

**TOWN OF RYE, NEW YORK
Rye Town Park Commission**

RYE TOWN PARK



**Request for Proposals for:
Development, Operation, and Maintenance of Rye Town Park**

95 Dearborn Avenue
Rye, New York 10580

Release Date: January 31, 2014
Site Tour: March 14, 2014
Submission Deadline: April 4, 2014

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1. Introduction / Project Goal

The Rye Town Park Commission is soliciting proposals from qualified public and private not-for-profit and for-profit organizations to enter into a license agreement for development, operations, and management of Rye Town Park. Successful respondents will propose creative strategies for the adaptive reuse and potential expansion of the historic Main Administration Building, for the day-to-day management of existing operations (buildings, food service operations and facilities, park, parking lots and beach), and for other activities and uses for the park and its facilities not currently undertaken or contemplated. Applicants can offer ideas and proposals on any combination of these components. Entrepreneurial imagination is encouraged to produce the widest array of possibilities.

Though Rye Town Park and Oakland Beach are both well-loved and well-used, time and weather have taken their toll on many of the structures. The Main Administration Building, which is the crown jewel of the property, is both underutilized and needs repair. Historic buildings are not simply relics: their future is best insured by having them actively used and staying relevant to the community.

The Rye Town Park Commission, a 6-member board representing the Town of Rye, Village of Port Chester, Village of Rye Brook, the Rye Neck section of the Village of Mamaroneck and City of Rye, sets policy and oversees the day-to-day operations of the Rye Town Park and Bathing Complex. The Commission has significantly strengthened the operations and financial controls of the park in recent years and welcomed broad community participation in its operations and activities. It is the hope of the Commission that by inviting in new partners from the public and private sectors, it will ensure that the park thrives and is run in the most efficient way to maximize enjoyment of the park's many assets.



2. Objective

The goal of this RFP is to solicit creative ideas from the public and private sectors to create a new vision for Rye Town Park's historic structures and the role that the park plays for the surrounding community. Successful proposals for the adaptive reuse, operations, and new activities at the park will honor the historic, architectural, and social significance of the buildings and site.

The following are examples of the types of uses and facilities contemplated by the Commission. This list is not intended to be exhaustive or exclusive, but merely suggestive. The list is not in any order of priority or preference.

- Art or Cultural Facility
- Performance Space or Museum
- Active Recreational Space and Facilities
- Sports Facility, Health Club, Spa, or Wellness Center
- Active Water Related Uses
- Environmental or Nature Center or Facility
- Educational Use
- Restaurant, Dining Facility, Lodging, or Catering
- Neighborhood Retail

While this RFP/RFQ anticipates proposals for adaptive re-use of existing buildings and facilities at the Park, it does not preclude proposals for new construction and added buildings or facilities.

3. Context / Overview

Site Description

The Rye Town Park and Bathing Complex, which was designed in 1909 by architects Upjohn and Conable and landscape architects Brinley & Holbrook, is situated on 28 acres of rolling terrain along the shores of the Long Island Sound. The Park is defined to the north, south and west by a residential street grid and to the east by the publicly accessible 34 acre Oakland Beach.

There are 17 structures within the park, the most notable of which is the iconic Main Administration Building, a two-story Spanish Mission style stucco building with a red tile roof, flanked by two towers. There are also six additional structures on the property that are historically significant. Rye Town Park was placed on the New York State Register of Historic Places and National Register of Historic Places in 2003. There is currently a licensee operating a popular beachside-restaurant in one of the buildings, as well as two snack bars serving the beach. Patrons of the park, beach and restaurant are able to park their cars on premises, for a fee, in either the dedicated paved and gravel lot or the portion of lawn currently devoted to parking.

Distinct landscape features defining the character of the Park include stone walls, a terrace overlook, a stone bridge, light fixtures, staircases, pathways, trees, plantings, lawns, and a small

lake, in addition to the fabulous vistas of Oakland Beach and Long Island Sound. The structures within the Park are architecturally and historically significant examples of recreation facilities designed at the turn of the 20th century. The cohesive collection of buildings, designed in the Spanish Mission Style, define the character and identity of the recreational Bathing Complex.

