



REQUEST FOR PROPOSAL (RFP)

City of Peabody

Professional Services to Produce a Façade and Signage Design Guidelines Manual

Proposals Due: July 15, 2015 12:00pm

Deliver Complete Proposals To:

Pedro Soto, City Planner
Office of Community Development and Planning
City of Peabody
24 Lowell Street
Peabody, MA 01960

For Further Information Please Contact:
Pedro Soto at (978) 538-5783 pedro.soto@Peabody-ma.gov

The City of Peabody reserves the right to reject any or all proposals.

The envelope containing the Proposal and required information must be sealed and marked with Proposer's name, description of proposal and date of opening.

REQUEST FOR PROPOSALS

CITY OF PEABODY FAÇADE AND SIGNAGE DESIGN GUIDELINES MANUAL

A. Introduction

This request for proposals (RFP) sets forth the procedures and requirements to be utilized by the City of Peabody in the selection of an urban design consultant to provide professional services to develop Façade and Signage Design Guidelines.

Activities will commence upon selection of a consultant and issuance of a notice to proceed. Consultants must provide fee amounts for each phase of the project.

B. Project Area

Please see attachment D.

C. Funding Source(s)

Funding shall be provided by the Community Development Block Grant.

D. Project Objectives

See Attachment A for complete Scope of work. A summary of the Project is below:

The City of Peabody has a wealth of historic architecture and cultural resources that appeal to businesses and residents, and to visitors to the City. In an effort to guide future development, the City of Peabody proposes to issue a comprehensive manual to assist with design of commercial façades and signage. The guide will be developed with a primary focus on the downtown business corridor. The manual will establish specific design standards for use by residents, business owners, and developers. Overall, this project will provide a much-needed guide for the City's efforts to promote high-quality, architecturally appropriate façade and signage design standards.

The proposed scope includes historic research of Peabody's architecture and urban design traditions and an analysis of existing city design guidelines, regulations and historical documents including the Downtown Signage, Awning and Façade Improvement Program Guidelines (2010), the Peabody Zoning Ordinance, and the Downtown Peabody Historical Survey of Structures (1980). The final product will be a user friendly manual, which will include design objectives and guidelines, diagrams, photographs and other information necessary to clearly illustrate appropriate design principles for buildings, storefronts, streetscapes, landscapes and signage.

The façade and signage design guidelines will conform when applicable to the Secretary of the Interior's Standards for the treatment of Historic Properties with guidelines for Preserving, Rehabilitating, Restoring and Reconstruction Historic Buildings (36 CFR 67 and 68). Several buildings in the Project Area are individually listed in the National Register; in addition the downtown area incorporates buildings in two National Register Historic Districts.

The manual will be distributed to building owners and potential developers for use when constructing and/ or improving their building. The manual also is expected to be used by the City to provide façade and signage design guidance concerning other buildings that may be located in the City, outside the Project Area.

E. Qualifications of the Consultant

Consultants must meet the following minimum criteria: (a, b or c) AND d:

- a) Bachelor's Degree in Architecture, Landscape Architecture, Architectural History, Planning or a closely related field and at least two years full-time experience in an area relevant to the project; **or**
- b) Master's Degree in Architecture, Landscape Architecture, Architectural History, Planning or a closely related field; **or**
- c) Professional Degree in Architecture or Massachusetts license to practice architecture, and at least one year of graduate study in architectural preservation, preservation planning, or a closely related field, or one year of full-time professional experience on historic preservation projects;

AND

- d) Experience in graphic design and layout.

Any proposal which fails to include all of the above information will be rejected as unresponsive, and will not be afforded a complete review by the evaluation team.

The proposal response materials must include the following narrative elements:

- 1) The identity of the individual, partnership or corporation applying for the contract award. If the applicant is a partnership or joint venture, the proposal should specify who will act as the lead consultant for purposes of assuming contractual responsibility. If the consultant intends to subcontract the graphic design, photography or any other work required in the scope of work, the subcontractor must be identified.
- 2) A detailed description of the consultant's approach to this project: methodology, demonstrated understanding of the community's needs, and the consultant's expectations of assistance and services from the City.
- 3) An applicant qualifications statement, including academic and professional work experience attesting to capacity to perform the required work program. Resumes are required for all project personnel.
- 4) A client reference list, with names, addresses, and telephone numbers, especially for clients for whom the consultant has performed similar services in the past.
- 5) Any other information deemed relevant to the project, and which the consultant believes will further the competitiveness of the proposal, including work samples from similar completed projects.
- 6) Completed Fee Proposal Form, Attachment B, and sealed in a separate envelope marked as Price Proposal, RFP Façade and Signage Design Guidelines, Company Name, Date, and Time of the proposal.

