

**REQUEST FOR PROPOSAL
FOR**

**South Coatesville Urban Core Revitalization Study
South Coatesville Borough, Chester County, Pennsylvania**

The Borough of South Coatesville is seeking to engage the services of a consultant to prepare an Urban Core Redevelopment Study to examine the feasibility of creating a new urban/commercial core in South Coatesville. The study will detail the size and layout of the commercial core and the number and types of businesses to be located in the core that would best suit the Borough's needs. Development of housing within the core will also be detailed as to number, size and target market. The consultant shall prepare a final report containing recommendations, strategies and costs for implementing the development of an urban/commercial core in South Coatesville.

For additional information please contact:

John Long, Project Manager
South Coatesville Borough
136 Modena Road
Coatesville, PA 19320

Phone: (610) 384-1700
Fax: (610) 383-5620
Email: scoatesvillesec@aol.com

Proposals are due no later than 3:00 PM on November 25, 2002 to the address above.

REQUEST FOR PROPOSAL FOR

South Coatesville Urban Core Revitalization Study South Coatesville Borough, Chester County, Pennsylvania

Introduction

The Borough of South Coatesville was selected to benefit from a funding opportunity through the Delaware Valley Regional Planning Commission's (DVRPC) Transportation and Community Development Initiative (TCDI). TCDI provides grant funds for community revitalization initiatives and transportation related studies that will help to improve the potential development market for revitalization.

The Borough of South Coatesville will contract with a consultant to examine the feasibility of developing a mixed-use urban center within the Borough. This study will entail examination of the market potential for such a center including commercial and housing development, vehicular and pedestrian access to and within South Coatesville, the impact of heavy truck utilization of South First Avenue and Modena Road on the development of a commercial core, site alternatives, and infrastructure issues relating to the development of a commercial core.

Project Background

The Borough of South Coatesville lies adjacent to the City of Coatesville in central Chester County. In the Delaware Valley Regional Planning Commission's long-range land use plan, *Horizons 2025*, South Coatesville Borough is identified as an inner ring suburban community to the central City of Coatesville and is situated in a growth corridor. The Borough of Modena, a small community on the southeastern border of South Coatesville, would also be considered part of the market area for development of a commercial core.

The population of South Coatesville in the 2000 Census was 997 individuals, a 2.8% decline from the 1990 Census figure of 1,026. This was the smallest population decline in thirty years. Since 1950, the Borough has lost 50% of the population from 1,996 residents in 1950. Population loss in the decade 1980 to 1990 was 24.4%.

The geography of South Coatesville, which occupies 1.8 square miles, is divided into three neighborhood areas. Residential development is concentrated in the northern portion of the Borough adjacent to the City of Coatesville. Under the HOPE VI program, Chester County Housing Authority and Community Builders have redeveloped the Woodland Court Apartments, now known as Garnett Terrace. Another area of concentrated development is the western edge, called the Spruces, while the third is located on the far western point. Separating these areas are the Brandywine Creek and the Amtrak lines that follow the creek running from the north east corner of the Borough to the south western corner. The Bethlehem-Lukens plant lines the waterfront through much of the Borough.

The presence of largely undeveloped tracts in the Borough provides opportunity for growth and development. Bethlehem-Lukens has several large underutilized or vacant tracts of land and buildings. A farm situated on the eastern edge of the Borough has been the subject of several development inquiries. It is zoned R-1 but the Borough is considering plans for mixed housing development.

South Coatesville Borough was developed as a bedroom community for Lukens Steel and the City of Coatesville. There was never any systematic thought given to development of commercial uses in the Borough other than the industrial sited utilized by Lukens Steel. A small commercial core exists along First Avenue, but most of these storefronts are currently vacant. To date, only one bar and a barbershop are currently operating in this location. The existing commercial core is less than one-quarter mile in length and is composed of approximately twenty small lots with buildings that front on First Avenue creating a traditional "street-wall" environment. To access retail and service businesses, residents must drive to outlying shopping centers on Route 30. As a result of this heavy dependence on the automobile to satisfy all personal and consumer needs, traffic congestion throughout the Borough has intensified. New development on the outskirts of the Borough compounds the problem.

