

RFP FOR REAL ESTATE MARKETING AND BROKERAGE SERVICES

The Bellefonte Area Industrial Development Authority (BAIDA) seeks a real estate firm specializing in commercial real estate to provide brokerage and marketing services for properties owned by BAIDA, located in Bellefonte Pennsylvania. It is the intent of this RFP to have the successful broker/firm enter into a Professional Services Contract with BAIDA to supply real estate services as outlined herein.

The firm is expected to meet the marketing objectives of BAIDA to sell properties to targeted developers; therefore having a mid-Atlantic reach will be important. BAIDA will consider proposals to market one or both of these properties.

Background

BAIDA is a municipal authority established by the Borough of Bellefonte. Borough Council and BAIDA will work closely together on all aspects of the redevelopment of these properties.

Settled in 1795, Bellefonte is the county government seat of Centre County, and part of the State College Metro Area. Bellefonte is a community known for its stunning Victorian architecture and rich history with strong European influence. The historic district and many other buildings are listed on the U.S. National Register of Historic Places. Bellefonte was home to five Pennsylvania governors and two other governors, who are commemorated in the beautiful Talleyrand Park – a gathering place for residents and visitors. Bellefonte was a frequent stop in the transcontinental airmail route between the U.S. cities of San Francisco and New York City, and today is the headquarters of the American Philatelic Society. Our location near the intersection of Interstates 99 and 80 is ideal access for commerce and tourism. Bellefonte's Big Spring, a natural spring producing 14 million gallons of water per day supplies the town and businesses, including the Coca-Cola company. Bellefonte is located approximately 10 miles away from The Pennsylvania State University. Bellefonte prides itself on being an attractive place to live, work and visit.

BAIDA and Bellefonte Borough Council are looking for the most suitable type of development in terms of economic impact, community enhancement, and compatibility with Bellefonte's Historic District.

Available Lands:

- The former Army National Guard Property – 7.5 acres located at the corner of Zion Road and Parkview Blvd. This property has two historic buildings and is currently under a covenant established by the Pennsylvania Historic & Museum Commission. BAIDA is willing to consider a sale of the entire parcel or sub-division of a portion of the parcel. This property is located in Bellefonte's Highway Commercial District, and is approximately 0.5

mile from the I-99 interchange.

- Waterfront Redevelopment Project – The vision for this property is to make it a key element in Bellefonte’s economic revitalization. Historically, this parcel included a large historic hotel (burned in 2006) and industrial buildings (taken down as part of the redevelopment project). A strategic visioning report and market analysis was conducted in 2011, which favored a hotel and other mixed-use commercial, office and residential possibilities. This parcel, originally three separate properties, is approximately 4.2 acres located adjacent to Bellefonte’s beautiful downtown center, a National Register and Certified Local Government Historic District. The Borough and BAIDA recently completed a \$6M dollar project to raise the parcel above the floodplain and to create a walkway along Spring Creek which borders the length of the parcel. The walkway/wall adjacent to Spring Creek will remain owned and maintained by Bellefonte Borough with opportunity for access from the parcel for sale. Spring Creek offers kayaking and fishing and access from its banks. BAIDA obtained a DEP ACT 2 environmental clearance for the entire parcel in 2016. In addition, a Conditional Letter of Map Revision (CLOMR) application was submitted to FEMA and received in 2016. The application for the Letter of Map Revision (LOMR) was submitted to FEMA in December 2016 and is currently in their review process. It is anticipated to be finalized in March 2017. This parcel is located in Bellefonte’s Waterfront Business District.

This parcel is currently subject to a first right of refusal with an interested buyer. This sale would be excluded from any contract with the successful firm.

BAIDA will accept a proposal submitted for one of either the Waterfront Parcel or the Armory Proposal, however, it is preferred to receive a proposal for both parcels.

Request for Proposals

To be considered, eight (8) copies (Hard Copies ONLY) of the proposal must be received by Donald L. Holderman, Secretary, BAIDA, 236 West Lamb Street, Bellefonte PA 16823 by 4:00 p.m., Monday, February 27, 2017. Packet must clearly be marked on the outside “*Proposal – Real Estate Brokerage Services*”.

The real estate firm will be paid strictly on commission basis and will be expected to work closely with BAIDA and provide monthly reports to BAIDA.

BAIDA reserves the right to reject any and all proposals, or parts of proposals, when it is judged to be in the best interest of BAIDA.

