

PROPOSAL FOR VALLEY ROAD AREA IN NEED OF REDEVELOPMENT



Submitted By:



Primary Contact:

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EXECUTIVE SUMMARY

Elite Properties' proposal is a mixed-use enclave that will serve as a gateway to Stirling in the heart of Long Hill. Located on 3 lots with a combined area of 2.191 acres, the concept will create 7,800 square feet of new retail space to help energize and add vibrancy to Valley Road. Additionally, the building will include seventy-six residential units, comprised of one and two-bedroom apartments. In our experience, constructing one and two-bedroom units, and not smaller studio units or larger three-bedroom units, attracts well-heeled tenants who tend to rely on the train service for commuting or empty nesters who wish to remain in Long Hill without bearing the burden of property maintenance.

The size and scale of this project has been primarily driven by two factors, building height and parking. First, we have limited the height of the building to 3 stories, with the exception of the architectural turret which creates a focal point for the building and a beacon for redevelopment in Long Hill. The balance of the building would be similar in height to a single-family home. We believe that this scale is appropriate for the character of Stirling. Second, the parking will exceed the standards for transit-oriented development with more than 1 spot per bedroom in a secure, controlled garage for the residents and separate, clearly marked retail parking at 1 spot per 200 square feet of retail space. This retail and residential mix will allow Elite Properties to complete the remediation of the environmentally impacted sites with private capital.

In addition to the residents' courtyard and available private terraces, Elite Properties will incorporate other amenities typical of a building of this caliber and Elite's other completed projects in central New Jersey. These include a residents' lounge, a fitness room, additional on-site storage and a pet spa. The units themselves will have high-end kitchens with stainless steel appliance packages, independently controlled heat and air conditioning, front-load washer and dryers in each unit and some apartments with balconies or terraces as mentioned above.

Importantly, we propose to incorporate affordable units (COAH) on-site to help address Long Hill's need in this regard. Elite Properties has experience building, leasing and managing affordable units among luxury apartments.

The overall design of the Project will create a strong sense of place to match its high-profile location on Valley Road and proximity to Main Avenue and the Stirling Train Station. This sense of place will be reinforced by a large, pedestrian-friendly, public courtyard surrounded by retail space on Valley Road and a private Residents' Courtyard on roof deck above. We have intentionally utilized the ancillary streets of Mercer and Hudson for all vehicular access, obviating the need for an unsightly garage door or potentially dangerous curb cut on Valley Road. By not requiring cars to cross the sidewalk on Valley Road, our plan maintains a uniform streetscape that puts pedestrians first.

BACKGROUND AND EXPERIENCE OF REDEVELOPER

The four principals of Elite Properties are Amerigo Checchio, Senior Principal; Tom Powers, Master Builder; Michael Checchio, Project Engineer; and David Checchio, Esq., In-house Counsel. We are a family-owned real estate development company based in central New Jersey. Amerigo Checchio and Tom Powers have been building in central New Jersey for over 40 years and are proud and protective of the reputations they have forged during their award-winning careers. Because of our size, form of ownership and absolute control we are strong enough to deliver on our promises and flexible enough meet the needs of community like Long Hill.

We have significant experience navigating the many challenges specific to this redevelopment area.

- 1. Public-Private Partnership** We approach redevelopment as a partnership with a municipality. Our goal is to unlock Long Hill's vision for these sites. We have successfully accomplished this time and again in other towns. We are currently designated as a redeveloper in the municipalities of Fanwood, Maplewood and Warren Township. We anticipate being designated redeveloper in Berkeley Heights in 2017. The results of our work can be viewed online at Maplewood Crossing (www.maplewoodcrossing.com), Fanwood Crossing (www.fanwoodcrossing.com) and Warren Crossing (www.warrencrossing.com). Elite has never "flipped" or otherwise sold any similar project. Our partnership with Long Hill would be a long-term investment in the community. We are proud of our status as valued corporate citizens and taxpayers in the municipalities where we invest. We are always available for tours of our properties at your convenience.
- 2. Environmental Regulations** We have a keen understanding of the regulations promulgated by the New Jersey Department of Environmental Protection (DEP) and a strong track record of success navigating these regulations to the benefit of all stakeholders – Elite Properties, the municipality and the DEP. This project invokes regulations controlling the cleanup of environmentally impacted sites (Thermoplastics and a dry cleaner) as well as flood hazard areas. The remediation is a question of capital and we have proposed a project which supports the cleanup of these sites without the use of public financing. The flood hazard regulations are strict for good reason; however, there are proven methods of mitigating the flood risk for this project and a waiver is warranted in this instance.
- 3. Affordable Housing** Complying with COAHs income certification requirements and pro-actively addressing Long Hill's affordable housing needs can be a costly enterprise fraught with legal pitfalls. Elite Properties has successfully incorporated affordable units into its luxury communities in Maplewood and Fanwood. Our experience building, leasing and managing these units will ensure that Long Hill receives full credit for each unit and that the needs of the community are met.

