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Tamaqua Area
Community Partnership

Respectfully Submitted by Pottsville Area Development Corporation and Tamaqua Area Community Partnership

Request for Proposal

Architect or Design Professional to assist with Upper floor development in downtown Pottsville and downtown Tamaqua to further the revitalization of the downtown area.

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I. Purpose

Pottsville Area Development Corporation (PADCO) and Tamaqua Area Community Partnership are seeking proposals from qualified architects or design professionals to assist in the upper floor development of the historic downtown Pottsville and downtown Tamaqua. This project will serve as a powerful tool for visualizing preferred Downtown redevelopment and as a pilot for the redevelopment of historic Downtowns in rural areas. The ultimate goal of this project is to further the revitalization of Downtown Pottsville and Downtown Tamaqua and expand downtown livability by increasing Upper floor occupancy in the downtown area. This will be done by assisting building owners and developers with the implementation of state grant money to create downtown market-rate units.

II. Background

Pottsville is a historic third-class city and the county seat of Schuylkill County, Pennsylvania, United States. The City of Pottsville lies along the west bank of the Schuylkill River, 97 miles northwest of Philadelphia. With a population of 13,346 at the 2020 census, Pottsville is a quaint, safe, and family-oriented community. As the county seat, Pottsville supports a variety of government offices in the downtown area including the Schuylkill County Courthouse. Several large events are held in the downtown area throughout the year which draws hundreds if not thousands of visitors. The Yuengling Brewery also draws nearly 100,000 visitors to Pottsville every year. Pottsville is a community that is rich in history. Home to America's oldest family-operated beer brewery, Yuengling Brewery which was founded in 1829. The brewery famously sent a truckload of its Winner Beer to the White House in 1933 as thanks to President Franklin D. Roosevelt for the repeal of Prohibition. Because of its location along the Schuylkill River, Pottsville developed a small textile industry. Out of this industry grew the Phillips Van Heusen Company founded in 1881. Pottsville also hosted a National Football League Franchise, The Pottsville Maroons, from 1925 to 1928. Until the middle of the 20th century, Pottsville was a popular destination for many traveling acts and vaudeville performers. The 1929 film *Berth Marks* stars the comedy legends, Laurel and Hardy, as they attempt to reach Pottsville by train for one of their booked performances. Pottsville was also sought out politically. On October 28, 1960, thousands filled Garfield square to hear the campaign speech of then-Senator John F. Kennedy who would go on to be the 35th President of the United States. Pottsville, like many other areas of Schuylkill County, faced decades of decline due to the demise of the Anthracite Industry which caused many businesses and residents to leave the community. Van Heusen and many other textile companies also left the region starting in the late 1970s, mainly due to foreign competition. In addition to declines in the Anthracite and textile industry, many department stores that were located in the downtown area moved to the local Shopping Malls.

Today, Pottsville is a family-oriented, traditional community that is host to many different industries including financial institutions, government services, technology, health care facilities, law offices and restaurants. Pottsville has a significant daytime population to support growing business enterprises. Further, we host 100,000 tourists annually through Yuengling Brewery, Yuengling Light Lager Jogger, Yuengling Stars & Stripes Summer Celebration, Martz Hall, Pottsville Cruise, Block of Art, Jerry's Classic Cars and Collectibles, Sovereign Majestic Theater, and the Schuylkill County Historical Society, our main tourist destination.

The Tamaqua Historic District was established to recognize and Historic District Preserve the character and architecture of Tamamqua's historic neighborhoods. It includes 976 buildings, three sites, eight structures, and three objects over 178.6 acres that have been deemed historically significant, and of which 97 percent are contributing. The district runs the length of town, primarily across the central downtown business district, but also including and some nearby neighborhoods. This area developed as a coal center in the southern anthracite field and the residential, commercial, industrial, public, religious, educational, and social buildings are tightly arranged on narrow lots along the borough's streets, alleys, and rail lines. Residential buildings, mostly two-story, are primarily frame and brick construction, and many of the residences are attached duplexes or row houses. The district is located 17 miles east of Pottsville at the eastern boundary of Schuylkill County and centered at the intersections of Routes 209 and 309 (Broad and Center Streets). It extends west to include the Odd Fellows Cemetery in Schuylkill Township, east to the juncture of Hazle Street and Route 209, and north and south to include multiple intersecting streets and alleys. The architectural styles represented most frequently include Queen Anne, Late Victorian, Italianate, and Colonial Revival with small concentrations of early buildings, including log, Greek Revival, and Federal. A large number of buildings date between 1900 and 1925. The commercial section includes mostly 3- and 4-story buildings. Contributing structures include three sets of iron stairs that link hillside neighborhoods to the downtown and five bridges. Three contributing sites within the historic district include Odd Fellows Cemetery and St. Jerome's Roman Catholic Cemetery, and the site of a demolished shirt factory. Two veteran monuments and a stone crash bollard are tallied as contributing objects. With few modern intrusions, the Tamaqua Borough Historic District retains its historic integrity and character.