An informational meeting will be held on **Thursday, February 16, 2017 at 2:00 p.m.** in Council Chambers, Bellefonte Borough Building, address above.

A. SCOPE OF SERVICES

The successful firm shall agree to contract with BAIDA to provide the following:

- Perform market analysis,
- Develop strategies for sale and listing properties
- Work with BAIDA to negotiate the sale of properties with buyers and prospects,
- Coordinate real estate transaction closings
- Handle all other customary activities and services associated with real estate transactions. Attendance and presentations at meetings of BAIDA may be required.

B. BROKER'S QUALIFICATIONS

Respondents to this RFP shall have the following qualifications:

- Must be licensed and in good standing with the Pennsylvania Real Estate Commission.
- Must have an excellent reputation in the commercial real estate community.
- Must be knowledgeable in the local real estate market and have experience with commercial properties and real estate developers
- Must be knowledgeable in the use of all public real estate records.

C. INSURANCE REQUIREMENTS

For proposal purposes, proposers must submit copies of certificates of insurance for general liability and workers compensation. The successful Broker and/or Firm must provide original certificates prior to commencing services.

D. FEE SCHEDULE

The proposed fee schedule shall include the following items:

State your commission rate for selling properties.

E. TERM OF CONTRACT

The contract period for the successful agent/firm will be six months from the date of award. The contract may be renewed for additional terms upon satisfactory performance by the broker/firm and at a negotiated rate agreed to in writing by both the agent/firm and BAIDA. Alternate contract periods may be considered.

F. EVALUATION AND AWARD PROCESS

Issuance of this RFP and receipt of proposals does not commit BAIDA to award a contract.

BAIDA reserves the right to postpone receipt date, accepting or rejecting any or all proposals received in response to this RFP, or to negotiate with any of the brokers/firms submitting an RFP, or to cancel all or part of this RFP.

G. ORAL PRESENTATION/INTERVIEWS

Firms submitting a proposal in response to this RFP may be required to give an oral presentation of their proposal. Additional technical and/or cost information may be requested for clarification purposes, but in no way will change the original proposal submitted. Interviews are optional and may or may not be conducted.

H. SELECTION CRITERIA

1. Knowledge of local commercial real estate market, local and Mid-Atlantic region.
2. Ability/capacity to market commercial properties throughout Mid-Atlantic region.
3. Commercial real estate experience, qualifications and references.
4. Relationships with commercial real estate developers
6. Experience with marketing properties located in Historic Districts
7. Experience working with redevelopment authorities, governmental entities
6. Ability to meet or exceed the requirements defined in the RFP.
7. Fee schedule
8. Completeness of response to RFP as outlined in this solicitation.

I. RFP SUBMITTAL REQUIREMENTS

By submitting a proposal, you represent that you have (1) thoroughly examined and are familiar with the scope of services outlined in this RFP and (2) are capable of performing quality work to achieve BAIDA's objectives.

The following information must accompany your proposal:

1. List years in business, previous names of the firm, if any.
2. Description of your firm, including size of firm, location, number and nature of the professional staff to be assigned; staff experience and training, including a brief resume for each key person listed.
3. Describe experience (minimum five years previous experience with proven effectiveness) your firm or organization has in commercial real estate transactions.
4. Experience in assisting similar size entities, including any and all services for government agencies.

