



# Request For Information RFI

Keystone Employment & Economic Plan (KEEP)



*Riverside redevelopment in Conshohocken provides a window into how the KEEP Project Site may look in the future.*



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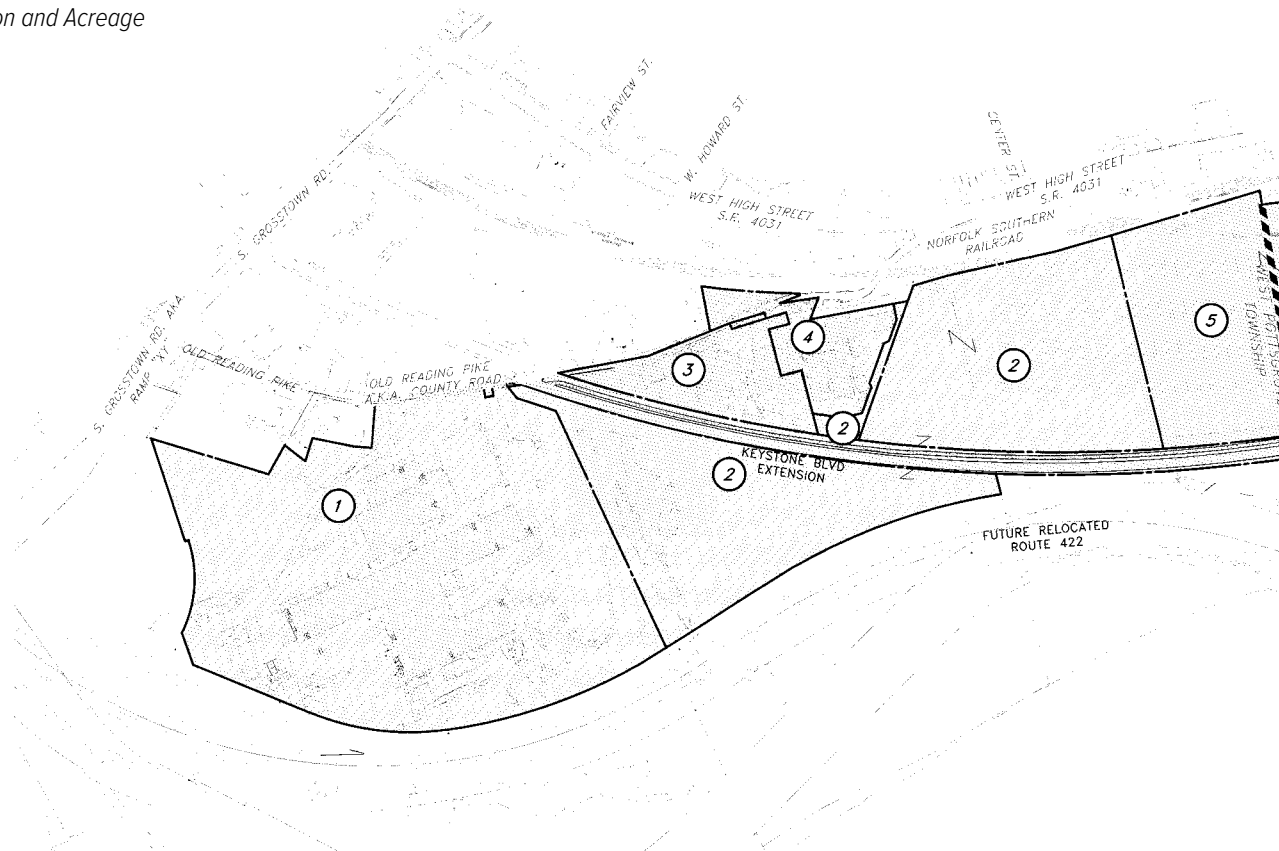
A photograph of a concrete bridge structure over a stream, with a blue text box overlaid on the bottom half. The bridge has multiple concrete piers supporting the deck. The background shows a wooded area with bare trees and a small stream with some snow patches.

## **ANNOUNCEMENT: RFI RELEASE** **February 2019**

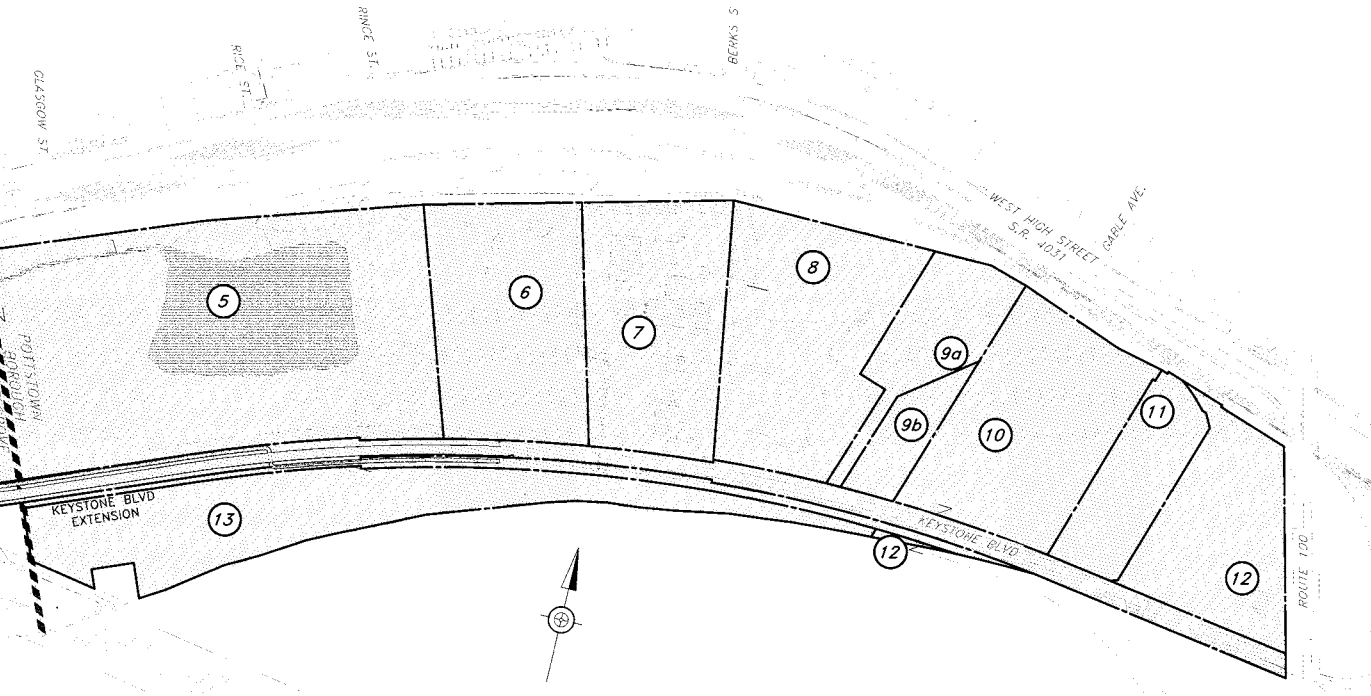
The KEEP Oversight Committee, representing Pottstown Borough and West Pottsgrove Township, is seeking qualified applicants to respond to a Request for Information (RFI) for the acquisition and redevelopment of parcels addressed by the Specific Plan for the Keystone Employment & Economic Plan (KEEP). This includes the following properties:



