



Professional Qualifications for
Downtown Master Plan Update
City of Smyrna, Georgia

July 22, 2019

SMYRNA MARKET VILLAGE

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July 22, 2019

Tom Boland

Economic Development Manager

City of Smyrna

3180 Atlanta Road
Smyrna, Georgia 30080

Re: Statement of Qualifications and Cost Proposal for Downtown Master Plan Update

Dear Mr. Boland and Selection Committee Members,

Pond is pleased to submit the attached Statement of Qualifications for the Downtown Master Plan Update. Smyrna has been and continues to be the model for creating a highly desirable, healthy, and walkable community. That's why Money.com named the city one of the best places to live in the country in 2018. We want to help the city capitalize on their success by assisting you in crafting the Downtown Master Plan Update. Our team focuses on crafting meaningful plans that facilitate implementation through thoughtful phasing, communication, and vision.

The Pond Team has the expertise to prepare an exceptional Master Plan for the City of Smyrna. Our strengths include:

- An extensive background in preparing plans similar in nature to this project and scope of work.
- A clear understanding of the need to establish a realistic vision for Smyrna that capitalizes on its past success and positions the community to better manage change in the future.
- Knowledge of how real estate markets, land use designations, zoning, and growth affect business districts.

We are excited about this opportunity and look forward to being a part of the success and future of your city. Should you have any questions, or require further information about our services, please do not hesitate to contact Lauren Blaszyk directly at 470.387.8930 or BlaszykL@pondco.com.

With kind regards,

Pond



Matthew Wilder, ASLA
Principal | Director of Landscape Architecture



Lauren Blaszyk, AICP
Project Manager | Planner

Firm Identification

B1. Basic Firm Information

Company Name
Pond

Address
3500 Parkway Lane
Suite 500
Peachtree Corners, Georgia 30092
The project will be managed from this office.

Primary Contact
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E: BlaszykL@pondco.com
www.pondco.com

Form of Ownership | State of Incorporation
Private
Pond is a Georgia Corporation

Branch Offices

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Atlanta, GA 30308

Augusta, GA

621 NW Frontage Rd.
Suite 320
Augusta, GA 30907

Colorado Springs, CO

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Suite 130
Colorado Springs, CO 80906

Columbia, SC

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Suite 1300
Columbia, SC 29201

Honolulu, HI

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Suite 104
Honolulu, HI 96818

Houston North

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Suite 230
The Woodlands, TX 77380

Houston South

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Suite 903
Pasadena, TX 77505

Huntsville, AL

4825 University Square
Suite 8
Huntsville, AL 35816

Jacksonville, FL North

1300 Riverplace Blvd.
Suite 210
Jacksonville, FL 32207

Jacksonville, FL South

10199 Southside Blvd.
Suite 103
Jacksonville, FL 32256

Mobile, AL

150 Government St.
Suite 3004
Mobile, AL 36602

New Orleans, LA

110 Veterans Blvd.
Suite 347
Metairie, LA 70005

Phoenix, AZ

9633 S. 48th St.
Suite 190
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San Antonio, TX

1100 NW Loop 410
Suite 742
San Antonio, TX 78213

San Diego, CA

3665 Ruffin Road
Suite 206
San Diego, CA 92123

Savannah, GA

49 Park of Commerce Way
Suite 203
Savannah, GA 31405

Tampa, FL

4902 Eisenhower Blvd.
Suite 207
Tampa, FL 33634

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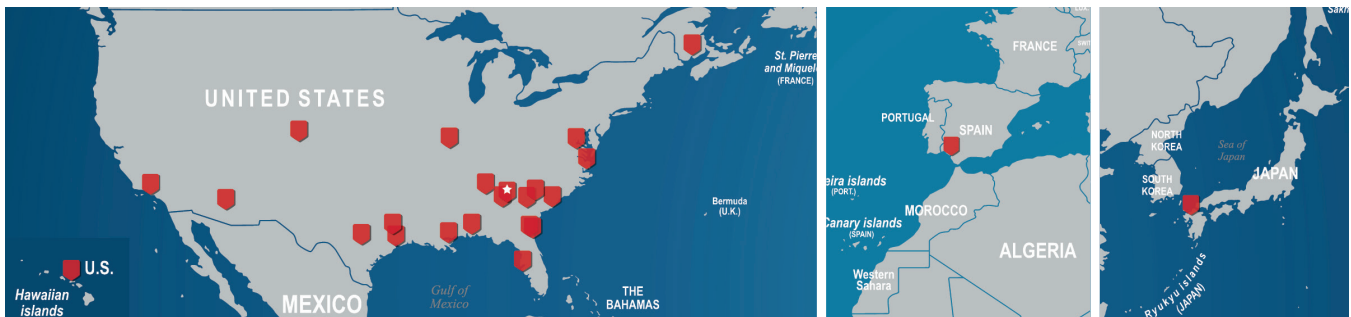
2809 S. Lynnhaven Rd.
Suite 140
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International Offices

Rota, Spain
Sasebo, Japan
St. John, Canada



Firm Identification

B2. Litigation

Pond has not been involved in any project litigation in the past five (5) years. Pond does not have any active or pending claims or litigation. The firm/principals have never been issued any indictments.

B3. Contract Integrity

Pond has never been removed from a design services contract, nor has it had a contract terminated for default or failed to complete a contract as assigned in the State of Georgia.

B4. History and Growth

Years in Business: 54

Pond was originally founded in 1965 as Armour & Associates and built a solid reputation as Armour, Cape & Pond. In 1998, the firm changed its name to Pond & Company as a reflection of the exponential growth of services and people since the doors opened in 1965.

Pond is an Atlanta-headquartered, full-service,

engineering, architecture, and planning firm providing planning, design, and construction services to local, state, and federal clients.

Pond's staff of 550+ professionals provides a deep bench of experience and the capabilities to offer personalized solutions to help clients manage projects from concept to completion – and everything in between – with confidence and clarity.