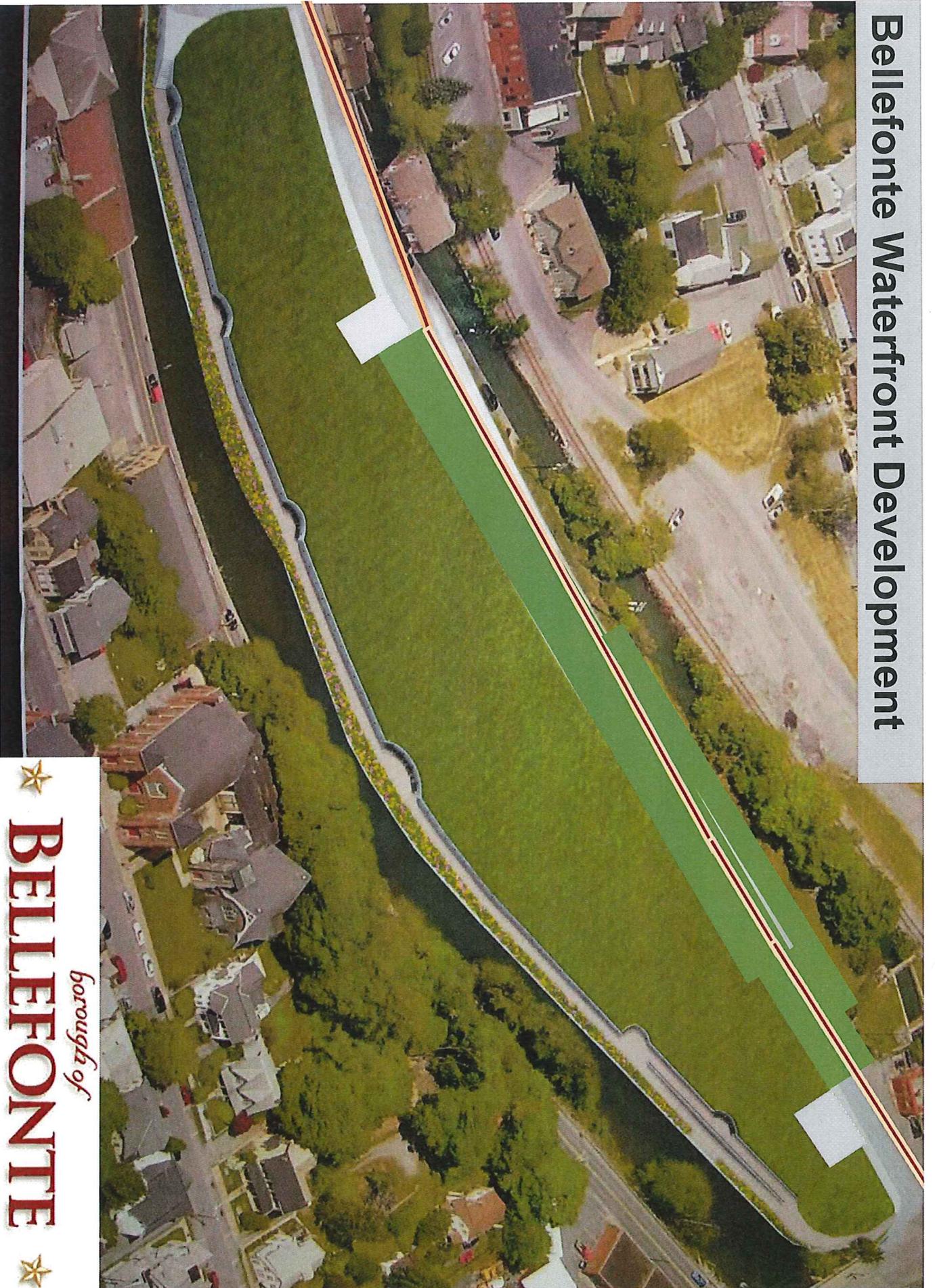
5. List of at least three references (local government, Redevelopment Authority, etc.), where and when your firm provided similar services. Please provide names and telephone numbers of contact persons for each reference.
6. Additional services offered through your firm.
7. Listing of current litigation, outstanding judgments and liens, if any.
8. Fee schedule:
 - State your proposed commission rate for sales. List any services/fees not included in Commission Rate.
 - State any other costs BAIDA may anticipate relating to the real estate services to be provided.

For questions, please contact Donald L. Holderman, Assistant Borough Manager/BAIDA Secretary, at 814-355-1501 or dholderman@bellefontepa.gov.

ATTACHMENTS

- Map of Waterfront Parcel
- Map of Armory Parcel
- Waterfront and Highway Commercial Zoning District Regulations
- If requested a copy of the Bellefonte Waterfront District Revitalization Plan, April 2011

Bellefonte Waterfront Development



Borough of
BELLEFONTE



- (1) The applicant shall be required to secure all necessary federal, state and/or local permits. All materials, including but not limited to those associated with permits, submitted to any federal, state or local governing body or regulatory agency shall also be submitted to the municipality for review, comment and, if applicable, approval.
- (2) The municipal governing body may impose other site-specific conditions as it deems necessary to protect public health, safety and welfare.

**ARTICLE VII
Highway Commercial District (HC)**

§ 575-26. Intent.

