CUMRU TOWNSHIP

REQUEST FOR PROPOSALS

LANCASTER PIKE MASTER PLAN

Procurement Item	RFP Information
Issuing entity	Township of Cumru, Berks County, Pennsylvania
Issue date	November 11, 2026
Deadline for Questions	November 23, 2026 at 4:00 p.m.
Proposal due date	November 30, 2026 at 4:00 p.m.
Submission method	All proposals presented will be in accordance with this Request for Proposals ("RFP" and/or "Proposal" specifications. One (1) electronic copy of each proposal shall be submitted to and received by e-mail at TJames@CumruTownship.org with the subject line as "RFP – Lancaster Pike Master Plan" on or before **4:00 p.m. on Monday, November 30, 2026**. One (1) original hard copy of the RFP, including a sealed envelope with a cost proposal, shall also be submitted to the Township at: Terrence W. James Township Manager Cumru Township 1775 Welsh Road Mohnton, PA 19540
Township contact	Terrence W. James Township Manager Cumru Township 1775 Welsh Road Mohnton, PA 19540 TJames@CumruTownship.org 610-777-1343 ext. 106
Anticipated authorization	February 2027

REQUEST FOR PROPOSALS:
LANCASTER PIKE MASTER PLAN

Cumru Township, Berks County, Pennsylvania ("Township") will accept proposals for consulting services for design/engineering and planning services needed for the creation of a comprehensive master plan for Lancaster Pike within Cumru Township until **4:00 p.m. on Monday, November 30, 2026**, to TJames@CumruTownship.org.

All proposals presented will be in accordance with this Request for Proposals ("RFP") and/or "Proposal" specifications. One (1) electronic copy of each proposal shall be submitted to and received by e-mail at TJames@CumruTownship.org with the subject line as "RFP – Lancaster Pike Master Plan" on or before **4:00 p.m. on Monday, November 30, 2026**. One (1) original hard copy of the RFP shall also be submitted to the Township at:

Terrence W. James
Township Manager
Cumru Township
1775 Welsh Road
Mohnton, PA 19540

For an electronic version of the RFP, please e-mail TJames@CumruTownship.org or visit cumrutownship.org/.

If you have any questions regarding the contents of this RFP, please contact Terrence W. James, Township Manager.

1. General Information

1.1. Background

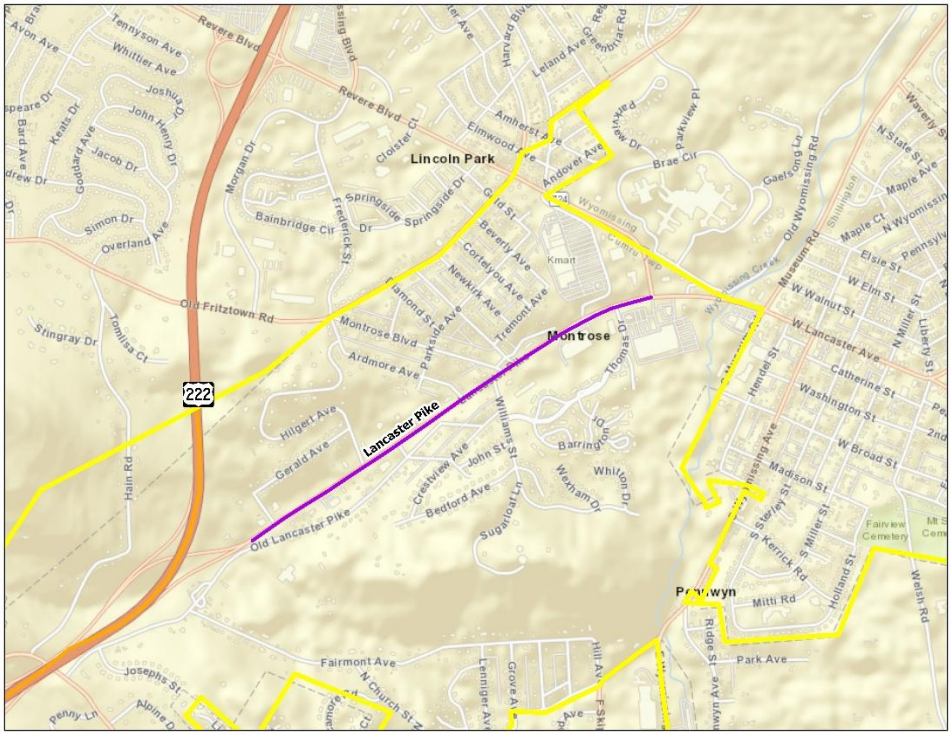
Cumru Township is a first-class township located in southern Berks County, Pennsylvania, immediately south of the City of Reading. The Township encompasses approximately 20.9 square miles and includes a mix of established residential neighborhoods, commercial areas, agricultural and open-space lands, institutional uses, transportation corridors, and areas with potential for future redevelopment and investment.

