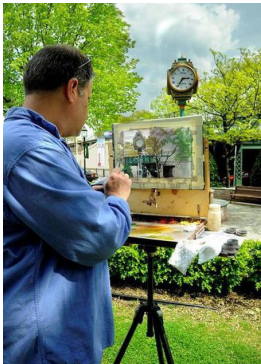


CRANFORD

— New Jersey —



Request for Expression of Interest for
**NORTH AVE GATEWAY
REDEVELOPMENT AREA IN THE
TOWNSHIP OF CRANFORD,
UNION COUNTY, NEW JERSEY**

April 6, 2021 @ 10:30am



DEVELOPMENT LLC.

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Cover Letter



DEVELOPMENT LLC.

Ralph Salermo

President

921 Elizabeth Avenue
Elizabeth, NJ 07201
908-289-9007
ralph@mardevelopers.net

Township of Cranford

Jamie Cryan, Administrator
8 Springfield Avenue
Cranford, NJ 07016

April 5, 2021

Dear Review Committee:

TAG Development, LLC, LLC (TAG) is excited by the opportunity to submit the enclosed expression of interest to redevelop the North Avenue Gateway Redevelopment Area for consideration by the Township of Cranford.

We have structured this response to meet the goals established by the Township and, if chosen to be a partner, TAG is committed to develop the North Avenue Gateway Redevelopment Area through the incorporation of key design services. Our approach, which follows sound planning principles, will create quality housing and amenities that will allow downtown Cranford to continue to thrive.

TAG and our development team will provide an integrated approach to downtown suburban redevelopment in Cranford. In addition, TAG will provide a solid financial structure which can leverage State and Local resources and introduce key redevelopment components in order to spark additional investment in the neighborhood.

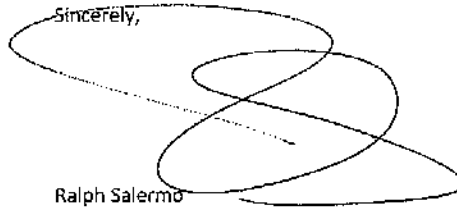
The TAG Development Team includes a combination of seasoned real estate professionals that will ensure a dynamic and thoughtful approach to the development of the North Avenue Gateway project. USA Architects of Somerville will provide all architectural and design services. USA brings a passion for community harmony and growth to their work as design and planning work. MAR Acquisition Group will act as the general contractor and property manager for the development.

921 Elizabeth Avenue
Elizabeth, NJ 07201
908-289-9007

We are confident that we bring the full complement of the financial, development, construction and physical maintenance experience required to meet each of the tasks outlined.

Ralph Salerno, as President of TAG Development, will be the point of contact with the township for this response.

Sincerely,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the left.

Ralph Salerno
President
TAG Development, LLC

921 Elizabeth Avenue
Elizabeth, NJ 07201
908-289-9007



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SECTION 1

DEVELOPMENT TEAM



The Right Team is Everything

The TAG Development / USA Architects team complements the strengths of each team member, to assure that the Township of Cranford experiences a smooth, well run, project. We have considered the key drivers that will be important to the success of this project ensuring that our team members possess all the necessary understanding and experience.

Through review of the Cranford Township Reexamination Report created by Maser Consulting, September 18, 2019, we understand that major objectives relate to land development including: economic and non-residential goals, residential goals, conservation goals, circulation goals, community facilities and utilities, recreation and open spaces, and community identity. This is precisely why we have teamed together – to offer The Township of Cranford an affordable, practical and vibrant solution that directly align with its unique master plan.

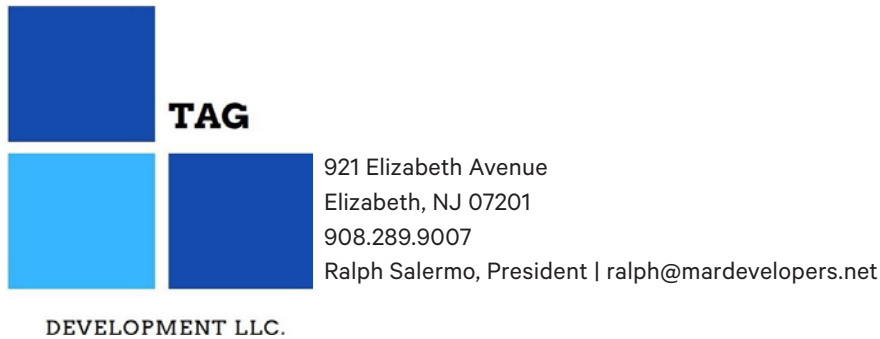
TAG Development specializes in public-private partnerships that create high quality results for both residential and commercial communities. With our expert team of real estate and construction professionals and our top-level experience related to planning and construction management, we will deliver a project that exceeds expectations. Our Architect and Planner, USA Architects has a wide experience level. Not only have they worked on significant public-private projects, but they also deeply understand the public realm and mixed use development. For over three decades, USA Architects has provided innovative solutions for municipal, county and state governmental projects but also has a fresh portfolio of mixed-use residential designs that answer the needs of small knit communities, such as Cranford.

Our experience cannot be understated...to the extent that we not only “understand” the goals of your master plan, but we understand how to achieve these goals. Our team will be your go-to partner and work side by side to ensure that we too, encourage downtown to be a “destination” and allow it to offer “a variety of uses” in the Downtown area. We equally delight in and respect the small-town character of Cranford and will work to preserve the historical architecture that brings such a unique charm to the community. Integrating goals to “maximize the continued economic viability of Cranford’s Business Park for nonresidential uses,” and “incorporate design standards that visually guide development, while remaining responsive to new and emerging demands” will be inherent to this project.

Outlined in our proposal, you will quickly understand why the TAG/MAR Acquisition and USA Architects team has the prerequisite experience necessary. Because the right team, truly is everything...



TAG Development, LLC Firm Profile



TAG DEVELOPMENT, LLC FIRM PROFILE

TAG Development, LLC is a development company that specializes in creating the public-private partnerships necessary to effectuate quality development, be it residential or commercial, suburban or urban redevelopment.

Ralph Salermo, as principal of TAG, has successfully partnered with groups like the NJDCA, NJHMFA, NJRA and NJEDA as well as local and county governments to develop affordable, market-rate residential and commercial properties. Mr. Salermo has overseen the construction of over 1.2 Million square feet of commercial and residential construction including market and affordable housing and he will serve as the project manager for this development.

TAG and Ralph Salermo have recently been designated the developer for several New Jersey redevelopment sites:

- Five-story, 104-unit building located adjacent to Liberty State Park Light Rail Station
- Six-story, 25-unit building in Jersey City's Jackson Hill Redevelopment Area
- 22 Single Family homes along Badger Avenue in Newark
- 2 senior living buildings totaling 176 units in Newark's West Side Villa neighborhood

OUR SERVICES

With our team of real estate and construction professionals experienced in Planning and Construction Management services, TAG provides a high quality of workmanship for residential and commercial development and re-development. We utilize state-of-the-art architectural design, cost-effective and efficient construction, and an array of modern amenities in the development of each of our communities. TAG has also made energy efficient design a staple of our development philosophy.

TAG has the capability to shepherd a construction project from concept to completion. We work with the design professionals closely to ensure that projects are completed as planned as well as on time and on budget. Our management team maps out each project, submits cost estimates, develops the schedule and handles overall coordination with contractors and vendors.

We meet and coordinate objectives with local officials and we listen to the needs articulated by community members. Our knowledgeable sense for a community's housing needs does not come from statistics, studies or reports; it comes from the people of the community where the housing is to be located.



USA Architects Firm Profile

Founded

1985

Servicing Office

20 N. Doughty Avenue
Somerville, NJ 08876
t 908.722.2300
f 908.223.5287

Support Office Locations

1 South 3rd Street, 7th Fl
Easton, PA 18042
t 610.559.6000
f 610.559.2174

100 W. Oxford Street
Suite E-1500
Philadelphia, PA 19122
t 215.710.3835

usaarchitects.com

Size

55 Employees

Areas of Practice

Corporate + Commercial
Civic + Cultural
Education
Healthcare
Justice + Public Safety
Science + Technology

OUR CORE VALUES AT WORK FOR YOU

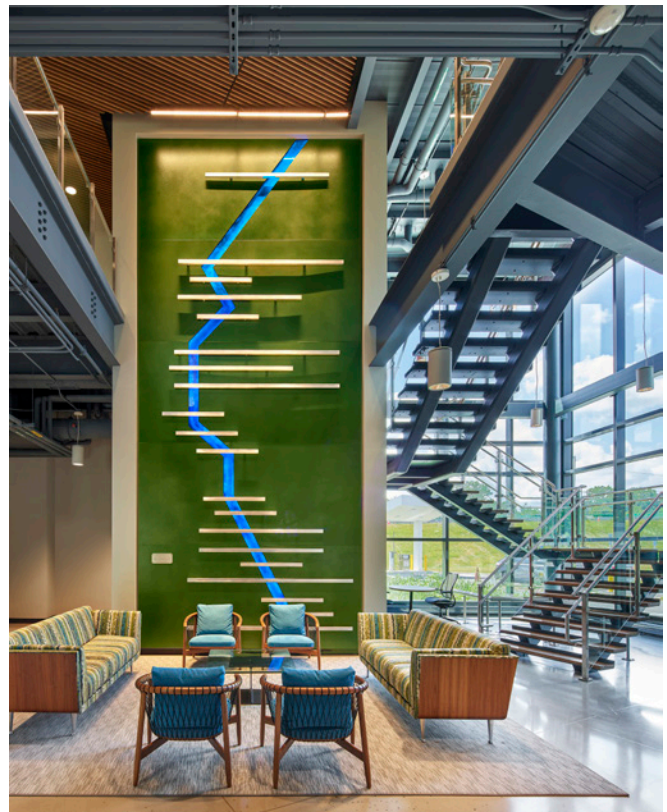
Our roots run deep in public-private architecture. We understand that design and functionality of community structures is vital – because these buildings are the foundation of our society and serve as the backbone of our economy, security, and health. **For over three decades, USA Architects has provided innovative solutions for public-private projects for local governments like Cranford, New Jersey.** We understand that clients are looking for design partners that help them support their local communities and drive economic growth. The outcome of a project must be distinctive and resolute. As your design partner, we understand that your project must manifest into an environment that fosters human centeredness: welcoming places to live and to enjoy a stroll down main street; a place that welcomes potential new businesses and opens their minds to the possibility of growth and greater economic prosperity; and a design that is focused on preserving verdant, open spaces and protective of ecosystems that offer balance and beauty to its people.

Our firm's architects, planners, interior designers, and a fully dedicated construction administration department, work seamlessly together to deliver your project with a high degree of professionalism and performance. These experiences demonstrate our brand promise to our clients:

- **PURPOSE** Cost effective, program efficient and aesthetically pleasing solutions incorporating the latest in work place trends, as well as a facility design that meets LEED standards
- **TRUE** Commitment to accountability for budget and schedule
- **BALANCE** Creating a flexible and unique visionary solution while delivering a project with sound project controls and technical expertise
- **CAMARADERIE** Our team's enthusiasm is infectious – promoting teamwork, empowerment, and inclusion.

