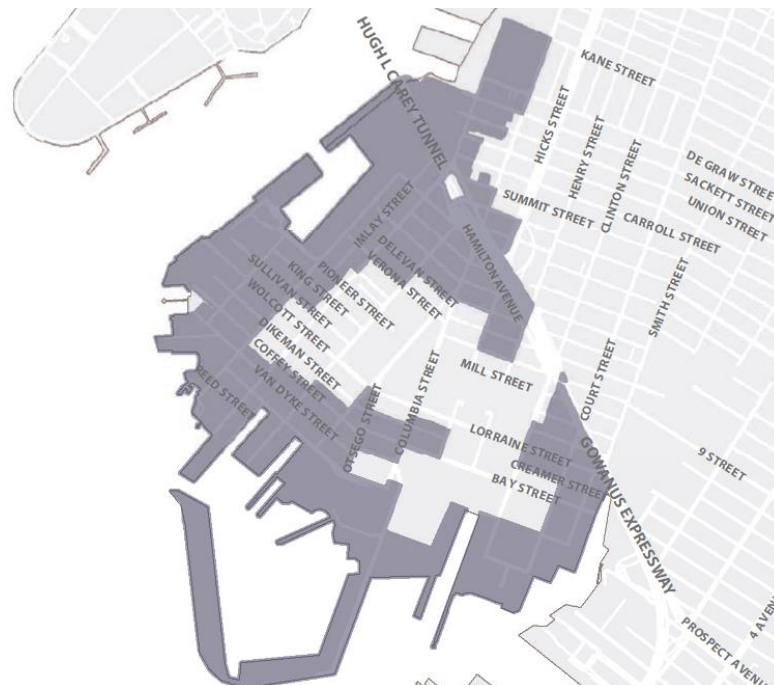




Red Hook Brownfield Opportunity Area

Request for Proposal



Source: New York City Department of
City Planning Red Hook Report

Southwest Brooklyn Industrial Development Corporation
241 41st Street
Brooklyn, NY 11232
Phone: 718-965-3100 Fax: 718-577-5858
Website: www.sbidc.org

Red Hook Brownfield Opportunity Area Request for Proposals

Overview

Southwest Brooklyn Industrial Development Corporation (SBIDC) provides advocacy and services to help businesses in the Sunset Park, Red Hook and Gowanus neighborhoods grow and create employment opportunities for local residents. SBIDC received a Brownfield Opportunity Area (BOA) grant from the New York State's Department of State (DOS) to create a revitalization plan for an approximately 343-acre area of Red Hook, Brooklyn (Hamilton Avenue west to the waterfront). The study area encompasses the entire Industrial Business Zone (IBZ) in Red Hook. The area also has a high concentration of brownfields and was heavily impacted by flooding resulting from Hurricane Sandy.

SBIDC is the lead partner of the Red Hook BOA Nomination Study and will be responsible for all aspects of the BOA program's administration, including financial oversight, managing consultants, leading the steering committee, implementing community engagement processes, and completing the Step 2 Nomination Study.

Purpose

SBIDC is soliciting proposals for BOA consulting services necessary for the preparation and approval of a Red Hook BOA Step 2 Nomination Study. SBIDC has identified the following consultant scope of services drawn from a Red Hook BOA work plan approved by New York State Department of State (DOS). SBIDC seeks a consultant that will satisfy the goals and requirements of the scope and support SBIDC's efforts to elevate the Red Hook BOA process into its next phase. In light of Hurricane Sandy's impact on the study area, incorporating the many existing Red Hook reports, studies and efforts taking place in the spheres of community development and integrated flood protection is critical to this project. Responses should demonstrate a creative and progressive approach that indicates a deep understanding of the challenges associated with redevelopment in industrial and mixed use areas and satisfies the priorities of the Red Hook BOA.