In 2025, Cumru Township commenced the development of an economic development strategy to address growing economic concerns, which include aging commercial centers. One of the primary areas of concern addressed in the strategy is Lancaster Pike (known locally as “the Pike”). Although the Pike serves as the gateway into Cumru Township, it has suffered from disinvestment and fragmented development patterns since the construction of Route 222. The hodgepodge of commercial activity disrupts continuity, underused buildings limit productivity, lack of non-motorized transportation infrastructure limits use of non-motorized transportation alternatives, and a lack of cohesive design undermines the Pike’s appeal. These issues not only impact the local economy, but also diminish community pride and deter new investment.

To remediate these concerns, the strategy recommends a revisioning of Lancaster Pike, transforming it from a car-centric, disjointed commercial strip into a walkable, mixed-use destination. The revitalized Pike will include residential, retail, office, and public spaces, functioning as a thriving gateway and economic engine.

Cumru Township is soliciting proposals from qualified professional planning, engineering, landscape architecture, transportation, and urban design firms, or multidisciplinary teams, to provide comprehensive master planning services for the revisioning of Lancaster Pike. The purpose of this project is to develop a forward-looking master plan for Lancaster Pike that establishes a clear vision for land use, transportation, public spaces, pedestrian and bicycle connectivity, infrastructure, environmental resources, and community character. The plan will be informed by a thorough analysis of existing conditions and meaningful engagement with Township officials, stakeholders, residents, and the broader community. The master plan will create a conceptual plan to assist Cumru Township is future pursuits of public funding.

For purposes of the planning process, the master plan will include Lancaster Pike from approximately Wilma Avenue to Revere Boulevard (see map as follows):



1.2. Project Goals and Objectives

The primary goals of this project are to:

1. Establish a clear, community-supported vision for Lancaster Pike's future growth and development.
2. Evaluate existing land use, zoning, transportation, pedestrian, infrastructure, environmental, and community character conditions.
3. Identify opportunities for appropriate redevelopment, reinvestment, infill development, and preservation along Lancaster Pike.
4. Develop planning recommendations that reflect existing conditions and Lancaster Pike's desired future character.
5. Identify transportation improvements that improve safety, mobility, accessibility, and connectivity for motorists, pedestrians, bicyclists, and other users.
6. Evaluate opportunities to improve the public realm, including streetscapes, public spaces, green infrastructure, and pedestrian facilities.
7. Incorporate ADA and PROWAG considerations into recommendations for pedestrian infrastructure and public spaces.
8. Provide a thorough assessment of existing utility infrastructure (i.e. water, sewer, electric, natural gas, broadband, etc.) to identify necessary utility improvements to accommodate future development.
9. Establish urban design guidelines that can help guide future public and private development.
10. Develop conceptual, photorealistic visualizations that communicate potential improvements and future conditions to elected officials, stakeholders, residents, developers, and funding agencies.
11. Establish a prioritized implementation strategy, including phasing, estimated costs, potential funding opportunities, and recommended next steps.