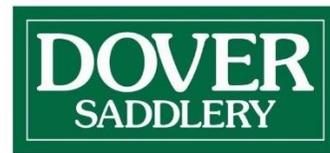
4. Mixed-Use Development On its surface, the construction of a mixed-use building may not seem like an obvious challenge. Nevertheless, it can be a nightmare for an inexperienced builder and lead to problems within a municipality. A luxury residential tenant will have discriminating tastes and needs which are often at odds with the needs of retailers. Shared parking and sidewalks, trash removal, retail customer traffic, noise and odors from retail uses can create potential conflicts. Our thoughtful site and building plans are intentionally designed to minimize these conflicts and address the needs of both our retail and residential tenants, while maintaining the integrity of a pedestrian thoroughfare on Valley Road.

5. Site Acquisition & Assembly Elite Properties has decades of experience in negotiating with land owners. These sellers can often be unwilling or intractable. We have put forth a project which will allow Elite to acquire and assemble the necessary parcels without public intervention.

Relevant Municipal References:

- Mayor Colleen Mahr, Borough of Fanwood, [REDACTED]
- Mayor Victor De Luca, Township of Maplewood, [REDACTED]
- Jeffrey Lehrer, Esq., Attorney Township of Warren, [REDACTED]
- Joseph Sordillo, Esq, Attorney Township of Berkeley Heights, [REDACTED]

Representative Retail Tenants at Elite's other locations:



smash. sizzle. savor.®

SCOPE AND DESCRIPTION OF PROJECT PROPOSAL

- I. **Project Location:** Lots 31, 32 and 6; Block 11514 (All the lots within the Area in Need of Redevelopment on the north side of Valley Road)
- II. **Project Area:** 2.191 acres in total. (This project contemplates the acquisition of all three parcels and the environmental remediation of a former plastics factory and dry cleaner with private capital)
- III. **Residential and Retail Mix:**

Floor	Apartment Count			Retail
	1 Bedroom	2 Bedroom	Total	
1 st Fl.	Retail	Retail	Retail	7,800 sf
2 nd Fl.	6	32	38	
3 rd Fl.	6	32	38	
Total	12	64	76	7,800 sf

- IV. **On-site parking:**

146	residential
<u>39</u>	retail
185	total on-site

- V. **Building Height:** 3 Stories (except for ornamental turret)

- VI. **Building Features and Amenities:**

- | | |
|--|---|
| <ul style="list-style-type: none"> • premium kitchens • stainless steel appliances packages • natural stone countertops • separate HVAC in each unit • washer & dryer in each unit • controlled resident garage • on-site building superintendent • fitness room | <ul style="list-style-type: none"> • ample retail parking • residents' lounge • available balconies/terrace • public, pedestrian friendly courtyard • private residents' courtyard • residential lobby with electronic access • 24-hour video monitoring |
|--|---|

GOALS AND OBJECTIVES OF THE PROJECT

Goals and Objectives of the Project:

- Acquire project parcels with private capital;
- Demolish obsolete buildings which have become “attractive nuisances”;
- Remediate environmentally contaminated properties in the heart of Stirling with private capital;
- Add vibrancy to the Valley Road corridor through the construction of luxury 1 and 2 bedroom apartments and premium retail;
- Create pedestrian-friendly public plaza infused with retail;
- Attract residential and retail tenants to complement and support existing businesses in the area;
- Increase ridership and connectivity to Stirling Train Station;
- Provision of inclusionary affordable rental units on-site;
- Implementation of a Financial Agreement (PILOT) which allows for use of private capital to remediate sites and is structured to benefit Long Hill Township.

CONCEPT PLAN

Please see attached renderings and plans.

PROJECT WORK PLAN

<u>Project Milestone</u>	<u>Time*</u>
1 Designation as Redeveloper.....	0
2 Negotiation of Redevelopers Agreement and Financial Agreement.....	3 months
3 Pre-submission Conference with DEP.....	3 months
4 Land acquisition.....	6 months
5 Environmental Remediation.....	6-9 months
6 Establish Redevelopment Plan & Site Plan Approval.....	9-12 months
7 Start of Construction.....	12 months
8 Completion of Construction.....	24 months
9 Leasing Period.....	24-30 months
10 Stabilization.....	30 months

*All timeframes run concurrently

PROJECT FINANCING

As a closely held, private real estate development company, our company financials are really our own personal financials. While we understand that this is an important element of the selection criteria, we prefer not to disclose personal financial information at this initial stage. If we are designated Redeveloper for this project, we will provide the requested evidence of financial ability to complete the work to the Township Administrator or Redevelopment Counsel. For the purposes of this response to the RFP, we believe that our previous work is evidence of our ability to deliver on our promises. Additionally, we offer the following financial references for your consideration, including loan officers at Investors Bank and The Provident Bank.

