



Request for Proposal  
for  
The Creation of Quimby Village  
Borough of Bernardsville Council

February 18, 2020

**ORIGINAL COPY**

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# SECTION 1:

# EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

It is our pleasure to submit our companies' qualifications and proposal for your consideration as the redeveloper of the Quimby Village Redevelopment issued by the Borough of Bernardsville. Advance is excited about this opportunity to be involved and further understand partnering with the Borough of Bernardsville on this fantastic opportunity for the community.

Advance is uniquely suited for this project as we are one of the premier developers in the Northeast. Advance's capabilities include all aspects of real estate including development, construction, financing, management and leasing. Our team has a very keen interest in this project and will give it the full support at all levels and real estate disciplines.

At Advance we believe all real estate development projects need to begin with a vision focused on the end user experience. Based on the responses from the stakeholders in the community, we see clearly the desire of the stakeholders to enhance the ability walk or drive through the main artery of Bernardsville with a sense of pride and feeling of home. Bernardsville is fortunate to have a retail corridor in their community. The ability to transform and enhance this already successful area in the community is a rare and special opportunity for all parties.

As all communities mature over decades of development and different ownership structures it becomes critical to take a moment and reflect on what has worked well in the community and what could be enhanced. When we reviewed the site and the opportunity, some of the higher-level micro and macro goals observed and stated in the RFP are as follows:

1. Residential rental units or condominiums with a quality level of finishes and size consistent with the high standard of homes in Bernardsville and with a view towards capturing empty nesters and millennials
2. Affordable housing as described in Section 5.2 of the Plan
3. Creation of new restaurants, wine bars, and food related services sufficient to create a night life as well as "experiential retail"
4. Quimby Plaza and Mine Brook Park in Section 5.4 and 5.5 of the Plan
  - a. A public park that takes into account and enhances the amenity of the Mine Brook
  - b. Public plazas or piazzas that create gathering places for residents and visitors for day and night time activities and become a hub for Borough families and students as well as serve to create a walkable community feel
5. Year round management and programming of public spaces
6. Consistency in architecture, signage and landscaping features that support a European village low key environment, and coordinate well with the surrounding context
7. A pedestrian connection from Claremont Road to Olcott Square and the Train Station and surrounding area, as well as to the regional rail and bus service nearby. Further described in Sections 5.3 and 5.8 of the Plan

8. Accommodating private direct bus service to midtown Manhattan during the rush hour (thereby reducing the commuting time by half).
9. Sufficient hidden or underground parking described in Section 5.6 of the Plan for the new residents and for visitors to the restaurants and retail

As a local development company with broad reaches throughout the Northeast we believe development is one of the greatest signs of a healthy community. This opportunity to work with Bernardsville on this project is going to enhance the community and make stakeholders and future generations very proud. We desire the opportunity to meet with the stakeholder group with our professionals developing a program that we can all be proud of and most importantly future generations will enjoy and embrace this special enhancement.

## SECTION 2:

# PROJECT TEAM DEVELOPMENT AND MANAGEMENT TEAM

## Development and Management Team

**A. Primary Business Office:** Advance Realty  
1420 U.S. Highway 206, Suite 200  
Bedminster, NJ 07921  
Tel. 908-719-3000

**B. Contact Person:** Peter J. Coccoziello, Jr., Principal  
Advance Realty  
Direct 908-254-3129

**C. Development & Mgmt. Team:** Master Developer  
Advance Realty  
1420 U.S. Highway 206, Ste. 200  
Bedminster, NJ 07921  
Tel. 908-719-3000

Design Architect/Planner

Robert A.M. Stern Architects  
One Park Avenue  
New York, NY 10016

## About Advance

Peter J. Coccoziello founded Advance Realty in 1979 in Gladstone, New Jersey.

The Company was launched with a small building in West Orange, NJ, and has grown rapidly ever since. Peter quickly recognized that success depends on vision, creativity, adding value, and forging trusted, long-term relationships with the investment, broker, tenant, and local communities.



Over time, he navigated decades of fluctuating market cycles, through which Advance grew to service larger corporations on build-to-suit developments, including Eisai, G.H. Bass, Phillips Van Heusen, Allied Beverage, Atochem NA, FedEx, Bayer, United National Bank, and Chubb.

With growth came the evolution of a trusted, highly competent, agile in-house team of real estate experts who have become the pillars of our company and leaders in our industry.

Today, Advance has cultivated a diverse portfolio of commercial, residential, industrial, retail, mixed-use, and other projects, and owns, manages or has invested in more than 15-million square feet properties across all asset classes throughout the Northeast Corridor. The company actively pursues real estate investments and other projects that enhance value through development, repositioning and redevelopment.

As a forward-thinking Company combined with a strong capital base, fully integrated platform, and deep-rooted talent position Advance as an industry leader for many decades to come.

## Advance Realty Key Project Personnel



### **PETER J. COCOZIELLO**

Founder and CEO

Peter J. Coccoziello is Founder and CEO of Advance Realty formed in 1979, specializing in real estate development, construction and property management.

Peter had a mission to be the premier developer of creative real estate solutions. He started the company by purchasing a vacant lot in West Orange, NJ with the plans to develop his first property (14,000 sq. ft. office building). From there he moved onto single-family homes and townhomes and finally to build-to-suit commercial office space.

Today, Advance Realty is one of the most active and respected commercial real estate development, investment and management companies in the Northeast. Since its inception in 1979, Advance has developed or acquired more than 15 million square feet of commercial, residential, mixed-use and industrial projects.

Peter has held leadership roles in numerous community and professional organizations including President of the Young Presidents' Organization, the New Jersey National Association of Industrial and Office Properties (NJ NAIOP) and Chairman of New Jersey Network (NJN). Mr. Coccoziello currently serves on the Board of Trustees for New Jersey State Chamber of Commerce, the Board of Visitors at the Smeal College of Business, Institute for Real Estate Studies; Foundation for Morristown Medical Center and NJ TV Public Media. Additionally, he established the Advance Realty Real Estate Lecture series at Pennsylvania State University.

Mr. Coccoziello is the recipient of major honors including Developer of the Year, The Forum for Commercial Real Estate – NAIOP; Entrepreneur of the Year, Real Estate Division – Ernst & Young, Inc. NJ; Outstanding Business People, Large Corporation – Somerset County Chamber of Commerce; Top 20 Companies – Central New Jersey Business Magazine; Humanitarian Award – National Conference for Community and Justice; Alumni Fellow Award and Distinguished Alumni Award – Pennsylvania State University; Named by Real Estate Forum Top Commercial Real Estate ICONS in the Mid-Atlantic Market, and has been recognized as NJ BIZ's 50 Most Powerful People in Real Estate in 2012-2017; Americas Most Honored Professionals in 2015.

Peter earned a Bachelor of Science Degree from Pennsylvania State University, a Senior Certificate in Mortgage Financing from New York University and completed Harvard University's President's Program.

### **Advance Realty Key Project Personnel**



**PETER J. COCOZIELLO, JR.**

Principal and Managing Director  
Strategic Business Unit

Peter Cocozziello, Jr. is Managing Director of the Strategic Business Unit for Advance Realty, responsible for the identification and execution of new investments, and is active in the company's asset management and development groups.

Peter has participated in the acquisition, disposition and management of more than \$1 billion in commercial, retail, multifamily, industrial and mixed-use properties. He is involved in multi-use development projects with capitalization totaling more than \$2 billion.

Upon his initial engagement at Advance Realty, Peter worked on developing and repositioning projects including 445 South Street, 100 Tice Boulevard and the Harrison Riverbend District. Each of these projects represents the largest and most significant transaction in its county - Peter assisted in obtaining pre-development approvals and financing for all of them.

Peter has experience in portfolio-level underwriting and financing, as well as in asset management, having served in day-to-day operational and management activities for more than 10 million sf of space in all product classes.

He currently sits on the Board of the Somerset County Business Partnership and serves as a trustee for the National Association of Industrial and Office Properties New Jersey (NAIOP NJ).

Peter holds a BS in industrial and labor relations from Cornell University, and an MS in real estate development from Columbia University.

### **Advance Realty Key Project Personnel**



#### **DANIEL COCOZIELLO**

Principal and Managing Director  
Development

As Principal and Managing Director of Development and Operations, Dan is responsible for the day-to-day operations and execution of all development and construction projects across the portfolio. Dan leads a team of in-house experts responsible for entitlements, design development, consultant coordination, and construction.

Dan joined Advance Realty from Structure Tone Inc., in New York City, where he spent five years as a project estimator and project superintendent. This on-site experience served Dan well at Advance. Since joining Advance, Dan has served as Project Manager for various TI and Capital Projects across the portfolio. The Advance Team recently completed a 140 unit, 20,000sf retail, 363 car garage in Hoboken, NJ this past Fall. With a growing footprint in retail, mixed use, and multifamily-ground up development Dan will serve a key role in the implementation of these projects.

Dan holds a BA from Princeton University, and an MS in Real Estate Development from New York University's Schack Institute of Real Estate.

### Advance Realty Key Project Personnel



**ALEXANDER COCOZIELLO**  
Principal and Managing Director  
Capital Markets

As Principal and Managing Director of Capital Markets at Advance Realty, Alex Cocozziello focuses on risk management, capital allocation, and investment strategy helping to ensure seamless execution of the firm's core, value-added and opportunistic real estate transactions.

Prior to joining Advance, Alex worked as a trader and market-maker for Bank of America Merrill Lynch's Global Markets Division on the Event-Driven Equity Team. In this role, Alex specialized in the trading of equity securities focusing on risk arbitrage of corporate mergers and acquisitions, distressed equity, and post-reorganizational equity. His responsibilities included managing firm capital in risk situations, providing fundamental and technical market analysis, daily trading commentary, and corporate earnings analysis to institutional clients such as asset managers, pension funds, mutual funds, and hedge funds.

Alex holds a BS in Industrial and Labor Relations from Cornell University, and an MS in Real Estate with a concentration in finance and investment from New York University's Schack Institute of Real Estate.

# RAMSA

At Robert A.M. Stern Architects (RAMSA), we believe that design is a combination of memory and invention. Our team of architects, planners, interior designers, and support staff work across all boundaries, uniting time-honored principles with cutting-edge possibilities to create places of lasting value and significance. From campus and community master plans to office towers and single-family homes, every project expresses the dedication to high-quality, contextual design, and sustainable development that has earned the firm international recognition and a growing list of repeat clients.

Our comprehensive approach to town planning is rigorous and collaborative, leveraging our expertise in research, consensus-building, and transformative design to create environments that are both inspirational and practical. We tailor each plan to reinforce our clients' unique identities while supporting their long-term goals and aspirations.

Our firm is noted for our unique ability to create a recognizable sense of place, rooted in the culture and history of where we build, by combining knowledge of historical precedent with a perceptive eye to the way people live today. We take our master planning cues from traditional town planning, both those that are planned and those that have evolved over time. We have developed an extensive knowledge of exceptional existing plans for towns, waterfronts, parks, and golf courses, and we strive to emulate the planning strategies that characterize the most successful. In particular, we understand the importance of creating lively streets by encouraging architectural and stylistic variety; by planning for a healthy mix of appealing uses; by creating a sense of safety; and by carefully managing the often opposing requirements of pedestrians and automobiles.

