

Request for Proposals  
Site Master Plan – Advanced Furniture Building Lot  
Proposals due no later than: **Nov. 30 2023**

**SECTION 1: INTRODUCTION**

Greensburg Community Development Corp. (GCDC), located in Greensburg, PA is seeking a qualified independent consultant to support the development of a vacant lot in the City of Greensburg. The lot in question is located at 225 South Main Street, Greensburg, PA 15601 (parcel # 10-04-03-2-027). The lot is currently owned by the Westmoreland County Land Bank and is working with the GCDC to develop said property.

Any party interested in submitting a response to this RFP (“Proposal”) including, where applicable, all partners, employees and contractors of such interested party (collectively, “Applicant”) shall adhere to the guidelines set forth herein. GCDC may also be referred to as “The Agency” within this document.

**BACKGROUND**

The purpose of the Greensburg Community Development Corporation (GCDC) is to assist the City of Greensburg, businesses, institutions, and organizations in the development and implementation of plans and programs encompassing total community development, beginning in the core area and focused within the geographical boundaries of the City.

Money awarded to the selected proposal of this RFP is paid for in part by the City of Greensburg, The GCDC, The PA Association of Realtors, and the Westmoreland County Land Bank. Those dollars were used as match to leverage additional dollars through a grant offered through PA’s DCED Keystone Communities Program.

Other important background information to review before submitting a proposal would be the City of Greensburg’s Comprehensive Plan titled “Shape Greensburg” which was published in December of 2022 and is available on the City’s website. As cited on page 32 of the plan, “Community development corporations (CDCs) can play a key role in the rehabilitation/ redevelopment of properties...In such cases, CDCs can play the role of developer and cover the additional cost and complexity of such projects with outside monetary support from various community partners. This action explores the opportunity for the community to support Think Greensburg (GCDC) in such an expanded redevelopment role.”

On page 27 in the “A Vibrant Downtown” section, there is clear mention of Greensburg to become more of an ‘18-hour’ downtown. Meaning that the area is active past the working day and is well suited in “live, ‘work’, and ‘play’” dimensions. Per the plan: “Downtown Greensburg has a good start on ‘work’ and ‘play’ dimensions, with more attention needed for attracting more residents living downtown. The benefit of residents living in downtown include the presence of a hyper-local customer base which can support downtown business services, retailers, and food & drink establishments.”

Furthermore, one of the recommended actions of the Comprehensive Plan, B.3, is to “Support Think Greensburg (GCDC) in an expanded redevelopment role regarding key downtown properties.”

The County Comprehensive Plan, signed off on in 2018, also makes a case for developing downtown districts throughout the county. In fact, one of the core themes in the County’s Comp plan, illustrated on

pages 38-39, specifically recommends investing in downtowns and to develop plans for “assets, issues, and opportunities for each one.” The section goes on to talk about incentivizing downtown development through collaboration with DCED and other grant opportunities. On page 40, strategy 3.2 is titled “Provide Housing options” with a central theme and recommendation to encourage multifamily housing options and to “work with individual municipalities to establish target goals for multifamily development and total units.”

With all this momentum and clear indication for support in redeveloping downtown Greensburg properties, this RFP wants to focus on a single vacant lot, the former Advanced Furniture Building lot, to help be the catalyst for other development downtown. This lot is located right in the heart of the downtown district on Main Street and is a prime location for development. We are looking for creative and feasible ideas for the development of this vacant parcel – which, based on the above-mentioned comprehensive plans, most likely will revolve around something residential – though done in a way that is sustainable and meets current market conditions.