Main Administration Building

The Main Administration Building was designed as a seasonal, multi-use building that includes office space, bathing uses, and recreational space. Originally, the Main Administration Building housed the Rye Town Supervisor’s office, Police and Security Office, main entrance to the beach complex, entrance to the bath houses for changing, lockers, bathrooms, showers and a multipurpose entertainment space with a balcony for live musical performances. The building was designed to be used three months out of the year and therefore was built with no heating or central ventilation system, minimal plumbing, and basic electric services.



The Main Administration Building was designed to be the focal point of Rye Town Park and provide a grand recreational experience for the visitor coming to use the park and beach. It is the intention that all proposals acknowledge the original design intent and purpose of Rye Town Park when proposing their creative ideas for adaptively reusing or expanding the building.

Bathing Pavilions

Two large, open-air pavilions adjacent to the Main Administration Building are currently used for private party rentals.



Seaside Johnnies

Seaside Johnnies currently operates out of the restaurant building to the north of the Main Administration Building and bathing pavilions.

Restroom Building

Located directly north of the main parking lot, the restroom building is not as historically significant as the Main Administration Building and pavilions. Therefore, there are few restrictions on the potential for adaptive reuse or demolition of this structure.

Parking Lot

There is a parking area surrounding the building that provides the main source of parking for Rye Town Park. In the summer months, the parking area is filled to capacity on most days; however, in-season overflow parking is also allowed on a segment of lawn area according to a pre-arranged pattern. The parking area is protected within a series of low garden walls on the west and south edges and by tall retaining walls on the north and east edges. These site features will be required to remain and their rehabilitation integrated into the proposals.

Parking Area

Existing Parking (Paved): ~75,000 ft²

Existing Parking (Unpaved): ~30,000 ft²

Overflow Parking (Areas A & B): ~100,000 ft²



Historical Background

The Main Administration Building, the main structural component of the Park is socially, historically and architecturally significant as a representative example of an early 20th-century waterfront recreational complex. Over time, the park, beach and bathing complex have remained loyal to their original purpose. Despite alterations and varied repair strategies, the site and buildings retain much of their original architectural planning distinction. While it has been used seasonally for over 100 years, it is in remarkably fair shape.

The location of the beachfront park is significant to the Town of Rye. During a period of rapid growth and expansion of the New York City Metropolitan area, it preserved badly needed open space and provided unique and rare public access to the Long Island Sound. The design of the Park and its buildings hold a significant place in the planning infrastructure of Westchester County. The Park was the first of its kind in the County and marks the birth of one of the most prolific public park systems in the State of New York and serves as a planning model for many suburban areas throughout the country. The natural free form landscape contrasted by the formality of the Spanish Mission Style Bathing Complex offers a unique arrangement and interaction between nature and built form.

The Park and its character defining features remain an extant example of early 20th-century recreational design utilizing the Spanish Mission Style. Set within a pastoral landscaped park designed for public use, the Park's buildings remain both an architecturally and historically significant planned park



environment existing within the greater context of the regional planning structure of Westchester County during the first decade of the 20th century.

Because of its social, historical and architectural significance, the park has been listed on the New York State Register of Historic Places (listed 01/03) and the National Register of Historic Places (listed 04/03). Its location provides many outdoor activities including swimming, walking, picnicking and socializing. Its location also provides excellent environmental education opportunities.

As mentioned above, the Park was created by an act of the New York State Legislature in 1907 as a public recreation facility along the shores of the Long Island Sound designed to promote outdoor activity within a community structure. Since its inception, the Commission has set out

to maintain, preserve and protect this invaluable natural, cultural and historic resource for the use and enjoyment of the public.

Environmental Impacts

Rye Town Park is bordered on three sides by residential properties, including both single family homes and a large condominium complex. Any proposed changes to the Park must take into consideration the following potential neighborhood impacts: sound, air and water quality, lighting, traffic generation, aesthetics, and public life safety.

Any plan should be carefully examined for potential adverse environmental impact and will be required to undergo an environmental review process in accordance with the NY Environmental Conservation Law as implemented by 6 NYCRR Part 617 (SEQRA).

It is the desire of the Commission to protect the natural elements of the park, such as the lawns, shrubs and mature tree specimens. A great deal of thought and resources have gone into creating a duck pond with marsh plantings. The pond has been designated a Wildlife Habitat by the National Wildlife Federation. The pond and plantings also serve to filter run-off from the roads and park before the waters flow out to the Sound. Sanitary sewage and solid waste are to be responsibly managed and consistent with the Clean Water Act the integrity of the beach ecosystem and Long Island Sound waters should not be negatively impacted.