12. Create a practical document that can be used by Township officials and staff to guide future policy decisions, capital investments, development review, grant applications, and economic development efforts.
13. Provide recommendations for the establishment of a redevelopment authority to assist in future development activities.

1.3. RFP Schedule (Subject to Change)

This Request for Proposals schedule is proposed as follows:

DATE	EVENT
November 11, 2026	Issued and Notice Given on Website
November 23, 2026 (4:00 p.m.)	Question Submission Deadline
November 30, 2026 (4:00 p.m.)	Submission Deadline (4:00 p.m.)
December 1, 2026 – December 16, 2026	Review & Evaluation of Submissions
December 17, 2026 – January 6, 2027	Finalist Interviews
January 2027	Notification of Selection
January 2027 – February 2027	Contracting with Selected Consultant

1.4. Source of Funding

This project is funded through the PA Department of Community and Economic Development Commonwealth Financing Authority Local Share Account – Statewide Program. As such, the selected firm will work with Cumru Township to accommodate any grant request or requirements.

1.5. Compliance with Applicable Laws and Regulations

In compliance with DCED regulations, the respondent agrees follow the below Nondiscrimination/Sexual Harassment clause:

1. **Representations.** The respondent represents that it is presently in compliance with and will remain in compliance with all applicable federal, state, and local laws, regulations, and policies relating to nondiscrimination and sexual harassment for the term of the agreement. The respondent shall, upon request and within the time periods requested by the Commonwealth, furnish all necessary employment documents and records, including EEO-1 reports, and permit access to its books, records, and accounts by the Commonwealth for the purpose of ascertaining compliance with provisions of this Nondiscrimination/Sexual Harassment Clause.
2. **Nondiscrimination/Sexual Harassment Obligations.** The respondent shall not:
    - In any manner discriminate in the hiring of any employee(s) for the performance of the activities required under this agreement or any subgrant agreement, contract, or subcontract, by reason of race, creed, color, sexual orientation, gender identity or expression, or in violation of the Pennsylvania Human Relations Act (“PHRA”) and applicable federal laws, against any citizen of this Commonwealth who is qualified and available to perform the work to which the employment relates.
    - In any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable federal laws, against or intimidate any of its employees.
    - In any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable

federal laws, in the provision of services under this agreement or any subgrant agreement, contract, or subcontract.

- In any manner discriminate by reason of race, gender, creed, color, sexual orientation, gender identity or expression, or in violation of the PHRA and applicable federal laws, against any subgrantee, contractor, subcontractor, or supplier who is qualified to perform the work to which this agreement relates.
- In any manner discriminate against employees by reason of participation in or decision to refrain from participating in labor activities protected under the Public Employee Relations Act, Pennsylvania Labor Relations Act, or National Labor Relations Act, as applicable, and to the extent determined by entities charged with the Acts' enforcement and shall comply with any provision of law establishing organizations as employees' exclusive representatives.

3. **Establishment of Respondent Policy.** The respondent shall establish and maintain a written nondiscrimination and sexual harassment policy that complies with the applicable law and these Nondiscrimination/Sexual Harassment provisions and shall inform its employees in writing of the policy. The policy must contain a provision that states that sexual harassment will not be tolerated and employees who practice is will be disciplined. For the entire period of this agreement, the respondent shall: (1) post its written nondiscrimination and sexual harassment policy or these Nondiscrimination/Sexual Harassment provisions conspicuously in easily accessible and well-lighted areas customarily frequented by employees at or near where the grant activities are performed; or (2) provide electronic notice of the policy or this clause to its employees not less than annually.
4. **Notification of Violations.** The respondent's obligations pursuant to these provisions are ongoing from the effective date and through the termination date of the agreement. Accordingly, the respondent shall notify the Commonwealth if, at any time during the term of this agreement, it becomes aware of any actions or occurrences that would result in a violation of these provisions.
5. **Cancellation or Termination of Agreement.** The Commonwealth may cancel or terminate its agreement with Cumru Township and all money due or to become due under this agreement may be forfeited for a violation of the terms and conditions of these Nondiscrimination/Sexual Harassment provisions. In addition, the granting agency may proceed with debarment or suspension and may place Cumru Township in the Contractor Responsibility File.
6. **Subgrant Agreements, Contracts, and Subcontracts.** The respondent shall include these Nondiscrimination/Sexual Harassment provisions in its subgrant agreements, contracts, and subcontracts with all subgrantees, contractors, and subcontractors providing goods or services under this agreement. The incorporation of these provisions in the respondent's subgrants, contracts, or subcontracts does not create privity of contract between the Commonwealth and any subgrantee, contractor, or subcontractor, and no third-party beneficiaries are created by those provisions. If the respondent becomes aware of a subgrantee's, contractor's, or subcontractor's violation of these provisions, the respondent shall use its best efforts to ensure the subgrantee's, contractor's, or subcontractor's compliance with these provisions.