## Property Identification and Acreage



Property ID (From Site Plans)	Lot Area (Acres)	Developable Area (Acres)	Property Information
1	35.19	35.19	N/L 400 Old Reading Pike Inc., Parcel 640003826007, Block 27 Unit 1, Db 5391 Pg 1121
2	13.32	6.00	N/L West Pottsgrove Industrial Commons Llc Block 27 Unit 2 Parcel 640003841001, Db 5677 Pg 2740
3	14.18	12.20	N/L Vari Corp Block 27 Unit 5 Parcel 640003835007, Db 5606 Pg 2827
4	2.75	2.75	N/L Norman W. & Nancy M. Barclay, Block 27 Unit 4 Parcel 640003838004, Db 4859 Pg 1850
5	38.40 <i>(Same Ownership)</i>	12.20	N/L West Pottsgrove Industrial Commons, Llc Block 27 Unit 29 Parcel 640003840803, Db 5677 Pg 2740 N/L Pottstown Industrial Investments, Llc Block 58 Unit 2; Block 27 Unit 34 Parcels 160015352004 & 640002368016, Db 5677 Pg 2743
6/7	20.32 <i>(Same Ownership)</i>	8.00	N/L Lankford Acquisitions Company Lp., Block 58 Unit 5 Parcel 160015356009, Db 5960 Pg 01743 N/L Lankford Acquisitions Company Lp., Block 58 Unit 27 Parcel 160015356018, Db 5870 Pg 2375
8	11.62	2.90	N/L Smkoz, Llc Block 58 Unit 28 Parcel 160015360014, Db 5698 Pg 2947