4. Proposal Options

Site Considerations

The Commission is seeking proposals that maximize the particular advantages of the existing grounds and site features. The selective restoration of important elements such as the beach wall at the tunnel entrances and the south retaining wall must be coordinated with the Department of Environmental Protection (DEP) and the State Historic Preservation Office (SHPO), as well as other work. All site related issues must be coordinated with the Department of Environmental Conservation.

Access to the site is an important issue. As there will be a variety of users arriving at the site using different modes of transportation - car, bus/van, bike, walking - this issue must be studied so that clear traffic patterns are established for each use group.

Parking

Parking is an issue which must be considered from a variety of viewpoints. There must be adequate parking for visitors; it must be accessible to the handicapped; it should not negatively

impact the park; and it must be designed to be easily accessible both from the existing roads and the building. Applicants are free to determine whether a parking fee will be charged for other users of the building during the summer months. Valet parking would be permitted during special events or functions at Rye Town Park.

This existing paved parking area may be redesigned to maximize the efficiency of the lot, however it may not be expanded. Slight expansion of the overflow parking area is permitted, however the parking surface must remain permeable (e.g. gravel).

Beach Access

The connection of the beachfront to the building is an important planning issue. It must interact with the site and building in a logical, supportive and secure manner since access will be gained from beach to building.

Building Restoration/Modification Issues

The Administration Building will require some rehabilitation and adaptive reuse, which should be reflected in proposals. The use of the building as a seasonal facility or year round facility would impact the level of rehabilitation needed, due to additional mechanical system requirements for year round use. Any proposed modernization, renovation or expansion of the building may require installation of new utilities, structural reinforcements, and additional accommodations to meet the standards of current New York State Fire Prevention and Building Code requirements as well as ADA code requirements.



Historic Preservation

Rye Town Park is listed on the register of Historic Places at the New York State and National level. The Commission invites adaptive reuse of existing facilities, such that any changes, removal, or replacement of structures are consistent with historic integrity. When the Commission accepted grant monies to replace the roof of the Main Administration Building, it required that any changes to the exterior of any of the Building must be previously approved by

State Historic Preservation Office. Any new purpose should be in keeping with the context of the park and surrounding community and should honor the historic, architectural and social significance of the building and site.

The Administration Building currently has a usable gross square footage of approximately 4,100 ft² on the first and second floors. Expansion possibilities may exist to increase the overall footprint of the building on one or two floors (to the west only) to create more useable program space. As mentioned above, rehabilitation of the building will require new utilities and additional accommodations to meet current fire prevention and building code-mandated requirements. Proposals should contain plans for rehabilitation of the building.

Operational Considerations

Year-Round Occupancy

An objective of the Commission is to promote year-round occupancy of the Administration Building in order to establish a consistent level of operation and ensure protection of the historic structure and its building systems. Proposals should contain plans for such use.

Community Impact

The proposal should take into consideration its effect on the community at large, staff of the park/beach, Friends of Rye Town Park and new user groups of the restored facility.

Seaside Johnnies

The “Seaside Johnnies” restaurant facility is operated pursuant to a license agreement with the Commission. Proposals could contain plans for operation of the restaurant and snack bar facilities after the expiration or early termination of the license term.

Parking

Parking is an especially important consideration for this proposal. Currently, there are two parking areas on site – the permanent parking lot is a paved area located directly west of the Main Administration Building; there is also an overflow parking area further to the west that is located on the grass. Currently, the overflow parking area is only used during the peak summer season. The Commission is open to proposals that consider creative solutions to balance beach parking with parking for new uses of park facilities. However, it is unlikely that additional parking would be approved by the Commission.

