

WINDWARD/HIGHWAY 9 AREA STRATEGIC MASTER PLAN

ANSWERS TO REQUESTS FOR CLARIFICATION

ADDENDUM #1
DECEMBER 2, 2022

Question 1: Page 3 includes “a branding strategy” in the outcomes and deliverables. What level of detail is NFCID looking for as part of the branding strategy?

Answer 1: *Both the cities of Alpharetta and Milton have unique brands for these areas within their cities. It is important to the project team that these brands be upheld and possibly expanded upon as part of this effort.*

The City of Alpharetta Department of Economic Development refers to this area as the “Windward Tech District.” We would like the consulting team to expand upon and enhance this brand for the district in coordination with the study elements.

The City of Milton has recently selected an agency to work on placemaking and branding per their comprehensive plan. It will be important for the selected team to work collaboratively with the city and their consultant to find ways to incorporate and enhance these elements as part of this effort.

Deliverables could include conceptual imagery that illustrates how the brand can be enhanced and activated as part of any proposed public improvements (wayfinding, signage, streetscape, etc.)

Question 2: Task 3 states that the consulting team will “assist in conducting up to 2 Focus Group Sessions with area property owners.” Will NFCID be responsible for identifying owners, contacting them, and coordinating/scheduling these sessions?

Answer 2: *The North Fulton CID’s Project Manager will assist in identifying focus group participants and will take lead responsibility for contacting invitees and scheduling the sessions. The consulting team will be primarily responsible for developing materials for and facilitating the focus group sessions in partnership with the CID and Cities.*

Question 3: Task 3 also states that the consultant team will “develop preliminary concepts related to land use, transportation, walkability, and placemaking, and develop a preliminary list of improvement projects and initiatives.” What level of detail is NFCID looking for in concept development graphics? Are detailed 3D models and/or artistic perspective renderings anticipated?

Answer 3: *Similar to many LCI Plans in our region, the deliverables should include a limited number of 3D models or perspective renderings to illustrate key redevelopment opportunities and proposed enhancements. The final level and number of illustrations will be negotiated with the selected team, but teams should assume 3-4 conceptual renderings for budgetary purposes.*