In our town planning work, we take our lessons from traditional towns. We have developed an extensive knowledge of exceptional existing town plans, and we strive to emulate the planning strategies that characterize the most successful so that our plans incorporate the strength and diversity of towns that evolve naturally. We understand the importance of creating lively streets by encouraging architectural and stylistic variety, by planning for a healthy mix of appealing uses, by creating a sense of safety, and by carefully managing the often opposing requirements of pedestrians and automobiles.

We typically work by providing a master plan, design guidelines, and design review services as well as the design of individual buildings. The diversity of our firm's portfolio means that we have hands-on experience with the architectural design of a full range of building types. In this capacity we are proud to have been working on some of the most prestigious developments in the country. Our firm collaborated on two of the most important and influential planning projects of our time: the new town of Celebration, Florida, and the revival of the theater block of New York's 42nd Street, which won a 1999 AIA Honor Award.

Regardless of where we work, we always begin with an historical analysis of local or regional town planning patterns. We are very proud of our ability to create developments which, by virtue of our design process, succeed by establishing their own sense of place – a sense of place that is not arbitrary, but that grows out of the character of its context, so that our projects do not stand apart but rather strengthen the existing urban or regional fabric.

# KEVIN M. SMITH, AIA

PARTNER

Kevin Smith, Partner, joined Robert A.M. Stern Architects in 1999. He has been responsible for the design and management of a broad range of institutional, commercial, and recreational projects ranging in size and scope.

Mr. Smith's buildings for academic institutions include numerous LEED Platinum, Gold and Silver facilities. He has designed professional schools, residence halls, master plans, and building for the arts and STEM disciplines. Mr. Smith specializes in academic design and his portfolio showcases the integrity and attention to detail in his work. He works side by side with his clients to create relationships that have resulted in multiple projects on a single campus.

Mr. Smith is a graduate of Yale University (B.A., cum laude, 1980; M. Arch., 1984). He has been a registered architect in the State of New York since 1986.



# GRAHAM S. WYATT, FAIA

PARTNER

Graham Wyatt, Partner, joined Robert A.M. Stern Architects in 1983. He has designed buildings, master plans, and precinct plans on over fifty campuses across the nation and overseas, for institutions that are large and small, public and private, and span a spectrum including elementary, middle, and high schools as well as colleges, universities, and graduate and professional schools.

Mr. Wyatt guides the leaders of academic institutions to ensure that the design of each project supports the educational mission of the institution. He expertly designs educational spaces that support innovative pedagogical methods, and that further the exceptional potential of instructional and information technologies. Mr. Wyatt is a leader in the design of energy and resource efficient buildings achieving LEED Silver, Gold and Platinum and Energy Net Zero certification.

The stylistic diversity of Mr. Wyatt's work illustrates his belief that contemporary architectural expression derives meaning from the traditions of the campuses on which he has built. Mr. Wyatt's buildings respect the past, engaging in carefully considered dialogue with historic buildings by architects from McKim, Mead & White and H.H. Richardson to Walter Gropius and Marcel Breuer.

Mr. Wyatt is a graduate of Princeton University, (A.B. Summa), Columbia University (M. Arch.), and the London School of Economics (Dipl. Econ.) where he was a Marshall Scholar. Mr. Wyatt is NCARB certified and registered as an architect in the State of New York and other jurisdictions. Mr. Wyatt, a LEED Accredited Professional (LEED AP), is a recognized leader in the field of environmentally sustainable design and has both written and presented on the topic, including at the annual National Greenbuild Conferences of 2005 and 2008. He is a member of the Architectural League of New York, the Municipal Art Society, the Council on Tall Buildings and Urban Habitat, the Society for College and University Planning, the U.S. Green Building Council, the Nature Conservancy, and he is a Fellow of the American Institute of Architects.



# SECTION 3:

## PROJECT DESCRIPTION

## **Our Goal and Process:**

We have read and reviewed the October 13<sup>th</sup> adopted Redevelopment Plan and agree with the desire and intent of the plan completely. We, having previously submitted a proposed plan for the entire redevelopment area in June of 2019, feel the best plan will be one that we develop collaboratively with the community stakeholders. We want to create a plan that is what the community wants and envisions. We want to create your plan, with your community, working with your professionals. We, as Master Redeveloper, desire to work with our planner and architect, Robert AM Stern, and the members of the community to have a collaborative process developing the best plan for the contextual and physical site characteristics. The ownership structure of the individual properties will be a driving force in what the actual outcome of the redevelopment plan can be. Our goal is to obtain the Master Redevelopment designation for the area and work with the property owners immediately to make sure we can collaboratively achieve the goals set forth in the redevelopment plan. While simultaneously working with the community perfecting the master plan and evaluating environmental constraints.

Execution and success through detailed devotion to the goals of a project is critical.

## **Embracing History and Defining the Future**

Every day when you drive through a region in New Jersey and nationally there is change happening at a rapid pace. Changes in the way people conduct business, to the way they live, and shop has all had dramatic impact on the real estate landscape. People who are working from home desire places where they can meet others they are working with or utilize a park or open space to read and respond to email. The vast corporate campuses that once thrived on pastoral acreage across New Jersey are all being reimaged. This is accomplished by focusing on the details and working with the stakeholders of the community through the synergy of all parties' vision to the realization of the development strategy and brand of the community.

Every exceptional community development project defines the soul of a place by creating a compelling and relevant brand story for the project, and infusing it at every level of the design, in order to have the experience the collective parties desire to create. Creating that brand story is an exciting and fun process where we engage with the community stakeholders and strategic consultants to ensure the soul of the project is correctly captured.

Retail branding is unique and different, because of the individual brands of the retailers integrating with the brand story of the project. This is especially important along the main artery of the community where all brand stories need to come together for the right project feeling. Retail tenants today have a unique branding position for themselves that speak a very different language than other types of retailers. It becomes critical in the development strategy to accommodate the community soul and the tenants individual brand expressions in a uniform yet unique way. When working in unison projects evolve and have a soul that you can feel as soon as you see the project. We all know of a project we can visit that speaks to us and some much more favorably than others.

We are proposing a project that needs to succeed on multiple fronts, however the most important aspect is how the redevelopment project needs to be activated and programmed with the right mix of character for the community along Quimby and Mine Brook Road and the surrounding area. The final plan will be one we work alongside the community and the stakeholders to appropriately develop. What is presented in the RFP contains wonderful ideas and concepts. However, we believe this is a project of the community and we believe we have the greatest level of success by having our professionals work alongside the community stakeholders and develop and enhance your incredible vision.

The overarching theme is to activate an experience along Quimby and create a park with a village feeling. Since Quimby is adjacent to the main artery of the community it is critical it has an inviting experience.

This is accomplished by creating the right mix and feel of a downtown with an urbanized flair yet still holding true to the traditional architecture one might find within communities like Bernardsville, which is essential. The mixed-use buildings which flank Mine Brook Road, Olcott Sq and the interior of Quimby will have a retail fabric at the ground level



that speaks to the pedestrians and vehicles traveling along the main artery. The design of the retail is to enable the space to be cross shoppable with various points of interest in the façade design. The retail space needs to have great layering of their facades and storefronts which offer great diversity from one merchant to the other.

The buildings shall be slightly curved in order to have a more traffic calming, and interesting view shed looking each way down on the village very similar to a European downtown and historical Bernardsville. These buildings are contemplated to have residences above them in order to have the energy and life in the village. The creation of solely residential buildings providing for more green space and private areas between the buildings above the parking garages should be included. Diversity in residential offerings from lofts, apartments and townhomes are all necessary to create optionality for the perspective residences. Within the residential buildings all tenants will have access to community spaces and amenities such as gyms, café areas, work from home spaces, pet spa, swimming pool, roof top lounge, game rooms and playrooms.



At the intersection of Mill Street and Quimby and Mine Brook Road and Quimby we envisioned creating the right impression at the front door of the project by implementing a great greenway along the river side of Quimby which sets the tone for the workforce, residences and visitors alike. The vision would be to create a welcoming community amenity that is well landscaped and ties into the existing train station at the corner of Quimby and Mine Brook and the River which should be a romantically lit walking/streetscape throughout the development. Significant design at the corners of the buildings are critical in establishing a sense of place and framing the development.

We believe that in order to have the correct pedestrian and visual experience multiple buildings with paseos for pedestrian circulation create a more dynamic and interesting project. The pedestrian cross throughs enable people to have a close interaction with Olcott Square, Mine Brook Road and Boylan Terrance, Mill Street and Claremont Road for increased energy on the main artery of the project. In addition, pedestrians will never be very far from the greenways, main street and parking.

The brand story for this project is one that is intended to be very authentic for this community. We see this project as a connection between the old and the new. New meaning retail spaces with high ceilings and large glass fronts with best in class heating and insulation enabling retailers to focus on their business and not issues with the building. Old meaning smaller in scale buildings that still have the density and massing necessary for a successful project with the fabric of smaller scale retail buildings one sees in a community with organic growth. Some of the buildings can take a more historic look and feel that is similar to some of the revitalization efforts that are happening in many cities across the United States especially ones focused on repurposing. Understanding these are new buildings it becomes critical to layer the tenant's individual identity on top of the base building and create a rich backstory to it.

As preferences for people to dine and enjoy spaces that have an agricultural backdrop is surging, one can layer the farm to table concept in some of the open spaces on the project. We believe that open spaces with farm markets and outdoor dining create a special charm and energy. The green spaces and open spaces between the buildings and the linear park creates small intimate spaces, which depending on seasonality, can be used to create that central heart of a downtown and development. Consideration for the retail space to face some of the parks enables views in restaurants to the outside and residences and office workers to look down on some of the carefully designed space. Pedestrians need to feel this is the place to go a get a coffee and walk around while tying into the community feel necessary to create energy and admiration from the residences.

## Open Space

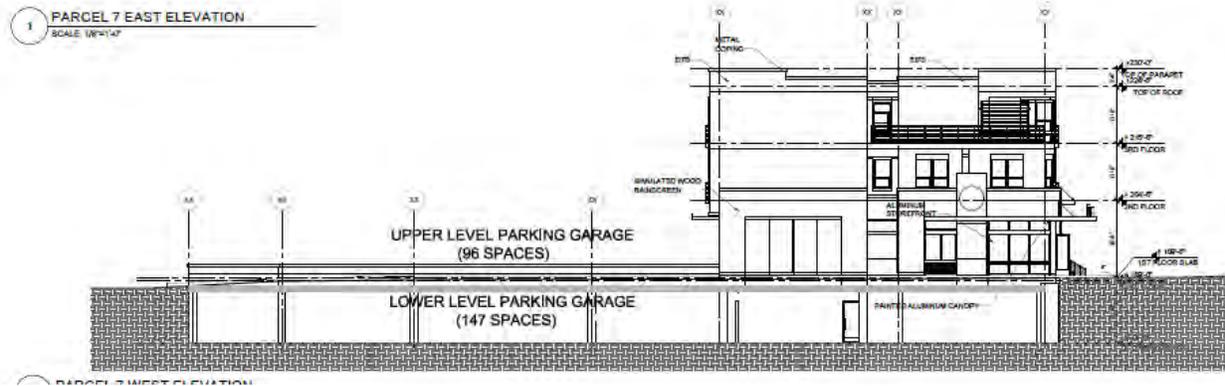
Mine Brook Park and Quimby Plaza are a terrific additions to the Redevelopment Plan. Careful programming of all the open spaces is essential for the experience we are trying to create. The spaces designed also enables people to casually activate the spaces themselves. We feel that having some historic components like the Bernard's Inn and the Train Station in this project is a unique component. We believe it is critical for the ongoing success of the 'old' and 'new' of this project to be



able to create an experience and extension to the community as a gathering space or a quiet space people can go and read or do some work. This is accomplished by having proximity to the green space and the downtown existing space in the project. Residences will also have the ability to walk through the green spaces to access some of the corners of the central hub of the community and community events which are intended to be programed in the park.