Facility Rentals

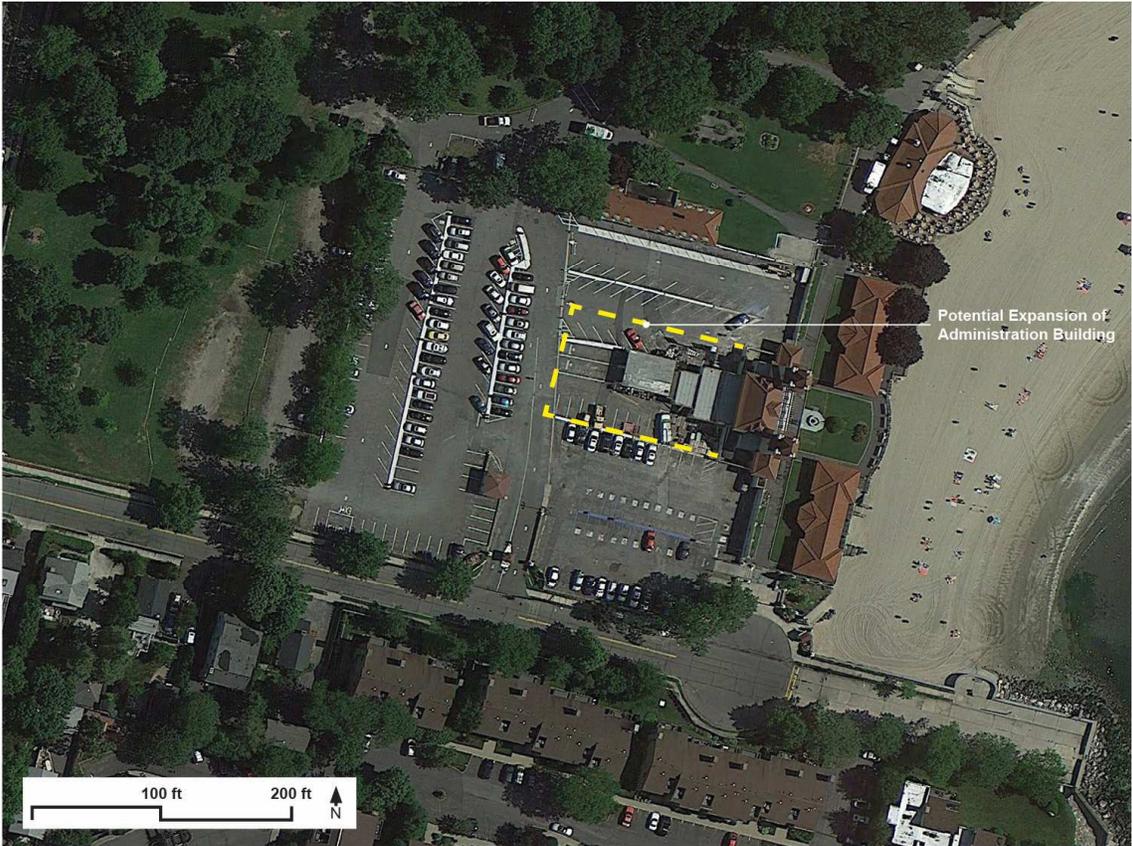
Currently, facility rentals make up a portion of revenue generated by the Park. Proposals should consider the impact that ongoing facility rentals will have on new uses. Creative ideas for expanding facility rental uses and revenues are encouraged.

Restriction on Residential

The Commission encourages proposals that include multiple uses of the Park, however no residential uses are permitted on the site, with the exception of the possibility of a groundskeeper accommodation.

Building Additions

Building additions are permitted that are in keeping with the historical character of the site. Most notably, a building addition to the Main Administration Building can fill the approximate footprint shown on the following aerial map. The area of the footprint for a potential building addition to the Main Administration Building is approximately 12,000 ft², which offers a buildable area of approximately 24,000 ft² for a two-story build out.



5. Business Terms

1. License Agreement

The selected proposal will be eligible to operate pursuant to a license agreement with the Commission. This agreement will be for a minimum of 20 years, however longer terms are open to negotiation. Successful proposals will include plans for operations and maintenance for the entire term of the license agreement. Naming rights to the area are negotiable.

2. Revenues and Expenses

All revenues generated by operations of Rye Town Park will be claimed by the applicant and all expenses incurred due to construction, operations, and maintenance of Rye Town Park will be paid by the applicant. Responses to this RFP should demonstrate that development and operations of Rye Town Park will be revenue neutral for the Town of Rye.

