

Town of North Hempstead Community Development Agency
51 Orchard Street, Roslyn Heights, NY 11577
<https://northhempsteadny.gov/cda-message>

Request for Proposals (CDA RFP 2022-8)
New Cassel Brownfield Opportunity Area Market Analysis Supplementation, Site Reuse Study and Marketing Initiative (“New Cassel BOA Market Study”)
NYS Department of State Contract Number: C1001688

Issued: August 15, 2022

Proposals Due: September 20, 2022, at 3:00 PM

Interested Proposers: Please email cdadepartment@northhempsteadny.gov to notify the CDA of an intention to apply so we can provide you with any updates or answers to questions.

The Town of North Hempstead Community Development Agency (CDA) seeks proposals from qualified and experienced organizations. The New Cassel Brownfield Opportunity Area Market Analysis Supplementation, Site Reuse Study and Marketing Initiative (hereinafter “Project”) is a market analysis review and supplementation, site use feasibility and compatibility, and targeted commercialization strategy using select sites in the New Cassel Brownfield Opportunity Area (BOA).

The selected consultant/team (hereinafter “Consultant Team”) must be an expert in economic development. Expertise in the following is specifically requested:

- Knowledge of market analysis processes (analyzing existing data and making sound projections),
- Identify economically viable land uses (and propose pertinent zoning changes, if applicable).
- Identifying constraints and impediments to redevelopment or end users. Making recommendations to address the constraints and impediments.
- Performing site reuse analyses (separating incompatible uses), and
- Preparation of marketing plans to showcase [up to] five prioritized sites to small businesses or developers.

The primary focus of this Project is expanding New Cassel’s non-residential business and employment opportunities. Our desired end products are small business and developer-ready due diligence resources.

Minority and Women Business Enterprise Participation

New York State Executive Law Article 15-A § 310-318 establishes an obligation to enhance opportunities for minority and women-owned business enterprises (MWBs) in New York State. The objective of Article 15-A is to promote equitable access to economic opportunities for MWBs by eliminating barriers to their participation in New York State Contracting.

This Project is subject to compliance and cooperation in implementing New York State Executive Law § 15-A and associated regulations. These requirements include equal employment opportunities for minority groups and women (“EEO”) and contracting opportunities for New York State-certified minority and women-owned business enterprises (“MWBEs”).

The Consultant’s demonstration of “good faith efforts” according to 5 NYCRR § 142.8 shall be a part of these requirements. The terms MWBE, MBE, and WBE are those firms certified by New York State and listed in the directory found at the following internet address: <https://ny.newnycontracts.com/FrontEnd/VendorSearchPublic.asp>.

This Project includes the Consultant documenting and reporting on compliance with MWBE participation as New York State requires. The Consultant will also be responsible for monitoring and compliance of any subcontractors.

| MWBE Goals | | |
|-----------------------------------|-----|-----------|
| State funds subject to MWBE Goals | | \$126,000 |
| MBE goal | 15% | \$18,900 |
| WBE goal | 15% | \$18,900 |

Limited English Proficiency

As discussed in more detail below, over 66% of households in New Cassel speak a language other than English at home. The predominant languages spoken are Spanish and Haitian Creole. Therefore, this Project will involve the ability to communicate with residents, businesses, and employees who have limited English language proficiency.

New Cassel Brownfield Opportunity Area Background

For more than twenty years, the Town of North Hempstead (Town) and CDA have been actively facilitating the redevelopment and revitalization of New Cassel in accordance with the New Cassel Vision Plan.

The Vision Plan, discussed below, was developed with community input in 2002, updated in 2012, and most recently reviewed by the community in 2021, resulting in an Outreach Report. As a result, the following investments have occurred:

- Over 15 large-scale projects and area-wide strategies have been developed via public-private partnerships with over \$200 million in reinvestment. The developments have been primarily residential or mixed-use projects allowing for street-level retail/commercial uses.
- An approximately \$30 million, 60,000 square foot USGBC LEED-rated community center was constructed in New Cassel in 2012.

- MTA Long Island Railroad Third Track project eliminated grade crossings at Urban Avenue and School Street, removing a significant safety impediment by providing continuous vehicular and train traffic flows.
- The Town adopted a town-wide *Cultural Masterplan* for economic development. This initiative was one of the recommendations of the *Vision Plan*.

Over the last ten years, significant local changes and federal and state investments have occurred. The Town has partnered with the NYS Department of State and the US EPA throughout the redevelopment process. This Project is funded by an NYS DOS Brownfield Opportunity Area (BOA) Predevelopment Grant. In addition, the CDA is currently a recipient of a US EPA Multipurpose Grant.

New Cassel is situated between the east-west Hicksville and Westbury NYS Downtown Revitalization Initiative projects. The COVID-19 public health pandemic significantly altered home employment, journey-to-work patterns, and residential spending habits.

New Cassel Vision Plan Looking Forward

The CDA is now looking at the Project as one of several predevelopment investments to meet the following goals:

- Ensure the community's vision is met through increased employment and economic opportunities.
- Identify in detail beyond general terms, economic niches or opportunities based partly on economic and market trends.
- Review potential constraints or impediments to redevelopment or reuse. Identify potential solutions to address these constraints.
- Explore opportunities to engage anchor institutions in community reinvestment.
- Incorporate relevant recommendations of the town-wide Cultural Masterplan into the Project.
- Clean up brownfields and bring vacant and underutilized buildings and properties into productive reuse.
- Fill gaps in necessary goods and services for the community.
- Increase the volume and variety of goods and services available to locals to encourage local spending within the community.
- Retain and create long-term secure job opportunities that include residents of the community.
- Attract and expand MBE and WBE business enterprises.
- Attract and retain the style and density of development required to make a sustainable community.

Current Economic Analysis Work

In July 2022, the Town began an economic analysis conducted by a US EPA's Technical Assistance (TA) Program Consultant (hereinafter "EPA TA Consultant"). The core of this incipient analysis is to conduct an inventory of existing market conditions within the defined boundaries of the New Cassel BOA (primary study area) and a limited overview of conditions in a larger secondary capture area.

To be completed by October 1, the draft shall form the basis for site development prioritization from a larger designated list of community-sanctioned sites. The EPA TA Consultant is using the EPA Revitalization-Ready Guide for the prioritization <https://www.epa.gov/land-revitalization/revitalization-ready-guide>. In addition, the EPA TA Consultant will conduct a limited selection of regional large-scale employer and stakeholder interviews. Finally, the EPA TA Consultant will work toward fostering interest and a marketing strategy for one (1) priority redevelopment site.

Scope of Work for this Project

The Consultant Team shall:

- Build off the EPA TA Consultant's core data collection and limited analysis of preliminary market work to round out the market study. The analysis may involve supplementing data as needed.
- Conduct feasibility testing of potential uses or reuses of prioritized sites, and
- Create a marketing program to promote the redevelopment of the targeted sites to the real estate and development community.

1. Project Components

1.1 Component 1: Market Analysis Supplementation and Feasibility

1.1.1 Market Analysis

- 1.1.1.1 Our overall purpose is a detailed market analysis to guide economic development policies and strategies and encourage investment in the New Cassel Brownfield Opportunity Area. In addition, this engagement focuses on attracting and expanding small businesses in the BOA. The Project shall involve reviewing market analysis work currently being conducted in the area by an EPA TA Consultant assisting Town Staff in prioritizing 10+ potential development sites to focus on a single EPA site. This Project aims to build upon this work to add and ready [up to] five additional sites to promote and showcase for redevelopment.

1.1.1.2 Feasibility Study - the Consultant Team will review the economic feasibility of several types of small businesses desired by the community. A limited selection of regional large-scale employer and stakeholder interviews are currently being conducted by the US EPA TA Consultant, which may help to inform the direction and pursuit of types of uses on prioritized sites. These uses may include (but are not limited to) childcare, urgent medical care, bank or credit union, arts & creative industries, a cafe, fitness and recreation, and small-scale manufacturing. The Consultant Team must be prepared to conduct additional interviews and work with professionals knowledgeable of regional development trends to help test the feasibility of proposed uses.

1.1.2 Component 2: Marketing Plan for Five Development Sites

1.1.2.1 A marketing plan for five development sites will be developed based on the outcomes from Component 1. These plans may include, as needed, planning analysis, zoning and permitting, Phase I and II (if needed), and possibly renderings and proformas.

1.1.2.2 A website landing page for New Cassel priority properties will be created to serve as an information clearinghouse about sites readied for redevelopment. RFPs will be posted there, as well as property and building profiles that contain readily available rental space(s) for imminent lease and long-term use.

1.2 NYS-certified Minority-Owned and Women-Owned Business Enterprises (MBE and WBE) are encouraged to submit proposals. MWBE firms must be certified by NY State to be counted toward the goals set by New York State.

1.3 This initiative is made possible through funds provided by the New York State Department of State, Contract number: C1001688.

2 PROJECT AREA AND COMMUNITY BACKGROUND

- 2.1 Location: New Cassel is a 1.48 sq. mile unincorporated hamlet of the Town of North Hempstead (“Town”) with a population of 14,199 and a population density of 9,504.8 per sq mile (source: US Census 4/1/2020). The hamlet is centrally located in Nassau County at the corner of the Towns of North Hempstead, Hempstead, and Oyster Bay. Surrounding communities include the Incorporated Villages of Westbury and Old Westbury and the hamlets of Salisbury, Jericho, Hicksville, East Meadow, and Uniondale. The Town of North Hempstead borders the New York City borough of Queens. New Cassel is approximately 26 miles from midtown Manhattan.
- 2.2 Transportation: New Cassel has NICE bus service on Prospect Avenue and Old Country Road. The Westbury Long Island Railroad (LIRR) Station is one (1) mile west, and the Hicksville Station is 1.5 miles east. The LIRR tracks divide the residential area of New Cassel from the industrial park. However, the LIRR just completed grade crossing elimination projects at Urban Avenue and School Street as part of the Third Track project.

The Northern State Parkway is accessed in the northeast corner from Brush Hollow Road. The Wantagh State Parkway ramp is accessed from Old Country Road, and the WSP northern terminus is at Brush Hollow Road. Jericho Turnpike (NYS Route 25) is about 1 mile north of New Cassel. Old Country Road is the southern terminus of the hamlet. The Long Island Expressway is 1.6 miles north of New Cassel.

| Daily Motor Vehicle Traffic Counts (source: NYS DOT 2019 Traffic Data Viewer) | | |
|---|--------------|---------------|
| Route Name | Route number | Trips per Day |
| Prospect Avenue | | 12,730 |
| Brush Hollow Road | | 12,919 |
| Union Avenue | | 20,980 |
| Jericho Turnpike | 25 | 33,993 |
| Old Country Road | | 38,165 |
| Wantagh State Parkway | WSP | 75,187 |
| Long Island Expressway | I-495 | 163,963 |
| Northern State Parkway | NSP | 172,701 |

2.3 Community Residents New Cassel has steadily grown in population from 1990 to the present. The population increase is due to an increase in households and household size

| New Cassel | 1990 | 2020 | Change |
|------------------------|--------|--------|--------|
| Population | 10,257 | 14,199 | 38.4% |
| # of Households | 2,588 | 3,187 | 23.15% |
| Average Household Size | 3.90 | 4.74 | 21.54% |

New Cassel has a young population, with 29% under 18 years old. Only 9% of residents are 65+ years (source American Community Survey), a population trend consistent since 1990. New Cassel has a sizeable foreign-born population of 45.1%, with 66.4% of households speaking a language other than English at home (source 2020 US Census). Spanish and Haitian Creole are the most common foreign languages spoken. American Community Survey estimates that residents self-identify as: 36.8% as Black alone, 55.6% as Latino, 5.7% as White only, and 3.4% as two or more races present.

New Cassel residents have a high labor force participation, with 70.6% of the population 16 years+ working and 60.5% of the female population 16 years+ working. The mean travel time to work is 27.6 minutes. The median household income (2016-2020) is \$100,432. Approximately 8.8% of the residents are in poverty.

2.4 Educational Attainment

Approximately 68.4% of residents 25+ are high school graduates or higher. A Bachelor's degree or higher has been attained by 21.2% of residents 25+. However, Westbury High School has a 94% graduation rate for 2021, with 63% earning a Regents diploma and 31% earning a Regents Advanced diploma (source NYS Education Department). In addition, the Westbury School District has an ongoing relationship with the State University of New York at Old Westbury, where high school students can earn college credits.

2.5 Housing Characteristics

The housing stock in New Cassel is predominantly single-family housing (1 to 4-family homes) built after World War II. The owner-occupied housing unit rate (2016-2020) is 63.6%, with a median value of owner-occupied units of \$406,300. Following the Vision Plan, the Town of North Hempstead CDA and North Hempstead Housing Authority actively develop first-time homeowner and multifamily rental properties in New Cassel following the New Cassel Vision Plan.

2.6 Businesses and other Anchor Institutions

The Long Island Railroad divides the New Cassel hamlet into two distinct areas. Property north of the railroad tracts is primarily residential, with two commercial hubs on the east and west sides of Prospect and Union Avenue ("Prospect Avenue"). South of the railroad tracts is the New Cassel Industrial Park which includes commercial businesses on Old Country Road ("New Cassel Industrial Park").

Prospect Avenue

Prospect Avenue has over ten houses of worship in the hamlet. In addition, a federally designated community health center is at the Prospect and Union Avenue intersection. The west end of New Cassel has many contractor yards (the Union Avenue area). The west end terminates at School Street near the Westbury LIRR station in the Village of Westbury. The southwest portion of the Village of Westbury was recently rezoned for transit-oriented mixed development (immediately west of New Cassel) as part of the NYS Downtown Revitalization Initiative.

The Nassau BOCES Barry Technical High School is located on the eastern end of Prospect Avenue. Across from the BOCES campus is the Nassau County Public Safety campus. East of New Cassel is a Hickville Industrial Park. Small businesses, mixed-use developments, and residential homes are between the west and east end of Union and Prospect Avenue, respectively.

New Cassel Industrial Park

The New Cassel Industrial Park is densely developed with low-rise commercial and warehouse buildings. There is limited parking. There are various commercial businesses on the southern side of the Industrial Park. A sample of businesses includes STEM (science, technology, engineering, and math) businesses, residential and commercial construction (fabricators, suppliers, and installation), product design, distribution and marketing, automotive sales and maintenance, and professional businesses.

3 VISION PLANNING AND INITIATIVES

3.1 The New Cassel Vision Plan and New Cassel Brownfield Opportunity Area:

The Town of North Hempstead convened a communitywide visioning series of events. The Visioning included participation from residents, business and property owners, civic groups, labor, clergy, seniors, homeowners, renters, government officials, and youth. The participants worked together to create a vision for a revitalized downtown corridor in New Cassel. The nationally renowned planner, Dan Burden, facilitated parts of the process supported by a team of local design professionals. The primary theme of the Vision Plan is to define how to transform New Cassel’s suburban-sprawl development pattern into a more walkable village pattern.

Over the past 20 years, many proposed ideas have been implemented. Prospect Avenue Corridor was reconstructed with traffic-calming measures, bike lanes, sidewalks, pedestrian scale lighting, decorative bus benches, and trash cans. Mixed-use and residential apartment buildings and townhouses were built and are occupied. A community center, parks, and municipal parking have been created. We remain interested in fulfilling the priority of commercial businesses providing essential goods and services in New Cassel.

New Cassel is designated as NYS Brownfield Opportunity Area. The Town and CDA are revitalizing New Cassel following community-driven planning completed, including plans listed below (“Vision Planning Documents”) and are available at <https://northhempsteadny.gov/New-Cassel-Community-Visioning>.

- *New Cassel Urban Renewal Plan*
- *Seeking a Shared Vision: The Visioning Plan for New Cassel (2003)*
- *An Expression of New Cassel: Advancing the New Cassel Community Vision (2012)*
- *The Town of North Hempstead: New Cassel Brownfield Opportunity Area (BOA) Step 2 Nomination Final Report (2013)*
- *EPA Brownfield Assessment Grant Community Outreach 2021*

3.2 **Economic and Market Trend Analysis:** The Town has conducted an economic and market trend analysis of New Cassel in 1996, 2001, and 2012. Our most current economic and market trends analysis was completed for our BOA Step 2 nomination in February 2012. The region was recovering from the Great Recession when this analysis was conducted. Specifically, New Cassel was designated as HUD Neighborhood Stabilization Program (NSP) target area due to high foreclosure rates. However, the residential sector has stabilized and rebounded due to public and private investment over the past ten years.

3.3 **Initiatives:** The Town, CDA, and Housing Authority have *implemented most strategies outlined in the Vision Plan*. These strategies include the redevelopment of almost all of our strategic sites and vacant properties with mixed-use and multifamily housing units. We also redeveloped vacant and abandoned homes into new first-time homebuyer properties.

While New Cassel has enjoyed some success, there is more to be done, particularly with commercial redevelopment.

4 RECEIPT OF PROPOSALS

4.1 Proposals may be mailed, hand-delivered, or emailed.

If mailed or hand-delivered, please place it in a sealed envelope marked *"Proposal Enclosed - New Cassel BOA Market Study"* and deliver it to the below address:

Town of North Hempstead Community Development Agency
51 Orchard Street, Roslyn Heights, NY 11577

If emailed, the proposal should be in a portable document format (PDF) with an email header *"Proposal Enclosed - New Cassel BOA Market Study"*. Please send a follow-up email to ensure that we received the proposal. email to: cdadepartment@northhempsteadny.gov

Our telephone number is 516-869-2480,

4.2 Each proposal submitted will be the document upon which the CDA will make its initial judgment regarding each proposer's qualifications, methodology, and ability to provide the requested services. Submission of any proposal indicates an acceptance of the conditions in the Request for Proposals unless the submitted proposal clearly and specifically states otherwise.

4.3 The CDA reserves the right with any RFP respondent to:

- o Accept or reject proposals in whole or part,
- o Waive informalities, and
- o Require supplemental statements or information from any responsible party.
- o Negotiate potential contract terms,
- o Have discussions to correct or clarify responses that do not conform to the RFP instructions.
- o Disregard all non-conforming, non-responsive, or conditional proposals.

4.4 The CDA reserves the right to award the services, in whole or in part, to one or more entities, firms, and/or individuals. Any award shall be conditioned on the later execution of a formal written contract. The CDA reserves the right to revoke or rescind any award at any time before fully executing a formal written contract.

4.5 All information submitted in response to this RFP is subject to the Freedom of Information Law (FOIL), which generally mandates the disclosure of documents unless the document's content falls under a specific exemption to disclosure.

5 REQUIREMENTS FOR PROPOSAL PREPARATION:

- 5.1 Each proposer shall provide a *Statement of Qualifications*. *The Statement of Qualifications should include the following:*
- 5.1.1 History of Your Organization – Describe your organization’s size and staff structure. Include the years in business and other information about the firm’s character. This brief description provides full contact information, including the firm’s name, address, and phone number.
- 5.1.2 Team Background – Include resumes for individuals expected to work on the Project and each staff member’s roles and responsibilities.
- 5.1.2.1 Designate the firm’s *key contact or project manager* and include full contact information and a description of expertise for this individual.
- 5.1.2.2 Include an *organizational chart of all staff engaged in the Project*.
- 5.1.2.3 Be specific about *each staff member’s time commitment and availability*.
- 5.1.2.4 Identify the staff member who will serve as *MWBE Participation Coordinator*, including name and contact information.
- 5.2 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. In addition, please provide us with a portfolio where appropriate and helpful in evaluating your firm.
- 5.2.1 Provide proof that the proposer always obtains and maintains all licenses required by federal, state, and local laws to perform services contemplated by this Agreement
- 5.2.2 Provide at least three (3) references, including addresses, telephone numbers, and email addresses.
- 5.2.3 Include a signed covering letter from a person in the organization authorized to make representations and bind the organization.
- 5.3 The CDA may request additional information to determine the ability of each proposer to perform services contemplated by the RFP. Proposers shall promptly furnish all information and data as requested by the CDA.

6 PROJECT BUDGET

The budget is \$140,000 for this Project. The budget includes all costs related to the research and creation of the draft and final documents, including public participation. In addition, CDA and North Hempstead Planning Department staff will assist the Consultant Team in the Project. The CDA also asks the proposer to provide an hourly fee schedule for anticipated post-project implementation work from the CDA.

Proposers should provide a draft budget for the work proposed. Any items that the proposer excludes from the budget or scope of work should be clearly stated.

7 PROJECT TIMELINE - Deliverables will include completing the Project within one (1) year.

| Estimated timeline | Progress |
|--------------------------|---|
| August- October 2022 | Receive submissions, select finalists, and conduct consultant interviews. Then, the CDA will select and award a contract to a consultant. The first meeting is to review the Project deliverables, the scope of work, and the timeline. |
| October 2022 | The Consultant meets with Town and DOS staff to review the Project deliverables, the scope of work, and the timeline. |
| November 2022 | Meeting with the steering committee, engage business owners, property owners, community members, and Town representatives to review the Project. |
| October 2022- March 2023 | Start work on deliverable drafts working in coordination with CDA and Town staff. Complete review of drafts and plan for community review of the draft report. |
| March - April 2023 | Meet with Steering Committee to go over the draft report. Request Community input for a final report. |
| May - June 2023 | Incorporate public comments and complete the final report |
| June - July 2023 | Finalize the report and close out documents with NY State |
| July - August 2023 | Project closeout |