

VALLEY ROAD REDEVELOPMENT AREA

REQUEST FOR PROPOSALS: DESIGNATED REDEVELOPER

NOVEMBER 1, 2016

**TOWNSHIP OF LONG HILL
MORRIS COUNTY, NEW JERSEY**

Overview

The Township of Long Hill, Morris County, has prepared this Request for Proposals (RFP) in connection with the Valley Road Area in Need of Redevelopment, designated by the Township under the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1, et seq.. The Valley Road Area in Need of Redevelopment (the “Area”) consists of seven (7) tax lots covering approximately 4.4 acres located along Valley Road at its intersection with Main Avenue. The Area is a gateway district located in the southern portion of the Township, flanking the north and south sides of Valley Road along the border of Bernards Township. Long Hill Township is seeking to designate a redeveloper for all or part of the Area to create a mixed-use gateway development that reflects the bucolic charm and scenic character of the Township.

Purpose of the RFP

The Mayor and Township Committee of Long Hill Township are committed to redeveloping and stimulating reinvestment in this important gateway and commercial corridor in the Township. Valley Road is the Township’s main commercial corridor and is a key component of the sense of place in the community. The Valley Road corridor is referred to as the Township’s downtown and main business district. Positive redevelopment of this area would ideally add a new dimension to the economic vitality of the Valley Road Business District by offering unique goods and services, housing opportunities and/or employment opportunities.

The Governing Body adopted a resolution on August 17, 2016 declaring the Area as an “Area in Need of Redevelopment” (the “Area”) as defined in the Local Redevelopment and Housing Law. The Area consists of 4.4 acres across seven (7) lots divided nearly evenly between the north and south sides of Valley Road. The Area is home to a former plastic manufacturing company, Thermoplastics, which is now vacant and listed for sale. Other properties within the Area include residential and commercial uses. Many of the properties within the Area are vacant and listed for sale. (A copy of the resolution designating the area in need of redevelopment is attached).

Long Hill Township is a low density residential community characterized by large open spaces, tree-lined streets and attractive single family neighborhoods. Its commercial development is anchored by the Valley Road Business District as its main commercial corridor along with several smaller neighborhood business districts.

The Valley Road Business District is identified as Long Hill’s “downtown” in the Township’s 2015 Downtown Valley Commercial District Plan. The Plan states the following about the Valley Road corridor: *“The vision for Downtown Long Hill is that of a vibrant hub of community activity. We*

envision a future in which the area is highly accessible to pedestrians through connecting pathways and sidewalks. Downtown will be a place where people will come to stroll, shop, work, attend cultural and entertainment events, enjoy food and drink, and conduct civic and other business activities. Downtown should be planned to strengthen its role as an economically sustainable commercial center that provides many of the goods and services that Township residents need on a daily basis and also be a magnet to people from the surrounding region.”

The Valley Road Business District has been identified as an area that has developed somewhat haphazardly over time, creating a mix of uses that lacks cohesion according to the 2015 Downtown Valley Commercial District Plan. The Plan also identifies that residents have long expressed a desire for a central open concept shopping square that is conducive to strolling, outdoor eating, and relaxing and that has access to parking outside of the immediate shopping area. The Valley Road Redevelopment Area has an opportunity to create a gateway to Long Hill’s downtown with a pedestrian friendly mixed-use development that offers restaurants, services, unique products and entertainment, along with housing and employment opportunities.

The Stirling Train Station is located about ½-mile to the north of the Area and the Lakeland Bus Line #78 provides service along Valley Road from Bedminster via Basking Ridge, Bernardsville and Far Hills to the New York Port Authority Bus Terminal via Berkeley Heights, New Providence and Summit.

This RFP is intended to create opportunities for public-private partnerships to redevelop the Area into a mixed-use pedestrian friendly development. This concept is specifically intended to complement and support, rather than compete with, the existing commercial uses in the Valley Business District. The Township envisions a successful development of these parcels, providing retail, residential and employment opportunities along with sufficient parking at the gateway to Long Hill Township’s downtown shopping district.