SBIDC Vision

The challenge and opportunity for Southwest Brooklyn, including Red Hook, is to generate the type of economic growth that translates into new jobs for unemployed residents. SBIDC aims to ensure that low-income residents benefit fully from the growing prosperity taking place in their communities. Local employment opportunities, particularly those in the industrial/manufacturing sectors, are vital to the economic and social health of the working class neighborhoods of Southwest Brooklyn. SBIDC primarily serves residents of low-income areas of Brooklyn, neighborhoods with low educational attainment levels, high poverty and high unemployment rates. Oftentimes neighborhood residents are not aware that there are good jobs nearby at local businesses. SBIDC serves as the vital link between these residents, jobs and businesses. The revitalization of Red Hook's long vacant and underutilized brownfield properties and the growth of good jobs is a central element to satisfying SBIDC's mission and addressing the challenges of connecting residents to employment and a better quality of life.

Intrinsic to SBIDC's mission is the goal of revitalization. The Red Hook BOA provides an opportunity to delve into the long-standing issues that affect brownfields and pursue a fine-grained economic examination of the future of Red Hook's industrial area. At the core of the BOA are major questions which SBIDC is asking RFP respondents to examine critically and resourcefully with attention to the greater Southwest Brooklyn context.

SBIDC established a list of priorities for the Red Hook BOA that serve as a framework for responses to this RFP.

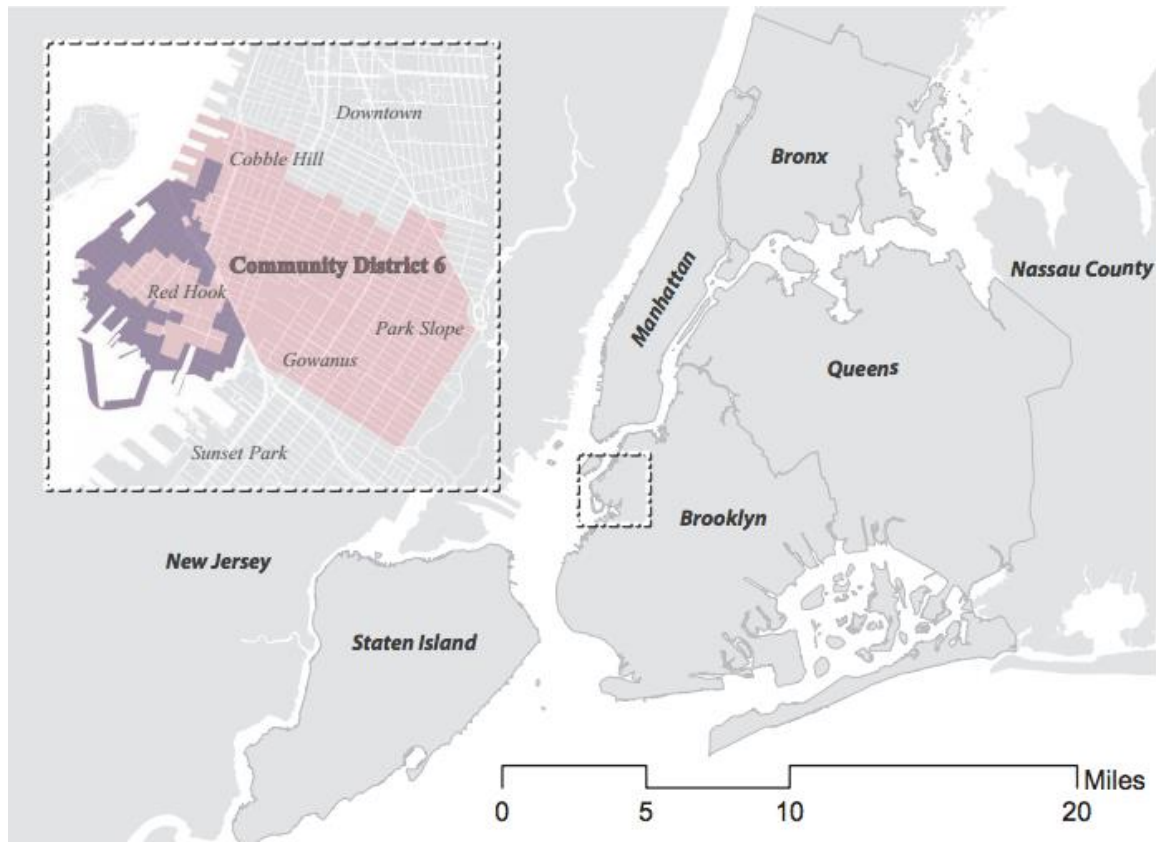
These priorities include:

- Attraction of new job-intensive industries to vacant and underutilized spaces
- Industrial and commercial business retention and expansion in the Red Hook industrial area
- Clean up and redevelopment of key strategic sites that will create jobs for local residents via the establishment of businesses

With these priorities in mind, SBIDC aims to reach the greater goals of the DOS BOA program, enhance the Red Hook community's physical character and environment and ultimately pursue an improved quality of life for its residents, workers and visitors.

Study Area Background

The Red Hook peninsula is on Brooklyn's southwestern waterfront bounded by the Buttermilk Channel, Gowanus Bay, and Gowanus Canal waterways. Within Brooklyn's Community District 6, the neighborhood of Red Hook lies south and west of the neighborhoods of Gowanus, Columbia Waterfront District, and Carroll Gardens. The boundaries of the Red Hook BOA study area align with the Southwest Brooklyn Industrial Business Zone (IBZ) (Map in Appendix). The IBZ, designated by the city to provide stability and incentives to industrial businesses, fosters the preservation of Red Hook as a working waterfront neighborhood.



Source: Department of City Planning- Red Hook BOA

The Red Hook BOA study area is bounded by manufacturing zoning districts (M1-1, M2-1, M3-1) that extend to the Gowanus expressway. The below zoning map illustrates both historic and current zoning including the mix of residential and commercial allowances for all of Red Hook. Industrial uses make up nearly half of the total lot area in Red Hook. Much of the built environment is characterized by low, single story buildings and warehouses which remain dominated by industries such as warehousing, construction and manufacturing. The BOA study area includes 799 mixed use residential units which occupy 3 percent of the total lot area. The identified study area has concentrated brownfields and underutilized lots; approximately 192 of the 914 tax lots are vacant.



Source: Department of City Planning- Red Hook BOA

History

Established in 1636 by Dutch settlers, Red Hook is one of Brooklyn's first settled neighborhoods. The construction of the Erie, Atlantic and Brooklyn boat basins with the development of pier and dock infrastructure in the 1840s set the stage for Red Hook quickly becoming one of the United States' most important maritime hubs, shipping and unloading cargo from all over the world. As a port, Red Hook attracted many manufacturing and industrial businesses to the area. Companies such as; The Brooklyn Clay Retort, the Esler and Company Boiler Factory, Erie Basin Iron Works and the New York Patent Felt Company moved in and made use of their proximity to the water. In the early 1900s the New York Dock Company constructed innovative large concrete warehouses with the ability to contain fumes and withstand flooding. The company became the largest employer in Red Hook, providing businesses with its loading and unloading services. The development of the Red Hook Houses in 1938 solidified Red Hook as a working waterfront, housing thousands of local workers.



Source: Department of City Planning- Red Hook BOA

By World War II, Red Hook experienced a decline in maritime use due to inadequate infrastructure. This began a domino effect of changes in industrial activity as many of the business opted to relocate to New Jersey for more space. Abandonment and degradation eventually led to the demolition of many industrial buildings under the Urban Renewal Act, while the development of the Gowanus Expressway magnified the communities' sense of isolation. By 1990, high crime, drug violence, poverty, illegal dumping and overall decay of the built environment became the new character of Red Hook.

In more recent years, the crime in Red Hook has steadily decreased and new artisanal businesses and technological firms are relocating to the area. The opening of large furniture retailer, IKEA and chain supermarket, Fairway has helped attract more visitors to the area. In 2012 the storm surge of Hurricane Sandy flooded the peninsula, leaving severe damages to the community and forcing many residents and businesses to move out of the neighborhood. Nearly two years after Hurricane Sandy, recovery from the storm is ongoing and the need for revitalization of the neighborhood's vacant spaces is even more apparent.

