

**REQUEST FOR PROPOSALS**  
**UNIONVILLE REGIONAL COMPREHENSIVE PLAN UPDATE**

721 Unionville Road  
Kennett Square, PA 19348

**INTRODUCTION**

The Townships of East Marlborough, Newlin, and West Marlborough (collectively referred to herein as the “Region” or the “Regional Municipalities”) are seeking a qualified consultant to review and update the Unionville Regional Comprehensive Plan for the Regional Municipalities. Proposals will be accepted from individuals, firms, or groups of firms who can demonstrate they have the resources, experience, and qualifications to provide a range of professional planning services.

The Region’s most recent Regional Comprehensive Plan was adopted in 2011. The Regional Municipalities are requesting an updated and implementable planning document that addresses the Region as a whole and takes into account the respective Zoning Ordinances of each Regional Municipality, Chester County's Landscape 3, and other relevant municipal and county planning documents. Further, the Pennsylvania Municipalities Planning Code, Act 247, requires municipalities to review their comprehensive plan every ten years. The Region has not updated our plan since 2011. This new plan would achieve this State objective in addition to meeting the minimum requirements for a Comprehensive Plan as outlined in the Pennsylvania Municipalities Planning Code.

The plan will be funded in part by a grant awarded in 2021 from the Vision Partnership Program (VPP) administered by the Chester County Planning Commission. Applicants should ensure that their proposals take into account the 2021 VPP Cash Grant Manual requirements, particularly those stated in Section 7.0 of the Cash Grant Manual, which addresses consultant selection and qualifications. Information on VPP and a copy of the 2021 VPP Cash Grant Manual are fully available for review on the Chester County website at <https://chescoplanning.org/MuniCorner/Vpp-Cash.cfm>.

The Regional Municipalities expect that the project will take approximately 12-18 months to complete. VPP grant requires that the minimum contract period for a multi-municipal comprehensive plan be 36 months, but the plan may be completed sooner. The Regional Municipalities are seeking a consultant that will be able to complete the project within these time parameters.

When this Comprehensive Plan is completed, it will provide the Regional Municipalities with policy goals and aspirations that will inform decisions for community improvement and preservation as it relates to natural and environmental resources; cultural & historic resources; land use &

housing; open space, parks & recreation; utilities and infrastructure; public services; transportation & circulation; and economic development.

### **Regional Profile:**

The Unionville Region is located in south-central Chester County, approximately 25 miles west of Philadelphia, five miles west of West Chester Borough, and adjacent to the Borough of Kennett Square. The study area, comprising the Townships of East Marlborough, West Marlborough, and Newlin, encompasses approximately 45 square miles of area. The Region includes a wide range of residential, commercial, light industrial, educational, recreational, and agricultural uses, as well as bountiful natural resources, open space, and scenic viewsheds. The more intense uses are mostly in the southeastern portion of the Region in proximity to Interstate Route 1, with the most rural territory being towards the western and northern portions.

**East Marlborough Township** is located in the southeastern portion of the study area and comprises approximately 15.5 square miles. With its close proximity to major roadways, East Marlborough is the most developed of the three Townships in the study area, containing commercial, retail, and residential uses at varying densities, mostly situated along the main transportation routes. Yet 38% of the Township is under conservation easement, and there are significant areas of agricultural uses exhibiting lower development density – these areas are located mostly in the western and northern portions of the Township adjacent to Newlin and West Marlborough. The Village of Unionville is a focal community feature of the Township and is centrally located in the Regional study area.

**Newlin Township** forms the northern portion of the study area and comprises approximately 12 square miles. It is predominantly rural and characterized by undulating terrain and stream valleys. Newlin's zoning uses a performance-based system for managing the density and intensity of growth. The presence of preservation areas, significant ongoing agricultural uses, and natural resource areas consisting of steep slopes, wet soils, floodplain areas and other sensitive environmental features have limited residential development to densities higher than one unit to the acre in many portions of Newlin Township. The village of Embreeville is a prominent community feature in Newlin Township.

**West Marlborough Township** comprises approximately 17 square miles in the western portion of the study area. The Township has retained its mostly rural character with farm uses characterized by the raising/breeding of horses and cattle, and the cultivation of crops and mushrooms in several large-scale operations. Significant portions of West Marlborough Township are under conservation easement, which has prevented the development of much of the Township. The villages of Doe Run, Springdell, and London Grove are prominent community features in the Township.

