

**REDEVELOPMENT  
AUTHORITY  
OF THE  
CITY OF ALLENTOWN**

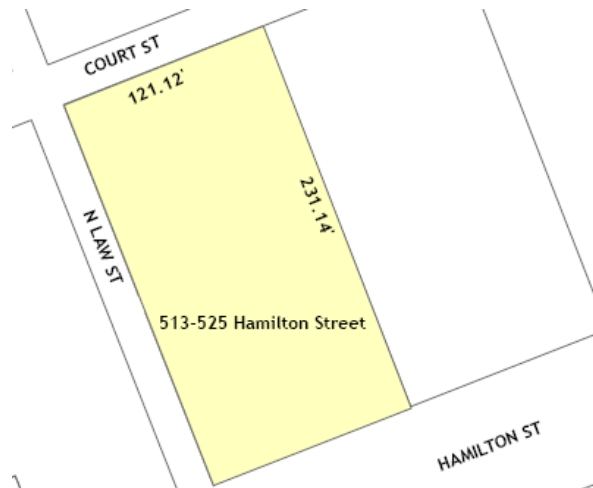


**REQUEST FOR PROPOSALS**

**FOR ACQUISITION AND REDEVELOPMENT OF A "BUILD READY SITE"  
LOCATED ON THE NORTH SIDE OF THE 500 BLOCK OF W. HAMILTON  
STREET IN DOWNTOWN ALLENTOWN, PENNSYLVANIA**

**PROJECT:**

Acquisition and redevelopment  
of 513-525 Hamilton Street,  
Allentown, PA. The property  
is a 0.63-acre vacant lot in a  
State Enterprise Zone and the  
City's B-2 Zoning District.



**Redevelopment Authority of the City of Allentown  
435 W. Hamilton Street, Suite 330  
Allentown, PA 18101  
Phone: 610-437-7733 Fax: 610-437-7570**

**County of Lehigh  
Government Center  
17 S. 7th Street  
Allentown, PA 18101**

June 15, 2009

## REQUEST FOR PROPOSALS

### FOR ACQUISITION AND REDEVELOPMENT OF ONE "BUILD READY SITE" ON THE NORTH SIDE OF THE 500 BLOCK OF HAMILTON STREET IN DOWNTOWN ALLENTOWN, PENNSYLVANIA

The Redevelopment Authority of the City of Allentown (RACA) and the County of Lehigh are jointly soliciting proposals from qualified developers to acquire and develop a prime development site in the City's central business district for commercial and mixed-use redevelopment.

The site is located in a prominent downtown location, adjacent to Allentown's City Hall and the expanded Lehigh County and Federal Court Houses. The site is within Allentown's Arts District and is a few blocks away from significant redevelopment projects, including PPL Plaza, Butz Corporate Center, Allentown Brew Works, the Zawarski Corporate Headquarters, and the Farr Lofts.



The site is comprised of two parcels – 513-515 Hamilton Street and 519-525 Hamilton Street – that, together, are 0.63 acres and are in a State Enterprise Zone and are a candidate for Keystone Opportunity Zone benefits starting in 2011. The site slopes gently downward from south to north, is rectangular in shape and has direct access to public water and sewer, utilities, parking and public transportation, including the new Intermodal Transportation Center opened by the Allentown Parking Authority and LANTA.

It is located in the City's B-2 Zoning District, which allows for a wide variety of residential, commercial and business uses as well as many light industrial uses. In the B-2 District, lot and building restrictions are minimal and on-site parking requirements are relaxed. The inclusion of the Parking Plan is suggested as part of the proposal.

Although the RACA and the County of Lehigh are not recommending a specific development plan and all reasonable development proposals will be considered, both entities envision a multi-story, mixed-use building at this location. Property uses could include a restaurant, office or retail space, or other arts and entertainment related venues. Any new building's design as well as its use(s) should be compatible with the parcel's surroundings – a pedestrian-friendly downtown commercial corridor, an eclectic arts district, and several historic structures (such as the Old Lehigh County Court House and the Americus Hotel). Developers are encouraged to incorporate green building techniques, although LEED certification is not required.

#### **THE DEVELOPMENT PROCESS**

**Pre-Proposal Meeting:** 10:00 AM on Monday, July 13, 2009  
Meet in the 3<sup>rd</sup> Floor Conference Room of City Hall  
435 W. Hamilton Street; Allentown, PA 18101

**Proposal Due Date:** No later than 3:00 PM on Monday, August 17, 2009

Developers considering submitting a proposal may attend a **pre-proposal meeting** at the site at **10:00 AM on July 13, 2009**. Interested developers are invited to submit a detailed preliminary proposal in the format described below. Proposals must be received by the Redevelopment Authority of the City of Allentown, 435 W. Hamilton St., Suite 330 Allentown, PA 18101 no later than **3:00 PM on August 17, 2009**. Proposals received after this time will not be considered.

