

EXPRESSION OF INTEREST: NORTH AVENUE GATEWAY REDEVELOPMENT AREA



PART I

RFEI 2.19.2021

DEVELOPMENT APPROACH

Proposal for a vibrant mixed-use development scheme consistent with the Township of Cranford's North Avenue Gateway Redevelopment Area goals and revitalizes a prominent portion of the Cranford's core.

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PROJECT SCOPE

While this proposal is formulated directly in response to the Township of Cranford's Request for Expression of Interest for the North Avenue Gateway Redevelopment Area, this proposal also includes an option to expand the project beyond the scope of the RFEI site only as described later in this document, in an effort to revitalize the core of Cranford's North Avenue Gateway Corridor in a greater manner.

An illustrative depiction of the subject properties comprising this development and the preliminary concept is included in this document.

DESIGN CONCEPT

This design concept takes an active approach to redevelopment of the Gateway area by introducing appropriate uses as an integrated project. It seeks to comprise a variety of traditional architectural elements aimed at creating a vibrant, walkable mixed-use development that enhances the quality of Cranford's North Avenue Gateway.

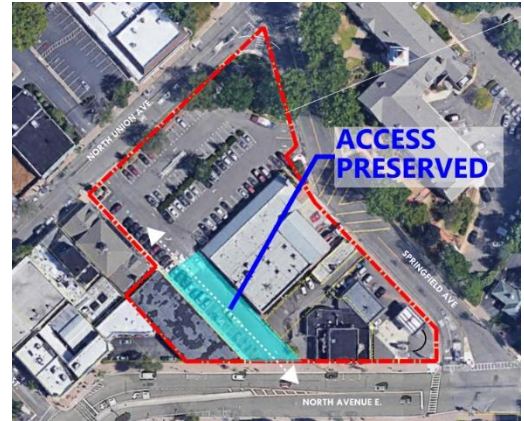
In examining the area and the Township's goal to redevelop the North Avenue Gateway, consideration must be given to the relationships of existing infrastructure and businesses currently in place. As such, the proposal contemplates the development of this portion of the property to achieve 40 residential dwelling units and approximately 12,000 sf of retail in the following manner:

- **PHASE 1:** Lot 14: redevelop existing building into 2 stories of residential (12 dwelling units) over retail (approximately 6,000 SF)
- **PHASE 2A:** Lot 10, 11 and 12: redevelopment independently into 2 stories of residential (16 dwelling units) over retail
- **PHASE 2B:** Lot 13: developed as part of overall project, pending feasibility. Anticipate 2 stories of residential (12 dwelling units) over retail
 - Redesign and enhancement of community outdoor space in 6.01

PRIMARY REDEVELOPMENT AREA

After review of the development criteria and several visits to the site, we feel that maintaining the existing parking and drive aisle between Lot 14 and 10/13 offers benefit to the configuration by:

- Maintaining vehicular access and connection between North Ave. and North Union Ave.
- Permits a natural break in the streetscape on North Ave
- Facilitates phasing of the project
- Maintains existing firehouse infrastructure unaffected
- Lot 14 can be developed independently of the other lots, removing a dilapidated building, and improving the Gateway without the complications of the other parcels.



The development team has performed a preliminary investigation of the existing property located on Lot 14 and proposes the adaptive reuse of the primary structure, offering increased sustainability benefits. We have obtained structural drawings from the original construction, and through evaluation by a structural engineering consultant, determined the viability of reusing the primary structural frame in the redevelopment. The intent for this portion of the project, is to convert this structure into a three-story mixed-use building yielding two-stories of residential dwelling units on the second and third floors, and retail / commercial use on the ground level. The facades would be reconstructed entirely in an architecturally cohesive manner. The anticipated yield for this portion of the project is 12 dwelling units.

Development of the properties on 10, 11, 12 and 13 would consist of mixed use structure(s) of 3 stories in height. The upper levels would contain residential dwelling units, while the ground floor would contain parking and retail / commercial uses. Depending on acquisition and feasibility, this portion of the project is anticipated to yield approximately 28 dwelling units in total on these parcels.

In addition, we believe that the development of lots 10, 11 & 12 can be phased separately from Lot 13 (described here as Phase 2A). While this may not be ideal, the goals and objectives of the Redevelopment Plan may be met by significant improvements to the corner, eliminating the need for relocation and interruption expenses of the four tenants currently occupying Lot 13. Through this approach, the intent would be design a new structure at the corner, achieved in a manner that would be architecturally compatible with the building on Lot 13. This could include architectural enhancements to the building on Lot 13 and yielding additional outdoor / landscape area adjacent to the existing parking area.

RESIDENTIAL

The proposed development contemplates the integration of residential dwelling units within the project, through a distribution of one and two-bedroom arrangement. These dwelling units are envisioned to be primarily one-bedroom consistent with the market's demand of smaller dwelling units than commonly available, and boasting modern features and finishes. Three-bedroom units would be limited to those necessary to comply with the respective affordable housing requirements.

HISTORICAL PRECEDENT

The residential components are intended to utilize traditional architecture styles, forming precedent from notable American streetscapes found in areas such as:

- National: Boston, Baltimore, Washington DC, San Francisco
- Regional: Cranford, Summit, Madison, Westfield

Rather than monotonous large-scaled structures, the buildings are proposed in a manner that reduces the scale of the structures through variation of proportions, scale massing and variation of color and material. As such the design would result in building facades that benefit from individual character while assembled in a comprehensive design that integrates with Cranford's character.

AFFORDABLE HOUSING

Consistent with the Township's 2019 Housing Element and Fair Share Plan, the proposed mixed-use inclusionary project presumes twenty-percent (20%) of the dwelling units on the properties within the RFEI be designated and deed-restricted affordable housing units.

RETAIL

Retail spaces are intended to be integrated within the proposed development, located at ground level along the public right of way of North Avenue. Their design is intended to complement the architectural style of the remainder of the development and consistent with that appropriate for Cranford's Downtown Core.

The architecture of the retail components is anticipated to be designed in a manner that will harmonize the design of new construction with that of existing buildings and those structures significant to Cranford's past. Concurrently, the architectural design will set forth the guidelines within which the individual tenants may express their individual identity.

The scale and placement of retail components promotes a high quality, intimate pedestrian experience through architectural components that engage the pedestrians and community such as fabric awnings, historically appropriate signage, decorative light fixtures, detailed trim and mindfully detailed fenestration.



