



**ON BEHALF OF THE PHILADELPHIA REDEVELOPMENT  
AUTHORITY**

## **REQUEST FOR PROPOSALS**

**HAWTHORNE 13<sup>TH</sup> STREET ET AL 122120**

**PHILADELPHIA, PA 19147  
12/21/2020**

**PHILADELPHIA HOUSING DEVELOPMENT CORPORATION  
LAND MANAGEMENT  
ON BEHALF OF THE PHILADELPHIA REDEVELOPMENT AUTHORITY  
1234 MARKET STREET, 17<sup>TH</sup> FLOOR  
PHILADELPHIA, PENNSYLVANIA 19107**

**NOTICE: The Philadelphia Redevelopment Authority is subject to the Pennsylvania Right to Know Law. Any information provided in your response to this Request for Proposals may be subject to disclosure to the public. Documents provided in response to this RFP may also be required to be disclosed by applicable law, subpoena, and/or court order.**

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## I. INTRODUCTION

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The Philadelphia Housing Development Corporation ("PHDC"), on behalf of the Philadelphia Redevelopment Authority ("PRA"), is soliciting proposals from developers to acquire and develop 614-26 S. 13<sup>th</sup> Street (including 1306-10 Kater Street and 1309-13 Bainbridge Street) located in South Philadelphia's Hawthorne neighborhood for affordable housing in accordance with this Request for Proposals ("RFP").

The transfer structure for this project will be through a long-term Ground Lease and Redevelopment Agreement and not a fee title transfer. There will be no transfer of title associated with this RFP. The PRA reserves the right to terminate negotiations regarding the proposed Ground Lease and Redevelopment Agreement at any time if the proposed terms are not acceptable to the PRA in its sole discretion. Such Ground Lease and Redevelopment Agreement will be subject to the approval of the PRA's Board of Directors and City Council.

The Development Site has an estimated fair market value of approximately \$2,935,000.

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## II. SUMMARY DATA

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- Development Site: The legal description and site plan are attached as Exhibits "A" and "B", respectively
- Deposit: \$10,000
- Zoning Classification: RM-1

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## III. SCOPE OF DEVELOPMENT

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Applicants are expected to submit competitive applications for the entire Development Site in the form of an annual ground lease payment. Proposals to lease less than the entire Development Site will not be considered. The project must be residential, where a portion of the residential units are rented to income-qualified households as affordable housing. Proposals for other proposed uses will not be accepted.

**IN ADDITION TO ALL OTHER REQUIREMENTS, ALL APPLICATIONS MUST MEET EACH OF THE FOLLOWING REQUIREMENTS (A, B, AND C BELOW) TO BE CONSIDERED:**

- A. Not less than 30% of residential units produced (Affordable Units) shall be:
  - i. reserved for renters with household incomes not to exceed 60% of the area median income (“AMI”) as determined by the United States Department of Housing and Urban Development - refer to Exhibit “G” for the annual household income limits; and
  - ii. Affordable Units shall be rented at levels that are affordable to households at 60% of AMI, based on such households spending no more than 30% of their adjusted gross income on housing costs. Please refer to Exhibit “H” for the current annual rent limits based on unit size.
- B. Unit sizes, features and finishes for all units must be consistent throughout the development including the Affordable Units.
- C. A detailed plan and strategy to market the residential units within the immediate community must be provided. In addition, the marketing plan must also provide that the Philadelphia Housing Authority may exclusively market the units for the first thirty (30) days.
- D. – See Section VII. D for additional information regarding the contents of the marketing plan.
- E. Provide a Ten (10) year operating pro-forma.

Any Application, as defined below, not meeting each of these requirements will be disqualified and ineligible for consideration.

This project is subject to PRA’s Percent for Art requirement. Please refer to the Percent for Art Policy for more details.

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**IV. OBTAINING SUBMISSION MATERIALS**

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Submission materials are available on the webpage reserved for this RFP located on PHDC’s website at [www.phdcphila.org/developers/development-rfps/](http://www.phdcphila.org/developers/development-rfps/)

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**V. PRE-SUBMISSION CONFERENCE**

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A pre-submission conference (non-mandatory) will be held on 1/5/2021 via Zoom Conference at 10:00 AM to answer any questions regarding this RFP. Interested parties are urged to attend this conference.

