**REQUEST FOR CONSULTING SERVICES PROPOSAL FOR MASTER PLAN STUDY**

**Issued by the Borough of Wyomissing**

**Date Released: January 15, 2019**

**Deadline for Submission: March 1, 2019**

**Deadline for Deliverables: December 31, 2019**



1. **BACKGROUND AND PURPOSE**

The Borough of Wyomissing, Berks County, is soliciting written proposals for the preparation of a Master Plan Study for the Penn Avenue and Park/North Park Road corridors, and the Berkshire Heights area of the Borough. The study will provide an objective review of available options for re-development and economic development, and will establish baseline information related to the physical, social and economic context of the area. It will also include a list of action items the Borough can complete to assist in economic development and re-development of the areas identified.

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| The majority of the Borough was developed over one hundred years ago and many of the original buildings remain. A planning study will identify potential uses for these properties that may be more advantageous than the current uses. There are four key commercial properties that were formerly part of the Berkshire Knitting Mills that have been, or are in the process of, being redeveloped. These properties are located at the nexus of the Penn Avenue and North Park Road corridors.* Wyomissing Square, a mixed use site housing a hotel, a restaurant, 248 residential apartments and 33,000 s.f. of commercial space, was redeveloped in 2008.
* The Arrow Building, after sitting vacant for almost a decade, is currently undergoing renovations to house 83 high-end luxury apartments.
* The Vanity Fair site, a former outlet shopping center, is in the process of being re-purposed to include the corporate headquarters for UGI, a Wawa convenience store, professional offices and Sly Fox Brewing.
* The Vanity Fair North Lot is in the process of being developed to contain a 53,000 s.f. building to be used for research, development, manufacturing and limited distribution, and a 210,000 s.f. medical school operated by Tower Health Systems and Drexel University. The Borough is working with the site owner, Equus Capital Partners, to construct a connection on the north side of the lot to existing roadways to alleviate traffic concerns and allow for easier site access.

The neighborhoods surrounding the Penn Avenue and North Park Road corridors stand to benefit the most from redevelopment. Additionally, the Penn Avenue corridor links Wyomissing to West Reading and Spring Township. West Reading has undergone tremendous growth in the past decade. The two Boroughs fully cooperate and communicate to support economic development, code compliance and governmental operations.In September 2018, the Borough adopted the Suburban Berks West Joint Comprehensive Plan Update, in partnership with Sinking Spring Borough, West Reading Borough and Spring Township. The overall goal of the comprehensive plan is to strive to make the region an even greater place in which to live, work, learn, visit, shop and play, with a strong sense of community, scenic preserved open spaces, preserved agricultural areas, an attractive historic character, active downtowns, a vibrant economy, desirable locations for businesses, high-quality schools, and an excellent quality of life.The long term goals of the study are to:* Identify key areas to target for redevelopment
* Conceptual planning designed to attract new businesses to eliminate vacant commercial space
* Revitalize the Penn Avenue and North Park Road corridors
* Understand and plan for the impact on existing housing stock, i.e. owner occupied versus rentals
* Identify necessary improvements to existing roads, parking facilities, utilities and related infrastructure to prepare for future redevelopment
* Conceptual planning designed to increase tourism to the area
1. **STUDY AREA**

The study will examine the potential for redevelopment and revitalization opportunities in following geographic areas within the Borough of Wyomissing:* The Park Road/North Park Road corridor, beginning at the intersection of Park Road and Penn Avenue, continuing to the north and terminating at the end of the 1000 block of North Park Road
* The area to the east and west of North Park Road, bound on the east and west by Route 422 and commonly referred to as Berkshire Heights
* The Penn Avenue corridor beginning in the 800 block of Penn Avenue and terminating at the beginning of the 1700 block of Penn Avenue
1. **SCOPE OF WORK**
2. Project Organization and Data Collection

1a. *Review and refine the study area boundaries*: Based on a preliminary analysis by the consultant, and consultation with the Borough, the consultant should propose any revisions to the study area boundary.1b. *Determine baseline conditions:* Using available data, reports and GIS mapped sources, Borough records, and interviews with municipal officials, the consultant shall prepare a baseline conditions summary, including such factors as current (Year 2019) and forecasted (Year 2029 and Year 2039) population and employment, housing conditions, and other demographics identified by the Borough. The consultant will be provided with sewer system maps, water system maps, tax maps, Borough parkland trail maps and GIS data, aerial imagery, the current zoning ordinance and zoning map, the Borough’s bike route map, and an electronic copy of the 2018 Joint Comprehensive Plan, which includes current demographic and housing data, land use data, historic resource data, employment data and an economic development plan. All traffic studies or traffic analysis reports that were prepared for existing land uses will be provided to the consultant for review. Due to the retiming of several traffic signals within the study area in 2019-2020, a traffic study and analysis are not being requested as part of the master plan study. 1. Land Use and Zoning Analysis