PARKING

Recognizing the importance of parking to serve the existing needs of the community and businesses, this proposal contemplates keeping Municipal Parking Lot #1, uncompromised. This parking area is planned to continue to serve existing need, and shared parking serving the proposed development on Lot 14.

Instead of creating new surface parking lots abutting public streets, which have negative visual impact and detract from a pedestrian-friendly environment, this proposal contemplates the placement of any new parking areas (Lots 10,11,12,13) located at ground level of the building(s). As such, the intent is to screen parking from view from the downtown to the extent feasible.

PUBLIC SPACES

One of the primary objectives for this project is to achieve a design that is unified within itself through a series of design elements while sensitive to its integration with the community and its surroundings. Therefore, several design features are incorporated to enhance the projects design vocabulary.

SITE ELEMENTS

A number of site elements are contemplated in order to unify the overall character of the redevelopment scheme and enhance the pedestrian experience. These include:

- Variation in pavement design (brick pavers in varying pattern and color)
- Lamp posts and streetscape furniture
- Outdoor seating, benches, and seat walls

OUTDOOR PUBLIC SPACE

The public outdoor space located at the intersection of North Union Avenue and Springfield Avenue is an important component Cranford's community space. This proposal contemplates the redesign and incorporation of this area in a manner similar to Eastman Clock Plaza

- Central focal element
- New pavement hardscape
- Additional landscaping / lighting
- Outdoor seating, benches, and seat walls

ARCHITECTURAL DESIGN OBJECTIVES

The architectural design for this project is sensitive to its context and recognizes the pattern, scale and massing of buildings within the district to modulate the scale and proportion of the buildings appropriately for the project's setting. The fundamental principles behind the design are:

- Architectural vocabulary that reflects the traditional American Small Town Main Street
- Architectural design that embodies a distinctive building product
- Quality exterior finishes and detailed exterior facades
- Harmonize the architecture of new construction with that of existing buildings
- Variation in color, material, and scale to provide visual interest
- Height and scale that responds to the surrounding context

PROJECT PHASING PLAN

The development phasing plan will require further project development and design as well as discussion with municipal officials and property owners. At this time, the development phasing plan is presumed as follows and depicted on the illustrative depictions at the end of this document:

- **Phase 1:** Redevelopment of vacant property on lot 14
- **Phase 2A:** Redevelopment of the properties on Lot 10, 11 and 12. This development would be architecturally integrated with the existing located on Lot 13
- **Phase 2B:** Redevelopment consistent with phase 2A, and inclusive of Lot 13
- Existing Firehouse is not intended to be impacted and assumed to remain in operation

PROPERTY ACQUISITION PLAN

The developer proposes property acquisition relative to the properties named in the RFEI as follows:

- **Lot 6.01** (Cranford Fire Department and Municipal Parking Lot #1): Not acquired and intended to be largely preserved. The public space at the intersection of Springfield Ave and North Union Avenue, is anticipated to be redesigned and enhanced.
- **Lot 10** (One-way driveway & parking): Acquired as Phase 2A
- **Lot 11** (Cranford Animal Hospital): Acquired as Phase 2A
- **Lot 12** (Delta Gas Station): Acquired as Phase 2A
- **Lot 13** (Cranford Hair Care, Island Tans, Ramen, and Hunan Wok). Acquired as Phase 2B
- **Lot 14** (Vacant Building): Acquired as Phase 1

DESIGN CONCEPT

EXPANDED REDEVELOPMENT AREA (OUTSIDE OF PROJECTED SCOPE OF RFEI)

In view of the Request for Expression of Interest to consider the area as a ‘blank slate’, this design concept considers a more vigorous approach to redevelopment of the Gateway Area by introducing additional properties that are significant to this Gateway. It seeks to incorporate a larger development creating a vibrant, walkable mixed-use development that enhances the quality of Cranford’s North Avenue Gateway.

In examining the overall area and the Township’s goal to redevelop the North Avenue Gateway, it seems logical to consider this important corridor on a larger scale. As such, the developer considers to enhance the site through not only the RFP property and contiguous properties, but the integration of several adjacent properties that we believe to be integral to establishing the North Avenue “Gateway”. The respondent developer is in discussions with the owners of properties directly in the vicinity of the Redevelopment Area and intends to include these parcels to expand the project scope in to an cohesive project that is designed in unison.

CARMEN'S FOREIGN CAR REPAIR

Block 195, Lot 9 (48 North Avenue East)

This property contains a one-story auto repair/servicing facility and surface parking lot was deemed an underutilization and inappropriate use of land by the township’s preliminary investigation report of this area in 2017.

SWAN CLEANERS

Block 195, Lot 7.01 (44 North Avenue East)

This property contains a combination of single-story buildings in a state of disrepair. This property has been subject of environmental remediation and recently suffered additional deterioration / partial collapse of portions of the façade.

As depicted in the accompanying visual depiction (alternate concept plan), the proposal considers the inclusion of these two properties to be redeveloped as part of the overall North Avenue Gateway Redevelopment. The intent for this portion of the project is to redevelop these properties into a mixed-use development consisting of multifamily residential dwellings on the upper stories, and ground floor, street-facing retail / commercial uses.

Parking for the development would be located on the lower level (ground floor) and accessed from the rear of the site. Existing access to / from the adjoining properties (not incorporated in this proposal) would be maintained and evaluated in further detail should the project feasibility become realized.

Project phases as part of this overall development scheme, is envisioned as follows:

- **Phase 3A:** Redevelopment of the properties on the south side of North Avenue East (Block 195, Lots 9 and 7.01)
- **Phase 3B:** *Future phase of potential development of the additional properties on the south side of North Avenue East (not part of this proposal, yet contemplated as overall vision)*

The properties located to the east and west of the aforementioned properties do not form part of this proposal, nor are they contemplated to be redeveloped in any way. However, we encourage discussion with the adjoining property owners regarding any voluntary interest in forming part of a larger project.



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PART II

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DEVELOPMENT TEAM

The development team has extensive experience in the development of similar projects, varying broadly in scope and location. Primarily in direct relationship to this project's scope, the team has developed various projects of similar characteristics in the area.

DEVELOPMENT TEAM

Developer's Overview | Garden Communities (Birchwood Developers Associates LLC)

Garden Homes has a longstanding relationship of working together successfully with many municipalities and governmental agencies on many projects, including the successful development of, and planning for, thousands of residences, with a focus on mixed-use, redevelopment, and transit-oriented developments. Our organization has a philosophy of holding properties long term, and therefore, are even more committed to managing our properties to the highest standards year after year. Garden Homes has developed a mix of uses in this immediate and surrounding market for decades and knows the area very well. We know the marketability of the site from our years of experience as well as potential design and construction considerations of a transit-oriented development at the site.

