



**New Lebanon**  
NEW YORK

**REQUEST FOR PROPOSALS  
FOR THE PREPARATION OF  
MAIN STREET DESIGN GUIDELINES  
RFP # 2023-01**

Funded through the New York Main Street Technical Assistance Program by a Grant  
from the New York Homes and Community Renewal (NYHCR)  
and Housing Trust Fund Corporation (HTFC)

SHARS ID # 20220356

REDC CFA # 120138

**CONTACT**

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Town of New Lebanon

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518-794-8889

**Proposal Submission Deadline:  
February 10, 2023**

**NOTICE TO BIDDERS**

The Council Members of the Town of New Lebanon Board will receive sealed proposals until 4:00 p.m. on February 10, 2023 at the Office of the Town Clerk, Town of New Lebanon Town Hall, 14755 State Route 22, New Lebanon, NY 12125.

**PREPARATION OF MAIN STREET DESIGN GUIDELINES**

All proposals received pursuant to this notice will be publicly opened and read prior to a regular meeting and announced at a regular meeting of the Town Board on February 14, 2023, at 6:00 p.m.

Specification forms for this proposal may be obtained at the Town of New Lebanon Clerk's Office, at New Lebanon Town Hall, 14755 State Route 22, New Lebanon, New York or online at [townofnewlebanon.com](http://townofnewlebanon.com).

All proposals must be accompanied by a certificate executed pursuant to Section 103-d of the General Municipal Law of the State of New York.

The Town of New Lebanon Board reserves the right to reject any or all proposals submitted.

Dated: December 30, 2022

Marcie Robertson, Town Clerk

## I. INTRODUCTION

Located in northeast Columbia County, New York, New Lebanon was settled around 1756 after local Native Americans introduced settlers to the medicinal healing waters of the nearby mineral springs.

A defining element of the Town of New Lebanon's character and economic revitalization potential is its location along the convergence of two primary travel corridors – US Route 20 (Columbia Turnpike) and NYS Route 22 – which come together for about one mile to form its main commercial corridor. Despite being located along a popular travel route (with 7,368 AADT), "Main Street" New Lebanon has experienced continued disinvestment and neglect and the subsequent deterioration and decay that occurs without focused, action-based community and economic revitalization strategies.

The Town of New Lebanon has adopted a community driven, action plan-based revitalization strategy. Town officials are working closely with committed local volunteers and have accomplished the following since 2020.

- ✓ Climate Smart Community Bronze Certification, March 2021
- ✓ [New Lebanon BUSINESS Directory](#), November 2021
- ✓ [New Lebanon Comprehensive Plan Update](#), December 2021
- ✓ [VisitNewLebanon.com](#) Website Launch, June 2022
- ✓ Printed Visit New Lebanon Business District Brochure & Map, July 2022
- ✓ Draft [Shatford Memorial Park Master Plan](#), July 2022

***"New Lebanon will be an attractive, well-maintained, cohesive and caring community that values its diverse population, rural character, scenic beauty, natural resources, and cultural and historic heritage. In response to the needs of the entire community, it will promote carefully thought out commercial and residential growth, responsible land use, efficient and effective public services, and social and recreational opportunities."***

*– Vision for New Lebanon's Future, Town of New Lebanon Comprehensive Plan Update 2021*

The Town's recent Comprehensive Plan Update (2021) identified the following key findings:

- There are fewer of us (by nearly 10% since 2000); we are older (on average 10 years older than in 2000); and there are fewer families with children.
- Town residents continue to highly value the Town's rural character, its appearance and natural resources and its small Town character.
- The Town's housing stock consists primarily of single homes; the median value is significantly less than the county average and housing costs are just a bit higher than what is considered "affordable" per standard index. Renters, however, pay proportionally more of household income on housing costs than the county average.
- Once the home of a few large employers, the Town now consists largely of small businesses and single proprietor/ single employee entities, including several home-based businesses.
- The Route 20/22 corridor facilitates access into and out of Town; its attendant traffic and speed limit present a "mixed blessing" in terms of economic development and the Town's walkability.

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- Internet service in Town has significantly improved which facilitates home-based businesses. Affordability for high speed internet for all residents is a challenge. Cell service is sporadic.
- Although the Town government and other organizations have enhanced the dissemination of public information, residents cite a need for more frequent information about community events, programs and services.
- The Town adopted an updated zoning code in 2011 that implemented many of the recommendations in the 2005 Plan. The code is reviewed and updated on a regular basis to reflect the changing needs of its residents.

The Comprehensive Plan also identified Goals for Achieving the Vision laid out above, including four that are particularly relevant for this community-driven revitalization project:

1. Community Appearance: Protect and enhance the Town’s natural scenic vistas and the publicly visible aspects of the man-made environment.
2. Economic Development: Achieve the long-term economic vitality of the Town through constructive growth of existing businesses and attracting appropriate new businesses, consistent with preserving the Town’s rural character and environment.
3. Housing: Housing opportunities will be available for all economic levels and age groups.
4. Historic Resources: Preserve and promote New Lebanon’s historic heritage as an integral part of the Town’s culture, character, attractiveness and economic future.