SERVICES

- architectural design
- feasibility studies
- facility assessments
- long range facilities planning
- master planning + site planning
- interior design, space planning, FF&E installation coordination
- code analysis + compliance
- building + site inspection
- construction administration
- building envelope forensics analysis
- building envelope commissioning



Development Team Resumes



RALPH SALERMO

**President, TAG Development, LLC + General Contractor/
Property Manager of MAR Acquisition Group, LLC**

Mr. Salermo is the **Founder Owner of TAG Development, LLC** where he is responsible for the identification of viable commercial, mixed use, and multifamily properties for the purpose of acquisition and further development. Responsibilities have included construction and management of rental multi-family affordable apartment buildings, industrial/commercial redevelopment, and single and multi-family homes. Completed projects total over \$500 Million Dollars in total development costs.

Having owned and managed real estate for over 20 years, Mr. Salermo has had extensive experience in real estate acquisition, construction, rehabilitation and management prior to forming MAR in September 2001.

Professional Affiliations

Commissioner - New
Jersey Turnpike Authority

Past Chairman - Elizabeth
Avenue Partnership

Past Chairman - Elizabeth
Development Company

Past President - Greater
Elizabeth chamber of
Commerce

Past Vice President -
YMCA of Eastern Union
County

Contact Info:

Ralph Salermo
President
MAR Acquisition, Group, LLC
921 Elizabeth Avenue
Elizabeth, NJ 07201
908.289.9007
ralph@mardevelopers.net

Mr. Salermo's responsibilities also include working with design professionals to ensure compliance with NJ Energy Efficiency programs and other value-added design input, expedition of the permitting process, preparation of project schedules, oversight of project sites, scheduling/attending inspections, and labor/government relations. Prior to founding MAR Acquisition Group, Mr. Salermo founded Salermo Property Management in Elizabeth, New Jersey. Part of Mr. Salermo's duties included acquiring land and real estate for investment purposes.

Ralph Salermo is also the **President of MAR Acquisition Group (MAR)**. MAR will act as the general contractor and property manager for the project. MAR specializes in the construction of rental multi-family market-rate and affordable apartment buildings, industrial/commercial redevelopment, and single and multi-family homes.

Properties currently managed by MAR Acquisition Group:

- Roselle Senior Housing, Roselle, 46 units, affordable senior
- 82 First Street, Elizabeth, 6 units, affordable family
- 313-315 Second Street, Elizabeth, 6 units, affordable family
- Linden Senior Housing, Linden, 20 units, affordable senior
- 622-624 East Jersey Street, Elizabeth, 8 units, affordable family
- 84-86 First Street, Elizabeth, 9 units, affordable family
- Palmer Street, Elizabeth, 10 units, affordable family
- Union Avenue, Elizabeth, 9 units, affordable family
- East Grand Street, Elizabeth, 7 units, affordable family
- Ariana Lofts Development, 16 units, market rate family
- Fairmount Avenue Development, 15 units, market rate family
- 921 Elizabeth Avenue, Elizabeth, 60,000 sf commercial office building



MARK GIOIOSO

Financial Consultant

Mark Gioioso has been working with the TAG team since 2008 and has over 20 years of experience in housing finance and development. Prior to his time with TAG, Mr. Gioioso served as the project director for an NJ private real estate development company and also managed the NJHMFA's Multifamily Lending Division.

Mr. Gioioso has worked with for-profit and non-profit developers in the planning and financing of market rate and affordable housing developments, including new construction, substantial rehabilitation, conversions and developments that involve the re-structuring of various forms of U.S. Department of Housing and Urban Development assistance. Mr. Gioioso is highly experienced in the use of tax credit incentives in the development of commercial and residential projects, including the syndication of such credits to private investors.

Architect & Planner Team Resumes



Experience

44 years

Education

Bachelor of Architecture
Tulane University
1976

Licenses + Certifications

Registered Architect: MD, PA,
NJ, DE, RI, IA, OH, NY, MA

Professional Planner: NJ
NCARB

Affiliations

American Institute of
Architects

Association 4 Learning Env.

Society for College &
University Planning (SCUP)

AIA Committee for Justice

Contact Info:

Paul R. Swartz, AIA, PP
CEO
USA Architects
20 North Doughty Avenue
Somerville, NJ 08876
c 908.268.2028
f 908.223.5287
pswartz@usaarchitects.com

PAUL R. SWARTZ, AIA + PP

Chief Executive Officer | Project Executive

Paul, a founding principal of the firm, is a trusted architect and advisor to a diverse base of corporate, civic and educational clients who rely on his unified vision and values. His passion is evidenced through his design of meaningful places for working, living or learning. Each unique project functions within a specific context of time, place and space, and delivers lasting value to society at large. Paul guides his clients through a discovery process of their existing and future operational needs to determine plans for consolidation, renovation and new construction and the requirements necessary to bring facilities up to 21st century standards. Paul's design aesthetic is crafted wholly by the goals and vision of each individual project, which creates a dynamic design that is responsive to the unique needs of his clients.

Triad 1828 Centre, Camden, NJ

- New LEED certified Corporate Headquarters
- 375,000 sf, 18-story including 850 space parking garage; includes piazza and helipad
- Riverfront redevelopment of Camden

Peron Development LLC, PA and NJ Projects

- Burlington City Pearl Point Redevelopment, Burlington, NJ
- Various Housing + Mixed-use Redevelopment Studies and Concept Design
- 510 Flats, 610 Flats, Bethlehem, PA: 3 buildings comprised of 50,000 sf of retail, 63,000 sf of office and 110 one- and two-bedroom, upscale apartment units
- Chelsea Commons, Bethlehem, PA: 3-story, 30-unit apartment building on two vacant parking lots
- SteelStax High-Rise Residential Complex, Bethlehem, PA
- The Seville High-Rise Residential Complex, Bethlehem, PA
- Housing Study, Jersey City, New Jersey
- Moravian Silk Mill, Bethlehem, PA
- Speculative Office Buildings
- Office Building, Saucon Valley, PA
- Medical Office Building, Bethlehem, PA

Ashley Development, Bethlehem, PA

- New mixed-use development; 2-story building with roof top deck for its restaurant and micro-brewery pub

City of Bethlehem Redevelopment Authority, Bethlehem, PA

- Award-winning adaptive re-use design of historic 1800's "Stock House," on the gentrified Steel Works campus, into a regional Visitors Center
- Adaptive re-use design of the historic Bethlehem Armory
- Conceptual design study for convention center and Bass Pro Shop
- Conceptual design study for brew pub + outdoor pavilion
- New building containing 30,600 sf parking garage and 10,000 sf of retail on Polk Street
- Design of pavilion with observation deck and fireplace at Sand Island West Pavilion

Inn at Lambertville Station, Lambertville, NJ

- Riverfront development - Expansion / Renovation of Historic Hotel, Conference + Entertainment Complex



Experience

18 years

Education

Bachelor of Science,
Architecture
Drexel University
2009

Accreditations

Studying for the ARE

CARLOS TOVAR

Senior Project Designer

Carlos has an array of domestic and international experience providing designs for government, private and public projects and mixed-use development projects with residential and commercial components. He has designed and coordinated major architectural, civil, structural, mechanical, and electrical projects. He is also certified in Building Information Modeling (BIM) by the Bentley Institute.

Waterstreet Apartments, Newton, NJ

- New multi-family residential complex

NV Retail Holdings, LLC, Sparta, NJ

- New Village at Sparta mixed-use development

Peron Development LLC, Bethlehem, PA

- Multiple Locations in PA/NJ
- Housing + Mixed-use Redevelopment Studies and Concept Design
- Five10 Flats, Bethlehem, PA: 3 buildings comprised of 50,000 sf of retail, 63,000 sf of office and 110 one- and two-bedroom, upscale apartment units
- SteelStax High-Rise Residential Complex, Bethlehem, PA
- 3rd Street High-Rise Residential Complex, Bethlehem, PA
- Housing Study, Jersey City, New Jersey

Stewart Silk Mill, South-Side Easton, PA

- Approximately 5 acres of adaptive re-use conversion into mixed-use retail + residential
- (110) Affordable housing units, 15,000 SF of retail + new (120) parking spaces

Triad 1828 Centre, Camden, NJ

- New LEED certified Corporate Headquarters
- 375,000 sf, 18-story including 850 space parking garage; includes piazza and helipad
- Riverfront redevelopment of Camden

Park Square Luxury Apartments, Rahway, NJ*

- 4-story 118,000 sf residential building with a total of 63 units + rental space; includes 1Bed + 2Bed ranging from 1,020 sf to 1,500 sf.

Huntington Place Luxury Condominiums, Montgomery County, PA*

- 5-story 410,000 sf residential building with 233 units; includes 1Bed + 2Bed + 1Bed with Loft + Den, ranging from 1,000 to 1,450 sf

The Views at Hudson Pointe, Bergen County, NJ*

- 4-story, 254,000 sf, elegant 146-home condominium community; includes 1Bed + 2Bed + 3Bed with Den + Loft ranging from 1,090 to 1,500 sf

Liberty View Condominiums, Jersey City, NJ*

- Located in Paulus Hook, this 4-story, 13,000 sf building includes 68 units plus an exercise room + retail space

Stewart Silk Mill Industrial Park, City of Easton, PA

- Adaptive re-use conversion into Mixed-use retail + residential

Keystone Harley Davidson, Parryville, PA

- Prototype design of new retail store

*Experience prior to USA



Experience

19 years

Education

Bach. of Architecture, Bach. of Science, Building Science
Rensselaer Polytechnic
Institute
2001

Accreditations

Registered Architect: NJ, NY,
FL, PA CT

FitWel Ambassador

LEED Accredited Professional
with Building Design +
Construction Specialty

NCARB Record Holder

Professional Affiliations

ACE Mentorship Program
(Architecture, Construction &
Engineering)
ACE Honoree, 2012
Chair, Educational Committee
Board of Directors:
2011-present

MARLENE BORRUSO, AIA, NCARB, LEED AP BD+C

Director of Sustainability | Project Manager

Marlene Borruso has experience in the industry spanning across a variety of building types. Marlene's passion for architecture comes from an inner sense of responsibility to create a built environment that supports the health and well-being of every user. **In fact, she is a resident of Cranford, NJ and is therefore extra enthusiastic to be a part of the team understanding the community and calling it home.** Working closely with clients and contractors, she manages a process that delivers a high level of performance while incorporating sustainable practices and LEED design technologies. Marlene is keen on construction cost controls and maintaining project schedules and has worked with clients in public and private sectors such as: municipalities, environmental education centers, healthcare, independent schools, and higher education facilities.

Marlene is a strong advocate for sustainable practices and has engaged in several public speaking events that support this mission.

