

REQUEST FOR PROPOSALS

New York Main Street Technical Assistance (NYMS-TA) Grant – SHARS ID: 20180113
New Cassel Building Feasibility Analysis and Design Guidelines 2019

The Town of North Hempstead Community Development Agency (CDA) is seeking technical support services to provide expertise in completing a building feasibility analysis and design guidelines beginning in early 2019. The Town of North Hempstead is a recipient of the New York State Housing Trust Fund Corporation (“HTFC”) New York State Main Street Technical Assistance Program (“NYMS-TA”).

The analysis and guidelines completed as a “Façade Handbook” will be the primary deliverable, detailing visual representations and recommendations for building improvements and economic development within the hamlet of New Cassel. The project will prepare the CDA for further application to the New York Main Street Program to revitalize the Prospect Avenue Corridor and attract and retain business.

The project will also assist the CDA in updating and leveraging its residential and commercial rehabilitation and economic development programs in New Cassel and other CDBG eligible areas and downtowns within the Town of North Hempstead.

BACKGROUND

The Town of North Hempstead and the CDA has focused on revitalization efforts in New Cassel for years. The Town conducted a blight study in 1988. Much of the focus from 1988-2001 was the urban renewal of blighted residential properties in New Cassel. The Town of North Hempstead along with the CDA engaged a not-for-profit organization, Sustainable Long Island and a community-based organization, Unified New Cassel Community Revitalization Corporation to undertake a community-wide charrette which resulted in *Seeking a Share Vision: The Visioning Plan for New Cassel (2003)*. The Town also updated the *New Cassel Urban Renewal Plan (2003)*. Both plans identified Prospect Avenue as the central business district of New Cassel. The Town created a New Cassel Overlay Zone to assist in the redevelopment area.

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The Town and the CDA implemented many of the implementation strategies outlined in the Vision Plan.

- Code enforcement was stepped up with CDA having jurisdiction over building permits for 24 months and an intensive code enforcement effort by the Town. The Town implemented a town-wide 311 system to facilitate and track service requests by Town residents.
- Volunteers worked on a community clean-up the initiative. Town employees continue to maintain parks, streets, and public places.
- The redevelopment area projects were funded through private foundations, federal, state and local government and undertaken by the CDA, Town, developers and not-for-profit organizations.
- Community Art was contributed to some of the public spaces.
- Community Assets were built including the expansion of services in the Town at the Community Center.
- The Town completed a Traffic Engineering Study leading to the reconstruction of Prospect Avenue with traffic calming measures and pedestrian safety improvements following Complete Street standards.
- The Town completed streetscape improvements including planting trees and medians, installation of bus benches and decorative street lights, and installation of trash cans.
- Gateway improvements included the development of Gateway Park at the western entrance to Prospect Avenue and the development of Cathedral Place an attractive, affordable housing community at Prospect and Bond Street. Improvements underway include entranceway signs and historical markers.
- The Town established the New Cassel Overlay Zoning District and some general design guidelines.
- Park Improvements include the development of the Rose Ribbon Park and Parking lot and the Swalm Street Pocket Park.
- A youth-led seasonal Farmer’s Market has been operating annually since 2011.
- The Town developed, owns, and operate a new state of the art LEED Platinum multi-use Community Center next to the Martin “Bunky” Reid Park.

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The Town received US EPA Brownfields funding. New York State Department of State (DOS) designated New Cassel as an NYS Brownfields Opportunity Area (BOA).

An Expression of New Cassel: Advancing the New Cassel Community Vision (2012) and *The Town of North Hempstead: New Cassel Brownfield Opportunity Area (BOA) Step 2 Nomination Final Report* (2013) made additional recommendations for implementation which are underway.

Eight new mixed-use developments now provide 247 units of affordable rental housing, we built 54 new first-time home buyer homes, over 50,000 square feet of new commercial space attracted a supermarket, specialty grocery, pharmacy, dentists, restaurant, barbershop, retailers, community services, and a laundromat creating over 75 new jobs. A pharmaceutical manufacturer was attracted creating 618 jobs.

Improvements to older commercial buildings on Prospect Avenue are badly needed and a key strategy in the Vision Plan. When the revitalization program began in 2003, these buildings were the better buildings on Prospect Avenue. Most of these buildings lack character, and some have been “modernized” altering the historic character of the buildings. Many buildings have either closed or inoperable security gates during general business hours leading most people entering the district to assume that a business is closed or that the area has a crime problem. Older signage is prevalent, and building & business owners leave up old signage even when a business expands within the space.