Existing Conditions Analysis

The New York City's Mayor's Office of Environmental Remediation (OER) and NYC's Department of City Planning (DCP) provided an existing conditions inventory for the Red Hook BOA and identified preliminary strategic sites. The report fulfills many of the requirements for the Red Hook BOA.¹ SBIDC will supplement this work as necessary with other Red Hook planning reports and studies created in 2014 and 2015 for the Final Nomination Report. Consultant should expect to utilize and build off these same resources and any others identified to inform the Consultant Scope of Services. Please see Appendix for a list of links to available resources that are important for the respondent to understand for the Red Hook BOA.

¹ Brownfield Opportunity Area Red Hook, Brooklyn. Department of City Planning, Office of Environmental Remediation. DRAFT, April 2014.

Consultant Scope of Services

Tasks to be performed by the Consultant include but are not limited to:

1. Economic Analysis

Respondent will have the skills and expertise to undergo an in-depth economic development analysis of the Red Hook BOA. This analysis will focus on but is not limited to the following tasks:

- Identify opportunities for the expansion of existing businesses and the attraction of new businesses to Red Hook (and BOA strategic sites) utilizing both economic data and the physical constraints/opportunities present in Red Hook. To the extent possible within the specific focus of this project, consider how these Red Hook businesses may complement the economic picture in greater Southwest Brooklyn (including Sunset Park and Gowanus) and focus on attracting green, resilient, sustainable industries to Red Hook.
- As necessary to inform work, examine economic base, labor force characteristics, geographic and sectoral clusters to develop business retention and attraction study focused on job intensive industries

2. Red Hook Industrial Business Marketing Campaign

Building on the results of the economic analysis, prepare recommendations for initial steps of a marketing campaign. The development of a campaign will be contingent upon the outcomes and recommendations from the economic analysis work. The campaign may include recommendations on developing marketing materials that include relevant economic data and strategies for engaging new industries, sectors, real estate brokers and developers

3. Strategic Site Analysis

The Red Hook BOA Step 2 process includes the identification of strategic sites as potential catalysts for revitalization. The Department of City Planning (DCP) and Office of Environmental Remediation (OER) identified 14 strategic sites as listed in the Existing Conditions Report (mentioned above). SBIDC proposed an additional eight strategic sites to investigate.

Consultant should be prepared to:

- Based on established criteria, support SBIDC in narrowing down and finalizing a list of strategic sites on which to focus research and redevelopment potential.
- If the project scope and budget allows, conduct individual in-depth assessments of the finalized list of strategic sites. The assessments will

focus on each site's potential for redevelopment in the Red Hook BOA, include an environmental contamination profile, and a clean-up and remediation strategy.

4. Recommendations

The respondent will provide key recommendations for the BOA Step 2 Nomination Study in partnership with SBIDC and steering committee. The recommendations will take into consideration both the BOA-wide economic analysis and the strategic site analysis and serve as a culmination of the consultant work plan.

Anticipated Meetings and Deliverables

This project assumes a kick-off meeting and at least 4 interim meetings and/or conference calls to review interim deliverables and project progress. Final deliverables include a final report, all interim reports and presentations, all data collected and maps prepared, all available for SBIDC and the Red Hook BOA Steering Committee in a ready-to-use format.

Summary Reports and Invoicing

Throughout the duration of the project, the Consultant is required to provide summary progress reports and invoices to the SBIDC project manager on a biweekly basis.

Instructions for Responses to Request for Proposals

1. Please limit all submissions to 25 pages, with all resumes capped at 2 pages. All submissions should be sent electronically in pdf format to David Meade at dmeade@sbidc.org and Andrea Devening at adevening@sbidc.org. Four copies should be mailed to the following address:

David Meade, Executive Director
Southwest Brooklyn Industrial Development Corporation (SBIDC)
241 41st Street, 2nd Floor
Brooklyn, NY 11232

Submission deadline is **Tuesday, September 16th, 2014 by 5pm.**

We anticipate reviewing, interviewing, and selecting a consultant in October.

