

City Of Philadelphia – Fairmount Park Commission

**REQUEST FOR EXPRESSIONS OF INTEREST**

for the

**Restoration, Improvement, Adaptation,  
Non-Profit Re-Use and Long-Term Lease of  
Memorial Hall**



**Mandatory Pre-Proposal Meeting followed by Tour of  
Memorial Hall:**

February 13, 2003, 10:00 a.m.  
Committee Meeting Room, Memorial Hall

**Deadline for Submitting Proposals:**

Proposals Must Be Delivered  
No later than 2:30 p.m., March 3, 2003  
to

Stephanie Craighead, Deputy Director  
Fairmount Park  
Memorial Hall, West Park  
42<sup>nd</sup> Street & Parkside Avenue  
Philadelphia, PA 19131-0901

For Information, call Ms. Craighead at  
Telephone Number: (215) 685-0040, or reach her at  
Facsimile Number: (215) 878-9578

## **Section 1 – Purpose of Request; General Information**

- 1.1 This Request for Expressions of Interest (“REI”) is being issued by the City of Philadelphia (the “City”), through its Fairmount Park Commission (the “Commission”). The Commission is requesting proposals from non-profit organizations that would like to restore, improve, and adapt Memorial Hall for their own use or for use by more than one non-profit organization.
- 1.2 Each firm and individual that submits a “Proposal” in response to this REI will be considered a “Respondent.” The Commission intends to enter into lease negotiations with the Respondent whose Proposal the Commission determines best serves the objectives and meets the criteria set forth in this REI. That Respondent will become the “Tenant” under the lease agreement.
- 1.3 The Commission is not seeking to obtain revenue for the Commission or City from the Tenant in the form of rent. Rather, the Commission wants to lease Memorial Hall to a Tenant under a long-term lease agreement and transfer all financial responsibility for the building to the Tenant. The Commission therefore will give preference to Respondents that propose to lease all of Memorial Hall. The Commission wants the Tenant, at its sole cost and expense, to perform extensive capital improvements and all ongoing maintenance to Memorial Hall to ensure the preservation of that landmark building.
- 1.4 The Commission wants the Tenant to use Memorial Hall for a purpose that serves the general public, that keeps some or all of Memorial Hall regularly accessible to the public as part of the Tenant’s operations and programs, and that is compatible with the long-term preservation of Memorial Hall.
- 1.5 Memorial Hall is located in West Fairmount Park at 42<sup>nd</sup> Street and Parkside Avenue in Philadelphia, Pennsylvania. It is approximately 100,000 square feet. It is surrounded by open playing fields, statues, and Kelly Pool. It faces North Concourse Drive and is also near Belmont Avenue, Parkside Avenue, and Lansdowne Drive. There is parking immediately adjacent to Memorial Hall for approximately 210 automobiles. The parking lots connect to North Concourse Drive and to West River Drive. Memorial Hall is approximately five minutes driving time from Interstate Highway 76 (the Schuylkill Expressway), and 10 minutes driving time from Center City Philadelphia by either the Schuylkill Expressway or West River Drive. Public transportation to and from Memorial Hall is also accessible via SEPTA buses 38 and 40 along Parkside Avenue, which runs parallel to Monument Drive approximately one block south of Memorial Hall. Also, SEPTA Bus 43 runs along Belmont Avenue, approximately two blocks west of Memorial Hall.
- 1.6 Currently, Memorial Hall houses the administrative offices of the Commission, offices of the Philadelphia Police Department – Accident Investigation Division,

and serves as a recreation center. A brief history of Memorial Hall is contained in Appendix A to this REI.