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## VI. SUBMISSION SCHEDULE & DEADLINES

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All Applications (as hereafter defined), **along with a good faith deposit in the amount of \$10,000** must be received on or before 4:00 PM on 1/31/2021. Refer to Section E. Deposit, for acceptable forms of deposit monies.

Applications may be submitted either:

- (1) on-line by clicking the Online Submission button located on the webpage reserved for this RFP on PHDC's website; or
- (2) by U.S. mail return receipt; by a nationally recognized delivery service (e.g., FedEx), or (ii) by hand delivery. See Section VIII for the mailing address.

The only acceptable evidence of timely delivery will be (i) a U.S. mail return receipt or a receipt from a nationally recognized delivery service (e.g., FedEx) showing the date of delivery, (ii) a time-stamped receipt from the PHDC/PRA receptionist if hand delivering an Application or deposit; and (iii) an electronic submission date/time stamp.

**The dates indicated below are estimates only. PHDC and PRA reserve the right, in their sole and absolute discretion, to alter this schedule as deemed necessary or appropriate.**

Schedule	Date
RFP Posted	12/21/2020
Pre-Bid Meeting	1/5/2021 at 10:00 AM
Questions Due*	1/8/2021 at 4:00 PM
Questions and Answers Posted	1/15/2021
Submissions Deadline	1/31/2021 at 4:00 PM
Developer Interviews (as applicable)	2/15/2021
Estimated Selection Date	3/1/2021

\* All questions regarding this RFP must be submitted in writing by email to: [Brian.Romano@phdc.phila.gov](mailto:Brian.Romano@phdc.phila.gov) with the subject line "**Questions – 614-26 S. 13<sup>th</sup> Street RFP**".

Questions will not be accepted by telephone. Questions will only be accepted until 1/8/2021 at 4:00 PM. All questions and a response to each will be posted on the webpage reserved for this RFP located on PHDC's website no later than January 1/15/2021.

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## VII. SUBMISSION REQUIREMENTS

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### A. Application

A completed General Application to Purchase Property attached as Exhibit “C” (“General Application Form”) along with all other required attachments, forms, and supporting documentation (collectively and together with the General Application Form, “Application”) must be submitted.

**YOU ARE STRONGLY ENCOURAGED TO UTILIZE THE INSTRUCTIONS AND THE CHECKLIST ATTACHED TO THE INSTRUCTIONS INCLUDED IN THE LAND DEVELOPMENT PURCHASE APPLICATION TO PURCHASE PROPERTY ATTACHED AS EXHIBIT “C.”**

Each Application must include the following items:

1. Application to Purchase Property attached as Exhibit “C”
  - a. Project Information
  - b. Development Capacity
  - c. Tax Status Certification Request (Page 13, Signature Required),
  - d. Conflict of Interest, and Additional Disclosures Form (Page 14 –16, Signature Required)
  - e. Certificate of Non-Indebtedness (Page 17, Signature Required),
  - f. Campaign Disclosure Forms Campaign Disclosure Forms (Page 18, Signature Required) Applicable for nominal and discounted pricing only.
  - g. Economic Opportunity Plan (Page 35, Signature Required),
2. Sources and Uses of Funds Worksheet attached as Exhibit “D”
3. Ten (10) year operating Pro-forma
4. Proof of Funds (see Instructions)
5. Preliminary Plans (see Instructions)
6. List of Completed Projects, if applicable (see Instructions)
  - a. List of Publicly Owned Property Acquired, if applicable (see Instructions)
7. Organizational Documents, if applicable (see Instructions)
8. Development Team Qualifications (see Instructions)
9. Narrative and Cover Letter (see Section B below)
10. Marketing Plan (see Section D below)
11. Deposit (see Section E below)

### B. Narrative

A cover letter and written narrative describing the proposed development must be provided. The cover letter and narrative combined should be no longer than eight (8) pages in length with 1-inch margins and 12-point font size.