These older buildings co-located with the newer developments are primarily in the western and eastern gateway areas. They are now detracting from the Prospect Avenue Corridor as a business district making it more difficult for the mixed-use buildings to lease tenants. The CDA’s traditional sign, awning and façade program has not been effective or attractive to these building or business owners who do not understand how visual improvements will add to the value of their building or help expand their business.

Development of design standards and reuse opportunities will help reduce vacancies as well as improve, attract and expand businesses. The CDA will use the technical assistance work

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to develop future NY Main Street applications and leverage our commercial rehabilitation program.

With the building feasibility analysis and design guidelines, the CDA can restore historical facades, upgrade commercial spaces, and explore the possibility for upper-story apartment additions to the Prospect Avenue Corridor. A full analysis for a future mixed-use, walkable downtown restoration project will allow the CDA and Town to take the necessary steps in achieving the community vision.

The Building Feasibility Analysis and Design Guidelines for the Prospect Avenue Corridor will evaluate options for each building's reuse and the possibility for upper-story apartments. Guidelines will include interior updates as well as exterior façade options.

The technical assistance project will prepare the CDA and Town with the necessary information that will further recruit and engage businesses and residents throughout the community and provide a foundation for a future NYMS project. By determining such opportunities, the CDA, in collaboration with the Town of North Hempstead Planning Department, can then create a strategic business or economic development plan to begin implementing outlined revitalization efforts.

SCOPE OF WORK

1. Evaluate Buildings on Prospect Avenue in Need of Rehabilitation

The CDA has created an inventory of existing commercial buildings and mixed-use buildings in need of substantial or moderate rehabilitation. The consultant will work with the CDA to evaluate the existing conditions of the buildings to recommend design improvements and reuse opportunities.

2. Building Feasibility Analysis

Currently, the only some buildings located within the Prospect Avenue Corridor have permits for upper-story apartments. The buildings are all typically utilized for commercial

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purposes; however, the feasibility analysis will establish appropriate uses as well as any areas where upper-story residences may be an option for a future rebuild. Components to evaluate will include processes and resources needed to reuse and rebuild individual properties to incorporate mixed uses.

3. Building-Specific Design Guidelines

The design guidelines included in the final document will create general and individualized policies and recommended code revisions for designing and altering buildings within the Prospect Avenue Corridor. A variety of building characteristics will be reviewed to meet community vision and architectural appropriateness. Characteristics to consider may include but are not limited to: windows, entrances, additions, roofs, parking, and associated materials. Guidelines will also include enhancements for landscaping and other streetscape components.

OUTCOME AND PERFORMANCE STANDARDS

The goal of the project is to determine possible participating buildings for a future New York Main Street project by analyzing the feasibility of building re-use and opportunities for mixed uses within the Prospect Avenue Corridor. The contractor will include an analysis of possible building uses along with a design component for each building. The documents completed through the New York Main Street Technical Assistance (NYMS-TA) program will help in planning for a future application that will incorporate building owner buy-in and further investment in associated properties.

DELIVERABLES

Building Feasibility Analysis and Design Guidelines in the form of a “Façade Handbook”– with Draft and Final reports in digital format submitted to New York State Housing Trust Fund (“HTFC”) Corporation 9/1/2019-10/1/2019.

The building feasibility analysis portion of the document will investigate and provide a history of all buildings within the target area as well as any opportunities or constraints for

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reuse. These details will also incorporate the overall condition of the interior and exterior of each building.

Design guidelines will provide a visual and description of each building characteristic deemed appropriate for the Prospect Avenue Corridor. The guidelines will aim to improve the aesthetic value of Prospect Avenue as well as attract and retain businesses, residents, and visitors. The goal is for the CDA and the Town of North Hempstead to adopt the deliverables created from the project and begin implementing with a future NYMS project.

PROJECT BUDGET

The budget is \$23,500 is for this project. The budget includes all costs related to the research and creation of the draft and final documents. The CDA estimates that it will allocate approximately \$20,000 to the technical assistance consultant costs with the balance allocated for other project costs. The CDA staff and North Hempstead Planning Department staff will assist the selected consultant in the project. The CDA is also asking the proposer to provide an hourly fee schedule for anticipated post project implementation work from the CDA.

PROJECT TIMELINE

Deliverables will include the completion of a Building Feasibility Analysis and Design Guidelines for all buildings within the target area (Prospect Avenue Corridor, Westbury, NY) within a 1-year timeframe.