PREPARED FOR: POTTSTOWN AREA INDUSTRIAL DEVELOPMENT  
 152 EAST HIGH STREET  
 SUITE 360, POTTSTOWN PA 19464

PREPARED BY: BURSICH ASSOCIATES, INC.  
 2129 EAST HIGH STREET  
 POTTSTOWN, PENNSYLVANIA 19464

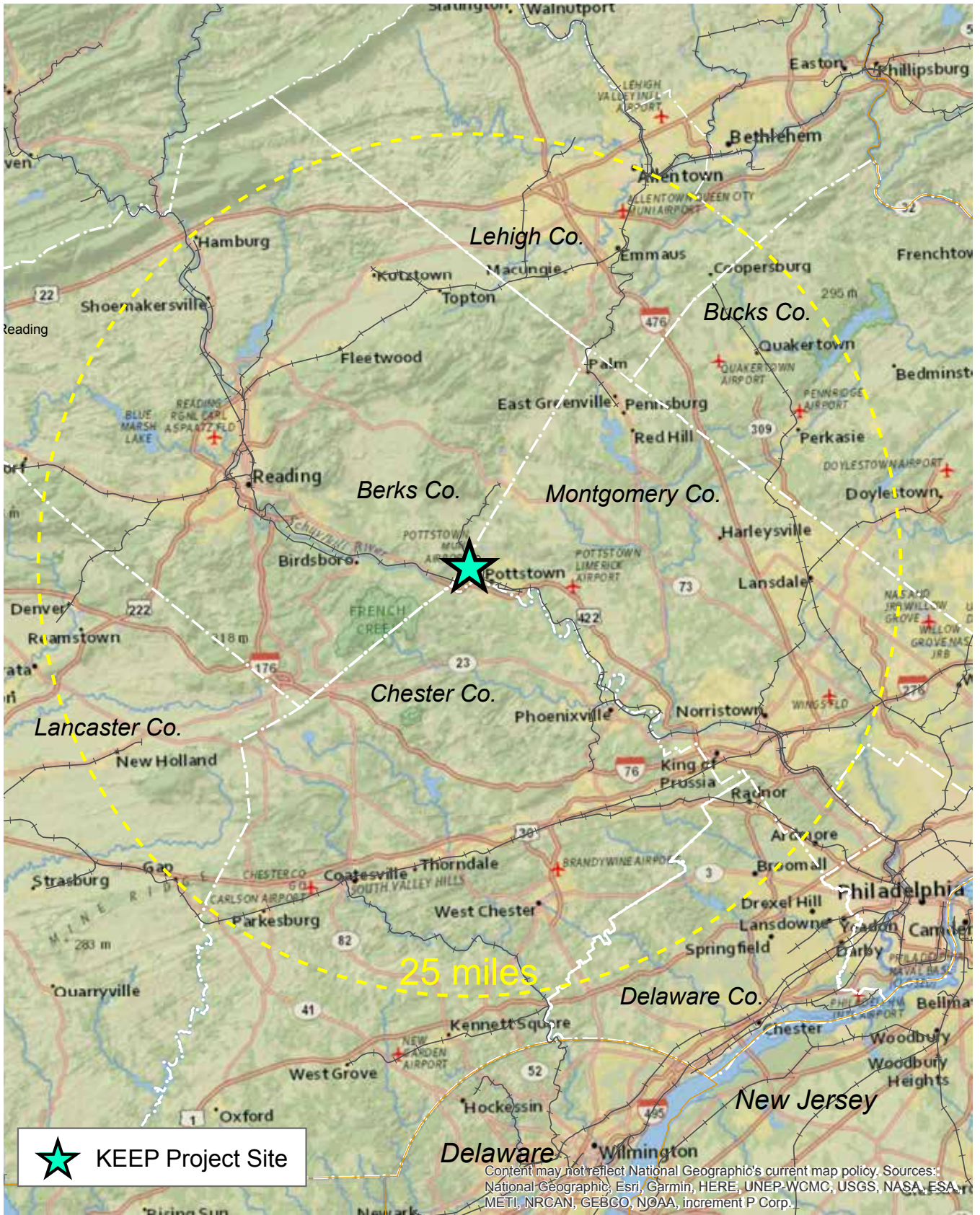
JUNE 19, 2017

Property ID (From Site Plans)	Lot Area (Acres)	Developable Area (Acres)	Property Information
9A/9B	6.16 <i>(Same Ownership)</i>	4.70	N/L Welkie And Maack, Llc Block 58 Unit 6 Parcel 160015360005, Db 5552 Pg 1756
			N/L Welkie And Maack, Llc Block 58 Unit 29 Parcel 160015360023, Db 5552 Pg 1763
10	10.64	7.70	N/L Thomas R. Bianchini And Maxine A. Bianchini Block 58 Unit 7 Parcel 160015364001, Db 4079 Pg 470
11/12	11.66 <i>(Same Ownership)</i>	7.90	N/L Constantine Ii Lp Block 58 Unit 8 Parcel 160015368006, Db 5404 Pg 1183
			N/L Constantine Ii Lp Block 58 Unit 9 Parcel 160015372002, Db 5404 Pg 1186
13	12.00	0.00	N/L Pottstown Borough Block 58 Unit 20 Parcel 160015865004, Db 5318 Pg 01600

The Committee is requesting information from qualified investors and developers regarding the potential purchase and redevelopment of any of the aforementioned parcels presently owned by independent landowners based on the terms and conditions outlined herein.

The RFI is being sought strictly for the purpose of gaining knowledge of services available with an estimate of their corresponding costs and should not be construed as intent, commitment, or promise to acquire services, supplies, or solutions offered. No contract will result from any response to this RFI.

Information submitted in response to this RFI will become the property of the Committee. The Committee will not pay for any information herein requested nor is it liable for any costs incurred by any respondent.



The KEEP Project Site is located in the Philadelphia Metropolitan Area, in the middle of the East Coast population cluster. It is well-served by highways, freight rail and airports; is located near major employment centers in an area offering high quality of life.

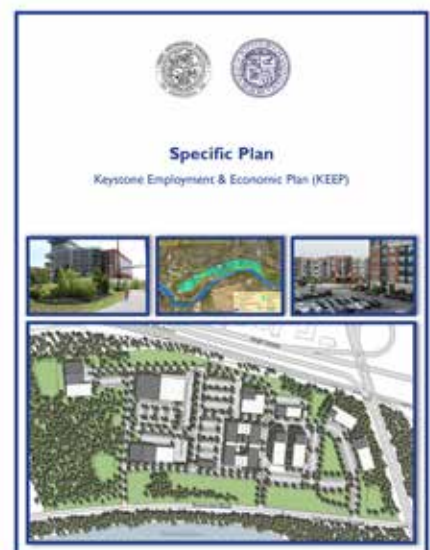




# KEEP PROJECT SUMMARY

## SPECIFIC PLAN

The Keystone Employment & Economic Plan (KEEP) project site has the distinction of being the only location in the state of Pennsylvania to benefit from an adopted “Specific Plan”, authorized by the Municipalities Planning Code (PA Act 247). The Specific Plan (adopted by Pottstown Borough on January 14, 2019 and by West Pottsgrove Township on February 6, 2019) provides a vision of “what is possible” for redevelopment of the Keystone Boulevard corridor in Pottstown Borough and West Pottsgrove Township. The plan creates a development concept that is endorsed by the governing bodies of the two municipalities. Because such a plan exists, a developer submitting land development plans can go direct to the final plan approval process. This concept is described and illustrated, and is followed by recommendations for implementation, including principles for development that define the land uses and form of development (to be incorporated in subsequent zoning amendment). Therefore, a developer who invests in the KEEP Project Site knows that there is a vision embraced by the municipal government(s) and that the blueprint for the specific zoning that can facilitate such development has already been written.