Tamaqua's upper floor redevelopment efforts began with the implementation of a Main Street initiative in 1996 and was boosted when the effort was a keystone of the 2005 Blueprint Communities Plan sponsored by the Federal Home Loan of Pittsburgh. As part of the Blueprint Communities initiative, the [Tamaqua Upper Floor Market Study \(tacp.info\)](#) was completed in 2008 revealing a great untapped potential in the form of underutilized and vacant upper floor real estate within two blocks of the main intersection. A follow-up study, [Tamaqua Upper Floor Redevelopment Study \(tacp.info\)](#) focused on specific redevelopment strategies followed. The

upper floor redevelopment potential is featured in the [Upper Floors: Looking Up – TACP.info](#), video and is key part of [Tamaqua's 2022 Tamaqua Choose Happiness® Plan](#).

Pottsville and Tamaqua have made positive efforts to date to improve the appearance of the downtown district. Schuylkill Community Action and the City of Pottsville as well as the Borough of Tamaqua and Pennsylvania's Department of Community and Economic Development participated in the Elm Street Program that aimed to bolster the older historic neighborhoods located within walking distance from revitalized main streets. The grants are designed to make positive images for a community through visioning, planning, and

The City of Pottsville alongside the Pottsville Business Association and Pottsville Area Development Corporation are consistently looking for ways to further the revitalization of downtown Pottsville and have done so previously through the Continued Progress Project. This project was a community-based vision, market analysis, and strategic plan for Downtown Pottsville. In 2017 and early 2018 phase I of the Pottsville Continued Progress Project was completed. Phase II began in the summer of 2018 and included a hotel feasibility study, implementation program, and marketing components.

[More Information on the Continued Progress Project](#)

Tamaqua has also put forth similar efforts in terms of economic development to revitalize the downtown area. Tamaqua is the only borough in the state's "CRIZ" job-growth program, serving as a pilot for the program. There are only two cities that are part of the program as well, and they are Lancaster and Bethlehem. The program allows Tamaqua to leverage state tax dollars by reinvesting them in underutilized real estate, to attract development, to encourage local business expansion, and to create new jobs. This program is administered by the Department of Revenue, the Department of Community and Economic Development and the Governor's Budget Office.

[More Information about the CRIZ Program](#)

Pottsville and Tamaqua are proud of the improvements they have already made and would like to continue to improve the downtown districts, attract new businesses and residents, and create new job opportunities with a current goal to increase upper floor occupancy in the downtown area.

III. Certified Strategic Redevelopment Area

The Certified Strategic Redevelopment Area outlines the eligible property for Upper Floor Development to take place which includes all areas within the border streets of Mauch Chunk Street to the south, Nicholas Street to the North, Route 61 (Claude A Lord Blvd) to the east, and

6th Street to the West. The northwest area should include the area of Mahantongo and Norwegian Street extending to 6th street. (See the map in section VI. Available Information)

IV. Scope of Work

The Upper Floor Development Plan shall be comprised of the following aspects. Proposals should outline strategies and action items for addressing each of the following:

