

City of Bethlehem  
Request for Proposals

Northside 2027 Neighborhood  
Planning Study

PROPOSALS DUE: February 23, 2018 by 4:00 pm

CONTACT PERSON:

Allyson Lehr, J.D.  
Housing & Community Development Administrator  
City of Bethlehem  
10 E Church Street  
Bethlehem, PA 18018

(610) 997-5731

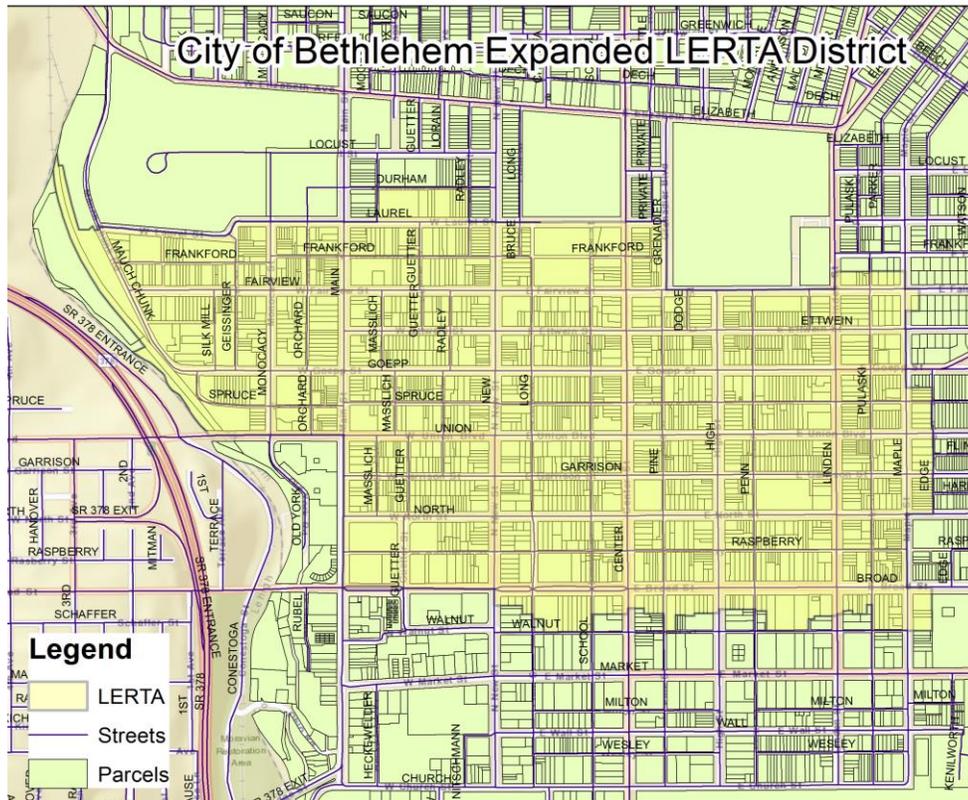
# INTRODUCTION

The City of Bethlehem recently created a new LERTA district in the area immediately north of the north side central business district, coined “Northside 2027”. It is looking to develop a neighborhood plan for this area, including the commercial corridors of East Broad Street and parts of Linden Street. A portion of this area was designated an Elm Street area in the early to mid-2000s, but this designation lapsed and no further planning actions have been taken since that time. This neighborhood plan will allow the City to identify areas of concern and priority projects within this neighborhood.

It is important to note that this process is to be heavily reliant on the residents and stakeholders in this neighborhood. Extensive resident input is required, along with supporting data, to determine projects and initiatives. The plan will identify strategies for short and long term recommendations within the study area. Additional inputs to the plan will include housing data and trends, census data, recreation needs, transportation issues, a review of existing and needed community facilities, and economic development issues.

# STUDY AREA

The study area is shown below. The study area is generally bounded by Broad Street to the south, Maple Street to the east, Laurel Street to the north, and Mauch Chunk Road to the west. This area is heavily residential, but has two main commercial corridors and several major redevelopment project either underway or planned, but stalled to varying extents.