Accordingly, Garden Homes has the track record, financial capacity, and experience in the redevelopment and management of mixed-use residential buildings, especially transit-oriented projects. We welcome the opportunity to engage Township of Crawford, and the greater community to ensure that a project meets the goals of the redevelopment plan through a thoughtful, well-planned, and properly executed redevelopment.

Garden Homes/Garden Communities/Garden Commercial Properties, collectively referred to as "Garden" or "the Company" is a privately held Short Hills, New Jersey based development company with a tradition of over 65 years of varied commercial and residential development experience. Each of the Garden Divisions are well respected within the real estate development community as family-owned entities controlled by the Wilf Family.

Garden Homes was established in 1954. Originally formed for the purpose of constructing single family homes in New Jersey, the company then successfully ventured into the development of apartment complexes within Garden Communities and eventually formed its commercial division, Garden Commercial Properties, for the purposes of developing and building shopping centers, office buildings, and mixed-use projects.

While New Jersey continues to be our base of operations, residential and commercial properties have and continue to be developed throughout the Northeast including New York, Connecticut, Maryland, Massachusetts as well as in many other states throughout the country including Minnesota, California, and Florida.

The nature of our company structure would allow the Seller to deal directly with the owners/principals, who require no board approvals or corporate resolutions to negotiate and complete this transaction. We believe that our direct approach and experience with similar transactions make us qualified for this redevelopment. To view some of our residential and commercial property you can visit the following websites:

[Garden Communities](http://gardencommunities.com)
gardencommunities.com

[Garden Communities - California](http://gardencommunitiesca.com)
gardencommunitiesca.com

[Skyline Developers](http://skylinedevelopers.com)
skylinedevelopers.com

[Vikings Lakes](http://explorevikinglakes.com)
explorevikinglakes.com

Developer | Garden Communities

ANTHONY DIGIOVANNI

Principal, Project Developer Garden Homes

Garden Communities | Birchwood Developers Associates LLC
820 Morris Turnpike
Short Hills, NJ
TonyD@gardenhomes.com
201-259-2311

BIOGRAPHY

As a development partner with the Wilf Family, Mr DiGiovanni has developed over 1.5 million square feet of retail and 1,000 Multi-Family units predominately in New Jersey. He has extensive redevelopment experience of former industrial and commercial facilities with environmental concerns and creative land assemblages. He currently is involved in numerous projects, mostly Union County, that will include another 1,800 dwelling units over the next five years.

Of significance are his developments of Cranford's Riverfront Redevelopment and Birchwood Redevelopment. These projects included working together with Township of Cranford on significant environmental, utility and infrastructure improvements, architectural design, and Redevelopment and Financial Agreements.

Mr. Digiovanni is responsible for all facets of each project, from acquisition, environmental, engineering and design, legal, construction and leasing. These expert capabilities have been schooled in 30 years of development experience and result in transactions moving at a rapid pace with timely solutions. He has significant outside professional relationships that also bring the required experience for each specific transaction.

Mr. DiGiovanni and his wife, Karen, are lifelong residents of Cranford where they raised their five children. He is a graduate of the Wharton School of Business with a degree in Real Estate Finance. His involvement in the community is strong with volunteering coaching, Youth Boards, and sports projects. Through affiliation with The PAL, he was a lead member and major contributor of the CHS Baseball Locker room/Trailer, Memorial Field concession/bathroom facility and several major renovations of CHS wrestling Room.

Developer | Garden Communities

ZYGMUNT WILF

Senior Principal

Garden Communities | Birchwood Developers Associates LLC
820 Morris Turnpike
Short Hills, NJ
973-467-5000

BIOGRAPHY

Zygi Wilf is a real estate developer, attorney and Owner/Chairman of the Minnesota Vikings football team. He serves as a senior principal of Garden Homes, one of the largest real estate development firms in the United States and partner in the Wilf Law Firm. Over the course of Zygi's career, he has developed residential and commercial properties in many municipalities throughout New Jersey, the region, and the country.

Zygi played a key role in the opening of U.S. Bank Stadium, which was the largest construction project in Minnesota state history. Under Zygi's stewardship, the franchise delivered a historic public-private partnership to build the multi-use stadium which will serve as the centerpiece of an economic development package for the state and region and the transformation of East Town in Minneapolis.

He has been involved in numerous philanthropic causes through the Wilf Family Foundations. Mr. Wilf serves as Vice Chairperson of the Albert Einstein College of Medicine in Bronx, NY, and on the Board of Governors of Yeshiva University. He graduated from Fairleigh Dickinson University with a B.A. in Economics and received his J.D. from New York Law School.

Developer | Garden Communities

BRETT TANZMAN

Principal

Garden Communities | Birchwood Developers Associates LLC
820 Morris Turnpike
Short Hills, NJ
973-467-5000

BIOGRAPHY

Brett Tanzman is a Senior Vice President of Garden Homes, a nationwide leader in retail, commercial and private residential development based in Short Hills, New Jersey. Brett is also a member of the Wilf Law Firm, LLP. Brett has spearheaded Garden Homes' efforts regarding its participation in multiple Mount Laurel Declaratory Judgment Actions throughout the State, and in many cases has reached settlements with municipalities which have resulted in numerous inclusionary developments.

Prior to joining Garden Homes and the Wilf Law Firm, Brett served as an Assistant Counsel to two New Jersey Governors, advising on various legislative and policy matters. Brett received his B.A. from Rutgers College, J.D. from Rutgers Law School, and M.P.A. from the University of Pennsylvania.

While at Rutgers Law, Brett served as Editor-in-Chief of the Journal of Law & Public Policy. Brett serves on a number of Boards, including: Vice-Chair of the Board of Trustees of the Robert Wood Johnson University Hospital Foundation in New Brunswick, NJ; member of the Board of Trustees of the Jewish Federation of Greater MetroWest NJ; member of the Board of Directors of the NJ Pandemic Relief Fund; member of the Executive Committee of the Rutgers Business School Center for Real Estate's Advisory Board; and member of the Deans Law Council at Rutgers Law School. Brett is also a part-time lecturer at Rutgers Business School in Newark, NJ, where he co-teaches a class on real estate law.

Architect | BlackBird Group Architects LLC

AVELINO MARTINEZ, RA

Principal

BlackBird Group Architects LLC

P.O. Box. 5943

Newark, NJ 07105

AM@BlackBirdArchitects.com

973-954-4650, Ext. 101

BIOGRAPHY

Avelino Martinez is an architect and the founder of the BlackBird Group. Avelino has designed projects that range widely from adaptive reuse and master planning of mixed-use campuses to the design of intimate and special uses spaces for both the public and private sector.