As a full-service firm, Pond is able to bring together the mixture of skills that are necessary and unique, to make each project successful. As a result, Pond has a history of producing award-winning, context-sensitive, and innovative projects to serve our client's needs. Full-service capabilities benefit our clients by delivering greater value in the following ways: teamwork, responsiveness, communication, quality control, and project coordination.

Pond is proud to be ranked among Atlanta's "Best Places to Work" and was recently named the Southeast Design Firm of the Year by ENR Magazine.



B5. Services and Resources

Master Planning

When it comes to helping communities envision what they want to be in 5, 10, or even 20 years, Pond’s philosophy is that a plan is a starting point, not an end.

A plan is only as good as the community’s motivation and will to implement it. A plan that sits on the shelf gathering dust after the public meetings are over and the consultants have packed up and submitted their final invoice benefits no one. That’s why Pond and its teaming partners work with clients to provide balanced, actionable plans with clear steps for implementation and funding to see plans on paper come to reality.

As part of plan implementation, Pond identifies “quick win” projects and initiatives that staff and community leadership can immediately tackle, but also visionary ones that take more time and effort. Pond also believes in creating plans focused on content and presented in a way that is easy to interpret for the public, staff, and elected and appointed officials. Most importantly, though, Pond believes that plans should not be “formulaic” and instead reflect the nuances and needs of the respective community. We don’t go into a planning process with preconceived notions or a determined outcome in mind. As such, all Pond’s planning efforts follow the four basic philosophies below:



Arm your community with data. A plan rooted in fact is a plan that addresses actual needs and opportunities.



Reach out to as many different voices as possible in the community. Plans and the planning process are fundamentally about consensus building and defining a common vision.



Be respectful of people’s time. A planning effort that is constantly having stakeholder and community meetings will easily become exhausting, creating “planning fatigue” amongst staff and citizens. Know what to ask and when to ask it.



People get their information in many more ways than they would have just a few years ago. Engagement needs to take advantage of these new opportunities and the resulting plan needs to be accessible in a variety of different formats.

Personnel Resources

With more than 500 employees company-wide, the City of Smyrna is guaranteed to have a stable, dependable partner. In addition to the staff identified in this statement of qualifications, Pond has an extensive team of talented planning and design professionals to serve you. We work in a collaborative environment and have the ability to call on any of our disciplines to meet the City’s specific needs as necessary.

At Pond, we are continually tracking our workload forecast and project forward six months in an effort to maintain staff and capacity to perform work under our current and forthcoming commitments. We also forecast individual staff workload for the forthcoming two months on a weekly basis, where we can see exactly what each of our staff is assigned to work on across all programs. For this reason, we can commit to the City of Smyrna that our team will have the full staff resources necessary to complete the Downtown Master Plan.



B6. Our Team and Commitment**Project Manager/Planning and Community Involvement Lead: Lauren Blaszyk, AICP**

Lauren has more than 15 years of experience in planning, including land use, transportation, economic development, policy, and public involvement. She has spent her career in both the public and private sectors, which gives her a unique perspective on planning projects and issues. Lauren has assisted with and managed a broad range of plans and studies, including comprehensive plans, corridor studies, economic development strategies, wayfinding signage plans, comprehensive transportation plans, design guidelines and overlay districts, zoning text amendments, and zoning ordinance updates. As a consultant, Lauren has worked with municipal governments, county governments, development authorities, and state agencies.

**Urban Design Lead: Andrew Kohr, PLA, ASLA**

Andrew has over 14 years of experience crafting solutions that help manage in urban and historic environments. With a background in both historic preservation and landscape architecture, Andrew is uniquely qualified to work with the the City of Smyrna to craft an updated vision for its future. Andrew's experience includes working in downtown Charleston where he crafted planning and policy documents for four historic neighborhoods. He also has worked in historic environments ranging from South Downtown Atlanta (Public Realm Design) to Sylvester, Georgia (design guidelines).

**Principal-in-Charge: Matthew Wilder, PLA, ASLA, LEED AP**

Matthew has 18 years of experience focusing on creating places for people to thrive. He hopes that each and every project results in a better human experience. His areas of expertise include public spaces, green infrastructure, and low impact stormwater management. Matthew's experiences are wide ranging and adaptable – from urban streetscapes, parks, trails and greenways, to campuses and city infrastructure.

**Graphic Design and Renderings: Lauren Linnane, ASLA**

Lauren is skilled in residential, commercial, private, and public work that ranges from high-rise apartment amenities to public parks and high-end residential yards that include a variety of hardscape and landscape designs. She has a passion for design and it shows; she is skilled in memorial art, future sea level rise planning, trails, community development and planning, multi-purpose planting designs, and overall design enhancements. Lauren is able to clearly explain her designs verbally and through the use of computer graphics, 3-D renderings, construction documentation, illustrative plans, site analysis, and graphic design work.

**Land Use/Transportation Planning Lead: Eric Lusher, AICP**

Eric has more than 15 years of professional experience in a variety of planning roles. Eric's specific expertise includes several niche skills and he has successfully led such diverse efforts as comprehensive plans, corridor studies, LCI plans, travel demand modeling studies, traffic impact analyses, bicycle and pedestrian plans, and comprehensive transportation plans, including the 2016 update to the Gwinnett County Unified Plan.

B6. Our Team and Commitment**Civil/Green Infrastructure Lead: Kevin Hendrix, PE, LEED AP**

Kevin has over 13 years of experience in the civil site design of projects throughout the southeastern US. He has worked extensively in tight, urban downtown settings on the civil design of many types of infrastructure. Experience includes the design of streetscape improvements including parking, lighting, drainage; and water main design. In addition, he has extensive experience with stormwater analysis and stormwater management design.

**Facility Assessment Lead: Chad Saleeby, AIA**

Chad has 14 years of diverse experience in the architecture industry. He has been involved in all aspects of design, including site investigations, programming, design development, BIM modeling and rendering, construction documents, LEED administration and construction administration. This experience enables Chad to apply innovative processes while maintaining schedule and construction budgets.

