

## SCOPE OF WORK – Revised August 27, 2018

This proposed Scope of Work is for a comprehensive update to the Town of Arlington's sign regulations which are primarily located in Section 6.2 (Signs) of the Zoning Bylaws. The Scope of Work described below is based on LWC's understanding of the Town's expectations and LWC's experience with similar projects. LWC will revise the Scope of Work and associated budget as necessary to meet the Town's expectations or any changes in the Town's objectives. All documents and deliverables from LWC will be appropriate for posting by Town staff on the Town's website or related social media.

### TASK 1: PROJECT KICK-OFF, ANALYSIS, & RECOMMENDATIONS

#### **1.1 Project Initiation – Conference Call.**

LWC will hold a 1-hour teleconference with Town staff to kick-off the project in which we will confirm project goals and objectives, review the scope of work, schedule, budget, and other topics germane to the project. In this call we will also discuss the approach for engaging community residents and confirm the list of stakeholders to be interviewed (See Task 1.2). Town staff will provide all documents to be reviewed by LWC applicable to the comprehensive update to the sign regulations.

##### *Deliverable*

- *Agenda for the Project Kick-Off Meeting and Meeting Summary – one electronic (PDF and Word) file*

##### *Town Responsibilities*

- *Provide applicable documents and information*

#### **1.2 Stakeholder Interviews (Technical Support as Needed).**

LWC will provide support to Town staff by helping to identify stakeholder groups and prepare interview questions for personal and/or small group interviews by staff with residents, property/business owners, neighborhood groups, community business groups, and any other appropriate community members. Individual and small group interviews are intended to give Town staff and LWC greater insight into the highest priority considerations for the Town's sign regulations from the perspective of a resident/ business owner or local stakeholder in an informal/more intimate way, that may not be able to be gathered in a larger group setting.

Town staff will provide notes from the stakeholder interviews to LWC. These notes will be summarized by LWC consistent with an established confidentiality protocol and incorporated into the Sign Regulations and Recommendations Report (Task 1.4). LWC will review the results of the interviews as summarized by Town staff in a teleconference call.

##### *Deliverables*

- *Suggestions on stakeholder Interview questions*
- *Summary of stakeholder interview responses to be included in the Sign Regulations and Recommendations Report (Task 1.4) – one electronic (PDF and Word) file.*

#### *Town Responsibilities*

- *Conduct stakeholder interviews and provides notes/documentation from the interviews*

### **1.3**

#### **Community Kick-Off Workshop (Technical Support as Needed).**

LWC will provide support to Town staff for a community Kick-Off Workshop which is intended to inform residents about the project and allow the community to voice their opinions, concerns, and ideas on appropriate sign standards for the Town. A report prepared by LWC of preliminary findings of a first review/analysis of the existing sign regulations could also be presented. Town staff will present the presentation and/or host the meeting using an appropriate interactive method as determined by Town staff and LWC to engage the community.

Town staff will provide notes from the community kick-off workshop to LWC. These notes will be summarized and incorporated into the Sign Regulations and Recommendations Report (Task 1.4). LWC will review the results of the community kick-off workshop in a teleconference call.

#### *Deliverables*

- *Support Town staff prepare for and host the Community Kick-Off Workshop*

#### *Town Responsibilities*

- *Host the Community Kick-Off Workshop and prepare an agenda*
- *Public notifications of the workshop's date, time, and location*
- *Notes and documentation from the Community Kick-Off Workshop*

### **1.4**

#### **Sign Regulations Analysis & Recommendations Report.**

LWC will review the Town's current Sign Regulations within the Zoning Bylaws, Master Plan, and all other related Bylaws of the Town of Arlington.

LWC will conduct a detailed technical analysis and diagnosis of the existing sign regulations to determine strengths and weaknesses and the best approach for updating the sign regulations to implement the Town's Master Plan goals and policies. LWC will also include an analysis of the amendments in response to the U.S. Supreme Court's decision in the Reed v. Town of Gilbert sign case. Discussions with Town staff during the Kick-off Call and all public input from the stakeholder interviews (Task 1.2) and the Community Kick-Off Workshop (Task 1.3) will be used to inform the outcome of the Sign Regulations Analysis and Recommendations Report. This Task will include a recommendation on where the updated Sign Regulations will be placed (i.e. either in the Town's General Bylaws or Zoning Bylaws), an annotated Table of Contents and, if needed, a style sheet.

After the draft Sign Regulations Analysis and Recommendations Report is submitted to Town staff, LWC will facilitate one teleconference to discuss the key results of the Report. This teleconference also enables Town staff, the Town's legal counsel, and LWC to prioritize and confirm issues with the existing sign regulations and inform the work of Task 2 (Preparation of Sign Regulations). LWC will conduct one round of review and edits with Town staff to

produce a final version of the Sign Regulations Analysis and Recommendations Report. The final document will be appropriate for posting on the Town's website or on social media.

Additionally, in Trip 1 (Task 3.1) LWC will meet with the Zoning Bylaw Working Group (ZBWG) in a public workshop/meeting to present the final Sign Regulations Analysis and Recommendations Report.