He studied at the School of Architectural at NJIT (New Jersey Institute of Technology), graduated with a Bachelor of Architecture, is licensed by the NJ State Board of Architects to practice architecture, and throughout the United States through NCARB. Apart from his engagement with the design of buildings and construction administration, Avelino has been actively involved in building sciences and forensic technologies – ranging from fire investigation to exterior building envelope performance evaluation.

His diverse professional career and broad scope of disciplines, prior to formal education in architecture, has founded origins in municipal civil engineering and heavy construction. His work has been recognized for distinctive architectural design through numerous design awards throughout his career.

While his professional practice has encompassed the full spectrum of project types, his practice focuses primarily on the mixed-use and multifamily development sector, with numerous successfully completed projects – a number of which reside in the Township of Cranford and neighboring communities.



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PART III

RFEI 2.19.2021

QUALIFICATIONS AND EXPERIENCE

The development team has extensive experience in the development of similar projects, varying broadly in scope and location. Primarily in direct relationship to this scope of this project, the team had developed various projects in the area.

Riverfront at Cranford Station | Cranford, New Jersey

South Avenue & High Street, Cranford, NJ

Completed: 2014
Development Cost: \$40 Million
Municipal Contact: Richard Belluscio
(908) 709-7200
R-Belluscio@cranfordnj.org
8 Springfield Ave, Cranford, NJ 07016

The 3-story mixed-use property features 127 luxury rental apartments and 40,000 square feet of retail and office space. Prominently located at South Avenue East and High Street, the development is just steps from New Jersey Transit's Cranford station, offering rail service on the Raritan Valley Line with connections to New York's Penn Station.

Riverfront at Cranford Station offers well-appointed one- and two-bedroom layouts ranging from 950 to 1,640 square feet that feature spacious living rooms with Juliet balconies or patios and formal dining rooms with hardwood flooring. Gourmet kitchens include an island or breakfast bar, GE stainless steel appliances, custom cherry wood cabinets, granite countertops and hardwood flooring. Master suites feature walk-in closets, and two-bedrooms offer separate showers and large soaking tubs. Apartments are outfitted with a washer/dryer and many energy-efficient features including windows, appliances, and the heating and insulation systems.



Birchwood Park of Cranford | Cranford, New Jersey
315 Birchwood Avenue, Cranford, NJ

Completed: 2020
Development Cost: \$62 Million
Municipal Contact: Richard Belluscio
(908) 709-7200
R-Belluscio@cranfordnj.org
8 Springfield Ave, Cranford, NJ 07016

Birchwood Park of Cranford is located on a secluded 15-acre parkland offering incredible views. Experience the best of both worlds with residency in a #1 rated downtown area by NJ.com as well being just a short drive from the Cranford Train Station / Raritan Valley Line.

Birchwood Park's spacious one & two bedroom designs come complete with many upgrades including quartz counters, breakfast bar, stainless steel appliances, large soaking tub, oversized master shower with double vanity, and custom walk-in closets. Additional amenities include individually controlled central heat/air conditioning, storage/utility room with washer and a dryer, and a large private balcony. Our spacious apartments provide the perfect space for a home office or children's play area. We offer a Clubhouse with a cozy fireplace, a Fitness Center, a Game Room and TV lounge. Our rental community is also smoke-free and tobacco free.



Woodcrest at Clark | Clark, New Jersey

1500 Westfield Ave, Clark, NJ

Completed: 2015
Development Cost: \$70 Million
Municipal Contact: John Laezza, Business Administrator Clark
(732) 388-3600
ba@ourclark.com
430 Westfield Ave, Clark, NJ 07066

Woodcrest at Clark is situated adjacent to Union County Parkland offering breathtaking views. The apartment community consists of 328 units in four buildings with one and two bedroom floor plans, ranging from 900 to 1630 square feet, with innovative design.

Woodcrest at Clark's spacious designs come complete with many upgrades including granite counters, breakfast bar, stainless steel appliances, large soaking tub, oversized master shower with double vanity and custom walk-in closets. Additional amenities include individually controlled central heat/air conditioning, storage/utility room with washer and a dryer, and a large private balcony. It offers a Clubhouse with a cozy fireplace, a Fitness Center, a Card Room and TV lounge.



Westfield Avenue Redevelopment | Clark, New Jersey

52 Westfield Ave, Clark, NJ

Completed: In Design
Development Cost: TBD
Municipal Contact: John Laezza
Business Administrator Clark
(732) 388-3600
ba@ourclark.com
430 Westfield Ave, Clark, NJ 07066

Westfield Avenue Redevelopment project comprises the redevelopment of the former A&P Supermarket located at 52 Westfield Avenue, Clark in to a new mixed used development. The development will include an inclusionary residential multifamily development, retail / commercial spaces, and an off street parking.





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PART IV

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FINANCIAL FEASIBILITY

The developer, Garden Communities/Birchwood Developers Associates LLC, possesses the financial and administrative capacity to successfully complete and operate this project, as demonstrated by numerous completed projects of similar nature.

Financial Feasibility | Overview

As required by the Request for Expression of Interest documents, the following pages contain preliminary projections in support of the financial feasibility of the proposal(s).

It should remain understood that these analyses at the preliminary stage of concept development are based on significant assumptions and high-level estimation. As such, the assumptions of a proforma at this level are prepared at cursory level and intended for screening purposes.

There have been no conversations with property owners on acquisition costs, environmental issues, tenant obligations, review of refined architectural plans, and income comparisons of competing projects.

The preceding notwithstanding, the conclusion of the preliminary proforma is that based on projected size, scope, and available relevant data, the project is sustainable without significant public support. Long Term tax abatements should be reviewed to reduce projected income expenses if the proforma cannot be market driven. There is a delicate balance to actual costs, refined building yield, income, and expenses.

Should the development team be selected, and the design advanced, additional investigation, design and evaluation will be necessary to validate all assumptions.