1. Steed Ardanz
Vice President
Investors Bank
101 JFK Parkway
Short Hills, NJ 07078
[REDACTED]

2. Kurt E. Steinhilb
Senior Vice President, Team Leader
The Provident Bank
Commercial Real Estate
Mail: PO Box 1001, Iselin, NJ 08830-1001
Overnight/Pkgs: 100 Wood Ave South, Iselin, NJ 08830-2727
ph: [REDACTED] ; fax: [REDACTED]

3. Andrew Oliveri, CPA
Spreitzer & Oliveri, LLC
Certified Public Accountants
30 Technology Drive Suite 1A
Warren, NJ 07059
[REDACTED]

4. Ed Wentzheimer CPWA®, CRPC®
Senior Vice President
Senior Investment Management Consultant
The Wentzheimer Group
Morgan Stanley Wealth Management
1290 Avenue of the Americas, 12 fl
New York, NY 10104
212-705-4577
[REDACTED]

KEY PERSONNEL

The following is a brief introduction to the development and management team. Each member of the Elite Properties team will be involved in the day-to-day operation and supervision of the Stirling Crossing Redevelopment Project. Elite Properties acts as general contractor on each of its projects and Amerigo Checchio, Thomas Powers, David Checchio, Mike Checchio and Susan Powers will all personally bring their expertise to this project.

AMERIGO CHECCHIO, Principal

Amerigo Checchio is the co-founder of Elite Properties along with Tom Powers. With over 40 years of experience as a real estate developer and builder, Amerigo Checchio is not only the senior member of the Elite team but is one of the most successful and accomplished developers in central New Jersey. Born in Italy, Amerigo has lived in the United States for over 50 years and is a proud citizen. He graduated from the University of Bridgeport with a degree in economics. The secret to his success is his unique ability to blend the stout work ethic he carried over from Italy with his incisive leadership and a near-prescient understanding of the real estate market.

THOMAS R. POWERS, Principal

Tom Powers is locally renowned for his award-winning luxury homes. A self-made man, Tom graduated from Cornell University in 1984 with degrees in engineering and business. Upon returning to New Jersey, he immediately started his first home building company in Somerset County. In the twenty years since, Tom has built and sold over 150 luxury custom homes, both individually and as part of Elite Properties. Tom has been featured on the cover of Builder/Architect Magazine. He has served as President, Vice President and Director of the New Jersey Builders' Association affiliate in Somerset, Hunterdon and Morris Counties. Tom's homes have been recognized for their excellence by his peers and other real estate professionals on numerous occasions: 1994 Single Family Home of the Year \$500,000-\$750,000; 1995 Single Family Home of the Year \$500,000-\$750,000; 1996 Single Family Home of the Year \$500,000-\$750,000; 1999 Single Family Home of the Year \$1 Million; 1999 Single Family Home of the Year \$2 Million; 2000 Single Family Home of the Year; 2002 Single Family Home of the Year \$1 - \$1.5 Million. Tom has also been recognized by PSE&G and other utilities for his commitment to energy efficiency.

DAVID A. CHECCHIO, Esq., In-house Counsel

After graduating from the University of Virginia with a Bachelor of Science, David received a Juris Doctor from Cornell Law School. Prior to joining Elite Properties, he was an associate at the law firm of McCarter & English. He is admitted to practice in New Jersey, New York, the U.S. District Court, District of New Jersey, and the U.S. District Courts, Southern and Eastern Districts of New York. Dave is a member of the New Jersey Bar Association.

MICHAEL J. CHECCHIO, Project Supervisor

Mike has a Bachelor of Science in civil engineering from the University of Virginia where he was a member of the Engineering Honor Society, Chi Epsilon. Mike “cut his teeth” in the construction industry as a Project Engineer for the national general contractor, the Whiting-Turner Contracting Company. Since joining Elite Properties, Mike has supervised the construction of residential single-family and multi-family buildings as well as retail and office space. Mike received the 2007 Best Builder (Commercial Building over \$1 million) Award from the Community Builders’ Association for the Durham Plaza Shopping Center in South Plainfield.

SUSAN POWERS, Real Estate Broker

For many of our customers and tenants, Susan is the face of Elite Properties. Her keen understanding of tenant needs and her friendly demeanor puts our customers at ease and fosters a satisfying leasing experience. Susan obtained her real estate license in 1984 and her broker license in 2003. She has over 20 years of experience has a real estate professional and orchestrates Elite’s marketing strategy for both sales and rentals. Susan has been recognized by her peers as a “Top Producer” and a member of the “Million Dollar Sales Club”. Susan is also a licensed title insurance agent. Because of her impeccable taste, Susan pulls double duty as the Elite Properties’ decorator.

