



Integrated Streetscape Branding and Design for Chicago Avenue in Honor of Dr. Percy L. Julian, Oak Park, Illinois

SCOPE OF WORK AND FEE PROPOSAL

Project Scope

Phase 1: Understanding the Project

- **Duration:** 6-9 weeks
- **Scope:**
 - Conduct a thorough site analysis and existing conditions assessment.
 - Inventory project area physical conditions
 - Identify ADA issues
 - Assess traffic concerns at Lombard, East and Bike lanes
 - Research relevant design precedents and best practices.
 - Identify successful street branding treatments
 - Inventory all identified segments of Chicago Ave.
 - Develop a compelling story/narrative for the project centered on Percy Julian
 - Detail his early life, education, and the challenges he faced as a Black scientist during the Jim Crow era.
 - Highlight his groundbreaking research in chemistry, particularly his work on soybeans and steroids.
 - Discuss his contributions to the Civil Rights Movement and his advocacy for underrepresented groups in his community
 - Showcase his philanthropic efforts and his dedication to supporting education and scientific research.
 - Facilitate four (4) mini-stake holder/focus group sessions
 - Plan and organize sessions in collaboration with Village staff.
 - Ensure each session includes at least two elected board members.
 - Sessions to include diverse group of stakeholders, including residents, business owners, school district and community organization representatives
 - Public Meeting #1
 - Organize, promote, and facilitate in-person community meeting
- **Deliverables:**
 - Conditions Assessment Map & Report
 - Design Precedent Research Report
 - Development of Percy Julian Narrative/Story Telling Narrative
 - Community Engagement Public Meeting #1 Summary Report
- **Fee Summary:**

Planning Resources -	\$15,750.00
Terre Engineering -	\$10,450.00
Prescott Group -	<u>\$12,000.00</u>
Sub Total	\$38,200.00

Phase 2: Explore

- **Duration:** 6-10 weeks
- **Scope:**
 - Generate three distinct design concepts that address the project's goals and objectives.
 - Design and develop conceptual design options that focus on enhancing the overall aesthetic appeal, pedestrian experience, and traffic calming/safety for two prominent intersections along Chicago Avenue:
 - Lombard Avenue
 - East Street
 - Review guidelines for Establishing Pedestrian Crosswalks and review IDOT suggested policies in relation to each intersection or midblock crosswalk
 - Collect ADT and speed data for establishing 85th percentile and average speeds at 1 location along Chicago Avenue to the east and west of Ridgeland Avenue
 - Evaluate corner radii based upon agreed design vehicles with the Village of Oak Park
 - Review crash history along the corridor
 - Evaluate the possibility of raised crosswalks or raised intersections, mini traffic circles or other appropriate traffic calming measures based on ADT and geometry.
 - Evaluate the need for striping and signing changes based on MUTCD recommendations.
 - Develop a comprehensive branding strategy, including a color palette and typography.
 - Design street furniture elements, such as wayfinding signage, gateways, and light pole identifiers.
 - Design concepts of how to integrate AR into the streetscape
 - Identify key locations for outdoor museum exhibits
 - Public Meeting #2
 - Present design concepts and gather feedback.
- **Deliverables:**
 - Three Design Concepts that include design intent and rationale for each.
 - Intersection Design Concepts
 - Branding and Identity Concepts
 - Design Concepts for Wayfinding Signage, Gateways, and Light Pole Identifiers
 - Public Art and Exhibit Locations Plan
 - Community Engagement Public Meeting #2 Summary Report
- **Fee Summary:**

Planning Resources -	\$13,500.00
Terre Engineering -	\$ 6,240.00
Prescott Group -	<u>\$12,000.00</u>

Sub Total	\$31,740.00
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Phase 3: Realize

- **Duration:** 8-12 weeks
- **Scope:**
 - Final Concept Development
 - Refine the selected design concept, incorporating feedback from community engagement and stakeholder input.
 - Develop a comprehensive branding and lettering scheme for the project.
 - Establish a cohesive color palette that aligns with the overall design vision.
 - Design street furniture elements, including wayfinding signage, gateways, and light pole identifiers
 - Create a detailed site plan, identifying key locations for public art installations and other design features i.e. outdoor museum exhibits.
 - Public Meeting #3
 - Facilitate final public meeting to present the refined design concept
 - Gather feedback and address any remaining concerns
 - Discuss the project timeline, budget, and construction/installation process.
- **Deliverables:**
 - Final Design Concept
 - Order of Magnitude Cost Estimate for Overall Project
 - Community Engagement Public Meeting #3 Summary Report

- **Fee Summary:**

Planning Resources -	\$15,750.00
Terra Engineering -	\$ 3,310.00
Prescott Group -	<u>\$ 6,000.00</u>

Sub Total	\$25,060.00
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Professional Fee Summary:

Phase 1: Project Understanding	\$38,200.00
Phase 2: Explore -	\$31,740.00
Phase 3: Realize -	<u>\$25,060.00</u>

Grand Total	\$95,000.00
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Compensation Summary:

Planning Resources Inc.	\$45,000.00
Terra Engineering	\$20,000.00
Prescott Group	<u>\$30,000.00</u>

Grand Total	\$95,000.00
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Additional Scope Items for Consideration:

- **Community Meetings**
 - Organize, promote and facilitate an additional in-person community meeting with representatives from Oak Park communitywide organizations:
 - Austin Coming Together
 - OP-RF Museum
 - Unity Temple Restoration Foundation
 - Frank Lloyd Wright Home and Studio
 - OPRF Chamber of Commerce
 - Oak Park Art League
 - Oak Park Area Arts Council
 - Visit Oak Park
 - Downtown Oak Park
 - Oak Park Township
- **Outreach**
 - Develop and implement direct mail updates to business and residents on and in neighborhoods adjacent to Chicago Avenue, with the following sequencing:
 - Project Introduction
 - Project Updates/Community Meeting Summary
 - Project Update/Community Meeting and Survey Summary

- **Fee Summary:**

Planning Resources -	\$ 2,000.00
Terra Engineering -	\$ 0.00
Prescott Group -	<u>\$ 10,000.00</u>

Sub Total	\$ 12,000.00
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Additional Scope Items for Consideration:

- **Chicago Ave. west of East Ave. to Harlem Ave. Corridor Analysis and Existing Conditions Assessment:**
 - Conduct a high-level overview of Chicago Ave. west of East Ave. to Harlem Ave. to assess current conditions.
 - Inventory the physical conditions within the project area.
- **Identification of Additional Priority Nodes:**
 - Identify additional key areas within the project for focused attention.
 - Develop design concept elements to be applied to Chicago Ave. west of East Ave. to Harlem Ave.
- **Scalable Design Concepts:**
 - Ensure that design concepts are scalable to accommodate future expansion along the entirety of Chicago Ave.

- **Fee Summary:**

Planning Resources -	\$ 12,750.00
Terra Engineering -	\$ 5,250.00
Prescott Group -	<u>\$ 0.00</u>

Sub Total	\$18,000.00
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General Project Administration

We will manage the performance of our own work throughout the term of the contract by providing the following services:

- A. Communications
 - 1. Schedule, create agendas and summarize the highlights of periodic meetings
 - 2. Rehearse, attend and present at public forums identified
 - 3. Collect and disseminate communications from other parties
 - 4. Periodically inform your representative about our progress
- B. Schedules
 - 1. Create, periodically update and distribute the project schedule
 - 2. Coordinate the activities of our staff and our consultants
- C. Staffing
 - 1. Select and assign staff members and consultants to appropriate tasks and services
 - 2. Prepare and administer consultant agreements
- D. File Maintenance
 - 1. Establish and maintain appropriate correspondence, financial, drawing and data files
 - 2. Obtain appropriate insurance certificates from consultants
 - 3. Maintain appropriate time and expense records.

Services Not In Contract:

We may provide additional services, at your approval that are not included in the Basic Services, such as:

- 1. Revisions to previously completed and approved phases of the Basic Services
- 2. The services of additional consultants not specified in the proposal documents
- 3. Meetings with you or presentations to other parties not specified in the Basic Services
- 4. Detailed quantity estimates and construction cost opinions using data or formats other than our own
- 5. Detailed written summaries of our work or our recommendations
- 6. Services rendered after the time limitations set forth in this contract
- 7. Services required due to the discovery of concealed conditions, actions of others, or other circumstances beyond our control
- 8. Services required to restart the project if you suspend our work at your convenience for more than 90 days during the performance of our services.

Authorization

Services or meetings not specified in this scope of services will be considered additional services. If circumstances arise during our performance of the outlined services that we believe require additional services, we will promptly notify you about the nature, extent and probable additional cost of the additional services, and perform only such additional services following your written authorization.



Schedule of Hourly Rates For Professional Consulting Services

The following staff hourly billing rates include salary, overhead and fee. They are valid through December 31, 2025:

Landscape Architecture Studio

Principal, Director of Landscape Architecture	175.00
Asst. Director of Landscape Architecture	135.00
Landscape Architect III (<i>Senior Landscape Architect</i>)	120.00
Landscape Architect II (<i>Mid-Level Associate</i>)	105.00
Landscape Architect I (<i>Junior Associate</i>)	95.00
Landscape Designer	85.00

General Services

Public Involvement/Survey Support	85.00
Administrative Assistant	75.00

Reimbursable Expenses (Travel)

Principal, Director of Landscape Architecture	75.00/hour
Asst. Director of Landscape Architecture	60.00/hour
Landscape Architect III (<i>Senior Landscape Architect</i>)	50.00/hour
Landscape Architect II (<i>Mid-Level Associate</i>)	45.00/hour
Landscape Architect I (<i>Junior Associate</i>)	40.00/hour
Landscape Designer	35.00/hour

Direct Costs

Mileage	0.67/per mile
Photocopies	0.10/each
Color copies	2.00/each
Plots/Photos	Cost + 20%

**Other direct reimbursable costs are billed without markup. All major expenses will be approved by the client prior to being incurred. Receipts and expense sheets are kept on file to verify all expenditures.*