### Cover Letter

The cover letter, no longer than two (2) pages, should be addressed to **Brian Romano, Program Manager II**, and summarize and describe the proposed development. The following elements must also be included and highlighted within the letter:

- First-year lease payment – A price is required that will represent the first year’s ground lease payment. The lease payment will appreciate on an annualized basis for the term of the lease as specified in Exhibit E – Ground Lease Agreement. Applications that seek a cash development subsidy will not be considered.
- General overview of the development, including number and types of structures and units, total square footage and square footage of unit sizes, and estimated construction cost and total development costs.
- Any required zoning variances or exceptions or other entitlements that may be sought for this project.

### Written Narrative

The narrative, not to exceed six (6) pages, should describe how the proposed project best achieves all requirements of this RFP along with the following elements listed below. Please boldface each element within the body of the narrative:

1. **Economic Opportunity and Inclusion:** Describe the identified development team’s experience utilizing Certified M/W/DSBE firms - defined as Minority Business Enterprises (MBE), Woman Business Enterprises (WBE), and Disabled Business Enterprises (DSBE) - and track record for engagement and inclusion of minority workforce.
  - a. Describe the project’s plan for engaging M/W/DSBE firms and workforce.
  - b. Describe the M/W/DSBE existing certification for all individuals, corporations, and joint venture partners with a 10% or more ownership interest (include ownership or proof of ownership).
  - c. Include information for the most recent three projects identifying total development cost, MBE/WBE/DBE contractors and vendors, the percentage of participation of each and the respective dollar amounts awarded to said contractor and/or vendor.
  - d. Include information for general contractor and subcontractor participation and evidence of MBE/WBE/DBE existing certification and ownership.
2. **Financial Feasibility:**
  - a. Describe the project’s potential financing sources and general terms of those sources, its financial viability, and explain how the project being

proposed will be completed within a reasonable timeframe and at the cost proposed with identified and securable financing sources.

- b. Explain whether development costs are in accordance with industry norms.
- c. Explain the project's schedule considering the city's entitlement and permitting processes.
- d. Explain the timing of all funding sources identified on the project budget.

**3. Development Team Experience:**

- a. Explain the applicant's prior project experience. Detailed information should be provided for similar projects completed in the past three years and any history of development team members working together on prior projects.
- b. References for prior projects must be provided.
- c. Pictures of completed projects should be provided.
- d. Explain the applicant's capacity to complete the proposed project based on ability to secure financing and to complete the project in accordance with the submitted project schedule given current and future projects.

**4. Public Purpose:**

- a. Explain whether the project meets or exceeds the affordable housing requirements set forth in Section III.
- b. Explain whether the project creates construction and/or permanent jobs for low-income and moderate-income (LMI) individuals along with the number of jobs expected to be created.
- c. If applicable, describe any other social impact component in addition to the affordable housing (e.g., access to fresh food, early childhood education, a community facility, or public open space) and the population served.

**5. Project Design:**

- a. Provide a detailed description of the project, including its development program, components, and relation to neighborhood context.
- b. Explain the overall design of the project along with the merits of the overall design. See section X, item 5 for encouraged design qualities.
- c. Explain any features for sustainable design including, but not limited to optimization of site potential, minimization of non-renewable energy consumption, environmentally preferable materials, protection and drainage of groundwater and storm water run-off, designed to accepted sustainable building standards.
- d. Explain the accessibility features of the project, if applicable, including number of units that will have visitable or accessible features that can accommodate persons with ambulatory disabilities



- e. List all properties to be included in the project including those not included in this RFP. Explain whether the project will require a zoning variance and/or other entitlements.

6. **Lease Value:** Describe how the lease value was determined and how it is appropriate given the proposed project.

### **C. Economic Opportunity Plan**

The employment of qualified M/W/DSBE firms is strongly encouraged. If the applicant is a Certified M/W/DSBE, please submit information to confirm certification as part of the Application. Applicants must complete and submit the “City of Philadelphia Economic Opportunity Plan” form attached as Exhibit “C”.

Applicants are encouraged to seek the highest levels of M/W/DSBE attainment and will work with City compliance staff after award is made to determine appropriate EOP goals for the project.