The intent of the Highway Commercial District is to promote the following:

- A. To permit a concentration of retail establishments, commercial offices, and community facilities that may be too large or intensive to adapt to a downtown or village setting;
- B. To minimize the impacts of highway commercial activity;
- C. To encourage the clustering of commercial establishments;
- D. To encourage shared development features; and
- E. To meet minimum standards of health, safety and welfare by protecting against hazards and nuisances.

§ 575-27. District regulations. [Amended 5-3-2010 by Ord. No. 05032010-01]

Only uses listed below shall be permitted in the Highway Commercial District. All uses must conform to the lot, yard setback, and maximum height requirements stipulated herein, as well as other appropriate requirements of this chapter.

Highway Commercial Regulations							
Permitted Uses	Lot Requirements			Yard Setback and Height Requirements (feet)			
	Minimum Lot Size	Minimum Width (feet)	Maximum Impervious Coverage	Front Yard	Side Yard	Rear Yard	Maximum Height
Primary Uses							

Highway Commercial Regulations							
Permitted Uses	Lot Requirements			Yard Setback and Height Requirements (feet)			
	Minimum Lot Size	Minimum Width (feet)	Maximum Impervious Coverage	Front Yard	Side Yard	Rear Yard	Maximum Height
All retail establishments for the sale, service, and rental of goods	The minimum lot size shall be determined on the basis of the minimum width, maximum coverage, yard setback, parking and other requirements contained in this chapter	150	30% buildings; 70% total impervious	50	15	50	35
Eating and drinking establishments							
Hotels and motels							
Professional offices							
Business and financial services							
Personal services							
Instruction of fine arts							
Photography studios							
Motor vehicle services and sales							
Bus passenger services							
Automobile service stations							
Commercial parking lots							
Transportation terminals							
Amusement enterprises							
Arenas, stadiums, and commercial auditoriums							
Motion-picture and other theaters							
Government offices							
Public and private institutions of higher education							
Emergency service facilities							
Community centers							
Clubs, lodges, and fraternal organizations							
Outpatient medical clinics and offices							
Adult day-care centers							
Hospitals							
Opticians and optical goods dealers							
Animal hospitals and veterinary offices							
Funeral homes/mortuaries							
Self-storage facilities							
Essential services							
Places of worship							
Accessory uses customary to the above	See primary use above to which it is accessory						

§ 575-28. Design standards.

- A. Front yard landscaping strips shall be required along the road (see Article XX, Landscaping).
- B. Off-street loading spaces and outdoor storage areas (exclusive of outdoor sales) shall be screened from the roads and adjoining properties (see Article XX, Landscaping).

- A. Parking structures shall include space for ground-floor commercial development.
- B. A traffic study shall be prepared to show the proposed number of parking spaces, proposed ingress and egress areas, and any associated impacts to the road network and local traffic flows.

ARTICLE IX
Waterfront Business District (WBD)

§ 575-37. Intent.

The intent of the Waterfront Business District is to promote the following:

- A. To complement the Central Business District.
- B. To make efficient use of the existing historic buildings located within the Borough and retain any historic character of the area by providing adaptive reuse opportunities.
- C. To develop properties with uses that contribute to the economic vitality of the Borough.
- D. To encourage uses that are sized and designed to complement the desired theme of the WBD and can be adequately housed within the existing/proposed facilities.
- E. To minimize the detrimental effect on existing sensitive and natural features and improve compatibility with adjoining uses.
- F. To participate in the provision and use of pedestrian access throughout the WBD.
- G. To ensure that adequate vehicular circulation and parking are part of the proposed use.
- H. To, wherever practical, make use of shared amenities with other nearby uses for parking, loading, vehicular access, signage, stormwater management, etc.

§ 575-38. Development standards.

- A. All construction, alteration and/or demolition of buildings located within the Waterfront Business District and the boundaries of the Historical Architectural Review Board District shall be subject to the guidelines, standards and approval processes of the Bellefonte Historic District and the Historical Architectural Review Board.
- B. To maintain the unique character of historic Bellefonte, buildings should not be branded using an architectural style of a company. Therefore, franchise architecture (building design that is trademarked or identified with a particular chain or corporation and is generic in nature) shall not be permitted.

§ 575-39. District regulations.

Only uses listed below shall be permitted in the Waterfront Business District. All uses must conform to the lot, yard setback, and maximum height requirements stipulated herein, as well

as other appropriate requirements of this chapter. Adult-oriented businesses shall not be permitted within the Waterfront Business District.