## Parking

The parking in this project is visually hidden from all the roads around the project. The slope of the site lends itself very well to the creation of parking that can be tucked underground and hidden from visual obstruction. Especially along Quimby and Mill St where there is an approximately 28ft grade change. Furthermore, there is grade change heading away from town along Mine Brook Road. Further site geotechnical and water levels will need to be analyzed to understand the scope of the garage and development by working with the NJDEP on flood area controls. Advance has constructed multiple parking structures in the same way. Below is an example of a project we designed where from the street side on the right you do not see any parking and yet behind the building there are approximately 250 spaces of which you would only see 96. The parking in this development would be done with a parking authority therefore all uses can share the parking along with the public.



## Implementation

Advance has extensive experience designing developing and owning mixed use projects and is available to present our capabilities and discuss the project in greater depth at your convenience.

Advance will comply with applicable requirements of the Redevelopment Plan, including the preparation of a Conceptual Development Plan for the entire Area and the provision of required public benefits. Advance will make its best efforts to acquire properties not under its ownership or control required for implementation of the Redevelopment Plan, and work with owners in order to achieve the desires of the Redevelopment Plan. Advance has worked with property owners in redevelopment areas and in property assemblages and has extensive experiences executing multi property development plans and successful tenant relocations. Advance will prepare and submit required Redevelopment Agreement attachments included in Section 7.5 of the Redevelopment Plan.

We thank you for the opportunity to participate in this process and look forward to working with your team.

# SECTION 4:

# OWNERSHIP STRUCTURE

Advance is a wholly privately-owned business the was founded by Peter J. Coccoziello in 1979.

It is currently contemplated that Advance will be working with David Wolfe (a resident of Bernardsville) and Jonathan Wolfe on this Project

## SECTION 5:

# PROJECT CAPITALIZATION AND FINANCING

- A. Advance has the financial wherewithal and capacity to perform as the designated developer. Advance has developed or acquired in excess of 15 million square feet of mixed-use, office, industrial, multi-family and retail assets over its 40 years in business and has built a reputation prided in performance on behalf of its lenders and partners.
  
- B. Banking References – Can be provided upon request

## SECTION 6:

# SELECT PROJECT EXPERIENCE CORPORATE BROCHURE

## Advance Realty Project Experience:

### Harlow | Hoboken, NJ

Mixed-use Development

140 luxury apartments; 22,000 SF of retail and 363 space underground parking garage

Harlow is a mixed-use luxury rental building positioned at the gateway entrance to Hoboken, New Jersey, on the corner of 14<sup>th</sup> Street and Willow Avenue. The one-acre site was formerly home to Hoboken Gas Works, which used the property as a gas manufacturing and holding facility from 1871-1946. The site was later used as a gas station and automotive repair shop until 2005. Advance leveraged its extensive experience to initiate the remediation of the contaminated site and obtain approvals for the development of 140 luxury apartments. The property also features 20,000 square feet of ground floor retail which is home to Trader Joe's and a local wine store as well as a below-grade parking garage with 363 spaces.



## Advance Realty Project Experience:

### Middle Brook Center | Bound Brook, NJ 105,000 SF Neighborhood Center

The Borough of Bound Brook wanted to redevelop a 50-acre site located just off the intersection of Route 28 and I-287. The municipality in efforts to fulfill the community's needs, was looking for a developer to replace underutilized land with valuable tax ratable and bring over 250 full-time jobs to the area.

Advance Realty was awarded the designation of Redeveloper for the 50-acre site, which would be developed in three phases. Advance partnered with the Borough of Bound Brook and recognized the strategic location of the property and the need for a quality supermarket and community shopping center.

Advance completed Phase I, the redevelopment of a former municipal landfill into a 105,000 SF community shopping center anchored by a world-class ShopRite. Phases II and III are slated for development of mix-use residential and commercial space.

Advance solved numerous development hurdles by working with the Army Corps of Engineers and various state agencies to solve difficult floodplain management issues and utilize state landfill legislation to ensure the project received reimbursement of certain redevelopment costs. Advance worked closely with New Jersey Department of Environmental Protection to implement a new tax reimbursement program. The project is currently 100% leased and demonstrates Advance's ability to work with local municipalities to identify the needs of a community, while navigating the development process on all levels to ensure a successful project.

During the course of the development, Advance worked with the Borough through two different government administrations to identify a new site and relocate a municipal baseball field and firehouse. The strong relationship between Advance and the Borough helped Advance to obtain the designation to redevelop a 125-acre tract along the Raritan River fronting I-287, which will begin when the Army Corps of Engineers completes the Green Brook flood control project.



## Advance Realty Project Experience:

### Riverbend District | Harrison, NJ

35-acre Urban Redevelopment

Advance has assembled, remediated and entitled approximately 35 acres of land adjacent to the Harrison PATH Station. The site was previously a brownfields industrial site with extensive asbestos, soil and groundwater contamination. The development branded the Riverbend District, is now a multi-phase, transit-oriented development site which will encompass 2,500 residential units and 800,000 square feet of mixed-use when complete. The Riverbend District is currently anchored by Red Bull Arena, home to the New York Red Bulls soccer team. Advance has remediated the assemblage, which encompasses no less than 57 areas of concern (AOC), under the supervision of the NJDEP and is on track to obtain a site-wide Response Action Outcome (RAO). In addition to undertaking a significant remediation project, Advance also improved the site with utility and public roadway infrastructure. Advance recently completed a 48,000 square foot build-to-suit for Panasonic North America on the site, a 286 unit luxury multifamily building Steel Works and is under construction on the next 286 unit luxury multifamily building CoBalt Lofts.



# DOWNTOWN DARIEN

DARIEN, CONNECTICUT  
PROJECT, 2015-2018



*Aerial view*

Our design for Downtown Darien sought to create the new town center this affluent commuter suburb has always lacked, with a vibrant mix of shops, apartments, and offices organized around a new town green on a five-acre site two blocks from the local train station. Taking cues from the architectural variety found along the Boston Post Road in Darien and neighboring towns, each of our buildings presents its own distinct character inspired by strains of Classical and vernacular Connecticut and New England architecture. The centerpiece of the new development, the town green off the Post Road, was intended to host year-round community events such as farmers' markets, art shows, and ice-skating. Two flanking apartment buildings were to accommodate street-level restaurants that would have spilled out onto the sidewalks. At the head of the green, a food hall designed to suggest a traditional New England meeting hall was topped with a clock tower.

A store for anchor tenant L.L. Bean, was articulated to read as four small-scaled buildings, to greet visitors approaching from the south. An apartment building with a large copper cupola visible from the train station held down the north corner of the site, serving as a beacon for the new development. Market Lane, a new thoroughfare that bisected the site to alleviate traffic on the Post Road, widened to create a pair of entry courts for this building and a second residential building across the street. In total our design offered 64 apartments—both market-rate and affordable—along with underground parking. A five-story office building with structured and underground parking occupied the third corner of the site.



Town Square



SITE PLAN





Post Road



Post Road



*Market Street from Corbin*



*Market Street looking north to Market Hall*



*Market Street courtyards*



# CELEBRATION

CELEBRATION, FLORIDA  
1997

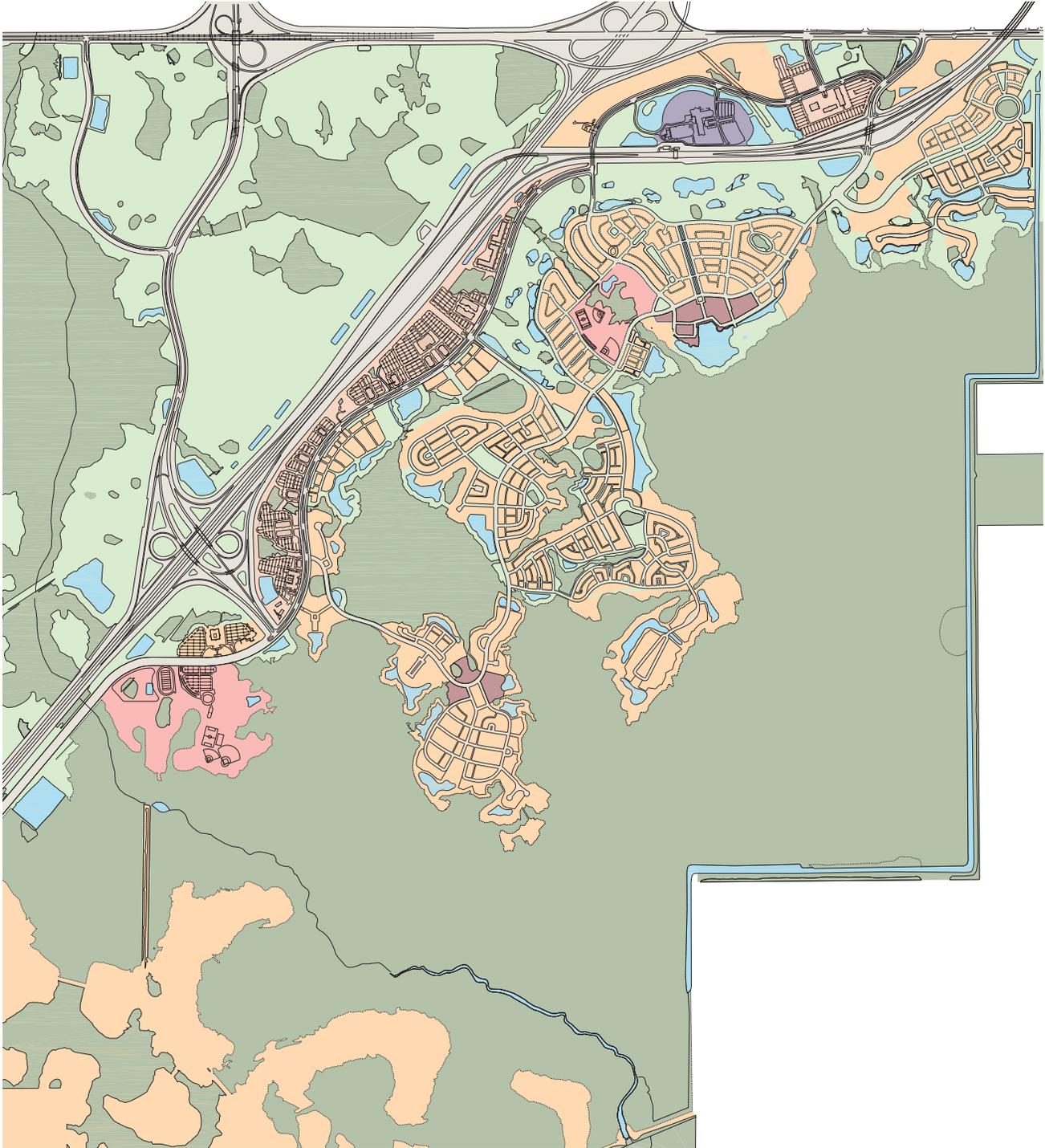


*Town Center*

Located outside of Orlando, Florida, Celebration encompasses 4,900 acres and about 20,000 residents. This office's role, working in partnership with Cooper Robertson and Partners and the developer, the Celebration Company, is to develop the Full Build-Out master plan. Completed to date are a Downtown and approximately 3,500 houses and apartments.