F. Selection Criteria

The selection process will include an evaluation procedure based on the criteria identified below.

1. General Experience:

- a) A Proposer shall be deemed not-advantageous in this item if they satisfy but does not exceed the minimum requirements as described in Qualifications of the Consultant, Section E, of this proposal.
- b) A Proposer shall be deemed advantageous in this item if evidence is provided showing that they meet one or more of the following:
 - i. Completed one or more public or private, fixed-term and fixed-fee contracts; specifically, City funded contracts.
 - ii. Provided consulting services, in the fields listed in Section E for a minimum of five years. If the key personnel is a teacher representing a college or university, they must be employed by the college or university for a minimum of five years.
 - iii. Professional qualifications of the competitor (training/educational background appropriate to the project described herein) and all project personnel, including professional experience above and beyond the minimum qualifications outlined in Section E
- c) A Proposer shall be deemed highly advantageous in this item if evidence is provided showing that they meet all requirements listed in Item b above.

2. Quality of Work/Timeliness

The City of Peabody will randomly select and contact at least one reference from those provided by the Proposer. The City of Peabody will also take into consideration, any projects previously completed by the Proposer for the City of Peabody.

- a) Proposer shall be deemed unacceptable in this item if the reference contacted provides a recommendation indicating (or if the results of the previously completed City of Peabody project concluded) that the Proposer provided unsatisfactory work quality or was unable to fulfill the scope of the project.
- b) A Proposer shall be deemed not-advantageous in this item if the reference contacted provides a recommendation indicating (or if the results of the previously completed City of Peabody project concluded) that the Proposer provided average work quality or was unable to meet project deadlines.
- c) A Proposer shall be deemed advantageous in this item if the reference contacted provides a recommendation indicating (or if the results of the previously completed City of Peabody project concluded) that the Proposer provided above-average work quality and met project deadlines.

- d) A Proposer shall be deemed highly advantageous in this item if the reference contacted provides a recommendation indicating (or if the results of the previously completed City of Peabody project concluded) that the Proposer provided highly, above-average work quality and/or beat project deadlines.

3. Quality of Proposal

- a) A Proposer shall be deemed unacceptable in this item if portions of the submitted proposal or work examples are incomplete or do not include a narrative on the Proposer's approach to the project or understanding of the project or if the sample studies/forms are illegible or incomplete or are substandard in historical research or narration.
- b) A Proposer shall be deemed non-advantageous in this item if: 1) the sample studies/forms indicate that minimal research was undertaken, that there is a lack of significant explanation of the details or, if a study, that the conclusion or recommendations provided in the study are vague or incomplete as they relate to the intent of the study; or 2) the proposal does not clearly and concisely define the Proposer's approach to the project, understanding of the project or if the proposal is not prepared in a manner that reflects high quality report presentation capabilities.
- c) A Proposer shall be deemed advantageous in this item if: 1) the sample studies/forms are complete, meet the highest graphic standards, show evidence that adequate research was conducted, provide sufficient explanation of the details and, if a study, that the conclusion or recommendations provided specifically address the intent of the study; and 2) the proposal reflects high quality report presentation capabilities with a clear and concise narrative that defines the Proposer's approach to the project and understanding of the project.
- d) A Proposer shall be deemed highly advantageous in this item if: 1) the sample studies/forms are complete, meet the highest graphic standards, show evidence that extensive research was conducted, provide exceptional clarity and depth in the explanation of the historical details and, if a study, that the conclusions or recommendations provided specifically and thoroughly address the intent of the study; and 2) the proposal meets the highest graphic standards and illustrates that the Proposer has a strong understanding of the project and adequately defines the approach to the project.

H. Submissions: Proposals should be addressed to:

Pedro Soto, City Planner
Office of Community Development and Planning
City of Peabody
24 Lowell
Peabody, MA 01960

The final date for submission of proposals is 12:00pm on July 15th.

NOTE: Any questions pertaining to this RFP may be directed to Pedro Soto, City Planner at (978) 538-5783 pedro.soto@peabody-ma.gov no later than noon local time July 8, 2015.

