





# 1 Announcement

---

## REQUEST FOR PROPOSALS (RFP)

### **City of Easton Preferred Developer for Pine Street Parking Garage Redevelopment**

The City of Easton, located in Northampton County, Pennsylvania, is accepting proposals to identify a qualified real estate development firm who will work with the City to achieve the highest and best use of a key parcel within the City's Central Business District. The subject site is located at 27 South Third Street, in between Pine Street and Ferry Street ("Project Area").

#### **Important Dates:**

All proposers may attend an optional pre-proposal conference held on **March 12, 2021** at 10:00 a.m.. The conference will be held via Zoom and details regarding this meeting will be available one week in advance of the conference. To participate, please contact, Marek Tomanek, Economic Development Coordinator, at [mtomanek@easton-pa.gov](mailto:mtomanek@easton-pa.gov) . While attendance at this meeting is not mandatory, it is strongly recommended.

All proposals will be submitted via PennBid platform and questions regarding this request for proposal shall be submitted in writing via the "Questions" feature within PennBid. by 1:30 p.m. on **April 1<sup>st</sup>**. All questions will be sent out as an addendum to this RFP to the email addresses provided by prospective proposers.

Proposals must be received electronically via the PennBid Program no later than **April 22<sup>nd</sup>** at 1:00 p.m, at which time the bids shall be reviewed for an approximate period of 90 days.

#### **RFP Management:**

The City is using the PennBid platform ([www.pennbid.net](http://www.pennbid.net)) to manage all aspect of the RFP process. Proposals are to be submitted through this platform by the date provided above. Proposals submitted in any other manner will not be accepted. All proposal documents are available at no cost on PennBid ([www.pennbid.net](http://www.pennbid.net)).

NOTE: In this document the term "proposer" shall mean the person or firm making a proposal based on this RFP. The term "proposer" and the term "firm" is used interchangeably. Also, the term "you" or "your" shall refer to the proposer.

## 2 Background

---

The City of Easton, PA is issuing this Request for Proposal (RFP) in order to identify a qualified real estate development firm that will undertake planning and construction of a project to maximize the use of the subject real estate located at 27 South Third Street (the current Pine Street Garage). This RFP describes the property and the process that will ultimately identify the developer who will work cooperatively with the city to effectuate the desired outcome. The City is soliciting proposals to spur the redevelopment of this approximately one-and-a-half-acre site and to promote desirable economic development and increased private investment in our Downtown.

The City is interested in receiving Proposals that (a) meet the Economic Objectives (Section 2.3) regarding the Project Area or other boundaries as expanded, (b) provide the most transformative opportunity for the Project Area and the City, and (c) provide the needed parking deck required for this development and to accommodate visitors to the downtown and (d) deliver the optimal return on investment made by the City.

While no absolute end-use is specified in this RFP, it is expected that the firm will consider a dense, mixed-use development that will provide needed economic assets in the City and that will not adversely impact available infrastructure, existing businesses and residents of the City. Due to the high-profile nature of the property and the size of this site, the City's vision for this parcel is that it will have a substantial, sustainable and favorable economic impact on the city and its central business district.

The City will utilize an ad-hoc committee of citizens, community leaders and City officials to provide input as to community preferences for development. In addition, this committee will interview final candidates and will serve a significant role in determining the successful developer. The final decision on the selection of the preferred developer will ultimately be made by City Council.

### 2.1 The City of Easton

The City of Easton is located in the Lehigh Valley region of eastern Pennsylvania, approximately 60 miles north of Philadelphia and 70 miles west of New York City. Easton is home to Lafayette College and the Crayola Experience, among other nationally recognized entities. The City has a heritage steeped in history. On July 8<sup>th</sup>, 1776, Easton was one of three cities chosen for the public reading of the Declaration of Independence. Among many other historic locations, the home of George Taylor, a signer of the Declaration of Independence, is a landmark in the city. It was built in 1753. In recent years, the City has been enjoying a renaissance that has been cultivated largely by tourism, fueled by the Crayola Experience, the National Canal Museum, the State Theatre for the Arts and the City's thriving restaurant district. Looking to the future, the City is expecting continued growth with an additional \$150,000,000 in private development set to occur over the next 24 months. The city is committed to pursuing further improvements to infrastructure to support this growth. To this end, plans are underway to enhance parking in the downtown as well as add improvements to the City's iconic Centre Square, among others.