**Strategic Positioning/Economic Development Lead: BJ Martin, PE, LEED AP**

BJ has a firm understanding of project planning, funding prioritization, and how to manage the complexities of scheduling, budgeting and implementation. Recent experience includes defining implementation strategies, applying creativity to project funding, coordination with state agencies (such as GDOT and Georgia Department of Economic Development) and regional authorities, city certification management, grant management and application awards.

POND is committed to the City of Smyrna for this important project and assures the availability of key staff members at strategic times.

Each of the key members assigned to this project will operate from the Pond Corporate Headquarters located in Peachtree Corners, Georgia.

Qualifications and Approach

Understanding of the Project and The City of Smyrna

Built upon a rich community spirit, Pond understands the history of the City of Smyrna and the importance of this Downtown Master Plan Update as a vehicle to a quality redevelopment and expansion of the downtown.

Decades ago the progressive vision and proactive approach by City leaders to understand the importance of “Sense of Place” in a live/work/play environment is what has identified the City of Smyrna as model for which other cities are trying to achieve today. The vibrant Market Village which represents the City’s downtown is not something that happened overnight. It took more than 10 years of assembling property and developing partnerships which culminated in the mixed-use development recognized by the Urban Land Institute with an Award of Excellence in 1997.

In recent years, this has sparked economic redevelopment with landmark projects such as Jonquil Plaza and Belmont Hills.



In 2014, the City took another proactive approach in developing a Vision Plan for the City which resulted in economic redevelopment of Jonquil Plaza and Belmont Hills. These two projects near to the Market Village have become transformative developments for the City. With the recent development of Suntrust Park and the Braves stadium, the City of Smyrna continues to grow; and with growth comes diversification.

Despite all the rapid changes, the City of Smyrna has never lost the feeling of community. This can only be attributed by the value of planning, developing a vision, and embracing the changes within the framework of what makes the City of Smyrna now on the “Best Places to Live in America”.

The Master Plan Update for the Downtown is critical

to the future of the City of Smyrna in order to maintain the community culture which has defined the City for so many years. We are excited to present our qualifications and proposal to be a part of this project to explore redevelopment opportunities, parking and mobility improvements and partnerships to provide the community a place they can be proud to call their home.

Potential Challenges to Project Goals

We recognize that the city has specific goals they want to achieve with this project. These include (but not exclusively):

1. Building upon the success of downtown Smyrna by encouraging development, offering improved services to its citizens, and by expanding public amenities.
2. Maximizing the return on investment of the city-owned properties.
3. Continuing to improve and leverage relationships the city has with surrounding land owners.
4. Create a healthier, more walkable environment that continues to make Smyrna and attractive community.

We have found that there are three challenges that prevent downtowns and urban environments from reaching their full potential. Below is an overview of each as it relates to Smyrna and the City’s goals:

- **Complacency.** Communities can fall into a trap of relying on past successes as drivers of future growth and economic development. For the city, we must acknowledge what has been done to date to make the Smyrna one of the most sought-after places to live while recognizing that we are in a global economy and competing with multiple communities across the region.
- **Distraction.** Changing City priorities, challenging partnerships, and limited outside funding sources can derail implementation of major projects. Creating a focused plan for the city that is transparent and easily understood, will provide Smyrna’s leaders with a roadmap for success that can remain a constant in a dynamic region such as the Atlanta metro area.
- **Change.** Communities are affected by change in two ways: individuals who resist change that often hold up projects and our dynamic world where technology,

materials, regulations, and concepts are constantly evolving. Our planning process is inclusive and educational, so we can listen to multiple points of view while also articulating a clear path forward. This plan is a framework that is intended to be flexible so the City can respond quickly to our rapidly-changing world.

With these goals and challenges in mind, we have articulated our inclusive planning process below that is responsive to the needs of Smyrna.

Planning Process

Our project approach is summarized into three key phases:

- **Discovery** – Before we can begin updating the vision for downtown Smyrna, we must first evaluate and understand the land use, the transportation network (including bicycle, pedestrian, and transit services), the condition of the existing public facilities, and the presence and condition of public open spaces.
- **Framework** – Once we have analyzed the data above, we can develop alternatives that are tested via public input and examination. These multiple feedback loops allow us to create a more responsive plan that meets the needs of the client.
- **Inviting Success** – After a preferred plan is identified, we need to go beyond the vision and craft a strategy to make the vision a reality.

The following is a more detailed examination of how we will develop the vision.

Discovery

Each of our planning projects begins with a thorough examination of available data (typically organized in GIS); review past studies (such as the 2014 Vision Plan); groundtruthing where we physically examine the project area with multiple disciplines; and asking stakeholders and city staff questions to seek clarity on a range of topics. This effort provides us a holistic understanding of the environment within which we will develop the plan. Two important considerations for this first phase:

1. We want to provide a fresh perspective without starting over. Our goal is to build from the success of downtown Smyrna by providing new ideas and concepts for evaluation.
2. Public engagement begins with Discovery and continues through the entire process.

Framework

Once we have the available data and have conducted a public meeting to gather data, we will move ahead with the development of alternatives that address the key elements below. We believe one possible solution is to hold a one or two day workshop within the project area that would be a “living studio” offering the opportunity for Pond staff to hold one-on-one meetings with key stakeholders and be open to the general public so they can see the planning process. Real time feedback



allows us to test ideas and refine alternatives. Once the workshop is complete, we would present the findings and ideas to the City staff for review and input. The outcome would be a preferred alternative that can be further advanced in the next phase.

Inviting Success

This plan is about implementation and the plan’s success should be measured on developing an effective financial and phasing strategy the City of Smyrna and its partners can execute. We will take the elements we heard in the workshop and develop a preferred alternative. The preferred alternative will include strategies for land use, transportation, public facilities expansion and upgrades, and public open spaces. We will also develop a phased approach to implementation that identifies champions for specific projects and recommended funding resources. Our goal is to be a trusted advisor to the City of Smyrna and help them execute this vision. The final plan will be presented to the public in a second public meeting. A final document will be created that is highly visual supported by narrative and graphics that articulate the vision in a clear and concise manner. The final document will serve as a living document as the city implements the plan.