ELITE PROPERTIES

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February 1, 2017

Via Hand Delivery

Neil Henry
Township Administrator
Township of Long Hill
915 Valley Road
Gillette, NJ 07933

**Re: Response to Request for Proposals
Valley Road Redevelopment Area
Long Hill, New Jersey**

Mr. Henry,

Please accept this letter as a supplement to our response to the Township's November 1, 2016 Request for Proposals, Elite Properties ("Elite Properties" or "Elite" throughout the Proposal) submits the enclosed Proposal for the redevelopment of the entire Valley Road Area in Need of Redevelopment. As required, I have enclosed four (4) hard copies of the supplemental concept plan and an electronic copy has been forwarded to your email address.

Specifically, we are hereby supplementing the Concept Plan section of our initial submission to include the properties south of Valley Road. On the southern parcels, we are proposing 63 apartment units and 6800 square feet of retail in a configuration depicted on the attached plans.

Additionally, we have finalized an agreement with the owner of the Thermoplastics parcel on the north side of Valley Road (Block 11514, Lot 6) and Elite is now the contract purchaser of that property. We feel that the approximately 1.72 acres contained on that parcel is a critical component to success of the entire Valley Road Area in Need of Redevelopment.

As always, please feel free to call me directly with any questions about our submission.

Sincerely,

ELITE PROPERTIES



David A. Checchio, Esq.,
In-house Counsel

Stirling Crossing

Valley Road
Long Hill, N.J.

Block: 11514 Lot: 6, 31, 32

DEVELOPER:
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No.	Date:	Revision:
	2.1.17	RFP

TITLE:
Public Plaza

SEAL & SIGNATURE:	SCALE: AS NOTED
	DATE: AS NOTED
	PROJECT NO.: xxxd
	DOB JOB APPL. #:
	DRAWN BY: AM
	CHECKED BY: JS
	DRAWING NO.: OF
	A-100.

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Stirling Crossing

Valley Road
Long Hill, N.J.

Block: 11514 Lot: 6, 31, 32

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No.	Date:	Revision:
	2.1.17	RFP

TITLE:
Valley Rd. View

SEAL & SIGNATURE:	SCALE: AS NOTED
	DATE: AS NOTED
	PROJECT NO.: xxxd
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	DRAWN BY: AM
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	A-101.

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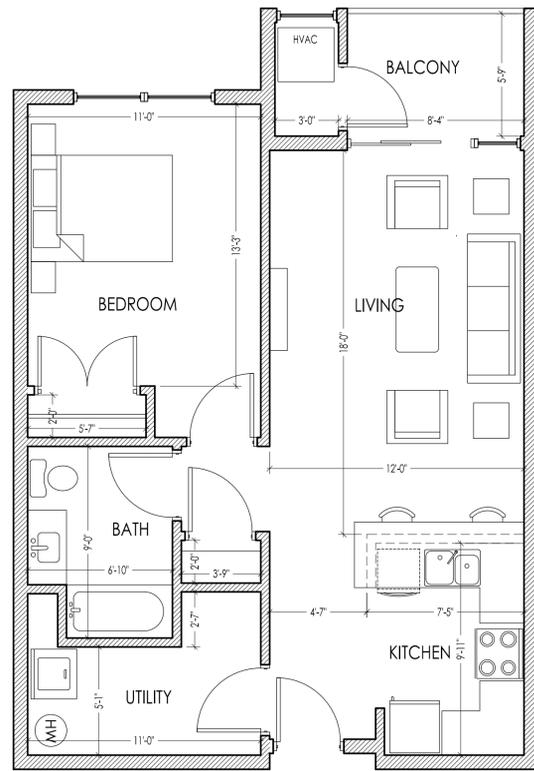
Stirling Crossing

Valley Road
Long Hill, N.J.

