancements.** City of Phoenix. Responsibilities: development of initial contextual and conceptual designs for the construction of pedestrian improvements articulated during a Maricopa Association of Governments and City of Phoenix Pedestrian Design Assistance Program study. Pedestrian improvements included developing concepts for sidewalk layout and construction, aesthetic surface patterns and treatment, and interpretive monumentation of several historical features within the streetscape corridor. The interpretive monumentation included the development of a sign monument/kiosk feature reflecting the site's context.

**91<sup>st</sup> Avenue Van Buren to I-10.** City of Tolleson. Responsibilities: landscape architect assisting with the conceptual design for the multi-use path, cultural interpretation, landscape, and irrigation as part of roadway improvements. Generated concept drawings for the interpretation of a historic canal and floodgates in the local context with an interpretative gathering space and monuments in landscape areas. Developed a plant palette addressing both flood and drip irrigation requirements and collaborated with the detailing of hardscape and interpretative elements.

**Indian School Road (Drinkwater to Pima Road).** City of Scottsdale. Responsibilities: project manager for the preliminary theme development and ideation (utilizing stakeholder input), construction documentation, and construction observation on the 1.5-mile section of Indian School Road that has been identified and the eastern gateway into the downtown area for the City of Scottsdale. Participated in several arts focus groups to develop the identity, design directions for the art node, and led the Design Review Board submittal process for the approval of the enhanced landscape and streetscape aesthetics.



# CONTRACT AMENDMENT

## Materials Management Procurement

9875 N. 85<sup>th</sup> Ave., 2<sup>nd</sup> Fl.  
Peoria, AZ 85345

Telephone: (623) 773-7115  
Fax: (623) 773-7118

Buyer: Lisa Houg, CPPB

Solicitation No. P10-0044 Page 1 of 7

Description: Design & Consultant Services for the Entertainment District Signage, Theming and Identity Improvement Plan

Amendment No. One (1) Date: 8/16/11

In accordance with the Contract Special Terms and Conditions, **Contract Extension**, the above referenced contract shall expire on 10/31/11. The new contract term is **11/1/2011 to 10/31/2012**.

The contract is also being amended to add additional services as indicated in the attached Work Authorization Number 01d in the amount of \$17,975 and Work Authorization Number 02 in the amount of \$4,500. The contract value is increased by \$22,475.

### Contract Summary:

Original contract amount for services: \$100,000

Contract Amendment #1: \$ 22,475

Total Contract Amount: \$122,475

Optional Services for Open House and Reimbursables remain the same.

Contractor hereby acknowledges receipt and agreement. A signed copy shall be filed with the City of Peoria, Materials Management Division.

Signature

8-24-11  
Date

Beth Harmon-Vaughan,  
Principal-in-Charge  
Typed Name and Title

Gensler  
Company Name

201 E. Washington St., Ste. 750  
Address

Phoenix  
City

AZ  
State

85004  
Zip Code

Attested By:

Wanda Nelson, City Clerk

Wanda Nelson, City Clerk

Director:   
Scott Whyte, Economic Development Services  
Director

Department Rep:   
Marja Laughner, Business & Real Estate Development Manager

Approved as to Form:   
Stephen M. Kemp, City Attorney

The above referenced Contract Amendment is hereby Executed

August 31, 2011, at Peoria, Arizona

Dan Zenko, Materials Management Supervisor



CC Number

LCON10510A  
Contract Number

City Seal

Copyright 2003 City of Peoria, Arizona  
(Rev 07/05/11)

Official File

L CON 10510A

# Work Authorization Number 01d

**Gensler**

|                         |  |                       |             |
|-------------------------|--|-----------------------|-------------|
| <b>Project</b>          | Entertainment District Identity Creation | <b>Date</b>           | 8/02/11     |
| <b>Project Location</b> | Peoria, Arizona                          | <b>Project Number</b> | 57.6210.000 |
| <b>Client</b>           | The City of Peoria                       | <b>File</b>           | 1 WA        |
|                         |  | <b>This is page</b>   | 1 of 1      |

Services to be performed pursuant to the Original or Master Agreement (if any), dated

October 26, 2010; City of Peoria Design and Consultant Services - P10-0044

If there is no Original or Master Agreement referenced above, the attached Work Authorization Terms and Conditions shall apply.