3. Renovation and/or Expansion of Existing Buildings on Site

As noted above, the Main Administration Building may be expanded to the west of its current location. Additionally, the buildings on the Rye Town Park complex with less historical value may be renovated or replaced as needed. These include the Restroom and Restaurant buildings to the north of the Main Administration Building.

6. Contact Information

Questions

All questions about the meaning or intent of the RFP documents are to be directed in writing to:

Sarah Yackel
BFJ Planning
115 5th Avenue, 2nd Floor
New York, NY 10003
s.yackel@bfjplanning.com

Questions received less than ten (10) days prior to the submission date may not be answered.

7. RFP Timeline

The Park Commission contemplates the following approximate timeline for selection of the Preferred Bidder:

Pre-proposal information meeting and site visit for interested parties:	March 14, 2014
Meeting Location	10:00 AM
Rye Town Park, Main Administration Building	
95 Dearborn Avenue	
Rye, New York 10580	
Deadline for submission of written questions:	March 26, 2014
Date written questions will be answered:	March 28, 2014
RFP/RFQ Submission Deadline:	April 4, 2014
Top Proposals selected and notifications sent:	May 28, 2014
Presentations by Top proposers:	June 4, 2014
Selection of Top Proposal:	June 20, 2014

8. Submission Requirements

Interested firms or individuals shall include the following information in their submittals. The following format sequence should be followed in order to provide consistency in the firm's responses and to insure that each submittal receives full consideration. Please submit your RFP/RFQ in a SEALED OPAQUE ENVELOPE OR CONTAINER. Envelope shall be clearly marked with your firm's name, address and telephone number. The representative who is authorized to bind the vendor to the submittal shall sign the submittal.

Submission Due Date:

Addressed To:

Sarah Yackel

BFJ Planning

115 5th Avenue, 2nd Floor

New York, NY 10003

Each submission must be delivered in electronic/pdf format accompanied by twelve (12) printed copies.

The following format & sequence should be followed in order to provide consistency in the firm's responses and to ensure each submittal receives full consideration. Use 8.5' X 11' page format with separating page tabs: PLEASE INCLUDE THE PAGE TABS so that those evaluating your submittal can compare each section with others that are submitted.

8.1 Title Page

Include Firm/Submitter's name and address, date of submission, telephone number and a contact person. Proposals MUST BE SIGNED. Unsigned proposals will be rejected.

8.2 Table of Contents

Include a table of contents with page numbers.

8.3 Letter of Interest

Statement of firm/submitter's interest in this project signed by the person who will have contract authority over this project and stating that the contents of the submittal are true and accurate.

8.4 Respondent Description

- Location of offices, person responsible for contracting services, current scope of business, how long the business has been in operation and financial wherewithal.
- List of qualified professionals and qualifications of associates proposed to perform and/or assist with the work and oversee the project.
- Description of why the firm or individual is well-suited to perform the services.
- List of three (3) of the most recent and/or similar contracts in which the firm has participated and their size.

8.5 Project Description

Describe the project proposed with particular attention paid to strategies for adaptive reuse of historical structures, activities to be conducted on site, incorporation of existing facilities into new uses, and impact of new uses on beach access, neighborhood impacts, and parking.

8.6 Financial Viability

Any proposal for the site must include an explanation of how the firm would approach a financial plan to accomplish the goals of the project including a description of past financial partnering or leverage capabilities for past similar projects.

Respondents must be prepared, if requested, to provide audited annual financial statements for the past three years and other such documentation to demonstrate financial responsibility that is acceptable to the Rye Town Park Commission.

8.7 Implementation Plan

- Site Plan.
- Construction Schedule.
- List major sub-consultants/subcontractors that Firm/Submitter would propose to use for services.

8.8 Client References

- Include at least three (3) client references. References are to be on signed company or agency letterhead with the contact name, address and telephone number clearly shown.

9. Selection Criteria

The firm(s) or individual(s) found of the most qualified will be asked to make presentations to the Rye Town Park Commission.

The Commission reserves the option to make its selection in a one or two-step evaluation process. This means the Commission may select individuals or firms from written submittals or after a second step of evaluation, which may or may not include presentations to the Commission. The Commission will select the firm or individual found to be best suited to accomplish the project.

There is no obligation on the part of the Commission to select and award any submitting response or to any firm or individual submitting a response. No work is guaranteed under this request for proposal.