EMR New Corporate Headquarters, Camden, NJ

- 90,000sf retrofit of 8-story historic RCA Victor Building

Partners Tower Camden, NJ

- New LEED certified Corporate Headquarters
- 375,000 sf, 18 story including 850 space parking garage. Includes piazza and helipad.
- Riverfront redevelopment of Camden, NJ

Children's Home Society, Trenton, NJ

- Masterplan for future expansion

Wilf Campus Home, Livingston, NJ

- Kitchen addition + renovation

Mercer County Improvement Authority, Trenton, NJ

- Development of a master plan to identify the short and long-term needs of the court system and how to implement the plan. (in association with DLR)

Salem County Courthouse + Administration Building, NJ

- Analysis and Schematic Design for an addition and renovations to the existing courthouse and administration building

Delaware County Courts Complex, PA

- Site Master Plan

County College of Morris, Randolph, NJ*

- Campus Master Plan 2008-2018
- Landscape and Horticultural Technology Building, awarded LEED gold Certification

Burlington County, NJ

- Feasibility Studies for 21 high schools

Children's Home Society of NJ, Trenton, NJ

- Master Plan



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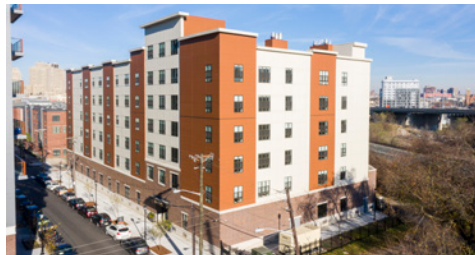


SECTION 2

QUALIFICATIONS



Successful development Project Experience



Address

2 Ash St, Jersey City, NJ

Size

120,000 sf
93 apartment units
62 parking spaces

Cost

\$40 Million

Project Team

Principal in charge:
Ralph Salermo

Project Manager:
Mark Gioioso

Date of Completion

2020

Municipal Reference

Chris Fiore
Director, Jersey City
Redevelopment Agency
66 York Street, 3rd Floor
Jersey City, NJ 07302
201-761-0819
fiorec@jcnj.org

THE ASHTON – JERSEY CITY

Ralph Salermo completed THE ASHTON in April of 2020. It is 7 story steel and concrete structure with 93 luxury apartments and 62 parking spaces in a ground level parking garage. The building is Energy Star Certified and achieved LEED Silver. This was a particularly difficult to develop site as it is surrounded on one side by a rail line and high-tension wires on two other sides. A high reach crane was placed at the center of the structure and removed by burrowing the earth for it to exit the structure. Once removed, the portion of the building where the crane sat, was erected with small equipment and labor. Mr. Salermo worked extensively to solicit local contractors, in particular those which are minority and/or female owned, for work on this project.



Address

282 West White Horse Pike,
Galloway, NJ 08215

Size

110,000 sf
100 apartment units
10,000 sf commercial space

Cost

\$20 Million

Project Team

Principal in charge:
Ralph Salerno

Project Manager:
Mark Gioioso

Date of Completion

Jan 2020

Municipal Reference

Mark Issa
1970 Brunswick Avenue,
Suite 100
Lawrenceville, NJ 08648
609-298-2229
missa@cisnj.com

HERITAGE VILLAGE AT GALLOWAY

This project involved the new construction of a 4-story elevator building containing 100 apartments of senior, affordable housing over 10,000 sf of commercial space in Galloway, NJ. The project is Energy Star certified and achieved LEED Silver.



HERITAGE VILLAGE AT BLOOMFIELD

Address

390 Franklin St, Bloomfield, NJ

Size

96,000 sf

Cost

\$20 Million

Project Team

Principal in charge:
Ralph Salerno

Project Manager:
Mark Gioioso

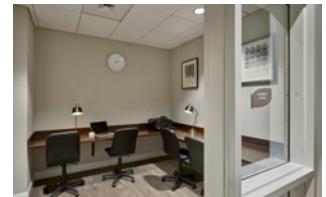
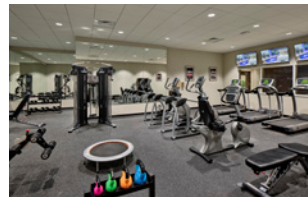
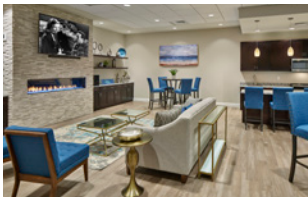
Date of Completion

December 2015

Municipal Reference

Glenn Domenick
Director, Community
Development
1 Municipal Plaza
Bloomfield, NJ 07003
973-418-2978
gdomenick@cha.partners

This project involved the new construction of a 5-story elevator building containing 84 apartments of senior, affordable housing over ground level parking located in downtown Bloomfield. The original site was a parking lot owned by the Township of Bloomfield. The project received certification from the Energy Star Multifamily High-Rise program.



Address

510 E 3rd St, Bethlehem, PA

Project Size

123,500 sf

Total Units: 95

1br Units: 74

2br Units: 21

15,500 sf of
ground floor retail

Cost

\$20 million

Project Team

Paul R. Swartz, AIA

Carlos Tovar

Eric DeLong, AIA

Date of Completion

2017

Municipal Reference

John Callahan

Former Mayor of Bethlehem

60 W. Broad St., ste. 102

Bethlehem, PA, 18018

(610) 216-0208

mayorcallahan@gmail.com

FIVE10 FLATS

Mixed-Use Development

Five10 Flats is a 4-story mixed-use residential development in Bethlehem's South Side. The building is 123,500 sf market-rate, high-end apartment units, with on-site surface parking and elevator access. The ground level has 15,500 sf of restaurant and retail space with frontage along the bustling 3rd Street corridor. 510 Flats includes a fitness center and community room for building tenants. Other amenities include a rooftop deck with spectacular views of the Bethlehem Steel blast furnaces, ground level bicycle storage and a pet washing area. Ground floor retail includes Starbucks, Mr. Lee's Noodles, and El Jefe Taco Shop.

The exterior of the buildings is designed with the surrounding context in mind, using brick and faux limestone to echo the exterior of the adjacent Bethlehem Steel buildings. The strong industrial tones created by these materials allow the building to mesh well with its surroundings.

This urban infill project makes use of brownfield space in the Bethlehem downtown area, the site of many recent development projects. It is within proximity to Lehigh University and the Wind Creek Casino.

Client Contact

John Callahan

Former Mayor of Bethlehem

60 W. Broad St., ste. 102

Bethlehem, PA, 18018

(610) 216-0208

mayorcallahan@gmail.com



Address

1 E Pearl Blvd, Burlington, NJ

Project Size

201,500 sf
8,100 sf of retail
183 total units

Cost

\$19.7 million

Project Team

Paul R. Swartz, AIA
Carlos Tovar
Eric DeLong, AIA

Date of Completion

2021

Municipal Reference

David Ballard
Business Administrator
525 High Street
Burlington NJ 08016
609.386.0200 ext. 133
DBallard@burlingtonNJ.us

BURLINGTON CITY PEARL POINTE

Mixed-Use Development

This development is meant to reinvigorate the historic City of Burlington. The Pearl Point Community is a 200,00+ sf mixed-use development along the Delaware River consisting of market rate residential and retail space. The project includes two buildings (A and B) at the intersection of High and Pearl streets along the riverfront.

The site is within walking distance of many destinations, such as the Riverview Cafe and the Brickwall Tavern. The project is being considered a pinnacle of the city's redevelopment, as it is located near the Riverfront Promenade, which the city has redesigned into an open concert and entertainment venue.

Client Contact

Robert DeBeer
Director of Development
Peron Development LLC
484.626.4020



Address

Easton, PA

Size

726,487 sf TOTAL
 127 sf Class A offices
 3,600 sf Art Studio space
 254 parking spaces
 147 residential units
 270,000 SF retail

Cost

TBD

Project Team

Paul R. Swartz, AIA
 Carlos Tovar
 Eric DeLong, AIA

Date of Completion

Est. 2022

Municipal Contact

Salvatore Panto
 Mayor of Easton, PA
 123 South Third Street
 Easton, PA 18042
 (610) 250-6600

185 S. 3RD ST - THE CONFLUENCE

Mixed Use Development

Sitting at the gateway to the city, 185 South Third Street is a threshold for all who enter Easton's downtown core. This site lays at the confluence of the Delaware and Lehigh Rivers, a riverine landscape which defines the historical and ecological identity of the City. The proposed development is inspired by this grand confluence, creating a place for new commercial activity as well as equitable and high-quality housing.

The five-story C-shaped residential structure includes (147) residential units and 27,000 SF of retail spaces on the plaza level. The proposed ten-story commercial structure includes 127,000 SF of class A offices, with a flexible core that could become (90) residential units or a (112 keys) Hotel (refer to proposed Building A Alternates floor plans). In addition, a two-story structure open concept 3,600 SF featuring working Art Studios at plaza level with (5) residential units above on the second level. The project has a shared podium garage with (245) spaces (below the plaza level) for visitors and residents. In addition, a Pedestrian Bridge is proposed to connect the residents and visitors with the Easton Transportation Center garage.

This project is promoting "active transportation", by creating a walkable environment. The proposed design supports this initiative by promoting increased physical activities with bike racks, staging areas for kayak/canoe, fitness center, and conditioning programs.

Client Contact

John Callahan
 Former Mayor of Bethlehem
 60 W. Broad St., ste. 102
 Bethlehem, PA, 18018
 (610) 216-0208 SECTION 2 | 21
 mayorcallahan@gmail.com



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SECTION 3

DEVELOPMENT APPROACH





THE PROJECT

Sitting in the heart of the downtown, the site lays between Union Ave, Springfield Ave and North Avenue. The proposed development is inspired by its central location creating a landmark and a place for expansion of downtown public amenities, commercial activity as well as equitable and high-quality housing.

The proposed development puts forth a vision for the new future of Cranford, supplementing its urban character while embracing the surrounding vernacular architecture that defines downtown. We understand the value of this project to enhance Cranford's livability and continue the revitalization of the township.



A RESILIENT DEVELOPMENT

The massing and scale of the proposed buildings will enhance the monumentality of the existing urban grid and will be embraced with native trees and plantings to bring the scale down to the human experience.

The buildings and landscape will work together to become a resilient system that is socially sustainable while also minimizing the impervious areas. Proposing a pedestrian plaza/courtyard that will connect the public from Union Ave to North Ave will extend the social life of this space.

In addition, the ground level retail spaces along the proposed pedestrian plaza, Union Ave and North Ave Main will bring together the community, residents, and visitors.

Planting at street level and a series of architectural setbacks will create a safe and walkable street for pedestrians. Street trees create dappled shade that will offer comfort in the heat of summer, as well as seasonal interest throughout the year. Entryways to the retail on pedestrian plaza/courtyard will activate the streetscape at all times of day and complement the land use.

The retail on ground level building will shield the proposed parking deck from public view from the street.

Option 1: Phase 1, Functional Arrangement



PEDESTRIAN PLAZA

The 16,000 SF plaza is infused with gardens, trees, and public art elements to create a verdant and active public space while creating a pedestrian- focused environment. Creative lighting at night will provide a feeling of safety while announcing the warm identity of the downtown. This space should be actively programmed throughout the year, extending the area of influence for community traditions that happen in Cranford each year. The plaza can host music, performances, art shows, pop-up markets, festivals, and other events which bring together residents and visitors.

UNION AVE BUILDING

The Three-story residential structure includes (40) residential units and 8,500 SF of retail spaces on the plaza level and Union Ave, in addition, a shared podium garage with (50) spaces for visitors and residents.

STAND-ALONE RETAIL BUILDING

A commercial/retail structure located on the plaza adjacent to North Ave with 3,500 SF of shell space and outdoor patio.



