

# City of Long Branch, New Jersey Oceanfront-Broadway Redevelopment Program

## Request for Qualifications and Proposals (RFQ/RFP)

### A. Introduction

The Long Branch City Council approved an ordinance in May 1996 creating the Oceanfront-Broadway Redevelopment Plan in accordance with Title 40A, New Jersey Statutes. The Plan was adopted to guide redevelopment of an underutilized segment of the oceanfront and the commercial area west, north and south of the intersection of Broadway and Ocean Boulevard. The Plan's goal is to bring about an integrated ensemble of public and private places that support year-round uses including living, working, recreation and visitation.

The City has successfully completed two "rounds" of its developer solicitation process. Responses to these rounds of the developer solicitation process resulted in additional unsolicited interest after the proposal submission date. As a result of the additional interest from the development community, the City has approved "Round Three" of developer solicitations. Long Branch is pleased to begin this process of seeking qualified developers through issuance of this RFQ/RFP.

### B. Development Sectors

The redevelopment area has been identified by five sectors. Development objectives for each sector have been established. A brief description of each sector is provided by location, estimated size and development objective:

#### 1. Beachfront North

##### **Location/Description**

The sector is located between Ocean Boulevard and Ocean Avenue. Bounded to the south by Madison Avenue and Seaview Avenue to the north, the estimated size of the sector is 27.5 acres. This area contains a significant amount of vacant land and a number of residential properties whose conditions range from well to poorly maintained. The sector excludes the site of the former State Armory (Block 301, Lot 8).

##### **Development Objective: Low Rise-Medium Residential, Beachfront Entertainment and Commercial-Residential Mix**

The objective of the sector is to encourage uses that support a cohesive beach-side, year-round community. This sector includes several land use zones: Beachfront Recreation, Residential-Commercial Mix, Planned and Infill Residential. Beachfront Recreation will face the promenade and a low rise, medium-density beach-side community with both infill and planned residential development opportunities is proposed for the sector.

**Important: It is noted that the City signed Redevelopment Agreements with two developers in Beachfront North. These discussions provide exclusive redevelopment rights to these developers for all of Beachfront North. Therefore, additional proposals will not be evaluated at this time.**

#### 2. Beachfront South

##### **Location/Description**

The sector is located between Ocean Boulevard and Ocean Avenue. Bound to the south by Bath Avenue and Morris Avenue to the north, the estimated size of this sector is 17.25 acres. The sector includes some residential development.

**Development Objective: Mid-Rise Residential**

The objective is to continue the existing mid-rise pattern of 4 to 8 story structures that maximize views of the Atlantic Ocean. Proposed development is to achieve a friendly, pedestrian community unified by landscaping and good access on foot to the boardwalk and beach.

It is noted that the City has engaged in discussions with several developers interested in Beachfront South; however, these discussions resulted in no exclusive redevelopment rights being assigned to any developer. The City welcomes proposals for this sector as well as the other sectors in the redevelopment area and will choose to evaluate proposals that are in the best interests of the City.

**3. Pier Village Center**

**Location/Description**

The sector fronts on Ocean Boulevard between Morris Avenue to the south and Laird Street to the north. The area contains the former amusement pier location, and amusement park land and buildings. Residential units and a significant amount of city-owned property are also included within the sector. Ocean Avenue, the eastern boundary, contains some commercial buildings constructed over the beach. The estimated size of the sector is 25.5 acres.

**Development Objectives: Commercial, Entertainment and Residential**

Development of this sector will be governed by the Village Center concept. Street-level retail and recreation-related development is proposed, allowing the addition of second and third levels for restaurants, office or residential uses. The pier has been demolished and will be rebuilt with permitted uses through a combination of public, municipal, State and/or private financing in keeping with design guidelines and its historic footprints. The southern half of the sector will feature two and three story residential units with infill and larger low-rise development of medium density.

It is noted that the City is currently engaged in discussions with a developer in Pier Village sector. These discussions provide exclusive negotiation rights for a set period of time. The site of the project under discussion includes the blocks bordered by the Atlantic Ocean, Laird Street, Ocean Boulevard and Morris Avenue.

The City welcomes additional proposals for this sector as well as the other sectors in the redevelopment area and will choose to evaluate proposals that are in the best interests of the City.