RFP Goals

Long Hill Township is interested in partnering with a redeveloper to create a redevelopment plan for the Area. The Township is seeking initial concept plans for the Area from interested redevelopers along with information on the proposed redeveloper in order to find the best match for the site that also aligns with the visions and needs of the Township. All parcels within the Area are privately-owned and the Township prefers that the redeveloper assemble the parcels without intervention from the municipality. The Township will; however, consider intervention under extreme circumstances. The Township will not be assembling the parcels for the redeveloper. Some parcels may be purchased by the municipality for use as a gateway park. When developing a proposal for the Area, the developer should consider the following:

- Creation of a mixed-use development, preferably with retail (services, restaurants, unique goods) on first floor and residential, office or commercial above.
- Creation of diverse residential opportunities including the potential for a mixed-income development which includes an affordable housing component.
- Creation of a mix of retail goods and services.
- Maximization of the economic value of the site.
- Redevelopment of the site consistent with the Downtown Valley Business District Plan.

Description of subject site

This RFP pertains to proposals for redevelopment of seven parcels on two different tax blocks. Tax assessment information on the lots is provided as follows:

#	Block	Lot	Address	Acreage	Zoning	Use	Land Value	Improvement Value	Total Value
1	11514	6	1268 Valley Road	1.722	LI-2	Vacant Thermoplastics	\$387,500	\$262,500	\$650,000
2	11514	31	1278 Valley Road	0.235	LI-2	Vacant Cleaners	\$202,500	\$78,000	\$280,500
3	11514	32	1282 Valley Road	0.234	O	Residence	\$167,600	\$198,600	\$366,200
4	10401	1	1297 Valley Rd	0.666	B-2	Vacant House	\$160,000	\$155,600	\$315,600
5	10401	2	1285 Valley Road	0.26	B-2	Vacant Commercial	\$97,500	\$58,900	\$156,400
6	10401	3	1277, 1279,1283 Valley Road	0.459	B-2	Barber Shop, Speedy Mart, Cleaners	\$229,500	\$171,800	\$401,300
7	10401	4	1261 Valley Road	0.826	LI-2	Vacant Thermoplastics	\$185,900	\$254,100	\$440,000

The Study Area contains approximately 4.402 acres. It is located in the southern portion of the Township, along Valley Road, just east of the intersection of Valley Road and Main Avenue. The Area is bisected by Valley Road with Mercer Street forming the northern boundary of the Area. The southern boundary is bordered by open space and wetlands. The western boundary of the area is Main Avenue and South Main Avenue and to the east is Hudson Street. Hudson Street is a paper street, which could be incorporated into the project, subject to approval by the Township Committee.

The neighborhood immediately surrounding the Area is primarily commercial in character, especially to the east, while west of Main Avenue becomes predominantly residential. The frontage along Valley Road to the east is primarily zoned B-2, General Commercial; B-3, Planned Shopping Zone and O, Office Zone. The frontage along Valley Road to the north of the Study Area is zoned O, Office Zone and then becomes R-4, Residential.

To the north of the Area, the character is primarily residential, and is zoned R-4 Residential. The Township's Police Department and Emergency Management office are located just across Mercer Street from the Area. A small area of LI-2, Limited Industrial Zone, is located northeast of the Area. Land to the south is mostly undeveloped wetlands which are located within the Conservation District.

The Stirling Train Station is located about a ½-mile to the north of the Area and the Lakeland Bus Line #78 provides limited service along Valley Road from Bedminster via Basking Ridge, Bernardsville and Far Hills to New York Port Authority Bus Terminal via Berkeley Heights, New Providence and Summit.

The Area consists of a mixture of residential, commercial and industrial properties. According to the Township of Long Hill tax records, and a visual inspection of the properties during site visits; two (2) lots contain industrial uses, three (3) lots contain commercial uses and two (2) lots contain residential uses.

There are NJDEP environmental remediation files on five (5) of the parcels within the Area. The Township has requested all environmental remediation information on all of the sites in the Area through an OPRA request from NJDEP. This information will be shared with any prospective redeveloper, once it is obtained.

The site is located within the 100-year floodplain. The properties to the south of Valley Road are adjacent to wetlands. Any redevelopment plan will need to take into consideration these site constraints.