Township Lot 14
DEVELOPMENT COSTS/PROFORMA
12 Apartments and 6000sf Retail 7532 sf



Total

market/affordable

1. LAND COST

TOTAL	Land	\$750,000.00
	Environmental	\$10,000.00
	Demolition/asbestos	\$100,000.00
	Land Costs	\$860,000.00

2. SOFT COSTS

Engineering/Surveying	\$25,000.00
Architectural	\$50,000.00
Legal /Title/Township Approvals	\$25,000.00
Inspection Fees/Performance Guarantees	\$70,000.00
Real Estate Taxes (during construction)	\$50,000.00
Builders Risk Insurance	\$100,000.00
additional costs/salaries/office	\$100,000.00
<u>Construction Interest Expense /bank fees</u>	<u>\$175,000.00</u>
	\$595,000.00

3. SITE WORK COSTS

Clubhouse	\$0.00
General @ \$700,000/ 1 acres	<u>\$200,000.00</u>
TOTAL SITE COSTS	\$200,000.00

4. BUILDING CONSTRUCTION

Building Average 20,000 sf @ \$165/sf \$3,300,000.00

Retail Fit out 6000 sf @ \$30/sf \$180,000.00

TOTAL BUILDING COSTS \$3,480,000.00

TOTAL DEVELOPMENT COSTS \$5,135,000.00

PROJECTED RENTAL INCOME

	UNITS	AVG MTHLY	
1 br-750 sf	6	\$2,000.00	\$144,000.00
2-br 1000 sf	4	\$2,350.00	\$112,800.00
affordable 2-1 bedroom	2	\$950.00	\$22,800.00
TOTAL	12		\$279,600.00
RETAIL SF	6,000.00	<u>\$16.50</u>	<u>\$99,000.00</u>

Total \$658,200.00

PER UNIT 5% VACANCY \$32,910.00

Revenue minus vacancy Adj Gross Revenue \$625,290.00

EXPENSES/UNIT \$8,250.00 EXPENSES \$99,000.00 15.83%

Taxes/unit TAXES \$100,000.00 15.99%

NOI NOI \$426,290.00

Cost \$5,135,000.00

NOI/COST 8.30%

Operating Expenses

Expense Categories	Yearly Expenses	Expenses/Unit
General & Administration	\$24,000.00	\$2,000.00
Common Utilities	\$12,000.00	\$1,000.00
Landscaping/Snow Removal	\$7,200.00	\$600.00
Insurance	\$9,600.00	\$800.00
Garbage	\$3,000.00	\$250.00
Maintenance/Turnover	\$30,000.00	\$2,500.00
Reserve	\$7,200.00	\$600.00
<u>Management Fee 2%</u>	<u>\$6,000.00</u>	<u>\$500.00</u>
EXPENSES	\$99,000.00	\$8,250.00



Lots 10,11,12,13
DEVELOPMENT COSTS/PROFORMA
28 Apartments and 6000 sf Retail

Total

22 market/6 affordable

1. LAND COST

TOTAL	Land	\$2,500,000.00
	Enviromental	\$200,000.00
	Demolition/asbestos	\$300,000.00
	Land Costs	\$3,000,000.00

2. SOFT COSTS

Engineering/Surveying	\$45,000.00
Architectural	\$120,000.00
Legal /Title/Township Approvals	\$35,000.00
Inspection Fees/Performance Guarantees	\$140,000.00
Real Estate Taxes (during construction)	\$100,000.00
Builders Risk Insurance	\$200,000.00
additonal costs/salaries/office	\$150,000.00
<u>Construction Interest Expense /bank fees</u>	<u>\$350,000.00</u>
	\$1,140,000.00

3. SITE WORK COSTS

Clubhouse	\$0.00
General @ \$700,000/ 1 acres	<u>\$500,000.00</u>
TOTAL SITE COSTS	\$500,000.00

4. BUILDING CONSTRUCTION

Building Average 40,000 sf@ \$165/sf	\$6,600,000.00
Retail Fit out 6000 sf @\$305f	\$180,000.00
TOTAL BUILDING COSTS	\$6,780,000.00

TOTAL DEVELOPMENT COSTS \$11,420,000.00

PROJECTED RENTAL INCOME

	UNITS	AVG MTHLY	
1 br-750 sf	14	\$2,000.00	\$336,000.00
2-br 1000 sf	8	\$2,350.00	\$225,600.00
affordable 2-1 bedroom	6	\$950.00	\$68,400.00
TOTAL	28		\$630,000.00
RETAIL SF	6,000.00	<u>\$20.00</u>	<u>\$120,000.00</u>
		Total	<u>\$1,380,000.00</u>
	PER UNIT	<u>5% VACANCY</u>	\$69,000.00
Revenue minus vacancy		Adj Gross Revenue	<u>\$1,311,000.00</u>
EXPENSES/UNIT	\$7,664.29	EXPENSES	\$214,600.00
Taxes/unit		TAXES	<u>\$200,000.00</u>
NOI		NOI	\$896,400.00

16.37%

15.26%

Cost \$11,420,000.00
NOI/COST 7.85%

Operating Expenses

Expense Categories	Yearly Expenses	Expenses/Unit
General & Administration	\$42,000.00	\$1,500.00
Common Utilities	\$22,400.00	\$800.00
Landscaping/Snow Removal	\$16,800.00	\$600.00
Insurance	\$19,600.00	\$700.00
Garbage	\$7,000.00	\$250.00
Maintenance/Turnover	\$63,000.00	\$2,250.00
Reserve	\$16,800.00	\$600.00
<u>Management Fee 2%</u>	<u>\$27,000.00</u>	<u>\$964.29</u>
EXPENSES	\$214,600.00	\$7,664.29

[illegible]