## SITE BACKGROUND AND CHARACTERISTICS

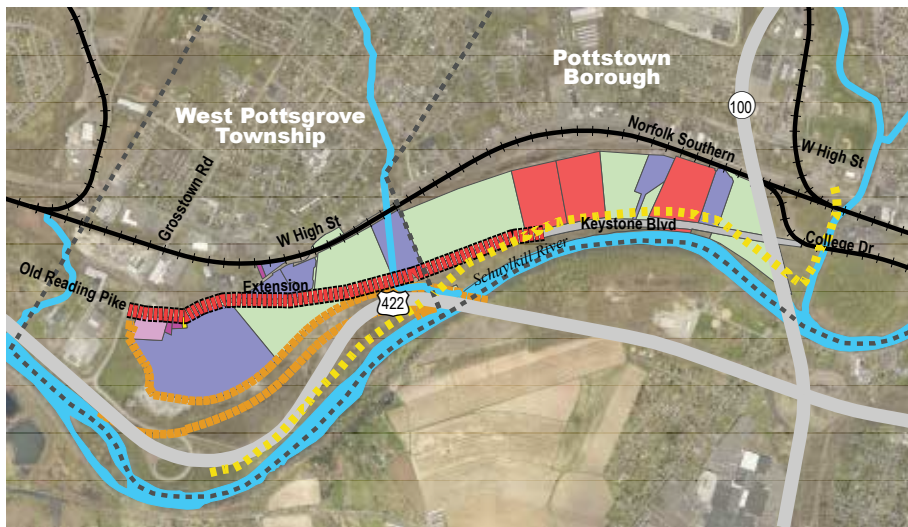
The KEEP Project Site consists of approximately 255 acres, including 13 different parcels. It is generally bounded to the west by South Grosstown Road, to the south by the Schuylkill River, to the east by PA 100, and on the north by the Norfolk Southern rail line.

The location of the Project Site is ideal for many reasons for future users of the site—whether they generate employment, accelerate economic development or help provide modern, high-end housing in an underrepresented segment of the residential market. The site has excellent highway access from U.S. 422, PA 100, Grosstown Road and High Street, it has access to the Norfolk Southern freight railroad and potential new on-site rail sidings, and one of the most beloved trails in Pennsylvania—the Schuylkill River Trail—runs through the middle of the site. Numerous parks and a greatly expanded

*Keystone Employment and Economic Plan (KEEP)  
Conceptual Mixed-Use Development Rendering.*



*Keystone Employment and Economic Plan (KEEP)  
Existing Land Use*



- Municipal Boundaries
- Major Roadways
- Future 422 ROW
- Future Keystone Boulevard
- Streams
- Water Bodies
- Industrial
- Undeveloped
- Office
- Single-Family Detached
- Retail/Service
- Mixed Use
- FEMA Floodway

← Grosstown Road

*The project site can be connected to the Norfolk Southern Freight railroad by rail sidings.*

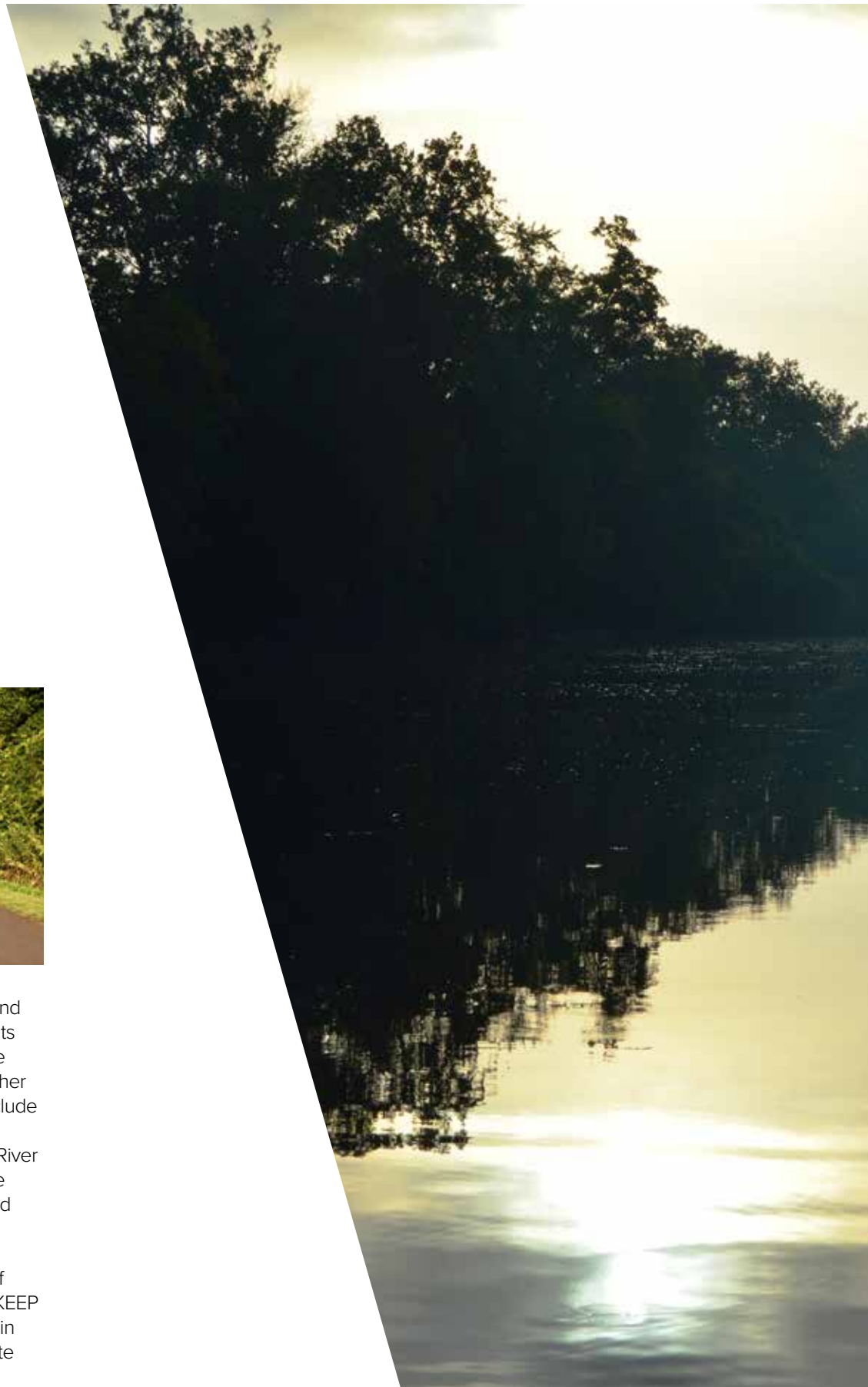




Views of project site.



local trail system are proximate, and the beautiful Schuylkill River and its recreation opportunities lie on the southern periphery of the site. Other recreational amenities of note include a possible conservation-passive recreation area on the Schuylkill River just south of the KEEP Project Site where wetlands are being created by PennDOT as part of a wetland mitigation project resulting from construction on U.S. 422 (which, if built, could be connected to the KEEP Project Site by trails), and a pond in the middle of the KEEP Project Site suitable for recreational use.





*Schuylkill River, Pottstown.*

### *Pottstown*

Revitalizing and walkable Pottstown, with its active arts & cultural life, shops and restaurants along High Street, Riverfront and Memorial Parks and numerous historic districts are located only minutes away. The Montgomery County Community College and its new Sustainability and Innovation Hub are located blocks away. The site offers land at an attractive price considering that it is part of the Philadelphia Metropolitan Area and its market, along with all of its business, education, recreation, entertainment, and transportation amenities.

### *Improvements Underway*

The Stowe Interchange and nearby segments of U.S. 422 are currently being improved to become safer and more efficient; construction will be completed in 2020. This will enhance access to the KEEP Project Site and make truck access safer. As part of the KEEP Project, the public and private sector cooperated to arrange for much-needed fill to be conveyed, free of charge, to property owners of sites on Keystone Boulevard. This in itself greatly improved the financial viability of redevelopment of the KEEP Project Site.

### *Financial Incentives*

Investment in the Keystone Employment & Economic Plan project might benefit from the Qualified Opportunity Zone (QOZ) Program. The recently enacted federal “Tax Cuts and Jobs Act” created QOZs, which offer tax benefits to investors for investing capital gains in low-income community census tracts. This initiated new federal spending on economic development, workforce development, infrastructure and investment in startup businesses. Pottstown qualifies as a QOZ. <https://dced.pa.gov/programs-funding/federal-funding-opportunities/qualified-opportunity-zones/>

Pottstown has also participated in the Local Economic Revitalization Tax Assistance (LERTA) state program. LERTA will be considered for nonresidential development in the KEEP Project Site. LERTA promotes revitalization of deteriorated areas by exempting from school, municipal and/or county taxes, new construction and improvements to certain deteriorated industrial, commercial and other business property.

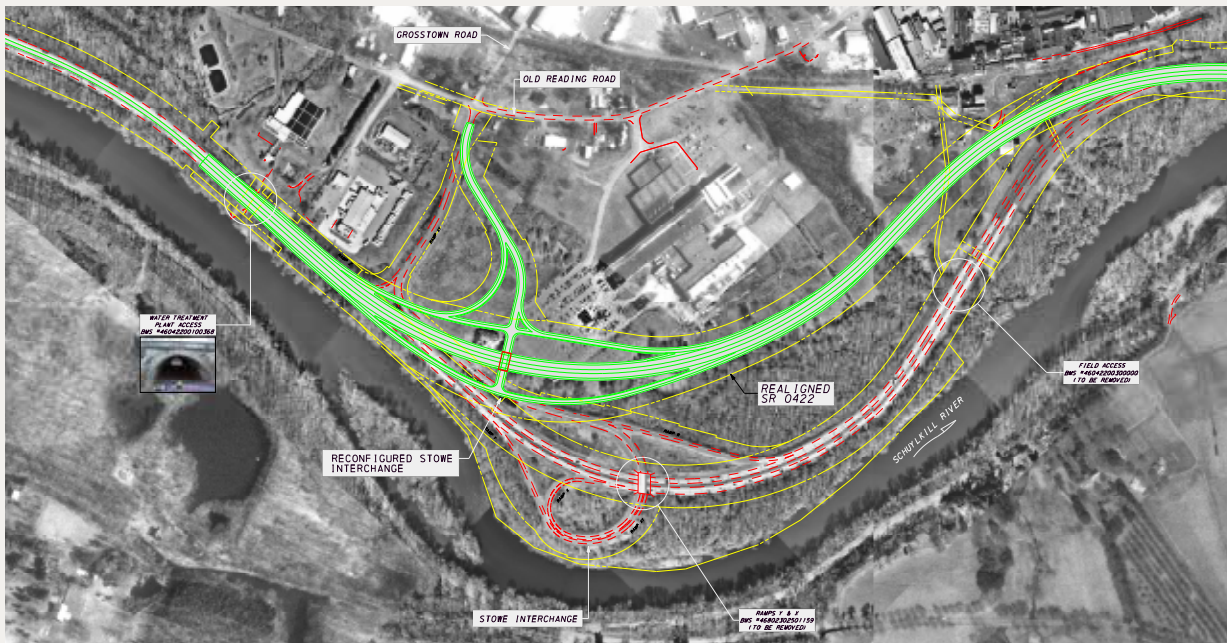
### *Utilities*

All major utilities are available for users of the KEEP Project Site. The public water and sanitary sewer system have adequate capacity to serve future development of the project site consistent

*Downtown Pottstown is a short walk from the project site. A charming, historic borough, it offers arts, dining, entertainment; and is the site of Montgomery County Community College (West) and its Sustainability & Innovation HUB.*



*Stowe interchange improvements are underway; will improve access to project site (immediately adjacent).*



*The engineered plans show the location of the planned Keystone Boulevard extension.*



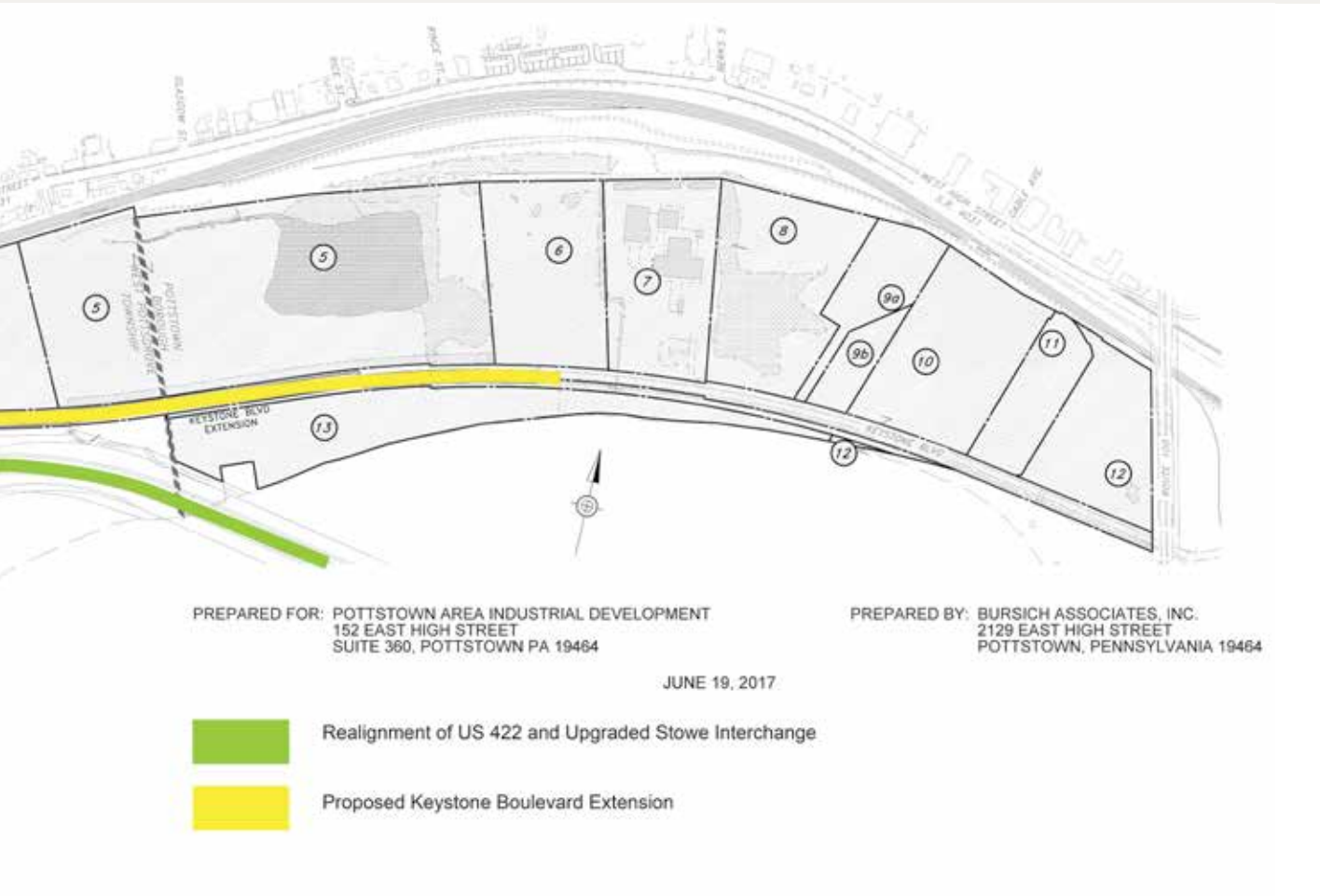
with the concepts proposed in the Specific Plan. Public water and sewer lines would need to be extended alongside the future extension of Keystone Boulevard. *For more information, see Appendix to the Specific Plan* on the [paidinc.org](http://paidinc.org) web site. There are no known constraints of the storm sewer capacity for the project site if conveyance and floodplain issues are adequately addressed. The KEEP Specific Plan includes engineered plans showing conceptual stormwater management locations (these may be conducted on a site-by-site basis, but property owners are encouraged to share stormwater management systems for efficiency and cost savings).

### **Conceptual Cost Estimates and “Cost Premium”**

Cost estimates for infrastructure and construction improvements necessary for the project site have already been made by the engineer and are available on [paidinc.org](http://paidinc.org) [See *Appendix to the Specific Plan*]. These include stormwater management, earthwork, the extension of Keystone Boulevard, railroad siding and some permitting.

Estimates are also provided for the “cost premium”, or the relatively low additional expenses to a developer of developing on the KEEP






Project Site, where floodway and floodplain, and extension of Keystone Boulevard and some water lines would be necessary. It is important to emphasize that Pottstown Borough and West Pottsgrove Township have committed to working to obtain public financing for the extension of Keystone Boulevard.


### **Site History and Environmental Remediation**

As a site with an industrial past, the KEEP Project Site includes brownfields that will need to be assessed and addressed to varying degrees. The KEEP Environmental Overview, prepared as part of the Specific Plan by Environmental consultant A.D. Marble, comprehensively analyzed environmental and historic resources on and near the Project Site. It provides a detailed summary of past land uses by property in the Project Site, along with past environmental assessments completed; it also designates necessary additional studies. The Overview is part of the Appendix to the Specific Plan available for viewing on [paidinc.org](http://paidinc.org).




**Environmental Overview**  
*Keystone Employment and Economic Plan (KEEP)*  
Montgomery County, Pennsylvania


Prepared for:

 Bursich Associates Inc.  
2129 E. High Street  
Pottstown, Pennsylvania 19464

and

 Pottstown Area Industrial Development, Inc.  
152 E. High Street, Suite 360  
Pottstown, Pennsylvania 19464

Prepared by:

 A.D. MARBLE  
175 East Elm Street, Suite 101  
Cochranstown, Pennsylvania  
19429

**FINAL**

## PROJECT GOALS

### Vision

A successful submission shall meet the goals of the KEEP Project, including:

- Promoting economic development
- Creating a new and vibrant employment center
- Maximizing the redevelopment area's potential through public-private partnerships
- Inclusion of one or more of the following land uses:
  - ◆ Light Industrial
  - ◆ Office
  - ◆ Research and Development (R&D)
  - ◆ Apartment or Multifamily Condominiums, when generally consistent with the design standards in the Specific Plan
  - ◆ Retail
  - ◆ Mixed Uses
  - ◆ Recreation, as a supporting use



*Conceptual Development Rendering, with Multifamily Apartment Buildings in Foreground*





High Street in Pottstown is a classic borough main street and the site of frequent festivals and events.

