



**REQUEST FOR PROPOSALS FOR ARCHITECTURAL PROGRAMMING, CONCEPT DESIGN, AND SCHEMATIC DESIGN SERVICES FOR THE ALLENTOWN ART MUSEUM**

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Issued by the Allentown Art Museum

Prepared by Jhaelen Capital Projects

## **ALLENTOWN ART MUSEUM**

Architectural Services, Request for Proposals

# **1 Invitation and Intent**

The Allentown Art Museum seeks proposals from qualified architecture firms to provide programming, concept design, and schematic design services for a new, purpose-built museum facility in Allentown, Pennsylvania. The Museum intends to select one firm for the scope described in this Request for Proposals.

## **1.1 Scope of Services**

The Museum anticipates awarding a single professional services agreement for the two phases described below. Respondents should propose a work plan, deliverables, schedule, and fee that align to this scope. Respondents may recommend modest improvements to deliverables or workflow, but should keep proposals focused on programming, concept design, and schematic design.

# **2 PROJECT BACKGROUND**

## **2.1 OVERVIEW OF THE ALLENTOWN ART MUSEUM**

The Allentown Art Museum serves a broad and diverse public through exhibitions, education, and community programs. The Museum holds a permanent collection of more than twenty-thousand objects held in trust for the public and made accessible for the public's benefit.

The Museum is committed to expanding free, curricula based educational programming and deepening community impact through a new downtown facility that better supports modern museum operations, conservation standards, and public engagement.

## **2.2 PROJECT DESCRIPTION**

The Museum is currently housed in an aging facility with sections dating to the early twentieth century and later expansions. The age and condition of the existing building have created significant challenges related to the building envelope and physical plant, including equipment and infrastructure in critical states of failure. The current facility also limits the Museum's ability to expand educational and community programming and creates risk for the long-term preservation of the Museum's permanent collection.

The Museum is advancing plans for a new, purpose-built museum facility in downtown Allentown intended to improve public access, support increased demand for educational and community programs, and strengthen the Museum's role as a cultural and civic asset for the City of Allentown and the Lehigh Valley region.

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### **2.3 PROJECT SITE**

The project site has been identified and is located at the intersection of 10th and Hamilton Streets in downtown Allentown, Pennsylvania. The Museum will provide available site documentation to the selected firm as available. The selected architect will support this work with programming, concept design, and schematic design for the selected site, including zoning and code due diligence and schematic site plan development.

### **2.4 FUNDING AND PROCUREMENT CONTEXT**

The Museum has pursued Local Share Account funding for planning, consulting, and design costs related to this planning project. The anticipated funding level for professional services for this scope is approximately seven hundred, seventy-five thousand dollars.

The Museum intends to comply with applicable grant and reimbursement requirements, including a competitive procurement, retention of procurement and contract records, and inclusion of required contract provisions when grant funds are used.

### **2.5 PROJECT SCHEDULE**

The Museum's target design schedule is:

- Programming and concept design: three months
- Schematic design: three months

Continuation of services subsequent to the completion of Schematic Design will be determined by the Museum and will depend on the anticipated project cost and status of fundraising.

## **3 SCOPE OF SERVICES**

### **3.1 PHASE 1 PROGRAMMING AND CONCEPT DESIGN**

The Phase 1 scope includes the following tasks and deliverables:

- Programming including a visioning workshop, user group meetings, and confirmation of space needs
- Program matrix and room data sheets with special requirements for art handling, storage, and security
- Benchmarking and precedent review as appropriate
- Site analysis for the project site, including constraints, access, adjacencies, and available utilities and infrastructure
- Concept design including program blocking, stacking and test fits, and massing studies
- Presentation of a minimum of three initial concepts and recommendation of a preferred direction
- Presentation of a final concept including drawings and visualizations suitable for stakeholder review

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- Technical basis of design including due diligence review of available site information for the project site and preliminary zoning, code, and accessibility analysis
- Concept cost model using benchmark museum cost data, regionally adjusted, and aligned to the program

Phase 1 deliverables should include:

- Program report
- Concept design report including narratives, drawings, and visualizations
- Technical basis of design memorandum or report
- Program based concept cost model

### **3.2 PHASE 2 SCHEMATIC DESIGN**

The Phase 2 scope includes conventional schematic design activities and deliverables, including:

- Site plan development
- Building floor plans, elevations, and sections at schematic level
- Outline specifications and key material and system assumptions
- Physical and digital models and renderings suitable for stakeholder communication
- Engineering and technical consultant schematic drawings and narratives as applicable
- Schematic design cost estimate and support for iterative cost alignment

Phase 2 deliverables should include:

- Schematic design document package in PDF format
- Updated cost estimate at schematic level
- Meeting notes and decision log

### **3.3 CONSULTANT TEAM**

Respondents will propose a consultant team appropriate for this scope. The Museum welcomes integrated proposals that include structural, mechanical, electrical, plumbing, civil, landscape, lighting, audio visual, code, and cost estimating support as needed for concept and schematic level work. Respondents should clearly identify which disciplines are included in the proposed fee and which would be provided by others.