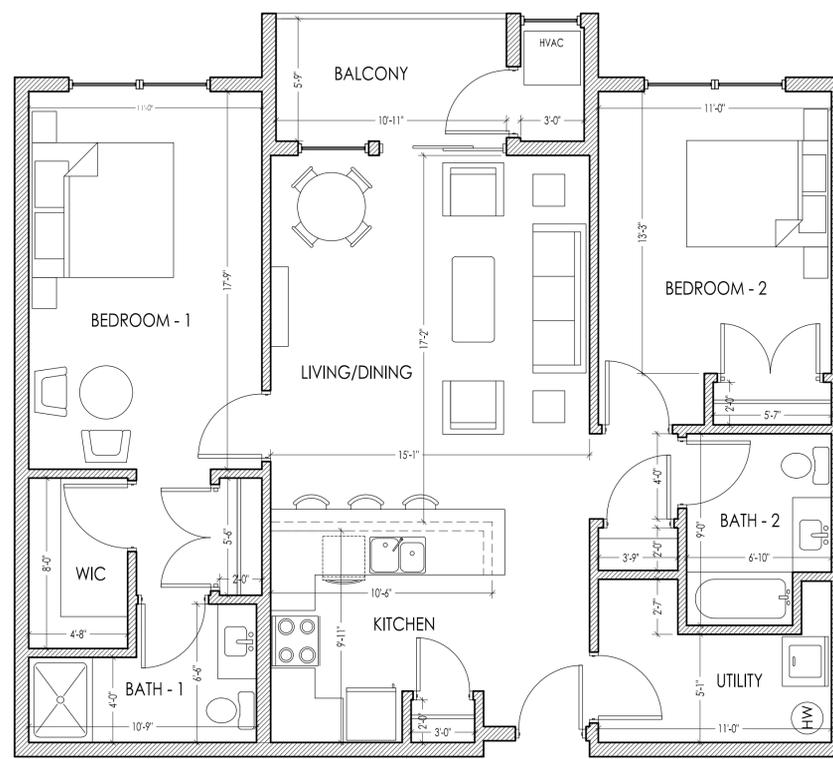
Block: 11514 Lot: 6, 31, 32

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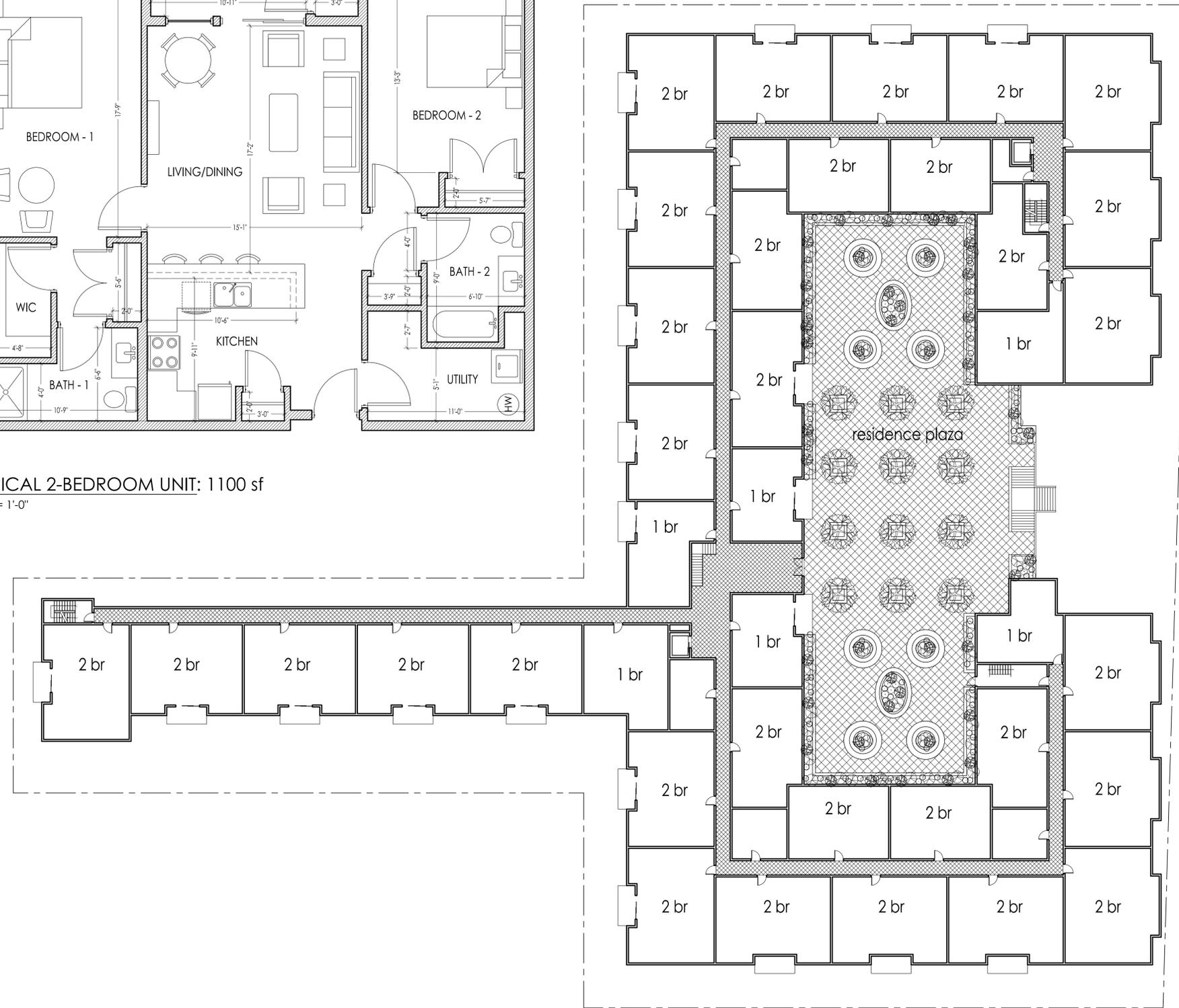
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TYPICAL 1-BEDROOM UNIT: 675 sf
1/4" = 1'-0"