- 1.7 Memorial Hall is owned by the City and is under the jurisdiction of the Commission. Memorial Hall and the entire site of which Memorial Hall is part also is subject to the jurisdiction of the Philadelphia Historical Commission and the Philadelphia Art Commission. Construction at Memorial Hall is required to be in compliance with the *United States Secretary of the Interior's Standards for the Treatment of Historic Properties*.
- 1.8 Due to requirements under the Philadelphia Home Rule Charter, in order to issue a long-term lease to a Tenant, the Commission contemplates that it will lease Memorial Hall to a quasi-public authority (the "Authority"), which will act as a pass-through for leasing Memorial Hall to the Tenant. The lease to the Authority (the "Authority Lease") must be approved by City Council ordinance before it can be executed by the Commission. When the Authority Lease is fully executed, the Authority can enter into a sublease with the Tenant (the "Lease"). Although this REI refers to the Tenant and the Lease as if the Commission will contract directly with the Tenant, the Commission contemplates that the Tenant will actually be a subtenant to the Authority. Nevertheless, the Lease will contain the terms and conditions set forth in this REI as well as additional terms and conditions negotiated between the Commission and the Tenant.

## **Section 2 – Necessary Improvements and Other Requirements**

- 2.1 The Commission believes that Memorial Hall is structurally sound. Nevertheless, several elements of the building and certain building systems need extensive capital improvements. Therefore, the Commission requires that the Tenant, at its sole cost and expense, perform the following (the "Minimum Improvements"):
  - 2.1.1 Interior plaster restoration;
  - 2.1.2 Marble floor restoration;
  - 2.1.3 Exterior ornamental metalwork repair & restoration;
  - 2.1.4 Window replacement, as necessary;
  - 2.1.5 Roof and dome improvements;
  - 2.1.6 Façade pointing;
  - 2.1.7 Exterior lighting upgrade; and
  - 2.1.8 Painting of the Great Hall.
- 2.2 In addition, the Tenant must, at its sole cost and expense, adapt Memorial Hall for Tenant's proposed use and maintain, repair, or replace all elements of the building and its systems, as necessary, throughout the term of the Lease.
- 2.3 Commission staff will make available "measured drawings" of Memorial Hall to potential Respondents upon request. The drawings show the configuration and

square feet of all levels of the building. Commission staff also will make available a site plan of Memorial Hall and its surrounding area upon request.

- 2.4 The Tenant under the Lease must permit the Commission to continue to maintain and use a 30' x 20' model of the 1876 Centennial Exhibition in its current location in the Memorial Hall basement.
- 2.5 The Commission believes that the information and data that it has provided in this REI is reliable. Nevertheless, the Commission does not warrant the accuracy of any information or data set forth in this REI.
- 2.6 A mandatory pre-proposal meeting will be held for all interested persons on the date and time stated on the cover page of this REI. In addition, a mandatory tour of Memorial Hall, conducted by Commission staff, will be held immediately following the pre-proposal meeting.
- 2.7 Potential Respondents are strongly encouraged to inspect Memorial Hall thoroughly and to perform all studies and investigations that they may require to determine the cost of needed restorations, improvements, and ongoing maintenance, and to determine whether the building can be adapted for the Respondent's contemplated use. Respondents must rely solely upon their own investigation and analysis of Memorial Hall in preparing a Proposal in response to this REI

### **Section 3 – Evaluation of Proposals and Submission Requirements**

- 3.1.1 A selection committee consisting of Commission officials and other City officials will evaluate Proposals by considering the criteria listed below. Proposals must include descriptions of:
  - 3.1.1 Respondent's organization, legal formation and structure, history, and financial qualifications;
  - 3.1.2 Respondent's proposed use of Memorial Hall;
  - 3.1.3 Whether Respondent proposes to use all of Memorial Hall or, if Respondent proposes to use only a portion of the building, how much;
  - 3.1.4 The length of the lease term that Respondent would like, and any renewals;
  - 3.1.5 Effect of Respondent's Proposal on Memorial Hall, including, if possible, conceptual drawings of Memorial Hall as it will look following fit out;