I. Additional Information

The following information is available in the Planning Board Office, upon request:

- A. City of Peabody Zoning Bylaws
- B. Sign Code
- C. Master Plan
- D. City-wide Zoning Map
- E. Historic District Map
- F. Awning and Façade Improvement Program Guidelines (2010)

**General Conditions and Requirements
follow on next page**

RFP for Façade and Signage Design Guidelines Manual General Conditions and Requirements

Proposal Rules

This proposal is solicited to the General Public and a Consultant Agreement will be awarded pursuant to the rules set forth in Chapter 30B of the Massachusetts General Laws and subject to approval by the Mayor as signatory authority for the City of Peabody.

Examination

By submitting a proposal, the Proposer warrants that they have examined the site of the work and has fully acquainted himself with all conditions and restrictions pertaining to the work and the execution thereof. No claim for any extra or extension of time will be allowed for failure to observe this requirement.

Reviewing Period

All proposals meeting proposal requirements and conditions may be held by the City of Peabody for a period not to exceed thirty (30) days from the date of the opening of proposals for the purpose of reviewing the proposals and investigating the qualifications of proposers, prior to the awarding of the contract, if at all.

Basis of Proposal Award

The Agreement shall be awarded to the responsible and responsive proposer submitting the proposal considered most advantageous, taking into consideration the proposal's merits regarding the terms of the contract and the proposed service. Additional agreement conditions and requirements applicable to the procurement are incorporated in **Exhibit A**, attached hereto.

Reviewers will select the most overall advantageous proposal and make a Contract award recommendation for and approval by the Mayor.

Evaluation of Proposal

Using the rating system prescribed in Chapter 30B of the Massachusetts General Laws (the Uniform Procurement Act), the reviewers shall assign a rating system to each item. The reviewers shall also assign a composite rating to each proposal, incorporating the various items being rated as set forth in this solicitation.

Should two or more Proposers receive a composite score of Highly Advantageous, the Proposer illustrating the most familiarity with Peabody's historic resources and preservation needs shall be selected. Such determination may be made through the review of the proposals submitted or through Proposer interviews.

Compliance with Applicable Laws

The contract shall be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts.

The proposal must comply with all Federal, State, and municipal laws, ordinances, rules and/or regulations.

Questions and Interpretations

Any substantive questions regarding the proposal documents shall be referred to the City Planner in writing by the date established herein, prior to the date and time for receipt of proposals. All answers and interpretations and any changes to the documents will be issued in the form of addenda to all proposers of record.

Ability and Experience

The Awarding Authority will not award a contract to any proposer who cannot furnish satisfactory evidence of his/ her ability and experience pertaining to the scope of work outlined in Attachment A.

The Awarding Authority may make such investigations it deems necessary to determine the above and a proposer shall furnish information requested in this regard.

Project Fee

The City of Peabody has established a fixed fee not to exceed sixteen thousand dollars (\$16,000) for the Scope of work described herein. Applicants must complete the Proposal Form to indicate their proposed fee, in any amount proposed. Project fees must be provided on such form, itemized for each of the three (3) phases of work in the proposed engagement.

Proposed project fee shall include all incidental costs and expenses (copying, mileage, photographs, graphic design and layout of manual, etc.) associated with professional services in order to complete the scope of work defined in Attachment A of this RFP.

City may request a statement of hourly billable rates of persons to be assigned to the engagement, for its reference during review of responses or during performance of the work.

Assignment of Contract

The Proposer shall not subcontract, sublet, assign or in any way transfer any interest in this agreement without the prior written consent of the City, provided, however, that claims for money due or to become due to the Proposer from the City may be assigned to a bank, trust company, or other financial institution without such consent so long as notice of any such assignment is furnished promptly to the City, any such assignment shall be expressly made subject to all defenses, set-offs, or counter-claims which would have been available to the City against the Proposer in absence of such agreement. The written consent shall not in any way relieve the Proposer from its responsibility for the professional accuracy and the coordination of all work or materials furnished.