**Other References**

**Services not included (this list is not exhaustive)**

|   |  |   |         |
|---|--|---|---------|
| <b>Fee and Basis</b>  | <input type="checkbox"/> Lump Sum of \$ 0<br><input type="checkbox"/> Hourly<br><input checked="" type="checkbox"/> Hourly, not to exceed \$ 17,975.00 without prior authorization | <input type="checkbox"/> Plus Reimbursable Expenses (0% mark-up)<br><input type="checkbox"/> Plus Consultants which are not listed as included in fee (0% mark-up)<br><input type="checkbox"/> Other: |         |
| <b>Date Services to Begin</b>   | <input checked="" type="checkbox"/> 6/6/11 (specify date)<br><input type="checkbox"/> Immediately after Work Authorization approval  |   |         |
| <b>Services projected to be completed no later than the following, if indicated</b> | <input checked="" type="checkbox"/> 8/15/11 (specify date)<br><input type="checkbox"/> _____ Working days after Work Authorization approval  |   |         |
| <b>Services requested by</b>  | The City of Peoria, Arizona  | <b>Date of Request</b>  | 8/02/11 |

|                                 |                    |
|---------------------------------|--------------------|
| <b>General Authorization by</b> | <b>Date Signed</b> |
| Beth Harmon Vaughan             |                    |
| <b>Client Authorization by</b>  | <b>Date Signed</b> |

Authorization is confirmed for Gensler to perform the following services:

**Scope of Services:**

Provide additional services to the City of Peoria regarding the design and development of the Entertainment District Identity Creation project. Several new tasks are identified in the attached Work Plan.

**Fee:**

Gensler Additional Services: \_\_\_\_\_ \$ 17,975.00

**Peoria Entertainment District Identity Creation**

Peoria, Arizona  
 8/11/2011  
 Gensler Task List  
 Project No.: 57.6210.000

| Tasks  | Hours | Deliverable  | Fee                 |
|--|-------|--|---------------------|
| <b>Work Authorization 01d</b>  |       |  |                     |
| <b>Task 1</b>  |       |  |                     |
| Parking Count Verification.  |       | Utilizing the information provided by the City of Peoria, verify the existing parking count and determine how the parking will be affected by the new development proposal |                     |
|  | 4     |  | \$537.00            |
| <b>Task 2</b>  |       |  |                     |
| New ID Pylon Design to Include Illuminated Sign on Freeway 101.                              |       | Generate a coordinated design incorporating a digital sign into the new ID pylon sign design   |                     |
|  | 26    |  | \$2,977.00          |
| <b>Task 3</b>  |       |  |                     |
| Easement Verification for Ordinance Compliance   |       | Review the current zoning ordinance for the district and determine if the new development is within compliance with the current zoning ordinance                           |                     |
|  | 6     |  | \$585.00            |
| <b>Task 4</b>  |       |  |                     |
| Rendering of Graphic Image Wrapped to the Exterior Elevations of the Proposed Parking Garage |       | Generate Rendering of the Parking Garage dressed with a Graphic Image Provided by the City's Developer   |                     |
|  | 25    |  | \$3,084.00          |
| <b>Task 5</b>  |       |  |                     |
| Design and Render Bridge at Skunk Creek  |       | Generate a Design for the Existing Skunk Bridge to Integrate with the Proposed Development Scheme and Provide a Rendering of the Design                                    |                     |
|  | 41    |  | \$4,489.00          |
| <b>Task 6</b>  |       |  |                     |
| Rendering Perspective at Mixed-use Crosswalk   |       | Generate a rendering depicting what a pedestrian end user will perceive when standing or walking in the crosswalk  |                     |
|  | 29    |  | \$3,379.00          |
| <b>Task 7</b>  |       |  |                     |
| Collaborate and Coordinate Design Concepts with City Developer                               |       | Meet with City Developer and coordinate design concepts of redevelopment area to produce coordinated development package   |                     |
|  | 4     |  | \$720.00            |
| <b>Additional Meetings</b>   |       |  |                     |
| Participate in additional meeting with Staff and attend Council meeting                      |       | Attend additional meeting for final comment of proposal and attend Council meeting for presentation of design scheme   |                     |
|  | 12    |  | \$2,224.00          |
| <b>Subtotal Work Authorization 01</b>  |       |  | <b>\$17,975</b>     |
| <b>Total Basic Plus Add Service</b>  |       |  | <b>\$117,976.00</b> |