Schedule and Timeline

We will work with the City staff to develop a comprehensive schedule of events and believe this plan can be advanced and completed within three months (not including final approvals by the Planning and Zoning Commission and the Mayor and City Council). An anticipated start date following Labor Day in September 2019 is ideal to maximize stakeholder and public involvement. A project timeline with anticipated completion date is provided in a later section of this proposal.

Distribution of Activities in Relation to Each Plan Element

The following is a response to specific plan elements you have identified in the proposal.

Existing Conditions

The existing conditions will be mapped using available GIS data provided by the City and validated by walking the project area. These elements will be mapped in a series of easy-to-read illustrations and used as public engagement tools during our first meeting. They will also be included in the final plan.

Land Use Element

We will begin the land use element by evaluating each parcel and understanding how the City-owned properties can impact future development. Evaluating existing studies will give us a framework for beginning the conversation and we will look to advance and test these ideas. Considerations will be given to maximizing the return on investment of City-owned land. Private parcels, like the Second Baptist Church, will be examined to determine the highest and best use and how redevelopment can impact the Atlanta Road corridor. In addition, we will investigate existing parking partnerships and how we can best use existing facilities while considering where we need to plan for future expansion. Any consideration of parking land uses needs to be couched within the context of autonomous vehicles, future transit and smart technology so that the City has the flexibility to adapt to changing trends.

Transportation Element

We will look at multiple modes of transportation that make up the transportation network. This includes transit, bicycle and pedestrian facilities, and roadways. Some considerations include rethinking the role of Atlanta Road as a gateway through downtown, creating safe connections, and developing an alley/road network that can facilitate movements of pedestrians and bicyclists.

Public Facilities Element

We will first consider the conditions of the existing City-owned public buildings. Our initial goal would be to understand how these facilities could be integrated into the future plan for the area with additional considerations



for rehabilitation, reuse, and expansion. We will also examine the conditions of the Second Baptist Church property to determine if relocation is an option. With the understanding that it is an outlier surrounded by publicly owned land, there may be a better place for the church. Once evaluations are complete, we will work to develop strategies that align with the land use component to integrate the public safety building, proposed natatorium, and gymnastics facility into the urban fabric. Parking considerations and access will also be key drivers.

Public Spaces Element

Public spaces can be active uses like the proposed splash pad or more passive where informal gatherings can occur like a public plaza. We will want to consider what is available within and around the project area as well as projected needs for the community. With an expanded multi-modal network being considered we will want to think about how we can transform any new alleys and connections into vibrant spaces that can be used year-round. Programming and maintenance considerations are essential to this discussion.

Finance Element

A financial feasibility analysis can be developed into a model to test the basic viability of the recommended plan and redevelopment scenario. This model will be based on revenue inputs from the City, cost estimates, current financial indicators, as well as potential funding tools such as grants and loans. From that point an assessment of Economic Impacts and Benefits can be developed which will outline techniques to accelerate development, investment and economic impacts. Within these assessments, various funding sources will be evaluated and identified that provide the “best fit” for the plan.

Implementation Element

The final phase of this effort is to consolidate all the proposed ideas into a phased approach for implementation. Each idea will include a project champion, potential funding partners, and time frame for implementation. They will be prioritized with consideration given for funding sources and necessary improvements.

Community Involvement Element

We consider the City staff as part of the project team and wish to create an inclusive process while being cognizant of their valuable time. We recommend the City develop a project management team with which we will hold bi-weekly meetings (phone calls) to discuss the project process and coordinate stakeholder involvement and dissemination of information.

Working with City staff, we will develop a list of stakeholders with whom we will meet with individually at the outset of the project and then during the workshop period.

We also recommend three public meetings: 1) an initial presentation of the project while seeking information 2) a one- or two-day workshop/living studio where we can engage with stakeholders and the public, and 3) a final presentation of the plan.

We currently have a partnership with the digital platform Social Pinpoint which we can incorporate into the public engagement process. It allows us to seek additional feedback from people who may not traditionally come to public meetings and we can then provide people with real time updates of the project.

Our goal is to be inclusive as possible while also working closely with key stakeholders.



Experience

D1. Experience

Woodstock Town Center LCI Master Plan Update – Pond

Client Name
City of Woodstock

Project Location
Woodstock, GA

Project Timeframe
04/2012 – 12/2012

Brief Project Description

Pond worked with the City of Woodstock to create land use, transportation, economic development, and retail strategies for the 10-Year update to the City’s Town Center Plan. The process included extensive community involvement and coordination with stakeholders and design consultants, including a four-day design charrette that yielded valuable input to the study team.

The process culminated in a five-year implementation action plan for providing residential, commercial redevelopment, and mobility projects for the historic downtown. Parking was identified as a particularly important issue, so the Pond Team also included a parking study, which examined issues and parking occupancy throughout the study area.

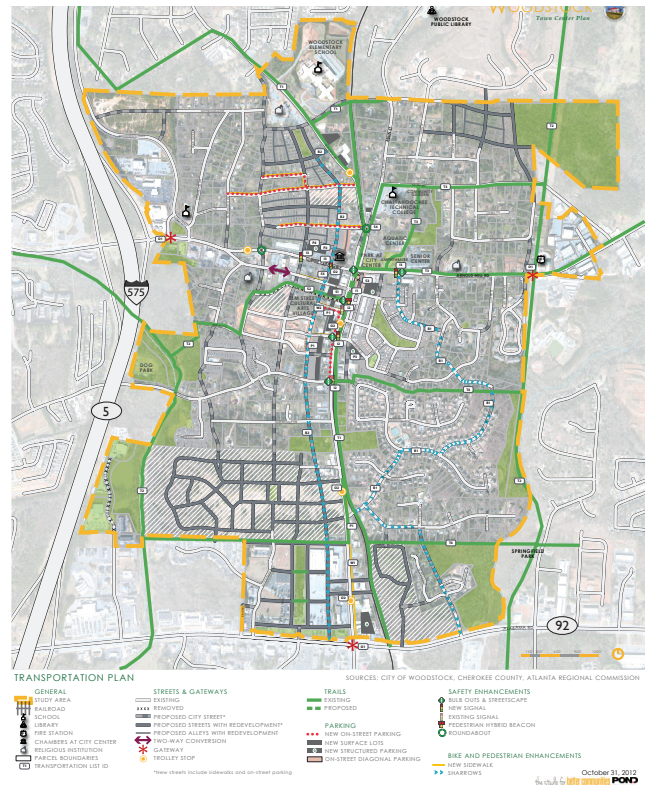
In response, Pond developed numerous strategies to address parking in a cost-effective manner. To make sure the final plan is realistic and implementable, Pond went beyond the ARC’s requirements and included a detailed market study to determine the type and amount of future development that could be supported in the Woodstock Town Center.