Responsible bidders will familiarize themselves with the following documents prior to preparing a competitive submission.

- ✓ [Comprehensive Plan Update and Appendices](#)
- ✓ Town of New Lebanon NYMS-TA FY22 CFA Application Number 120138
- ✓ [New Lebanon BUSINESS Directory](#)

The Town requests proposals from design and planning consultants to develop design guidelines for New Lebanon’s Main Street Business District. The purpose of the design guidelines will be to provide clear direction and associated checklists for Town staff, review boards, and applicants on the desired aesthetics of the downtown area.

Included in the community-based revitalization design guide planning process, will be an evaluation of properties within the Target Area that may also be eligible for State Historic Preservation Office designation and associated funding opportunities for rehabilitation and restoration.

This work is funded through the New York Main Street Technical Assistance Program (“NYMS-TA”) by a grant from the New York Housing Trust Fund Corporation. In addition to the NYMS-TA grant, the Town of New Lebanon has committed its own matching funds toward the project.

This Request for Proposals describes the project, the anticipated consultant responsibilities, the consultant selection process, and the minimum information that must be included in the proposal.

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## II. SCOPE OF WORK AND DELIVERABLES

The Town of New Lebanon seeks a qualified consultant to help develop a set of design guidelines for the New Lebanon Main Street Revitalization Technical Assistance Project. Design guidelines must build on the Town's existing assets and help contribute to the newly developed 'Vision for New Lebanon's Future' as an attractive, well-maintained, cohesive and caring community that values its diverse population, rural character, scenic beauty, natural resources, and cultural and historic heritage. Vibrant economic and cultural centers of community are built upon a strong sense of place. The design guidelines should be visual in nature and include conceptual renderings, photographs, and other items necessary to clearly illustrate appropriate design principles for residential and commercial buildings, storefronts, streetscapes, landscapes, sites plan and signage.

The scope of the project includes three (3) tasks:

### **Task 1: Research & Outreach**

- Meet with Town staff and a special committee appointed by the Town Board to discuss the scope of the project and to assess the available materials (maps, existing guidelines and regulations, public information).
- Research design guidelines from other communities that represent good examples and are applicable to the Town of New Lebanon.
- Conduct site reconnaissance and document the Target Area with digital color photographs and descriptive notes to record existing conditions.

### **Deliverables:**

- Minutes from all project related meetings.
- Draft Design Guidelines outline, including:
  - Table of Contents
  - Introduction, including purpose and description of existing conditions
  - Design objectives and guiding principles

### **Task 2: Draft Design Guidelines**

- Prepare a draft narrative portion of the design guidelines that summarizes the character, development patterns, historic resources, and existing conditions of New Lebanon's NYMS-TA Target Area.
- Prepare preliminary design guidelines (site planning, building design, landscaping, signage, and streetscape enhancements) and determine the boundaries of the Target Area within which the guidelines will apply.
- Prepare drawings, diagrams, and photographs to illustrate the proposed design guidelines.
- Provide Draft Design Guidelines to Town staff and Committee for preliminary review.

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**Deliverables:**

- Minutes from all project related meetings.
- Draft Design Guidelines, including illustrations.

**Task 3: Final Design Guidelines & NYMS Target Area Renovation Action Plan**

- Prepare final draft of the Design Guidelines that incorporate all comments.
- Provide Recommendations to the Town regarding the steps required to formally adopt the Design Guidelines.
- Assist in developing a sample, “Design Review Form” for Town staff and review boards to use when evaluating development applications.
- Provide Action Plan for the Town regarding NYMS Target Area Building Renovation Grant application.

**Deliverables:**

- New Lebanon Main Street Revitalization Design Guidelines.
- Sample Design Review Form.
- NYMS Target Area Building Renovation Action Plan.

Based on the Scope of Work described above, the Consultant will deliver to the Town all final materials in the following quantities and formats:

- Ten (10) color copies of the design guidelines;
- One (1) electronic copy of the final code in both Microsoft Word and Adobe PDF format; and
- One (1) flash drive or other storage device containing all images and electronic files related to the project.

**III. PROPOSAL REQUIREMENTS**

All qualified organizations are invited to submit a proposal. Submission of a proposal indicates that the responding consultant organization has read and understands this entire RFP (including all attachments), and that all concerns regarding this RFP have been satisfied.

Proposals must be submitted in the format outlined below.