### **D. Marketing Plan and Income Eligibility**

Applications must include a detailed plan and strategy to market the residential units. Describe the communications methods to be used, the intended target audience, and the timeframes associated with each method.

The marketing plan must also provide that the Philadelphia Housing Authority may exclusively market the units for the first thirty (30) days.

Tenants who will occupy the Affordable Units must be income-qualified and approved by PHDC.

The selected applicant’s marketing plan will be subject to approval pursuant to the Ground Lease agreement and, as such, will be subject to change. The selected applicant will not market, offer for rent, or enter into any kind of agreement for any unit until the marketing plan is approved.

### **E. Deposit**

Applications must include a deposit in the amount of ten thousand dollars (\$10,000).

The deposit must be submitted along with your Application by the deadline and may be submitted either:

- (1) using the PayPal link located on the on-line submission form; or
- (2) in the form of a cashier’s check, certified check, or money order made payable to the “Philadelphia Redevelopment Authority” and delivered by U.S. mail return

receipt; by a nationally recognized delivery service (e.g., FedEx), or (ii) by hand delivery. See Section VIII for the mailing address.

The only acceptable evidence of timely delivery will be (i) a U.S. mail return receipt or a receipt from a nationally recognized delivery service (e.g., FedEx) showing the date of delivery, (ii) a time-stamped receipt from the PHDC/PRA receptionist if hand delivering an Application or deposit; and (iii) an electronic submission date/time stamp.

The selected applicant's deposit will become "hard" money upon signing the redevelopment agreement, the form of which is attached as Exhibit "E".

At execution of the Redevelopment Agreement and Ground Lease, the deposit will be converted into a "security completion" deposit (a/k/a performance deposit) and held until the project is completed in accordance with the Redevelopment Agreement. If the selected applicant fails to timely provide the required deposit, the applicant may be disqualified at PHDC's/PRA's sole and absolute discretion.

For those applicants not selected, the deposit will be refunded within thirty (30) days after mailing of a rejection letter. Interest earned on any deposits will not be paid to any applicant.

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## VIII. SUBMISSION OF APPLICATIONS

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All Applications, **along with a good faith deposit in the amount of \$10,000** must be received no later than **4:00 PM on 1/31/2021**.

**Absolutely no Applications will be accepted after this time.**

**Applications may be submitted either:**

- (1) on-line by clicking the Online Submission button located on the webpage reserved for this RFP on PHDC's website; or
- (2) by U.S. mail return receipt; by a nationally recognized delivery service (e.g., FedEx), or (ii) by hand delivery. See Section VIII for the mailing address.

**All Applications submitted by U.S. mail return receipt; by a nationally recognized delivery service (e.g., FedEx), or by hand delivery must:**

(A) include one (1) original unbound copy of the Application, as well as a flash drive of the Application in PDF format, and

(B) be addressed to: **Brian Romano**

Project Manager II  
Philadelphia Housing Development Corporation  
1234 Market Street, 16<sup>th</sup> Floor  
Philadelphia, PA 19107

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An applicant, whether an individual, partnership, LLC, non-profit, for-profit, or other entity, may submit only one response to this RFP. Individuals that are related to each other or business entities that are related to each other or to a common entity may not submit separate Applications. PHDC and PRA, in their sole and absolute discretion, may reject any Application where: 1) the applicant or principals of the applicant are substantially similar or substantially related parties; or 2) it has been determined that the applicant violated these restrictions or the spirit of these restrictions.

Neither PHDC nor PRA will pay any fees, commissions, or other amounts to any parties acting as agents, brokers, consultants, or contractors as part of this transaction. Payment to any agents, brokers, consultants, or contractors are the sole responsibility of each applicant.

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## IX. PRELIMINARY REVIEW

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Each Application will be initially reviewed to determine compliance with the Instructions, the requirements of this RFP, and the Disposition Policy. The Disposition Policy can be found on PHDC's website at [www.phdcphila.org/land-management/maps-data-policies/policies/](http://www.phdcphila.org/land-management/maps-data-policies/policies/).