Ownership of Information

- a. All information acquired by the Proposer from the municipality or from others at the expense of the municipality in the performance of the agreement, shall be and remain the property of the municipality. All records, data files, computer records, work sheets, photograph, deliverable products complete and incomplete, and all other types of information prepared or acquired by the Proposer for delivery to the municipality shall be and remain the property of the municipality.
- b. The Proposer agrees that he/ she will use this information only as required in the performance of this agreement and will not, before or after the completion of this agreement, otherwise use said information, nor copy, nor reproduce the same in any form, except pursuant to the sole written instructions of the City. The Proposer further agrees to return said information in whatever form it is maintained by the Proposer.

Certification of Non-Collusion and Tax Attestation Form

All proposers must sign the attached form which incorporates both an attestation clause regarding Massachusetts State tax returns and a certificate of non-collusion. This signed form must be submitted with the proposal package. Failure to sign and submit the form is cause for that proposal to be rejected.

Signature

All proposals shall be complete, factual, and signed by an authorized officer of the proposer's company on the appropriate page(s) and the front of the cover sheet.

Conflict of Interest

The applicant agrees that, to the extent that such law is applicable to the duties it is to perform hereunder, it will comply with the provisions of Chapter 286A of the General Laws concerning conflict of interest. The proposer covenants that it presently has no interest and shall not require any interest, direct or indirect, which would conflict in any manner or degree with the performance under the agreement.

No employee of the City of Peabody and no public official who exercises any function or responsibilities in the review or approval of the undertaking or carrying out of this agreement shall participate in any decision relating to this agreement which affects his personal interest or the interest of any corporation, partnership, or association in which he is directly or indirectly interested or have any financial interest, direct or indirect in this agreement or the proceeds thereof.

Waiver

The City of Peabody reserves the right to reject any and all proposals, or to waive any informalities in the proposal process, if deemed in the City's best interest.

Disclosure

The selected proposer must file a disclosure of beneficial interests required by G.L. c.7, 40J. This must be filed with the Deputy Commissioner of the Division of Capital Asset Management and Maintenance.

Modifications

A proposer may correct, modify, or withdraw a proposal by sealed, written notice clearly marked as a correction, modification, or withdrawal and received in the Office of Community Development and Planning prior to the time and date set for the proposal deadline.

Liability

The Proposer agrees to indemnify, save harmless, and defend the City, its agents, and its employees from and against any and all liabilities, claims, penalties, forfeitures, suits, and the costs and expenses incident thereto (including costs of defense, settlement, and reasonable attorneys fees), which it may hereafter incur, become responsible for, or pay out as a result of death or bodily injuries to any person, destruction or damage to any property, contamination of or adverse effects on the environment, or any violation of governmental laws, regulation, or orders caused, in whole or in part, by the Proposer's employees, or its agents or servants, in the performance of this contract.

INSURANCE COVERAGE:

General - The Successful Proposer shall before commencing performance of the Contract be responsible for providing and maintaining insurance coverage in force for the life of the Contract of the kind and in adequate amounts to secure all of the obligations under the Contract and with insurance companies licensed to write insurance in the Commonwealth of Massachusetts. All such insurance carried shall not be less than the kinds and amounts designated herein, and the Successful Proposer agrees that the stipulation herein of the kinds and limits of coverage shall in no way limit the liability of the Successful Proposer to any such kinds and amounts of insurance coverage. All policies issued shall indemnify and save harmless the City of Peabody, its agents and employees from any and all claims for damages to persons or property as may rise out of the performance of this Contract.

Comprehensive General Public Liability and Property Damage Liability Insurance -

The Successful Proposer shall carry Comprehensive General Liability Insurance providing for a limit of not less than Two Hundred Fifty Thousand Dollars (\$250,000) for all damages arising out of bodily injury to or death of one person, and subject to that limit for each person, a total limit of not less than Five Hundred Thousand Dollars (\$ 500,000) for all damages arising out of bodily injuries or death of two or more persons in any one accident; and Successful Proposer's Comprehensive Property Damage Liability Insurance providing for a limit of not less than Two Hundred Fifty Thousand Dollars (\$250,000) for all damages arising out of injury to or destruction of property in any one accident, and subject to that limit per accident, a total (or aggregate) limit or not less than Five Hundred Thousand Dollars (\$500,000) for all damages arising out of injury to or destruction of property during the policy period.