Conceptual Land Use Map, Easternmost Portion of KEEP Project Site



←----- Stowe Interchange

- Residential Uses (Apartments, "High-End")
- Nonresidential Uses (Industrial, Office, R&D)
- Ancillary Uses
- SWM = Stormwater Management



*Carousel, Memorial Park, Pottstown.*



## **MEMORANDUM OF UNDERSTANDING**

### **Keystone Employment & Economic Plan (KEEP) of Pottstown Borough and West Pottsgrove Township**

**The KEEP Oversight Committee, representing Pottstown Borough and West Pottsgrove Township, has drafted the following Memorandum of Understanding (MOU):**

#### **A. Purpose.**

The purpose of this Memorandum of Understanding (MOU) is to enhance communication and cooperation between the governing bodies of Pottstown Borough and West Pottsgrove Township (collectively, "Participants") in order to bring about economic development for that portion of Pottstown Borough and West Pottsgrove Township that is bounded on the west by South Grosstown Road, on the south by the Schuylkill River, on the east by College Drive at its intersection with Keystone Boulevard, and on the north by the Norfolk-Southern rail line (see attached map).

#### **B. Goals.**

To create a new and vibrant, mixed use employment/residential center located in the municipalities of Pottstown Borough and West Pottsgrove Township that maximizes the redevelopment area's potential through public private partnerships. Redevelopment shall include any or all of the following or similar uses:

1. Office
2. Light Industrial
3. Research and Development (R&D)
4. Retail or Hotel
5. Apartment or Multifamily Condominiums, when part of a mixed use development
6. Supporting Recreation

It is understood that the success of this effort will be affected by the extension of Keystone Boulevard, and by the reconstruction of the Grosstown Road Interchange on U.S. 422.

#### **C. Elements of Implementation.**

In order to implement the goals of this MOU, the Participants shall form an Oversight Committee. The members of the Oversight Committee shall be comprised of one voting representative from the governing body of each municipality. Each municipality shall also appoint two additional non-voting members—one from its municipal planning commission and one at-large.

The duties of the Oversight Committee are as follows:

1. Maintain communication with the study area's existing property owners in order to encourage their participation in the planning process.
2. Distribute a Request for Interest (RFI), and modify the Specific Plan according to the feedback provided through the RFI process.
3. Create and distribute a Request for Qualifications (RFQ) to select a developer who will assist in the finalization of the Specific Plan and redevelopment of the study area.
4. Review responses, select developer proposal that best achieves the objectives of the Specific Plan, and submit to the governing bodies for final acceptance.
5. Work to get the extension of Keystone Boulevard built.

#### D. Understandings and Agreements.

The Participants agree to work cooperatively to form an Oversight Committee. They further agree to work to implement the Specific Plan by its adoption and subsequent modification of municipal codes for consistency with the Plan. The Participants also agree to equally allocate the necessary staff time to sustain the project and actively pursue funding for the extension of Keystone Boulevard. Once decisions are made by the Committee, both municipalities shall strive to meet agreed-upon deadlines and actions in a timely fashion. Lastly, any subsequent revisions to the Specific Plan shall be generally consistent with the goals and objectives of the Pottstown Metropolitan Regional Comprehensive Plan and will be agreed upon by both Participants.

#### E. Time Frame.

This MOU is effective upon the day and date last signed and executed by the representatives of the Participants of this MOU, and shall continue to be re-evaluated by the Participants on annual basis.

#### F. Monetary and Performance Terms.

1. All costs shall be shared between the Participants, with the amounts contributed by each municipality determined on a case-by-case basis. Costs incurred through use of staff are exempt from this requirement and shall be directed by each municipality independently.
2. Appropriation of funding for the Oversight Committee shall only be made at the discretion of each individual governing body.
3. The expenditure of funds by the Oversight Committee shall be by consensus.
4. If an agreement between the voting members regarding the expenditure of funds for a project or study cannot be reached, an individual municipality may choose to appropriate funds individually. Any individual expenditure of funds by a single municipality shall be considered separate from this agreement and shall not create any obligation or liability for the other municipality. The municipality undertaking independent work is only expected to keep the Committee informed on its progress and allow for review and non-binding comment.
5. Within the limits imposed upon it by the funds available for its use, the Committee may enter into contracts with consultants as it sees fit to aid in its work.

#### G. Withdrawal.

Either municipality may terminate the agreements adopted under this MOU consistent with the following sequential process:

1. Written notice shall be provided to the Committee and other member municipality regarding the intention to terminate.
2. Following a 60-day waiting period, the governing body of the municipality intending to terminate the MOU shall pass a resolution authorizing the termination.
3. Any Participant which has authorized withdrawal shall be financially responsible for only those budgeted and non-budgeted items which it, or its representative to the Committee, had agreed to or voted for.

The effective date of this Memorandum of Understanding shall be July 9, 2018  
2018.

Signed by: [Signature] for Pottstown Borough  
Signature Date 7/9/18

Signed by: [Signature] for West Pottsgrove Township  
Signature Date 9/5/18

# SCOPE

The KEEP Oversight Committee (“the Committee”) is seeking information from developers with an interest in working with the Committee and the municipalities it represents—Pottstown Borough and West Pottsgrove Township— to achieve the goals and objectives for the redevelopment of properties in the Keystone Employment & Economic Plan (KEEP) Project site along Keystone Boulevard and the its future westward extension.

Specifically, the Committee is seeking submissions from parties interested in potentially acquiring and redeveloping the parcels identified in the KEEP Project Site. The full set of engineered site plans, Environmental Overview and infrastructure summary are available on the project web site at [paidinc.org](http://paidinc.org), and provide extensive information about physical characteristics and history of the Project Site.