Firm’s Role
Prime Consultant

Project Fee
\$140,000

Services Performed
Master Planning, Community Involvement, Parking Study, Market Study

Client’s Contact Information
Brantley Day, AICP
P: 770.592.6050
E: bday@woodstockga.gov



ACTivate Gwinnett Place Master Plan – Pond

Client Name

Gwinnett Place Community Improvement District (CID)

Project Location

Gwinnett County, GA

Project Timeframe

5/2014 – 7/2015

Brief Project Description

The area surrounding the once vibrant Gwinnett Place Mall is now an area in transition but dominated by low-density retail development. Based upon an earlier concept, the CID hired Pond to delve deeper into creating a green infrastructure master plan that will infuse the area with multi-modal choices of mobility while being a catalyst to redevelopment. The plan identifies significant green/urban infrastructure that the County can invest in to encourage new multi-use and denser redevelopment of this key area of the county. A primary feature of the proposed green infrastructure improvements is enhancing and expanding an existing regional detention basin. The basin capacity has diminished over time and an opportunity exists to increase capacity and to develop wildlife habitat and public park space at the same time.

The plan recommends the following:

- Expansion and enhancement of an existing regional stormwater basin into a passive park and regional detention system, with incentives to the early commitment developers to offset stormwater detention needs.
- Linear parks, complete streets, and urban trails connecting the disparate suburban parcels with choices for mobility other than by car;
- A significant urban park space integrated with an intersection overhaul of Satellite Boulevard and Pleasant Hill Road.

Firm’s Role

Prime Consultant

Project Fee

\$127,000

Services Performed

Landscape Architecture, Infrastructure Planning, Transportation Planning, Community Engagement, Cost Estimating, Conceptual Visualization/Rendering

Client’s Contact Information

Joe Allen

P: 678.924.8171

E: jallen@gwinnettplacecid.com



Avondale Estates LCI Downtown Master Plan Update and Street Grid Projects – Pond

Client Name

City of Avondale Estates

Project Location

Avondale Estates, GA

Project Timeframe

LCI Master Plan: 8/2013 – 3/2014
 North Clarendon/US 278: 1/2018 – Present
 Street Grid: 1/2018 – Present

Brief Project Description

LCI Master Plan: The Master Plan for Avondale Estates prepares the City to take advantage of its location as a close “garden suburb” to Atlanta with a distinct downtown. Pond provided a plan that outlined a few major steps the City could take to set the stage for revitalization and sense of place.

One of the items was implementing a “road diet” and complete street on US 278 which bisects neighborhoods from the downtown and functions as both a thoroughfare and Main Street. Implementing the “road diet” will provide for safer pedestrian and bicycle routes connecting neighborhoods to the downtown, connecting people to nearby public transportation, as well as reducing vehicle speeds to the posted speed limits. The urban design elements of the “road diet” will provide identity to the community and provide the distinction that one is in Avondale Estates as they traverse 278 and further the economic prosperity of current businesses and promote infill development along the corridor.

North Clarendon/US 278 Intersection Off-System Safety Improvement Design: Pond prepared a transportation plan and concept for the conversion of North Avondale Road from a four-lane through street to a complete street with two travel lanes, bike lanes, and wide sidewalks. This street is a heavily traveled thoroughfare east of Atlanta (US 278), which also serves as the Main Street for the City. This plan was coordinated with GDOT, which was important since the traffic volumes are close to the threshold for acceptable operation as a two-lane road. By choosing the project limits to include a section with moderate side street volumes at most intersections, and developing multiple operational options for the critical intersection in the heart of downtown, this project is viable as a complete street with two through lanes.

Street Grid: As part of the Avondale Estates Downtown Master Plan LCI completed by Pond in 2014, a

recommendation to create street connections within Avondale Estates’ downtown area was proposed. As the City has seen several new high-density developments occur within this area in recent years, the City hired Pond to create a more detailed plan for these recommendations. Pond is in the process of developing a hierarchy of street designs and recommendations for property acquisition, phased implementation, and potential costs of the new street grid. Pond will be facilitating meetings with property owners and stakeholders. Once realized, the new complete streets will allow a mix of uses and allow for greater walkability and multi-modal uses.

Firm’s Role

Prime Consultant

Project Fee

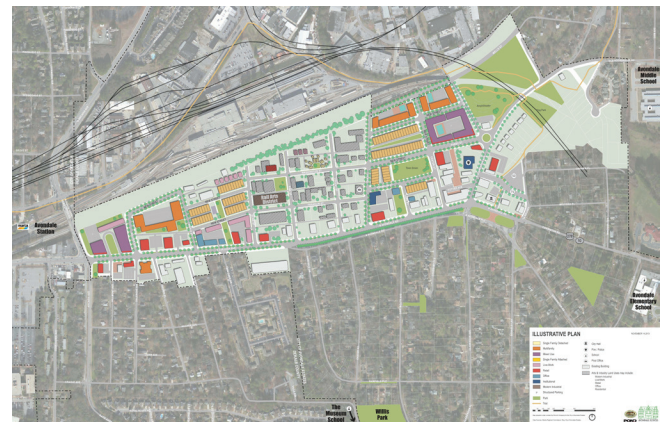
LCI Master Plan: \$80,206
 North Clarendon/US 278: \$30,000
 Street Grid: \$27,600

