



August 25, 2006

Mannette Minier, Zoning Administrator  
Georgetown Charter Township  
151 Baldwin Street  
PO Box 769  
Jenison, MI 49429

Project: Baldwin Avenue Gateway  
Project No.: 06000.P  
Re: Proposal for Professional Services

Dear Mannette:

It was a pleasure meeting with you and Bill to discuss your vision for the Baldwin Avenue Gateway. We felt our visit and your tour provided us with a good understanding of design intent, aesthetics, and connectivity to I-196. Based on our conversation, we have prepared the following proposal for your review and consideration:

### ***Project Understanding***

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The project, as we understand it, is to create master plan concepts that promote diversity in retailing, aesthetics, curb appeal, efficient vehicular circulation, and a comfortable pedestrian environment.

The planning would also consider the possibility of including office and residential as part of a mixed-use development.

The building footprints should reflect “marketable” blocks that could accommodate a variety of potential users.

### ***Scope of Services***

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Based on the above-outlined project understanding, we will be providing the following services under this proposal:

#### **Analysis**

- ◆ Site analysis/due diligence to understand existing traffic circulation, vehicular access issues, existing and potential utility corridors, and connectivity to adjacent land uses
- ◆ Investigate the potential retail mix, which may include office and housing, for the site
- ◆ Understand the potential to connect the future retail area with the Kent Trails system/riverwalk trail



**Design**

Following our due diligence of the site, we will utilize this information to create two (2) master plan drawings. One will focus on small scale buildings, creating more intimate spaces within a “village” atmosphere. The other will incorporate “big box” users in combination with smaller retailers in a lifestyle center design.

The designs would be rendered site plans presented in a 24” x 36” format. We would include two meetings, as part of our scope, one with the Planning Commission, and the other with the Township Board. We would also recommend potential ways of implementing these performance standards through the Zoning Ordinance or Comprehensive Plan.

***Professional Fees***

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We propose to furnish the products and services listed above for a fee not to exceed Twelve Thousand Eight Hundred Dollars (\$12,800.00).

In addition to professional fees, reimbursable expenses for items such as printing/reproduction, computer plots, renderings, drymounting/perimeter trim, color copies, long distance phone calls, mileage, postage/UPS, etc. will be invoiced as a direct expense. We estimate reimbursable expenses will be approximately \$600±.

Mannette, we really appreciate the opportunity to assist you with this project. If you are in agreement with this proposal, please sign both copies and return one signed copy to our office at your earliest convenience. Your signature will be our authorization to proceed.

In the meantime, should you have any questions regarding this proposal, please contact Pete Lazdins at 616.458.0875 to discuss.

Once again, thank you for the opportunity, and we look forward to hearing from you soon.

Sincerely,

DESIGN PLUS, INC.

Peter A. Lazdins, RLA

John B. Haadsma, RLA

Accepted by:

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Signature

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Date

JDB/tds

cc: Design Plus – Kathy Ball, John Weiss, Betty Hall, Pam May, Promo File

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