- 3.1.6 How Respondent proposes to fund the Minimum Improvements, fit out, and ongoing maintenance needs of the building (committing, for example, to set aside a percentage of gross revenues into a dedicated account);
  - 3.1.7 How Respondent will make the proposed use financially self-sustaining;
  - 3.1.8 Estimated financial effect of Respondent's Proposal upon the City;
  - 3.1.9 Benefit of Respondent's Proposal to the neighborhood surrounding Memorial Hall, including relation to existing nearby institutions;
  - 3.1.10 Ideas for assisting the City in relocating Commission and/or Police offices;
  - 3.1.11 Ideas for assisting the City in replacing the recreational programs and facilities now in Memorial Hall;
  - 3.1.12 Whether Respondent would need to construct additional buildings or facilities at the site;
  - 3.1.13 Respondent's parking needs;
  - 3.1.14 Timing of Respondent's proposed project; and
  - 3.1.15 Other information about Respondent or its proposed use of Memorial Hall that the Commission might reasonably deem material to the Commission's consideration of the Proposal.
- 3.2 Respondents must submit one original transmittal letter, signed by a person with authority to bind the Respondent, and 12 copies of the Proposal and the letter by the deadline noted on the cover page of this REI.
- 3.3 If a Respondent chooses to include material of a confidential nature in its Proposal, the Respondent must clearly mark the confidential material and explain why it is confidential. The Commission will exercise reasonable care to honor confidentiality requests, subject to applicable laws. Otherwise, Proposals may be subject to public disclosure by the Commission, the City, or their authorized agents.

## **Section 4 -- Reservation of Rights**

- 4.1 At any time prior to executing the Lease, the Commission may, in its sole discretion:

- 4.1.1 Accept or reject any and all Proposals or eliminate from consideration any Proposal that is incomplete or inadequate;
  - 4.1.2 Request additional information from one or more Respondents or request meetings with one or more Respondents;
  - 4.1.3 Permit, reject, or require amendments (including information inadvertently omitted), modifications, alterations and/or corrections to Proposals by some or all of the Respondents following their submission of Proposals;
  - 4.1.4 Through negotiations, enlarge or reduce the minimum requirements that must be satisfied by the Tenant or change other terms that are material to the REI. In that event, the Commission shall not be obligated to inform other Respondents of the changes or to permit them to revise their Proposals in light of those changes unless the Commission, in its sole discretion, determines that doing so is in the Commission's best interest;
  - 4.1.5 Negotiate exclusively with one Respondent, negotiate simultaneously with more than one Respondent, or negotiate with several Respondents one after the other. The Commission may discontinue negotiations with one Respondent and enter into negotiations with another Respondent at any time.
  - 4.1.6 Supplement, amend, substitute, or otherwise modify this REI, or cancel this REI with or without issuing another REI. In any REI or other request by the Commission for a lease similar to that contemplated here that may be issued subsequent to this REI, the Commission may require terms and conditions that are substantially different from those set forth in this REI.
- 4.2 This REI does not commit the Commission to award the Lease. This REI and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City. No other party, including any Respondent, is granted any rights by this REI, by responding to this REI, or by being selected to negotiate the Lease.

## Appendix A

### Brief History of Memorial Hall

- A.1 Memorial Hall is famous in Philadelphia and throughout the United States. It was constructed for the United States' Centennial Exhibition in 1876, which celebrated the 100<sup>th</sup> anniversary of American independence. Memorial Hall is one of only two buildings – and the only large building – that still survives from the Centennial. During the Centennial Exhibition, Memorial Hall housed the art collection that was displayed for visitors. The building was designed to be fireproof and was constructed of granite, brick, iron, and glass.<sup>1</sup>
- A.2 Memorial Hall is part of the Fairmount Park National Historic District. In 1972 the United States Department of the Interior, National Park Service, declared the district to be historic. In addition, in 1976 the National Park Service designated Memorial Hall individually as a National Historic Landmark. In 1978 the Philadelphia Historical Commission also designated Memorial Hall as historic.
- A.3 Memorial Hall is near other important sites in Philadelphia. It is approximately a quarter mile away from the Philadelphia Zoo on Girard Avenue. It is also near the Fairmount Park Horticultural Center, the Japanese House and Gardens, the Mann Center for the Performing Arts, and Belmont Plateau.

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<sup>1</sup> The information in paragraph A.1 is drawn from Rebecca Trumbull, *Memorial Hall: A History*, October 1986 (prepared for The Fairmount Park Council for Historic Sites), pp. 1—4.