

April 29, 2020

Ms. Edie Twining
Halls Road Improvements Committee
American Legion Room
Old Lyme, CT 06371

Re: Proposal for Halls Road Village Master Planning, Town of Old Lyme

Transmitted via email

Dear Edie,

This document summarizes Newman Architect's proposal to provide master planning services in support of an initiative to transform the Halls Road shopping center area in Old Lyme, Connecticut into a Halls Road Village as developed and memorialized in the 2019 *Halls Road Improvements Concept Development* documents.

The task groups outlined below identify Steps to develop and implement the 2019 concepts, steadily gathering information, engaging the community, building consensus, adjusting the Zoning, and finally inviting developer participation.

We have grouped the Steps into Phases that represent major milestones along the way.

We have identified the entity responsible for the bulk of work in each step, either Newman or the Committee.

Note that in Step 5, Master Planning, Newman proposes to work in partnership with Edie Twining Design to produce the master plan visualizations through Edie Twining Design.

Each step identifies advisors recommended in addition to Newman Architects that will be useful for that Step's tasks.

The Newman fees quoted are ready for authorization, which can be authorized by Step, or by Phase, or all together. Together the individual Step fees total \$43,000, which need not be authorized all at once.

Fees for advisors are estimated to allow for selection of advisors together with the Committee at the start of the work. At that time Newman will work with the Town to purchase those services at the best price from firms that Newman can recommend together with any that the Town may wish to suggest.

Phase 1 & 2
\$6500
\$6500
\$4000
\$1500
\$19500
\$5000
\$43,000
Phase 3
\$4000
\$2000
\$3500
\$2000
\$3500
\$2500
\$22,500

PHASE 1: PREPARATION

Step 1: Constraints

Identifying major constraints that will limit and focus planning

- Primary Entity Responsible: Newman with Committee input
- Subjects/Tasks:
 - Review of Town GIS and CADD drawings produced by Yale University
 - Property (ownership, deed restrictions)
 - Regulatory (flood/coastal, wetlands, environmental, zoning, historic)
 - Regulatory research
 - Meeting with pertinent state, municipal agencies/commissions
 - Traffic (site limitations (state roads), roadway-design parameters)
 - Meeting with CTDOT
- Advisors:
 - Civil/Traffic Engineer
- Deliverable: Existing Conditions Report
- Fee:
 - Newman: \$4,500
 - Civil/Traffic: \$2,000 (estimate)

Step 2: Infrastructure Strategies

Identifying broad configurations and patterns that will limit and focus development

- Primary Entity Responsible: Newman with Committee input
- Subjects/Tasks:
 - Site utilities (storm and sanitary, water, power)
 - Pedestrian (sidewalks/paths, open space)
 - Vehicular (roads, parking, loading)
- Advisors:
 - Civil/Traffic Engineer
- Deliverable: Existing Conditions Report
- Fee:
 - Newman: \$5,000
 - Civil/Traffic: \$2,500 (estimate)

Step 3: Understanding Demand

Quantifying and qualifying the market for potential uses to assure financial viability

- Primary Entity Responsible: Newman with Committee input
- Subjects/Tasks:
 - Market studies (retail, residential/senior-residential, recreational, possibly education and the arts)
 - Relevant case studies and models
 - Discrete developer outreach
- Advisors:
 - Market Analyst
- Deliverable: Market Study Report
- Fee:
 - Newman: \$1,500
 - Market Analyst: \$2,500 (estimate)

PHASE 2: PLANNING

Step 4: Engaging Community

Gathering ideas, building trust and consensus

- Primary Entity Responsible: Committee with Newman presentation materials
- Subjects/Tasks:
 - Identifying and contacting potential allies and constituencies to gather input, possibly incl:
 - Roger Tory Peterson Audubon Center
 - DEP Marine Headquarters
 - Halls Road Committee
 - Town Historian and Historic District Commission
 - Senior Center
 - Parks and Recreation Department
 - Old Lyme Land Trust
 - Lyme Academy of Fine Arts, Lyme Art Association, Florence Griswold Museum
 - Old Lyme Inn, Bee and Thistle Inn
 - Researching/assembling prototypes/examples (Newman)
- Advisors: (none)
- Deliverable: Community Report (compiled and produced by Newman)
- Fee:
 - Newman: \$1,500

Step 5: Master Planning

Creating an holistic, flexible master plan with options from generated info

- Primary Entity Responsible: Newman with Committee input and 3D vignettes by Edie Twining Design
- Subjects/Tasks:
 - Planning and design of specific configurations that achieve program and quantities identified in preparatory phase
 - 2-3 alternative configurations
 - Mapping and vignettes to visualize planning concepts
 - Simple SketchUp model by Newman
 - Vignettes to be created by Edie Twining Design using 3D backgrounds by Newman
 - Feasibility study and cost estimating
 - Conceptual square-foot cost estimating by Newman based on planned areas and standard unit costs
 - Phasing/Scheduling, including distinguishing areas for Town/State projects vs projects by independent developers
- Advisors:
 - Civil/Traffic Engineer
- Deliverable:
 - Simple massing-block backgrounds for 3D vignettes by Edie Twining Design
 - Master Plan Report

- Estimate of professional design and construction-documentation fees for streets/sidewalks and other public spaces as a separate project from commercial and residential development areas
- Fee:
 - Newman: \$19,500
 - Civil/Traffic: \$5,000 (estimate)

PHASE 3: IMPLEMENTATION

Step 6: Design Standards

Setting design standards for channeling development without strangling it

- Primary Entity responsible: Newman with Committee input
- Subjects/Tasks:
 - Drafting design standards to guide development in implementing the master plan (text plus simple visual diagrams)
 - Reviewing and refining design standards with Town departments
- Advisors:
 - Civil/Traffic Engineer
- Deliverable: Design Standards Handbook to be included in the Zoning Overlay and for later use as part of RFP packages for guiding development
- Fee:
 - Newman: 4,000
 - Civil/Traffic: \$2,000 (estimate)

Step 7: Re-Zoning

Modifying existing zoning to enable desired development

- Primary Entity Responsible: Newman with Committee input
- Subjects/Tasks:
 - Reviewing available re-zoning mechanisms
 - Possibly a special Village District
 - Drafting proposed revised zoning to enable master plan implementation
 - Working with a Re-Zoning Subcommittee and participation from the Planning Commission
 - Formally proposing Town adoption of revised Zoning
 - Attendance at Zoning Commission hearings/meetings
- Advisors:
 - Civil/Traffic Engineer
 - Zoning Attorney
- Deliverable: Draft planning text for incorporation into Zoning ordinance
- Fee:
 - Newman: 3,500
 - Civil/Traffic: \$2,000 (estimate)
 - Zoning Attorney: (to be provided by the Town so not estimated)

Step 8: Initiating Development

Informing and guiding an RFP process to tap the power of the marketplace

- Primary Entity Responsible: Newman with Committee input and RFP issuing
- Subjects/Tasks:
 - Strategizing dividing the Village District into developer parcels
 - Help drafting an RFP(s) accordingly
 - Assisting with developer invitations and proposal reviews
- Advisors:
 - Civil/Traffic Engineer
- Deliverable: RFP document
- Fee:
 - Newman: \$3,500
 - Civil/Traffic: \$2,000 (estimate)

Our team is excited to provide services for this Project. Please accept this letter as our commitment to perform this work and indicate your acceptance by signing below and returning for our records.

Very Truly Yours,



Howard Hebel, AIA
Associate Principal



A. Brooks Fischer, AIA
Principal

Accepted By
(authorized signature)

Date