Proposals will be reviewed by the RFP Evaluation Committee, comprised of representatives from the RACA, the County of Lehigh, the Greater Lehigh Valley Chamber of Commerce, the Allentown Arts Commission, the Lehigh Valley Economic Development Corporation, the Allentown Economic Development Corporation, and the City of Allentown.

Depending on the number of submissions, the RFP Evaluation Committee may create a short list of potential developers to invite for interviews before choosing a "preferred developer." Following selection, representatives from the winning development team,

RACA and the County of Lehigh will negotiate a period of site control, during which the preferred developer will be asked to prepare and submit a complete redevelopment proposal. All parties will enter into a comprehensive Redeveloper's Contract and sign an Agreement of Sale before the end of the Site Control Agreement period.

Any questions must be submitted in writing by Friday, July 3, 2009. Official answers to these inquiries will be made available to all respondents at the Pre-Proposal Meeting and through the Redevelopment Authority's webpage ([www.allentownpa.gov](http://www.allentownpa.gov)).

## **REGIONAL SETTING**

Allentown, the third largest city in Pennsylvania with a population of roughly 107,000 and is the largest city in the Lehigh Valley, which has an overall population of more than 640,000 people. Located adjacent to Interstates 78 and 476 and State Route 22, Allentown is central to several of the Northeast's and Mid-Atlantic's larger metropolitan areas: 55 miles from Philadelphia, 96 miles from New York City, 75 miles from Wilmington, 85 miles from Harrisburg, and 152 miles from Baltimore. The City's location within the Northeast, along with its proximity to the Lehigh Valley International Airport, position Allentown as a convenient place to live and work.

The Lehigh Valley is home to many large corporations including Olympus America, Daytimers, Bosch Rexroth, Wachovia Bank's Regional Headquarters and the World Headquarters of Air Products and Chemicals, PPL Corporation and Rodale Press. The strategic location of the Allentown area has enabled it to attract large distribution facilities including Coca-Cola, Nestle and Kraft Foods.

The Lehigh Valley boasts many quality colleges and universities, including Muhlenberg and Cedar Crest Colleges, which are located in Allentown, as well as Lehigh University, DeSales University, Moravian College, Lafayette College and the Lehigh Valley Campus of Penn State University. Lehigh Carbon Community College and Northampton County Community College also serve the Lehigh Valley community.

Allentown's Center City continues to attract new development in the form of restaurants, loft apartments, retail stores and mixed use projects. All of Center City is a short walk from both the Old Fairgrounds and Old Allentown Historic Districts that offer charming and attractive urban housing alternatives. Center City is also home to Allentown's Arts District featuring the Allentown Art Museum, Symphony Hall, the James Musselman Arts Incubator, The Baum School of Art, the Community Music School, Lehigh County Historical Society and numerous historic attractions. All of the

major arts organizations are planning significant expansions that will complement the further development of the “Artswalk” and Arts Park that physically and operationally link these institutions in a campus-like setting. Additional projects include new luxury apartment and townhouse developments, a new Brew Pub/Restaurant, and the Butz Corporate Center project.

In addition, only a few blocks to the east of downtown is the Lehigh Landing project, featuring a new America On Wheels museum. This area is also where the City of Allentown and its development partners are working to attract residential and commercial investment as well as create trails and recreational opportunities along the Lehigh River (which lies at the center of the Delaware and Lehigh National Heritage Corridor). These trail connections will ultimately link the waterfront and Center City to Allentown’s nearly 1,500-acre park system.