Work Authorization Number 02

**Gensler**

|                         |  |                       |             |
|-------------------------|--|-----------------------|-------------|
| <b>Project</b>          | Entertainment District Identity Creation | <b>Date</b>           | 8/15/11     |
| <b>Project Location</b> | Peoria, Arizona                          | <b>Project Number</b> | 57.6210.000 |
| <b>Client</b>           | The City of Peoria                       | <b>File</b>           | 1 WA        |
|                         |  | <b>This is page</b>   | 1 of 1      |

Services to be performed pursuant to the Original or Master Agreement (if any), dated

October 26, 2010; City of Peoria Design and Consultant Services - P10-0044

If there is no Original or Master Agreement referenced above, the attached Work Authorization Terms and Conditions shall apply.

Other References

Services not included (this list is not exhaustive)

|   |   |   |
|---|---|---|
| <b>Fee and Basis</b>  | <input type="checkbox"/> Lump Sum of \$ 0<br><input type="checkbox"/> Hourly<br><input checked="" type="checkbox"/> Hourly, not to exceed \$ 4,500.00 without prior authorization | <input type="checkbox"/> Plus Reimbursable Expenses (15% mark-up)<br><input type="checkbox"/> Plus Consultants which are not listed as included in fee (15% mark-up)<br><input type="checkbox"/> Other: _____ |
| <b>Date Services to Begin</b>   | <input checked="" type="checkbox"/> 6/6/11 (specify date)<br><input type="checkbox"/> Immediately after Work Authorization approval   |   |
| <b>Services projected to be completed no later than the following, if indicated</b> | <input checked="" type="checkbox"/> 8/23/11 (specify date)<br><input type="checkbox"/> _____ Working days after Work Authorization approval                                       |   |

|                                 |                             |                        |         |
|---------------------------------|-----------------------------|------------------------|---------|
| <b>Services requested by</b>    | The City of Peoria, Arizona | <b>Date of Request</b> | 8/15/11 |
| <b>General Authorization by</b> |                             | <b>Date Signed</b>     |         |
|                                 | Beth Harmon Vaughan         |                        |         |
| <b>Client Authorization by</b>  |                             | <b>Date Signed</b>     |         |

Authorization is confirmed for Gensler to perform the following services:

**Scope of Services:**

- Provide additional services to the City of Peoria regarding the design and development of the Entertainment District Identity Creation project.
- Additional Scope of Services include:
  - o Rendering Rio Vista Park (Freeway View).
  - o Rendering Rio Vista Park (Neighborhood View).
  - o Rendering of Revised Parking Structure Location.
  - o Update Presentation Graphics with New Peorian Site Plan and Parking Structure Location.
  - o Create Bridge concept(s) Elevation Slides.

Additional service tasks are described in the attached Work Plan.