The awarded consultant will be required by DCED to sign and date a Nondiscrimination/Sexual Harassment form.

1.6. Questions

Any inquiry concerning this RFP should be directed by e-mail to:

Terrence W. James
Township Manager
TJames@CumruTownship.org

All questions must be received by **4:00 p.m. on November 13, 2026**. Inquiries received after 4:00 p.m. on November 13, 2026 will not receive any responses.

1.7. Addenda/Discontinuance of RFP

To ensure consistent interpretation of certain items, answers to questions Cumru Township deems to be in the interest of all respondents will be made available on Cumru Township's website at cumrutownship.org. Responses to questions will not be issued in the form of an Addendum to the Request for Proposals.

Cumru Township may, in its sole and absolute discretion and without explanation to the prospective proposer(s), at any time choose to discontinue this RFP without obligation to any proposer(s) who have submitted a Proposal.

2. Scope of Work

Cumru Township is soliciting proposals from firms interested in producing a master site plan for Lancaster Pike that will 1) engage the community, 2) analyze existing conditions, 3) identify opportunities, and 4) create a shared vision that drives strategic reinvestment and sustainable development. The selected consultant will undertake the following tasks. Proposers may recommend modifications, refinements, or additional tasks that they believe are necessary to successfully accomplish the project goals. Any proposed modifications should be clearly identified in the proposal.

2.1. Task 1 – Existing Conditions Analysis

The consultant shall conduct a comprehensive analysis of existing conditions along Lancaster Pike. The analysis shall identify existing assets, deficiencies, constraints, opportunities, and trends that should inform the master planning process.

- Land Use and Zoning Analysis
- Traffic and Transportation Analysis
- Pedestrian Movement and ADA/PROWAG Analysis
- Infrastructure Assessment (i.e. Water, Sewer, Electric, Natural Gas, Broadband, etc.)
- Environmental Assessment
- Tree and Shade Analysis

2.2. Task 2 – Visioning Session & Community Charrette

The consultant shall conduct a community visioning and charrette process designed to obtain meaningful input from Township officials, stakeholders, residents, businesses, property owners, and other interested parties.

The anticipated scope includes two in-person meetings at the Township.

- Meeting 1 – Initial Visioning Session
- Meeting 2 – Draft Plan and Concept Review

2.3. Task 3 – Master Plan Document

Based upon the existing conditions analysis and community engagement process, the consultant shall prepare a comprehensive Master Plan for Lancaster Pike.

- Redevelopment Opportunities
- Transportation Improvements
- Public Realm Improvements
- Urban Design Guidelines
- Visioning Images and Renderings

2.4. Task 4 – Implementation

The consultant shall develop an implementation strategy designed to move the Master Plan from planning to action.

The implementation strategy shall include:

- Identification of priority projects and initiatives
- Short-, medium-, and long-term recommendations
- Preliminary cost estimates
- Identification of potential funding sources and implementation partners
- Recommended regulatory or policy changes

2.5. Task 5 – Reimbursable Expenses

All reimbursable expenses shall be identified in the consultant's fee proposal. The consultant shall obtain Township approval before incurring reimbursable expenses that exceed the approved allowance.

