

# Request for Proposals Redevelopment of the White Street Municipal Parking Lot

Block 31, Lot 2.01

*Borough of Red Bank  
Monmouth County  
New Jersey*



Submission Deadline:

**Tuesday, April 26, 2017, 10:00 a.m.**

All proposals shall be prepared in the form required herein and delivered to:

Council Chambers  
90 Monmouth Street, First Floor  
Red Bank, New Jersey 07701



**PUBLIC NOTICE**  
**REQUEST FOR PROPOSALS (RFP)**  
**REDEVELOPMENT OF THE WHITE STREET MUNICIPAL PARKING LOT**  
**BLOCK 31, LOT 2.01 (75-79 WHITE STREET), RED BANK, NEW JERSEY**

**NOTICE IS HEREBY GIVEN** that sealed proposals will be received by the Borough of Red Bank, Monmouth, County, New Jersey at **10:00 a.m. on Tuesday April 26, 2017** from qualified developers for the redevelopment of the White Street Municipal Parking Lot, Block 31, Lot 2.01, 75-79 White Street, Red Bank, New Jersey in accordance with the specifications herein or Borough approved equivalent. Proposals shall be addressed to:

Stanley Sickels, Borough Administrator  
Borough of Red Bank  
90 Monmouth Street  
Red Bank, New Jersey 07701

Proposals shall be clearly marked "Proposal: Redevelopment of White Street Municipal Parking Lot" and bear the name of the responding entity. Respondents shall be required to submit one (1) original, twelve (12) hard copies, and one (1) electronic (CD or USB drive) of their redevelopment proposals. A proposal submission fee of \$1,000.00 shall be included with the respondent's submission package. Proposals may be hand-delivered or sent via USPS, UPS, FedEx, or other parcel service.

RFP specifications and information may be obtained by visiting <http://www.redbanknj.org/bids.aspx>, calling (732) 530-2748, or in person at 90 Monmouth Street, Red Bank, New Jersey 07701 during regular business hours.

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## **BOROUGH OVERVIEW AND BACKGROUND**

The Borough of Red Bank is a small, 1.75 square-mile town in eastern Monmouth County. Nestled at the head of the Navesink River, the Borough has long been a significant commercial and cultural destination on the Jersey Shore. The ~~town's~~ Borough's historic, turn-of-the-century character, distinctive architecture, tree-lined streets, spacious riverfront parks, and variety of restaurants, shops, galleries, and entertainment venues makes ~~the Borough~~ it an attractive destination to residents throughout the region. Indeed, the interplay of Borough's quaint character and magnetic regional draw result in the need to maintain a balance between preserving the charm and character of the Borough while providing enough parking to ensure the vitality of its downtown businesses.

It is little secret that the Borough has long had problems with providing adequate parking for commuters, shoppers, and residents. In the 1950s, the Borough addressed the need for expanded parking options by converting Borough assets into (then) state-of-the-art surface parking areas. However, after nearly seventy years of growth and revitalization, the Borough has outgrown its existing parking supply. The need to upgrade existing Borough-owned surface parking facilities has been recognized for years. In fact, Borough officials were tentatively exploring the installation of parking garages to help alleviate problems with parking within the Borough as early as 1991, and the White Street Municipal Parking Lot became the Borough's most heavily pursued long-term fix for the availability of parking in downtown Red Bank.

After nearly a quarter century of unfruitful efforts to develop municipally-owned structured parking, the Borough is again seeking to facilitate the development of structured parking to increase the supply of public parking. To that end, the Borough has designated the White Street Municipal Parking Lot as a "Non-Condensation Area in Need of Redevelopment" pursuant to the provisions of the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1 et seq., and adopted a Redevelopment Plan entitled Redevelopment Plan, White Street Municipal Parking Lot, Block 31, Lot 2.01 for the property on December 14, 2016. The adopted Redevelopment Plan is attached herein as **Attachment A**.

## **REDEVELOPMENT AREA DESCRIPTION**

The White Street Municipal Parking Lot is a 2.29-acre Borough-owned parcel located adjacent to the Borough's central business district. The lot is bordered by White Street to the north and Monmouth Street to the South and is located between Maple Avenue (New Jersey State Route 35) and Broad Street. The lot is within walking distance to the Borough's central business district, the Count Basie Theatre, the Navesink River waterfront, and the Red Bank Train Station.