EXPRESSION OF INTEREST: NORTH AVENUE GATEWAY REDEVELOPMENT AREA

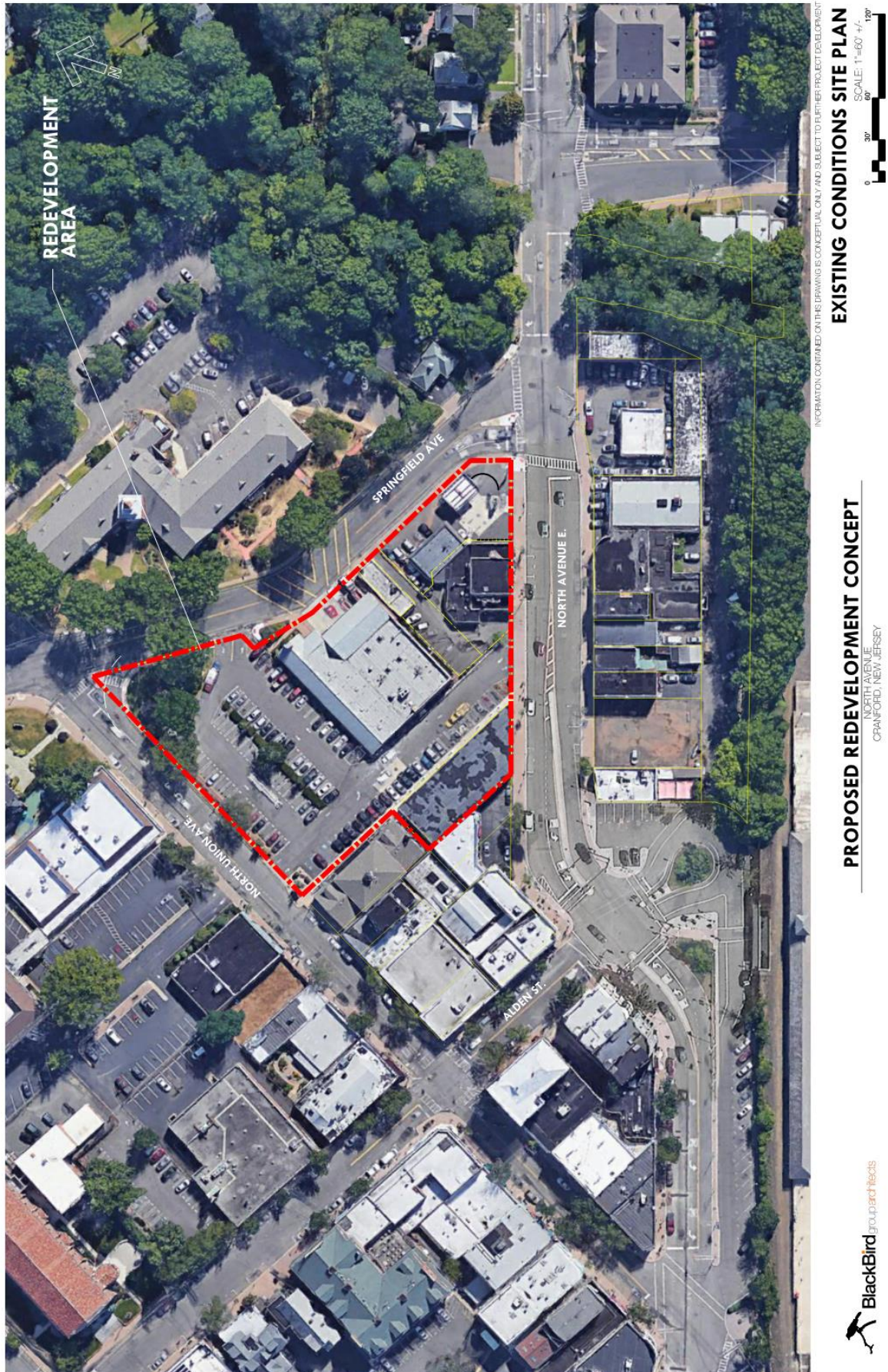


PART V

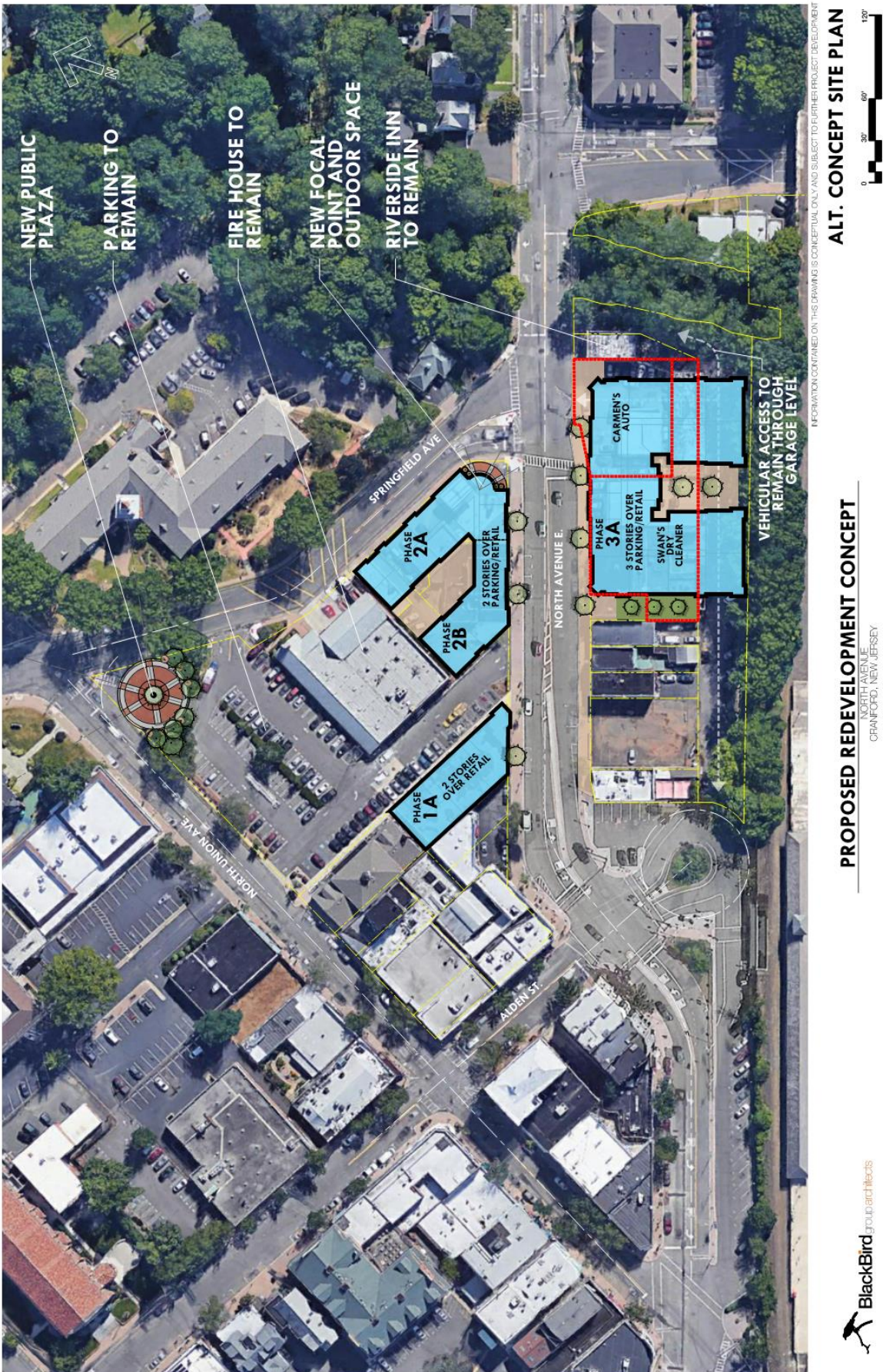
RFEI 2.19.2021

VISUAL DEPICTIONS & DIAGRAMS

The drawings and information contained herein are very preliminary in nature and intended to establish the developer's expression of interest and provide a general scope and character of the proposal. Should the team be selected, additional design and development will be performed to design the project in further detail.