**4. Hotel Campus**

**Location/Description**

This sector is bounded by the promenade and beach to the east, Ocean Boulevard to the west, Laird Street to the south and Madison Street to the north. The estimated sector size is 16.75 acres, and the area contains the Ocean Place Hilton Hotel, conference center and spa, one block of residential buildings and a restaurant.

**Development Objectives: Mixed Uses**

The objectives include: mixed commercial; office buildings containing at least 100,000 sf; parking facilities shared by hotel and office uses; small convention center or business hotel/inn on the northwest corner; and a landmark restaurant on the Laird Street corner of the hotel site.

**5. Broadway-Gateway**

**Location/Description**

The sector fronts Ocean Boulevard for approximately three-quarters of a mile. It excludes the portion of the sector bounded by Cooper Avenue to the north, South Broadway to the south, Ocean Avenue to the east and Long Branch Avenue to the west. This area is being planned for new shopping facilities, including a grocery store. The estimated size of the sector is 40 acres.

**Development Objectives: Mixed Uses**

Tracts on the frontage streets are zoned for mixed commercial uses. Infill residential areas are planned for off-frontage street sites.

### **C. Design Guidelines Handbooks**

The City of Long Branch has prepared comprehensive Design Guidelines in six handbooks. Book 1 outlines the development framework within the entire redevelopment area; Books 2-6 provide specific details, by sector, of land use and physical and environmental objectives for each of the five redevelopment sectors. The Design Guidelines Handbooks are:

- Book 1 General Design Guidelines
- Book 2 Village Center at Pier
- Book 3 Broadway Gateway
- Book 4 Beachfront North
- Book 5 Hotel Campus
- Book 6 Beachfront South

The Design Guidelines Handbooks provide a common framework of site utilization and organization that meet with the city's objectives for the entire redevelopment area. The guidelines describe rules, performance guidelines and developer incentives to clarify the expectations of the City. Each qualified developer will receive a copy of the relevant Design Guidelines Handbooks.

### **D. New Jersey DEP/CAFRA Conformance**

The City of Long Branch is pleased to announce that it has entered into an agreement with the New Jersey Department of Environmental Protection (DEP), Land Use Regulation Program, under which the standards set forth in the Design Guidelines encompass all Coastal Area Facilities Review Act (CAFRA) requirements. Therefore, CAFRA and local requirements for development approval are the same; development in conformance with the local requirements would not then be subject to different requirements under CAFRA.

### **E. Information Required**

This RFQ/RFP process has been combined to expedite review and analysis of developer submissions. Experienced developers are asked to submit their qualifications and proposals for one or more of the redevelopment sectors, or for sub-areas of one or more of the redevelopment sectors at the same time. The City will evaluate the submissions and preferred development teams will be identified; however, the city is not obligated to enter into developer agreements with each of these teams. Developers are requested to provide the following information as a separate proposal for each sector or sub-sector in the Oceanfront-Broadway Redevelopment Program area for which they are proposing development. The response to this RFQ/RFP must encompass possible uses that are residential, retail/commercial and institutional in accordance with the Redevelopment Plan and Design Guidelines Handbooks.

#### **Request for Qualifications**

##### **1. Development Team Description**

Identify all members of the development team, their roles and the development team leader. Profile key executives and their roles in the project for all members of the development team.

##### **2. Team Experience**

Relate the team's experience with the development objectives for those sectors or sub-sectors in which the team is proposing redevelopment. List previous projects by the team or team members relevant to the objectives of the sector (s) or sub-sector (s) covered in the proposal. For each project submitted, include: project name; description; location; photos/brochures; construction value; year project site plan was approved; year project was completed/received certificate of occupancy; the member's role in development; financing sources; ownership; and, project references.

## **Request for Proposals**

### **1. Project Concept**

Provide a project description for each site that includes, but is not limited to, the following elements. In each case include and compare it with the relevant requirement of the Design Guidelines Handbook. Please be as specific as possible.