## **PROJECT GOALS AND REDEVELOPMENT AREA VISION**

In redeveloping the White Street Municipal Parking Lot, the Borough is seeking to increase the supply of public parking within the heart of the Borough. The adopted Redevelopment Plan establishes the following objectives to guide the redevelopment of the White Street Municipal Parking Lot:

- Effectuate the redevelopment of an obsolete and inadequate surface parking lot to increase the Borough's supply of public parking.

- Increase activity on White Street by providing for a mix of uses within the Redevelopment Area, improving the streetscape, and providing the opportunity for the development of public space along the Redevelopment Area’s frontage on White Street.
- Facilitate access to public parking from White Street and Monmouth Street in a manner that preserves the free flow of traffic and along these roadways.
- Enhance vehicular connectivity across White Street and existing pedestrian connections between White Street and Monmouth Street.
- Provide for flexibility and creativity with respect to design of buildings and improvements within the Redevelopment Area while ensuring that the aesthetics of redevelopment project(s) are consistent with the character of the neighborhood and the Borough.
- Provide for the redevelopment of the Redevelopment Area in a manner consistent with the Red Bank Borough Master Plan, Monmouth County Planning documents, and the State Development and Redevelopment Plan.

**PURPOSE AND SCOPE OF PROPOSAL**

The Borough of Red Bank is seeking responses to the RFP for the redevelopment of the White Street Municipal Parking Lot. In issuing this RFP, the Borough seeks to identify potential developers and evaluate novel development proposals to facilitate the redevelopment of the lot in a manner consistent with the adopted Redevelopment Plan. Potential developers may propose any permitted use or mix of permitted uses as provided for in the Redevelopment Plan. Developers may also undertake a joint venture to develop a proposal for the redevelopment of the lot.

Potential developers shall prepare and submit development proposals that conform to the Land Use Plan requirements of the adopted Redevelopment Plan. In the event that a development proposal is not consistent with the requirements of the Redevelopment Plan, the developer shall (1) identify each aspect of the proposed development plan that does not conform to the Redevelopment Plan; (2) provide a comparison of the standard required by the Redevelopment Plan with the proposed standard for each proposed nonconformance; and (3) provide a justification and rationale for each proposed nonconformance.

**PROPOSAL TIMELINE**

A complete calendar of dates associated with this RFP is provided below:

<b>Date/Time</b>	<b>Event</b>
January 25, 2017	Issuance of RFP
<del>April 10</del> <b>March 13</b> , 2017	Deadline for respondent questions
<del>April 17</del> <b>March 27</b> , 2017	Deadline for Borough responses
<b>April 26, 2017</b>	<b>Final proposal responses due</b>
May 9 – May 23, 2017	Respondent interviews/presentations*
June 14, 2017	Borough proposal selection/designation of redeveloper
<b>October 12, 2017</b>	<b>Deadline for mutual execution of Redevelopment Agreement</b>

\*Respondent interviews and presentations to be scheduled at sole discretion of the Borough.

The successful developer shall submit a proposal for redevelopment of the White Street Municipal Parking Lot consistent with the objectives and regulations set forth in the attached Redevelopment Plan and as noted herein. The Borough and designated redeveloper shall execute a Redevelopment Agreement within 120 days of selection. The selected redeveloper shall be required to execute the site redevelopment in a timely manner pursuant to the terms of the executed Redevelopment Agreement.

## **RFP SUBMISSION REQUIREMENTS**

### General Requirements

- A. **Responses to this Request for Proposals shall be received no later than 10:00 a.m. on Tuesday, April 26, 2017.**
- B. Proposals shall be clearly marked “Proposal: Redevelopment of White Street Municipal Parking Lot” and shall bear the name of the responding entity.
- C. Respondents shall be required to submit one (1) original, twelve (12) hard copies, and one (1) electronic (CD or USB drive) of their redevelopment proposal.
- D. Responses shall be accompanied by a proposal submission fee of \$1,000.00.
- E. Proposals may be hand-delivered or sent via USPS, UPS, FedEx, or other parcel service to:

Stanley Sickels, Borough Administrator  
Borough of Red Bank  
90 Monmouth Street  
Red Bank, NJ 07701

### Proposal Clarification Procedures

Questions or requests for clarification shall be submitted to the office of the Borough Administrator via mail to the above address or via email to SSickels@redbanknj.org and DHoffmann@redbanknj.org at least 45 days prior to the deadline for submission. The Borough will respond to questions or requests for clarification to all respondents at least 30 days prior to the deadline for submission.

### Proposal Requirements

All submittals shall, at a minimum, include responses to the requirements enumerated below. The respondent may include additional information pertaining to the development proposal as deemed appropriate.