EXPRESSION OF INTEREST: NORTH AVENUE GATEWAY REDEVELOPMENT AREA



PART VI

RFEI 2.19.2021

EXHIBITS AND FORMS

Prerequisite documents required in response to the Township of Cranford's Request for Expression of Interest for the North Avenue Gateway Redevelopment Area, dated 2.19.202 are contained as follows.

EXHIBIT A

REQUEST FOR EXPRESSION OF INTEREST CHECKLIST

THIS CHECKLIST MUST BE COMPLETED AND SUBMITTED WITH YOUR SUBMISSION.

Please initial below, indicating that your submission includes the itemized documents.

A SUBMISSION WITHOUT THE FOLLOWING DOCUMENTS IS CAUSE FOR REFUSAL

INITIAL

An original and 2 signed hard copies of the complete submission and USB or CD	<i>ad</i>
Authorized Signatures on All Forms	<i>ad</i>
Non-Collusion Affidavit	<i>ad</i>
Stockholder Disclosure Certification, if applicable	<i>ad</i>
Partnership Disclosure Statement, if applicable	<i>ad</i>
Business Registration Certificate	<i>ad</i>
Check for \$500 made payable to "Township of Cranford"	<i>ad</i>

Note: N.J.S.A. 52:32-44 provides that the Township shall not enter into a contract for goods or services unless the other party to the contract provides a copy of its business registration certificate and the business registration certificate of any subcontractors at the time that it submits its proposal. The contracting party must also collect the state use tax where applicable.

THE UNDERSIGNED ACKNOWLEDGES THE ABOVE LISTED REQUIREMENTS

Name of Submission:

BIRCHWOOD DEVELOPERS ASSOCIATES LLC

Person, Firm or Corporation

BY: 
ANTHONY DIGIOVANNI

MEMBER



EXHIBIT B
LETTER OF INTENT

TOWNSHIP OF CRANFORD
Attn: Jamie Cryan, Township Administrator
8 Springfield Avenue
Cranford, NJ 07016

Dear Review Committee:

The undersigned, as Respondent, has (have) submitted the attached Response to the Request for Expression of Interest ("RFEI"), issued by the Township, in connection with the redevelopment of the Project Site identified in the RFEI.

BIRCHWOOD DEVELOPERS ASSOCIATES LLC HEREBY STATES:

1. The Response contains accurate, factual, and complete information.
2. BIRCHWOOD DEVELOPERS ASSOCIATES LLC is interested in being invited to respond to the Township's RFEI. It is the intent of BIRCHWOOD DEVELOPERS ASSOCIATES LLC, if selected, to complete and submit a Proposal for redevelopment of the Project Site as generally described in the RFEI.
3. BIRCHWOOD DEVELOPERS ASSOCIATES LLC agrees to participate in good faith in the procurement process as described in the RFEI and to adhere to the Township's evaluation schedule.
4. BIRCHWOOD DEVELOPERS ASSOCIATES LLC acknowledges that all costs incurred by it in connection with the preparation and submission of the Response and any Submission prepared and submitted in response to the RFEI, or any negotiations which result therefrom shall be borne exclusively by the Respondent.
5. BIRCHWOOD DEVELOPERS ASSOCIATES LLC hereby declares that the only persons participating in this Response as Principals are named herein and no person other than those herein mentioned has any participation in this Response. Additional persons may subsequently be included as participating Principals, but only if acceptable to the Township. BIRCHWOOD DEVELOPERS ASSOCIATES LLC declares that this Response is made without connection with any other person, firm or parties who have submitted a Response, except as expressly set forth below and that it has been prepared and has been submitted in good faith and without collusion or fraud.
6. BIRCHWOOD DEVELOPERS ASSOCIATES LLC acknowledges and agrees that the Township may modify, amend, suspend and/or terminate the procurement process (in its sole judgment) and that, notwithstanding efforts of the Township and Respondent, the Township may decide not to proceed with implementation of the Project described in the RFEI. In either case, the Township nor any of their officers, employees, servants, consultants, agents or representatives shall have any liability to the Respondent for any costs incurred by the Respondent with respect to the submission and evaluation activities described in this RFEI.

A handwritten signature in black ink that reads 'Anthony DiGiovanni'.

Anthony DiGiovanni (Member)
BIRCHWOOD DEVELOPERS ASSOCIATES LLC

Dated: 4/5/21

EXHIBIT C

NON-COLLUSION AFFIDAVIT

State of New Jersey

County of Union

I Am: (Name) Anthony DiGiovanni
Member

Position _____

Of: (Company) Birchwood DevelopersAssociates, LLC

Upon My Oath, I Depose and Say:

1. THAT I EXECUTED THE SAID PROPOSAL WITH FULL AUTHORITY SO TO DO;
2. THAT THIS PROPOSER HAS NOT, DIRECTLY OR INDIRECTLY ENTERED INTO ANY AGREEMENT, PARTICIPATED IN ANY COLLUSION, OR OTHERWISE TAKEN ANY ACTION IN RESTRAINT OF FAIR AND OPEN COMPETITION IN CONNECTION WITH THIS ENGAGEMENT;
3. THAT ALL STATEMENTS CONTAINED IN SAID PROPOSAL AND IN THIS AFFIDAVIT ARE TRUE AND CORRECT, AND MADE WITH FULL KNOWLEDGE THAT THE TOWNSHIP RELIES UPON THE TRUTH OF THE STATEMENTS CONTAINED IN SAID PROPOSAL AND IN THE STATEMENTS CONTAINED IN THIS AFFIDAVIT IN EVALUATING THE RESPONSE TO THE RFEI; AND
4. THAT NO PERSON OR SELLING AGENCY HAS BEEN EMPLOYED TO SOLICIT OR SECURE THIS ENGAGEMENT AGREEMENT OR UNDERSTANDING FOR A COMMISSION, PERCENTAGE, BROKERAGE OR CONTINGENT FEE, EXCEPT BONA FIDE EMPLOYEES OR BONA FIDE ESTABLISHED COMMERCIAL SELLING AGENCIES OF THE PROPOSER.
(N.J.S.A.52:34-25)

Subscribed and Sworn to:

Before Me this 5th Day

Of April 2021.