Taking cues from traditional Southern Towns, the Downtown is focused on a new lake that overlooks the existing wooded wetlands, creating an intimate relationship between town and nature. Residential neighborhoods radiate out from this center in a warped grid plan that allows for easy visitor orientation while creating picturesque views down curved streets. Streets always terminate in parks, waterways or in natural woodlands. Garages are located on alleys, opening the streets to views of houses rather than garage doors, and at the same time allowing for narrower lots which decrease walking distances and enhance the sense of community. A variety of house sizes and prices are provided in order to accommodate the demographic variety typical of real towns as opposed to the homogeneity of suburban developments. Houses are designed according to the town's Residential Architectural Guidelines, ensuring an appropriately Southern character. An emphasis on tree lined streets, parks, and civic buildings will create a strong public realm, an essential ingredient to any real town. Even the golf course, so commonly privatized in recent subdivisions, is here bordered by a public street and by the fronts of surrounding houses, creating a park-like amenity.

This office's responsibilities also include the detailed architectural design of the Town Center, incorporating 123 apartments and 150,000 square feet of retail, entertainment, and office space. Paralleling precedents in towns such as Charleston, South Carolina, and East Hampton, New York, much of the parking requirements are tucked away in the interiors of the downtown blocks. Shady vias and store-lined walkways connect these parking areas to the surrounding streets. Following the Architectural Guidelines developed by this office, special buildings are designed by others to enhance the town's architectural and stylistic variety.



MASTER PLAN

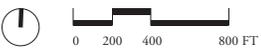




*Aerial view*



VILLAGE PLAN





*Apartments above shops on Front Street*



*View along Market Street*



*View along Market Street*



*Market Street courtyard*



*Market Street courtyard*



*Apartments above shops on Celebration Avenue*



*Townhouses*



*Single-family houses*



*Multi-family residential buildings*



# COURIER SQUARE

CHARLESTON, SOUTH CAROLINA  
2019



*View of office building from Meeting Street*

Courier Square, Evening Post Industries' redevelopment on Upper King Street, continues the expansion of Charleston's urban fabric north from the city's already bustling Broad Street area over three phases of construction. The first phase is composed of two distinct buildings side by side: an office building on Meeting Street and a residential building on Columbus Street overlooking a greenway serving as a city park and a passage to downtown for pedestrians and cyclists.

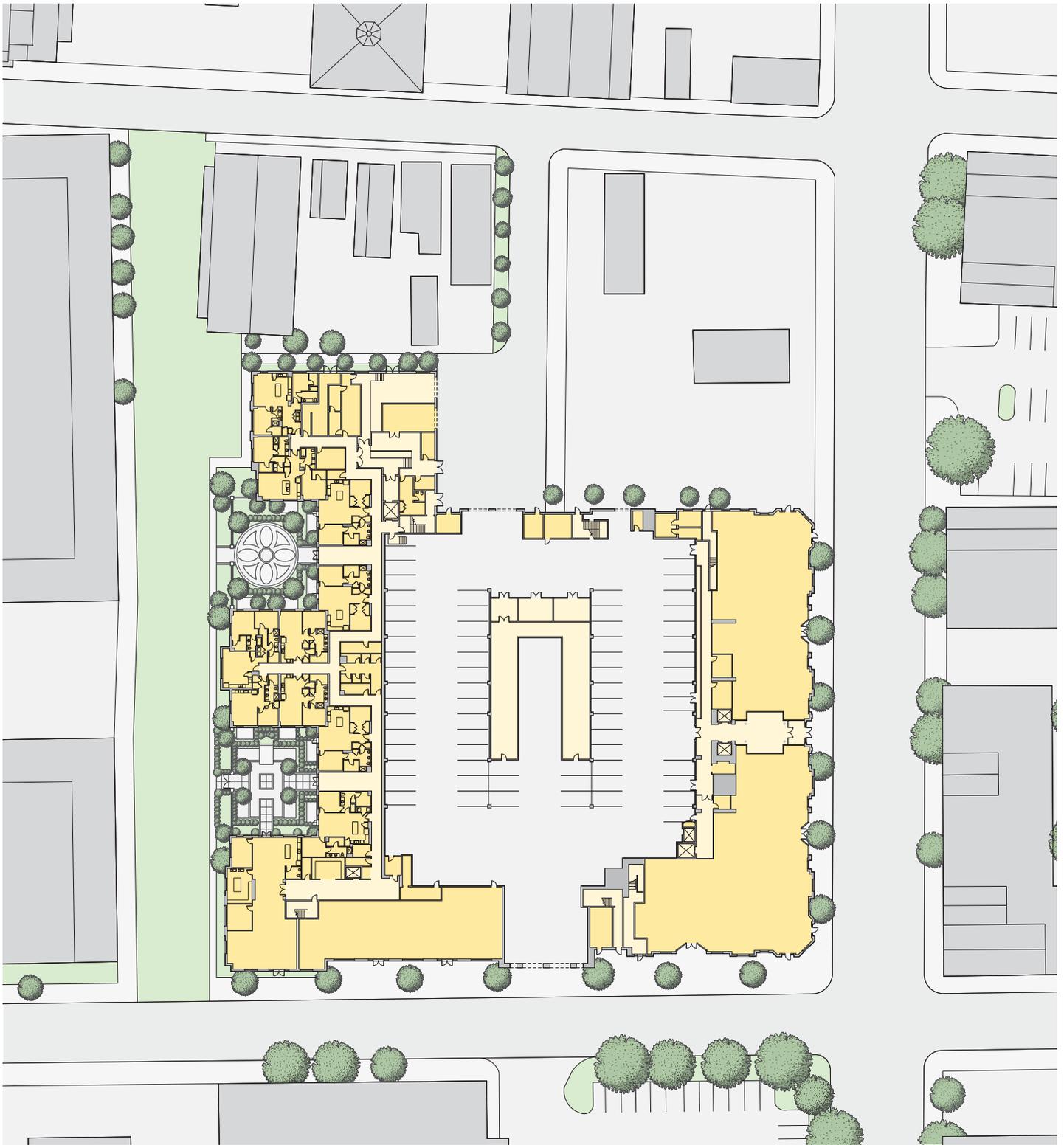
The office building, headquarters for the property developer Greystar, continues Charleston's classical tradition of nineteenth-century commercial architecture, using Greek Revival details to mark the five-story structure that provides 70,000 square feet of office space. At the ground level, shopfronts set into rusticated stone facades activate Meeting Street. The upper floors are stucco with Ionic columns; the metal-paneled fifth-floor penthouse offers views out to the Cooper River to the east.

On the west side of the block, The Guild—an eight-story loft-style brick apartment building—recalls the industrial character of the late nineteenth- and early twentieth-century warehouses in the area. The building provides 220 apartments; storefronts line Columbus Street. A clock tower rising 120 feet above the greenway marks the development from Highway 26. Atop an enclosed 234,000-square-foot parking structure at the center of the site masked by the office and residential building, a roof terrace provides residents with a lounge area with a swimming pool and offer views to the east.

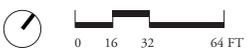


LOCATOR PLAN





SITE PLAN





*View of office building from Meeting Street*



*View of office building from Meeting Street*



*Office building*



*View from Line Street*



*View from Meeting Street*



*Residential building along Columbus Street*



*Aerial view of residential building from the southwest*



*Residential building*



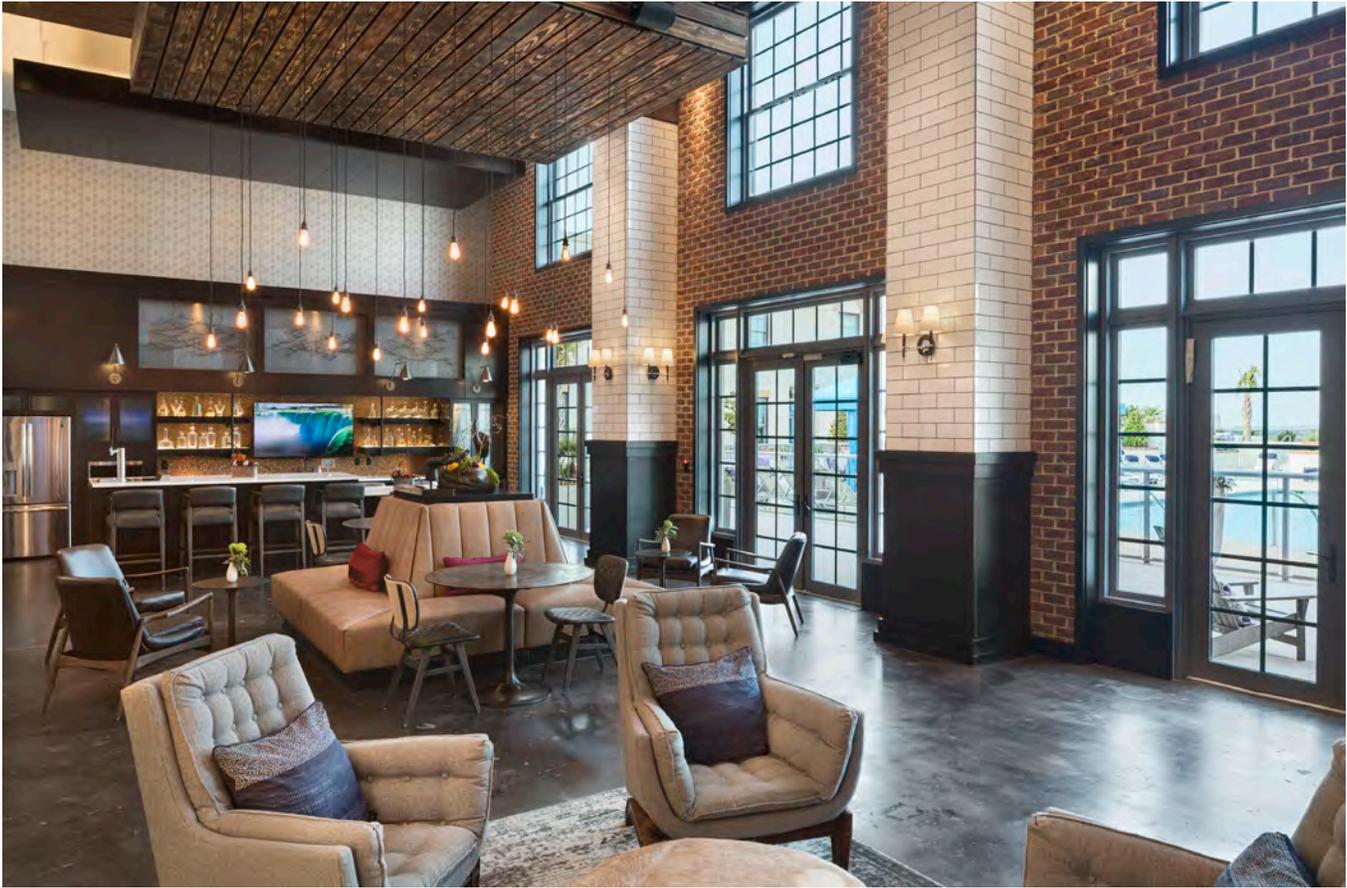
*Residential building*



*Residential building*



*Entry courtyard*



*Lounge*



*Pool*



# THE NAVY YARD

PHILADELPHIA, PENNSYLVANIA  
2013



*Aerial view from the Delaware River*

The Philadelphia Navy Yard lies 3.5 miles south of City Hall at the foot of the historic Broad Street axis. The 1,000-acre former Navy Base, comparable in size to Center City, contains an active shipyard west of Broad Street, six miles of waterfront along the Schuylkill and Delaware Rivers, and over 187 historic buildings within the nationally registered Philadelphia Naval Shipyard Historic District. After a six-week competition, Robert A.M. Stern Architects was chosen by a public-private partnership of the Philadelphia Industrial Development Corporation and developer Liberty Property Trust/Synterra Partners to lead a multidisciplinary design team in the creation of a master plan to guide development of 522 acres of the 1,000 acre site, providing a framework to attract the investment in infrastructure, open space, building renovations, and new construction necessary to begin establishing it as a vibrant mixed-use community.