### **IMPORTANT INFORMATION**

1. Sealed Proposals must be received no later than **5 p.m. on Thursday Nov. 30, 2023**. GCDC will accept online submissions for this RFP through email to [gcdc@thinkgreensburg.com](mailto:gcdc@thinkgreensburg.com) or regular mail at: Greensburg Community Development Corporation, Attn: Alec Italiano, 101 North Main Street, suite 105, Greensburg, PA 15601.
2. All communications regarding this solicitation must be with Alec Italiano, Executive Director of GCDC at [alec@thinkgreensburg.com](mailto:alec@thinkgreensburg.com) or 724-858-8148. Until a contractor is selected, and the selection is announced regarding the procurement, elected officials, employees of GCDC, and contracted personnel receiving information and documents regarding this procurement are not allowed to communicate regarding the procurement for any reason with the Applicant or potential Applicant except through Alec Italiano or designated successor. For violation of this restriction, GCDC reserves the right to reject the Proposal of any Applicant or potential Applicant who knowingly participates in such violation.
3. There will be an optional informational session pertaining to this RFP online via Zoom on Tuesday Oct. 17 at 2 p.m. That link is provided as an addendum to this RFP. Questions may be asked at this session and answered either at that time or in a written addendum to this RFP.

### **SECTION 2: SCOPE OF SERVICES**

Applicants need not apply for all elements of the Scope of Work. Please clearly designate which elements your proposal will address.

1. Three (3) Development Options for the Advanced Furniture Site (225 South Main Street)
  - a. Illustrations or images of these options
  - b. Basic site plans for these options
  - c. Cost analysis
    - i. Estimate of cost / SF to build
    - ii. Estimated maintenance & utility costs
    - iii. Soft costs (architectural and engineering drawings, etc.) to complete project

- d. Revenue Projections for each development option
  - e. Barriers to development – variances needed for each option, etc.
  - f. Utility assessment – overall capacity of what is available at the site and estimated costs associated with providing utility services for each development option
  - g. Gap analysis / subsidies needed for each option
    - i. Recommendations on any/all programs to help fill that gap based on revenue projections and overall value of new building
  - h. Are any environmental studies needed for development?
  - i. An overall recommendation and rationale for 1 of these 3 options
2. Overall Market analysis on housing, specifically within the downtown district
- a. Recommendation on apartments, condos, sleeping rooms (Airbnb style units, etc.) based on supply, demand, and research of current and projected future market conditions
  - b. Average unit size that is best suited for downtown units, including storage
  - c. Recommended number of bedrooms and bathrooms for units developed downtown based on current market need and/or an appropriate unit mix for any new housing developments in the downtown district
  - d. Suggested rent amounts for new development downtown (per unit size and/or SF)
  - e. Estimated sales price of a condo in the downtown district (per unit size and/or SF)
    - i. Specifically for condos, a suggested HOA fee that would take into consideration certain utilities and long-term maintenance of the building
  - f. An analysis of existing residential units available for rent or sale downtown, estimate a vacancy rate of existing units
  - g. Estimate overall demand for new housing downtown and offer a recommendation on whether current market conditions will support new residential development
  - h. A community development assessment – done through either a survey, focus group, or combination of the two – on bringing more residential units downtown
    - i. Would people be interested in living downtown?
    - ii. Types of people downtown living interests? i.e. students, seniors, families, etc.
    - iii. Amenities people would expect living in the downtown district
    - iv. If condominiums were built downtown, would people be interested in purchasing them? And at what price for various bedroom/bathroom unit sizes?
    - v. What people feel is fair rent for an apartment of various bedroom/bathroom sizes
3. Parking recommendations for supporting residential units downtown Greensburg
- a. A recent ordinance passed by the city has waived the parking ordinance for new developments. Based on this new information:
    - i. What would be a recommended number of spots per unit on site?
    - ii. How feasible is it to add parking on-site for a residential development?
    - iii. An overall estimate of cost per parking spot to be developed on-site, either through building a parking deck with units above, or subterranean parking, or any other options based on lot size
    - iv. An estimated number of spots that would need to be leased from the city to support residential living, and from what city lots is that feasible from based on location?
  - b. Any signage recommendations directing people to parking downtown for current conditions

- c. Leased spots vs. metered spots assessment and any recommendations for residential living
  - d. Overall recommendations to address parking problems – perceived or otherwise – in the downtown district
4. Feasibility of a local shuttle bus / other public transit options
    - a. Cost analysis
    - b. Recommended routes and stoppage points
    - c. Use for events (night market, summer sounds, etc.)
    - d. Are there opportunities to partner with Seton Hill, Transit Authority, Independence Health, Shop n' Save etc., to help pay for and/or encourage the use of a local shuttle?
  5. Recommendations for corridors and gateways into Greensburg's downtown district to make it more attractive, easier to navigate, and friendlier for people living downtown
  6. Any overall recommended zoning changes for the downtown overlay district to allow for more residential development
  7. Any other recommended amenities such as green space, dog parks, trails, Street scaping, etc. to support more residential developments in the downtown district

NOTE: All development options for the site are accepted. There's a clear interest and reason for wanting to explore residential development – for all the reasons listed in the aforementioned Comprehensive Plan(s) for the community – however, any/all creative solutions for this site are welcomed and encouraged.