## **PROGRAM GOALS AND OBJECTIVES**

The goal of the study is to enhance the Northside 2027 neighborhood by stemming declines in housing stock, promoting homeownership, improving the visual attractiveness of the area, ensuring vehicular/pedestrian mobility and safety, strengthened community facilities and improving general quality of life in the neighborhoods.

The areas of study will at least include streetscape, traffic, recreation, community facilities, housing and population changes and commercial vitality. Recognizing the limitation of City budgets, the plan should provide a combination of capital and program improvements to balance the number of low, moderate and higher cost recommendations.

## **RESOURCES**

The City will provide the resources available at the time of the study such as:

- the City's electronic mapping and planning overlays
- the comprehensive plan, ordinances and other current city documents such as the comprehensive blight study nearing completion.
- descriptions of all City economic and housing incentives and programs.

A project steering committee has been formed to help lead the process and disseminate information to residents and stakeholders. City staff will participate on this steering committee along with residents and other community members.

## **SCOPE OF WORK**

The consultant will assist the City in establishing strategies and priorities to address the program's overall objectives, which may include:

- identification of trends in housing changes, programs for housing improvements and priorities for such improvements
- enhancement of the area to retain and strengthen commercial and mixed use development along East Broad and Linden Streets
- identification areas where public improvements consisting of lights, landscaping, paving, signage, and street furniture may be used to enhance the area, along with a prioritization of the projects
- a review the existing transportation system for vehicles, pedestrians and bicyclists and provide recommendation for improved safety and mobility
- a review the existing zoning or other ordinance provisions that apply in these neighborhoods and provide recommendations for ordinance amendments that can improve quality of life in the neighborhoods
- how existing programs within the neighborhood can contribute to maximize resources in the neighborhood enhancement process

The consultant will conduct interviews with key people or organizations that will be included in the process.

The consultant will hold up to 4 public meetings with area residents and merchants to formulate and present the plan.

The consultant will prepare a prioritized action/implementation program with general cost estimates and identification of potential funding sources.

The consultant will prepare a brief summary report and a final presentation will be made to city council.

The consultant will provide a reproducible original of the Plan and all maps and supporting documentation.

## **INQUIRIES**

All inquiries to the RFP may be submitted in writing to:

Allyson Lehr, J.D.  
Housing & Community Development Administrator  
City of Bethlehem  
10 E. Church Street  
Bethlehem, PA 18018

## **PROPOSAL CONTENT**

At a minimum, all proposals shall respond to the following:

1. Description of firm organization. Provide all contact information for the primary contact person, along with all of the people that will be a part of the consultant's team. Provide information about the size of the firm, years in business and any consulting specialty.
2. Describe the firm's related experience. Present a summary of your neighborhood planning experience, especially in urban communities. Describe any related comprehensive neighborhood planning projects and how they relate to the project Bethlehem proposes.
3. Project Management. Describe how the project will be managed. Who will be the City's primary contacts for this proposal? Will there be any subconsultants? What is the timeframe proposed for the project? How will the consulting firm ensure coordination between our offices, your staff and the public and interested parties? How will your firm approach the public participation portion of the process since they City is relying heavily on public input from residents, nonprofit organizations and business owners?
4. Budget. The proposed budget for this project is \$75,000. Additional project options up to \$100,000 may be included. Please provide a detailed budget with the proposal.
5. References. List at least three references from projects similar to this proposed project.
6. Describe why your firm should be hired for this project.

## **SELECTION CRITERIA**

The following criteria will be utilized to evaluate proposals and select a consultant.

1. Experience with similar neighborhood planning projects in urban neighborhoods.
2. Experience of the personnel assigned to this project.
3. Innovation and creativity in the planning process including the approach to public participation, creating solutions to neighborhood issues, innovation in design and ability to find potential funding sources.

## **CONCLUSION**

The City will evaluate all proposals and select the successful firm. The City is not responsible for any costs incurred by prospective bidders in responding to this RFP. The City reserves the right to award the project in the best interests of the City and is not obligated to select the lowest priced proposal.