Creation of a commercial core will help give South Coatesville Borough an identity, stimulate development and provide needed services within easy walking distance for most residents. Commercial development, should it be feasible, will also be a catalyst for economic development and land re-use. There are many underutilized lots and buildings held by Bethlehem-Lukens Steel that might be feasible to redevelop.

Scope of Work

The Borough of South Coatesville currently lacks a town center. There are few retail or service establishments in the Borough which results in a heavy dependence on the automobile for travel to shopping locations along Route 30 and other outlying areas. The Borough does have a small commercial/mixed-use section along First Avenue, but it is largely vacant, with only two businesses remaining in operation. However, within the Borough are large undeveloped tracts and areas suitable for redevelopment where a new town center could be located. These sites are situated within easy walking distance to most Borough residents and a large portion of Bethlehem-Lukens Corporation workers. Development of an urban core as a mixed-use area with both commercial and residential uses, would stimulate reinvestment in South Coatesville and provide much needed services to community residents.

Therefore, this project will create an innovative plan for an urban/commercial core in the Borough of South Coatesville. In order to promote harmony with existing land-use patterns in the Borough, opportunities for both commercial and residential uses within the proposed core should be thoroughly examined and promoted. The study should identify a primary location for the urban core among a number of possible alternative sites within the Borough.

The study should also consider the relationship between a new urban core and South Coatesville's existing commercial area, much of which is currently vacant. Many of the potential sites for the creation of a new urban core lie within close proximity to the existing commercial section along First Avenue. Therefore, the possible effect of a new urban core on the existing

commercial section and vice versa should be investigated. While primarily focusing on the creation of a new urban core, the study should consider initiatives that would promote redevelopment/revitalization of the Borough's existing commercial area as this could have a synergistic effect upon the future success of a new urban core.

The South Coatesville Urban Core Revitalization Study should be created through an active community planning process that engages stakeholders, residents, property owners, potential developers, community groups and the local government. The following tasks should be included in the creation of the plan:

1. Inventory and Data Gathering
2. Identification of Urban Core Site Alternatives
3. Analysis
4. Site Selection and Plan Development
5. Draft and Final Plan

Plan elements should include

- Urban core site location alternatives
- Justification of final urban core site location
- Base maps
- Detailed land use plan for urban core showing overall size, number and types of businesses and number and types of residential housing and their relationship to the rest of the Borough
- Market study
- Determination of the most efficient pedestrian and vehicular linkages between the urban core, the Borough's existing residential areas, and surrounding communities

Tasks 1, 2 and 3: Inventory and Data Gathering, Identification of Urban Core Site Alternatives, and Analysis

The initial step of this process will be to hold meeting(s) with the Steering Committee to provide an overview of the project, procedures, goals and specific objectives. The purpose of gathering data is to provide the Borough and the Steering Committee with an evaluation of existing conditions as they relate to the proposed urban/commercial core. This information will also provide the public with a common understanding of economic, land use and transportation issues in and around the proposed urban/commercial core. The Borough, Chester County, and the Delaware Valley Regional Planning Commission have already collected much of the background information needed to complete the tasks listed below. All existing data should be utilized.

The following should be conducted as part of Tasks 1 through 3:

- Gather and review existing planning documents (Master plans, zoning regulation, etc.) and refine project goals.
- Establish planning area and context.
- Match project objectives with the Borough's goals.

- Review and evaluate county, state and regional plans for consistency.
- Characterize land use, circulation patterns, pedestrian access, demographics and industrial development in South Coatesville and the Borough of Modena.
- Study land ownership to identify parcels suitable for the development of an urban core.
- Identify possible urban core site(s).
- Analyze infrastructure serving the area of the proposed core site(s).
- Analyze traffic volume and roadway capacity in the area of the proposed commercial core site(s).
- Conduct a market analysis to determine the market potential for a range of consumer goods and services in the study area.
- Conduct a housing market analysis to determine the feasibility of constructing new homes in South Coatesville focusing on both housing types and quantity.