A successful submission will also be generally consistent with the Keystone Employment & Economic Plan (KEEP) Specific Plan. The Plan identifies broad redevelopment objectives which should be met in conjunction with the potential acquisition and redevelopment of property in the KEEP Project Site. These include:

- Site reuse and redevelopment
- Contribution to the revitalization of downtown Pottstown
- Economic development
- Fiscal impacts
- Principles for development— Detailed description of suitable land uses, project intensity/density and building and site design. The Principles emphasize highest design standards for residential development, and encourage all development to be well connected to the Schuylkill River Trail and make use of extensive landscaping, stormwater best management practices and green site design to establish a progressive, modern development image.

Where applicable, it is recommended that submissions describe how proposed redevelopment will maximize the presence of certain site amenities on Keystone Boulevard (including the Schuylkill River Trail, park land and the former industrial reservoir) for recreational use by employees, residents or customers; explain potential synergy between proposed redevelopment and the revitalization of downtown Pottstown and describe areas of potential professional or training linkages to the Montgomery County Community College.

The Specific Plan allows high-design apartments, and promotes a progressive site design with ample green space and trails.



*Apartments on Schuylkill River Trail, Conshohocken.*



*Green Parking and wind turbines at Montgomery County Community College, Pottstown.*



*Trails and green space are an important component of future development.*

# SUBMISSION REQUIREMENTS

## GENERAL DESCRIPTION OF THE PROPOSED REDEVELOPMENT

Please provide a written narrative summarizing the proposed project. The project description should be consistent with the Specific Plan. If the proposed project varies from the Specific Plan, please indicate any discrepancy, and the consequent requested modification or refinement to the Specific Plan

## INFORMATION ABOUT DEVELOPER/TEAM

Please describe the developer's or development team's experience in building, managing or financing relevant projects, followed by a list of those projects. This may include portfolio samples.

## PROJECT SPECIFICS

1. Conceptual site plan and renderings
2. Land acquisition needs, plans, and history of communication with current owner(s)  
Project operating pro forma
3. Marketing strategy and plans
4. Financing plan and sources
5. Public infrastructure requirements
6. Any modifications or refinements to the Specific Plan requested.

## OTHER RELEVANT INFORMATION

Please provide any additional information not directly specified by this RFI which may assist in the Oversight Committee's consideration of the submission.

The KEEP Oversight Committee requests that this information, in written (12 hard copies) and electronic form, be submitted to:

**Peggy Lee-Clark, Executive Director**  
Pottstown Area Industrial Development, Inc  
152 East High Street, Suite 360  
Pottstown, PA 19464  
610-326-2900

Questions about the RFI may also be directed to Ms. Lee-Clark by phone or email ([pleeclark@paidinc.org](mailto:pleeclark@paidinc.org))

All questions shall be submitted in writing to: [pleeclark@paidinc.org](mailto:pleeclark@paidinc.org). The RFI number and name of the respondent's company must be referenced in the subject line.

### **ADDITIONAL RESOURCES**

The PAID website [paidinc.org](http://paidinc.org) includes the KEEP Specific Plan and additional resources prepared for the KEEP Project, including maps, renderings and studies.



## **LEGAL DISCLAIMER**

*A lack of response to this Request for Information (RFI) will not negate a consultant or developer's eligibility to respond to any subsequent requests for qualifications or proposals. The information that the KEEP Oversight Committee obtains during this RFI process will be used to further refine the project concept and help shape subsequent solicitation documents.*

*It should be noted that this document is being issued by the KEEP Oversight Committee on behalf of Pottstown Borough and West Pottsgrove Township as an RFI. This is NOT a notice of solicitation and does NOT constitute a Request for Proposals, Request for Qualifications, or Invitation to Bid. This RFI is for the use of the KEEP Oversight Committee for planning purposes and seeks to provide interested parties an opportunity to assist in planning for redevelopment of the KEEP Project Site on Keystone Boulevard.*

*Further, this RFI shall not be construed as a commitment in any manner whatsoever by Pottstown Borough, West Pottsgrove Township, the State or the County (their assigns or partners) to enter into any contract, lease, or any other land use arrangement that might be suggested by interested parties, nor will Pottstown Borough, West Pottsgrove Township, the State or the County pay for the information submitted in response to this RFI. The KEEP Oversight Committee intends to use the information provided in response to this RFI to determine, in its sole discretion, the potential redevelopment and reuse options deemed appropriate and in the best interest of Pottstown Borough and West Pottsgrove Township. This RFI also is for the purpose of seeking interested partners for future plans and redevelopment to assist in creation of a future bidders list for any potential future RFP.*

*Failure to respond to this RFI does not exclude any interested party from future consideration for potential land use opportunities which may be solicited by Pottstown Borough, West Pottsgrove Township, the State or County through later procurement methods (Requests for Proposal, Requests for Qualifications, etc.) Interested parties submitting proposed ideas are advised that any information provided shall be deemed furnished with unlimited rights to the KEEP Oversight Committee or their assigns, with Pottstown Borough, West Pottsgrove Township, the county or state assuming no liability for the disclosure, use, or reproduction of such information or ideas or data, etc.*

*No proprietary information should be submitted. Respondents are further advised that the KEEP Oversight Committee is under no obligation to acknowledge receipt of the information received, or to provide feedback of any kind whatsoever to respondents to this RFI with respect to information submitted under this RFI. It is also emphasized that the requested information, ideas, data, etc. are for preliminary planning purposes only and do not constitute in any manner whatsoever any commitment, implied or otherwise, that there would be any solicitation of any respondent for any procurement, related to or arising out of this RFI at any time in the future. Pottstown Borough, West Pottsgrove Township, the state or county shall not be responsible for any costs incurred by any respondent to this RFI in furnishing any information, ideas, data, etc. in response to this RFI.*



*The Hidden Valley (Colebrookdale) Scenic Railroad travels through West Pottsgrove and Pottstown on its way to and from Boyerstown. This is just one of many recreation opportunities future residents or employees of the KEEP Project Site may enjoy.*