PHASE 1

BUILDING A:

1ST FLOOR
RETAIL = 8,500 SF
PARKING = 18,000 SF, 50 SPACES

2ND FLOOR
1 BED: 9 UNITS
2 BED: 11 UNITS
TOTAL: 20 UNITS

FLOOR AREA 20,000 NET SF
OF UNITS / 25,000 GROSS
SF = 80% EFFICIENCY RATE

3RD FLOOR
1 BED: 9 UNITS
2 BED: 11 UNITS
TOTAL: 20 UNITS

FLOOR AREA 20,000 NET SF
OF UNITS / 25,000 GROSS
SF = 80% EFFICIENCY RATE

TOTAL OF 40 UNITS

BUILDING B:

RETAIL = 3,500 SF

COMMUNITY/PEDESTRIAN PLAZA:

16,000 SF

PHASE 2

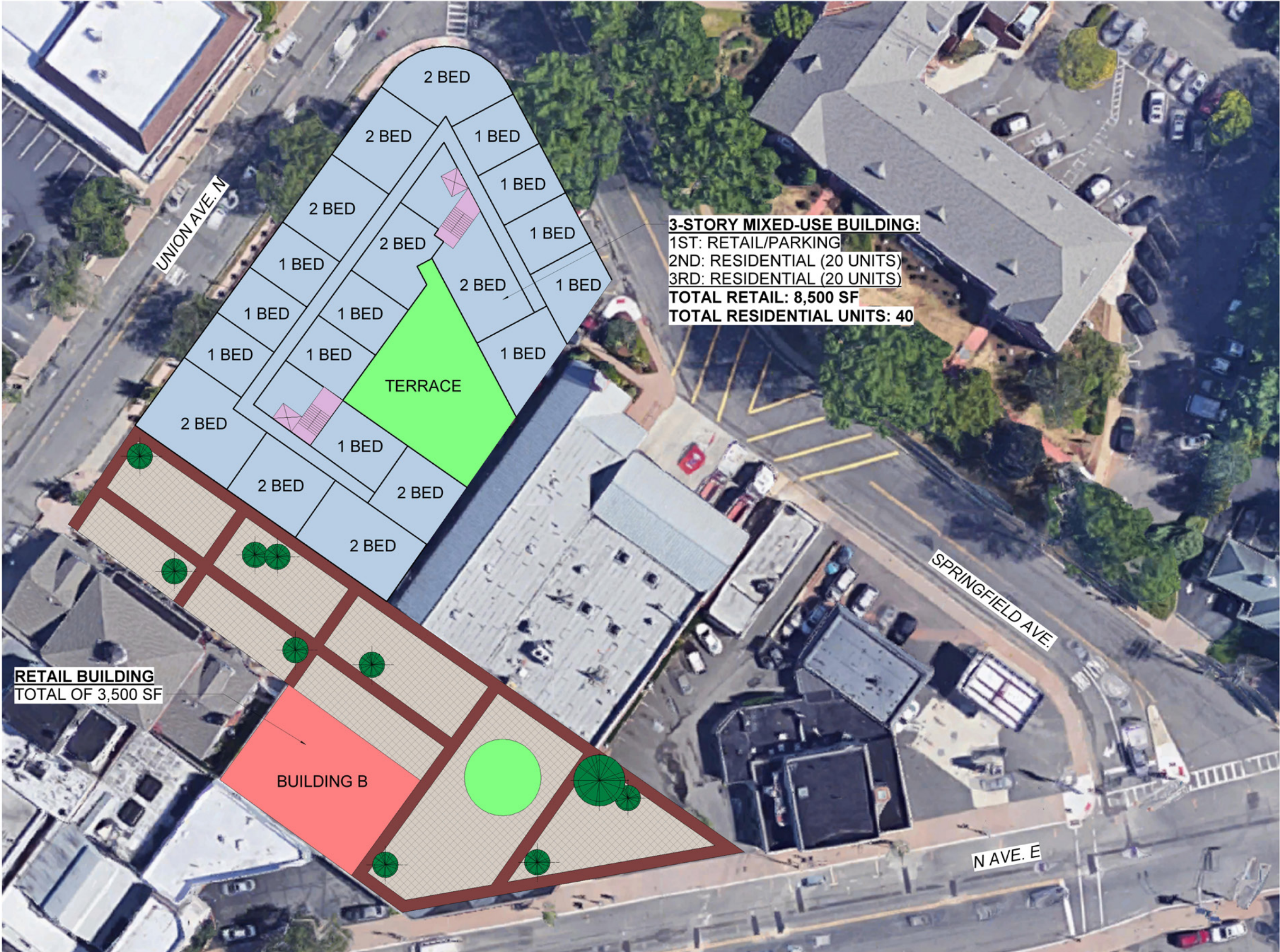
BUILDING C:

1ST FLOOR
RETAIL = 6,500 SF
PARKING = 11,500 SF, 33 SPACES

2ND FLOOR
OFFICE = 17,800 SF



Option 1: Phase 1, Second Floor Plan



NORTH AVE BUILDING

The Two-story Commercial structure includes 17,800 SF of Class A offices on the second floor and 6,500 SF of retail spaces on the plaza level and North Ave. In addition, a share podium garage with (33) spaces for visitors.



Option 1: Phase 2, Plaza Level Plan



PHASE 1

BUILDING A:

1ST FLOOR

RETAIL = 8,500 SF
PARKING = 18,000 SF, 50 SPACES

2ND FLOOR

1 BED: 9 UNITS
2 BED: 11 UNITS
TOTAL: 20 UNITS

FLOOR AREA 20,000 NET SF
OF UNITS / 25,000 GROSS
SF = 80% EFFICIENCY RATE

3RD FLOOR

1 BED: 9 UNITS
2 BED: 11 UNITS
TOTAL: 20 UNITS

FLOOR AREA 20,000 NET SF
OF UNITS / 25,000 GROSS
SF = 80% EFFICIENCY RATE

TOTAL OF 40 UNITS

BUILDING B:

RETAIL = 3,500 SF

COMMUNITY/PEDESTRIAN PLAZA:

16,000 SF

PHASE 2

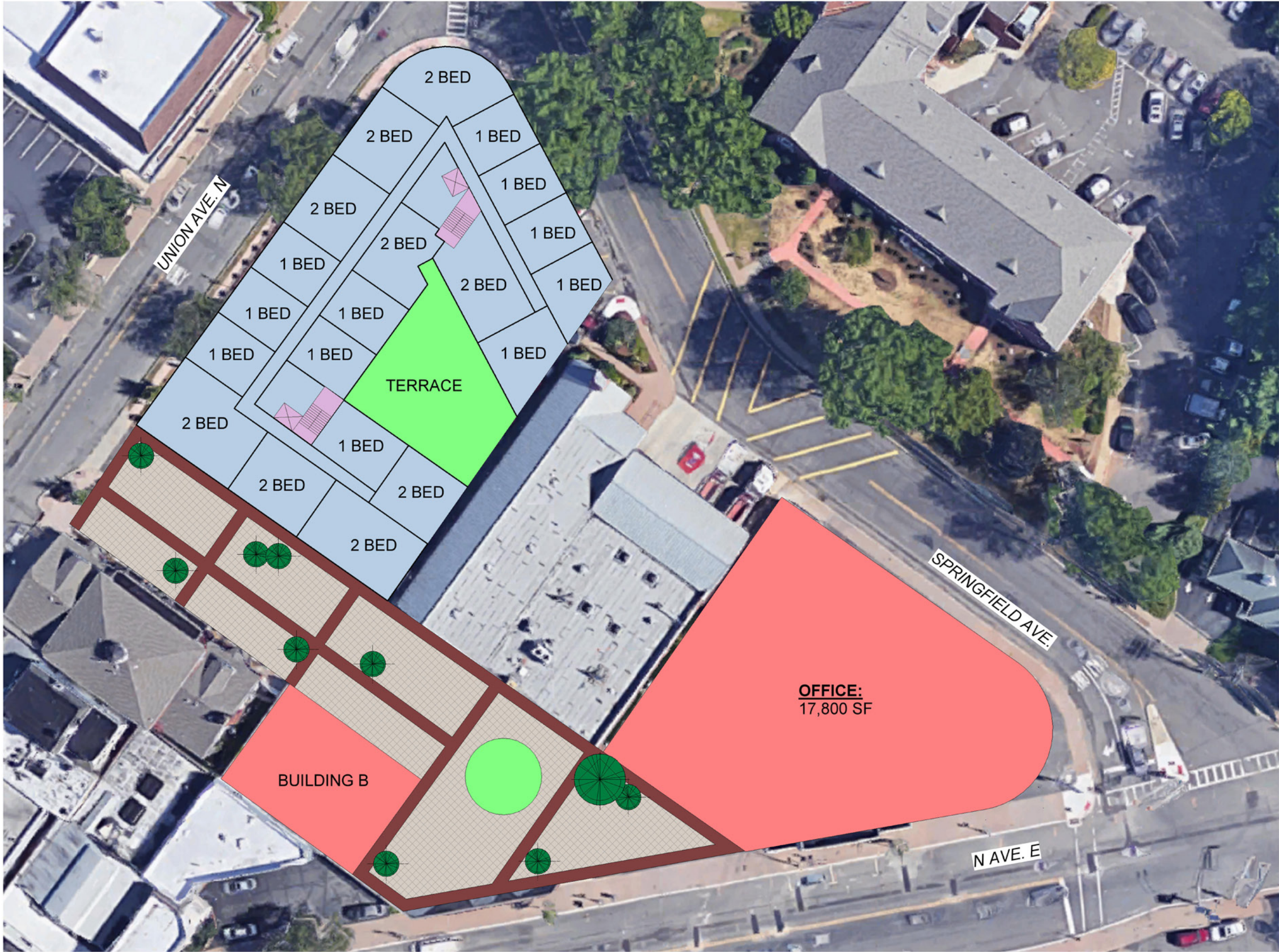
BUILDING C:

1ST FLOOR

RETAIL = 6,500 SF
PARKING = 11,500 SF, 33 SPACES

2ND FLOOR

OFFICE = 17,800 SF



Option 2: Phase 1, Functional Arrangement



PEDESTRIAN PLAZA
16,000 SF (Same as option 1)

NORTH AVE BUILDING
The Three story residential structure includes (20) residential units and 6,500 SF of retail spaces on the plaza level and North Ave, in addition, a shared podium garage with (33) spaces for residents.





PHASE 1

BUILDING A:

1ST FLOOR
RETAIL = 8,500 SF
PARKING = 18,000 SF, 50 SPACES

2ND THRU 4TH FLOOR
1 BED: 9 UNITS
2 BED: 11 UNITS
TOTAL: 20 UNITS

FLOOR AREA 20,000 NET SF
OF UNITS / 25,000 GROSS
SF = 80% EFFICIENCY RATE

TOTAL OF 60 UNITS

BUILDING B:

RETAIL = 3,500 SF

COMMUNITY/PEDESTRIAN PLAZA:

16,000 SF

PHASE 2

BUILDING C:

1ST FLOOR
RETAIL = 6,500 SF
PARKING = 11,500 SF, 33 SPACES

2ND AND 3RD FLOOR
1 BED: 4 UNITS
2 BED: 6 UNITS
TOTAL: 10 UNITS

FLOOR AREA 10,375 NET SF
OF UNITS / 12,375 GROSS
SF = 84% EFFICIENCY RATE

TOTAL OF 20 UNITS



[illegible]

Option 2: Phase 2, Functional Arrangement

UNION AVE RESIDENTIAL BUILDING

The Four-story residential structure includes (60) residential units and 8,500 SF of retail spaces on the plaza level and Union Ave, in addition, a shared podium garage with (50) spaces for visitors and residents.