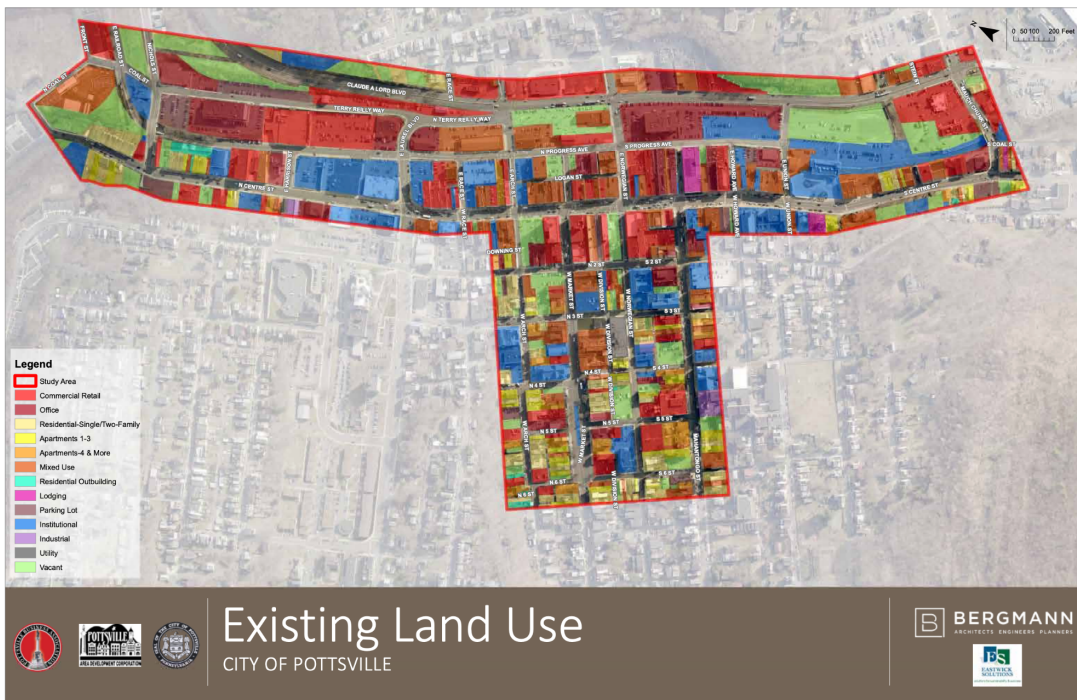
1. Working alongside PADCO to assist building owners and developers with the implementation of state grant money to create downtown market-rate units.
2. Consider the historic nature of the individual buildings, their age, and preexisting architecture during the design process. Prioritize preservation, especially on the exterior of the buildings.
3. Working to ensure that all local, state, and federal zoning laws, the ADA, and safety code are being enforced and abided by.
4. Determine Cost per Unit (CPU) considering the following factors:
 - a. Engineering
 - b. Plumbing
 - c. Electric
 - d. Heating, ventilation, and air conditioning
 - e. Appliances
 - f. Flooring
 - g. Walls and ceilings
 - h. Fixtures
 - i. Sprinklers
 - j. Fireproofing (2-hour drywall)
 - k. Elevators
 - l. Waterline connection
 - m. Fire escapes that abide by safety codes in regards to fire prevention and egress.
5. Determine appropriate amenities and expectations considering the following factors:
 - a. Square footage
 - b. Bedroom Tiers
 - c. Location
 - d. Seasonal stability
 - e. Amenities
 - i. Central Air
 - ii. Central Heat

V. Budget and Cost Breakdown

Accepted proposals will include a total budget with a breakdown of estimated costs per task.

VI. Available Information

Certified Strategic Redevelopment Area Map



VII. RFP Submission Directions

In order to receive a uniform format of responses and information from all prospective consulting firms the following should be addressed and included in your submission:

- Proposals should be submitted electronically only in PDF format including a letter of submission signed by an authorized representative of the architect or design professional to info@pad-co.com
- Proposals shall be less than 10 MB in size and shall be less than 15 pages in total length. Proposals shall generally be limited to standard letter format. Cost Estimates and Work Plan/Timing may be in larger formats.

- c. The proposal shall include a Work Plan and the projected and expected time period for the project.
- d. The Proposal will include a summary of the architect or design professional's professional information and history, including any relevant previous experience.
- e. A summary of past projects that demonstrate the architect or design professionals' experience in redevelopment in community upper floor development.
- f. Samples of previous plans may be submitted as an appendix without counting towards the page limit.
- g. Provide engineered drawings of the expected plan for the space
- h. Provide an estimate of the expected overall cost of the project
- i. SUBMISSION DEADLINE: August 1st

VIII. Evaluation

- A. Process: PADCO and Tamaqua Area Community Partnership will evaluate the proposals. Architects or design professionals may be asked to submit further written information. The selection of an architect or design professional is a competitive process and therefore the committee (comprised of representatives from PADCO and Tamaqua Area Community Partnership) will evaluate the proposals and reserve the right to accept or reject in whole or in part any or all proposals and cancel all or part of this RFP process for any reason at the sole discretion of the committee and to negotiate contracts with the selected architect or design professional whose proposal is considered to be most acceptable.
- B. Criteria: The committee will make its recommendation based on the following evaluation criteria:
 1. The degree to which the proposal responded to the RFP and Terms of Reference.
 2. The demonstration of relevant work experience and the professional reputation of the architect or design professional.
 3. Demonstration of experience in consulting and assisting the implementation of similar projects.
 4. The demonstration of creative approaches to community consultation and the revitalization process.
 5. The demonstrated ability of the architect or design professional to provide the services defined in this RFP.
 6. The total cost.
 7. The overall project timing.
 8. Interviews: Architects and design professionals may be asked to attend an interview with the committee prior to final consideration.

- C. Assumptions and Contract: The selected architect or design professional will be expected to enter into a contract with the Committee. The selected Consultant will indemnify the Committee from all costs, charges, expenses, and other claims with respect to the job functions being carried out. This will include:
 - 1. General Liability and/or Professional Liability Insurance.

IX. Contract Award

The final authority to award an architect or design consultant rests solely with the Committee. Consultants are advised that the lowest cost proposal will not necessarily be awarded the contract, as the selection will be based on the above evaluation criteria and cost is only one of the criteria. The Committee will not be responsible for any preparations cost incurred by the Consultant submitting a proposal and will not pay for any travel expenses to participate in interviews or contract negotiations.