2a. *Conduct a land use and zoning analysis:* The consultant will conduct an analysis of the land uses within the study area in order to identify the relative supply and demand for current zoning districts and/or uses. The consultant will use this analysis to formulate recommendation for modifications to existing zoning districts and requirements, or recommendations for potential new zoning districts and/or uses. Those recommendations will be used by Borough staff and the Planning Commission to draft revisions to the zoning ordinance as necessary. 2b. *Conduct focus groups, interviews and/or surveys of key stakeholders and area residents:* The consultant will provide a list of survey questions and methodology for interviews with area residents, consumers and business owners. Borough employees and the Borough’s Economic Development committee, along with the consultant, will provide outreach to key stakeholders and consumers within the study area. The Borough will identify a limited number of property owners or business owners to interview. The consultant will attend a minimum of two (2) public meetings to assist in interviews. 3. Design Guidelines and Development StandardsDesign guidelines and development standards are needed, for the study area to create a consistent and cohesive character, and to ensure that new development and redevelopment is compatible with the surrounding community and vision of the Borough. The design of current development often bears no relationship to the surrounding community. Improving the design of the study area through the application of consistent design guidelines and development standards will serve to create a unified character and identity of the study area. The two main corridors within the study area, Penn Avenue and Park/North Park Road, have different characteristics and the proposed guidelines and standards for each corridor should not be identical. These recommendations will be used by Borough staff and the Planning Commission to draft revisions to the zoning ordinance and other Borough regulations as necessary.The design guidelines and development standards should address such issues as:* Building heights and mass
* Setbacks and site coverage
* Relationships to sidewalk and street, including building orientation and facades
* Relationships between buildings and other uses
* Buffers between residential and other uses
* Parking and loading requirements, particularly location and access
* General transit and bicycle circulation and access
* General architectural guidelines, including building mass, facades and entrances and exterior materials and treatments
* Landscaping/Streetscaping
* Public facilities including recreation and/or open space
* A recommendation as to whether a future traffic study should be performed for the entire study area or within specific locations of the study area

4. Prepare Draft and Final Reports 4a. *Formulate recommendations for the study area:* The vision for the study area prepared concurrently with recommendations for specific actions. These recommendations may include, but not be limited to:* Vision statement and description of the study area
* Identification of market opportunities for the study area as a whole and/or in community segments
* Recommendations for specific uses at individual locations
* Land use and zoning changes needed, if any
* Design guidelines and development standards where needed
* Transit, vehicular, bicycle and pedestrian circulation changes needed, and/or a recommendation as to whether to conduct a separate traffic study of the area
* Other physical enhancements or streetscape improvements that will enhance the study area in terms of identity, unified appearance and image
* Additional or modified community facilities or services, including fire, police and public works
* Recommendations for intergovernmental cooperation with surrounding municipalities for the purpose of economic development
* Specific or alternative implementation strategies

4b. *Graphic illustrations of proposed changes and conditions:* The consultant will prepare a minimum of two graphic illustrations each for the Penn Avenue corridor, the Park Road/North Park Road corridor, and the Berkshire Heights area, to delineate the consultant’s vision and demonstrate the potential for changes within the study area. Depending on the site and the proposed changes to be illustrated, these may include sketches, photographs and/or photo simulations as appropriate.4c. *Implementation agenda and management plan to proceed:* The consultant will prepare an action plan to implement the recommendations of the study, with the primary actors and necessary actions, including funding options, needed to achieve each of the plan’s recommendations.4d. *Final report and executive summary:* The consultant will prepare a final report with an executive summary, including text, tables and maps, that summarizes the work accomplished and which can be used for future grant applications or similar implementation activities. 1. **CONTENTS OF PROPOSAL**
2. Summary Statement

The Proposal shall contain an opening statement (no more than one page) summarizing how the Project Team will accomplish the purposes of the project and should also summarize the roles and qualifications of the Project Team.1. Statement of Project Team Qualifications and Project Administration