A. Permitted uses.

- Amusement enterprises
- Art, dance, and photography studios
- Bakeries
- Banks
- Boathouses
- Clubs, lodges, and fraternal organizations
- Community centers (includes senior centers and youth centers)
- Dry cleaners and laundromats
- Eating and drinking establishments
- Essential services
- Farmers' market
- Florist, with or without greenhouse
- Government offices
- Health and fitness centers
- Hotels and motels
- Light industrial uses
- Live/work units
- Medical and dental offices
- Motorcycle and ATV repair establishments
- Multi-shop arcade stores*
- Multifamily residential**
- Museums, galleries, libraries
- Neighborhood retail stores***
- Personal services
- Places of worship [Added 5-3-2010 by Ord. No. 05032010-01]
- Professional offices
- Public or private parks
- Public or private schools
- Public or private surface parking lots
- Radio and television studios and transmitters
- Repair establishments (including small appliance, shoe, and electronic, but excluding automotive)
- Research, engineering or testing laboratories
- Transportation terminals

NOTES:

- * The development of multi-shop arcade stores shall be limited to the adaptive reuse of existing buildings.
- ** Multifamily residential development shall not be permitted on the ground floor of any structure, except for those units developed within residential condominiums by conditional use.
- *** Neighborhood retail shall be defined as individual retail establishments of less than 20,000 total square feet.

B. Accessory uses.

- (1) Customary. All uses customary to the uses listed above.
- (2) Residential. Residential uses shall be permitted on the upper stories of mixed-use buildings (ground-floor residential development shall not be permitted) or on the upper stories of accessory structures (e.g., garages). The construction of new accessory buildings, outbuildings or other accessory units shall not be permitted for a primary residential use.
- (3) Outdoor cafes. Outdoor seating may be provided as an accessory use to eating and drinking establishments, subject to the following:
 - (a) At a minimum, a sidewalk width of six feet must be maintained between the limits of the outdoor seating area and the roadway edge of the sidewalk, if applicable.
 - (b) At a minimum, for properties along the waterfront, a pedestrian walkway width of 10 feet with an improved width of five feet must be maintained between the limits of the outdoor seating area and the edge of the stream bank or stream-bank fence. The pedestrian walkway may be located within the required stream-bank setback.
 - (c) The applicant shall secure a permit annually from Bellefonte Borough prior to providing outdoor seating.
- (4) Youth day care. Youth day-care facilities shall be permitted as an accessory use to churches, health and fitness centers, or in adaptive reuse of existing buildings.

C. Conditional uses.

- (1) Residential condominium.
- (2) Public or private parking structures.

§ 575-40. Lot requirements.

- A. Minimum lot size. The minimum lot size shall be determined on the basis of the minimum width, maximum coverage, yard setback, parking and other requirements contained in this chapter.

- B. Maximum impervious coverage: 75% (any combination of buildings and impervious surfaces).
- C. Building height. To encourage architectural detailing and features consistent with the historic character of the waterfront area, the height of buildings within the Waterfront Business District shall be measured from the average of the ground-floor elevation to the finished ceiling of the highest habitable space.
- D. Minimum building height: 20 feet.
- E. Maximum building height (primary structure): 50 feet.
- F. Maximum building height (accessory structure). The maximum building height of any accessory structure constructed within the Waterfront Business District shall be 20 feet; however, the highest point of the accessory structure shall be no taller than the highest point of the primary structure.
- G. Front yard setback. The front yard setback of any building constructed within the Waterfront Business District shall be, at a minimum, zero feet from the interior edge of the sidewalk and, at a maximum, within 10% of the average setback of all buildings along the shared street front of the block within which the building is to be constructed.
- H. Side yard setback: no minimum (except for properties bordering the waterfront).
- I. Stream setback (properties bordering the waterfront). A minimum setback area of 20 feet shall be maintained. This setback area shall be measured from the top of the stream bank and/or the stream-bank fence (if applicable) and the nearest edge of the building or any improved or occupiable space (e.g., patio, outdoor seating area, etc.).
- J. Rear yard setback: no minimum.

§ 575-41. Use and performance standards.