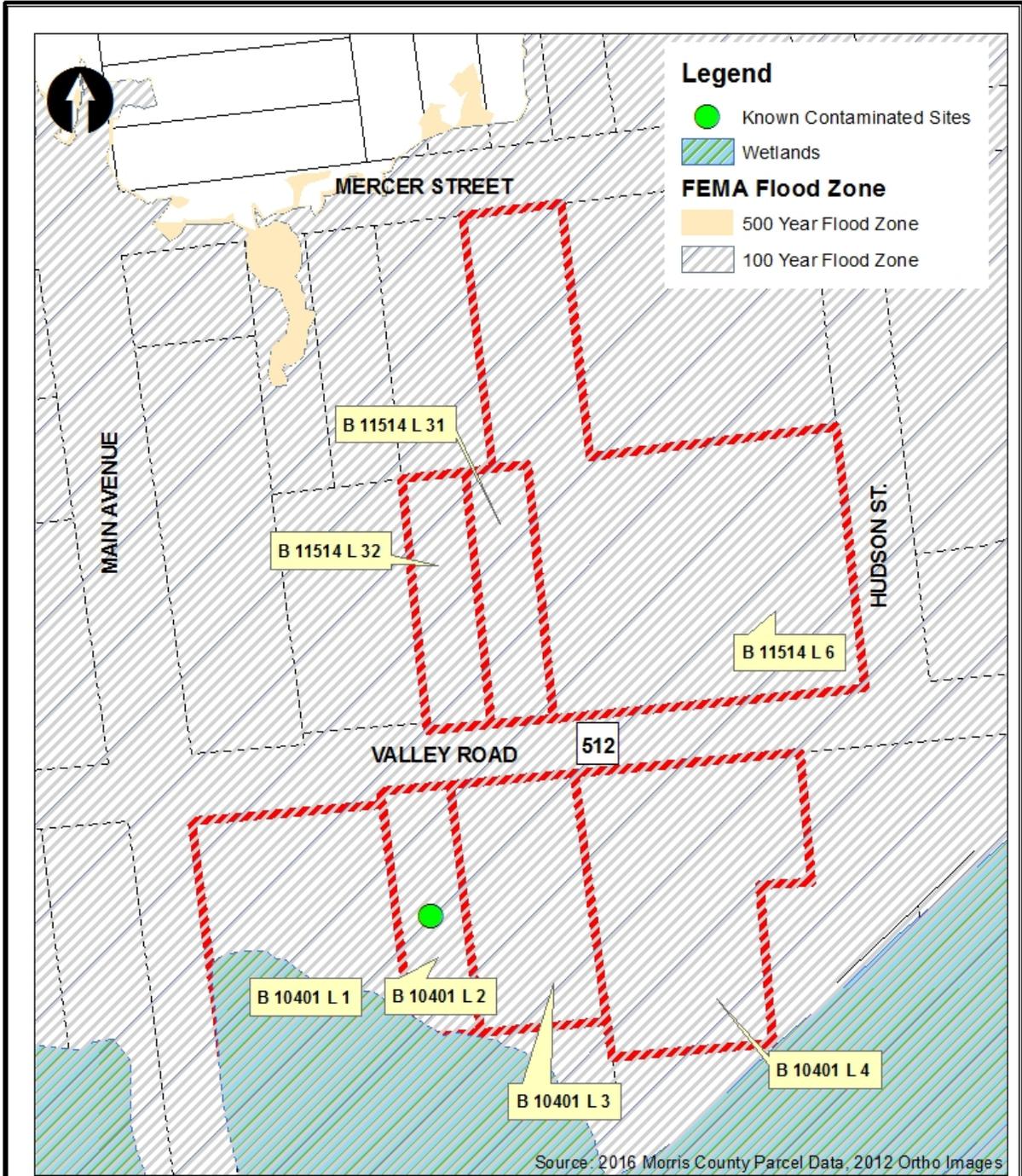


Valley Road Redevelopment Area
 Township of Long Hill

Drawn: Mika

Scale: NTS





Environmental Map of Valley Road Redevelopment Area
 Township of Long Hill

Drawn: Mika

Scale: NTS



The Project

The selected redeveloper will work with the Township to provide input and specifications for a redevelopment plan for the site based upon a mutually agreed upon concept plan for the site. The Township Planner will draft a redevelopment plan with input from the redeveloper and the redevelopment subcommittee. Once drafted, the redevelopment plan must be approved by the Township Committee and reviewed for consistency with the Township Master Plan by the Township Planning Board. Once adopted, the redevelopment plan will become the zoning for the site.