Comprehensive Automotive and Property Damage Insurance - The Successful Proposer shall carry Automobile Insurance covering all owned vehicles, hired vehicles or non-owned vehicles under the control of the Successful Proposer while performing work under the Contract in the amount of not less than Two Hundred Fifty Thousand Dollars (\$250,000) for all damages arising out of bodily injuries to or death of one person and subject to that limit for each person, a total of not less than Five Hundred Thousand Dollars (\$500,000) for all damages arising out of bodily injuries to or death of two or more persons in any one accident; and Property Damage coverage in the amount of not less than Two Hundred Fifty Thousand Dollars (\$250,000) for all damages to or destruction of property.

The Successful Proposer must carry Workman's Compensation Insurance in the amounts prescribed under Massachusetts State Law and meet all other City and State Laws and Regulations. No cancellation(s) of such insurance, whether by the insurer or by the insured party shall be valid unless written notice thereof is given by the parties proposing cancellation to the other party and to the City of Peabody at least fifteen (15) days prior to the intended effective date thereof, which date shall be expressed in said notice, which shall be sent by registered mail, return receipt requested. These provisions shall apply to the legal representative(s), trustee in bankruptcy, receiver, assignee, trustee, and successor(s) in interest of the Successful Proposer.

All insurance coverage shall be at the sole expense of the Successful Proposer and shall be placed with such company as may be acceptable to the City of Peabody and shall constitute a material part of the contract documents.

Failure to provide written proof to City and continue in force such insurance as aforesaid shall be deemed a material breach of the contract, and may constitute sufficient grounds for immediate termination of the same.

Time Schedules

Professional services shall be completed by October 12, 2015 according to the scope of work set forth in Attachment A. The Proposer agrees to promptly notify the City Planner should problems, delays or adverse conditions become known which will materially affect the ability to attain project objectives, prevent the meeting of time schedules or preclude the completion of approved work.

Final Approval and Payment

- A. Final products outlined in the Work Program of this Request for Proposals and the written Agreement must be approved by the City of Peabody. If, for any reason, the final products do not conform to the terms and conditions of the Agreement, the City of Peabody reserves the right to withhold payment until all conditions are met. Neither the City review, approval, acceptance of, nor payment for, any of the services furnished shall be construed to operate as a waiver of any rights under the contract or any cause of action arising out of the performance of the contract.

- B. Total compensation for services under this contract shall not exceed \$16,000. Payment shall be made upon proper invoicing. Invoicing may be submitted at the completion of each phase based on a not to exceed amount to be established by mutual agreement of the parties. Such invoicing shall include a description of services provided and proper reference to the Scope of work. Invoices shall be submitted to the Office of Community Development and Planning City of Peabody, 24 Lowell Peabody, MA 01960

Revision of Agreement

There shall be no change in project work, budget or timetable without the prior written approval of the Director of Community Development. Changes in the Work Program to be performed by the Proposer under the Agreement, including any increases or decreases in the compensation to the Proposer or the time limitation for completion, which are mutually agreed upon by and between the City and the Proposer, shall be incorporated into the Agreement in the form of written amendments. Any and all amendments, alterations and changes in the Agreement will only be binding on the parties if executed in writing as set forth herein. No part of the contract shall be altered in any way without prior written consent of the Mayor of the City of Peabody.

Fair Practices

The Proposer shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, age, handicap, veteran status or national origin. The Proposer shall take affirmative action to ensure that applicants are employed, and employees are treated during employment, without regard to race, color, religion, sex, age, handicap, veteran status, familial status, sexual orientation or national origin. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other form of compensation; and selection for training, including apprenticeship. The Proposer agrees to post in conspicuous places, available to employees and applicants for employment, notice setting for the provisions of this non-discrimination clause. The Proposer will, in all solicitations or advertisements for employees placed by or on behalf of the Proposer, state that all qualified applications will receive consideration for employment without regard to race, color, religion, sex, age, handicap, veteran status or national origin. The Proposer agrees to comply with the "Governor's Code of Fair Practices" of January 12, 1966, Chapter 151B of the Massachusetts General Laws, as amended and Executive Orders which prohibit discrimination because of race, color, religion, national origin, age, sex, veteran status or handicap.

Copyright

Except as otherwise provided in the Agreement, the City of Peabody may copyright any book, publication or the material developed in the course of this project.

Failure to comply with the above conditions and requirements or any attached specifications or any other minimum qualifications will be justification to reject any proposal as incomplete.