### SECTION 3: PERFORMANCE EVALUATION & EXPECTATIONS

There is a Steering Committee that has been formed to review responses to this proposal and select the eventual firm. The Steering Committee is made up of people from the GCDC Board of Directors, local business leaders, local government leaders, as well as active members of the community. This Steering Committee meets regularly, the first Wednesday of each month, and prospective firms submitting proposals may be asked to present to the steering committee and answer questions before issuance of a contract. Up to \$50,000 is available to award.

If the Applicant is awarded a contract as a result of this procurement, performance will be measured and evaluated as follows:

- a. Projection and maintenance of accurate timelines for completion of work.
  - i. Expectations are to have an agreed Scope of Work and contract signed with the selected proposal winner by the end of Jan. 2024
  - ii. Expectations are to have results from agreed to Scope of Work delivered by the end of April 2024
- b. Efficient handling of the work required to accomplish Scope of Work.
- c. Professionalism and integrity working with partners and the community while representing a Greensburg Community Development Corporation project.

- d. Communication with the GCDC Board of Directors and designated representatives of GCDC on the progress and outcomes of the required scope of work and any other information asked in order to keep the Board informed.
  - i. This may include regularly scheduled meetings with GCDC staff, steering committee meetings, GCDC board meetings, GCDC committee meetings, or ad hoc meetings as deemed necessary by the Executive Director of the GCDC, Executive Committee of the Board of Directors, or members of the steering committee.

#### **SECTION 4: MINIMUM QUALIFICATIONS**

1. **Professional Licensing and Experience.** The Applicant shall identify and should furnish proof of any required licensing for completion of Scope of Work, or that of a subcontractor used to perform any of the agreed to scope of work therein.
2. **Practical Experience.** The Applicant and key personnel shall demonstrate a high degree of knowledge, experience, and ability in the Scope of Work that they agree to and furnish.

#### **SECTION 5: PROPOSAL CONTENTS AND FORMAT**

Proposals shall be as succinct as possible while completely providing all requested information. Proposals shall not exceed fifteen (15) pages. In order for GCDC to conduct comprehensive evaluations, all Proposals shall be submitted in accordance with format detailed in the following:

1. **Cover Letter.** The cover letter shall include the name and business address of the Applicant and shall be signed by a signatory duly authorized to bind the Applicant. No pricing information shall be included in the cover letter.
2. **Table of Contents.** The table of contents shall include section titles along with corresponding reference to commencing pages.
3. **Applicant Overview.** The Proposal shall include a general overview of the Applicant(s) submitting the Proposal, how long each key personnel has been in business, customer service philosophy, and identification of the primary office that will be supporting the Agency. The overview should include a copy of current professional liability insurance, name of carrier and policy number, policy exclusions, if any, and current coverage amounts. The overview shall designate the individual(s) who shall act as the key personnel in completion of the Scope of Services.
  1. **If any** subcontractors are to be used in fulfilling this project, please list their qualifications as well. Also required is a letter, using the subcontractor's letterhead, stating their commitment to the project. The letter should also include contact information of a single point of contact from the company, and general information regarding the parts of the agreed to scope of work they are ultimately being held responsible for completing to the main applicant.
4. **Statement of Suitability.** The Proposal shall include a statement or specific information that may serve to differentiate the Applicant from other applicants in suitability to perform the Services described herein for the Agency.
5. **Project Understanding/Methodology.** The Proposal shall include a description of the Applicant's understanding of the proposed Services as outlined in the RFP and a demonstration of understanding as to the magnitude of the tasks and the desired outcomes for the Services. The Proposal shall also include a description of the Applicant's practice and services the Applicant is

capable of providing, including an explanation of how these Services will best meet the Agency's needs.