**Fee:**

Gensler Additional Services: \_\_\_\_\_ \$ 4,500.00

**Peoria Entertainment District Identity Creation**

Peoria, Arizona  
 8/11/2011  
 Gensler Task List  
 Project No.: 57.6210.000

|                                       | Tasks  | Hours | Deliverable  | Fee                 |
|---------------------------------------|--|-------|--|---------------------|
| <b>Work Authorization 01d</b>         |  |       |  |                     |
| Task 1                                | Parking Count Verification.  |       | Utilizing the information provided by the City of Peoria, verify the existing parking count and determine how the parking will be affected by the new development proposal |                     |
|                                       |  | 4     |  | \$537.00            |
| Task 2                                | New ID Pylon Design to Include Illuminated Sign on Freeway 101.                              |       | Generate a coordinated design incorporating a digital sign into the new ID pylon sign design   |                     |
|                                       |  | 26    |  | \$2,977.00          |
| Task 3                                | Easement Verification for Ordinance Compliance   |       | Review the current zoning ordinance for the district and determine if the new development is within compliance with the current zoning ordinance                           |                     |
|                                       |  | 6     |  | \$585.00            |
| Task 4                                | Rendering of Graphic Image Wrapped to the Exterior Elevations of the Proposed Parking Garage |       | Generate Rendering of the Parking Garage dressed with a Graphic Image Provided by the City's Developer   |                     |
|                                       |  | 25    |  | \$3,064.00          |
| Task 5                                | Design and Render Bridge at Skunk Creek  |       | Generate a Design for the Existing Skunk Bridge to Integrate with the Proposed Development Scheme and Provide a Rendering of the Design                                    |                     |
|                                       |  | 41    |  | \$4,489.00          |
| Task 6                                | Rendering Perspective at Mixed-use Crosswalk   |       | Generate a rendering depicting what a pedestrian end user will perceive when standing or walking in the crosswalk  |                     |
|                                       |  | 29    |  | \$3,379.00          |
| Task 7                                | Collaborate and Coordinate Design Concepts with City Developer                               |       | Meet with City Developer and coordinate design concepts of redevelopment area to produce coordinated development package   |                     |
|                                       |  | 4     |  | \$720.00            |
| Additional Meetings                   | Participate in additional meeting with Staff and attend Council meeting                      |       | Attend additional meeting for final comment of proposal and attend Council meeting for presentation of design scheme   |                     |
|                                       |  | 12    |  | \$2,224.00          |
| <b>Subtotal Work Authorization 01</b> |  |       |  | <b>\$17,975</b>     |
| <b>Total Basic Plus Add Service</b>   |  |       |  | <b>\$117,975.00</b> |

**Peoria Entertainment District Identity Creation**

Peoria, Arizona  
 8/11/2011  
 Gensler Task List  
 Project No.: 57.6210.000

|  | Tasks   | Hours | Deliverable   | Fee                 |
|--|---|-------|---|---------------------|
| <b>Work Authorization 02</b>                           |   |       |   |                     |
| <b>Task 1</b>  | Rendering from Rio Vista Park (Freeway View)  | 7     | Visit and photograph existing site as basis of view to be rendered. Generate rendering of Rio Vista park illustrating new electronic pylon sign and the relationship to ball field lights.                        | \$900.00            |
| <b>Task 2</b>  | Rendering of Rio Vista Park (Neighborhood View)   | 7     | Visit and photograph existing site as basis of view to be rendered. Generate a rendering of Rio Vista park illustrating new electronic pylon sign from neighborhood.  | \$900.00            |
| <b>Task 3</b>  | Rendering of Revised Parking Structure Location   | 14    | Implement the revised parking garage location in the site plan and generate a new rendering reflecting revised parking structure with graphical images attached to the facade taken from the south looking north. | \$1,700.00          |
| <b>Task 4</b>  | Update Presentation Graphics with New Peorian Site Plan and Parking Structure Location. | 4     | Update slides to include the revised Peorian site plan to the existing presentation.  | \$500.00            |
| <b>Task 5</b>  | Create Bridge Concept(s) Elevation Slides   | 4     | Create new graphics of bridge elevation and include in existing presentation  | \$500.00            |
| <b>Subtotal Work Authorization 02</b>                  |   |       |   | <b>\$4,500</b>      |
| <b>Total Basic service Plus Add Service 01 and 02:</b> |   |       |   | <b>\$122,475.00</b> |