Submissions

Proposals shall be submitted, in a sealed envelope as one unbound original, three bound copies and **one electronic PDF format via email**, to:

Pedro Soto, City Planner
Office of Community Development and Planning
City of Peabody
24 Lowell Street
Peabody, MA 01960

The final date for submission of proposals is on or before **12:00pm on July 15, 2015**

NOTE: There are no Attachments B or C included in this solicitation.

**SCOPE OF WORK
follows on next page**

ATTACHMENT A SCOPE OF WORK

Introduction

The City of Peabody has a wealth of historic architecture and cultural resources that appeal to businesses and residents, and to visitors to the City. In an effort to guide future development, the City of Peabody proposes to issue a comprehensive manual to assist with design of commercial façades and signage. The guide will be developed with a primary focus on the downtown business corridor. The manual will establish specific design standards for use by residents, business owners, and developers. Overall, this project will provide a much-needed guide for the City's efforts to promote high-quality, architecturally appropriate façade and signage design standards.

The proposed scope includes historic research of Peabody's architecture and urban design traditions and an analysis of existing city design guidelines, regulations and historical documents including the Downtown Signage, Awning and Façade Improvement Program Guidelines (2010), the Peabody Zoning Ordinance, and the Downtown Peabody Historical Survey of Structures (1980). The final product will be a user friendly manual, which will include design objectives and guidelines, diagrams, photographs and other information necessary to clearly illustrate appropriate design principles for buildings, storefronts, streetscapes, landscapes and signage.

The façade and signage design guidelines will conform when applicable to the Secretary of the Interior's Standards for the treatment of Historic Properties with guidelines for Preserving, Rehabilitating, Restoring and Reconstruction Historic Buildings (36 CFR 67 and 68). Several buildings in the Project Area are individually listed in the National Register; in addition the downtown area incorporates buildings in two National Register Historic Districts.

The manual will be distributed to building owners and potential developers for use when constructing and/ or improving their building. The manual also is expected to be used by the City to provide façade and signage design guidance concerning other buildings that may be located in the City, outside the Project Area.

Contract Phases

The scope of the project is split into the following three (3) phases with expected dates of completion as set forth herein, such dates as may be adjusted based upon contract execution, by mutual agreement of the parties herein.

Phase I (approximately 3 weeks) July 17 – Aug. 7

Tasks:

- Meet with Peabody City Planner to discuss the scope of the project and to assess the available documentary materials (existing guideline manual and public information).
- Review historic documents, plans and historic photographs to obtain representative examples to include in the final draft of the manual.

- Meet with representatives from the following stakeholder/ community groups: Peabody Historic Commission, Peabody Planning Board, the Peabody Building Department and the Peabody Downtown Action Team (PDAT) to introduce the project and receive input.
- Obtain photographs that reflect historically appropriate design and examples of new development that integrates into historical context of the downtown focus area (please see attachment D).
- Document the downtown business corridor with digital color photographs (image files) to record existing conditions and important historical resources and architectural elements.

Deliverables:

- Summary of collected materials
- Draft design manual outline including:
 - Annotated Table of Contents
 - Description of photographs of the existing conditions
 - Summary of design objectives and guidelines
 - Historic photographs; historic site plans (reduced if necessary)
 - Examples of manual layout and design

Phase II (approximately 4 weeks) Aug. 10 – Sep. 10

Tasks:

- Prepare draft narrative portion of manual that summarizes the character, development patterns, historic resources and existing conditions of the study area.
- Prepare preliminary design guidelines (site planning, building design, lighting, landscaping, streetscape, signage, restoration/ preservation of historic resources) for the downtown district.
- Prepare diagrams, photographs, and renderings to illustrate the proposed design guidelines.
- Meet with the Peabody City Planner to review draft guidelines.
- Provide guide draft to the Peabody Historic Commission, the Peabody Planning Board, the Peabody Building Department and the Peabody Downtown Action Team (PDAT).

Deliverables:

- Draft design guidelines manual that includes photographs and maps.

Phase III (approximately 5 weeks) Sep. 10 – Oct. 12

Tasks:

- Prepare final draft of the manual that incorporates all comments.

Deliverables:

- Final Design guidelines manual (PDF and word document) with the appropriate acknowledgments.

END OF SCOPE OF WORK ATTACHMENT A

APPLICANT CERTIFICATION FORM AND PRICE PROPOSAL FORM

FAÇADE AND SIGNAGE DESIGN GUIDELINES MANUAL for the CITY OF PEABODY

To be considered for award, each respondent **must** provide a signature to the required certification statements below, and information about contact person and address of the respondent. This form **MUST** be submitted with the complete application materials by the respondent.