Anthony DiGiovanni

Anthony DiGiovanni (Member)
BIRCHWOOD DEVELOPERS ASSOCIATES LLC

Linda Lynn Messner

Notary Public

LINDA LYNN MESSNER
A Notary Public of New Jersey
My Commission Expires October 30, 2022

My Commission Expires: _____, 20____

STATEMENT OF OWNERSHIP DISCLOSURE

N.J.S.A. 52:25-24.2 (P.L. 1977, c.33, as amended by P.L. 2016, c.43)

This statement shall be completed, certified to, and included with all bid and proposal submissions. Failure to submit the required information is cause for automatic rejection of the bid or proposal.

Name of Organization: Birchwood Developers Associates, LLC

Organization Address: 820 Morris Turnpike, Short Hills, NJ 07078

Part I Check the box that represents the type of business organization:

- ☐ Sole Proprietorship (skip Parts II and III, execute certification in Part IV)
- ☐ Non-Profit Corporation (skip Parts II and III, execute certification in Part IV)
- ☐ For-Profit Corporation (any type) ☒ Limited Liability Company (LLC)
- ☐ Partnership ☐ Limited Partnership ☐ Limited Liability Partnership (LLP)
- ☐ Other (be specific): _____

Part II

- ☒ The list below contains the names and addresses of all stockholders in the corporation who own 10 percent or more of its stock, of any class, or of all individual partners in the partnership who own a 10 percent or greater interest therein, or of all members in the limited liability company who own a 10 percent or greater interest therein, as the case may be. (**COMPLETE THE LIST BELOW IN THIS SECTION**)

OR

- ☐ No one stockholder in the corporation owns 10 percent or more of its stock, of any class, or no individual partner in the partnership owns a 10 percent or greater interest therein, or no member in the limited liability company owns a 10 percent or greater interest therein, as the case may be. (**SKIP TO PART IV**)

(Please attach additional sheets if more space is needed):

Name of Individual or Business Entity	Home Address (for Individuals) or Business Address
Anthony DiGiovanni	26 Forest Avenue, Cranford, NJ 07016
Zygmunt Wilf	820 Morris Turnpike, Short Hills, NJ 07078
Mark Wilf	820 Morris Turnpike, Short Hills, NJ 07078
Leonard Wilf	820 Morris Turnpike, Short Hills, NJ 07078
Jonathan Wilf	820 Morris Turnpike, Short Hills, NJ 07078

Part III DISCLOSURE OF 10% OR GREATER OWNERSHIP IN THE STOCKHOLDERS, PARTNERS OR LLC MEMBERS LISTED IN PART II

If a bidder has a direct or indirect parent entity which is publicly traded, and any person holds a 10 percent or greater beneficial interest in the publicly traded parent entity as of the last annual federal Security and Exchange Commission (SEC) or foreign equivalent filing, ownership disclosure can be met by providing links to the website(s) containing the last annual filing(s) with the federal Securities and Exchange Commission (or foreign equivalent) that contain the name and address of each person holding a 10% or greater beneficial interest in the publicly traded parent entity, along with the relevant page numbers of the filing(s) that contain the information on each such person. **Attach additional sheets if more space is needed.**

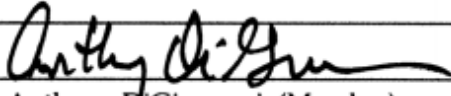
Website (URL) containing the last annual SEC (or foreign equivalent) filing	Page #s
N/A	

Please list the names and addresses of each stockholder, partner or member owning a 10 percent or greater interest in any corresponding corporation, partnership and/or limited liability company (LLC) listed in Part II **other than for any publicly traded parent entities referenced above.** The disclosure shall be continued until names and addresses of every noncorporate stockholder, and individual partner, and member exceeding the 10 percent ownership criteria established pursuant to N.J.S.A. 52:25-24.2 has been listed. **Attach additional sheets if more space is needed.**

Stockholder/Partner/Member and Corresponding Entity Listed in Part II	Home Address (for Individuals) or Business Address
N/A	

Part IV Certification

I, being duly sworn upon my oath, hereby represent that the foregoing information and any attachments thereto to the best of my knowledge are true and complete. I acknowledge: that I am authorized to execute this certification on behalf of the bidder/proposer; that the **Township of Cranford** is relying on the information contained herein and that I am under a continuing obligation from the date of this certification through the completion of any contracts with **Township of Cranford** to notify the **Township of Cranford** in writing of any changes to the information contained herein; that I am aware that it is a criminal offense to make a false statement or misrepresentation in this certification, and if I do so, I am subject to criminal prosecution under the law and that it will constitute a material breach of my agreement(s) with the, permitting the **Township of Cranford** to declare any contract(s) resulting from this certification void and unenforceable.

		4/5/21
Anthony DiGiovanni (Member)		Birchwood Developers Assoc.

NEW JERSEY DEPARTMENT OF THE TREASURY
DIVISION OF REVENUE AND ENTERPRISE SERVICES

CERTIFICATE OF FORMATION
BIRCHWOOD DEVELOPERS ASSOCIATES LLC
0450175910

The above-named DOMESTIC LIMITED LIABILITY COMPANY was duly filed in accordance with New Jersey State Law on 06/13/2017 and was assigned identification number 0450175910. Following are the articles that constitute its original certificate.

- 1. Name:**
BIRCHWOOD DEVELOPERS ASSOCIATES LLC
- 2. Registered Agent:**
WILF LAW FIRM, LLP
- 3. Registered Office:**
820 MORRIS TURNPIKE, SUITE 201
SHORT HILLS, NEW JERSEY 07078
- 4. Business Purpose:**
REAL ESTATE
- 5. Duration:**
PERPETUAL
- 6. Effective Date of this Filing is:**
06/13/2017
- 7. Main Business Address:**
820 MORRIS TURNPIKE, SUITE 301
SHORT HILLS, NEW JERSEY 07078

Signatures:

MARK D. DAHN
AUTHORIZED REPRESENTATIVE



Certificate Number : 4035181611

Verify this certificate online at

https://www1.state.nj.us/TYTR_StandingCert/JSP/Verify_Cert.jsp

*IN TESTIMONY WHEREOF, I have
hereunto set my hand and
affixed my Official Seal
13th day of June, 2017*

A handwritten signature in black ink, appearing to read "Ford M. Scudder".

Ford M. Scudder
State Treasurer