STAND-ALONE RETAIL BUILDING

A commercial/retail structure located on the plaza adjacent to North Ave with 4,000 SF and outdoor patio (same as option 1)



Option 2: Phase 2, Plaza Level Plan



PHASE 1

BUILDING A:

1ST FLOOR
RETAIL = 8,500 SF
PARKING = 18,000 SF, 50 SPACES

2ND THRU 4TH FLOOR
1 BED: 9 UNITS
2 BED: 11 UNITS
TOTAL: 20 UNITS

FLOOR AREA 20,000 NET SF
OF UNITS / 25,000 GROSS
SF = 80% EFFICIENCY RATE

TOTAL OF 60 UNITS

BUILDING B:

RETAIL = 3,500 SF

COMMUNITY/PEDESTRIAN PLAZA:

16,000 SF

PHASE 2

BUILDING C:

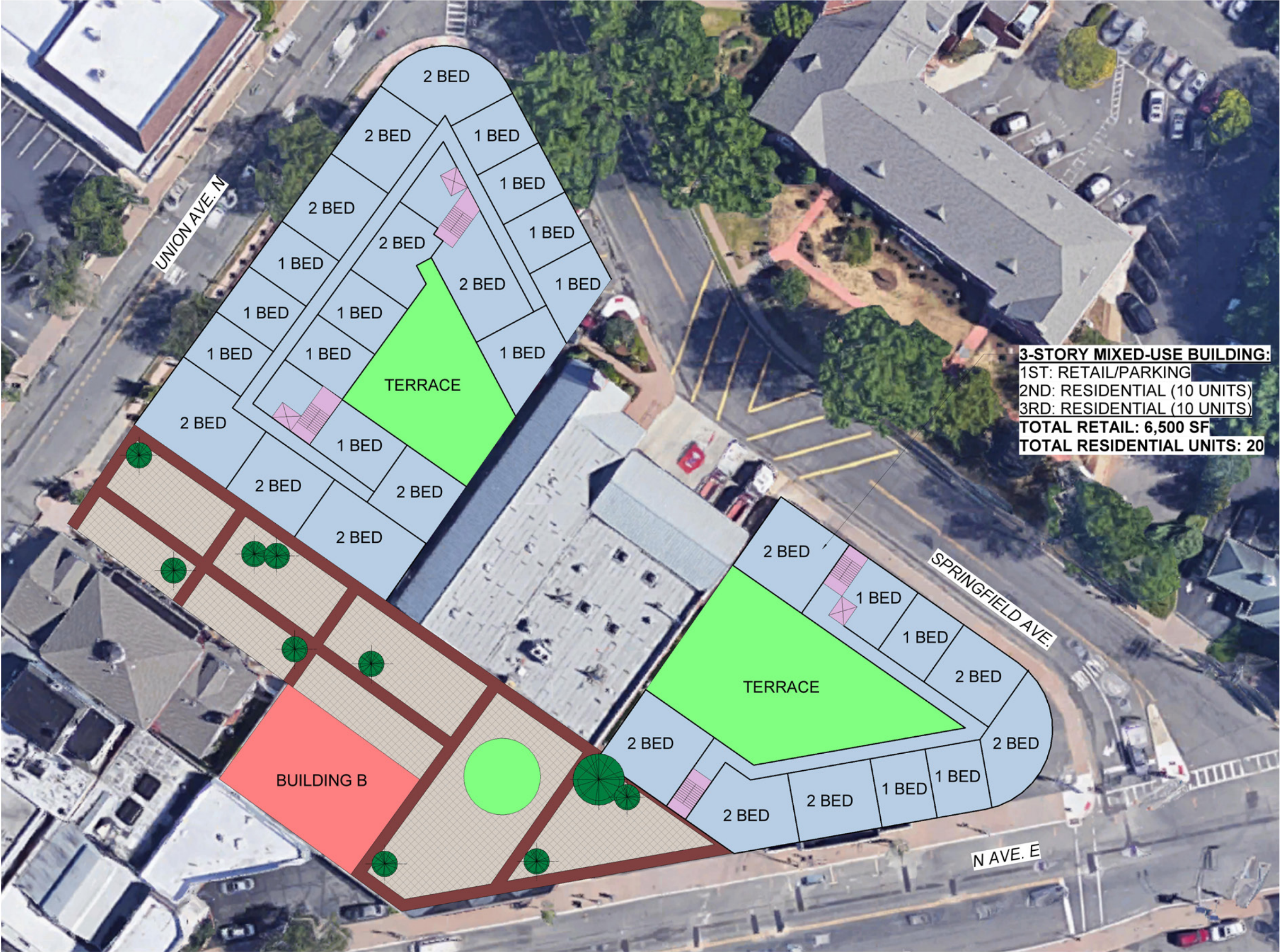
1ST FLOOR
RETAIL = 6,500 SF
PARKING = 11,500 SF, 33 SPACES

2ND AND 3RD FLOOR
1 BED: 4 UNITS
2 BED: 6 UNITS
TOTAL: 10 UNITS

FLOOR AREA 10,375 NET SF
OF UNITS / 12,375 GROSS
SF = 84% EFFICIENCY RATE

TOTAL OF 20 UNITS





Development Approach, Project Phasing Plan & Acquisition Plans

DEVELOPMENT APPROACH

The Township of Cranford has long embraced what is now considered the “modern” approach to downtown development of turning unused or underutilized land near train stations into multifaceted community hubs of shopping, dining and living. Downtown Cranford’s walkability and proximity to the train station are long-standing attributes that lend to exciting development opportunities. Our approach to development for the concept outlined in the section above continues this successful mindset.

Downtown Cranford is consistently viewed throughout New Jersey and beyond as a vibrant entertainment destination while maintaining a small-town community feel. We envision that the North Avenue Gateway development will appeal to younger adult residents looking for amenities such as local shops and restaurants and also access to green spaces and outdoor parks. Local empty nesters who would like to stay in the area will also find this to be a location with much to offer.

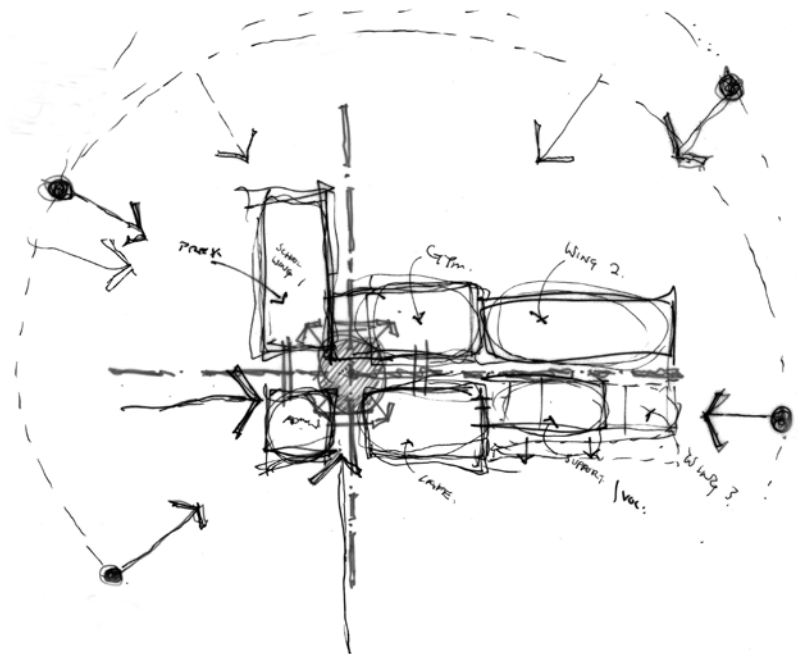
In keeping with the Township’s requirement to provide affordable housing units within this redevelopment project, this proposal designates 20% of the residential units as affordable. This will allow for a wide range of potential residents to be targeted. TAG Development personnel is highly experienced in the management of affordable housing units and related ongoing compliance.

PROJECT PHASING PLAN & ACQUISITION PLANS

Our proposal will be accomplished over two phases. Phase 1 will involve Lots 6.01 and 14, which are currently owned by the Township of Cranford. With the support of the township, we can first develop the retail and residential building to be located on the northeast corner of Lot 6.01 (Building A) along with the retail-only building on the southwest corner (Building B). The development of the Phase 1 buildings will also generate the funds needed to complete the community pedestrian plaza to be incorporated into this site.

Focusing the Phase 1 site within the township owned parcels will also allow for additional time to negotiate the acquisition of the remaining parcels (Lots 10-13) from the current owners while Phase 1 development is ongoing. The acquisition process of these lots may involve relocation and/or other accommodations for current owners and tenants.

Phase 2 will be located at the southeast corner of the redevelopment area (Building C). We have allowed for flexibility in the design of this building to ensure the achievement of the Township’s goals. This building can be programmed for retail and office space only with ground level parking or contain retail space and residential units, on a smaller scale than Building A.





Ways to Improve or Enhance Redevelopment Area

DESIGN FEATURES

The proposed development will be representative of forward-thinking qualities supportive of the advancement of a proud community.

Natural Light + Air Circulation: Each residential unit, commercial, retail, and public space maximizes the use of sunlight during the four seasons and offers fresh air circulation. One of several sustainable goals of this project is to circulate fresh air using natural ventilation in corridors, stairs and community areas using a combination of operable windows and full-size door openings. The buildings will have a direct connection between exterior and interior spaces; residents will connect with the outdoors via large glass openings and have access to amazing views through the amenity spaces and community terraces. The residents will experience the exciting panorama of downtown, gym/fitness center, gourmet kitchen, resident lounge & billiards, conference room and offices.

Staging Areas: In addition, parking for visitors and residents will be provided with a staging area to move items into the building on the plaza level.

Walkability: This project is promoting “active transportation,” by creating a walkable environment. The proposed design supports this initiative by promoting increased physical activities with bike racks, staging areas for kayak/canoe, fitness center, and conditioning programs.

Aesthetic: Complimenting the existing vernacular architecture, the exterior of the buildings will create a sense of continuity throughout the site taking visual cues from surrounding architectural style, roof forms, and colors. Low maintenance materials, local and long-life expectancy products such as masonry, stone panels, metal panels, wood and fiber cement boards, are elements for consideration to create a facade with a pleasing interplay of architectural forms, colors, surface textures and shadows, generating a building with a sense of substance, stability, permanence and connectivity to the existing town's urban grid.



Foot Traffic + Activities: The mix of residential and services people needed on a weekly basis will spur constant foot traffic, a sustainable model that can grow with customers from both an age and demographic standpoint.

Residents and visitors alike are able to shop, dine, unwind and have fun along Cranford's downtown. Boat docks, Kayak/Canoe dock, trails, parks, dining, cafés, and shopping are all within a short distance of the development.

AMBIENT NOISE CONTROL

To control ambient noise, walls, partitions, and floor/ceiling assemblies that separate dwelling units from each other, or from public/service areas, are specified with a sound transmission class of STC 50, while meeting rooms and conference rooms have a minimum rating of STC 45.