### **Regional Vision:**

The Regional Municipalities are committed to maintaining a comprehensive strategy designed to preserve and enhance the quality of life for those who have and, in the future, will choose to make the Region their home. Through this review and update, the Regional Municipalities propose to

advance policies and goals reflected in their respective Zoning Ordinances and other policy documents, as well as elements of Chester County Planning Commission's Landscapes3 Plan which establishes the overall County goals of "Preserve, Protect, Appreciate, Live, Prosper, and Connect". The focus of this Comprehensive Plan review and update will be based on the eight goals stated in the Region's 2011 Municipal Comprehensive Plan (the "Key Issues"):

- **Goal 1: Natural and Environmental Resources**

Preserve and protect the natural resources of the region including water, land, high-quality soil, biotic habitat, and scenic resources. Provide water resource protection measures to maximize flood control, groundwater recharge and filtration, and to minimize the discharge of contaminants into the water resources of the region.

- **Goal 2: Cultural & Historic Resources**

Protect and preserve the integrity of historic resources as important community assets. Encourage reuse and adaptation to viable and compatible community uses. Integrate historic resources with open space, parks, and recreation where possible.

- **Goal 3: Land Use & Housing**

Provide sufficient land and opportunities for all basic forms and densities of housing to be provided for diverse population groups in the community. Protect the principal land use in the region, which is farming so that the agricultural heritage and prime farmland soils (Class I, II, and III soils) of the area can be maintained and agriculture can remain economically viable.

- **Goal 4: Open Space, Parks, & Recreation**

Provide for a balanced mix of open space, parks, and recreation amenities that are integrated with and help to further the natural and environmental resources, land use, historic preservation, and public services goals of the Region.

- **Goal 5: Utilities and Infrastructure**

Promote sustainable and clean energy. Provide for drinking water and sewer systems that are consistent with planned future land use patterns. Discourage leapfrog development that causes infrastructure to be provided in an unplanned manner. Promote environmentally-sustainable stormwater management techniques that achieve local, state, and federal regulatory objectives. Support effective policies for solid waste disposal and recycling.

- **Goal 6: Public Services**

Provide for government services needed to service the community at the most efficient cost to the community.

- **Goal 7: Transportation & Circulation**  
Provide for a safe, environmentally responsible, and scenic vehicular and non-vehicular circulation system that prioritizes interconnectivity and controls traffic to minimize congestion.
- **Goal 8: Economic Development**  
Encourage a diversity of economic opportunities that are appropriate to the land use, demographics, and infrastructure of the Region.

## **SCOPE OF WORK**

### **Background, Analysis and Mapping**

#### **Project Initiation**

An initial meeting with the Regional Planning Commission (in its capacity of Regional Comprehensive Plan Task Force, the “RPC”) involving an overview of the scope of services, planning process, schedule, and plan logistics and identifying the RPC’s top issues and opportunities for updating the above-listed Goals. To the extent feasible, background materials will be submitted to the Committee for review.

*Deliverable: Summary of RPC members’ visions for the updated Regional Comprehensive Plan, identification of critical issues and opportunities.*

#### **Project Management**

The consultant will prepare an initial project schedule with key milestones, meetings of the RPC, public meetings, and a public hearing. RPC Meetings to be held at least monthly, and for a span of approximately ten to twelve months. The consultant will maintain and monitor the schedule and budget on a monthly basis. The consultant will submit monthly status reports and invoices to RPC and the Chester County Planning Commission.

*Deliverables: initial project schedule; monthly status reports and invoices; meeting agendas; public meeting sign-in sheets; meeting summaries.*

#### **Mapping**

Creation of base mapping consisting of: Existing Land Use and Zoning; Natural Features; Community Facilities, including, but not limited to: public parks, natural resources and areas, trails, sidewalks, institutional uses (municipal buildings, post office, schools, etc.) and preserved lands, sewer and water infrastructure; and historic resources, to be coordinated with Municipalities’ respective historic resources inventories.

*Deliverables: Updated maps, graphic renderings, and inventories for each of the above elements to be included in the background reports, plan text or appendices, or used as working product for RPC meetings.*

## **Background Reports and Analysis**

- Review existing land uses, and zoning and subdivision and land development regulations and policies of each Regional Municipality;
- Review of all relevant regional (i.e., Landscapes3 and associated plans) and local plans, including the 2011 Regional Comprehensive Plan;
- Updated demographic data for population, housing, and employment in the Region, as well as projections and trends for these areas, based upon DVRPC and Census data, and compared to surrounding municipalities;
- Development potential: this section shall include a map of lands available for development and a build-out analysis calculating the current capacity of these lands in accordance with existing zoning.
- Natural features, with a particular emphasis on threatened or compromised resources;
- Community Facilities and Services, highlighting areas that could have significant impacts to future development and/or be impacted by future development;
- Public recreational facilities, open spaces, and parks;
- Interconnectivity and trails, in coordination with the Regional Municipalities' open space and recreation plans and other area specific plans, as well as background information on the trail planning efforts of adjacent municipalities; and
- Provide a summary of the transportation issues and plans to date and the influences for future planning.