6. **Qualifications of Personnel.** The Proposal shall provide information on personnel to be assigned to work on this project. It should include resumes for key personnel.
7. **Past Performance/Similar Experience.** The Applicant shall include one (1) reference project from past years that demonstrate that the person(s) and designated personnel have experience and expertise with the subject matter of this RFP and have demonstrated performance of work that is similar in type and scope as the Project described in this RFP.
  1. References should be for a public agency, unless otherwise communicated and agreed to from the Executive Director of the GCDC, and should include the following: name of the organization; contact information, including contact name, address, email address and telephone number; description of the reference project; brief summary of services provided; period of performance; and project cost.
8. **Cost Proposal.** Applicants shall also submit a Proposal detailing proposed fees to perform the Services described herein ("Cost Proposal"). The Cost Proposal shall be submitted separately. The Cost Proposal shall clearly set forth fees or fee structure to be charged. No more than half of the agreed to cost of services will be provided at time of contract signing. The GCDC also reserves the right to reserve final payment until deliverables are made available to the GCDC. The fee proposed shall be submitted in the following form (does not count toward total page number):
  1. A flat fee. This can be inclusive of all items of work or itemized to specific components in the Scope of Services and expectations of when payment shall be received; or
  2. An hourly rate for each employee to be paid monthly upon GCDC's receipt of an invoice. This should include an estimate of total number of hours worked as well as a "not to exceed" commitment.

## **SECTION 6: GENERAL EVALUATION PROCESS AND CRITERIA**

1. **General Information.** The RFP and Proposals submitted in response will enable GCDC to gather information and identify one or more qualified Applicants to perform the Services described herein. GCDC will conduct a comprehensive, fair and impartial evaluation of all Proposals received. GCDC may invite the most qualified Applicant(s) to interview; however, GCDC reserves the right to select only one Applicant and negotiate a contract. GCDC may also determine that no qualified Proposals have been received and reject all Proposals.
2. **Interviews.** At GCDC's discretion, selected Applicants may be interviewed and re-evaluated based upon the criteria set out in the RFP, or other criteria to be determined by the Agency (i.e. unique qualities, methodologies, or approaches taken to differentiate from other Applicants). Selected Applicants may be asked to provide additional information to the Agency regarding demonstrated competence and qualifications, feasibility of implementing the Project as proposed, ability to meet schedules, costing methodology, or other factors as appropriate. Any information received by the Agency subsequent to the Applicant's Proposal will be used to further evaluate Applicants to determine a rank order. Final approval of a selected Applicant is subject to applicable Agency policies.
3. **Past Performance.** The Agency may review past performance of the Applicant using the information provided by the Applicant in response to Section 5, paragraph 7 of this RFP or information obtained from independent sources, at its sole discretion.
4. **Negotiation and Best and Final Offer (as applicable).**

- a. If the Agency deems it is in its best interest to retain the services of one or more Applicants, the Agency reserves the right to negotiate a revised scope and/ or fees. Negotiations will encompass all phases of work, including but not limited to: hourly rates; fees for services; markups for overhead and profit on subcontractors; a “not to exceed” contract amount; and any other items the Agency deems appropriate.
  - b. If negotiations are successful, the Agency and the highest ranking Applicant will enter into an agreement to perform the Services as described in this RFP. If an acceptable agreement cannot be reached between the Agency and the highest ranking Applicant, the Agency may choose to negotiate with other Applicant(s).
  - c. Separate meetings with more than one Applicant may be conducted during the same time frame; however, negotiation sessions with an Applicant will not be held in the presence of another Applicant.
  - d. Applicants submitting Proposals should be aware that the Agency has sole discretion to determine what constitutes the “best qualified offer” for the Agency. Consequently, Applicants are urged to submit best possible terms in their original submittal.
5. **Evaluation Criteria.** The Agency will evaluate Proposals based on criteria stated within this RFP. Proposals will be assigned values including, but not limited to, the following:
1. Applicant’s suitability to perform the Services.
  2. Applicant’s understanding and methodology to provide the Services to meet the Agency’s needs.
  3. Past performance/similar experience.
  4. Cost.
  5. Compatibility to GCDC’s Board of Directors and their best interests to the Agency.
  6. Compatibility to the Steering Committee and their commitments to the City of Greensburg.