Our 2004 master plan for the Navy Yard and our 2013 Update envision an incubator for a succession of future possibilities, including office, residential, institutional, research and development, retail, and recreation uses. The plan establishes a clear hierarchy of streets and a variety of public spaces including 27 acres of wetlands. The plan emphasizes sustainable design, with programs for mass transit, storm water retention and filtering, and sustainable design standards for new construction.

Building on the successes of the 2004 plan, 2013 Update reinforces the Historic Core as the downtown for the Navy Yard and also reexamines a proposed residential program at the Navy Yard, envisioning a tighter community of apartment buildings within a mix of renovated historic buildings and new construction to be centered in the Historic Core. The 2013 Update also proposes an

expansion of the Navy's energy research complex and development of a new research and academic campus complementing the continued growth of the property's emerging federal, university, and corporate research and development activities. While the plan projects a twenty to thirty year build out, new buildings are currently under construction and in design, and renovation of existing buildings is ongoing. The Navy Yard now proposes to grow from its current 6.5 million square feet to 6.2 million square feet of office and research space, 5.7 million square feet for industrial use, and 1,018 residential units, representing significant private investment and supporting more than 10,000 additional jobs over the next 15 years.



MASTER PLAN





*Aerial view from the northwest*



*Crescent Park and the Corporate Center*



*One Crescent Drive, completed 2005*



*Office Building for GlaxoSmithKline, Five Crescent Drive, completed 2013*



*Aerial view for Mustin Park*



*Canal District*



# SOUTHEAST FEDERAL CENTER

WASHINGTON, DC  
MASTER PLAN, 2003



*Aerial view looking north*

Robert A.M. Stern Architects contributed to Forest City Washington's selected development proposal for the Washington Navy Yard Annex, which was owned by the U.S. General Services Administration and targeted for mixed-use redevelopment. The site's prime riverfront location less than one mile south of the U.S. Capitol Building is readily accessible by highway and mass transit. The existing street network, which primarily follows the L'Enfant and Marshall plans for the District of Columbia, is kept substantially intact, including New Jersey Avenue, which runs diagonally from the Capitol Building. Of the industrial, office, storage, and maintenance buildings of varying historic architectural value, five buildings have been saved and repurposed. Our plan envisioned a vibrant neighborhood of commercial offices and residences above ground-level retail supported by public open space and an anchoring cultural institution. As our plan has been implemented over the intervening years, we were asked to design a new residential building on a key site, Arris, which was completed in 2016.



*Waterfront Park*



*Waterfront esplanade*

# ARRIS

THE YARDS  
WASHINGTON, DC  
2016



*View from southeast*

Arris takes its place on the most prominent site of The Yards, a new mixed-use riverfront neighborhood on the former grounds of the Washington Navy Yard Annex, developed by Forest City Washington and co-master-planned by our firm.

The new 11-story building is designed to reflect the existing character of the site and follows guidelines established by the Washington, DC State Historic Preservation Office. Arris's five-story red brick base and metal detailing take their cues from neighboring industrial buildings converted to apartments and offices. The building's massing creates two west-facing residents' courtyards that open to a mid-block pedestrian mews and link retail space along Tingey Street to the waterfront. The courtyards provide a quiet refuge from the surrounding city and are directly accessed from the building's lobby and amenity spaces. A large glass volume above the brick base on Fourth Street creates a modern architectural expression.

The LEED Gold building offers 327 high-end rental apartments, some of which offer direct views to the Yards Park, the Nationals Park baseball stadium, and the Capitol Building. Over 19,000 square feet of ground-level retail wraps the building on its north, east, and south sides, creating an active streetscape. Amenities for residents include underground parking, lounges, and a rooftop terrace and pool overlooking the Anacostia River.

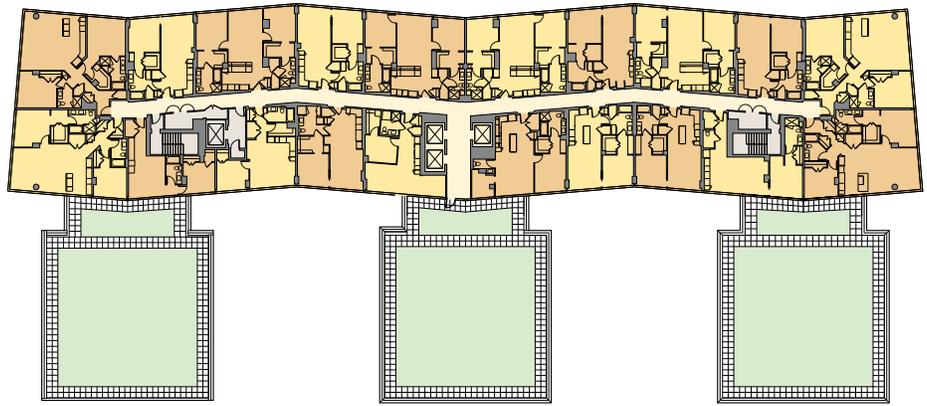


*View from harbor*

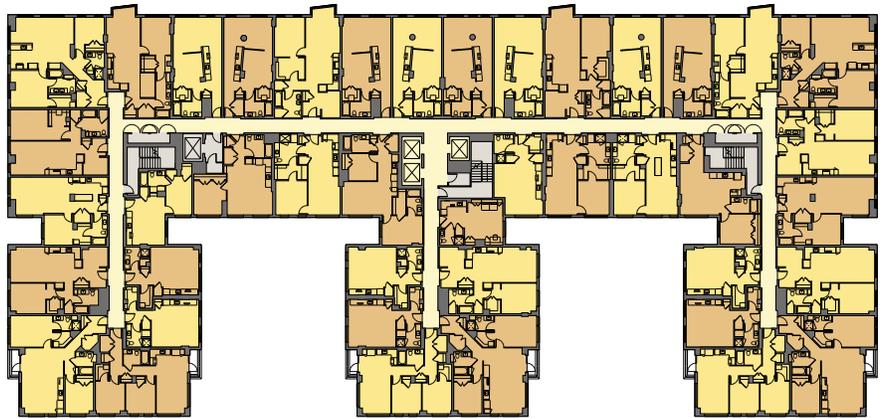


MASTER PLAN





FLOORS 9-11



FLOORS 3-5



GROUND FLOOR PLAN

- CIRCULATION
- AMENITIES
- RETAIL
- UNIT ONE
- UNIT TWO
- UNIT THREE
- SERVICE





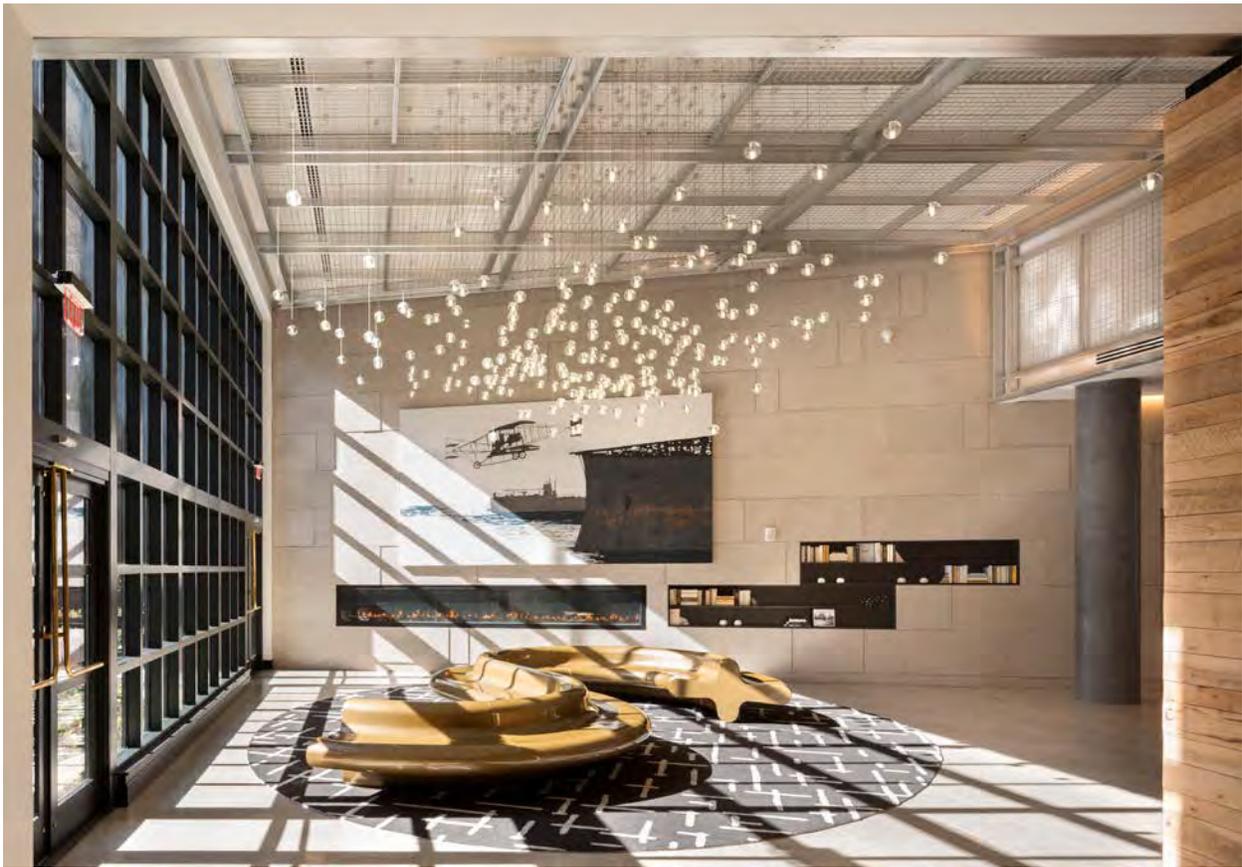
*View from south*



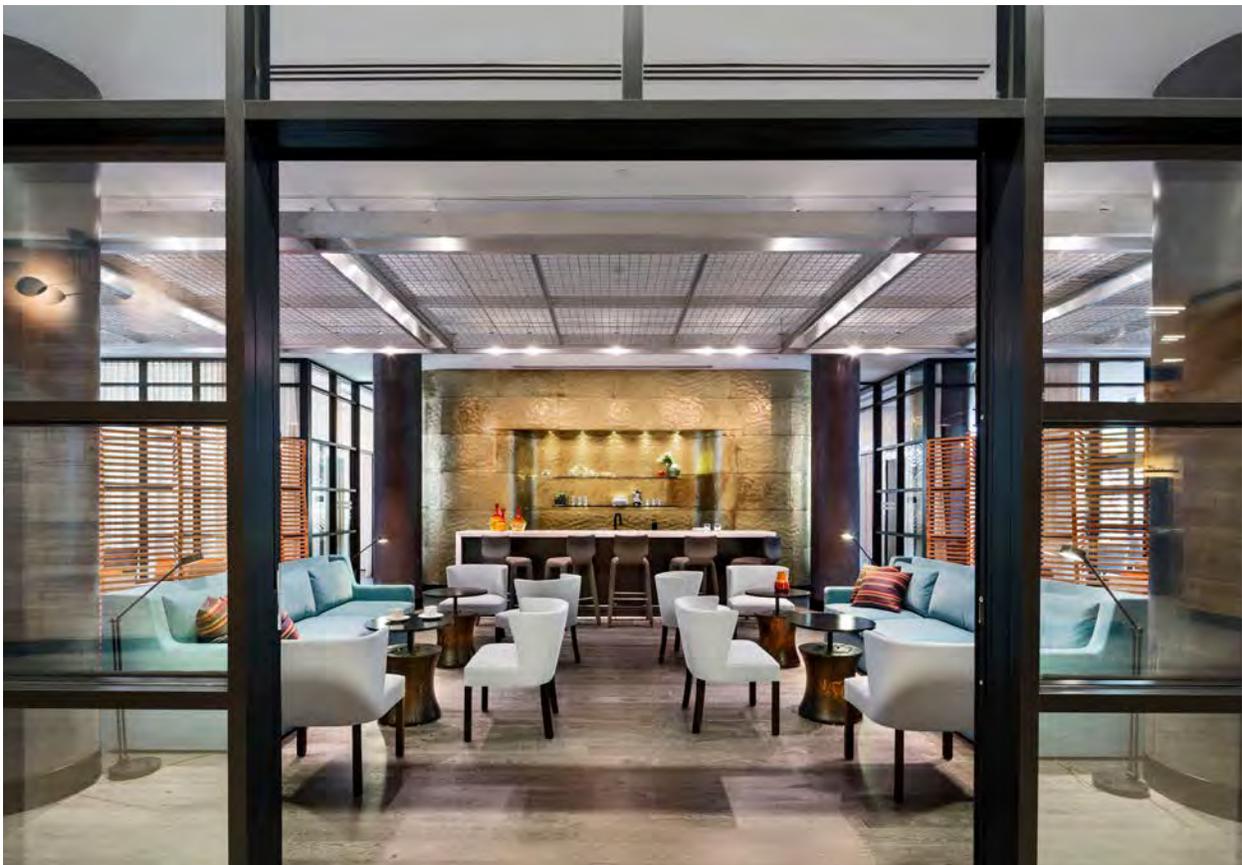
*View from northeast*



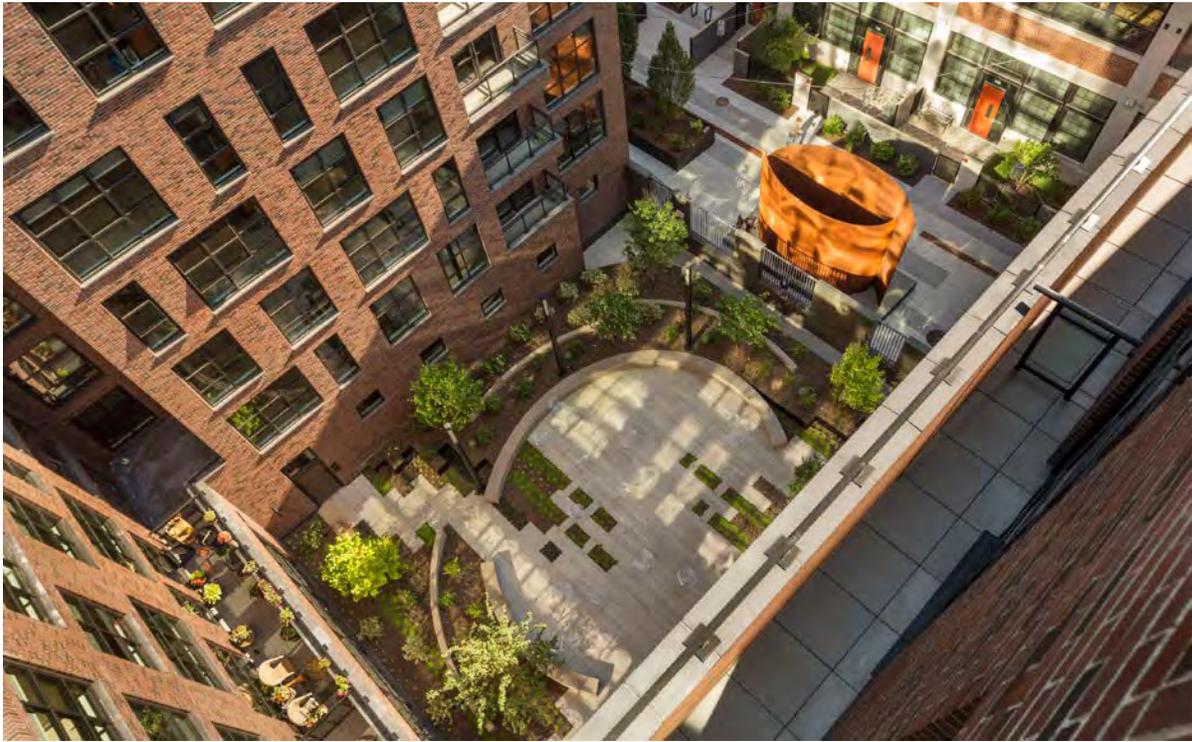
*Entry*



*Lobby*



*Lounge*



*Courtyard*



*Courtyard*



*Model apartment living room*



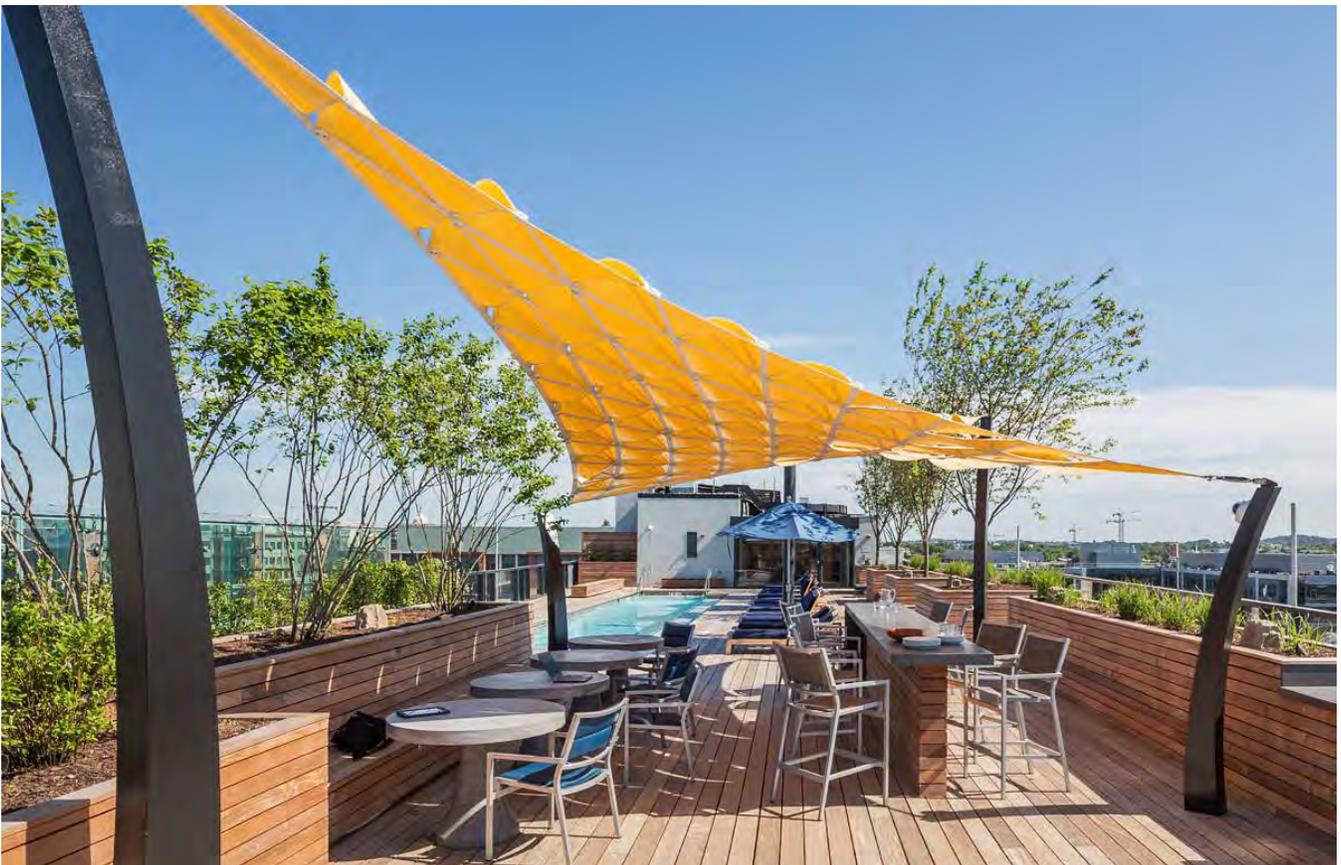
*Model apartment kitchen*



*Model apartment bedroom*



*Roof terrace pool*



*Roof terrace*



# 3700 CALIFORNIA STREET

SAN FRANCISCO, CALIFORNIA  
IN DESIGN



## *Aerial Rendering*

Our plan for a new residential neighborhood in San Francisco, on a five-acre site currently occupied by Sutter Health's California Pacific Medical Center where Presidio Heights meets Jordan Park, proposes to repair an interruption of the urban fabric with a collection of buildings inspired by different strands of San Francisco's architectural history organized in a landscape to give the effect of a neighborhood that has evolved over time.

With the announcement of California Pacific Medical Center's relocation in 2019, we and our client, TMG Partners, worked for nearly two years with an advisory committee formed by nine separate neighborhood groups to develop a plan that fits into the scale of its surroundings; our design calls for something between what zoning allows and what is more typical nearby, proposing 40 new buildings—single family houses, row houses, and small multifamily residential buildings—along with a freestanding residents' clubhouse. Two existing buildings will be retained: a small rental apartment building at 401 Cherry Street and the Marshall Hale Hospital Building, which will be repurposed into a multifamily residential building.

Our plan will enhance the public realm along the street front by widening sidewalks and offering gardens and greenspaces along the perimeter of the site, as is the pattern elsewhere in the vicinity. The large central block in our plan will be organized around a private townhouse mews anchored by an inset garden court that will make a gesture to Commonwealth Avenue where it terminates at California Street. Single-family houses will

include individual gardens; multifamily buildings will offer shared gardens. Services and parking for residents will be gathered below grade in central locations within each block; street-facing single-family houses will provide driveways and garages as is typical in San Francisco. The design of the buildings is inspired by local San Francisco precedents, as well as residential neighborhoods in the Classical tradition in cities such as New York, London, and Paris. Setbacks at the upper floors will reduce apparent building heights and create outdoor spaces for residents.