As required under Chapters 233 and 701 of the Mass. Acts and Resolves of 1983, and Chapter 30B of Mass. General Laws, all parties shall certify to the following, by returning this form signed in the space below.

- (1) "The undersigned certifies under the penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word person shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals." and
- (2) "Pursuant to M.G.L. Ch. 62C, § 49A, I certify under the penalties of perjury that I, to my best knowledge and belief, have filed all state tax returns and paid all state taxes required under law."

PRICE PROPOSAL FORM

The undersigned hereby pledges to deliver the complete scope of work required, for the rates and charges shown below:

Estimated cost to complete the project:

Phase I: _____

Phase II: _____

Phase III: _____

TOTAL COST: _____

This application is submitted by: _____
(give name of firm or individual above)

Signature: _____ *required*

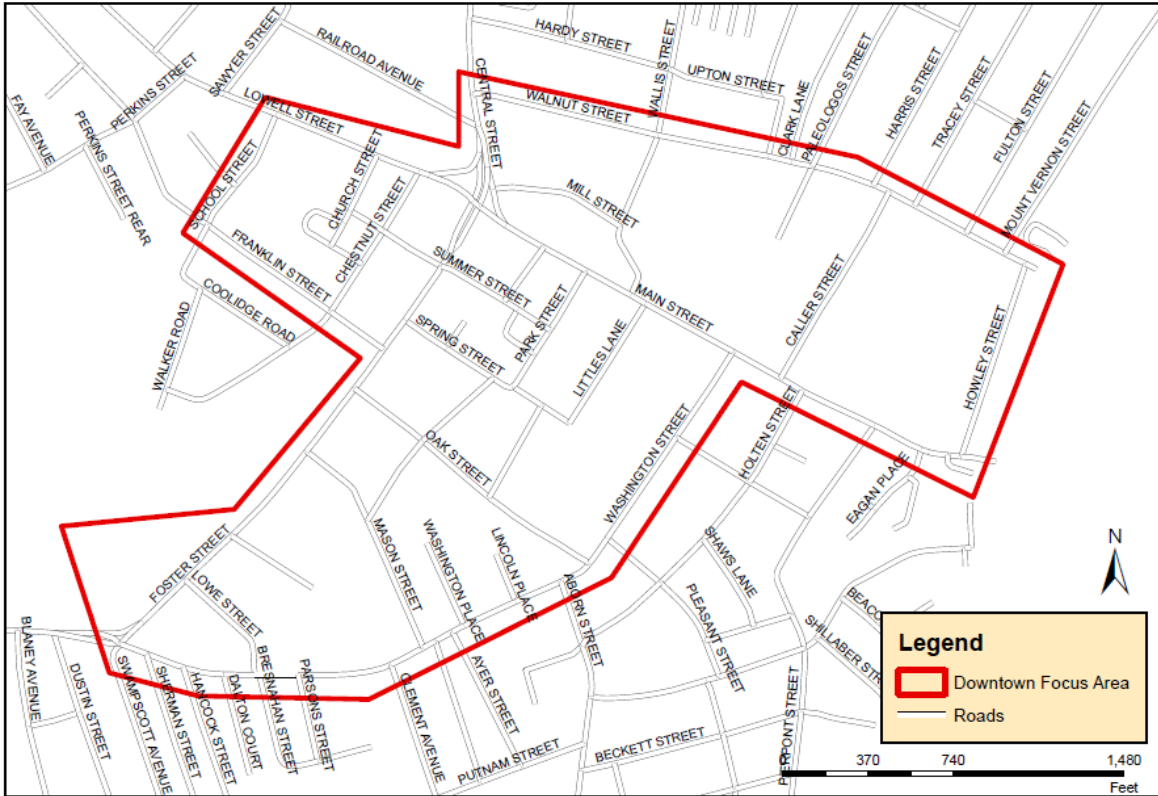
BUSINESS ADDRESS

Person to Contact: _____ (print)

Tel. : () _____

Employer . I.D. # _____

ATTACHMENT D: Downtown Focus Area



Higher resolution version available for download here:

<https://www.dropbox.com/s/ercceob55pyvzop/Downtown%20Focus%20Area.pdf?dl=0>