- A. **Cover Letter and Executive Summary**

The proposal shall include an executive summary of the primary elements of the development proposal and a narrative that includes a project description, anticipated development timetable, a summary of the respondent’s approach to redevelopment of the White Street Municipal Lot, anticipated costs and financing mechanisms, and other considerations as appropriate.

## B. Description of Development Entity

The respondent shall provide a detailed description of the development team that will undertake the development proposal. Such description shall include:

- (1) A description of the legal entity (i.e., corporation, LLC, etc.) that would serve as the designated redeveloper of the proposed project and would be responsible for the execution of the Redevelopment Agreement with the Borough. The respondent shall indicate whether the development entity is a subsidiary of, or is affiliated with, any other organization.
- (2) A description of the individual(s) and firm(s) that comprise the development team. This shall include individual(s) and firm(s) involved in the site design, architectural design, environmental remediation, planning, engineering, landscape design, permitting, legal and financial analysis, and community relations aspects of the proposed project. Information shall include company profiles for firms on the proposed team and the resumes of key personnel anticipated to be assigned to the project.
- (3) A description of investors and/or proposed lending institutions that are anticipated to provide project financing.
- (4) A list of contact information for the individual(s) and firm(s) that comprise the development team. Said list shall include the name, address, telephone number, fax number, and email address of the primary contact person for each of the following development team roles:
  - (a) Developer
  - (b) Professional Engineer
  - (c) Registered Architect
  - (d) Professional Planner
  - (e) Attorney
  - (f) Lender/Investor
  - (g) General Contractor
  - (h) Other roles where appropriate
- (5) An organizational chart of the development entity that shows all team members, tasks to be performed by each team member, and the proposed interrelationships of the team with one another and the Borough during the design, development and operation of the proposed project. This shall include a description on the entity's leadership, quality control process, and a list of phases and tasks that indicates the member responsible for performing each phase and task.
- (6) Litigation and penalty history outlining all lawsuits filed and penalties and fines assessed against the legal entity that would serve as the designated redeveloper, its subsidiaries and/or affiliated organizations. Such history shall include, but not be limited to, any counterclaims or third party complaints against the respondent, as

well as penalties and fines assessed against the respondent by any and all federal, state, local, or other regulatory agencies.

- (7) An identification of any potential conflicts of interest that individual team members or firms may have as a result of current or prior business relationships with the Borough, Borough Boards or Committees, individuals, or consultants.

The Borough reserves the right, in its sole discretion, to request additional information on potential conflicts of interest and to limit or prohibit the participation of any proposed development team member(s) or firm(s) due to the presence of any such conflict.

#### C. **Project Experience**

The respondent shall provide at least two (2) examples detailing the development team's experience with projects of similar scope and complexity where the development team and/or its professionals participated in a substantial role. The proposal should demonstrate that all of the members of the development team have experience in redevelopment projects of similar size and scope ~~projects located~~ in comparable community settings.

The respondent should also include any information that demonstrates experience in or knowledge of the Borough and local marketplace.

#### D. **References**

The respondent shall provide a list of at least five (5) professional references for individuals or entities with whom the respondent has worked on development activities similar or related in scope to the project ~~scope~~ that is the subject of this RFP. The references provided shall outline the nature and extent of the reference's relationship ~~of each professional reference with~~to the development team, a brief description of each reference (i.e., reference's core mission and ~~business profile, specific project information, etc.~~), contact information for each reference, summary of services provided to each reference, a description of the specific project(s) for which the respondent provided services, and whether the reference is a current or past client.

#### E. **Proposed Project and Schedule**

Respondents shall submit proposals in sufficient detail to allow for a thorough evaluation by the Borough. Respondents may include any combination of conceptual plans, renderings, pictures, drawings, schematics, three-dimensional models, videos, or other tool(s) to demonstrate the development proposal. At a minimum, the description of the project shall include:

- (1) Site Plan including building location(s), landscaping, parking and circulation, drainage, signage, lighting, and related construction details.
- (2) Conceptual architectural elevations and floor plans.
- (3) A proposed project schedule that identifies key steps in the financing, permitting,

design, and construction of the respondent's proposal. The project schedule should identify anticipated start and completion dates for construction, sale/lease, and occupancy as applicable. If phasing of the proposed project is proposed, the project schedule should identify the proposed phasing plan and requisite information for each phase.

- (4) An overall description of the proposed marketing strategy for the proposal that includes information on how the individual components of the development proposal will be marketed.

#### F. **Proposed Project Cost and Financial Capacity**

The respondent shall describe the key financial aspects of the proposal and the development entity's capacity to finance the development of the respondent's proposal. The respondent shall include a project pro forma demonstrating the financial viability of the proposed project. The project pro forma should provide:

- (1) Cost and anticipated funding sources for proposed and required improvements.
- (2) A description of the proposed financing plan, including the proportion of equity to debt financing and any special restrictions or conditions associated with the proposed financing plan.
- ~~(3)~~ A description of the operating plan for the required public parking facility that outlines ownership, anticipated parking revenues, operation and maintenance costs, and other pertinent information required to evaluate the feasibility of the public parking component of the project.
- ~~(3)~~(4) A description of the proposed structure of ownership of the property and the improvements constructed thereon. It is strongly encouraged that respondent structure their development proposal in a manner that allows the Borough to maintain ownership of the property.

The respondent shall also submit:

- ~~(4)~~(5) Certified audited financial statements for the past three years for the legal entity that would serve as the designated redeveloper, its subsidiaries and/or affiliated organizations. Certified financial statements shall show fully itemized assets and liabilities, including contingent liabilities, in accordance with accepted standard accounting practices. If the certified audited financial statement was prepared more than six months from the date of submission, the respondent shall attach an interim balance sheet not more than ~~60~~sixty days old. The certified financial statement shall include the name and address of the preparer and the preparer of the audits upon which the certified financial statements are based.
- ~~(5)~~(6) Evidence of the legal entity's bonding capacity.
- ~~(6)~~(7) Evidence of sufficient insurance coverage including workers compensation, general

liability, and excess liability.

~~(7)~~(8) A list of banking references including name of contact person, mailing address, and phone number. Such list shall include financial institutions that have provided funding or financing for previous projects and shall indicate the particular project(s) funded by each financial institution and the financing level provided.

~~(8)~~(9) Whether the respondent has experience utilizing alternative funding sources such as government programs, if such experience is relevant to the development proposal.

### **ADDITIONAL TERMS**

The Borough reserves the following rights, in its sole discretion, with regard to the RFP process:

- A. To abandon the RFP process, including the right to designate a redeveloper and/or award any contract related to this RFP, for any reason or no reason.
- B. To accept the proposal(s) that, in the Borough's sole judgment, best represents the Borough's vision for redevelopment of the White Street Municipal Parking Lot and best serves the interests of the Borough.
- C. To amend the Redevelopment Plan for the White Street Municipal Parking Lot to ensure consistency with the selected proposal(s).
- D. To waive any condition, requirement or formality that would otherwise have constituted nonconformance with the provisions of this RFP.
- E. To reject any or all proposals.
- F. To reject incomplete or nonresponsive proposals.
- G. To change or alter the terms and/or schedule of this RFP.
- H. To undertake actions necessary to clarify or verify information provided by any respondent.
- I. To interview and/or negotiate with any or all respondents.
- J. To negotiate the terms of requisite Redevelopment Agreement(s) with any respondent or with the designated redeveloper.
- K. No approvals shall be granted, nor permits be issued prior to the mutual execution of the requisite Redevelopment Agreement(s) with the designated redeveloper.

### **PROPOSAL EVALUATION AND CRITERIA FOR SELECTION**

Each RFP response will be reviewed for compliance with the terms and conditions of this RFP. Any proposal that is deemed not responsive to the RFP will be rejected.

The Borough will evaluate each compliant response to the RFP and, at its sole discretion, may elect to request some or all respondents to give presentations of their proposals. The Borough will consider the totality of compliant proposals and will select the proposal that best represents the Borough's vision for redevelopment and satisfies the criteria outlined in this RFP. No one factor shall be the sole determinant of the evaluation and selection process. It is expected that the selected respondent will execute Redevelopment Agreement within 120 days of designation by the Borough as the designated redeveloper for the project.

The Borough will consider the following criteria during the proposal evaluation and interview process:

- A. The respondent's overall vision for redevelopment of the Redevelopment Area and the development proposal's consistency with the goals, objectives, and development standards of the adopted Redevelopment Plan.
- B. The overall design of the development proposal and the proposal's relationship with the physical and architectural character of the surrounding neighborhood and existing streetscape.
- C. The proposed post-development ownership structure of the property and the individual element(s) of the development proposal.
- D. The respondent's overall qualifications and experience in overseeing the design, financing, and development projects of similar scope and magnitude.
- E. The respondent's experience in meeting established schedules on similar projects.
- F. The qualifications of the respondent's development team<sup>2s</sup> consultants and individual professionals in designing and constructing the building(s) and site improvements included in the development proposal.
- G. The respondent's capacity to secure adequate financing to finance the development proposal.