

**RFP for Reuse of Easthampton Elementary Schools
Draft Criteria for Discussion
School Reuse Committee Meeting #4
December 7, 2021**

The discussion from the first three meetings of the School Reuse Committee forms the basis for these three initial components of the draft Request for Proposals (RFP). These initial components are as follows:

- **Disposition Purpose:** This component identifies the primary goals for the disposition of the three schools. Note that this may often be the opening paragraph of the RFP.
- **Objectives and Guidelines:** This component identifies anything that the respondents to the RFP must include in their proposal related to the development proposal. This section does not include the technical requirements, such as narrative, plans, illustrations, resumes, financial information, etc.
- **Evaluation Criteria:** This component is used to help differentiate the responses received in terms of how well they meet certain goals defined by the City and the community.

Each component contains two sections. The first is the list of the criteria discussed in the first three meetings broken into the three RFP components. The second section contains relevant examples from some of the RFPs we have reviewed as part of this process.

Disposition Purpose

Committee Discussion

Building Uses

- Affordable Housing.
- Mixed-income.
- Artist live/work. (Could also be included in Evaluation Criteria.)
- Market-rate housing.
- Mixed use. (Could also be included in Evaluation Criteria.)

Examples

Example 1: Town of Adams

The Town of Adams is soliciting proposals from private developers for the redevelopment of a portion of the town-owned Memorial School building located at 30 Columbia Street (state Route 8) in Adams, Massachusetts. The Town is seeking an experienced and qualified developer to either purchase the available portion of the property in fee simple or enter into a long-term lease of the property and redevelop it for housing (multi-family condominiums or rental), assisted living, professional offices, education/ institutional, a combination of these uses, or other uses compatible with the Town’s goals and objectives. The Town will provide preference to proposals that contribute to the local tax base, expand housing opportunities,

and/or hold the potential for job creation, while taking into consideration the purchase price or lease terms offered. Although the Town will provide strong preference to proposals that are compatible with the desire to retain a portion of the building (gymnasium, auditorium, etc.) for community use and likely the future location of the Council on Aging, it will accept and carefully consider other concepts that involve the entire footprint of the former school building.

The distinctive and prominent structure offers a desirable and affordable opportunity for a high quality redevelopment that can seamlessly integrate into the fabric of the town center and be an important community asset for years to come. The Town is offering the building and a portion of the existing parcel (to be subdivided, see below) in "As Is" condition.

Example 2: Town of Amherst

The Town of Amherst (the "Town") is seeking proposals for the development of a minimum of 40 affordable rental housing units on two parcels of Town-owned properties: one located at 31 South East Street, Amherst, the former site of the East Street School (the "East Street Property"), and the other 72-80 Belchertown Road, Amherst (the "Belchertown Road Property" and, with the East Street Property, the "Property"). The development may include mixed-income units, so long as it contains the minimum number of affordable units, or all the units may be affordable, at the discretion of the successful proposer.

The Town will lease the Property to the Developer once the Town has determined that a project meeting the development guidelines provided herein is feasible and all contractual documents have been executed.

Example 3: Town of Sunderland

The Town of Sunderland, Massachusetts (the "Town") is seeking proposals from qualified developers for the sale and development of approximately 18 units of rental housing for low and moderate income seniors on approximately 2.8 acres of Town-owned land located at 120 North Main Street, Sunderland, Massachusetts. The Town intends to sell the property and enter into a land development agreement with the selected developer, requiring the developer to construct senior affordable housing thereon restricting the use of the property for such purposes.

Objectives and Guidelines

Discussion around the flexibility of rehabilitating or removing the buildings could happen here or under Disposition Purpose. Notes from the last School Reuse Committee meeting indicated that if one or more buildings are demolished, then the community should get an additional benefit: more affordable housing and more public parking were mentioned as options.

Committee Discussion

Building Uses

- Affordable Housing.
- Mixed-income.
- Artist live/work. (Could also be included in Evaluation Criteria.)

- Market-rate housing.
- Mixed use. (Could also be included in Evaluation Criteria.)

Architectural Design

- Preservation of important/historical architectural elements (do we know what these are?)
- New buildings: compatibility of architectural style with surrounding neighborhood.
- Rehabilitation: preservation of existing architectural character
- Rehabilitation: upgrades for ADA compliance.
- Site improvements: landscaping should include native pollinator plants.

Sustainable Development

- Meet growth standards from Smart Growth district.
- Air quality standards for congregate housing/MERV-13 air filtration.
- List of options for sustainable design.
- Upgrades for energy/water efficiency.

Circulation, Access, and Parking

- Signage and wayfinding.
- Parking signage.
- Bicycle storage.

Compatibility

- Traffic management plan.
- Parking management plan.

Examples

Example 1: Town of Adams

The Town has the following goals and objectives for the reuse of this property, as summarized as follows: Disposition & Redevelopment of 30 Columbia Street: RFP #20-004 10

- 1) Preference will be given to the creation of new, quality market-rate or workforce housing development, but mixed-use proposals are also welcome;
- 2) The proposed project should provide positive impact on the local tax base and provide economic benefit to the local community;
- 3) Preference will be given to responses that create new jobs within the community and support community-oriented use of that portion of the building with the gymnasium;
- 4) Preference will be given to proposed projects that add value to the community and work to enhance community character in this part of the town center;
- 5) Preference given to projects that incorporate community gathering places and provide pedestrian-oriented solutions;

- 6) Preference given to projects that respect the building's unique architecture and the existing green space;
- 7) Preference will be given to proposed projects that incorporate green and sustainable design and development practices.

Example 2: Amherst

Type of Housing: Rental apartment units for individuals and families

Affordability: The Trust's goal is to provide the maximum number of affordable units possible, and proposals will be rated accordingly:

- a. Minimum of forty (40) rental units that are affordable to households at or below 60% AMI (or such higher number of affordable units as the developer agrees to provide, the "Affordable Units")
- b. At least thirteen percent (13%) of the Affordable Units shall be rented and be affordable to households earning no more than thirty percent (30%) of AMI.
- c. Any additional units can serve households above 60% of AMI; as noted previously the maximum household income at the Belchertown Road Property is 100% AMI. Note that units above 80% AMI are typically not included in the State's Subsidized Housing Inventory unless permitted through the C. 40B comprehensive permit process.
- d. All the Affordable Units must meet the requirements for inclusion in the Department of Housing and Community Development's ("DHCD") Subsidized Housing Inventory ("SHI").
- e. Any of the units at or below 100% AMI that are assisted with CPA funds shall be affordable in perpetuity.
- f. Workforce or market rate housing is strongly encouraged but not required.

Example 3: Town of Sunderland

The Town's overall goals for the project are to maintain the character of the street and neighborhood while providing a sufficient number of units to create a project that is financially feasible.

Key elements that should be taken into consideration by Proposers:

C. Building Design and Construction

The development's architecture should reflect the historical and agricultural character of the Town, and fit harmoniously into the village center neighborhood. The preferred conceptual design chosen for the site during a public forum in 2015 is shown as Conceptual Plan – Option 10 in the 120 North Main Street Presentation, and provides an example of the type of development supported for the site. Proposals should reflect the general design, land usage, and approximate number of units shown in the conceptual design to the greatest extent feasible. The overall project design will be judged as part of the Comparative Analysis. In addition:

- Proponents are encouraged to use their creativity and experience in the choice of materials and methods of construction that will minimize regular maintenance costs and are energy efficient. The development shall incorporate green building technology and solar and renewable resources to the greatest extent practicable.

- Preferred amenities to be included in the development include a management and leasing space, tenant storage space, and an indoor community gathering space.
- The proposed site plan should include road design and an explanation of the internal traffic flow pattern and how traffic will be managed to insure safety of all tenants. The location of dumpsters should be designated on plans. The proposer should also indicate how they will address the constraints posed by the isolated wetlands.
- The proposal should indicate how the existing house at 120 North Main Street will be renovated and incorporated as part of the development, and the methods by which the historic character of the house will be preserved.

Evaluation Criteria

Evaluation Criteria are used to help differentiate the proposals received by the City. These criteria are scored on the following scale: Not Advantageous, Advantageous, and Highly Advantageous. Each part of the scale would be weighted to create a score that would factor into the evaluation of the proposals.

Committee Discussion

Building Uses

	Not Advantageous	Advantageous	Highly Advantageous
Percent of affordable housing.			
Bedroom configuration (1BR/ 2BR/ 3BR).			
Artist live/work.			
Flexibility of future uses.			
Mix of uses across all three sites.			
Mixed-use.			

Architectural Design

	Not Advantageous	Advantageous	Highly Advantageous
Rooftop garden.			

Sustainable Development

	Not Advantageous	Advantageous	Highly Advantageous
Options			
LEED Certification or other certification.			

Community Benefits

	Not Advantageous	Advantageous	Highly Advantageous
Intergenerational use.			
Preservation of gym/auditorium (this could also be a development requirement).			
Public open space.			
Enhanced tax revenue.			
Public parking on-site. (This could vary by location.)			

Compatibility

	Not Advantageous	Advantageous	Highly Advantageous
Day/night uses with neighborhood (important for any mixed-use building).			

Financial Considerations

	Not Advantageous	Advantageous	Highly Advantageous
Long-term viability of operator.			
Financial capability of the proponent.			
Economic benefits.			
Redevelopment schedule.			

Examples

Example 1: Town of Adams

2. Public Benefit:

Proposals will be ranked relative to the public benefits they create and how well they address the Goals and Objectives in Section V of this RFP. Proposals must demonstrate a clear benefit to the community within the narrative. Preference will be given to proposals which are responsive to community needs and concerns.

- Highly Advantageous: Proponent demonstrates it will provide exceptional public benefits and fulfill three (3) or more of the Objectives in the RFP;
- Advantageous: Proponent demonstrates it will provide public benefits and fulfill at least two (2) of the Objectives in the RFP;
- Not Advantageous: Proponent demonstrates it will provide only limited public benefits and fulfill one (1) or less of the Objectives in the RFP; or
- Unacceptable: Proponent is unable to demonstrate any public benefits nor fulfill any of the Objectives in the RFP.

Example 2: Town of Amherst

AFFORDABILITY	UNACCEPTABLE	ADVANTAGEOUS	HIGHLY ADVANTAGEOUS
<ul style="list-style-type: none">• A minimum of 40 units are affordable at 60% AMI or less• A minimum of 13% of the affordable units are at 30% AMI• If financially feasible includes workforce (up to 100% AMI) and/or market units (no units above 100% AMI permitted at Belchertown Road Property).	The proposal contains fewer than 40 units affordable to households earning 60% AMI, or less than 13% of the units affordable to households at 30% AMI.	40 units are affordable to households earning below 60% AMI, and 13% of the units at 30% AMI and does not include any workforce or market units.	40 units or more are affordable to households earning below 60% AMI, and 13% or more of the units are affordable to households earning no more than 30% AMI and workforce and/or market units are included.

Example 3: Town of Sunderland

Projects meeting the minimum criteria will then be judged on the following additional comparative evaluation criteria which will be rated on a scale of unacceptable, advantageous, or highly advantageous (see Attachment 4 for detail):

A. Affordability

Extent to which the project meets the affordability preference of all units being affordable to seniors earning less than 80% of area median income.

FEASIBILITY	UNACCEPTABLE	NOT ADVANTAGEOUS	ADVANTAGEOUS	HIGHLY ADVANTAGEOUS
Proposed project complies with requirements of this RFP and responds to site conditions, in particular the isolated wetlands	Proposal does not meet the requirements of the RFP. Proposal does not comply with the Sunderland Wetlands Bylaw.	Proposal meets the basic requirements of the RFP, including compliance with the Sunderland Wetlands Bylaw.	Proposal provides a clear plan for meeting all site requirements. Proposal fully complies with the Sunderland Wetlands Bylaw.	Proposal provides a comprehensive plan for meeting all site requirements maximizing opportunity and minimizing costs. Proposal fully complies with the Sunderland Wetlands Bylaw and provides innovative approaches to stormwater management, flood mitigation, and erosion and sedimentation control.