



February 28, 2005

Marlie Sanderson, Director of Transportation Planning  
North Central Florida Regional Planning Council  
2009 N.W. 67th Place, Suite A  
Gainesville, FL 32653-1603

**RE: Southwest 20<sup>th</sup> Avenue Transportation Design Proposal**

Dear Mr. Sanderson:

This letter of proposal outlines the goals, process, deliverables and cost for a design study of SW 20<sup>th</sup> Avenue, Gainesville, Florida to integrate multiple transportation modes, suggest housing morphology, promote appropriate linkages between residential and commercial areas, and to provide transportation options to area destinations including the University of Florida.

**Goals.** A study will evaluate implementation strategies based on the recommendations of the SW 20<sup>th</sup> Avenue Charrette, MTPO Long-Range Transportation Plan, recommendations from the 2004 Alachua Countywide Bicycle Master Plan + Addendum, FDOT preliminary engineering study on SW 20th Avenue and other relevant published guidelines. This proposal will include strategies and protocols to enhance the character, promote development and be compatible with the student village concept put forward in the community charrette. Rather than make a case for a specific design solution, the study, will visualize options and impacts on the character and quality of this important corridor. This model will establish a reference for public debate and advance design innovation and the potentials for innovative multi-modal transportation corridors in Gainesville.

**Process and Scope of Project.** A design studio consisting of architecture, landscape and urban planning students will be lead by Martin Gold, Associate Professor in the School of Architecture. Students will work individually and in groups to gather and translate relevant information into diagrammatic vignettes that identify components and protocols appropriate for a pedestrian cycle friendly environment. Based on these studies, the most robust options will be developed further and integrated within a designed context. This process will produce two outcomes, (1) integrated design options and (2) a matrix of potential components to be integrated. This dual approach provides elasticity in terms of ownership, scheduling, phasing and budgeting of future projects while advancing a positive community vision.

1. The studio will evaluate relevant materials including the SW 20<sup>th</sup> Avenue Charrette, MTPO Long-Range Transportation Plan, Bicycle Master Plan + Addendum, FDOT preliminary engineering study on SW 20th Avenue, transportation right-of-way, Corridors to Campus Study, Alachua County Corridor Design Manual, AASHTO guidelines and other related resources. We will also meet with key individuals to gather insights that may not be evident in the reports. Objectives and priorities for the corridor will be identified and diagramed.
2. Develop a project specific components matrix that can be adapted in any number of integrated design proposals. Components would include crossing designs, bus stops, bike paths and lanes, cycle parking infrastructure, area lighting, sustainable landscaping, storm water

retention areas and recommendations for remediation if required. This will include location specific recommendations for lane widths, crossings, separated paths, speed limits, surface materials etc.

3. Provide pedestrian and cycle linkage options to connect the area to the proposed Alachua Braid corridor.
4. Provide design recommendations for appropriate public space and show those program components in the integrated schemes.
5. Integrate components into design schemes for the corridor. Add components as needed to the matrix. Integrated design will evaluate at least 2 complete schemes to explore variations and potentials of alternatives identified and presented in the matrix of components.
6. Wherever possible, design strategies will include sustainable practices, the integration of civil infrastructure including storm water catchments, riparian reclamation, contaminant stabilization and remediation, and proposals for appropriate uses of alternative surface materials.
7. Conduct a public workshop to present preliminary ideas and gain public feedback.
8. Prepare printed format posters, a booklet, internet ready publication and powerpoint executive summary for use by MTPO and NCRPC staff at community meetings.

The work will be vetted through review by outside consultants, steering committee meetings and a public workshop. Consultants will include local environmental engineers, transportation planning experts and community design experts from other areas. The Steering Committee will be selected in consultation with the North Central Florida Regional Planning Council and will include members of that organization, members of the Alachua County Bicycle Pedestrian Advisory Committee, the Bicycle/Pedestrian Coordinator of the City of Gainesville, and a representative from the University of Florida.

**Deliverables.** Project protocols, design schemes and the component implementation matrix will be provided in poster, powerpoint and book format. An internet ready interactive format of the book will be provided for integration into the MTPO's website. Professor Gold will be available as needed to give a 15 minute executive summary of the results and answer questions on the MTPO's behalf at community events. Delivered documents will include narrative, consultants reports, comments and recommendations, aerial renderings, street level renderings, plans, conceptual vignettes of components and charts and graphs as needed to convey important issues and concepts. Progress letters-of-report will be provided at the end of each phase as outlined below.

**Schedule.** The project will commence in the last week of August 2005 and will occur over four months in three phases. Phase 1 (one month) - gather and review documentation, previous studies, maps and develop initial design components that meet community criteria. Phase 2 (two months) - continue component development and refinement in conjunction with integrated design proposals. Phase 3 (one month) - evaluate and review initial proposals, redress conflicts, develop final proposals and format for distribution and presentation. A public workshop would occur at the beginning of Phase 3. Steering committee meetings would occur at the onset (1), end of Phase 1(2), prior to the workshop near the end of Phase 2 (3), at the beginning of Phase 3 (4) and at final acceptance (5) for a total of five meetings. A review of the work by the Bike/Ped Advisory Board, Technical Committee and Citizens Committee will occur at the beginning of Phase 3. Near the end

of Phase 3 after incorporation of preliminary committee recommendations, a presentation will be made to the MTPO for recommendations, revisions and/or acceptance. Additional refining and presentations will be made as necessary to address MTPO concerns.

**Schedule Summary Table**

Phase 1	Phase 2	Phase 3
± 30 days	± 60 days	± 30 days
gather and review local studies, reports and guidelines.  travel to in-state precedent sites.  initiate component diagram studies	refine and expand component vignettes  develop integrated schemes  additional travel as appropriate	finalize component matrix  finalize integrated schemes  prepare publication documents and presentations
initiate consultants	meet with consultants (beginning of phase)	meet with consultants (beginning of phase)
Steering Committee meetings (2)	Steering Committee meeting + public workshop	Steering Committee meetings (2) + Advisory Committee meetings (3) + MTPO (1+)

**Budget.** The proposed budget of \$20,000 includes anticipated consultants fees, some regional travel (within the state), reference purchases, software upgrades and project specific materials to produce high quality graphics, expenses for the public workshop and the costs to publish final books (6 color copies and 14 black and white copies will be provided).

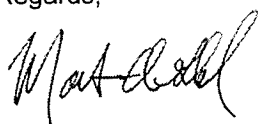
**Schedule of Fees**

Phase 1 completion	\$3,500.00
Phase 2 completion	\$8,000.00
Phase 3 completion	\$8,500.00

TOTAL	\$20,000.00
-------	-------------

On behalf of The School of Architecture and the College of Design Construction and Planning, I look forward to the opportunity to work again with the MTPO, and to strengthen our relationship. I am hopeful the MTPO will find this proposal acceptable.

Regards,



Martin A. Gold  
Associate Professor

(page left blank intentionally)