### 2.2 The 27 South Third Street Parcel (Pine Street Garage)

Located directly adjacent to the Crayola Experience, this parcel currently contains the city's largest parking deck with a capacity of 535 vehicles. This facility was built in 1972 and is functionally obsolete. The existing structure will be in part or entirely demolished at the developers discretion. The costs and process of demolition should be included in the developer's proposal.

The vision for this parcel is to replace the existing outdated parking structure with a dynamic mixed-use development that would include enough captive parking to substantially address the needs of the project and visitors to Easton's Downtown. Proposals should include three (3) parking scenarios:

1. **Base Case:** Addresses only the parking needs of the project;
2. **Base + 200 Spaces:** Addresses the needs of the project + 200 additional parking spaces;
3. **Base + 300 Spaces:** Addresses the needs of the project + 300 additional parking spaces; and
4. **Base + 400 Spaces:** Addresses the needs of the project + 400 additional spaces.

The RFP should include two scenarios for the parking management

- Privately managed by the developer
- Leased to the City for management and operations

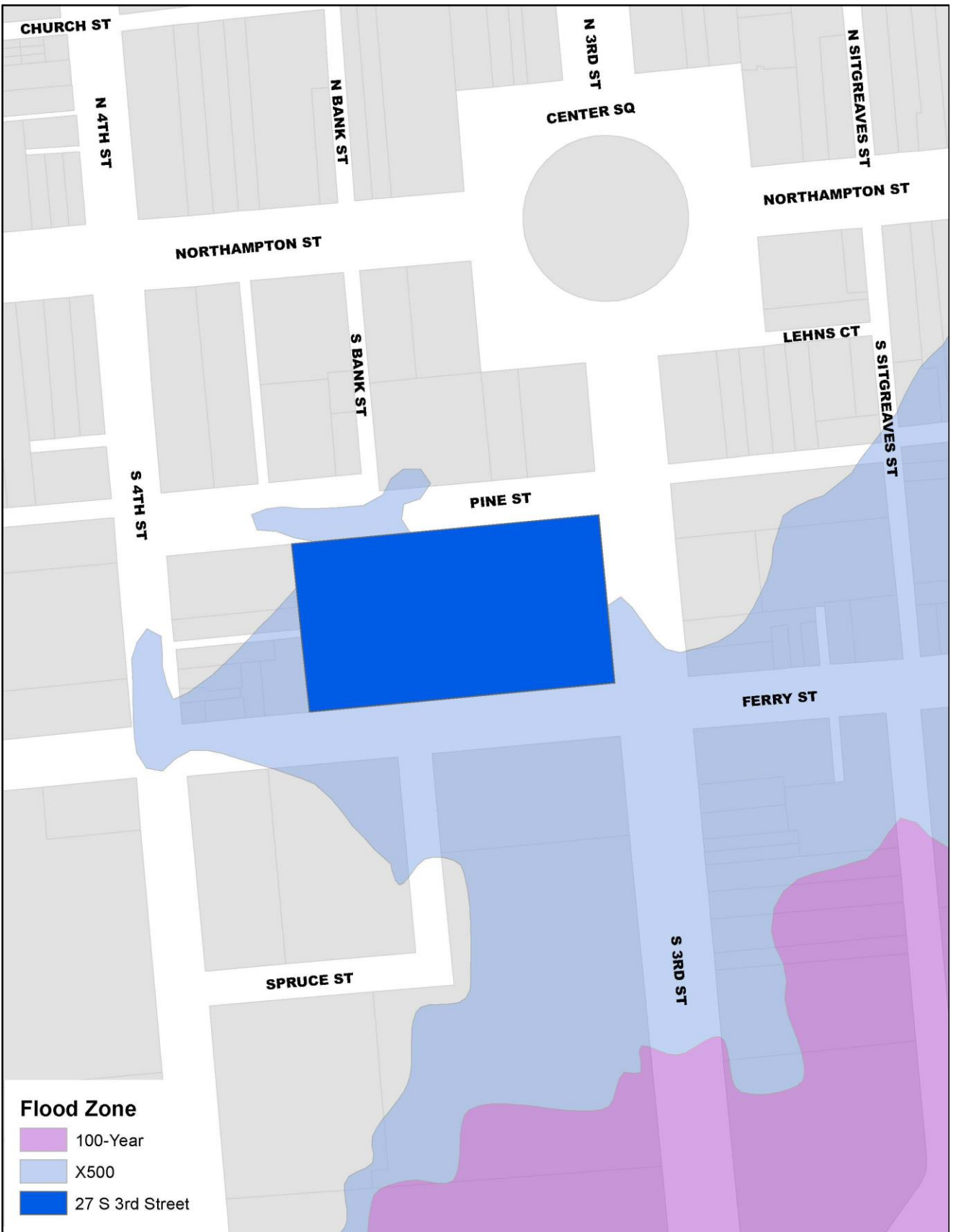
The subject property is located within a few blocks of Easton's historic Centre Square, the Crayola Experience attraction, the City's renown restaurant district and nationally recognized walking/biking trails. It is also located adjacent to a forthcoming mixed-use development, Easton's City Hall and across the street from the newly completed Heritage Riverview, home to several Hearst Publications magazines (anchor tenant).