TYPICAL 2-BEDROOM UNIT: 1100 sf
1/4" = 1'-0"



2nd, 3rd FLOOR PLAN
1" = 20'

No.	Date	Revision
2.1.17		RFP

TITLE:
North Building:
2nd, 3rd Floor Plan
Typical Units

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	PROJECT NO.: xxxd
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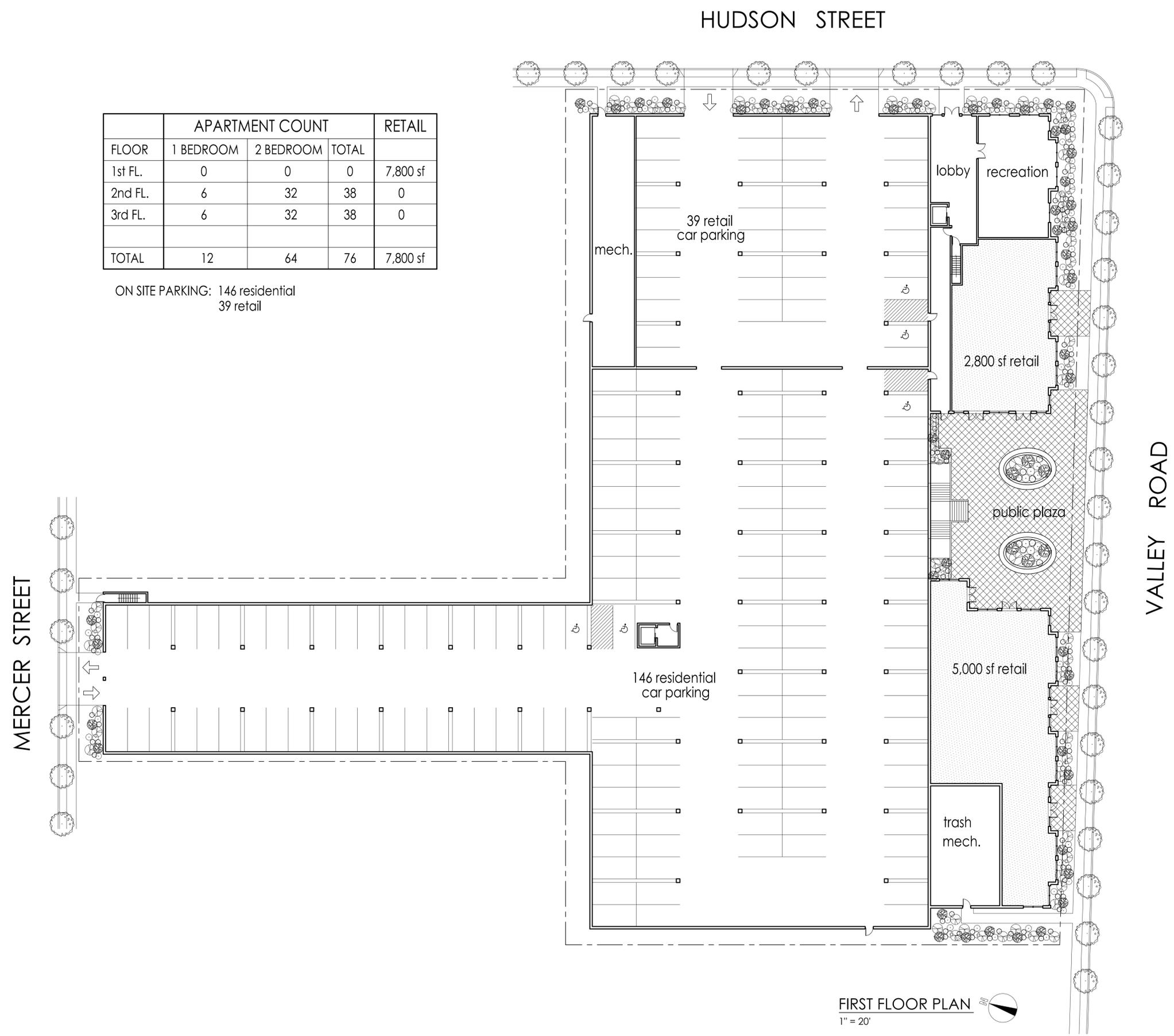
Stirling Crossing

Valley Road
Long Hill, N.J.

