



**BOROUGH OF  
WEST CONSHOHOCKEN**  
MONTGOMERY COUNTY, PENNSYLVANIA

WEST CONSHOHOCKEN BOROUGH HALL  
112 FORD STREET, WEST CONSHOHOCKEN, PENNSYLVANIA 19428  
[www.WestConsho.com](http://www.WestConsho.com)

**OPEN SPACE, PARKS & RECREATION COMMITTEE MEETING  
PUBLIC MEETING  
August 27, 2024 at 7:30 P.M.**

**PUBLIC AGENDA**

1. Call to Order
2. Pledge of Allegiance
3. Comments by the Chair
4. Comments by Committee Members
5. Public Comment on Agenda Items
6. Old Business
  - a. MacKenzie Park updates
  - b. Elizabeth Street Park lighting update
7. New Business
  - a. Discussion about elements required for an RFP for a potential overlay district.
8. Public Comment
9. Adjourn

**DRAFT**

# Borough of West Conshohocken

## Request for Proposals

### Establishment of a Mixed-Use Overlay Zoning District

#### Office of The Borough Manager

Attention: Doug Borgerson, Borough Manager

112 Ford Street, West Conshohocken, PA 19428

Phone: 610-828-9747 | Email: [dborgerson@westconsho.com](mailto:dborgerson@westconsho.com)

RFP/RFQ Issued Date: **?????**

Questions Deadline: **?????**

RFP/RFQ Due Date: **?????**

## Establishment of a Mixed-Use Overlay Zoning District

West Conshohocken Borough Council is requesting proposals from qualified consulting firms to develop a mixed-use overlay zoning district and associated development standards within the Borough's Residential district – need to add boundaries and updating associated sections of the Borough's Codes.

All correspondence and questions regarding this RFP should be submitted via email no later than ????????, 2024, to:

Doug Borgerson, Borough Manager  
[dborgerson@westconsho.com](mailto:dborgerson@westconsho.com)

Interested firms must submit 10 bounded paper copies and one electronic copy of the proposal by 4:00 P.M., on ????????, 2024 to:

Attention Borough Manager  
112 Ford Street  
West Conshohocken, PA 19428

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## **I. INTRODUCTION**

West Conshohocken is a borough in Montgomery County, Pennsylvania, United States. The population is 1,320 at the 2010 census. Its sister community is Conshohocken, located across the Schuylkill River. The borough is less than 1 square mile in area.

The purpose of this document is to provide proposers with the information needed to submit a proposal for review by the Borough and, if selected, enter into a Professional Service Agreement with the Borough.

## **II. GOALS**

The Borough is requesting proposals from qualified consulting firms to provide professional services, the end product of which will be the creation of a mixed-use overlay zoning district, associated development standards, and updating the related borough codes within the R????? District as outlined by the provided aerial.

## **III. SCOPE OF SERVICES**

The Borough seeks a qualified professional consultant with expertise in developing municipal codes for municipalities of similar size and character that involve creating provisions for mixed-use overlay zones. The consultant shall demonstrate a thorough understanding of regulatory and technical requirements for zoning code amendments while incorporating the Borough's unique qualities. The consultant to implement the methods for achieving the work scope outlined below which may include, but are not necessarily limited to:

### **A. General Work Scope**

- (i) Ensure clarity in the proposed code language and specific plan to avoid ambiguity or disputed interpretations.
- (ii) Provide commonly used terminology in clear, simple language, including visual elements such as illustrations and cross-referencing tables.
- (iii) Reduce and/or streamline processes by helping craft regulations and development standards that are objective and may require fewer special permits.
- (iv) Administer effective public engagement and attend meetings.

### **B. Specific Work Scope**

- (i) Review and analyze existing West Conshohocken Borough Codes, ordinances, and comprehensive plan.

- (ii) Conduct site visits and document conditions.
- (iii) Draft and finalize the ordinance as it relates to the proposed mixed-use overlay district: Develop relevant code language for mixed-use zoning and suggest revisions to other related sections of the code for consistency. Illustrations and tables are encouraged to enhance understanding of the proposed code and reduce misinterpretations.
- (iv) Public participation and outreach: Convene, organize, and facilitate a minimum of two (2) workshops for multiple stakeholders. Propose an approach for soliciting broad-based input on the proposed code language.
- (v) Attend meetings with staff and appointed/elected officials: Meet with staff at relevant project milestones (which may include some meetings with the Planning Commission Subcommittee), and attend at a minimum two (2) Planning Commission and two (2) Borough Council public hearings.

The consultant shall complete other tasks deemed necessary for the accomplishment of a complete and comprehensive outcome as described in the project objective. The consultant shall expand on the above-noted tasks, where appropriate, and provide suggestions which might lead to efficiencies and enhance the results or usefulness of the work.

### C. Deliverables

As part of the services rendered, the consultant will prepare and deliver the following tangible work products to the Borough including but not limited to:

1. Meeting agenda and minutes between consultant and Borough
2. Public engagement program including web and social media contents, materials for events, workshops, and meetings, and summary report on outcome
3. Administrative draft and public draft for distribution during the review and commenting phase

The Borough may request working versions of documents be submitted for ongoing routine review. The Borough will review all deliverables, including preparatory or record materials for service deliverables, and provide comments. The consultant is required to revise draft deliverables to address Borough's comments.