The City might be willing to consider proposals that include the expansion of the footprint of the building into the existing Pine Street right-of-way. The existing cartway width of Pine Street is roughly 35 ft and the City might consider a reduction in width to 25 ft (represented by the red box on the maps in the following section). If a Proposer chooses to consider expanding the project outside of the existing parcel confines, please do so in an alternate option. The City is also interested in proposals that that would intend to utilize Bank Street as a pedestrian friendly pathway though the downtown's business and entertainment district.

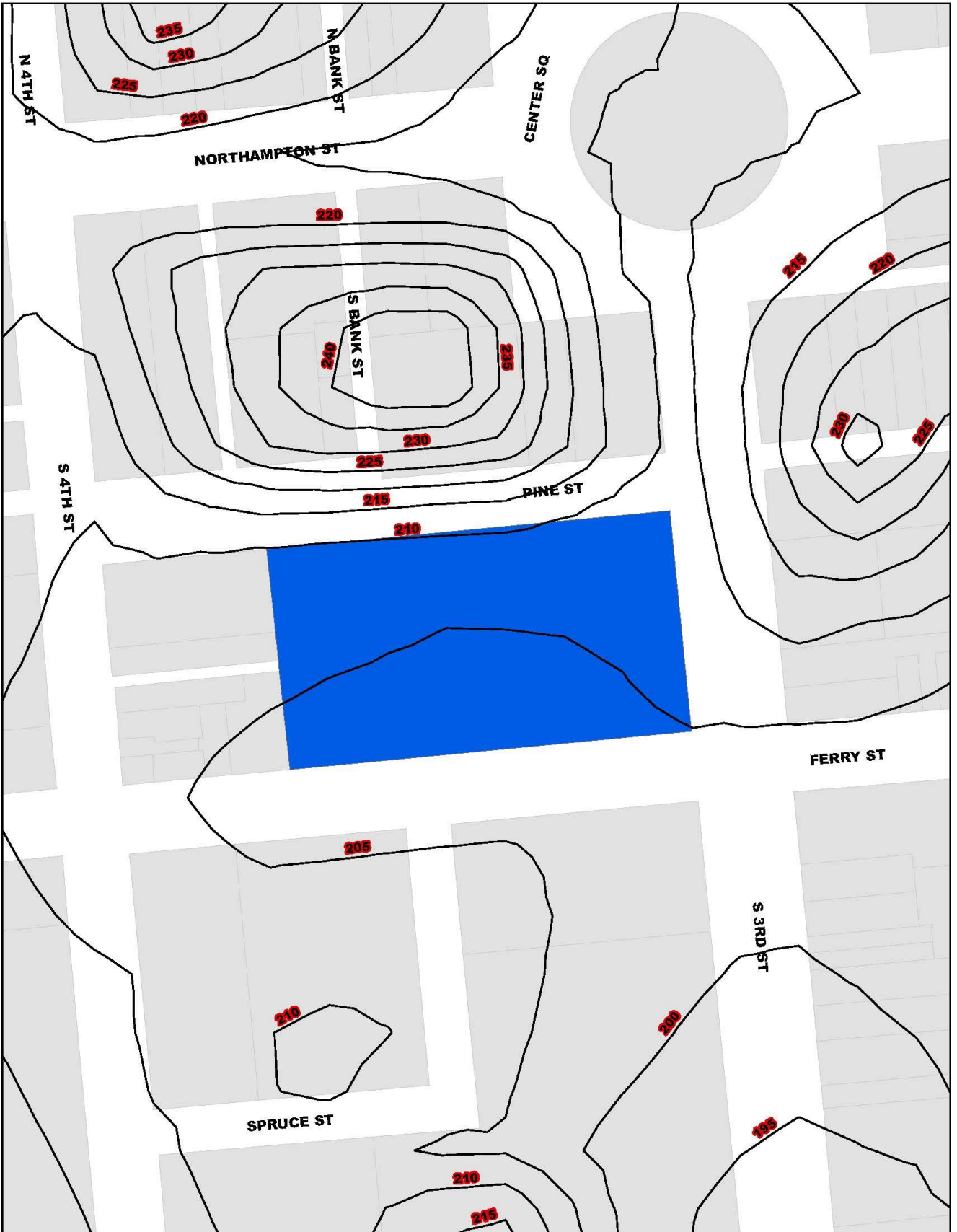
This 1.46 acre parcel is one of the largest developable sites in the City's central business district. The property is located in the City's DD / Downtown development zoning district and is situated in a high-profile commercial corridor with ease of access to both Routes 22 and 78.





















## **5 Organization and Required Submittals**

---

### **5.1 Letter of Transmittal**

This letter should include:

- a statement indicating your understanding of the work to be performed;
- an affirmation of the firm's qualifications for professionally and expertly conducting the work as understood;
- the firm's contact person concerning the proposal and a telephone number where that person can be reached; and,
- a clear statement of the firm's, and/or its principals', business or personal relationship(s) with any City officials or employees of the City and the nature of this (these) relationship(s).

FAILURE TO CLEARLY STATE AND FULLY DISCLOSE ANY OF THE INFORMATION REQUIRED IN THE LETTER OF TRANSMITTAL SHALL BE GROUNDS FOR THE CITY TO REJECT THE FIRM'S PROPOSAL AND WILL BE GROUNDS FOR IMMEDIATE CANCELLATION OF ANY CONTRACT ENTERED INTO BETWEEN THE CITY AND THE FIRM WITHOUT PAYMENT FOR WORK COMPLETED.

### **5.2 Profile of Firm**

Please provide a brief statement indicating the firm's experience in conducting work of the nature sought by this RFP. Marketing materials, developed by the firm, may be submitted as a part of this profile as long as they specifically address the experience of the firm related to the work to be performed. Additionally, this profile should include:

- the location of the firm's office that will provide the proposed services;
- resumes of individual consultants or employees proposed to conduct the work and the specific duties of each consultant or employee relative to the proposed work;
- a brief reference list of other municipalities served by the firm should be provided with telephone numbers and names of contact persons; and
- any other information describing the firm may be included if it relates to its capabilities and expertise in performing comparable work.