Applications that do not adhere to the Instructions, the requirements of this RFP, or are not in compliance with the Disposition Policy may be disqualified pursuant to Section XIII below.

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## X. EVALUATION OF APPLICATIONS

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PHDC will initially conduct a threshold review of each Proposal submitted to determine its compliance with the Proposal Submission Requirements. Only Proposals that comply with these requirements will be considered for evaluation. If no Proposal meets these requirements, the PHDC may allow all Applicants to supplement their Proposals to conform to these requirements.

Proposals selected pursuant to the threshold review will be evaluated by a Proposal Review Committee using the evaluation factors listed below. Proposals will be evaluated in their entirety; no one factor, but rather a combination of all the following factors will determine the successful Applicant. PHDC may ask one or more Applicants to give a presentation and may elect to request supplemental information from all Applicants or a pool of finalists. A recommendation will be made by PHDC and is subject to approval by the PRA Board and Philadelphia City Council.

The following criteria will guide PHDC and the PRA in using its professional judgment to determine which Applicant has submitted the best Proposal. In addition to any other factors that PHDC and PRA considers relevant in the evaluation of these responses, the following are the evaluation factors:

- 1. Economic Opportunity and Inclusion (30%)**
  - Goals for M/W/DSBE inclusion
  - M/W/DSBE Firms comprising the development team
  - Commitment to M/W/DSBE Workforce
  - Track record of M/W/DSBE inclusion and minority workforce inclusion
- 2. Public Purpose - Social Impact (15%)**
  - Strength of Social Impact Plan
  - Creativity and innovation
  - Ability to define, evaluate and track measurable outcomes
- 3. Development Team Experience and Capacity (20%)**
  - Competence and experience of team
  - Track record on similar projects
  - Suitability for this specific development opportunity
  - History of team partnership
  - Experience working with PHDC and other public entities
- 4. Financial Feasibility (20%)**
  - Financing plan
  - Demonstration of project feasibility
  - Evidence of Applicant team capacity
- 5. Project Design (10%)**
  - Quality of design concept
  - Appropriateness of proposed use program.
  - Alignment with local community and context
  - Development timelines
- 6. Lease Value (5%)**

The disclosure statements and other documentation submitted to PHDC are important sources of information upon which PHDC may base its selection and approval of an Applicant. Accordingly, any substantive misstatement or omission in any such disclosure statement or documentation shall be enough for PHDC to reject the proposal.

Following the close of this RFP, selected Applicant(s) may be requested to submit supplemental information including more developed plans and budgets. Upon completion of the review and evaluation, PHDC will notify Applicants of its decision to award this development opportunity.

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## XI. RESERVATION OF RIGHTS AND DISCLOSURES

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**BY SUBMITTING AN APPLICATION IN RESPONSE TO THIS RFP, EACH APPLICANT AFFIRMATIVELY ACKNOWLEDGES ITS ACCEPTANCE OF THE TERMS AND CONDITIONS OF THIS RFP AND OF THE TERMS AND CONDITIONS SET FORTH IN THE GENERAL APPLICATION FORM (REVISED 10-21-2019) WHICH ARE INCORPORATED HEREIN BY REFERENCE AS IF SET FORTH AT LENGTH.**

**ALL INFORMATION IN THIS RFP IS PROVIDED FOR INFORMATIONAL PURPOSES ONLY. WHILE EVERY EFFORT HAS BEEN MADE TO ENSURE THE ACCURACY OF THE INFORMATION CONTAINED IN THIS RFP, IT IS NOT, AND SHALL NOT BE CONSTRUED TO BE OR CONSTITUTE, A REPRESENTATION, WARRANTY OR GUARANTEE BY PHDC, PRA, OR THE CITY REGARDING THE CONTENT, COMPLETENESS, OR ACCURACY OF SUCH INFORMATION, OR THE QUALIFICATIONS OR EXPERTISE OF THE INDIVIDUAL(S) OR FIRM(S) PROVIDING OR PREPARING SUCH INFORMATION. EACH APPLICANT SHALL RELY SOLELY ON ITS OWN INSPECTION, INVESTIGATION, CONFIRMATION, AND ANALYSIS OF (I) THE DEVELOPMENT SITE; (II) THE INFORMATION CONTAINED IN OR DELIVERED PURSUANT TO THIS RFP AND (III) ANY OTHER INFORMATION THAT SUCH APPLICANT DEEMS NECESSARY OR PRUDENT IN EVALUATING AND ANALYZING THE PROPOSED PURCHASE AND DEVELOPMENT OF THE DEVELOPMENT SITE.**