## **4 RFP SUBMISSION REQUIREMENTS**

Proposals should be concise and should be submitted as one PDF organized in the sections below. The Museum may request clarifications in writing.

### **4.1 MINIMUM QUALIFICATIONS**

At minimum, respondents should meet the following requirements:

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- Architecture firm licensed in Pennsylvania or able to obtain Pennsylvania licensure prior to contract execution
- Demonstrated experience delivering programming, concept design, and schematic design for museums
- Capacity to meet the schedule and coordinate effectively with Museum leadership and stakeholder groups

#### **4.2 PROPOSAL CONTENT**

Proposals shall include the following sections in the order listed:

- Cover letter: primary contact information, confirmation of availability, and brief statement of the firm's understanding of the assignment
- Team and qualifications: key staff roles, consultant team and disciplines included, Pennsylvania licensure status, and relevant experience.
- Relevant project experience: up to five relevant projects, including project description, scope, budget, schedule, and your role
- Approach and work plan: approach to completing the Phase 1 and Phase 2 scope, including stakeholder engagement, concept development, decision points, and deliverables
- Schedule: proposed schedule aligned to the target durations and milestones
- Fee proposal: total not to exceed fee and a breakdown aligned to the task categories in Section 2.4
- References: at least two client references with name, title, email, and phone number

#### **4.3 FEE PROPOSAL**

Respondents shall propose a total not to exceed fee for the full scope described in Section 3.

Respondents shall clearly state assumptions, exclusions, and any reimbursable expenses policy. If reimbursable expenses are proposed, identify an estimated amount and a not to exceed cap.

#### **4.4 GRANT AND CONTRACT REQUIREMENTS**

The selected firm will be required to enter into a written professional services agreement with the Allentown Art Museum. The agreement will include scope, deliverables, schedule, payment terms, and standard professional services terms.

The contract must include the Commonwealth nondiscrimination clause and other clauses required for payment with grant funds when applicable. The selected firm must cooperate with reasonable documentation requests related to grant compliance, invoices, and records retention.

No work should begin and no costs should be incurred until the Museum issues a written notice to proceed. The selected firm will be required to carry insurance customary for professional architectural services, including professional liability coverage.

## 5 EVALUATION CRITERIA

The Museum will evaluate proposals based on the criteria listed below. The Museum intends to select the proposal that represents the best value to the Museum. Selection will not be based on lowest fee alone.

- Relevant experience with museums, cultural institutions, or comparable projects of similar complexity: 20%
- Quality and feasibility of the proposed approach and work plan: 15%
- Qualifications and availability of the proposed team: 15%
- Ability to meet the target schedule and manage stakeholder engagement effectively: 20%
- Clarity and reasonableness of the fee proposal and assumptions: 20%
- Client references: 10%

The Museum may conduct interviews with a short list of firms if needed and may request clarifications in writing.

## 6 RFP SCHEDULE, FORMAT & DELIVERY, INQUIRIES

The schedule below outlines the anticipated milestones for the procurement process. The Museum reserves the right to modify this schedule at its discretion.

### 6.1 RFP SCHEDULE

#	Task	Date
1	Issue RFP	May 11th
2	Inquiry Deadline	May 15th
3	Proposals Due	May 22nd
4	Project Awarded by	June 12th

### 6.2 FORMAT & DELIVERY

Respondents are to provide digital proposal responses by email to the RFP coordinator as listed in Section 6.3 no later than the time and date shown in the schedule listed in Section 6.1.

Please note that the above process and dates are subject to change at the Museum's discretion. Change notifications will be provided to each firm as appropriate.

### 6.3 INQUIRIES

Upon release of this RFP, all responding firm communications must be directed to the RFP coordinator listed below:

RFP Coordinator: Stacey Weismiller  
Associate Principal, Jhaelen Capital Projects  
T: (814) 449-0147 E: sw@jhaelen.co