- April 2019: Receive submissions, select finalists, and conduct consultant interviews. The CDA will select award a contract to a consultant.
- April 2019: First meeting to review project deliverables, the scope of work, and timeline.
- April-June 2019: Engage business owners, property owners, community leaders, and Town representatives to review the design and façade vision for the Prospect Avenue Corridor.

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- June – August 2019: Start work on deliverable drafts. Meet with the consultant to discuss the status of the project and review document drafts. Complete final review of drafts and receive a final copy of Building Feasibility Analysis and Design Guidelines for Prospect Avenue Corridor.
- August – September 2019: Prepare for and conduct a public meeting to present findings and designs. Complete SEQR process to take first steps in formally adopting the Building Feasibility Analysis and Design Guidelines.
- September – October 2019: The consultant submits a draft and a final report to HTFC for project close out.

REQUIREMENTS FOR PROPOSAL PREPARATION

Proposals must include the following information and documentation:

- History of Firm – Describe your firm’s size and staff structure. Include the number of years in business and any other information about the firm’s character. In this brief description, provide full contact information including the name, address and phone number of the firm.
- Design Team Background – Include resumes for individuals expected to work on the project along with individual roles and responsibilities of each staff member. Be sure to designate the firm’s key contact or project manager, and include full contact information and a description of expertise for this individual. Include an organizational chart of all staff engaged in the project, where applicable.
- Representative Projects & Experience – List and describe completed projects with similar scopes and other relevant projects. Include full project descriptions, completion dates, names and locations, budget information, and key contact information for individuals who can speak to your firm’s performance. Provide images where appropriate and helpful in evaluating your firm.

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- **Project Approach** – Describe your firm’s approach to completing the project along with any steps or tasks you feel should be completed to make the project exceptional. Describe any unique qualities your firm will employ while completing the project.

Project Deliverables from the NYMS/TA Grant

The Grant Agreement outlines specific requirements related to the project deliverables. Specifically that the CDA must incorporate provisions from Grant Agreement Section 26 in solicitation materials and final deliverables:

- (a) Materials produced pursuant to this Agreement shall be provided to the Corporation upon project completion and prior to reimbursement of Project Costs.
- (b) Materials shall be provided to the Corporation in electronic format only.
- (c) Materials produced pursuant to the Agreement are the property of the Corporation, and the Corporation reserves the right to modify and distribute such materials.
- (d) All contracts between the Recipient and providers hired to produce Project materials must include a provision to requiring Project materials to be explicitly labeled as works for hire and exclusive property of the CDA and the Corporation;
- (e) Materials produced shall be clearly labeled with the SHARS Project Number and the following statement: “Developed with funding assistance from Housing Trust Fund Corporation and NYS Homes & Community Renewal. The document is the property of the Housing Trust Fund Corporation and the Town of North Hempstead Community Development Agency.”

Vision Documents - <https://northhempsteadny.gov/New-Cassel-Community-Visioning>

NY Main Street Program - <https://hcr.ny.gov/new-york-main-street>

CONTACT INFORMATION AND PROPOSAL SUBMISSION

Please direct any questions regarding the project to Rosemary Olsen by April 1, 2019. The CDA will post addendum and responses to questions on the website as we receive them.

Deadline is April 5, 2019. Please submit your proposal as soon as possible.

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Please provide one original and three copies of your proposal to:

Town of North Hempstead Community Development Agency

51 Orchard Street, Roslyn Heights, NY 11577, 516-869-7714

olsenr@northhempsteadny.gov

719-723 Prospect

Section 11

Block 101

Lot 45,46, 47

Mixed use

Built 1956



746 Prospect

Section 11

Block 90

Lot 48

Mixed use

Built 1938



817 Prospect

Section 11

Block 104

Lot 222

Commercial

Built 1990



846 Prospect

Section 11

Block 503

Lot 7

Mixed use

Built 1928



846-848 Prospect



847 Prospect

Section 11

Block 1

Lot 48

Commercial with residential in rear

Built 1922



851 Prospect

Section 11

Block 2

Lot 46

Commercial

Built 1963



907 Prospect

Section 11

Block 112

Lot 892

Commercial (formerly a service station)

Built 1958



983 Prospect Avenue

Section 11

Block 10

Lot 43

Warehouse, light Industrial

Built 1958



993 Prospect

Section 11

Block 122

Lot 44

Commercial

Built 1957



1001-1005 Prospect

Section 11

Block 122

Lot 46

Commercial

Built 1960



993-1005 Prospect



994-1004 Prospect

Section 11

Block 32

Lot 86

Commercial

Built 1970