The following use and performance standards shall apply to all developments within the Waterfront Business District:

- A. Outdoor sales and storage of merchandise and/or materials shall be permitted in accordance with § 495-15 of the Code
- B. The dispensing of and retail sale of gasoline products for vehicular use shall not be permitted.
- C. Adult businesses shall not be permitted.
- D. Buildings shall be spaced appropriately to ensure privacy and sufficient light and air. Fences, walks, barriers and landscaping shall be used, as appropriate, for the protection and aesthetic enhancements of property, the privacy of its occupants, the screening of objectionable views, and the reduction of noise.
- E. Land use buffers shall be required when an industrial land use abuts a nonindustrial land use (see Article XX, Landscaping). The required buffer between industrial and

nonindustrial uses may be waived by Council if the location of the buffer is an area developed as a parking lot to be shared between the industrial and nonindustrial uses or where the buffer is impractical due to the location of existing structures.

- F. Pedestrian access shall be maintained along the stream bank.
- G. The minimum floor area for new dwelling units and/or live/work units shall be 750 square feet.
- H. To protect health, safety and welfare, a stream-bank fence may be required at the recommendation of the Borough Engineer.
- I. New ground-floor residential uses shall not be permitted (except for those developed by conditional use within residential condominium developments).
- J. Street vendors shall be permitted as an extension of an existing business by permit only with necessary permits, sales tax number, DEP food handler's permit, health permits, and/or insurance.
- K. All applicable federal and state regulations regarding the situation of structures in floodplains shall apply. Evidence of compliance shall be required.
- L. Speaker and/or public address systems used in external areas shall be designed to keep audible impact at ambient levels. (See Chapter 372, Noise.)⁶

§ 575-42. Conditional use criteria for residential condominium development.

The building height restriction may be expanded by 10 feet (to a maximum height of 60 feet); the maximum building footprint may be expanded by up to 20,000 additional square feet (to a maximum of 50,000 square feet); the maximum building width may be expanded by up to 150 additional feet (to a maximum of 250 feet) and/or the front yard setback may be extended, at the discretion of Borough Council, by conditional use, subject to the following:

- A. The project must meet the definition of a residential condominium, which is hereby defined as "a building dedicated for multifamily residential use within which each individual dwelling unit is owned by an individual person or persons with a requirement that the building itself and all related facilities and common areas are owned and maintained by a condominium property owners' association."
- B. The maximum number of residential units that can be constructed on the property shall be 35 units per acre.
- C. The project must provide for various sizes of condominium living units.
- D. Site design shall be sensitive to environmental concerns and shall minimize impervious coverage to the greatest extent possible. Blasting shall be specifically addressed and reviewed by Borough Council. Only upon determination of no adverse effect will blasting be permitted.

6. Editor's Note: Amended at time of adoption of Code (see Ch. 1, General Provisions, Art. I).

- E. The design of landscaping, outdoor lighting, and outdoor space shall be a component of the plan.
- F. Parking shall be provided at a minimum of two spaces per residential dwelling unit.
- G. All required parking (surface, structure and/or underground) shall be located on site and subject to the requirements of Chapter, 500, Subdivision and Land Development. Preference will be given to parking located to the rear of the building, except as follows:
 - (1) Side yard or front yard parking may be permitted to provide connectivity to adjacent parking areas and allow for an overall improvement to the district's parking network
 - (2) Side yard or front yard parking that does not connect to adjacent parking areas may be provided through construction of an on-site parking structure.
- H. If all required parking cannot be accommodated on site, the applicant shall provide 1.5 spaces per living unit on site, include specific conditions on providing off-site parking, include design during the subdivision and land development process for the required two spaces per unit, and post surety for the remainder (the number of parking spaces above 1.5 spaces per unit that cannot be built on site) with the stipulation that a traffic study be done to evaluate need and establish the threshold for completion of the additional spaces. Upon reaching the established and agreed upon thresholds, the developer would be required to construct the additional spaces.
- I. A condominium association shall be formed in accordance with the Pennsylvania Condominium Act, and condominium documents shall be provided to the Borough and recorded with the Centre County Recorder of Deeds.
- J. Other provisions as are determined by the Borough Council to be necessary to provide for the general public health, safety and welfare.

§ 575-43. Conditional use criteria for public or private parking structures.

The maximum building footprint may be expanded by up to 20,000 additional square feet (to a maximum of 50,000 square feet; the maximum building width may be expanded by up to 150 additional feet (to a maximum of 250 feet) and/or the front yard setback may be extended, at the discretion of Borough Council, by conditional use, subject to the following:

- A. Parking structures shall include space for ground-floor commercial or office development.
- B. A traffic study shall be prepared to show the proposed number of parking spaces, proposed ingress and egress areas, and any associated impacts to the road network and local traffic flows.