BUILDING LIFE-FIRE SAFETY

The design includes all the mandatory spaces and complies with all applicable codes and Local, State and Federal regulations.

PLANNING + ZONING

The Project Team will produce a completed review/approval application for submission to the authorities having jurisdiction.

COMMUNITY AND ECONOMIC IMPACT

It is estimated that the project will create many temporary construction jobs. Depending on the mix of final uses the project will create hundreds of permanent full-time jobs. The project represents millions in investment in Cranford, an important ancillary benefit to the community.





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SECTION 4

FINANCIAL FEASIBILITY



The proposed framework for the structuring of the financing necessary to complete this type of downtown development includes a combination of conventional debt, an equity investment by the developer as well as private equity raised through the use of incentive tax credits offered via the NJEDA's New Jersey Aspire Program.

The New Jersey Economic Recovery Act of 2020 created the Aspire Program to assist in the development of mixed use and residential projects in areas that promote pedestrian connectivity with services and mass transit. The details regarding the implementation of the Aspire Program are being formulated as we speak by NJEDA and the North Avenue Gateway Redevelopment will be an excellent candidate for funding.

As this project sets aside 20% of the proposed residential units as affordable, the granting of a PILOT by the township is essential to ensure long-term feasibility. The PILOT will also provide a steady stream of revenue for the Township.

Here are the highlights of our Primary Concept for the North Avenue Gateway Development:

PHASE 1

- 40 residential apartments
- 12,000 sf ground level retail space
- 50 covered parking spaces
- 16,000 sf public pedestrian plaza developed at no cost to the Township

PHASE 2

- 6,500 sf ground floor retail space
- 17,800 sf (13,350 net leaseable sf) second floor office space
- 33 covered parking spaces

The Primary Concept in this proposal adheres to the Township's redevelopment plan while also providing a public plaza at no cost to the Township and payment of \$1.3 million for acquisition of Township-owned land. The second concept for consideration within this proposal increases density and revenue to the Township. This project will be built at prevailing labor wages which will provide temporary and permanent jobs for the Township.

Attached are summaries of the development and operating budgets for each of the proposed phases.

Primary Concept
North Avenue Gateway Phase 1

Project Summary 40 Rental Apartments
 12,000 Ground Floor Commercial sf
 50 Ground Level Parking Spaces

Development Costs

Acquisition	\$1,363,100
Construction Contract	\$13,760,000
Contingencies	\$754,450
Developer Fee/Overhead	\$1,300,000
Soft Costs	\$635,000
Financing	\$1,580,000
Reserves	\$567,291
Total Project Costs	<u>\$19,959,841</u>

Sources

EDA Aspire Credits Equity	\$4,198,464
Developer Cash Equity	\$2,995,115
Permanent Mortgage	\$12,766,262
Total Sources	<u>\$19,959,841</u>

Income/Expense Analysis

4 One Bedroom Affordable @	\$892	\$42,816
4 Two Bedroom Affordable @	\$1,058	\$50,784
14 One Bedroom Market @	\$2,300	\$386,400
18 Two Bedroom Market @	\$3,000	\$648,000
<u>40 Anticipated Gross Residential Rental Income</u>		<u>\$1,128,000</u>

Residential Vacancy	7%	(\$78,960)
Commercial Rent		\$360,000
Total Income		<u>\$1,409,040</u>

Expenses

Administrative	\$89,289
Maintenance	\$31,471
Utilities	\$33,000
Management Fees	\$70,452
PILOT (10% of collected revenue)	\$140,904
Insurance	\$24,000
Reserves	\$21,000
Subtotal	<u>\$410,117</u>

Net Income Before Debt Service	\$998,923
Debt Service	\$799,138
Net Income	<u>\$199,785</u>

DSCR	1.25
ROE	6.67%



Primary Concept North Avenue Gateway Phase 2

Project Summary 6,500 Ground Floor Commercial sf
 13,350 Second Floor Net Office sf
 33 Ground Level Parking Spaces

Development Costs

Acquisition	\$823,200
Construction Contract	\$3,960,000
Contingencies	\$229,359
Developer Fee/Overhead	\$405,000
Soft Costs	\$450,000
Financing	\$595,313
Reserves	\$40,130
Total Project Costs	<u>\$6,503,002</u>

Sources

EDA Aspire Credits Equity	\$1,372,050
Developer Cash Equity	\$610,656
Permanent Mortgage	\$4,520,295
Total Sources	<u>\$6,503,002</u>

Income/Expense Analysis

Retail Rental Revenue	\$195,000
Office Space Rental Revenue	\$267,000
Total Income	<u>\$462,000</u>

Expenses

Administrative	\$20,000
Maintenance	\$6,000
Utilities	\$3,000
Management Fees	\$23,100
PILOT (10% of collected revenue)	\$46,200
Insurance	\$10,000
Subtotal	<u>\$108,300</u>

Net Income Before Debt Service	\$353,700
Debt Service	\$282,960
Net Income	<u>\$70,740</u>

DSCR	1.25
ROE	11.58%

Concept 2
North Avenue Gateway Phase 1

Project Summary

60 Rental Apartments
 12,000 Ground Floor Commercial sf
 50 Ground Level Parking Spaces

Development Costs

Acquisition	\$2,044,680
Construction Contract	\$18,310,000
Contingencies	\$998,381
Developer Fee/Overhead	\$1,675,000
Soft Costs	\$685,000
Financing	\$2,077,700
Reserves	\$797,615
Total Project Costs	<u>\$26,588,376</u>

Sources

EDA Aspire Credits Equity	\$5,605,510
Developer Cash Equity	\$2,942,593
Permanent Mortgage	\$18,040,273
Total Sources	<u>\$26,588,376</u>

Income/Expense Analysis

5 One Bedroom Affordable @	\$892	\$53,520
5 Two Bedroom Affordable @	\$1,058	\$63,480
22 One Bedroom Market @	\$2,300	\$607,200
28 Two Bedroom Market @	\$3,000	\$1,008,000
<u>60 Anticipated Gross Residential Rental Income</u>		<u>\$1,732,200</u>
Residential Vacancy	7%	(\$121,254)
Commercial Rent		\$360,000
Total Income		<u>\$1,970,946</u>

Expenses

Administrative	\$97,977
Maintenance	\$48,328
Utilities	\$49,000
Management Fees	\$98,547
PILOT (10% of collected revenue)	\$197,095
Insurance	\$42,000
Reserves	\$26,400
Subtotal	<u>\$559,347</u>
Net Income Before Debt Service	\$1,411,599
Debt Service	\$1,129,279
Net Income	<u>\$282,320</u>

DSCR **1.25**
ROE **9.59%**



Concept 2
North Avenue Gateway Phase 2

Project Summary 20 Rental Apartments
 6,500 Ground Floor Commercial sf
 33 Ground Level Parking Spaces

Development Costs

Acquisition	\$1,575,450
Construction Contract	\$6,635,000
Contingencies	\$369,006
Developer Fee/Overhead	\$630,000
Soft Costs	\$460,000
Financing	\$781,875
Reserves	\$174,365
Total Project Costs	<u>\$10,625,696</u>

Sources

EDA Aspire Credits Equity	\$2,249,032
Developer Cash Equity	\$2,516,172
Permanent Mortgage	\$5,860,492
Total Sources	<u>\$10,625,696</u>

Income/Expense Analysis

2 One Bedroom Affordable @	\$892	\$21,408
2 Two Bedroom Affordable @	\$1,058	\$25,392
6 One Bedroom Market @	\$2,300	\$158,400
10 Two Bedroom Market @	\$3,000	\$360,000
<u>20 Anticipated Gross Residential Rental Income</u>		<u>\$565,200</u>
Residential Vacancy	7%	(\$39,564)
Commercial Rent		\$195,000
Total Income		<u>\$720,636</u>

Expenses

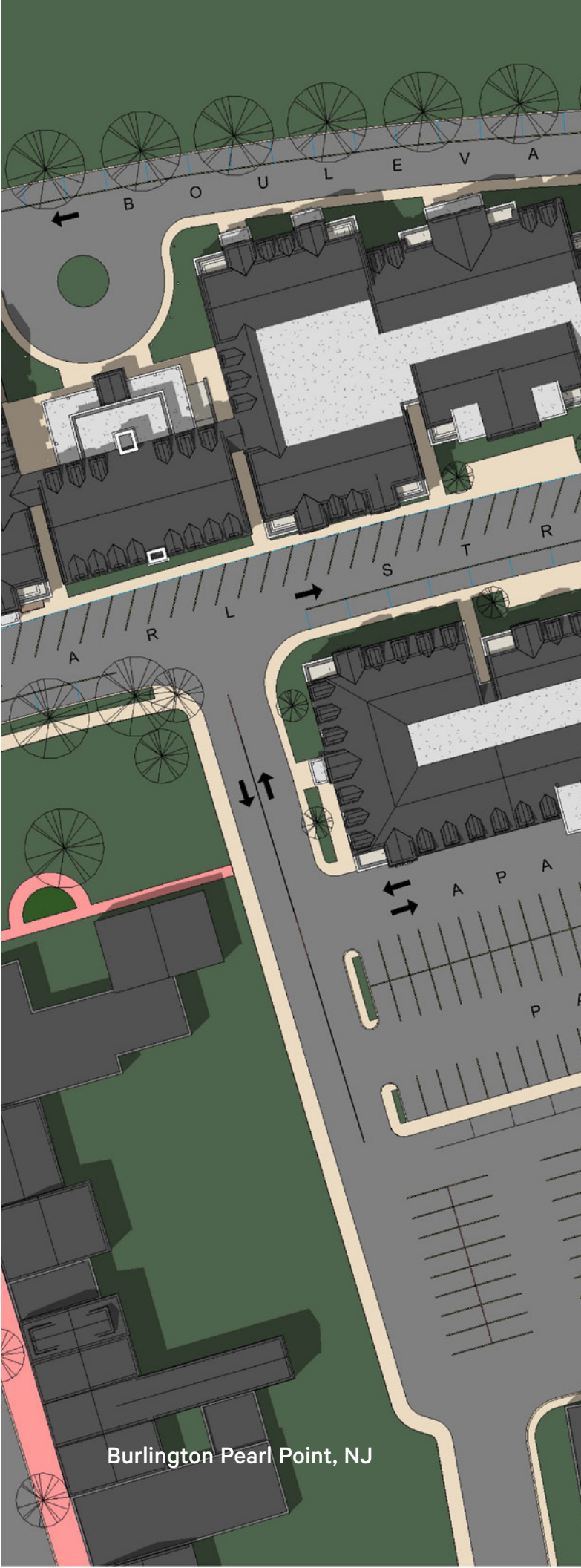
Administrative	\$63,352
Maintenance	\$15,769
Utilities	\$20,000
Management Fees	\$36,032
PILOT (10% of collected revenue)	\$72,064
Insurance	\$14,000
Reserves	\$11,550
Subtotal	<u>\$232,767</u>

Net Income Before Debt Service	\$487,869
Debt Service	\$254,605
Net Income	<u>\$233,265</u>

DSCR	1.25
ROE	9.27%

SECTION 5

REQUIRED FORMS



Burlington Pearl Point, NJ



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	RS
Authorized Signatures on All Forms	RS
Non-Collusion Affidavit	RS
Stockholder Disclosure Certification, if applicable	RS
Partnership Disclosure Statement, if applicable	RS
Business Registration Certificate	RS
Check for \$500 made payable to "Township of Cranford"	RS

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:

TAG Development, LLC

Person, Firm or Corporation

BY: Raphael Salermo

(NAME)

President

(TITLE)

Appendix B



DEVELOPMENT LLC.