Block: 11514 Lot: 6, 31, 32

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FLOOR	APARTMENT COUNT			RETAIL
	1 BEDROOM	2 BEDROOM	TOTAL	
1st FL.	0	0	0	7,800 sf
2nd FL.	6	32	38	0
3rd FL.	6	32	38	0
TOTAL	12	64	76	7,800 sf

ON SITE PARKING: 146 residential
39 retail

FIRST FLOOR PLAN
1" = 20'

No.	2.1.17	RFP
Date:		Revision:

TITLE:
North Building:
1st Floor Plan

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	DATE: AS NOTED
	PROJECT NO.: xxxd
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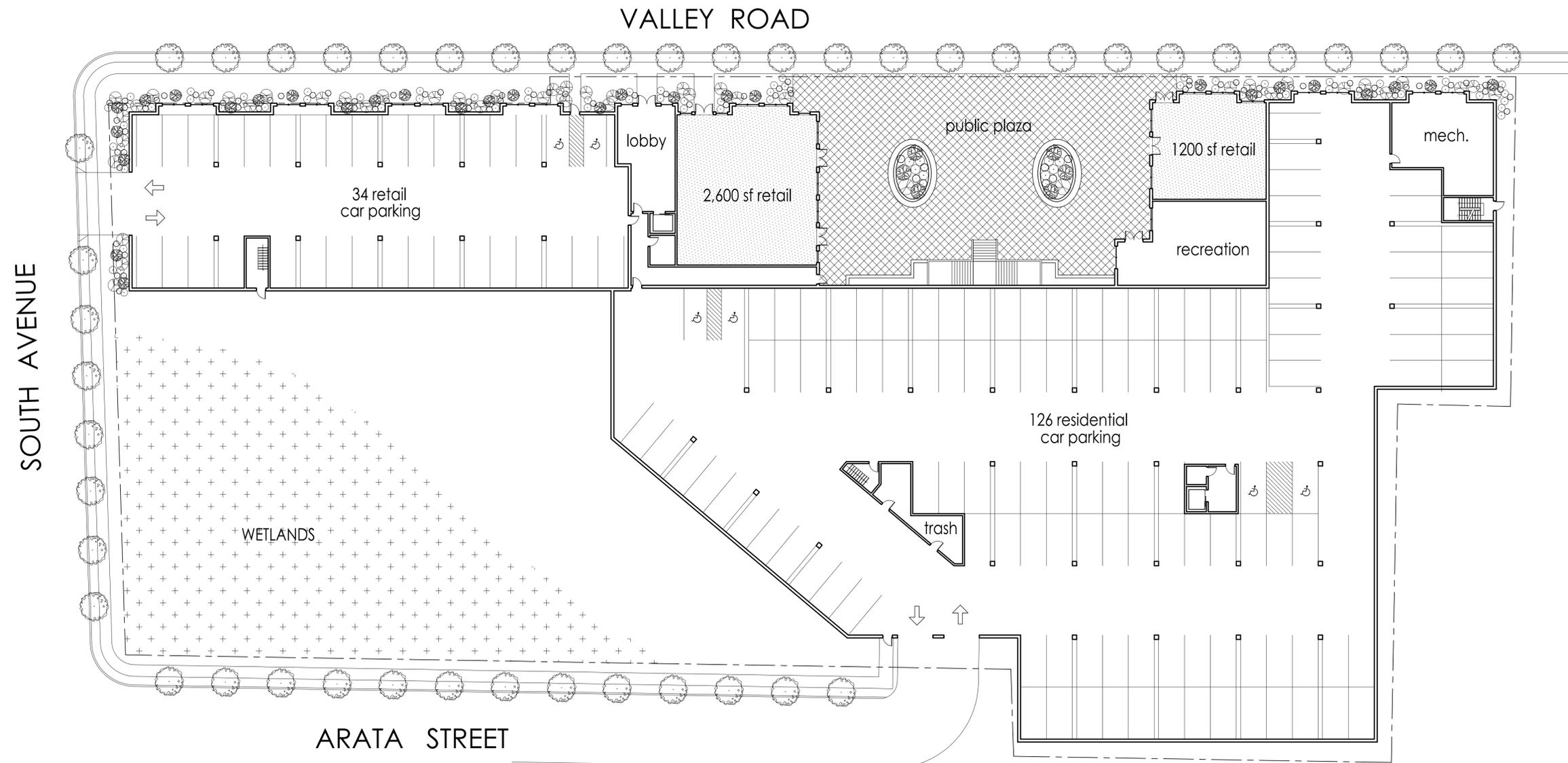
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Valley Road
Long Hill, N.J.