Meetings: Kick-Off Meeting with the Project Steering Committee and the Community Development Coordinator

Periodic meetings with the Community Development Coordinator to review study progress, findings, and site selection alternatives

Tasks 4: Site Selection and Plan Development

- Select site for location of a new urban core.
- Detail number and types of businesses to be located in the core.
- Detail number and types of residential housing units to be located in the core.
- Develop transportation strategies for the urban core, focusing on vehicular, pedestrian and bicycle linkages between the urban core, the Borough's existing and potential future residential areas, and surrounding communities.
- Analyze parking needs in relation to overall accessibility, pedestrian friendliness, potential customer base, the creation of a "mixed-use environment", and overall project aesthetics.
- Detail the potential impact of the new core on South Coatesville's mostly vacant commercial "strip" and vice versa.
- Create a detailed basemap for the South Coatesville urban core.

Meetings: Meeting with the Community Development Coordinator and the Steering Committee to review and select a site for the urban core

Public meeting to detail the findings of Tasks 1, 2 and 3, present urban core site alternatives, and solicit input from project stakeholders

Meeting with the Community Development Coordinator to review project progress

Task 5: Draft and Final Plan Development

The selected firm should work closely with the project Steering Committee to prepare a draft final plan that meets the requirements of the Steering Committee and Borough Council. The selected firm should develop a draft final plan using the information and data gathered in previous tasks, as well as community input gathered from project stakeholders at public meetings. The draft final plan should include the following elements:

- Statement of community goals and objectives
- A listing of considered alternative site locations
- A detailed description of the selected site location
- Base maps showing relationships between existing land use and the urban core
- Overall extent and layout of commercial and residential buildings
- Results of market studies
- Number and type of businesses in the urban core
- Number and type of housing units in the urban core and their target market
- Description of circulation patterns both within and to and from the urban core detailing pedestrian and transportation linkages and the street environment
- Conceptual drawings and renderings depicting the urban core
- A description of the potential impact of the urban core on the Borough and surrounding communities
- "Order of Magnitude" cost estimate
- Identification of possible funding opportunities and sources
- Strategies for implementation
- Summary of recommendations

Ten (10) copies of the draft final plan should be prepared for presentation at a final public meeting. Following the public meeting and approval by the Steering Committee, the final South Coatesville Urban Core Revitalization Study is to be compiled as a brief, well-written, well-illustrated report. An executive summary should also be prepared. Forty (40) paper copies of the final report and a digital version must be submitted. The final report should result in a strategy for the development of a mixed-use urban core within the Borough of South Coatesville. The final report shall also contain recommendations, strategies and associated costs as outlined above.

Meetings: Borough Council and Steering Committee
Final Public Meeting

Schedule

The selection of the consultant will take place in early December with the start of the contract beginning December 15, 2002. The proposed scope of services shall be completed September 30, 2003 according to the following schedule of activities:

Month 1: Kick-off meeting

- Month 1: Identify urban core site alternatives
- Month 1-3: Research demographics, market data, property information, land use, infrastructure, and circulation patterns within the Borough
- Month 2: Initiate public input for the study using surveys, questionnaires and/or public meetings
- Month 4: Hold public meeting to review research findings and solicit input on site alternatives for South Coatesville's proposed urban core
- Month 4: Analyze research findings and public input. Meet with the Steering Committee and the Community Development Coordinator to select the urban core site.
- Month 5-7: Prepare detailed draft plan for the selected urban core site including all market analyses, base maps, land use maps, transportation studies and site renderings or drawings
- Month 8: Review draft plan; present draft plan at public meeting
- Month 9: Finalize and publish the plan

Contacts

Technical questions concerning this RFP should be directed to John Long, Project Manager, (610) 384-1700.

Proposal Requirements

The Borough of South Coatesville invites qualified and experienced professionals including planners, designers and architects to submit a technical proposal, statement of qualifications, project approach and cost proposals to provide services for the planning and design of South Coatesville's urban core development.

- A. Submission Date: Proposals must be submitted by 3 PM, November 25, 2002, to John Long, Project Manager, South Coatesville Borough, 136 Modena Road, Coatesville, PA 19320.

Proposals are to be mailed or hand delivered. Proposals submitted after this time and date will not be considered.