Ralph Salerno

President

921 Elizabeth Avenue
Elizabeth, NJ 07201
908-289-9007
ralph@mardevelopers.net

Township of Cranford

Jamie Cryan, Administrator
8 Springfield Avenue
Cranford, NJ 07016

April 5, 2021

Dear Review Committee:

The undersigned, as Respondent, has 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.

TAG Development, LLC HEREBY STATES:

1. The Response contains accurate, factual, and complete information.
2. TAG Development, LLC is interested in being invited to respond to the Township's RFEI. It is the intent of TAG Development, LLC, if selected, to complete and submit a Proposal for redevelopment of the Project Site as generally described in the RFEI.
3. TAG Development, 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. TAG Development, 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. TAG Development, 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

921 Elizabeth Avenue
Elizabeth, NJ 07201
908-289-9007



Township. TAG Development, 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. TAG Development, 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.

Signed:

A handwritten signature in black ink, appearing to be 'Ralph Salerno', written over a horizontal line.

Ralph Salerno, President

TAG Development, LLC

Dated:

April 5, 2021

921 Elizabeth Avenue
Elizabeth, NJ 07201
908-289-9007

EXHIBIT C

NON-COLLUSION AFFIDAVIT

State of New Jersey

County of Union

I Am: (Name) Raphael Salermo

Position President

Of: (Company) TAG Development, 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)

Signed:



Raphael Salermo, President

TAG Development, LLC

Subscribed and Sworn to

Before Me this 29 Day

Of March 2021.

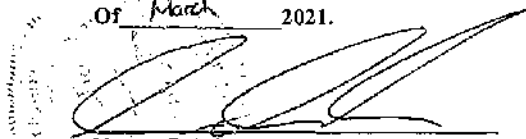

Notary Public
My Commission Expires: 11/29/2021



EXHIBIT C

NON-COLLUSION AFFIDAVIT

State of New Jersey
County of Union

I Am: (Name) Raphael Salermo

Position President

Of: (Company) MAR Acquisition Group, 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 RFBI; 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)

Signed:



Raphael Salermo, President

MAR Acquisition Group, LLC

Subscribed and Sworn to

Before Me this 29 Day

Of March 2021.



Notary Public

My Commission Expires: _____, 20____

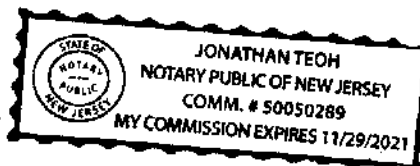


EXHIBIT C
NON-COLLUSION AFFIDAVIT

State of New Jersey
County of Somerset

I Am: (Name) Paul R. Swartz, AIA, PP

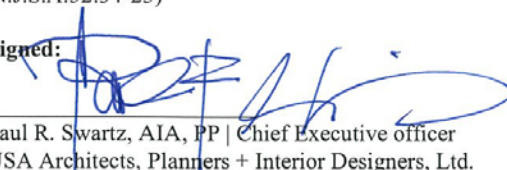
Position Chief Executive Officer

Of: (Company) USA Architects, Planners + Interior Designers, Ltd.

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)

Signed:


Paul R. Swartz, AIA, PP | Chief Executive officer
USA Architects, Planners + Interior Designers, Ltd.

Subscribed and Sworn to:

Before Me this 5th Day

Of April 2021.

(Type or Print Name Affiant under Signature)

Elizabeth G. Sherby

Notary Public

My Commission Expires:





STOCKHOLDER DISCLOSURE CERTIFICATION

Name of Business: TAG Development, LLC

☐ I certify that the list below contains the names and home addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.

OR

☐ I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business organization:

- | | | |
|---|--|--|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Corporation | <input type="checkbox"/> Sole Proprietorship |
| <input type="checkbox"/> Limited Partnership | <input type="checkbox"/> Limited Liability Corporation | <input type="checkbox"/> Limited Liability Partnership |
| <input type="checkbox"/> Subchapter S Corporation | | |

Sign and notarize the form below, and, if necessary, complete the stockholder list below.

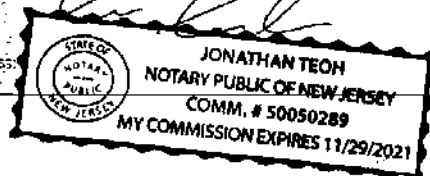
Stockholders:

Name: Raphael Salermo Home Address: 22 Indian Rock Road Warren, NJ 07059	Name: Home Address:
Name: Home Address:	Name: Home Address:
Name: Home Address:	Name: Home Address:

Subscribed and sworn before me this 24 day of MARCH, 2021

(Notary Public)

My Commission expires:



(Affiant)

Raphael Salermo, President
(Print name & title of affiant)

(Corporate Seal)

STOCKHOLDER DISCLOSURE CERTIFICATION

Name of Business: MAR Acquisition Group, LLC

☐ I certify that the list below contains the names and home addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.

OR

☐ I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business organization:

☐ Partnership

☐ Corporation

☐ Sole Proprietorship

☐ Limited Partnership

☐ Limited Liability Corporation

☐ Limited Liability Partnership

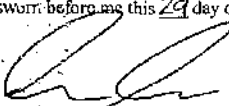
☐ Subchapter S Corporation

Sign and notarize the form below, and, if necessary, complete the stockholder list below.

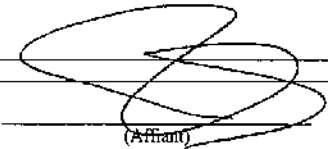
Stockholders:

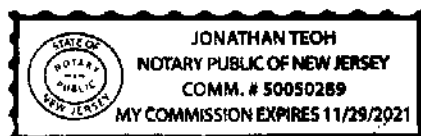
Name: Raphael Salerno	Name: Mario Santagata
Home Address: 22 Indian Rock Road Warren, NJ 07059	Home Address: 20 Fishel Road Edison, NJ 08820
Name:	Name:
Home Address:	Home Address:
Name:	Name:
Home Address:	Home Address:

Subscribed and sworn before me this 29 day of March, 2021

(Notary Public) 

My Commission expires: _____


(Affiant)
Raphael Salerno, President
(Print name & title of affiant)
(Corporate Seal)





STOCKHOLDER DISCLOSURE CERTIFICATION

Name of Business: USA Architects, Planners + Interior Designers, Ltd.

☒ I certify that the list below contains the names and home addresses of all stockholders holding 10% or more of the issued and outstanding stock of the undersigned.

OR

☐ I certify that no one stockholder owns 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business organization:

☐ Partnership

☐ Corporation

☐ Sole Proprietorship

☐ Limited Partnership

☐ Limited Liability Corporation

☐ Limited Liability Partnership

☒ Subchapter S Corporation

Sign and notarize the form below, and, if necessary, complete the stockholder list below.

Stockholders:

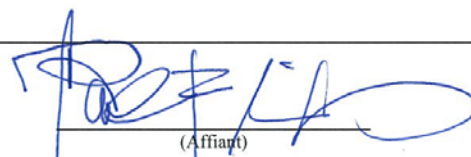
Name: Paul R. Swartz	Name: Armand T. Christopher, Jr.
Home Address: 190 Warsaw Road Frenchtown NJ 08825	Home Address: 185 Sandy Ridge-Mt. Airy Rd. Stockton, NJ 08559
Name:	Name:
Home Address:	Home Address:

Subscribed and sworn before me this 5th day of

April, 2021.

(Notary Seal)




(Affiant)
Paul R. Swartz, AIA, PP | CEO
(Print name & title of affiant) (Corporate Seal)

BUSINESS ENTITY DISCLOSURE CERTIFICATION
FOR NON-FAIR AND OPEN CONTRACTS
 Required Pursuant To N.J.S.A. 19:44A-20.8
TOWNSHIP OF CRANFORD

Part I – Vendor Affirmation

The undersigned, being authorized and knowledgeable of the circumstances, does hereby certify that **CONTRACTOR** has not made and will not make any reportable contributions pursuant to N.J.S.A. 19:44A-1 et seq. that, pursuant to P.L. 2004, c. 19 would bar the award of this contract in the one year period preceding **AWARD DATE** to any named candidate committee, joint candidates committee, or political party committee representing the elected officials of the Township of Cranford as defined pursuant to N.J.S.A. 19:44A-3(p), (q) and (r).

TAG Development, LLC	

Part II – Ownership Disclosure Certification

☒ I certify that the list below contains the names and home addresses of all owners holding 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business entity:

- ☐ Partnership ☐ Corporation ☐ Sole Proprietorship ☐ Subchapter S Corporation
☐ Limited Partnership ☒ Limited Liability Corporation ☐ Limited Liability Partnership

Name of Stock or Shareholder	Home Address
Raphael Salerno	22 Indian Rock Road, Warren, NJ 07059

Part 3 – Signature and Attestation:

The undersigned is fully aware that if I have misrepresented in whole or part this affirmation and certification, I and/or the business entity, will be liable for any penalty permitted under law.

Name of Business Entity: TAG Development, LLC

Signature of Affiant: _____

Title: President

Printed Name of Affiant: Raphael Salerno

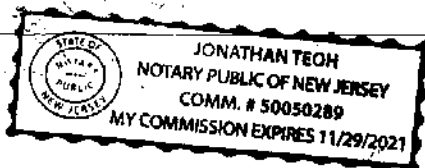
Date: _____

Subscribed and sworn before me this 22 day of March, 2021.

My Commission expires: _____

(Witnessed or attested by)

(Seal)





BUSINESS ENTITY DISCLOSURE CERTIFICATION
FOR NON-FAIR AND OPEN CONTRACTS
Required Pursuant To N.J.S.A. 19:44A-20.8
TOWNSHIP OF CRANFORD

Part I – Vendor Affirmation

The undersigned, being authorized and knowledgeable of the circumstances, does hereby certify that **CONTRACTOR** has not made and will not make any reportable contributions pursuant to N.J.S.A. 19:44A-1 et seq. that, pursuant to P.L. 2004, c. 19 would bar the award of this contract in the one year period preceding **AWARD DATE** to any named candidate committee, joint candidates committee; or political party committee representing the elected officials of the Township of Cranford as defined pursuant to N.J.S.A. 19:44A-3(p), (q) and (r).

MAR Acquisition Group, LLC	

Part II – Ownership Disclosure Certification

☒ I certify that the list below contains the names and home addresses of all owners holding 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business entity:

- ☐ Partnership ☐ Corporation ☐ Sole Proprietorship ☐ Subchapter S Corporation
☐ Limited Partnership ☒ Limited Liability Corporation ☐ Limited Liability Partnership

Name of Stock or Shareholder	Home Address
Raphael Salerno	22 Indian Rock Road, Warren, NJ 07059
Mario Santagata	20 Fishel Road, Edison, NJ 08820

Part 3 – Signature and Attestation:

The undersigned is fully aware that if I have misrepresented in whole or part this affirmation and certification, I and/or the business entity, will be liable for any penalty permitted under law.