Services Performed

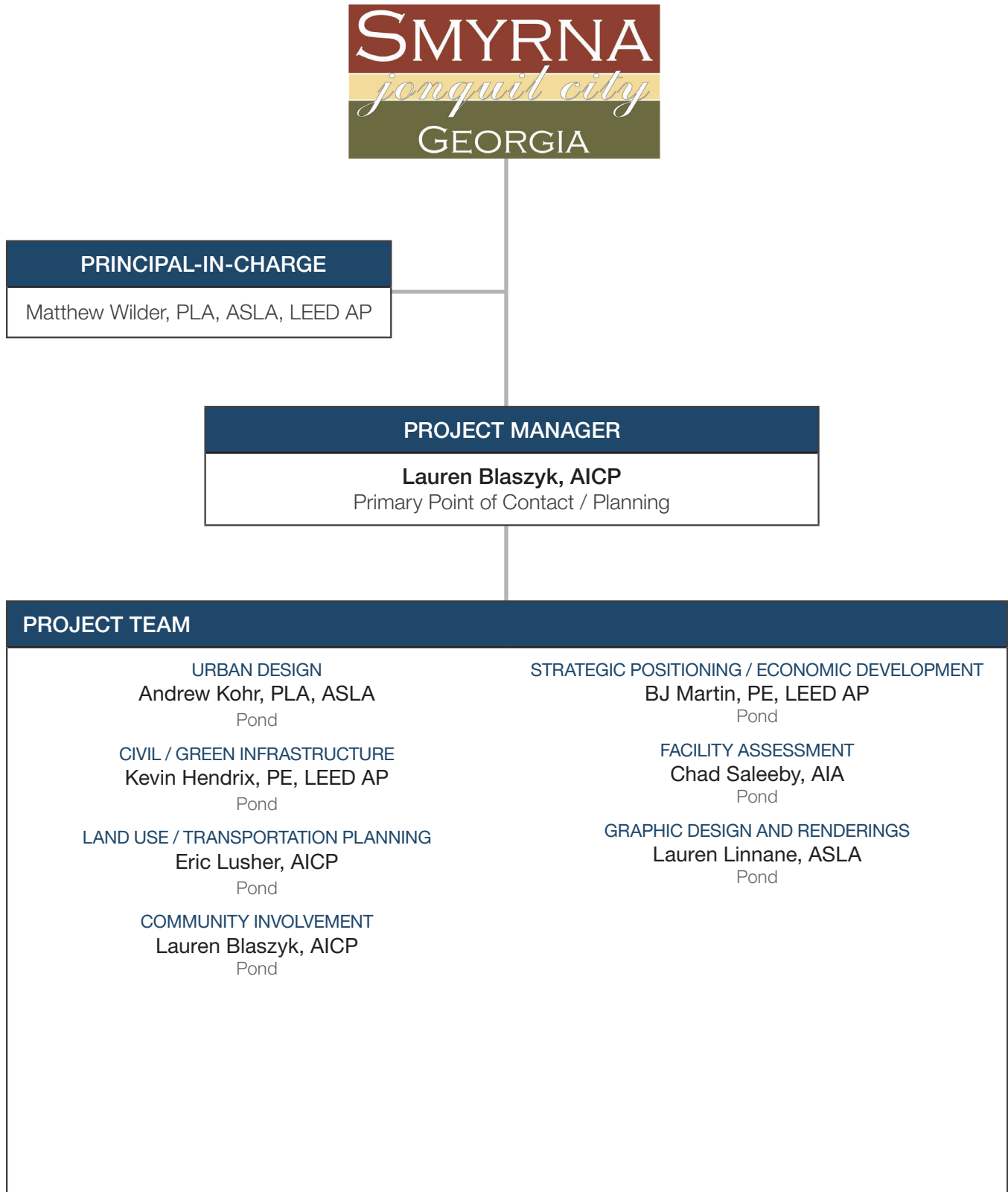
Master Planning, Transportation Planning, Community Engagement, Cost Estimating, Conceptual Visualization/Rendering, Surveying, Complete Street/ Streetscape Design, Roadway Design, Signal/Traffic Operations Design, Landscape Architecture

Client’s Contact Information

Keri Stevens
 P: 404.294.5400
 E: kstevens@avondaleestates.org



E1. Organizational Chart



E2. Names and Qualifications

Lauren Blaszyk, AICP

Project Manager / Planner III – Pond

Education

Bachelor of City Planning, University of Virginia, 1997

Registration

American Institute of Certified Planners #027542

Professional Affiliations

American Planning Association, Georgia Chapter
 District 3 Representative, GPA Board of Directors
 Past Vice President of Programs, GPA Board of Directors



Years Experience

15

Lauren has more than 15 years of experience in planning, including land use, transportation, economic development, the Main Street Program, policy, and community engagement. She has spent her career in both the public and private sectors, which gives her a unique perspective on planning projects and issues. Lauren has assisted with and managed a broad range of plans and studies, including comprehensive plans, corridor studies, economic development strategies, wayfinding signage plans, comprehensive transportation plans, design guidelines and overlay districts, zoning text amendments, and code updates. As a consultant, Lauren has worked with municipal governments, county governments, development authorities, and state agencies.