- B. Six (6) copies of the consultant qualifications and the technical proposal are to be submitted.
- C. Envelopes must be marked on the outside "Proposal for South Coatesville Urban Core Revitalization Study".
- D. Consultant costs are to be submitted with the proposal in a separate sealed envelope marked as follows: "South Coatesville Urban Core Revitalization Study Cost Proposal".

Title 41 Code of Federal Regulations limits the amount of profit or fee to a 10% of the direct labor cost, fringe benefits and indirect costs, and from 1% to 5% of other direct costs excluding sub-consultant costs.

- E. Proposals should not exceed thirty (30) written pages inclusive of firm qualifications, schedule, and resumes of personnel.
- F. All proposals are treated confidentially by the Borough during the pre-award period.
- G. Minority Business Enterprise: The Borough of South Coatesville complies with Title 49 CFR Part 23, "Participation of Minority Business Enterprises in Department of Transportation Programs" and encourages minority businesses and women-owned businesses to submit proposals and further encourages minority business where subcontracting opportunities exist.

Disadvantaged and minority owned business will be required to submit certification of eligibility ownership prior to execution of any agreements.
- H. Contract: The contract will be between the Borough of South Coatesville and the selected firm. The contract will be a lump sum, not-to-exceed contract that will include reimbursables. The contract amount should include up to \$5,000 for production of final reports and presentation materials.
- I. Certification of Eligibility: A certificate is to be included in the proposal from each firm stating that: "The firm is not ineligible to receive award of a contract due to the firm's inclusion on any federal or Pennsylvania state list of debarred contractors, or otherwise ineligible to be awarded a contract using federal or state funds."

Proposal Content and Format

The Borough requests that each consultant follow the guidelines set forth below when submitting a proposal:

A. Technical Proposal

- i. Executive Summary and Project Approach – Summarize the overall approach for completing the project and provide specific information on the approach to each task outlined the Scope of Services. State why the Borough should select your firm for this project. Provide the name of the person who is authorized to make representations for your firm, together with his/her title and telephone number.
- ii. General Experience Statement – This statement should emphasize the firm's experience in land use and transportation planning, design, downtown revitalization and commercial development.

- iii. Project Schedule – All major tasks should be identified, together with the major activities necessary to accomplish these tasks. A project schedule should also be included.
- iv. Organization Support and Experience – This section should provide background information on the firm and key personnel who will be involved in the project. Provide the name and address of clients for whom similar work has been performed. Include a list of any other consultants required for the project and their background. Describe the work experience of the professional staff to be assigned.
- v. Additional Data – Include any pertinent data not covered in any of the other sections. This section may be used to provide alternatives or additional information the firm feels would be useful during the review process

B. Cost Proposal

- i. Compensation will be on a fixed fee based on the scope of services to be provided. A schedule of values for the major tasks contained in the scope of services must be submitted in support of the fixed fee along with an hourly rate and expense schedule to be used in determining compensation for any agreed upon out-of-scope work
- ii. Invoicing shall reflect the amount of work performed during the billing period based on the schedule of values agreed upon for the major tasks contained in the scope of services and the basis of the fixed fee. Progress payments may be made on a monthly maximum frequency.

Evaluation of Proposals

A Consultant Selection Committee consisting of Borough representatives will evaluate each proposal submitted, and at its discretion, select a firm to prepare the South Coatesville Urban Core Revitalization Study. The Borough will consider the technical evaluations and consultant qualifications in making this decision. Price proposals will be opened after considering the technical proposals and consultant qualifications. The Borough may ask firms to make an oral presentation concerning their project approach as part of the evaluation process. If oral presentations are required, they will be scheduled for the evening of December 3, 2002.

Consultants will be ranked according to qualifications-based criteria. Technical evaluation and consultant qualification will carry the following weight:

- Overall experience and expertise of the proposed firm 10%
- Qualifications of the firm relative the proposed project 15%
- Qualifications of the staff persons most responsible for the project 15%
- Responsiveness to and understanding of the scope of work 30%

- Comprehensiveness and creativity of approach to completion of all required tasks 20%
- Demonstrated expertise in the preparation and presentation of technical materials to the public, municipal officials, and other interested parties 5%
- Time schedule 5%