## **ADDITIONAL RESOURCES**

Allentown Arts Museum ([www.allentownartmuseum.org](http://www.allentownartmuseum.org))  
Allentown Brew Works ([www.thebrewworks.com](http://www.thebrewworks.com))  
Allentown Economic Development Corporation ([www.allentownedc.com](http://www.allentownedc.com))  
Allentown Parking Authority ([www.allentownparking.com](http://www.allentownparking.com))  
Allentown Symphony Hall ([www.allentownsymphony.org](http://www.allentownsymphony.org))  
America On Wheels Museum ([www.americaonwheels.org](http://www.americaonwheels.org))  
The Baum School of Art ([www.baumschool.org](http://www.baumschool.org))  
Cedar Crest College ([www.cedarcrest.edu](http://www.cedarcrest.edu))  
City of Allentown ([www.allentownpa.gov](http://www.allentownpa.gov))  
County of Lehigh ([www.lehighcounty.org](http://www.lehighcounty.org))  
Delaware and Lehigh National Heritage Corridor ([www.delawareandlehigh.org](http://www.delawareandlehigh.org))  
Farr Lofts ([www.farrlofts.com/index.html](http://www.farrlofts.com/index.html))  
Greater Lehigh Valley Chamber of Commerce (<http://www.lehighvalleychamber.org/>)  
LANTA ([www.lantabus.com](http://www.lantabus.com))  
Lehigh Carbon Community College ([www.lccc.edu](http://www.lccc.edu))  
Lehigh County Historical Society ([www.lchs.museum](http://www.lchs.museum))  
Lehigh Valley Economic Development Corporation ([www.lehighvalley.org](http://www.lehighvalley.org))  
Lehigh Valley Iron Pigs and Coca Cola Park ([www.ironpigsbaseball.com](http://www.ironpigsbaseball.com))  
Muhlenberg College ([www.muhlenberg.edu](http://www.muhlenberg.edu))  
Old Allentown Preservation Association ([www.oldallentown.org](http://www.oldallentown.org))  
Old Fairgrounds Neighborhood Association ([www.oldfairgrounds.org](http://www.oldfairgrounds.org))  
Seventh Street Development Committee ([www.7thstreetallentown.org](http://www.7thstreetallentown.org))  
Zawarski Corporation ([www.niczhomes.com](http://www.niczhomes.com))

## **SUBMISSION REQUIREMENTS**

**All submissions, including attachments, must be two-sided pages that are 8 ½ x 11 inches (excluding maps, plans, sketches or existing brochures). Respondents shall submit 8 copies of the proposal, including attachments.**

### **I. DEVELOPER INFORMATION**

Please provide the following:

- Name of developer and legal status (i.e. sole proprietorship, corporation, partnership, non-profit corporation, etc.).
- All principals and key individuals of the development team, as well as their qualifications, background and experience.
- A description of the developer's previous experience with similar projects, including a list of all completed projects with the type, location, size, cost, date of completion, and the firm's/team's role within the project.
- Two years of financial records as verification of capacity to follow through with the project.
- Proof of good standing with all local, state, and federal taxing bodies.

### **II. CONSIDERATION FOR SITE ACQUISITION**

Please state the total consideration (purchase price) being offered for the site. The price offered for the property should be based on lot size, location, and market conditions. (Note: The award will not necessarily go to the "Highest Bidder." However, bids significantly below the asking price may not be considered.)

### **III. PROJECT PLAN AND FEASIBILITY**

Please provide the following:

- A description of the nature and scale of the proposed development.
- A complete design concept, including a conceptual site plan and a façade/elevation sketch.
- A description of sustainable design elements.
- A tentative schedule for the project (including start and completion dates and the timing of all appropriate interim phases). This schedule should also identify the type and duration of site control required (such as a specified due diligence

period; a conditional agreement to enter into an Agreement of Sale within a given period of time, etc).

- A Parking Plan, including accommodations for on- and off-site parking.
- An estimated total development cost.
- A listing of all proposed sources of financing, including any services, actions, loans or grants you hope to receive to complete the project. (These will be kept confidential and not released without the developer's prior written permission.)
- A pro forma illustrating the feasibility of project development and ongoing operations, with sources and uses of funds

#### **IV. EVALUATION CRITERIA**

The submission will be evaluated according to the following criteria:

- The amount of development experience (of individual(s) and/or firm(s)). (15 Points)
- Whether architectural renderings complement the surrounding neighborhood (for example, by providing visual and pedestrian linkages to the adjacent Arts Park). (20 Points)
- Whether the plan includes sustainable design elements. (5 Points)
- Whether the proposed use(s) is/are compatible with the surrounding neighborhood context. (20 Points)
- The nature of (and likelihood of receiving) projected financing programs required to develop project. (10 Points)
- The quality and detail of the development pro forma submitted for the proposed project. (5 Points)
- The feasibility of the proposed schedule. (5 Points)
- The bid amount offered. (10 Points)
- Overall economic or cultural benefit to the Downtown. (10 Points)

**QUESTIONS REGARDING THIS RFP SHOULD BE DIRECTED TO:**

Karen Beck Pooley, Executive Director  
Redevelopment Authority of the City of Allentown  
E-mail: [beck-pooley@allentowncity.org](mailto:beck-pooley@allentowncity.org)  
City Hall  
435 W. Hamilton Street, Suite 330  
Allentown, PA 18101  
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Fax: (610) 820-3615