The Proposal shall identify the lead firm, consulting firms and organizations, and the primary individuals within each firm or organization expected to lead and participate in the Project Team. General qualifications and experience relevant to this project, including prior experience and qualifications with planning associated with a medical school or college campus, shall be described for each firm or organization, and specific qualifications and experience shall be described for each individual assigned to the project (not including individuals serving in administrative or technical support roles). Exhibits of prior relative projects may be included in print or digital formats. A Table of Organization should be included to describe the reporting and review relationships among the members of the Project Team. Contact information, including name, title, street and mailing addresses, telephone, email and website addresses shall be provided for the lead members of the Project Team in each firm or organization. This section should also identify a Project Team Manager/Principal Contact in order to provide a single, authoritative point of contact between the Project Team and the Project Managers. 1. Scope of Work

The Proposal shall include a Scope of Work and project timeline detailing how, at a minimum, the tasks as described in Section C, above, are to be accomplished for the study area.1. Proposed Schedule of Deliverables

The Proposal shall include a table or chart defining and describing one or more deliverables (work products) associated with each task and subtask, the anticipated date of submission of each deliverable in terms of weeks from project initiation, and the format(s) of each deliverable. Deliverables may include presentations and associated materials such as text documents, Powerpoint files, web sites, display boards, and handouts. Each deliverable is subject to a five business day period for review and approval by Borough staff prior to broader distribution. Draft deliverables are encouraged and should be submitted as one unbound original and one set as digital files on a zip drive, or, if possible, via email. Three printed copies and one set of digital files on a zip drive are to be provided of each final deliverable. Digital files are to be provided in MS Word, Adobe Acrobat, ESRI ArcGIS files, or other common formats subject to approval by the Borough. The Borough of Wyomissing shall be authorized to distribute copies of all deliverables and to post all digital deliverables in its website without limitation. All final deliverables shall be submitted no later than December 31, 2019. 1. **ADMINISTRATIVE INFORMATION AND REQUIREMENTS**
2. Project Management

This project is to be managed by the Borough of Wyomissing, to include Borough Council, the Economic Development Committee, the Planning Commission and Borough staff. Contract administration will be provided by Borough staff. The contract will be cost reimbursable with a fixed-fee, not to exceed type.The Project Manager and Contract Manager is:Michele BareEconomic Development Coordinator Borough of Wyomissing22 Reading Blvd.Wyomissing, PA 19610Telephone: 610-376-7481Email: mbare@wyomissingboro.org 1. Proposal Evaluation Criteria

Proposals will be evaluated and ranked based on the following criteria and weights:* The overall extent to which the methodology, deliverables, and resources committed pursuant to the Proposal will achieve the purposes of the project.
* The experience of the team and the extent to which the project team is qualified to successfully complete the tasks specified in the Proposal within the time and budget constraints of the project.
* The designated Project Manager’s experience with similar projects, including those that included a medical campus or medical school.
* The extent to which the Schedule of Deliverables demonstrates acceptable rates of progress and provides opportunities for adequate input and review by the agencies involved.
* Innovations in methodology and/or analytical or technical approach proposed.

Interviews with the three highest ranked firms or teams may be scheduled between March 18, 2019 and March 26, 2019. Interviews will last approximately 45-60 minutes. At least one member of each firm or organization participating in the Proposal should attend the interview. A presentation by the Project Team Manager is mandatory. To assist in the selection process, the Borough of Wyomissing reserves the right to request additional information to supplement the original proposal. 1. Submission Date

Proposals must be submitted no later than 4:00PM on Friday, March 1, 2019. Proposal submitted after this date and time will not be considered. All documents should be uploaded through PennBID. Any questions, clarifications or requests for information should be submitted through the PennBID system, prior to 5:00PM on Monday, February 18, 2019. The Borough intends to respond to applicable inquiries within one week from the date of receipt.1. Cost Proposal

At the current time Borough Council has authorized a maximum of $45,000 to support this project. The cost proposal breakdown as provided below should be uploaded as a separate document through the PennBID system. The cost proposal shall contain the following information for the prime consultant and each sub-consultant:* Estimate of reimbursable expenses
* Total all-inclusive maximum fee for the project
1. Checklist of Proposal Requirements

To speed and simplify Proposal evaluations and to assure that each Proposal receives the same orderly review, all Proposals must follow the format described in this section. Respondents are encouraged to submit concise and clear responses to this RFP. The Borough of Wyomissing reserves the right to include the selected Proposal or any part thereof in the negotiated contract. The following are to be included in the proposal, not necessarily in the order presented:* Summary Statement
* Statement of Team Qualifications and Project Administration
* Scope of Work
* Schedule of Deliverables
* Cost Proposal in a separate and sealed envelope
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