Project Experience

Revitalization of Memorial Drive Corridor
 DeKalb County, GA
 Project Planner

Gwinnett County 2040 Unified Plan
 Gwinnett County, GA
 Deputy Project Manager

College Park Planning Services
 College Park, GA
 City Planner

DeKalb Zoning Ordinance Amendments
 DeKalb County, GA
 Project Manager

College Park Comprehensive Plan
 College Park, GA
 Project Manager

Stockbridge 2038 Comprehensive Plan Update
 Stockbridge, GA
 Planner

Barrett Lakes Boulevard and Big Shanty Road Corridor Studies
 Kennesaw, GA
 Project Planner

Development Authority of Fulton County – Connect South Fulton
 Fulton County, GA
 Project Manager

Cobb County Design Guidelines
 Cobb County, GA
 Project Manager

Newton County Brick Store Overlay District
 Newton County, GA
 Planner

Andrew Kohr, PLA, ASLA

Urban Design / Historic Preservation

Education

Master of Landscape Architecture, Ball State University, 2005

Bachelor of Arts, Historic Preservation, Mary Washington College, 2002

Registration

Registered Landscape Architect, GA #LA001614

Landscape Architect #45947, LARB

Landscape Architect #45947, Council of Landscape Architectural Registration Boards

PDP Certification, Georgia Department of Transportation



Professional Affiliations

American Society of Landscape Architects

Atlanta Urban Design Commission (past chair)

Board Member - Cherokee Garden Library

Board Member - Smith-Gilbert Gardens

Board Member - Central Atlanta Progress

Advisory Committee member - Hills and Dales Estate

Years Experience

14

Andrew has over 14 years of experience crafting solutions that help manage in urban and historic environments. With a background in both historic preservation and landscape architecture, Andrew is uniquely qualified to work with the City of Smyrna to craft an updated vision for its future. His capstone project in 2002 was the study of economic resiliency and preservation with historic towns and their train depots. Andrew’s experience includes working in downtown Charleston where he crafted planning and policy documents for four historic neighborhoods. He also has worked in historic environments ranging from South Downtown Atlanta (Public Realm Design) to Sylvester, Georgia (design guidelines). His **current and past work in Avondale Estates** is directly applicable to Smyrna’s desire for a more sustainable future.

Project Experience

Avondale Estates Street Grid Project

Avondale Estates, GA

Urban Designer

Byrnes Down Area Character Appraisal

Charleston, SC

Lead Planner

Cannonborough/Elliottborough Area Character Appraisal

Charleston, SC

Lead Planner

South Downtown Public Realm Plan, Newport/ Central Atlanta Progress

Atlanta, GA

Project Manager

Wilson’s Farm Area Character Appraisal

Charleston, SC

Project Manager

Downtown Fairburn Livable Centers Initiative Implementation Plan

Fairburn, GA

Project Manager

Old Windermere Area Character Appraisal

Charleston, SC

Lead Planner

Historic District Design Guidelines

Sylvester, GA

Planner

Matthew Wilder, PLA, ASLA, LEED AP

Principal-in-Charge – Pond

Education

MLA, Landscape Architecture, University of Georgia, 2001

Graduate Certificate, Historic Preservation, University of Georgia, 2001

BS, Botany, Miami University, 1997



Registration

Registered Landscape Architect, GA #LA001386

GSWCC – Level II Certified Design Professional #0000015143

USGBC LEED® Accredited Professional

Professional Affiliations

American Society of Landscape Architects (past President, Georgia Chapter)

Years Experience

18

Matthew has 18 years of experience focusing on creating places for people to thrive. He hopes that each and every project results in a better human experience. His areas of expertise include public spaces, green infrastructure, and low impact stormwater management. Matthew’s experiences are wide ranging and adaptable – from urban streetscapes, parks, trails and greenways, to campuses and city infrastructure.

Project Experience

ACTivate Gwinnett Place Master Plan

Gwinnett County, GA

Project Manager

Roswell East/West Alley Master Plan

Roswell, GA

Project Manager

Atlanta Green Infrastructure Projects

Atlanta, GA

Landscape Architect

Gwinnett Place CID Green Infrastructure Master Plan

Gwinnett County, GA

Project Manager

Lauren Linnane, ASLA

Graphic Design and Renderings – Pond

Education

BLA, Landscape Architecture, University of Georgia, 2017

Professional Affiliations

American Society of Landscape Architects



Lauren is skilled in residential, commercial, private, and public work that ranges from high-rise apartment amenities to public parks and high-end residential yards that include a variety of hardscape and landscape designs. She has a passion for design and it shows; she is skilled in memorial art, future sea level rise planning, trails, community development and planning, multi-purpose planting designs, and overall design enhancements. Lauren is able to clearly explain her designs verbally and through the use of computer graphics, 3-D renderings, construction documentation, illustrative plans, site analysis, and graphic design work.

Project Experience

Marietta Street Urban Plaza Concept Design

Atlanta, GA

Landscape Designer

Union Hill and Windward Park Master Plans

Alpharetta, GA

Landscape Designer

PATH Westside Trail

Atlanta, GA

Landscape Designer

SR 60/Green Street Context-Sensitive Design

Gainesville, GA

Landscape Designer

Atlanta BeltLine Enota Park

Atlanta, GA

Landscape Designer

AlphaLoop

Alpharetta, GA

Landscape Designer

Upper Flint River Green Infrastructure Design

Atlanta, GA

Landscape Designer

Kevin Hendrix, PE, LEED AP

Civil / Green Infrastructure – Pond

Education

BS, Construction Engineering, Southern Polytechnic State University, 2010

BS, Civil Engineering Technology, Southern Polytechnic State University, 2008



Registration

Professional Engineer, GA #PE038968

GSWCC – Level II Certified Design Professional #0000072292

USGBC LEED® Accredited Professional

Years Experience

13

Kevin has over 13 years of experience in the civil site design of projects throughout the southeastern US. In addition to education and general site development familiarity, Kevin has extensive experience with stormwater analysis and stormwater management design.

Kevin has worked extensively in tight, urban downtown settings on the civil design of many types of infrastructure. Experience includes the design of combined sewer separations; sewer capacity studies; and the design of streetscape improvements including parking, lighting, drainage; and water main design.

Project Experience

Atlanta Green Infrastructure Projects

Atlanta, GA
Civil Engineer

Upper Flint River Green Infrastructure

Atlanta, GA
Civil Engineer

GlenCastle Historic Conversion

Atlanta, GA
Civil Engineer

Georgia Institute of Technology 6th Street Improvements

Atlanta, GA
Civil Engineer

Eric Lusher, AICP

Land Use / Transportation Planning – Pond

Education

MS, Urban & Regional Planning, Florida State University, 2005

BS, Social Science, Florida State University, 2002

Certificate in Planning, Florida State University, 2002



Registration

American Institute of Certified Planners #023406

Professional Affiliations

APA, Georgia Chapter

Years Experience

15

Eric has over 15 years of professional experience in community planning, transportation planning, and engineering. With his diverse background, Eric has specific expertise in developing comprehensive plans, LCI plans, transportation studies, conducting traffic forecasts and travel demand modeling activities, preparing traffic analyses, and developing bicycle and pedestrian plans. As this implies, one of Eric's strengths is his ability to pull from this diverse expertise to develop holistic plans. As a consultant, Eric has served a variety of different clients, including DOTs, Toll Authorities, MPOs, transit agencies, municipal governments, CIDs, and private developers.