2. Cover Letter

Provide a letter of interest that should include a description of Consultant's qualifications, contact information for project manager, and a clear description of professional services that can be provided for all or some of the tasks above.

3. Methodology

Please provide a written narrative that describes a creative and resourceful approach to the project tasks outlined. Please include a description of the methodology for each task. SBIDC is interested in hearing how respondents can work within a limited budget, complete tasks outlined, and propel the project into its next phase.

4. Experience and Capabilities

Provide a description of your project team's experience and capabilities with:
The NYS DOS BOA Program
Economic Development Projects
Brownfield Cleanup Program

5. Staff Qualifications

Please indicate key personnel who will be assigned to this project. Include resumes that list relevant work experience and educational background. Please list their functional role and approximate time allocation for the project.

6. Portfolio

Please provide three relevant project descriptions from within the last five years. Indicate client name, project description, key personnel involved, year completed and estimated cost.

7. References

Please list three references and their contact information (telephone and email address) that we can contact. Please indicate title and affiliation with consultant/firm.

8. Proposed Fees & Staffing Schedule

Please provide a fee schedule with hourly rates for all employees on Consultant team. Include an estimate of total hours and costs for tasks as outlined.

9. Budget

Provide a proposed budget using the following table format. This provides an opportunity to show us how you plan to apply resources to the specific areas of work within Consultant Scope of Services. The proposed budget is not a binding agreement. Please note the proposed budget is not to exceed \$30,000.

Project Task	Total Budget
Economic Analysis	
Marketing Campaign	
Strategic Sites Analysis	
Recommendations Report	
Stakeholder meetings, presentations, and interactions	

10. Scheduling and Timeline

Provide a proposed project schedule and indicate your organization's availability and level of commitment to the Red Hook BOA project.

11. Economic Opportunity Plan

SBIDC is an equal opportunity organization that encourages opportunities for minority-, women-, and disabled-owned businesses. The participation goals for this project are as follows:

MBE Ranges: 5-10%

WBE Ranges: 5-10%

DBE Ranges: Encouraged

12. Additional Information

Please limit any additional information you provide to three pages.

Eligibility

Respondents can be organization, institution, or individual consultants with sole proprietorships. Teams that have experience working in community-based planning and economic development are strongly encouraged to respond. Experience working in Southwest Brooklyn waterfront is a plus.

Criteria for Selection

SBIDC will review applications using the following set of criteria. Those applicants that strongly demonstrate the listed criteria will be invited to present a brief proposal and interview with the BOA steering committee

Criteria:

- Quality of Proposal: Is proposal well organized and thoughtful? Is it responsive to the RFP?
- Pricing of the scope for work: Is the budget for the project well within the range stipulated above?

- Capacity of bidder: Is the bidder qualified to do the work? How is this demonstrated? Are there sufficient resources available to perform the work on time?
- Experience of bidder: Does the bidder have a proven ability to perform the tasks and reach the objectives presented? How closely does the bidder's experience match the requirements of this engagement? If there is a gap, how has the bidder addressed it?
- Quality/experience of proposed team
- Suitability of client list and responses from references

Questions

Questions may be directed to David Meade, Executive Director at SBIDC via email (dmeade@sbidc.org) or by phone (718-965-3100 extension 108).

Appendix

Associated Economic Development Projects and Plans

[NY Rising Community Recovery Plan](#)

[Open Industrial Uses Study](#)

[Red Hook 197A Plan](#)

[Red Hook Rebuild by Design](#)

[SBIDC's Storm Preparedness Planning Toolkit](#)

[SBIDC's Red Hook Case Studies Findings Report](#)

[SIRR](#)

*Please request the Brownfield Opportunity Area Red Hook, Brooklyn, Department of City Planning, Office of Environmental Remediation Draft directly from David Meade at dmeade@sbidc.org

Southwest Brooklyn Industrial Business Area



Data Source: MapPLUTO copyrighted by the New York City Department of City Planning
Prepared by the Mayor's Office of Industrial and Manufacturing Businesses, March 2006