3. Deliverables

3.1. Task 1 – Existing Conditions Analysis

The consultant shall provide:

- Existing conditions report
- Existing conditions maps and graphics
- Technical findings and key opportunities/constraints
- Summary of priority issues to be addressed during the master planning process
- Presentation of findings to Township representatives and stakeholders

3.2. Task 2 – Visioning Session & Community Charrette

The consultant shall provide:

- Meeting agendas and materials

- Presentation materials
- Interactive engagement exercises
- Documentation of public and stakeholder input
- Summary of key themes and recommendations resulting from engagement

3.3. Task 3 – Master Plan Document

The consultant shall provide:

- Draft Master Plan
- Final Master Plan (5 physical copies)
- Transportation recommendations and maps
- Public realm recommendations and concepts
- ADA/PROWAG recommendations
- Green infrastructure recommendations
- Utility infrastructure assessment and recommendations
- Urban design guidelines
- At least three (3) photorealistic 3D renderings
- Supporting graphics, maps, diagrams, and illustrations
- Electronic versions of all final materials

3.4. Task 4 – Implementation

The consultant shall provide:

- Implementation matrix
- Project phasing recommendations
- Preliminary cost estimates
- Recommended timeline and next steps

Cumru Township anticipates at project completion date of January 31, 2028.

4. Consultant Qualifications

Cumru Township is seeking a consultant or multidisciplinary team with demonstrated experience in master site planning.

Proposers should demonstrate experience in:

- Master site planning
- Land use and zoning analysis
- Transportation and multimodal planning
- Pedestrian and bicycle planning
- ADA and PROWAG analysis
- Infrastructure planning
- Environmental planning
- Urban design
- Streetscape and public realm planning
- Green infrastructure

- Community engagement and public charrettes
- Development of implementation strategies
- Project cost estimating
- Preparation of professional-quality maps, graphics, and renderings

Experience working with Pennsylvania municipalities is strongly preferred.

Experience working with municipalities in Berks County and/or southeastern Pennsylvania should be identified where applicable.

5. Proposal Requirements

5.1. General Requirements

1. Proposal Submission: One (1) electronic copy of the Proposal shall be sent to and received by TJames@CumruTownship.org with the subject line as "RFP – Lancaster Pike Master Plan" and one (1) original hard copy of the RFP, including a sealed envelope with a cost proposal, shall be sent to:

   Terrence W. James
   Township Manager
   Cumru Township
   1775 Welsh Road
   Mohnton, PA 19540

2. Proposals must be submitted no later than **4:00 p.m. on Monday, November 30, 2026** to TJames@CumruTownship.org.

3. Preparation Costs: Cumru Township will not be responsible for any costs associated with the preparation, submission, or presentation of any Proposal.

4. All submitted proposals will be the property of Cumru Township.

5. Any consultant selected shall be required to enter into a contract with the Township for the services being provided, subject to the Township's consultants' review and approval. If contract negotiations fail, then the Township and the selected consultant shall have no further responsibility or obligation to one another, and Cumru reserves the right to re-advertise this RFP or any other RFP for further proposals.

5.2. Format of Technical Proposal

1. Title Page & Table of Contents
   - Title Page should show the RFP subject; the institution's name; contact name, title, office address, telephone number and E-mail address; and the date of the proposal.
   - Table of Contents should identify matters submitted by section and page number.