- a. Site identification and description
- b. Use(s)
- c. Size (units, square footage)
- d. Density
- e. Parking
- f. Design intent (This shall include but not be limited to: scale, height, context, access, parking. This may be presented in the form of plans and sketches and/or as illustrated by a specific prior project of your team).
- g. Phasing plan
- h. Prospective tenant/occupant profile
- i. Targeted rent/sales price – per square foot/unit
- j. Linkage to other sectors, e.g., physical relationship, access, phasing, etc. (if appropriate)
- k. Market research
- l. Expressions of user interest (if available)

Include in the description how the project conforms and responds to the goals and requirements specified in the Redevelopment Plan, and design standards set forth in the Design Guidelines Handbooks.

### **2. Conceptual Site Plan**

Submit a preliminary *Conceptual Site Plan* at a scale of 1:50. This plan should illustrate all elements proposed in the *Project Concept*. Please provide enough information suitable to understand the project layout and design. Please use the color-coding shown in the Permitted Use section of the Design Guidelines Handbook to describe the use allocation for the proposal.

Please indicate, at a minimum, the following information: the number of floors, approximate height, building footprint and setbacks, landscaped and paved areas, building square footage, and number of dwelling units (where appropriate) of all structures proposed; the incentives being made use of; and, the location of proposed curb cuts and services for the project. Also provide a sufficient overview to illustrate how the project will respond and interact with both the immediate surroundings and key elements of the entire Oceanfront-Broadway Redevelopment Area.

### **3. Acquisition Plan**

Provide an acquisition plan including the following elements as well as any special conditions posed by the project.

- a. Plan for achieving site control
- b. Lot(s) and block(s)
- c. Current ownership
- d. Current use
- e. Current status
- f. Acquiring entity
- g. Costs
- h. Anticipated time frame

*Note: It is the City's desire that property acquisition necessary to implement its Redevelopment Plan will be carried out by the best efforts of the designated private redevelopers negotiating with property owners. The City will consider appropriate action to facilitate site consolidation. The City reserves the right to condemn property if private negotiations fail and the property or properties in question are judged essential to achieve objectives*

*intended by the Plan; the developer would normally be expected to pay all costs of acquisition and condemnation, including legal and appraisal costs.*

#### **4. Relocation Plan**

If any relocation is required, describe preliminary plans for addressing the issue in conformation with any applicable laws.

#### **5. Infrastructure**

Provide an infrastructure improvements plan necessary for the project implementation which includes:

- a. Description of anticipated infrastructure improvements
- b. Costs
- c. Phasing
- d. Conformance with public improvements as specified in city plans and guidelines
- e. Funding plan
- f. Any additional improvements necessary in adjacent areas

#### **6. Financial Plan**

Describe the financing plan for the proposed project:

- a. Total project budget
- b. Sources and uses of funds
- c. Public sector role, including costs, revenues and risks (see Section 8)
- d. Terms of financing
- e. Multi-year cash flow statements of project by component
- f. Documentation of the basis of the financial projections
- g. Estimated market value of the total project and phases (if appropriate)
- h. Include all on- and off-site infrastructure improvements supporting all uses to be developed

#### **7. Financial Capacity**

Please provide evidence that the development entity has the financial capability to implement the proposed development. Developer shall complete **Attachment A**, *Developer's Statement for Public Disclosure*, and **Attachment B**, *Developer's Statement of Qualifications and Financial Responsibility*. **Attachment B will be maintained in total confidential use.** Information should be submitted in accordance with generally accepted accounting standards. Provide audited financial statements for 1999 and 2000 and at a minimum reviewed financial statements for 2001. Include any accountant's review reports and notes to financial statements.

Additionally, the City is interested in how outside lenders, investors and business prospects may view each development opportunity. The City is not requiring or expecting firm, binding financing and/or leasing commitments from outside financial entities (debt & equity) and others at this time. However, the City requires letters of interest from outside financial entities from which funding is anticipated which detail the following:

- a. Why is the outside financial entity or business prospect interested in this project?
- b. Why is the financial entity interested in providing funds to this development entity?
- c. If the outside financial entity is a lender, provide typical or current debt service terms for loans which could be made for similar projects (i.e., debt coverage, ratio, interest rate, length of loan, etc.).

#### **8. Public Assistance**

Please indicate any anticipated forms of public financial or other public support that will be sought in conjunction with the project. Indicate if applying for property tax abatement. If so: (a) describe how the project conforms with

the City's requirements for approval and (b) describe any planned options. Refer to the **Tax Incentives** section of the *Redevelopment Plan*.