*Deliverable: Comprehensive Background Report with updated maps, inventories and analysis of key trends and issues.*

## **Goals and Objectives; Prioritization of Key Issues**

Identify priority areas for developing a set of goals and objectives addressing and updating the Key Issue areas. These issues will provide the organizing framework of the Comprehensive Plan.

*Deliverables: Comprehensive listing of key issues; Goals and objectives for each of the identified Key Issue areas.*

## **Comprehensive Plan Recommendations**

Develop a comprehensive list of recommendations for each Key Issue. Recommendations will be analyzed for broad feasibility, funding potential, and other criteria. This type of viability analysis will ensure that recommendations are realistic, implementable, and will have lasting relevance to plan users.

Ensure compliance with the Pennsylvania Municipalities Planning Code (MPC) for each of the following areas:

- (a) Natural and Environmental Resources
- (b) Cultural & Historic Resources
- (c) Land Use & Housing

- (d) Open Space, Parks & Recreation
- (e) Utilities and Infrastructure
- (f) Public Services
- (g) Transportation & Circulation

*Deliverable: Draft chapters on Key Issues with updated Key Findings, background information, and Recommendations.*

### **Action Plan**

Prepare a draft Action Plan that summarizes the plan recommendations by Key Issue and further describes implementation phasing, responsible party, and potential funding opportunities.

*Deliverable: Draft Action Plan categorized by implementation phasing, responsible party, and potential funding opportunities. Provide insight into ongoing recommendations for inter-municipal cooperation.*

### **Community Outreach: Public meetings and Stakeholder interviews**

Throughout the Comprehensive Plan Development, the RPC/Consultants will solicit resident and community input. This will include, but not be limited to: at least one public vision session at the outset of the project, presentations of the recommendations at one regularly scheduled public meeting of each Municipal Planning Commission (three separate meetings), on-line surveys of residents, and interviews with key stakeholders and leaders throughout the community.

The consultant will prepare agendas, boards, presentations, and meeting flyers, as necessary. In addition, to preparing the meeting materials, the consultant will summarize the public involvement activities in the final report.

*Deliverables: Meeting agendas, flyers, meeting materials and meeting minutes, summaries of results of resident surveys and stakeholder interviews highlighting Key Issues. Draft of updated Unionville Regional Comprehensive Plan.*

### **Public Hearing**

The updated Unionville Regional Comprehensive Plan will be reviewed and considered for adoption at one public hearing pursuant to the requirements in the Pennsylvania Municipalities Planning Code. This meeting will be scheduled and advertised as a joint meeting of the Boards of Supervisors of each of the Regional Municipalities.

*Deliverables: At least thirty hard copies (ten for each Regional Municipality) of final updated Unionville Regional Comprehensive Plan, as well as electronic versions of the final document, including all maps, graphics and data included in the hard copies.*

## RESPONSE TO RFP

### **Specific Response Requirements**

The Regional Municipalities seek an experienced, professional consultant that has the proven skills, organization, and temperament to develop a publicly supported, specific and implementable plan. Applicants will be evaluated based on the following criteria and requirements listed below. All proposals should be submitted in accordance with the instructions detailed below. Responses should address the following requests for information or questions **and should not exceed 25 pages in total.**

#### 1. **Letter of Transmittal**

Each proposal should be accompanied by a letter of transmittal which summarizes the key points of the proposal and is signed by an authorized officer.

#### 2. **Project Approach** (not to exceed 10 pages)

Prospective consulting firms should submit a Project Approach that displays an understanding of the scope of work and that includes a proposed project schedule with details on the number of RPC meetings and public meetings to be held.

#### 3. **Consultant Qualifications and Experience** (not to exceed 5 pages)

The consulting firm and selected lead planner must possess the necessary experience to undertake the anticipated project and the scope of work. Proposals must include the following elements:

- (a) A summary of the consulting firm's experience on projects of a similar scope and size that have been commissioned by a municipal government and/or Chester County or other counties within the southeast Pennsylvania area. A minimum of two references and reference contact information shall be included in the summary.
- (b) A description (not to exceed 4 pages) of primary staff resources, including brief resumes and identification of the lead planner and primary team members to be assigned to the project.
- (c) A description (not to exceed 4 pages) of the lead planner's qualifications. The consulting firm or planning team shall designate a lead planner to direct and execute the project. The lead planner shall be responsible for the overall execution of the work program; act as the principal contact with the various stakeholders; and attend all task force meetings and public meetings as outlined in the scope of work. The consulting firm shall provide verification that the lead planner or team member meets the following minimum requirements:
  1. Bachelors or Master's degree in Planning, Landscape Architecture, or related field, from an accredited college or university.
  2. A minimum of five years of professional planning work experience, at least two of which have been in the Commonwealth of Pennsylvania, and proficiency in the specific work program area. This experience shall include primary

responsibility for major planning projects, ideally ones which have been commissioned by a municipal government.

3. Proven experience in:
  - i. Project management
  - ii. Working with municipal officials to engage the public and hold public meetings.
  - iii. Analyzing data, written reports and plans, and assessing consequences of recommended actions.
  - iv. Applying elements of the planning process, including problem identification, goal setting, identifying alternatives, implementation, and evaluation.
  - v. Public engagement, presentation, and consensus building.
4. Membership in the American Institute of Certified Planners (AICP) is preferred, but not required.

Because the Region will receive VPP funding from Chester County, the County and the Region will review the qualifications to mutually determine if the consultant is suited for the proposed project. In all cases, the County will make the final determination of the consulting firm and lead planner eligibility. A representative from the County will be available to answer questions regarding the VPP grant requirements and County grant monitor's role in the process at the pre-submission briefing meeting.

### **1. Costs and Timeframe**

The Regional Municipalities expect that the project will take approximately 12-18 months to complete. VPP grant requires that the minimum contract period for a multi-municipal comprehensive plan be 36 months, but the plan may be completed sooner. The Regional Municipalities are seeking a consultant that will be able to complete the project within these time parameters. Each proposal must include a chart that lists the anticipated cost and timeframe for each project task.

The proposal shall provide a not-to-exceed cost for the completion of the work outlined above. Ten (10) percent of the contract price will be held as final payment upon delivery of the final products. The exact payment schedule will be negotiated and determined as part of the contract and shall be based on the budget provided with the proposal. If, during the duration of the project, the scope of work changes and/or cost exceed the original proposal, the selected firm shall submit a new proposal for the remaining work to the Region and Chester County. No work shall commence on the additional work until the Regional Municipalities and Chester County so authorize.

### **2. Proposal Submission**

**Proposal must be received by August 19, 2021, by C.O.B.** Proposals shall be submitted both as an original executed hard copy and as a PDF file submitted in electronic format via email. Faxed proposals will not be accepted. Any questions regarding the RFP should be addressed to



Neil Lovekin at 610-444-0725 or via email: [nlovekin@eastmarlborough.org](mailto:nlovekin@eastmarlborough.org). The Proposals will be opened at 11:00 a.m. on August 20, 2021, at the East Marlborough Township Building, 721 Unionville Road, Kennett Square, PA 19348. Full specifications may be obtained on the websites of each of the Regional Municipalities: ([www.eastmarlborough.org](http://www.eastmarlborough.org); [www.newlintownship.org](http://www.newlintownship.org); [westmarlbroughtownship.com](http://westmarlbroughtownship.com)). Original Hard Copy Proposal to: Neil Lovekin, Township Manager, East Marlborough Township, 721 Unionville Road, Kennett Square, PA 19348, Attn: Comprehensive Plan Update RFP. PDF Proposal to: [nlovekin@eastmarlborough.org](mailto:nlovekin@eastmarlborough.org), subject line shall be: Comprehensive Plan Update RFP

<https://www.eastmarlborough.org>

<http://www.newlintownship.org/>

<https://westmarlbroughtownship.com/>

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**Insurance**

The successful applicant shall maintain general public liability insurance, which shall include coverage for acts of independent contractors or subcontractors, in an amount not less than \$1,000,000 for each occurrence and \$2,000,000 in the aggregate. The successful applicant shall also maintain property damage insurance in an amount not less than \$500,000 for each occurrence and \$1,000,000 in the aggregate. With submission of the signed Agreement, the Successful Bidder shall submit evidence of the required insurance coverage naming the Regional Municipalities as additional insured or (co-insured as appropriate) and agrees to provide copies of the policies of insurance upon request by the Regional Municipalities. Such insurance shall be carried with financially responsible insurance companies, licensed in Pennsylvania and approved by the Regional Municipalities and shall be kept in force during the entire term of the Agreement.