Name of Business Entity: MAR Acquisition Group, LLC

Signature of Affiant: _____ Title: President

Printed Name of Affiant: Raphael Salerno

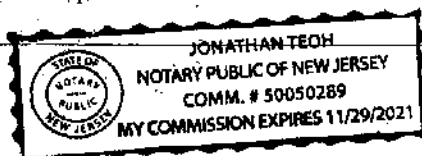
Date: _____

Subscribed and sworn before me this 26 day of March, 2021

My Commission expires: _____

(Witnessed or attested by)

(Seal)



BUSINESS ENTITY DISCLOSURE CERTIFICATION
FOR NON-FAIR AND OPEN CONTRACTS
 Required Pursuant To N.J.S.A. 19:44A-20.8
TOWNSHIP OF CRANFORD

Part I – Vendor Affirmation

The undersigned, being authorized and knowledgeable of the circumstances, does hereby certify that **CONTRACTOR** has not made and will not make any reportable contributions pursuant to N.J.S.A. 19:44A-1 et seq. that, pursuant to P.L. 2004, c. 19 would bar the award of this contract in the one year period preceding **AWARD DATE** to any named candidate committee, joint candidates committee; or political party committee representing the elected officials of the Township of Cranford as defined pursuant to N.J.S.A. 19:44A-3(p), (q) and (r).

USA Architects, Planners + Interior Designers, Ltd.	

Part II – Ownership Disclosure Certification

☒ I certify that the list below contains the names and home addresses of all owners holding 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business entity:

- ☐ Partnership
 ☐ Corporation
 ☐ Sole Proprietorship
 ☒ Subchapter S Corporation
☐ Limited Partnership
 ☐ Limited Liability Corporation
 ☐ Limited Liability Partnership

Name of Stock or Shareholder	Home Address
Paul R. Swartz, AIA, PP	190 Warsaw Road, Frenchtown NJ 08825
Armand T. Christopher Jr. AIA	185 Sandy Ridge-Mt. Airy Rd Stockton NJ 08559

Part 3 – Signature and Attestation:

The undersigned is fully aware that if I have misrepresented in whole or part this affirmation and certification, I and/or the business entity, will be liable for any penalty permitted under law.

Name of Business Entity: USA Architects, Planners + Interior Designers, Ltd.

Signature of Affiant: [Signature] Title: Chief Executive Officer

Printed Name of Affiant: Paul R. Swartz, AIA, PP Date: April 5, 2021

Subscribed and sworn before me this 5 day of

April, 2021

My Commis



[Signature]
 (Witnessed or attested by)
 (Seal)



BUSINESS ENTITY DISCLOSURE CERTIFICATION
FOR NON-FAIR AND OPEN CONTRACTS
Required Pursuant To N.J.S.A. 19:44A-20.8
TOWNSHIP OF CRANFORD

The following is statutory text related to the terms and citations used in the Business Entity Disclosure Certification form.

"Local Unit Pay-To-Play Law" (P.L. 2004, c.19, as amended by P.L. 2005, c.51)

19:44A-20.6 Certain contributions deemed as contributions by business entity.

5. When a business entity is a natural person, a contribution by that person's spouse or child, residing therewith, shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by any person or other business entity having an interest therein shall be deemed to be a contribution by the business entity.

19:44A-20.7 Definitions relative to certain campaign contributions.

6. As used in sections 2 through 12 of this act:

"business entity" means any natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of this State or of any other state or foreign jurisdiction;

"interest" means the ownership or control of more than 10% of the profits or assets of a business entity or 10% of the stock in the case of a business entity that is a corporation for profit, as appropriate;

Temporary and Executing

12. Nothing contained in this act shall be construed as affecting the eligibility of any business entity to perform a public contract because that entity made a contribution to any committee during the one-year period immediately preceding the effective date of this act.

~~~~~  
**The New Jersey Campaign Contributions and Expenditures Reporting Act (N.J.S.A. 19:44A-1 et seq.)**

**19:44A-3 Definitions. In pertinent part...**

p. The term "political party committee" means the State committee of a political party, as organized pursuant to R.S.19:5-4, any county committee of a political party, as organized pursuant to R.S.19:5-3, or any municipal committee of a political party, as organized pursuant to R.S.19:5-2.

q. The term "candidate committee" means a committee established pursuant to subsection a. of section 9 of P.L.1973, c.83 (C.19:44A-9) for the purpose of receiving contributions and making expenditures.

r. the term "joint candidates committee" means a committee established pursuant to subsection a. of section 9 of P.L.1973, c.83 (C.19:44A-9) by at least two candidates for the same elective public offices in the same election in a legislative district, county, municipality or school district, but not more candidates than the total number of the same elective public offices to be filled in that election, for the purpose of receiving contributions and making expenditures. For the purpose of this subsection: ...; the offices of member of the board of chosen freeholders and county executive shall be deemed to be the same elective public offices in a county; and the offices of mayor and member of the municipal governing body shall be deemed to be the same elective public offices in a municipality.

**19:44A-8 and 16 Contributions, expenditures, reports, requirements.**

*While the provisions of this section are too extensive to reprint here, the following is deemed to be the pertinent part affecting amounts of contributions:*

"The \$300 limit established in this subsection shall remain as stated in this subsection without further adjustment by the commission in the manner prescribed by section 22 of P.L.1993, c.65 (C.19:44A-7.2)



## STATE OF NEW JERSEY BUSINESS REGISTRATION CERTIFICATE

|                            |                                                     |
|----------------------------|-----------------------------------------------------|
| <b>Taxpayer Name:</b>      | TAG DEVELOPMENT LLC                                 |
| <b>Trade Name:</b>         |                                                     |
| <b>Address:</b>            | 921 ELIZABETH AVE, 5TH FLOOR<br>ELIZABETH, NJ 07201 |
| <b>Certificate Number:</b> | 2387923                                             |
| <b>Effective Date:</b>     | October 04, 2019                                    |
| <b>Date of Issuance:</b>   | January 14, 2021                                    |

**For Office Use Only:**  
20210114095152344





| STATE OF NEW JERSEY<br>BUSINESS REGISTRATION CERTIFICATE                                                                             |                  | DEPARTMENT OF TREASURY/<br>DIVISION OF REVENUE<br>PO BOX 252<br>TRENTON, N.J. 08646-0252 |
|--------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------------------------------------------------------------------------------|
| TAXPAYER NAME:                                                                                                                       | TRADE NAME:      |                                                                                          |
| MAR ACQUISITION GROUP, LLC                                                                                                           |                  |                                                                                          |
| ADDRESS:                                                                                                                             | SEQUENCE NUMBER: |                                                                                          |
| 921 ELIZABETH AVENUE                                                                                                                 | 1295205          |                                                                                          |
| ELIZABETH NJ 07201                                                                                                                   |                  |                                                                                          |
| EFFECTIVE DATE:                                                                                                                      | ISSUANCE DATE:   |                                                                                          |
|                                                                                                                                      | 01/22/07         |                                                                                          |
|                                                                                                                                      |                  | <i>James J. Fusione</i><br>Acting Director<br>New Jersey Division of Revenue             |
| FORM BRC(08-04) <small>This Certificate is NOT assignable to another entity. It must be submitted with supporting documents.</small> |                  |                                                                                          |



## STATE OF NEW JERSEY BUSINESS REGISTRATION CERTIFICATE

|                            |                                                       |
|----------------------------|-------------------------------------------------------|
| <b>Taxpayer Name:</b>      | USA ARCHITECTS, PLANNERS AND INTERIOR DESIGNERS, LTD. |
| <b>Trade Name:</b>         |                                                       |
| <b>Address:</b>            | 20 NORTH DOUGHTY AVENUE<br>SOMERVILLE, NJ 08876-1812  |
| <b>Certificate Number:</b> | 0074192                                               |
| <b>Effective Date:</b>     | June 24, 1986                                         |
| <b>Date of Issuance:</b>   | July 30, 2019                                         |

**For Office Use Only:****20190730135856882**



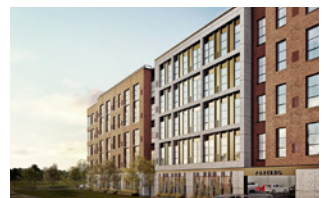
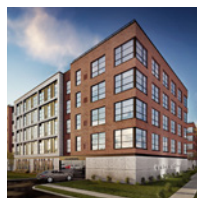
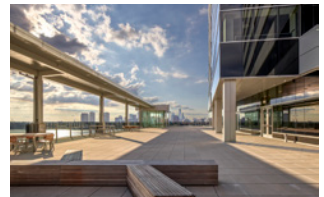
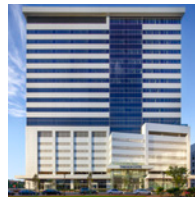
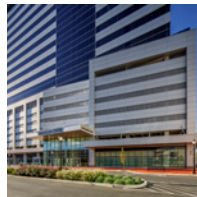
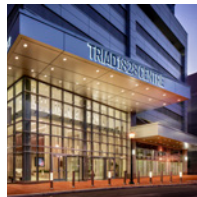
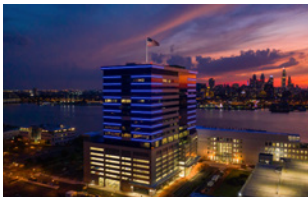


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# APPENDIX



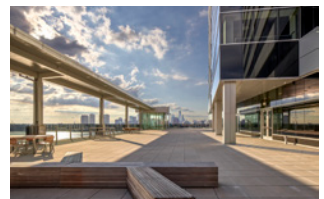
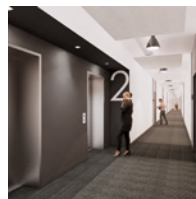
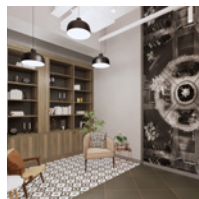
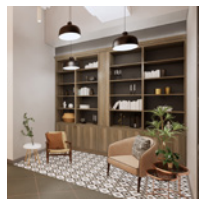








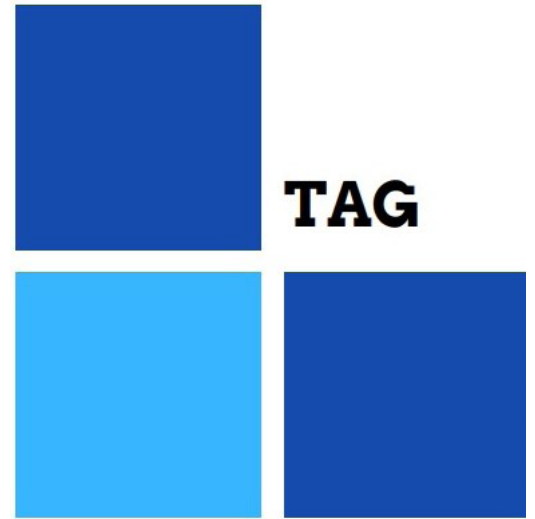
The Seville Apartments, Easton, PA



Client Confidential, Sussex, NJ







**DEVELOPMENT LLC.**

TAG Development, LLC  
921 Elizabeth Avenue  
Elizabeth, NJ 07201  
908.289.9007  
Ralph Salermo, President  
[ralph@mardevelopers.net](mailto:ralph@mardevelopers.net)