GROUND FLOOR PLAN AT SACRAMENTO STREET

- |  |   |
|--|---|
|  RESIDENCE |  LOBBY & CIRCULATION |
|  RESIDENCE |  AMENITIES           |
|  RESIDENCE |  SERVICE             |



SECTION





SACRAMENTO STREET ELEVATION



CALIFORNIA STREET ELEVATION



ROWHOUSE LANE ELEVATION



CHERRY STREET ELEVATION



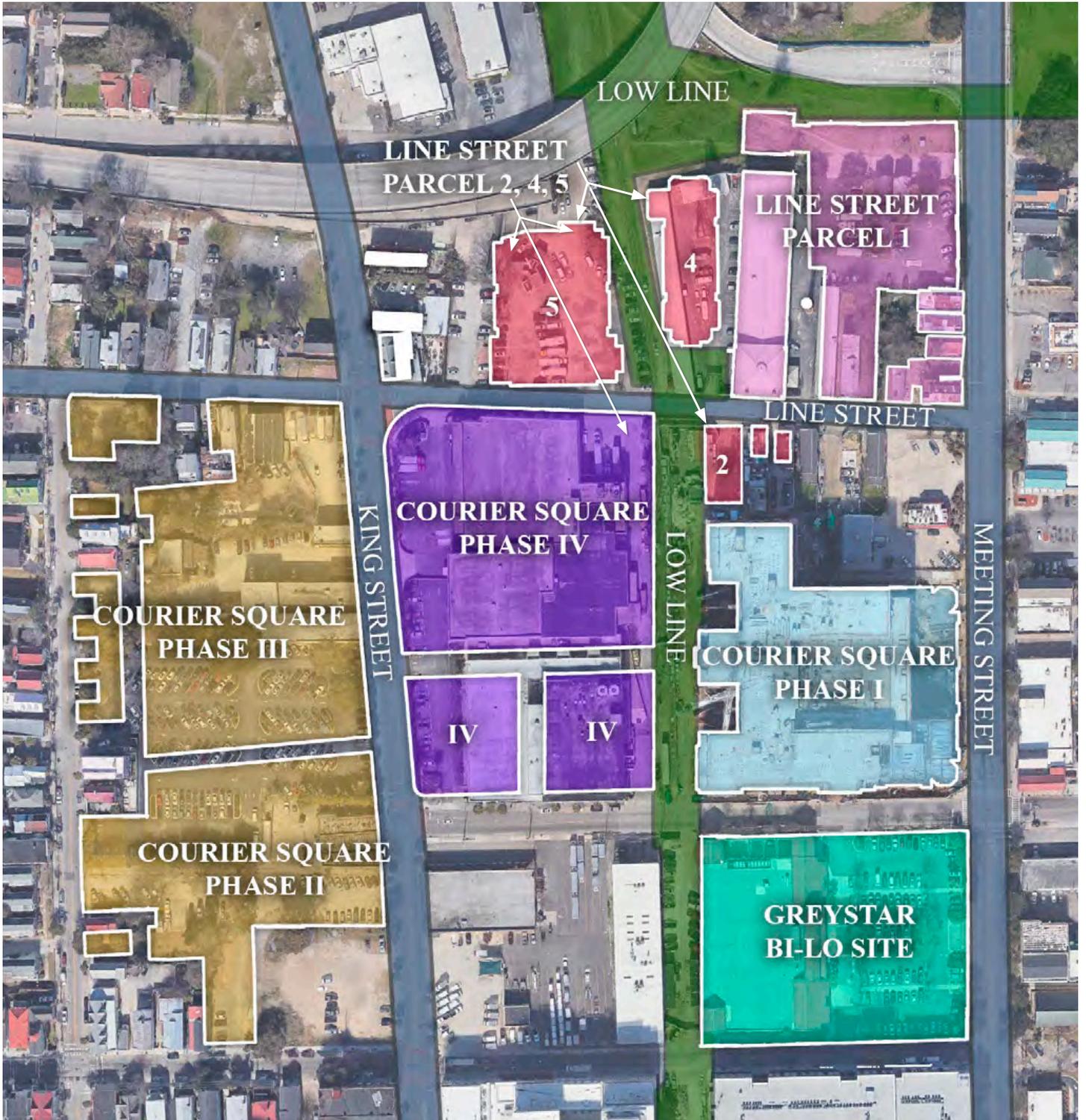
# RESIDENTIAL DEVELOPMENT ON LINE STREET

CHARLESTON, SOUTH CAROLINA  
IN DESIGN



On a block capping the northern reach of Charleston's Lower Peninsula, just north of our firm's Courier Square project, we have proposed a mixed-use development with through-block access that will preserve a surviving enclave of houses and a historic train shed to be repurposed as apartments. Addressing the major automobile entry into the city from Interstate 26, a large apartment house is expressed as a 9-story gateway building clad in yellow brick with formal details, and a 7-story red-brick-clad annex with a more industrial character. Four-story and 6-story buildings clad in limestone, brick, and stucco, with porches on multiple levels, rise adjacent to and behind the historic houses, and a 6-story red-brick-clad block will face Line Street. Shops and restaurants will wrap the new buildings at the sidewalk; running alongside the historic train shed, a new landscaped mid-block passage focused on a historic smokestack will connect to a proposed network of parks and will be flanked by two new 5-story red-brick warehouse-type buildings.







SOUTH ELEVATION



NORTH ELEVATION



EAST ELEVATION



WEST ELEVATION

BEFORE



*View of the Historic Train Shed and Chimney on Hagermans Alley*

AFTER



*View of new buildings along Hagermans Alley forming a courtyard and passage*

BEFORE



*View of derelict houses looking north on Meeting Street*

AFTER



*View of new buildings looking north on Meeting Street with restored houses*



*View from Line Street looking north*



*View from Line Street looking south*



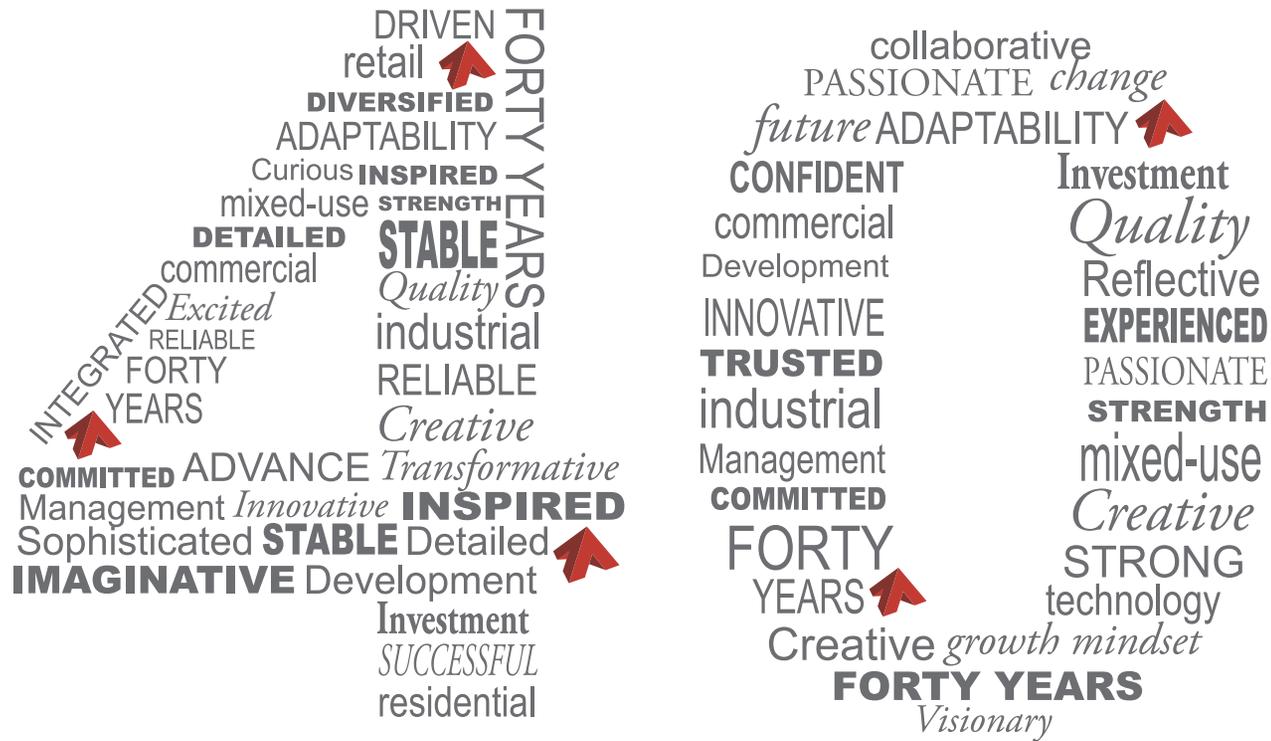
*View from Line Street looking north*



*View from Line Street looking south*

# CORPORATE BROCHURE

# REIMAGINING | REALESTATE



Est. 1979



# MORE THAN 40 YEARS CHANGING THE REAL ESTATE LANDSCAPE

**20M**

sq. ft. of active and  
future projects

**3,300**

residential units owned  
& in development

**8M**

sq. ft. industrial  
pipeline

**1979**

date founded



Advance Realty Investors is an integrated real estate investment, development and management firm with a diversified portfolio across the Northeast.

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# ABOUT US

Among real estate's most reputable and successful companies, Advance Realty Investors has established itself as one of the industry's most innovative and forward-thinking firms for 40 years. Advance has continuously evolved to meet changing market demands by leveraging

**The company currently owns, operates and invests in a diverse portfolio consisting of 20-million-square-foot of properties across all asset classes throughout the Northeast Corridor.**

the creativity and collective knowledge of its team of world-class professionals, while remaining true to its core values. Headquartered in Bedminster, New Jersey, Advance employs a multifaceted strategy, actively pursuing real estate investments in commercial, residential, industrial, retail and mixed-use projects that present an opportunity to enhance value through development, repositioning

and redevelopment. The company currently owns, operates and invests in a diverse portfolio consisting of 20-million-square-foot of properties across all asset classes throughout the Northeast Corridor.

Advance's strong capital base, fully integrated platform, outstanding talent, and flexibility as a privately held organization position the Company for continued growth for many decades to come.





**Harlow Hoboken**  
Hoboken, NJ



# OUR MISSION & CORE VALUES

To be the premier developer of creative real estate solutions.

Begin with the  
end in mind

Develop responsibly:  
through today's designs  
we meet tomorrow's  
needs and control  
future costs

Appreciate the value of  
our stakeholders

Invest in our people,  
our greatest asset

Be an owner who  
"owns up"

Control our own  
destiny

Though the market  
place is cyclical, it is  
the force that drives the  
business

Apply "informed  
intuition" and creativity

Operate as an  
entrepreneurial  
organization  
with institutional  
governance

Embrace change  
and adapt quickly

Think and act  
with a sense of  
urgency

Have respect for and  
are sensitive to the  
needs of our associates  
and communities in  
which we operate

# ADVANCE HISTORY

Peter J. Coccoziello founded Advance Realty in 1979 in Gladstone, New Jersey. The company was launched with a small building in West Orange, NJ, and has grown rapidly ever since.

Peter quickly recognized that success depends on vision, creativity, adding value, and forging trusted, long-term relationships with the investment, broker, tenant, and local communities.

Over time, he navigated decades of fluctuating market cycles, through which Advance grew to service larger corporations on build-to-suit developments, including Panasonic, Eisai, G.H. Bass, Phillips Van Heusen, Allied Beverage, Atochem NA, FedEx, Bayer, United National Bank, and Chubb.