2. Contact Information: On a single cover sheet in your proposal, please provide:
   - The name of the organization, President/Chief Executive Officer, address, and telephone number;

- The name and contact information for the organization's primary contact;
- E-mail address for organization principals or individuals working with Cumru Township;
- The year the organization or individual practice was established; and

3. Personnel Qualifications:
    - Identify key personnel who will be responsible for performing the scope of services required under the Proposal;
    - Provide a resume and summary of experience for the individuals identified above, who will be responsible for performing the scope of services required under the Proposal;
    - Describe your experience assisting municipalities, counties or other governmental agencies;
    - Describe any existing or potential legal or other policy conflicts of interest, or appearance of conflict of interest, you may have, or which reasonably might arise, because of your work with Cumru Township;
    - State whether you or any principals in your organization have been (in the past five years) or are currently the subject of any Federal or State investigation or any investigation by any law enforcement agency, and indicate the nature of this investigation;
    - Indicate any pending litigation in which you are involved which may directly or indirectly affect your ability to work with Cumru Township in any manner; and
    - Please indicate the amount of professional insurance coverage which you carry, the amount of any self-retention, and the name of the carrier and provide proof of insurance coverage.

4. Specialized Planning, Engineering, and Design Services Competence:
    - Provide examples of respondent's experience in the past five years specifically related to the scope of services included in this RFP. This section should also include examples evidencing the respondent's experience.
    - Describe the process the planning and design team will devise, implement, and execute to complete the project under this RFP.
    - Describe firm's abilities and past experience related to service delivery and budgetary considerations.
    - Describe the approach to facilitation and solicitation of ideas from staff and committee members.

5. Client List:
    - Provide a list of at least five current municipal clients, including at least two references from each of those organizations, including names, contact persons, and phone numbers.
    - List any clients you have that could cause a conflict of interest with your performing the scope of work for Cumru Township, if selected, and describe how you would be willing to resolve a conflict or any future conflicts of interest.

NOTE: NO FEES AND/OR PRICING OF THE RFP SHOULD BE INCLUDED IN THE TECHNICAL PROPOSAL.

5.3. Format of Cost Proposal

The cost proposal (which shall come in a separately sealed envelope as part of the hard copy package to be mailed to Cumru Township) shall contain detailed pricing information relative to the work as described for each section of the RFP. Please provide:

1. The cost per task to provide the services listed in **Section II, Scope of Work**;
2. A list of anticipated reimbursable expenses and the rate charged for each per task;
3. Any reduced fees offered to other municipalities, government entities, economic development/redevelopment or nonprofit organizations, and civic organizations; and
4. Any other fees or charges not outlined in the other sections of the cost proposal.

Pricing will be reviewed based on reasonableness for services being provided, competitive market rates, and fee structure. Cumru Township is not obligated to select the Proposal with the lowest fee proposal to perform these professional services.

6. Selection Process

6.1. Selection Date

Selection of the consultant(s) to complete the feasibility study will be based on timely written proposals. Oral interviews will be conducted virtually or in-person to assist Cumru Township in the selection process. It is anticipated that the selection will be made in January 2027.

6.2. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Criteria	Max. Score
Relevant experience and demonstrated experience in transportation, accessibility, infrastructure, environmental, and urban design planning.	30
Understanding of Lancaster Pike's context	20
Quality of past work and references	20
Cost-effectiveness	20
Proposed timeline	10
Total	**100**

Cumru Township will evaluate each response and select the firm that is the best fit for the Township and the project. Cumru Township reserves the right to reject proposals if they do not incorporate all required submission materials.

6.3. Interviews

Once the proposals including qualifications have been evaluated, proposer(s) may receive an invitation for either virtual or in-person interviews with their key staff that would be responsible for completing this project. Interviews will be granted at Cumru Township's discretion.

6.4. Reservations Regarding Selection

Cumru Township reserves the right to do any or all of the following:

1. Conduct interviews with some or all of the respondents.
2. Reject any or all RFPs.
3. Waive any informality or irregularity in a Proposal.

4. Cumru Township reserves the right to request the respondents to modify service or project descriptions to a greater or lesser magnitude than described in this RFP or any proposal.
5. Accept the Proposal that Cumru Township deems in its discretion to be the most favorable in the best interest of Cumru Township.
6. Re-advertise this RFP for new proposals as may be deemed necessary at the sole discretion of Cumru Township.