## SECTION 7: TERMS AND CONDITIONS

All Proposals and supporting materials as well as correspondence relating to this RFP become property of the Agency when received and may be subject to the Pennsylvania Open Records Act. Any proprietary information contained in the Proposal shall be so indicated; however, a general indication that the entire contents, or a major portion, of the Proposal is proprietary will not be honored. The following terms and conditions shall also apply:

1. **Applicable Law.** All applicable Federal and State of Pennsylvania laws and local ordinances, licenses and regulations of all agencies having jurisdiction shall apply to Applicants throughout this solicitation and are incorporated herein.
2. **Licenses.** Professionals requiring special licenses shall be licensed in the State of Pennsylvania, and shall be responsible for those portions of the work as may be required by law.
3. **Applicant Status with Agency.** No Proposal shall be accepted from, and no contract will be awarded to, any person, firm, or corporation that is deemed irresponsible or unreliable by the Agency.
4. **Applicant Financial Status.** The Agency shall be able to request of an Applicant satisfactory evidence that it has the necessary financial resources to accomplish the requirements of the contract.
5. **Agency Reservation of Rights.** While the Agency has every intention to make an award as a result of this solicitation, issuance of the RFP in no way constitutes a commitment by the Agency

to award and execute a contract. Upon a determination such actions would be in its best interest, the Agency, in its sole discretion, reserves the right to:

1. Cancel or terminate this RFP at any time. If applicable, a notice of cancellation will be issued. If the RFP is cancelled, the Agency will not reimburse any Applicant for preparation of its Proposal. Proposals may be returned upon request if unopened;
2. Reject any or all Proposals received, make a contract award based directly on the Proposals received in the best interest of the Agency, in its sole discretion, or enter into further discussions with one or more Applicants;
3. Waive and/or amend any undesirable, inconsequential, or inconsistent provisions/specifications of this RFP which would not have significant impact on any Proposal;
4. Make partial award or no award if it is in the best interest of the Agency to do so; and
5. Terminate any contract awarded if the Agency determines adequate funds are not available or if it is in the Agency's best interest to do so.

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**PROPOSAL SIGNATURE AND CERTIFICATION**

I certify that this Proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a Proposal (“Applicant”) for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of this Proposal and certify that I am authorized to sign this Proposal for Applicant. I further certify that the provisions of O.C.G.A. § 45-10-20, et seq. have not been violated and will not be violated in any respect.

\_\_\_\_\_  
Authorized Signature for Applicant

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Title

\_\_\_\_\_  
Firm Name

\_\_\_\_\_  
Date

Addendum (zoom link for informational session) to be held on Tuesday October 17<sup>th</sup> 2023 at 2 p.m. EST:

Alec Italiano is inviting you to a scheduled Zoom meeting.

Topic: Alec Italiano's Personal Meeting Room

Join Zoom Meeting

<https://us02web.zoom.us/j/9532050176?pwd=Z3poNXJybUJNbDhZa1djRGwxTExBdz09>

Meeting ID: 953 205 0176

Passcode: 431963

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One tap mobile

+16465588656,,9532050176# US (New York)

+16469313860,,9532050176# US

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Dial by your location

- +1 646 558 8656 US (New York)
- +1 646 931 3860 US
- +1 301 715 8592 US (Washington DC)
- +1 305 224 1968 US
- +1 309 205 3325 US
- +1 312 626 6799 US (Chicago)
- +1 253 205 0468 US
- +1 253 215 8782 US (Tacoma)
- +1 346 248 7799 US (Houston)
- +1 360 209 5623 US
- +1 386 347 5053 US
- +1 507 473 4847 US
- +1 564 217 2000 US
- +1 669 444 9171 US
- +1 669 900 9128 US (San Jose)
- +1 689 278 1000 US
- +1 719 359 4580 US

Meeting ID: 953 205 0176

Find your local number: <https://us02web.zoom.us/u/ktdZ4l8tu>