Block: 11514 Lot: 6, 31, 32

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FLOOR	APARTMENT COUNT			RETAIL
	1 BEDROOM	2 BEDROOM	TOTAL	
1st FL.	0	0	0	6,800 sf
2nd FL.	3	28	31	0
3rd FL.	3	29	32	0
TOTAL	6	57	63	6,800 sf

ON SITE PARKING: 126 residential
34 retail

FIRST FLOOR PLAN
1" = 20'



No:	2.1.17	Date:	RFP
Revision:			

TITLE:
South Building:
First Floor Plan

SEAL & SIGNATURE:	SCALE: AS NOTED
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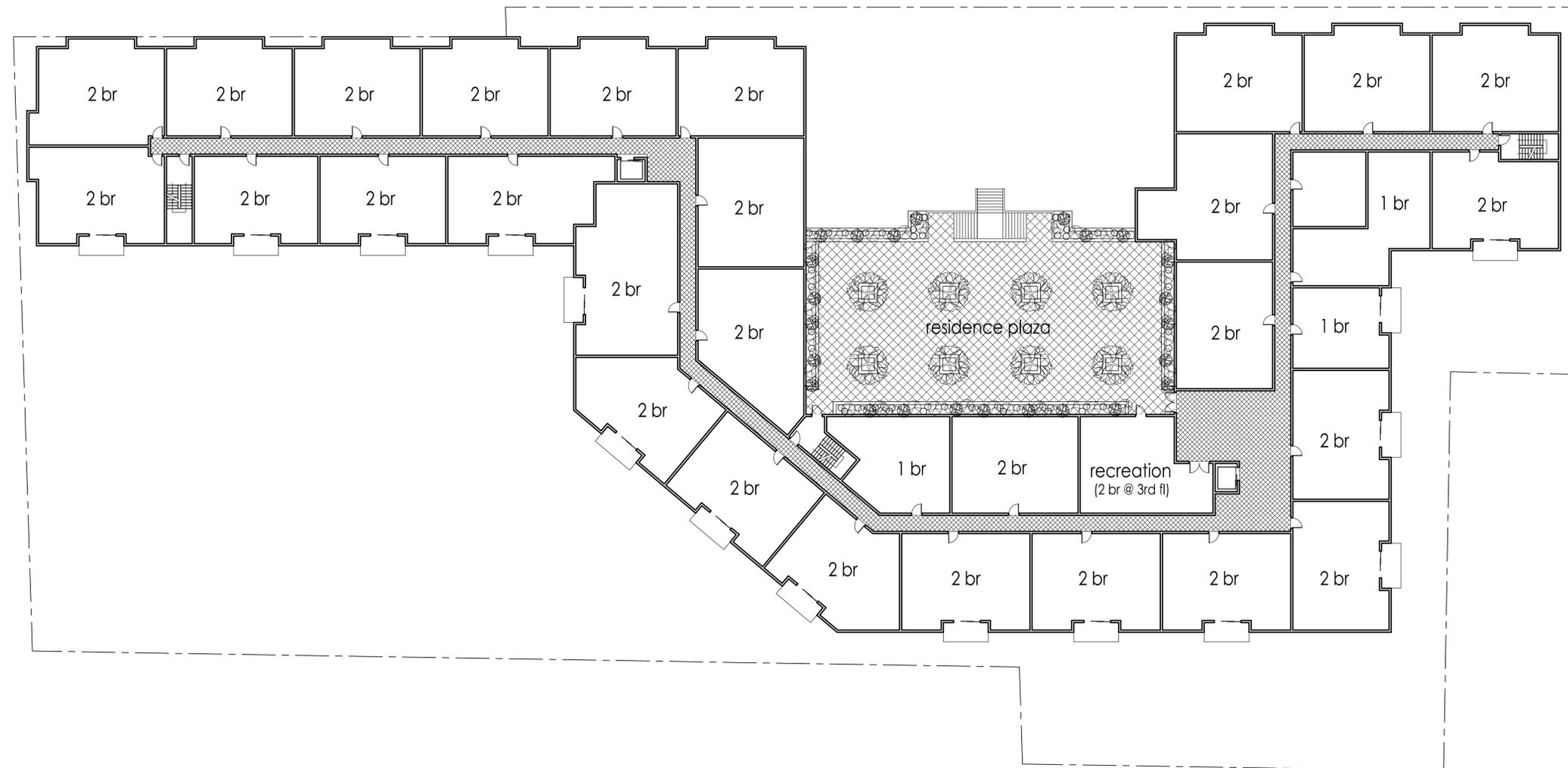
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2nd, 3rd FLOOR PLAN
1" = 20'



No.	Date:	Revision:
	2.1.17	RFP

TITLE:
South Building:
2nd, 3rd Floor Plan

SEAL & SIGNATURE:	SCALE: AS NOTED
	DATE: AS NOTED
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	DOB JOB APPL. #:
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	CHECKED BY: JS
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