**NO FUNDS FROM PHDC, PRA, THE CITY, OR ANY OTHER GOVERNMENTAL OR QUASI-GOVERNMENTAL AGENCY WILL BE PROVIDED FOR ANY REMEDIATION OR OTHER WORK ON THE DEVELOPMENT SITE, OR PORTION THEREOF. ALL ENVIRONMENTAL REMEDIATION INCLUDING, WITHOUT LIMITATION, ALL COSTS AND EXPENSES, WILL BE THE SOLE RESPONSIBILITY OF THE SELECTED APPLICANT AND MUST BE INCLUDED IN THE SOURCES AND USES OF FUNDS WORKSHEET ATTACHED AS EXHIBIT "F".**

**GROUNDWATER TESTING WILL NOT BE PERMITTED AT ANY TIME PRIOR TO SETTLEMENT.**

**Any entry upon any portion of the Development Site will require that the applicant's contractors and subcontractors enter into a license agreement with PRA, which will require, among other things, a security deposit and compliance with certain insurance requirements.**

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## **XII. SUMMARY OF DISPOSITION PROCESS**

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Below is a summary of the process and approvals needed following selection of an applicant.

1. Execution of the Redevelopment Agreement/lease agreement by the selected applicant
2. Approval by PRA's Board of Directors
3. Approval by Philadelphia City Council
4. Execution of the Redevelopment Agreement/Lease agreement by PRA
5. Settlement
6. Construction period and monitoring, performed by PHDC on behalf of PRA
7. Final inspection and issuance of Certificate of Completion and Satisfaction of Redevelopment Agreement

Prior to settlement, the selected applicant shall be responsible for securing all necessary permits, licenses, approvals, lot line relocations, variances, and any other required governmental or quasi-governmental approvals, at the applicant's sole cost and expense.

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## **XIII. DISQUALIFICATION**

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Applications must be completed in accordance with the Instructions and this RFP and submitted in their entirety by the submission deadline.

A. An applicant will be disqualified if:

1. the Application is not received by the submission deadline;
2. the applicant has not submitted a "Qualified Bid", as defined in the Disposition Policy, which is one that adequately describes its plans for the property;
3. any required submission materials are missing, illegible, or, as applicable, unsigned or undated;
4. any terms, conditions, disclosures, acknowledgements, or certifications contained in any required form have been revised or changed;

5. the applicant violates any of the terms, conditions, disclosures, or acknowledgements contained in the General Application Form;
  6. the applicant or any individual or entity identified in either question 2c or 2d of the General Application Form (collectively, "Related Individuals/Entities") is not current, or not in a current payment agreement, with respect to any City-related obligations such as taxes, PGW, and water;
- B. Except as indicated above, an applicant will be disqualified if any required submission item does not comply with the Instructions or this RPF, unless the disqualification is waived.
- C. If the applicant or any of the Related Individuals/Entities has an ownership, controlling, or managing interest in any property subject to any un-remediated L&I violations, then the following shall apply:
1. An un-remediated violation that classifies a structure as "unfit", "unsafe", or "imminently dangerous" will result in the applicant being disqualified, unless the disqualification is waived.
  2. If any other un-remediated L&I violations exist, PHDC or PRA, in their sole and absolute discretion, may deem such un-remediated L&I violation as significant and the applicant will be disqualified, unless the disqualification is waived.
- D. An applicant may be disqualified due to a conflict of interest or other factor as determined by PHDC or PRA, in their sole and absolute discretion.
- E. An applicant will not be eligible for nominal or discounted pricing if the campaign disclosure form indicates that the applicant or any other individual or entity required to disclose campaign contributions has exceeded the allowable campaign contribution limits.

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