### **5.3 Explanation of Work to be Performed**

The proposal must include a detailed description of the procedures and methods you propose to use to complete the work outlined in the proposal. The methods and procedures proposed will receive primary consideration in evaluating your proposal. Examples of similar work performed and associated case studies will be helpful and should be included.

## **5.4 Work Schedule**

A project work schedule should be provided which includes target dates for each major work component including: dates for necessary meetings, dates for completion of draft and final documents and key dates for construction elements (e.g. mobilization, site work, foundation, steel erection, full enclosure, substantial completion, occupancy.).

## **5.5 Other Submittals**

Additionally, the appendices to this RFP shall be fully executed and returned with the proposal as follows:

- Nondiscrimination Certification (For proposing firm)
- Non-Collusion Affidavit



## 6 Evaluation Criteria

---

All proposals will be evaluated based on the technical and professional expertise and the experience of the firm, the private investment leveraged by the project, the availability of financing and related wherewithal to complete the project and the community and economic impact of the proposed development. These factors will be appropriately weighted in the evaluation process.

### 6.1 Technical Expertise and Experience

The technical expertise and experience of the firm will be determined by the following factors:

- The overall experience of the firm in conducting similar work that is to be provided to the City - include any past experience with the City
- The expertise and professional level of the individuals proposed to conduct the work for the City
- The clarity and completeness of the proposal and the apparent general understanding of the work to be performed.
- The ability to acquire a high-quality tenant for commercial space(s)

### 6.2 Economic Impact

The overall economic impact of the project will be weighed in relation to the other proposals received and shall be evaluated based on an overall cost/benefit of the proposed project. This analysis will include, but not be limited to:

- Return of invested capital (See Section 2.3)
- Jobs created
- Tax revenue generation
- Infrastructure impact (including: the number of public parking spaces needed to support the proposed development)
- Direct expenses incurred by the City
- City resources required to maintain and provide required services to the final development

### 6.3 Community Impact

The proposed project should reflect design standards and uses existing in the downtown and surrounding neighborhoods.

- The resulting project should be compliant with the City's comprehensive plan
- Any commercial development strategy should include the attraction of private development that will be complimentary and synergistic to existing businesses
- An effort should be made consider the addition of public amenities for the benefit of community

All, or selected, firms submitting proposals may be invited to give an oral presentation explaining their proposal.

## 7 Appendix A- Non-Discrimination Form

---

Nondiscrimination and equal opportunity are the policy of the Commonwealth/[City, et al] in all its decisions program, and activities. The purpose is to achieve the aims of the United States and Pennsylvania Constitutions. Executive Order 1972-1, the Pennsylvania Human Relations Act, Act of October 27, 1955, (P.L. 744), as amended, (43 P.S. § 951, *et. seq.*), and (43 P.S. § 153), by assuring that all persons are accorded equal employment opportunity without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.

During the term of this contract, the Contractor agrees as follows:

(a) Contractor shall not discriminated against any employee, applicant for employment, independent contractor or any other person because of race, color, religious creed, ancestry, national origin, age, sex or handicap. Contractor shall take affirmative action to insure that applicants are employed, and that employees or agents are treated during employment, without regard to their race, color, religious creed, ancestry, national origin, age, sex or handicap. Such affirmative action shall include, but is not limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training. Contractor shall post in conspicuous places, available to employees, agents, applicants for employment, and other persons, a notice to be provided by the contracting agency setting forth the provision of this nondiscrimination certification.

(b) Contractor shall, in advertisements or requests for employment placed by it or on its behalf, state all qualified applicants will receive consideration for employment without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.