Provide documentation, type and amounts, of the need for public assistance, how the public sector would benefit from providing this assistance and the effect if requested public assistance is not provided.

## **9. Next Steps**

The City intends, but is not obligated, to select developers to whom it will award negotiating rights. This award decision will be followed by a period during which developer agreements will be negotiated and further information exchanged. Once completed, the City will award *Designated Developer Rights* by sector or sub-sector.

## **F. Submission Schedule**

The submission schedule for this RFQ/RFP process will be in two parts:

### **Part 1-Developer's Submission of Request for Qualifications**

Developers must submit five (5) copies of the required information requested in this RFQ/RFP at the following address:

The Office of the City Administrator  
Municipal Building  
344 Broadway  
City of Long Branch, NJ 07740  
Phone: 732-222-7000, Fax: 732-571-5143

The City will review the developer qualifications of their submission. Proposers will then be advised if selected to proceed with the submission of **Part 2** of this RFQ/RFP process.

### **Part 2-Developer's Submission of Request for Proposals**

Once notified that the Part 1 submission is acceptable, developers must submit five (5) copies of the required information requested in this RFQ/RFP at the following address:

The Office of the City Administrator  
Municipal Building  
344 Broadway  
City of Long Branch, NJ 07740  
Phone: 732-222-7000, Fax: 732-571-5143

## **G. Conclusion**

The City of Long Branch looks forward to reviewing each project proposal and discussing it further with each team. The city and its consultants are available to answer questions or provide further information. For further information please contact:

Ralph J. Basile, Principal  
Matthew Brookman, Associate  
Basile Baumann Prost & Associates, Inc.  
177 Defense Highway – Suite 10  
Annapolis, Maryland 21401  
Phone: 410-266-7800 Fax: 410-266-7866  
e-mail: [rbasile@bbpa.com](mailto:rbasile@bbpa.com)  
e-mail: [mbrookman@bbpa.com](mailto:mbrookman@bbpa.com)

**ATTACHMENT A**

**DEVELOPER'S STATEMENT FOR PUBLIC DISCLOSURE**

**A. DEVELOPER AND LAND**

1. a. Name of Developer:  
b. Address of Developer:
2. The land on which the Developer proposes to redevelop is described as follows:
3. If the Developer is not an individual doing business under his own name, the Developer has the status indicated below and is organized or operating under the laws of \_\_\_\_\_.  
\_\_\_\_\_  
 A corporation  
 A non-profit or charitable institution or corporation  
 A partnership known as \_\_\_\_\_.  
 A business association or joint venture known as \_\_\_\_\_.  
 A federal, state or local government or instrumentality thereof.  
 Other (explain)
4. If the Developer is not an individual or a government agency or instrumentality, give date of organization.
5. Names, addresses, title or position (if any), and nature and extent of the interest of the officers and principal members, shareholders and investors of the Developer, other than a government agency or instrumentality, are set forth as follows:
  - a. If the Developer is a corporation, the officers, directors or trustees, and each stockholder owning more than 10 percent or any class of stock.
  - b. If the Developer is a non-profit or charitable institution or corporation, the members who constitute the board of trustees or board of directors or similar governing body.
  - c. If the Developer is a partnership, each partner, whether a general or limited partner, and either the percent of interest or a description of the character and extent of interest.
  - d. If the Developer is a business association or a joint venture, each participant and either the percent of interest or a description of the character and extent of interest.
  - e. If the Developer is some other entity, the officers, the members of the governing body, and each person having an interest of more than 10 percent.

Name, Address and Zip Code	Position Title (if any) an Percent of Interest or Description of Character and Extent of Interest
_____	_____

**CERTIFICATION**

I, (We)<sup>1</sup> \_\_\_\_\_  
Certify that this Developer's Statement for Public Disclosure is true and correct to the best of my (our) knowledge and belief.

Dated: \_\_\_\_\_

Dated: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Address and Zip Code:

Address and Zip Code:

Notary:  
\_\_\_\_\_  
\_\_\_\_\_

<sup>1</sup> \_\_\_\_\_  
If the Developer is an individual, this statement should be signed by such individual; if a partnership, by one of the partners; if a corporation or other such entity, by one of its chief officers having knowledge of the facts required by this statement.