**IV. PRELIMINARY PROJECT SCHEDULE**

**A. RFP/RFQ Schedule**

Request for Proposal available	November ??,2024
Request for Clarification due	November ??,2024
Proposals due	November ??,2024
Firm Interviews (if necessary)	December ??,2024
Anticipated Notice of Award	January ??,2025

**B. Anticipated Project Schedule**

Kick-off meeting with City staff	January ??,2025
Consultant reviews relevant documents and conducts site visit, if necessary.	January ??,2025- February ??,2025
Consultant and staff meet to review draft code language, updates to the Specific Plan and General Plan, and CEQA preparation	March ??,2025
Consultant submits draft of code amendment, Specific Plan and General Plan update, and environmental assessment	June ??,2025



Consultant and staff review submitted drafts	July ??, 2025
Consultant provides final drafts	July ??, 2022
Consultant and staff meet to review final/revised versions of code amendment, Specific Plan, General Plan, and environmental documents	September ??, 2025
Staff presents final drafts to Planning Commission	October ??, 2025
Planning Commission meeting to review final revisions and forward a recommendation to the Borough Council	November ??, 2025
Staff presents recommended drafts to Borough Council	December ??, 2025
Incorporate input from Borough Council meeting	January ??, 2026
Borough Council – Final Adoption	February ??, 2026

Please note that this schedule is preliminary and does not include all milestones necessary for completion of the project. It is included to provide the consultant with a sense of the expected timeline for the Scope of Service and emphasize the urgent nature of the work and the Borough’s expectation that the Scope will be completed as quickly as possible. The ideal consultant candidate will have available resources and personnel, either in-house or under subcontract, to ensure the completion of the Scope of Services at the earliest possible time.



## V. NECESSARY QUALIFICATIONS AND SUBMITTAL REQUIREMENTS

1. Only one proposal per firm will be considered.
2. The submittal should be typed and as brief as possible while adequately describing the qualifications of the firm and any subconsultants. The final submittal shall be submitted to the borough per the instructions in the early section of the RFP/RFQ.
3. The proposing firm shall submit the following information with the package, including the same information for subcontractors, in the following format:
  - a) Cover Letter: Provide the name, address, and phone number of the firm; the present staff (size, classification, credentials); the primary contact's name, phone number, and email address; any qualifying statements or comments regarding the proposal; and identification of any sub-consultants and their responsibilities. Identify the firm's type of organization (individual, partnership, corporation), including names and contact information for all officers, and proof that the organization is currently in good standing. The signed letter should also include a paragraph stating that the firm is unaware of any conflict of interest in performing the proposed work.
  - b) Approach to Scope of Services: Re-state the Scope of Services with any additions, expansions, clarifications, or modifications that the firm proposes in order to provide the services and produce the deliverables contained in this RFP. Describe how completing the Scope of Services will be approached and any cost-saving or value-adding strategies or innovations the firm will bring to the project.
  - c) Organization and Staffing: Identify the person who will be the Project Manager and primary contact person responsible for the overall delivery of the project. Provide an organizational chart of the project team that clearly delineates communication and reporting relationships among the project staff and among the sub-consultants involved in the project. Identify key personnel to perform work in the various tasks and include major areas of subcontracted work. Indicate the expected contributions of each staff member in time as a percentage of the total effort. Indicate that the Project Manager and key staff will remain assigned to this project through completion of the Scope of Services.

- d) Staff Qualifications and Experience: Describe qualifications of the assigned staff and sub-contractors including relevant technical experience. Staff assigned to complete the Scope of Services must have previous experience in providing the necessary services as described under the Scope of Services. Description of consultant's experience should include:
- Prior Experience: Demonstrate that the firm has significant experience providing services similar to those described under the Scope of Services.
  - Staff Qualifications: Provide resumes for the Project Manager and any other key staff members to be assigned to contribute to the Scope of Services, with an emphasis on similar services which they provided to other agencies. (
  - Reference Projects: Include at least three projects with similar scope of services performed by the project team (excluding subconsultants) within the past three years and indicate the specific responsibilities of each team member on the reference project. Provide contact information for each client.
- e) Project Schedule: Provide a detailed schedule for completion of the tasks and sub-tasks required to accomplish the scope of work. Note all deliverables and interim milestones on the schedule.
- f) Project Cost: Provide cost estimate associated with fulfilling the requested services which should include:
- Cost estimate breakdown by task and key personnel related to amending the code to develop a mixed-use overlay zoning district, updating the Western Avenue Specific Plan and the General Plan, and preparing related environmental documents
  - Cost estimate must also include an estimate of reimbursable expenses that should be as specific as possible to minimize variable costs to the greatest degree.
- g) Quality Control Plan: Describe the quality control procedures and associated staff responsibilities which will ensure that the deliverables will meet the Borough's needs.



Any additional information that the proposer wishes to submit may be attached in the form of appendices. All proposals shall state that the proposal shall remain valid for a period not less than ninety (90) days from the date of submittal.

**VI. Submission of Proposal**

A. Requests for Clarification

Requests for clarification of the information contained herein shall be submitted in writing prior to **4:00 pm on ?????, 2024**. Responses to any clarification question will be provided to each firm from which proposals have been requested.

B. Confirmation Email

Upon submission of proposal to the Borough, the proposing firm shall request an email confirmation that the proposal was received and retain the email as a record. If an email confirmation is not received, the proposing firm shall correspond with the Borough until a confirmation is received.

**VII. EVALUATION AND SELECTION PROCESS**

1. Selection Process

The Borough will review all proposals submitted and select the top proposals based on the criteria set above..

2. Award Notification

The Borough will notify all proposers in writing of the outcome of the selection process and intent to award. This RFP/RFQ does not commit the Borough to award an agreement, nor pay any costs incurred in the preparation and submission of the proposal in anticipation of an agreement. The Borough reserves the right to reject any or all proposals, or any part thereof, to waive any formalities or

informalities, and to award the agreement to the proposer deemed to be in the best interest of the Borough.