(c) Contractor shall send each labor union or workers' representative with whom it has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or worker's representative of its commitment to this nondiscrimination certification. Similar notice shall be sent to every other source of recruitment regularly utilized by bidder.

(d) It shall be no defense to a finding of noncompliance with this nondiscrimination certification that contractor has delegated some of its employment practices to any union, training program, or other source of recruitment which prevents it from meeting its obligations. However, if the evidence indicates that the contractor was not on notice of the third-party discrimination or made a good faith effort to correct it, such factor shall be considered in mitigation in determining appropriate sanctions.

(e) Where the practices of a union or of any training program or other source of recruitment will result in the exclusion of minority group persons, so that contractor will be unable to meet its obligations under this nondiscrimination certification, contractor shall then employ and fill vacancies through other nondiscriminatory employment procedures.

(f) Contractor shall comply with all state and federal laws prohibiting discrimination in hiring or employment opportunities. In the event of contractor's noncompliance with the nondiscrimination certification or with any such laws, this contract may be terminated or suspended, in whole or part, and contractor may be declared temporarily ineligible for further City of Easton contracts, and other sanctions may be imposed and remedies invoked.

(g) Contractor shall furnish all necessary employment documents and records to, and permit access to its books, records, and accounts by the City of Easton for purposes of investigation to ascertain compliance with the provisions of this certification. If contractor does not possess documents or records reflection the necessary information requested, it shall furnish such information on reporting forms supplied by the City of Easton.

(h) Contractor shall actively recruit minority and women subcontractors or subcontractors with substantial minority representation among their employees.

(i) Contractor shall include the provisions of this nondiscrimination certification in every subcontract, so that such provisions will be binding upon each subcontractor.

(j) Contractor's obligations under this clause are limited to the contractor's facilities within Pennsylvania, or where the contract is for purchase of goods manufactured outside of Pennsylvania, the facilities at which such goods are actually produced.

DATE: \_\_\_\_\_

\_\_\_\_\_  
(NAME OF CONTRACTOR)

BY \_\_\_\_\_

TITLE \_\_\_\_\_

## 8 Appendix B- Non-Collusion Affidavit

---

State of: \_\_\_\_\_ Contract: \_\_\_\_\_

County of: \_\_\_\_\_

I state that I am \_\_\_\_\_ of \_\_\_\_\_ and that  
(Title) (Name of Firm)

I am authorized to make this AFFIDAVIT on behalf of my firm, and its owners, directors, and officers. I am the person responsible in my firm for the price(s) and the amount of this bid.

I state that:

1. The price(s) and amount of this bid have been arrived at independently and without consultation, communication or agreement with any other contractor, bidder or potential bidder.
2. Neither the price(s) nor the amount of the bid, and neither the approximate price(s) nor approximate amount of this bid, have been disclosed to any other firm or person who is a bidder or potential bidder, and they will not be disclosed before the bid opening.
3. No attempt has been made or will be made to induce any firm or person to refrain from bidding on this contract, or to submit a bid higher than this bid, or to submit any intentionally high or noncompetitive bid or other form of complementary bid.
4. The bid of my firm is made in good faith and not pursuant to any agreement or discussion with or inducement from, any firm or person to submit a complementary or other non-competitive.
5. \_\_\_\_\_, it's affiliated, subsidiaries, officers, directors and  
(Name of Firm)

employees are not currently under investigation by any governmental agency and have not in the last four years been convicted or found liability of any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidder on any public contract except as follows:

I state that \_\_\_\_\_ understands and acknowledges that the  
(Name of Firm)

above Representatives are material and important, and will be relied on by the City of Easton in awarding the contract(s) for which this bid is submitted. I understand and my firm understands that any misstatement in this Affidavit is and shall be treated as fraudulent concealment from the City of Easton of the true facts relating to the submission of bids for this contract.

\_\_\_\_\_  
(Name and Title)

Sworn to a Subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
My Commission Expires: \_\_\_\_\_.

Notary Public

Page is left intentionally blank.