**ATTACHMENT B**

**DEVELOPER'S STATEMENT OF QUALIFICATIONS AND FINANCIAL RESPONSIBILITY**

(For Confidential Use Only)

1. a. Name of Developer:
- b. Address and Zip Code of Developer:
2. The land on which the Developer proposes to redevelop in response to this Request for Qualifications/Request for Proposal and Master Plan and Design Guidelines Handbook is described as follows:
3. Is the Developer a subsidiary of or affiliated with any other corporation or corporations or any other firm or firms? Yes  No

If yes, list each such corporation or firm by name and address, specifically its relationship to the Developer, and identify the officers and directors or trustees common to the Developer and such other corporation or firm.

4. a. The financial condition of the Developer, as of \_\_\_\_\_, 20\_\_\_\_, is as reflected in the attached financial statement. (Note: Attach to this statement a certified financial statement showing the assets and liabilities, including contingent liabilities, fully itemized in accordance with acceptable accounting standards and based on a proper audit. If the date of the certified financial statement precedes the date of this submission by more than six months, also attach an interim balance sheet not more than 60 days old).
- b. Name and address of auditor or public accountant who performed the audit on which said financial statement is based.
5. If funds for the development of the land are to be obtained from sources other than the Developer's own funds, provide a statement of the Developer's plan for financing the acquisition and development of the land:

6. Sources and amount of cash available to Developer to meet equity requirements of the proposed undertaking:

- a. In Banks:

<u>Name, Address and Zip Code of Bank</u>	<u>Amount</u>
	\$
- b. By loans affiliated or associated with corporations or firms:

<u>Name, Address and Zip Code of Bank</u>	<u>Amount</u>
	\$
- c. By sale of readily saleable assets:

<u>Description</u>	<u>Market Value</u>	<u>Mortgages or Liens</u>
	\$	

7. Names and addresses of bank references:

8. a. Has the Developer of (if any) the parent corporation, or any affiliated corporation of the Developer or said parent corporation, or any of the Developer's officers or principal members, shareholders or investors, or other interested parties (as limited in the responses to items 5, 6 and 7 of the Developer's Statement for Public Disclosure and referred to herein as "principals of the Developer") been adjudged bankrupt, either voluntary or involuntary, within the past 10 years? Yes  No

If yes, give date, place and under what name.

- b. Has the Developer or anyone referred to above as "principals of the Developer" been indicted for or convicted of any felony within the past 10 years? Yes  No
9. a. Undertakings comparable to the proposed development completed by the Developer or any of the principals of the Developer, including identification and a brief description of each project and date of completion:
- b. If the Developer or any of the principals of the Developer has ever been an employee, in a supervisory capacity, for a construction contractor or builder on undertakings comparable to the proposed development work, name such employee, name and address of employer, title of position, and brief description of work:

10. If the Developer or a parent corporation, a subsidiary, an affiliate or a principal of the Developer is to participate in the development of the land as a construction contractor builder:

- a. Name and address of such contractor or builder:
- b. Has such contractor or builder within the last 10 years ever failed to qualify as a responsible bidder, refused to enter into a contract after an award has been made, or failed to complete a construction or development contract. Yes  No  If yes, explain:

- c. Total amount of construction or development work performed by such contractor or builder during the last five years:

\$ \_\_\_\_\_.

- d. Construction contracts or developments now being performed by such contractor or builder:

<u>Identification of</u> <u>Contract of Development</u>	<u>Location</u>	<u>Amount</u> \$	<u>Date to Be</u> <u>Completed</u>
--	-----------------	---------------------	---------------------------------------

- e. Outstanding construction-contract bids of such contractor or builder:

<u>Awarding Body</u>	<u>Amount</u> \$	<u>Date Opened</u>
----------------------	---------------------	--------------------

11. Does any member of the governing body of the locality in which the project site is situated or any other public official of the locality, who exercises any functions or responsibilities in the review or approval of the carrying out of the project under which the land covered by the Developer's proposal is being made available, have any direct or indirect personal interest in the Developer or in the development rehabilitation of the property upon the basis of such proposal?

Yes  No  If yes, explain:

12. Statements and other evidence of the Developer's qualifications and financial responsibility (other than the financial statement) are attached hereto and hereby made a part hereof as follows: