



POTTSTOWN AREA ECONOMIC DEVELOPMENT

152 E. High St., Suite 200, Pottstown, PA 19464
610.326.2900
IPickPottstown.org

Streetscape Design Guidelines Request for Proposals

Project Summary:

Pottstown Area Economic Development (PAED) is seeking proposals to develop a comprehensive Streetscape Plan and Design for Pottstown's downtown (0-599 East High Street, 0-299 East King Street, 80 North Charlotte Street through 28 South Charlotte Street, 53 North Hanover Street through 194 South Hanover Street, 170 South Street, North York Street from High to King Streets, North Penn Street from High to King Street), West High Street, and Circle of Progress Drive that includes strategies for making vacant storefronts visually attractive, design outdoor areas for recreation and social gatherings, give the walking corridor the feel of a safe, and welcoming atmosphere. Streetscape Design Guidelines Request for Proposals, along with all the specifications, may be obtained on the Pottstown Area Economic Development (PAED) website at www.ipickpottstown.org.

Organization Background:

Pottstown Area Economic Development (PAED) is a 501(c)(3) non-profit corporation formed in 1965, as Pottstown Area Industrial Development, Inc. (PAID) to promote commercial and industrial development in Pottstown, Pennsylvania. The corporation is governed by a Board of Directors with an Executive Director. In 2020, based on recommendations from a 2019 Urban Land Institute report, the Borough of Pottstown, Pottstown School District, and Montgomery County Redevelopment Authority formed a partnership to reorganize PAID (now PAED) to coordinate efforts and establish economic development priorities for Pottstown.

Desired Deliverable + Outcomes:

The improvements are intended to elevate the perception of this commercial core. The Consultant is to formulate a plan for downtown Pottstown as well as the Circle of Progress that includes the following elements:

- Recommend aesthetic improvements that reflect Pottstown's character and historic charm
- Devising methods for making Vacant Storefronts visually attractive
- Outdoor Street Furniture & Gathering Spaces
- Lighting
- Trash Receptacles
- Bike Racks
- Planters and Landscaping
- Public Art
- Uniform Branded Signage
- Traffic Calming Methods

The final report should include the following:

- Review of existing conditions and existing streetscapes
- Clarify materials, furniture and lighting selections
- Recommend use of public right of way from the curb to building face such as outdoor dining, planting areas, outdoor space activities, public art, and multimodal transit.
- Make recommendations and prepare a draft and final Streetscape Improvement Plan
- Development of a budget and phasing plan to construct the proposed improvements

Project Schedule: *All dates are subject to change.*

- **April 21, 2025:** Public Release of RFP
- **April 28- May 2, 2025:** Question & Answer Period
- **May 9, 2025:** Question & Answer Responses posted to 'ipickpottstown.org' (PAED Website)
- **May 16, 2025:** Proposals due to PAED by COB 5pm EST
- **May 12 - 16, 2025:** Evaluate Proposals
- **May 19, 2025:** 'Short List' Consultants will be scheduled to make Presentations
- **June 2, 2025:** Present Final Proposal to BOD for approval
- **June 9, 2025:** Engage the Consultant
- **November 3, 2025:** Deadline for Submission of Draft Plan to PAED
- **November 10, 2025:** PAED Feedback to Draft Plan to Consultant
- **December 5, 2025:** Final Plan Submission to PAED

Question and Answer Period:

Please submit all questions regarding this RFP via email to Peggy Lee-Clark at pleeclark@paedinc.org by COB 5pm May 2, 2025. Responses to all questions will be posted on www.ipickpottstown.org by May 9, 2025. Each proposal must include a verification of receipt of the responses to the questions.

Consultant Responsibilities:

To successfully complete this project, a comprehensive analysis is required to understand the current streetscape, along with the policies and ordinances that shape its form and use. The Consultant's services should be carried out promptly, maintaining professional skill and care, and ensuring the orderly progress of the work. The Consultant shall:

Review and Analysis of Existing Conditions

- Meet with PAED staff to review and discuss project goals and existing conditions.
- Conduct a site analysis to become familiar with the physical details of specified areas and the architecture in the surrounding region.

Stakeholder Meetings

Solicit input on proposed concepts and safety issues through public meetings and separate sessions as needed with:

- Conduct interviews with relevant stakeholders, including Pottstown Borough Staff, Private Property and Business Owners (collective public meeting), outside agencies such as PennDOT, and project staff.
- Engage the public in meaningful discussions throughout various phases of the project and incorporate their input into the conceptual designs as appropriate.

Streetscape Improvements Draft Plan Summary Report

- All Draft Report documents shall be provided in readable PDF format.
- Prepare a summary report detailing the existing study area conditions and stakeholder input.
- Present the summary report to PAED.
- Revise the Draft Streetscape Improvement Conceptual Plan based on PAED feedback.

Streetscape Improvements Plan Final Report

- All Final Report documents shall be provided in readable PDF format.
- Develop a Streetscape Improvement Conceptual Plan, including conceptual streetscape, infrastructure improvements, and alternative options.
- Include a site map of Downtown and the Circle of Progress showing the locations of streetscape improvements.
- The report must contain no fewer than five (5) and no more than fifteen (15) renderings.
- Renderings should be 36"x48" on presentation posterboards.
- Additionally, provide high-resolution renderings in PDF, PNG, and JPG formats.

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- Evaluate the conceptual designs for functionality and financial feasibility, modifying any designs that do not meet these criteria as necessary.
- Prepare itemized cost estimates for the Final Streetscape Improvement Plan.
- Prepare and submit the Final Streetscape Improvement Plan to PAED for comment.

Consultant Qualifications:

- The consultant should be a qualified design professional with appropriate certifications and substantial experience.
- They should have a proven track record in urban redevelopment projects, including historic rehabilitation, infill development, public space strategy, and streetscape guidelines.
- Examples of successful adaptive reuse, rehabilitation, and infill projects are highly desirable.
- The consultant must understand urban design principles and be capable of integrating designs seamlessly into the existing urban fabric.
- They should consider the cultural, historical, and social aspects of the community in their design process.
- A commitment to sustainable and environmentally friendly design practices is essential, along with evidence of innovative and forward-thinking design solutions.
- The ability to provide creative and aesthetically pleasing designs that align with redevelopment goals is crucial.

Proposer's Certifications:

Each proposer submitting a proposal acknowledges, agrees and certifies as follows:

1. The proposer and its proposal are subject to all terms and conditions specified herein with no exceptions unless authorized in writing by PAED;
2. The proposal constitutes an offer to PAED, which shall remain open, irrevocable and unchanged for one hundred and twenty (120) days after proposal opening;
3. The proposer has not given, offered nor intends to give or offer any economic opportunity, future employment, favor or gratuity in any kind to any employee of PAED in connection with this RFP;
4. The proposer has not divulged or discussed its proposal with other proposers;
5. The proposal is made based on independent determination of the proposer without collusion with other proposers in an effort to restrict competition;
6. The proposer has not made any attempt to induce any potential proposer from submitting or declining to submit a proposal in response to this RFP;
7. The proposer is financially solvent and sufficiently experienced and competent to provide all goods and/or services required in this RFP;
8. The proposer shall indemnify, defend and hold harmless PAED, its officers, employees and agents from any and all claims, damages, causes of action or liability related to or arising from this RFP;
9. No member of the proposer's ownership, management or staff has any vested interest in or employment relationship with PAED; and
10. All information provided in the proposal is true and correct in all respects.

If any proposer or its proposal fails to comply with the foregoing certifications, said failure will constitute grounds for rejecting that proposer's proposal.

Requirements:

Any proposer must abide by the highest standards of nondiscrimination and behavior, ensuring a workplace free from discrimination and sexual harassment. A copy of a Nondiscrimination and Sexual Harassment policy is required for all applications.

Evaluation Criteria:

PAED reserves the right, at its sole discretion, to waive any technicalities or irregularities, reject any or all proposals or parts thereof, reissue the RFP or any portion of it, waive technical or legal deficiencies, and accept

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any proposal deemed to be in Pottstown's best interest. Additionally, PAED may award a contract to the proposer(s) whose submission best serves the interests of PAED and the Borough of Pottstown. PAED expressly reserves the right to modify the procedures set forth herein for the selection/evaluation process.

PAED's (Executive Director, Full Board) will review submissions to determine the most qualified individual or firm to meet the project's needs and conditions, and whose proposal is most advantageous to Pottstown. After the proposal review, PAED will invite up to three proposers to make an in-person presentation. Proposals will be evaluated based on the following criteria:

Vendor Qualifications and Experience with Similar Projects – 20 points

The vendor must demonstrate their experience in executing streetscape design and similar projects within an urban setting. Additionally, they should provide details on the qualifications of key project personnel, highlighting relevant skills, experience with comparable projects, strong communication and engagement abilities, and their capacity to organize and lead effective public meetings.

Quality of the proposal package submitted – 30 points

Proposals will be evaluated on the innovative approach and quality of the proposal package submitted. The proposal should demonstrate a concise understanding of the project objectives along with the intended approach and methods to achieve them.

Consultant Interview – 25 points

Interviews will be conducted with selected consultants at a date and time to be determined. Interviews are intended to provide further insight into the Consultants approach, business culture and subject matter.

Total Project Cost - 20 Points

The total project cost should include a detailed breakdown of anticipated expenses based on your understanding of the project scope. The final budget will be established in collaboration with the selected design consultant. Please outline your professional fees for the specified work, including a proposed payment schedule and an estimate of the projected hours and costs for each task. A lump sum proposal fee is required.

Minority, Woman Business Enterprise (MWBE/DBE) Supplier* - 5 points

Minority, Woman and Disadvantaged Business Enterprises will receive five additional points.

Competitive Negotiations

At the conclusion of the competitive selection process, PAED reserves the right to enter into negotiations with the successful proposer in order to adjust or modify specific aspects of the proposal. At the conclusion of negotiations, the resulting contract shall be presented to the PAED Board of Directors for approval. The Board has the option to accept or reject any or all proposals, or to hold them for up to ninety (90) days from the proposal opening date before making a final decision.

A copy of PAED's standard contract for the purchase of services is attached. To best meet the needs of PAED, the terms of the Contract may be revised during negotiations.

Payment Information, Terms & Conditions

The payment schedule will be determined in consultation with successful Proposer.

Proposal Submission

Digital submissions in PDF format must be received in full and emailed to Peggy Lee-Clark at pleeclark@paedinc.org no later than 5:00 pm Eastern Time on May 16, 2025. Proposals not received by the deadline will not be considered.

Once submitted, the proposals become the property of Pottstown Area Economic Development and will not be returned. Hard copy proposals, while not required, shall be mailed to the address below.

**Pottstown Area Economic Development
1200 East High Street
Suite 304
Pottstown, PA 19464**

PROJECT ADMINISTRATION

The Executive Director of PAED will manage the study and supervise the consultant's work on the project. The Executive Director will also review the plans and documents prepared by the consultant. PAED staff will supply the consultant with necessary information, such as infrastructure, land use, land ownership, and zoning details. Additionally, PAED will handle the writing and distribution of press releases and public meeting notices.