Project Experience

Downtown Suwanee Master Plan

Suwanee, GA
Project Manager

Woodstock Town Center LCI Master Plan Update

Woodstock, GA
Project Manager

ACTivate Gwinnett Place Master Plan

Gwinnett County, GA
Task Manager

North Point Activity Center LCI Study

Alpharetta, GA
Project Manager

Chad Saleeby, AIA

Facility Assessment – Pond

Education

BA, Architecture, Southern Polytechnic State University, 2004

BS, Fisheries, University of Georgia, 1997

Registration

Registered Architect: GA

Leadership in Energy and Environmental Design



Years Experience

14

Chad has 14 years of diverse experience in the architecture industry. He has been involved in all aspects of design, including site investigations, programming, design development, BIM modeling and rendering, construction documents, LEED administration and construction administration. This experience enables Chad to apply innovative processes while maintaining schedule and construction budgets.

Project Experience

City of Cartersville, Gas Department Facilities

Cartersville, GA

City of Duluth, Comprehensive Facilities

Assessment

Duluth, GA

City of Lawrenceville, Condition Assessment for City-Owned Buildings

Lawrenceville, GA

City of Marietta, Fire Station #56

Marietta, GA

Lanier Technical College, New Hall County Campus

Gainesville, GA

Atlanta Police Foundation, Public Safety Training Campus

Atlanta, GA

Georgia Highlands College, Paulding Campus Renovations

Dallas, GA

Georgia Institute of Technology, Campus Safety Facility

Atlanta, GA

BJ Martin, PE, LEED AP

Strategic Positioning / Economic Development – Pond

Education

BS, Civil Engineering, Auburn University, 1998

Registration

Professional Engineer, GA#037284

USGBC LEED®

Accredited Professional



Professional

Affiliations

Association of County Commissioners of Georgia (ACCG)

Georgia Municipal Association (GMA)

Georgia Economic Developers Association (GEDA)

Years Experience

20

BJ has a firm understanding of project planning, funding prioritization, and how to manage the complexities of scheduling, budgeting and implementation. Recent experience includes defining implementation strategies, applying creativity to project funding, coordination with state agencies (such as GDOT and Georgia Department of Economic Development) and regional authorities, city certification management, grant management and application awards.

Project Experience

Downtown City Center

Alpharetta, GA

Project Manager

Infrastructure Assessment and Asset Management

Multiple Counties, GA

Program Manager

Program Management for City of Griffin and Spalding County

Griffin / Spalding County, GA

Program Manager

F1. References

Pond References

Brantley Day, AICP

Community Development Director

City of Woodstock

P: 770.592.6050

E: bday@woodstockga.gov

12453 Highway 92

Woodstock, GA 30188

Keri Stevens

Assistant City Manager

City of Avondale Estates

P: 404.294.5400

E: kstevens@avondaleestates.org

21 North Avondale Plaza

Avondale Estates, GA 30002

Pete Hayley

Project Manager

Fort McPherson Local Redevelopment Authority (LRA)

P: 404.477.6265

E: phayley@fortmaclra.com

1794 Walker Ave SW

Atlanta, GA 30310



Kickoff Meeting



Draft and Final MTPs



Steering Committee Meetings



Final Committee Presentation & Plan Adoption



Community Meetings

F2. Project Timeline

Task	September	October	November	December	January	
	2019	2019	2019	2019	2020	
1. Existing Conditions						
2. Land Use						
3. Transportation						
4. Public Facilities						
5. Public Spaces						
6. Finance						
7. Implementation						
8. Community Involvement						

Public Meeting 1 —————
Workshop —————
Public Meeting 2 —————
Planning & Zoning Commission
Mayor & City Council

G. Cost Proposal

Task 1: Existing Conditions.....\$3,750.00

- An inventory of existing uses (type, size and address)
- A map showing location, type and configuration of existing uses

Task 2: Land Use Element.....\$3,000.00

- A narrative outlining the various recommended uses being proposal for the Study Area and justification of those proposed uses
- A graphic representation of where those uses would or should exist
- A graphic representation of the location, relationship and footprint size of the public facility elements listed in Task 4.

Task 3: Transportation Element.....\$2,500.00

- A narrative describing the transportation facilities being recommended
- A graphic representation of the configuration of the facilities being recommended
- An implementation plan that provides potential costs and strategic sequence of development of the proposed plan

Task 4: Public Facilities Element.....\$2,500.00

- A narrative outlining the various recommended uses being proposal for the Study Area and justification of those proposed uses
- A graphic representation of where those uses would or should exist
- A graphic representation of the location, relationship and footprint size of the public facility elements listed in Task 4.

Task 5: Public Spaces Element.....\$2,750.00

- Inventory, size, location and configuration of public spaces
- Recommendations of any changes/alterations to existing public spaces and/or addition of future public spaces

Task 6: Finance Element.....\$3,150.00

- A synopsis of the potential costs of: the public facilities elements, any proposed transportation elements and any necessary acquisition projects related to providing additional public spaces or costs associated with the alteration of existing public spaces
- A recommended implementation plan/sequence
- Identification of potential funding sources/mechanisms and/or financing vehicles for implementation

Task 7: Implementation Element.....\$3,200.00

- An Implementation Action Plan that prioritizes the recommended projects and facilities and provides a recommended sequence of development and potential funding sources

Task 8: Community Involvement Element.....\$9,100.00

- A public engagement plan
- Documentation of public comments, stakeholder comments and property owner comments

Proposal Total\$29,950.00



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