Responses to this RFP should give the Township sufficient detail in order to select a partner for developing and implementing a redevelopment plan for the Area. Preference will be given to proposals that involve redevelopment of the entire Area as a cohesive plan. It is the objective to maximize the development potential of these sites; therefore shared parking and other creative solutions to site constraints are preferred. Further, the Township wants to focus on creating a walkable neighborhood with space for outdoor dining and activities along with other interactive features such as a gateway feature and pocket park, pedestrian amenities and walkways. The Township would like to encourage a balance and mix of uses that will support each other to promote “park and stay” shopping behavior.

It should be noted that some of these properties are restricted by environmental constraints such as flood plains and wetlands. Other factors such as known contaminated sites and site remediation also affect some of the properties. The Township will work with the chosen redeveloper to address these factors affecting the site to maximize the development potential.

The selected redeveloper will be responsible for completing the necessary engineering studies and design in order to obtain site plan approval for the redevelopment of the Area. All plans and design work shall be prepared by licensed architects, engineers and other appropriate professionals. The redevelopment of the site will require site plan approval from the Township Planning Board and any other Township, County, State or Federal agencies having jurisdiction prior to construction. The selected redeveloper is responsible for obtaining all necessary permits and approvals and assumes all responsibility for compliance with all Township, County, State and Federal codes and regulations. The selected redeveloper shall be responsible for all capital improvements and infrastructure improvements required for the Project, unless otherwise negotiated with the Township or other entity having jurisdiction.

Evaluation Criteria for RFP responses

Long Hill Township will evaluate proposals based on the following criteria:

The responses should be clear, concise and informative and follow the same format described below to ensure a standard format.

Applicants must supply four (4) hard copies and one (1) electronic copy of their proposal. Each response submitted must contain, in sequence and with appropriate heading, each of the following sections:

1. Title Page
2. Table of Contents
3. Executive Summary
4. Background/Experience of the Redeveloper
5. Scope/Description of Project Proposal
6. Goals and Objectives of the Project
7. Concept Plan
8. Project Work Plan
9. Project Financing
10. Key Personnel

Description of each component is provided below:

1. Title Page:

The proposal must include a title page, which identifies the project name, the Applicant's firm, and name of the Applicant's primary contact, Applicant's address, telephone number, fax number and email address.

2. Table of Contents:

List the titles and page numbers of each major topic and sub-topic contained in the proposal, including the required sections.

3. Executive Summary:

A summary of the key points and highlights of the Applicant's proposal and why the Applicant is best-suited for selection as the designated Redeveloper.

4. Background/ Experience of the Redeveloper:

Include a brief history of the Applicant and their experience as it compares to the proposed project and why the experience qualifies them to meet the requirements of the RFP. The citation of specific comparable projects that are currently being worked on or have been completed in the past 10 years is strongly encouraged. Preference will be given to project experience involving the design, construction and operation of similar mixed-use development projects. Preference will be given to developers with experience/expertise in acquiring sites without condemnation as part of a redevelopment project. The Applicant should also provide a list of retail tenants they have secured for other similar projects.

Applicants must indicate what type of business organization they operate under, e.g., corporation, partnership, sole proprietorship, LLC or non-profit organization. If the Applicant is a subsidiary or direct or indirect affiliate of any other organization, it must indicate in its proposal the name of the related organization and the relationship. If the Applicant is a partnership, it shall list the names of all partners. If the Applicant is an LLC, it shall list the name of all members. If the Applicant is a corporation, it shall list the names of those stockholders holding more than 10% or more of the outstanding stock.

5. Scope/Description of the Proposal:

The Applicant should provide a scope, vision and description of the overall proposal, any phasing being considered and anticipated timelines for implementation of the redevelopment. The Applicant may also wish to present alternate project ideas as options.