1. NONDISCRIMINATION/SEXUAL HARASSMENT

- a. **Representations.** The Grantee represents that it is presently in compliance with and will remain in compliance with all applicable federal, state, and local laws, regulations, and policies relating to nondiscrimination and sexual harassment for the term of the agreement. The Grantee shall, upon request and within the time periods requested by the Commonwealth, furnish all necessary employment documents and records, including EEO-1 reports, and permit access to its books, records, and accounts by the Commonwealth for the purpose of ascertaining compliance with provisions of this Nondiscrimination/Sexual Harassment Clause.
- b. **Nondiscrimination/Sexual Harassment Obligations.** The Grantee shall not:
 - i. in any manner discriminate in the hiring of any employee(s) for the performance of the activities required under this agreement or any subgrant agreement, contract, or subcontract, by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the Pennsylvania Human Relations Act ("PHRA") and applicable federal laws, against any citizen of this Commonwealth who is qualified and available to perform the work to which the employment relates.
 - ii. in any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable federal laws, against or intimidate any of its employees.
 - iii. in any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable federal laws, in the provision of services under this agreement or any subgrant agreement, contract, or subcontract.
 - iv. in any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of PHRA and applicable federal laws, against any subgrantee, contractor, subcontractor, or supplier who is qualified to perform the work to which this agreement relates.
 - v. in any manner discriminate against employees by reason of participation in or decision to refrain from participating in labor activities protected under the Public Employee Relations Act, Pennsylvania Labor Relations Act, or National Labor Relations Act, as applicable, and to the extent determined by entities charged with the Acts' enforcement and shall comply with any provision of law establishing organizations as employees' exclusive representatives.
- c. **Establishment of Grantee Policy.** The Grantee shall establish and maintain a written nondiscrimination and sexual harassment policy that complies with the applicable law and these Nondiscrimination/Sexual Harassment provisions and shall inform its employees in writing of the policy. The policy must contain a provision that states that sexual harassment will not be tolerated and employees who practice it will be disciplined. For the entire period of this agreement, the Grantee shall: (1) post its written nondiscrimination and sexual harassment policy or these Nondiscrimination/Sexual Harassment provisions conspicuously in easily accessible and well-lighted places

customarily frequented by employees at or near where the grant activities are performed; or (2) provide electronic notice of the policy or this clause to its employees not less than annually.

- d. **Notification of Violations.** The Grantee's obligations pursuant to these provisions are ongoing from the effective date and through the termination date of the agreement. Accordingly, the Grantee shall notify the Commonwealth if, at any time during the term of this agreement, it becomes aware of any actions or occurrences that would result in violation of these provisions.
- e. **Cancellation or Termination of Agreement.** The Commonwealth may cancel or terminate this agreement and all money due or to become due under this agreement may be forfeited for a violation of the terms and conditions of these Nondiscrimination/Sexual Harassment provisions. In addition, the granting agency may proceed with debarment or suspension and may place the Grantee in the Contractor Responsibility File.
- f. **Subgrant Agreements, Contracts, and Subcontracts.** The Grantee shall include these Nondiscrimination/Sexual Harassment provisions in its subgrant agreements, contracts, and subcontracts with all subgrantees, contractors, and subcontractors providing goods or services under this agreement. The incorporation of these provisions in the Grantor's subgrants, contracts, or subcontracts does not create privity of contract between the Commonwealth and any subgrantee, contractor, or subcontractor, and no third-party beneficiaries are created by those provisions. If the Grantee becomes aware of a subgrantee's, contractor's, or subcontractor's violation of these provisions, the Grantee shall use its best efforts to ensure the subgrantee's, contractor's, or subcontractor's compliance with these provisions.

Signature

Date

Print

Pottstown Area Economic Development Business Integrity Policy for Grantees

For the purposes of these Grantee Integrity Provisions, the following definitions apply:

A. "Affiliate" means two or more entities where:

- i. a parent entity owns more than 50% of the voting stock of each of the entities;
- ii. a common shareholder or group of shareholders owns more than 50% of the voting stock of each of the entities; or
- iii. the entities have a common proprietor or general partner.

B. "Grantee" means the individual or entity, that has entered into this agreement with the Commonwealth.

C. "Grantee Related Parties" means any Affiliates of the Grantee and the Grantee's executive officers, Pennsylvania officers and directors, or owners of five percent or more interest in the Grantee.

D. "Financial Interest" means ownership of more than a five percent interest in any business or holding a position as an officer, director, trustee, partner, employee, or holding any position of management.

E. "Gratuity" means tendering, giving, or providing anything of more than nominal monetary value including, but not limited to, cash, travel, entertainment, gifts, meals, lodging, loans, subscriptions, advances, deposits of money, services, employment, or contracts of any kind. The exceptions set forth in the Governor's Code of Conduct, Executive Order 1980-18, as may be amended, 4 Pa. Code §7.153(b), apply.

F. "Non-Solicitation Award Process" means a method of awarding grants based on predetermined criteria, without the solicitation of grant applications.

Approved by:

Pottstown Area Economic Development Board of Directors

Date of Adoption:

April 15, 2025