The Commission will use the following criteria, in no order of importance, as a guideline to review submissions and, if appropriate, select a proposal:

- Respondent's demonstrated experience to carry out the proposal.
- Respondent's financial strength.
- The level of detail and financial credibility of the proposal.
- Respondent's clear understanding of all necessary approvals required to carry out the proposal.
- Respondent's creativity in maximizing Rye Town Park as a resource the Town of Rye.

Preferred Bidder Status

The firm or individual selected by the Park Commission will receive Preferred Bidder status. Following this designation and contract negotiations, a formal written contract will be prepared

by counsel for the Park Commission and will not be binding until all necessary legal approvals (see: “Governmental Approvals” below) have been obtained and the contract has been signed by all parties.

10. Miscellaneous

Governmental Approvals

The contract between the Park Commission and the Preferred Bidder will be contingent upon and require the Preferred Bidder to obtain all licenses, permits (including building, demolition, alteration, use and special permits), consents, approvals, certificates (including temporary and permanent certificates of occupancy), rulings, authorizations, variances, or amendments to any of the foregoing as shall be necessary or appropriate under any law, to commence, perform, or complete any construction, or for the zoning, rezoning (to the extent that this contract allows), use, occupancy, maintenance, or operation of the Park in accordance with the Preferred Bidder’s plan (“Governmental Approvals”). All costs associated with obtaining the Governmental Approvals shall be the contractual responsibility of the Preferred Bidder. The Park Commission will cooperate with the Preferred Bidder to the extent possible to obtain the Governmental Approvals.

Non-Collusion

The respondent, by signing the proposal, does hereby warrant and represent that any ensuing agreement has not been solicited, secured or prepared directly or indirectly, in a manner contrary to the laws of the State of New York, and that said laws have not been violated and shall not be violated as they relate to the procurement or the performance of the agreement by any conduct, including the paying or the giving of any fee, commission, compensation, gift, gratuity or consideration of any kind, directly or indirectly, to any Town of Rye, City of Rye, Village of Rye Brook, Village of Mamaroneck or Village of Port Chester employee, officer or official.

Conflict Of Interest

The award of a contract is subject to provisions of all Federal, State and local laws. All respondents must disclose with their proposals the name of any officer, director or agent who is also an employee of the Town of Rye, City of Rye, Village of Rye Brook, Village of Mamaroneck or Village of Port Chester. Further, all respondents must disclose the name of any Town of Rye, City of Rye, Village of Rye Brook, Village of Mamaroneck or Village of Port Chester officer, employee, or elected official who owns, directly or indirectly, an interest of ten percent or more in the respondent or any of its subsidiaries or affiliates.

No Lobbying

All contractors, firms or individuals are hereby placed on notice that any communication, whether written or oral, directly or indirectly through third party intermediaries with the Town of Rye, City of Rye, Village of Rye Brook, Village of Mamaroneck or Village of Port Chester elected officials or any members of the Rye Town Park Commission or any other staff or employee of the Town of Rye or working with or for the Rye Town Park Commission in respect to this request (with the exception of the personnel designated to receive requests for interpretation or corrections) is prohibited. These persons shall not be lobbied, either individually or collectively, regarding any request for bid, proposal, qualifications and/or any other solicitations released by the Rye Town Park Commission. To do so shall be grounds for immediate disqualification from the selection process.

All contractors, firms or individuals must submit the attached No Lobbying Affidavit with their submittal response stating that they and their subcontractor, sub-contractor, sub consultants and agents agree to abide by the no lobbying restrictions in order to be considered for this request.

Any contractor, firm or individual that does not submit the required No Lobbying Affidavit shall be automatically disqualified from further consideration.

NO LOBBYING AFFIDAVIT

STATE OF NEW YORK

COUNTY OF

This day of 2014 _____, being first duly sworn, deposes and says that he or she is the authorized representative of (Name of the contractor, firm or individual), maker of the attached request for bid, proposal, qualifications and/or any other solicitation released by the Rye Town Park Commission, and that the bidder and any of its agents agrees to abide by the Rye Town Park Commission's no lobbying restrictions in regards to this solicitation.

Acknowledgement

On the day of in the year 2014, before me, the undersigned, personally appeared _____, personally known to me or proved to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity(ies), and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.