1. **Cover Page:** Submit RFP coversheet on letterhead stationery, signed by a duly authorized officer, employee, or agent of the consultant organization submitting the proposal that must include statement that the proposal is submitted in response to RFP# 2023-01 for the New Lebanon Main Street Revitalization Design Guidelines.
2. **Statement of Qualifications:** Responding consultant organizations/firms should begin their proposal with a Statement of Qualifications that includes the information below:
  - a. General description of the consultant organization(s) or team, including size and length of time in business;
  - b. A summary of the consultant organization(s)' or team's background and specific experience on similar NYMS-TA projects;
  - c. Examples of completed projects similar in size and scope; and

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- d. Any qualifications not previously described that make the consultant organization(s) or team unique.
3. **Personnel:** List key personnel and the anticipated roles which said personnel are expected to play on this project. Resumes for key personnel should be provided and include work location, education and licenses or certifications.
4. **References:** Provide three (3) references from other clients, especially public agencies, with whom the consultant organization(s) or team now works.
5. **Proposed Work Plan & Schedule.** The proposal should include the anticipated schedule for activities to be performed, included a proposed work plan for services to be provided. This schedule/work plan should include each task as outlined in the "Scope of Work" reflecting the timeframe for each task and the total completion time.
6. **Cost Proposal:** The proposal should include a budget broken down by task and expenses for each described item, plans for suggested additional activities within the proposed budget and an hourly rate sheet. The work will be performed through the New York Main Street-Technical Assistance (NYMS-TA) Program by a Grant from New York State Homes and Community Renewal (HCR) and Housing Trust Fund Corporation (HTFC). The amount of the NYMS-TA award is \$20,000 with an additional \$2,000 provided by the Town, for a total amount of \$22,000.
7. **Insurance Requirements:** General and professional liability insurance policies in such amounts as required by the Town and naming the Town as additional insured will be required from the successful proposal.
8. **Disadvantaged Business Enterprises (DBE):** While the NYMS-TA Program does not require a specific utilization of Disadvantaged Business Enterprises (DBE), including Minority and/or Woman-Owned Business Enterprises (M/WBE), the Town encourages bidders to provide a good faith effort to engage with DBEs.

#### IV. EVALUATION

Each responding consultant organization will be evaluated based on the information submitted, on follow-up interviews (if any), and on information gathered upon investigation into the responding consultant organization's integrity, reputation, and past performance.

All proposals deemed acceptable by the Town will be rated, based upon the following criteria:

1. **Completeness and Quality of Proposal**
2. **Experience and Qualifications**
  - Similar experience
  - Experience with Town of New Lebanon and knowledge of local conditions and codes
  - Strength of references
3. **Proposed Scope of Services**
  - Project Understanding
  - Proposed Work Plan
  - Proposed Schedule
4. **Proposed Cost**

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The Town reserves the right to contract for all or any part of the services herein and to bid separately any project it feels will be in the best interest of the Town to bid separately, or to make no award, based on the responses to this RFP. Incomplete proposals will not be considered. Awards for any work under this RFP are subject to the availability of funding.

## V. SUBMISSION REQUIREMENTS

1. **Issue Date:** The issue date of this RFP is December 30, 2022.
2. **Questions and Inquiries:** Questions and inquiries will be accepted by the Town, but must be submitted in writing or via email to:

Tistrya Houghtling, Supervisor of the Town of New Lebanon  
PO Box 328, New Lebanon, NY 12125  
[supervisor@townofnewlebanon.com](mailto:supervisor@townofnewlebanon.com)  
518-794-8889

A summary of all substantive questions and answers will be distributed to all parties receiving the RFP. The closing date for submitting written questions is January 17, 2023 prior to 3 pm.

3. **Responses:** Responses to all written questions received will be distributed to all recipients of the RFP on or before January 25, 2023, by 4 pm.
4. **Closing Date for Proposals:** To be eligible for consideration, all responding consultant organization(s) must submit the following materials:

**ONE (1) ORIGINAL, FIVE (5) COPIES, OF THE PROPOSAL MUST BE IN A SEALED PACKAGE AND RECEIVED BY THE TOWN NO LATER THAN FEBRUARY 10, 2023, by 4 PM.**

Responding consultant organizations who submit their proposals by mail or delivery service should allow sufficient mailing and delivery time to ensure receipt on or before the time and date stated above.

**NOTE: THERE WILL BE NO EXCEPTIONS GRANTED.**

5. **Where to Submit Proposals:** All proposals, whether mailed or hand delivered, must be delivered to:

Marcie Robertson, Town Clerk for the Town of New Lebanon  
Physical Address for Town of New Lebanon Town Hall:  
14755 Route 22, New Lebanon, NY 12125  
Mailing Address for Town of New Lebanon Town Hall:  
P.O. Box 328, New Lebanon, NY 12125

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6. **Expenses Incurred by Responding Consultant:** The Town will not be responsible for any cost or losses incurred by any responding consultant organization(s) at any time in preparing and submitting a proposal or requested supplemental information in response to this RFP.

## **VI. NYMS GRANT REQUIREMENTS**

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

- Materials produced pursuant to this Agreement shall be provided to the HTFC upon project completion and prior to reimbursement of Project Costs.
- Materials shall be provided to the Corporation in electronic format only.
- Materials produced pursuant to the Agreement are the property of the HTFC, and the HTFC reserves the right to modify and distribute such materials.
- 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 Town and the HTFC.
- 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 New Lebanon.”

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

### **Equal employment opportunity policy:**

The Town is committed to equal employment opportunities for all. Employment and promotion are based upon personal capabilities and qualifications without regard to race, color, religion, sex, age, national origin, disability, sexual orientation, genetic predisposition or carrier status, marital status or any other protected characteristic as established by law. This equal opportunity policy applies to all terms and conditions of employment.

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