#### *Deliverables*

- *Draft and Final Sign Regulations Analysis and Recommendations Report – one electronic (PDF and Word) file*

#### *Town Responsibilities*

- *Comments on the draft Sign Regulations Analysis and Recommendations Report*

## **TASK 2: PREPARATION OF SIGN REGULATIONS**

### **2.1 Administrative Draft Sign Regulations.**

LWC will prepare an Administrative Draft of updated Sign Regulations for internal review by Town staff and the Town's legal counsel. The Administrative Draft will include content-neutral standards for permanent and temporary signs, updated standards and regulations as needed, and all new sections as directed by Town staff in an easy-to-use format with new illustrations and photographs. LWC understands that most of the Town's existing sign standards for permanent signs (i.e. number of signs, area and height of signs, etc.) updated as needed may be carried forward into the new Sign Regulations, as will the Town's existing permitting procedures. Based on LWC's analysis of the existing regulations, some overall recommendations for improvements will be offered.

After the Administrative Draft has been submitted to Town staff, LWC will review the Administrative Draft with Town staff in one 1-hour teleconference to provide clarifications as needed and to facilitate staff review.

#### *Deliverables*

- *Administrative Draft Sign Regulations – one original and one electronic (PDF and Word) file*
- *Agenda for one 1-hour teleconference to review Administrative Draft Sign Regulations*

#### *Town Responsibilities*

- *Comments on the Administrative Draft Sign Regulations*

### **2.2**

### **Public Review Draft Sign Regulations.**

Following receipt of final Town staff comments on the Administrative Draft Sign Regulations, LWC will prepare the Public Review Draft Sign Regulations for presentation by LWC with Town staff at a public hearing to the ARB (See Task 3 below).

#### *Deliverables*

- *Public Review Draft Sign Regulations – one electronic (PDF and Word) file*

### TASK 3: PUBLIC MEETING, PUBLIC HEARINGS, AND ADOPTION

#### 3.1

##### **Public Workshop/Meeting with ZBWG and/or ARB– Trip 1.**

LWC will prepare for and attend two public workshop/meetings with the ZBWG and ARB in Trips 1 and 2.

In Trip 1, LWC will meet with the ZBWG to present the Sign Regulations Analysis and Recommendations Report. Any comments and suggestions from the ZBWG and Town residents will inform the preparation of the updated Sign Regulations.

In Trip 2, LWC with Town staff will present an overview of the Public Review Draft Sign Regulations to the ARB, and answer questions and provide clarification as needed. LWC will prepare a PowerPoint presentation for the meeting. After the meeting LWC will prepare a summary of the ARB's and public's comments.

##### *Deliverables*

- *Presentations and materials for the ZBWG/ARB public meetings – one electronic (PDF and PowerPoint) file*
- *Summary memo of comments/suggestions made at the ZBWG/ARB public meetings*

##### *Town Responsibilities*

- *Agenda for ZBWG/ARB public meetings/workshops*

#### **3.2 Public Hearing with Arlington Redevelopment Board**

Assuming that the Sign Regulations are recommended for inclusion in the Zoning Bylaws, in this hearing LWC with Town staff will present an overview of the Public Review Draft Sign Regulations to the ARB so that a recommendation by the ARB can be forwarded to the Town Meeting.

##### *Deliverables*

- *Presentation and materials for ARB public hearing – one electronic (PDF and PowerPoint) file*

#### 3.3

##### **Public Hearing with Select Board (if needed)**

Assuming that the Sign Regulations are recommended for inclusion in the Town of Arlington's General Bylaws, in this hearing LWC with Town staff will present an overview of the Public Review Draft Sign Regulations to the Select Board so that a recommendation by the Select Board can be forwarded to the Town Meeting.

#### 3.4

##### **Public Hearing with Arlington Town Meeting**

Following the public hearing and a recommendation on the updated Sign Regulations from the ARB, Town staff will present the ARB's recommendations to the Arlington Town Meeting at a public hearing scheduled in late-April. LWC will provide technical support

and assistance as needed to Town staff for the public hearings with the Town Meeting.

### **3.5 Prepare Final Adopted Sign Regulations.**

Following the approval/adoption of the Sign Regulations by the Arlington Town Meeting, LWC will revise the Public Hearing Draft Sign Regulations by incorporating any revisions as adopted by the Town Meeting and prepare the Final Sign Regulations for inclusion by Town staff into either the Town's General or Zoning Bylaws.

#### *Deliverables*

- *Final Adopted Sign Regulations – one electronic (PDF and Word) file, on a CD, DVD, or USB thumb drive.*

## **TASK 4: PROJECT COORDINATION AND MANAGEMENT**

LWC will coordinate with Town staff frequently through email and regularly-scheduled tele-conference calls to assure timely progress of deliverables, review of documents, and planning for community workshops/meetings. Through regularly-scheduled teleconference calls, LWC and Town staff can identify and resolve any issues that may come up. It is LWC's experience that maintaining open communication and identifying issues early helps keep projects on track and within budget.

#### *Deliverables*

- *Agendas for, and meeting notes from, regularly scheduled calls between LWC and Town staff*