6. Goals and Objectives of the Project:

The Applicant should identify the primary goals and objectives for redevelopment of the Project Site. Applicants may provide alternative suggestions or additional objectives.

7. Concept Plan:

The submission should include a conceptual plan for the site showing general site layout, circulation, parking areas and building footprints and heights. Conceptual architectural themes should also be provided. Additionally, the plan should include a breakdown of uses including the area of the commercial/retail, number and type of residential units, number of parking spaces.

8. Project Work Plan:

Applicants should provide a project level work plan, describing each of the proposed phases, activities, tasks of the development and the proposed timeline to complete the task. A time table graph showing the key activities, milestones, dates and other such items necessary to redevelop each of the parcels submitted for consideration. All assumptions that were made to complete the project plan should be documented in this section. Applicants should submit a detailed capital/design timetable that clearly outlines proposed improvements and the anticipated construction time for each phase of the improvements. The timeline should assume there are no significant delays due to site remediation.

9. Project Financing:

The submission should provide a detailed breakdown of the total of all projected development costs and the sources of all anticipated funds to meet those costs. This should include financial information to establish the approximate net worth and/or liquid assets available to the Respondent for the proposed Project. This information should be in the form of certified financial statements showing assets and liabilities, including contingent liabilities. If equity financing is to be obtained from sources other than the applicant, a statement should be submitted from such other sources indicating their willingness and ability to provide the necessary funds. In addition, the Applicant should include a pro-forma for the project, clearly indicating the projected income and expenses of the completed Project. The pro-forma should include all the assumptions included in the formulation.

10. Key Personnel:

This section should present the proposed Project team, providing the role that each proposed team member will assume and detailing the qualifications that the team member possesses for

their role. This should include the applicant and their architects, engineers, project managers, contractors, builders and financiers.

Selection Criteria

The proposals will be evaluated by Long Hill Township based upon, but not limited to, consideration of the following criteria:

- a. Operating experience in the field, including experience as a Redeveloper of residential, retail, office and mixed use in downtown districts. Project experience similar in size, scope and demographic area is preferred. 20 points.
- b. Proposed conceptual design in relation to the vision as stated in the “Downtown Valley Commercial District Plan” adopted in 2015 as a mixed-used business district where people will come to stroll, shop, work, attend cultural and entertainment events, enjoy food and drink and conduct civic and other business activities. Compatibility of the redeveloper’s vision with the vision outlined in the RFP and planning documents of the municipality. 20 points.
- c. Creativity in approach to the proposed mix of uses, conceptual design and marketing, including any theme concepts or façade or architectural details to achieve the conceptual design. 10 points
- d. Experience with commercial leasing and operation of similar retail developments will be critical to the project. 10 points.
- d. Financial strength of the redeveloper and soundness of the financial plan and commitments for the project. 20 points.
- e. Demonstrated capability of the Applicant to complete the project and market the built project. 10 points.
- f. Experience with site remediation and/or brownfields redevelopment. 10 points
- g. Preference will be given to projects that consider working with current property owners.

Additional Information

All proposals are to be prepared at the sole cost and expense of the applicants. The Township shall not be responsible for paying any of the costs or expenses associated with the preparation or submission of proposals.

This RFP is an invitation to submit proposals to the Township of Long Hill, and does not represent an offer, obligation or agreement on the part of Long Hill Township. The Mayor and Township Committee reserve the right to protect the best interest of the Township, to waive any technical errors, to reject any proposal (or any part thereof) for any reason whatsoever, or to reject all proposals for any reason whatsoever. Long Hill Township reserves the right to withdraw this RFP at any time or make any modifications or additions to the RFP at any time.

Any questions should be e-mailed to Neil Henry at administrator@longhillnj.gov by 5:00 pm November 15, 2016. Responses will be provided to all potential Applicants that provide an e-mail to the same address.

The final proposal is due on Tuesday, November 29, 2016 at 2:00 p.m. Four (4) hard copies and one (1) digital copy must be submitted to:

Neil Henry, Township Administrator
915 Valley Road
Gillette, New Jersey 07933
Attn: "Proposal for Valley Road Redevelopment Area"