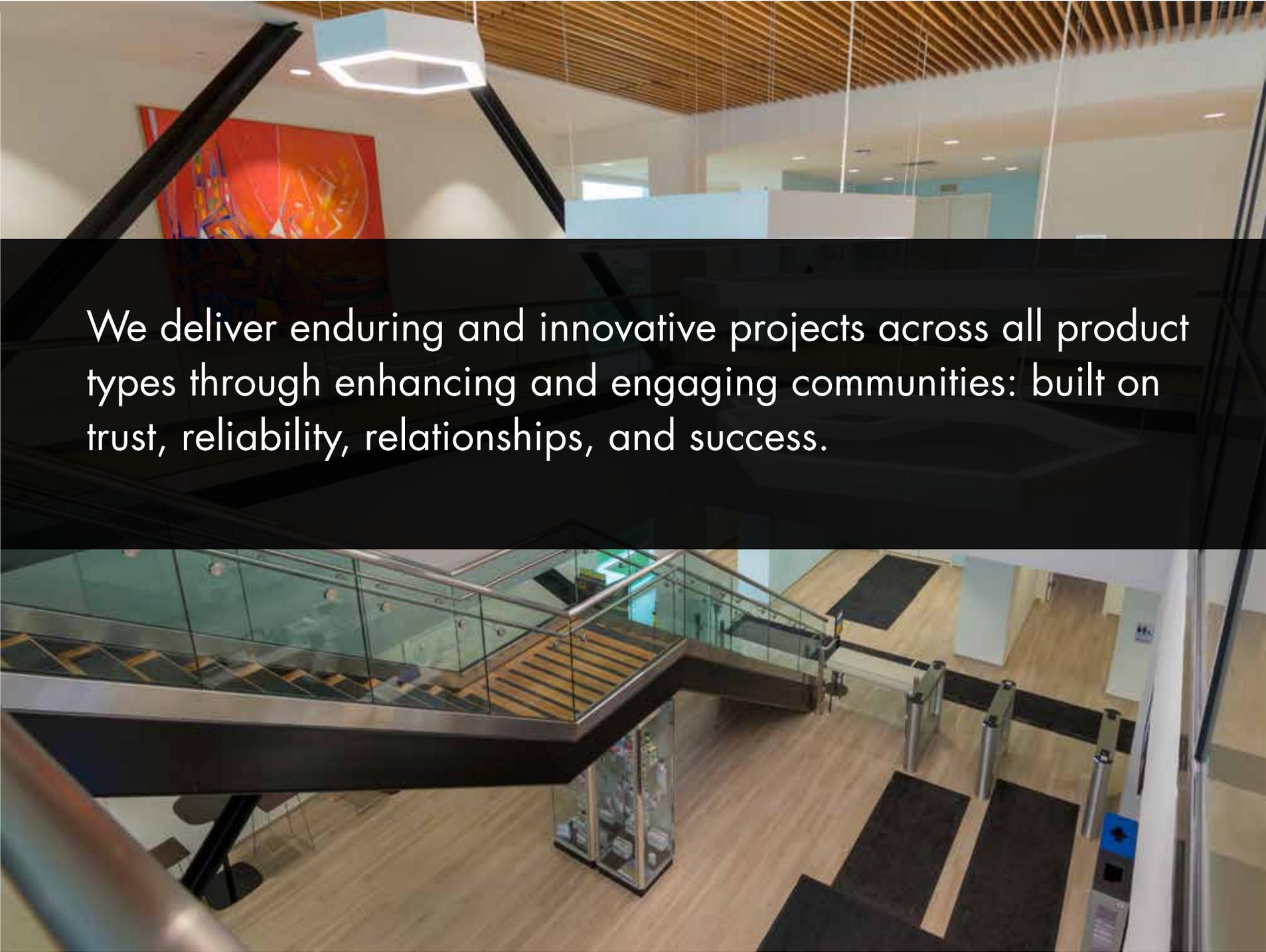
**Forging long-term relationships with the brokerage, business, political communities and capital partners has been the cornerstone of the company's success.**

With growth came the evolution of a trusted, highly competent, agile in-house team of real estate experts who have become the pillars of our company and leaders in our industry.

Our strong capital base, fully integrated platform, outstanding talent, and flexibility as a privately held organization position Advance for continued growth for many decades to come.





A photograph of a modern office interior. The top half shows a staircase with a glass railing and a large abstract painting on the wall. The bottom half shows a wooden floor with a glass railing and a turnstile. A semi-transparent black box with white text is overlaid in the center.

We deliver enduring and innovative projects across all product types through enhancing and engaging communities: built on trust, reliability, relationships, and success.



# EXPERTISE

## INVESTMENT



Advance's investment strategy is to create value, generate opportunities, mitigate risk, and deliver outstanding competitive advantages throughout the project life cycle. Our disciplined investment approach features profound insight, deep experience, localized knowledge, and flexibility, facilitated by a distinguished team of in-house experts. Our investment strategy is to maintain flexibility in our allocation of capital in various real estate asset types to quickly maneuver and adapt to the rapidly changing economic environment. Geographically we are focused on the New York-Metropolitan area with a primary focus on Northern New Jersey.

## DEVELOPMENT



Advance has developed or acquired more than 20 million square feet of mixed-use assets including residential, commercial, retail, industrial, and build-to-suit projects in key markets. A trusted source in all facets of development, design and craftsmanship, we are known for meticulous site selection, due diligence, asset repositioning, redevelopment, environmental remediation, zoning approvals, value engineering, and on-time, on-budget, turnkey delivery. Our success is rooted in decades of hands-on experience, deep market knowledge and solid relationships.

## MANAGEMENT



Advance Realty Management cultivates dynamic, enduring tenant and broker relationships by encouraging feedback and listening carefully to stakeholders. Easy, direct communications yield unique insights into each property and help maximize asset value and long-term profitability. Each Advance property is treated as a stand-alone business with a dedicated in-house team of property management experts. To ensure that our properties are operated at the highest standards of professionalism, responsiveness, and efficiency, we integrate customized internal programs into every building.

“We have been reimagining real estate for over four decades and remain committed to excellence in each of our market segments. Our forward-thinking approach combined with deep-rooted experience enables us to create innovative, sustainable, high-quality assets and communities suited for tomorrow’s lifestyles.”

– Peter Coccoziello  
Founder & CEO



# LEADERSHIP

**PETER J. COCOZIELLO, JR.**  
Principal & Managing Director,  
Strategic Business Unit

**ALEXANDER COCOZIELLO**  
Principal & Managing Director,  
Capital Markets and Treasury

**DANIEL F. COCOZIELLO**  
Principal & Managing Director,  
Development

**RICHARD A. CROOKER**  
General Counsel

**THOMAS J. WALSH, P.E.**  
Managing Director, Development  
and Construction Solutions

**JARED M. MINATELLI**  
Managing Director, Asset Manage-  
ment

**BILL BUMBER**  
Managing Director, Industrial

**DIANE PELLEGRINO**  
Director, Accounting and Finance

**JOHN CLARK**  
Director, Corporate Property Ser-  
vices

**LAUREN DUNN**  
Director, People and Talent

**MARTIN BRENNAN**  
Senior Development Manager

**NADINE GOLIS**  
Director, Marketing

**STEPHEN JOSEPH**  
Senior Associate, Investment

**TIM SOULAS**  
Senior Associate, Asset Management

**SID DESAI**  
Senior Associate, Investment



Reimagine real estate, creating vibrant destinations, inspired residences, and exceptional commercial spaces through unwavering passion is our commitment.



## MULTIFAMILY



## INDUSTRIAL

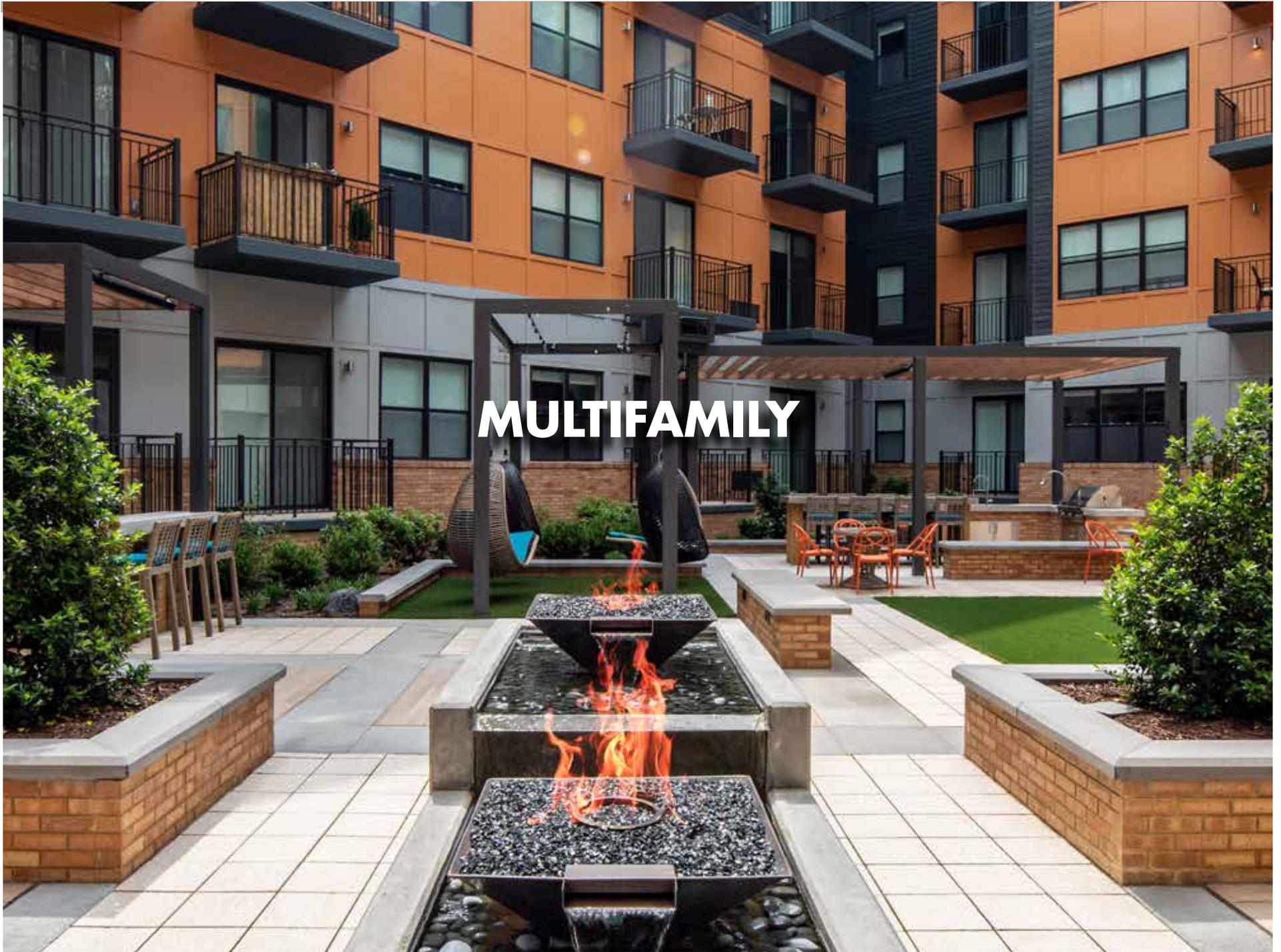


## MIXED-USE / RETAIL



## OFFICE / R&D





**MULTIFAMILY**



## HARLOW Hoboken, NJ



Asset Type: Multifamily, Retail, Parking

Size: 140 luxury apartments  
20,000 square feet of retail  
363 space underground parking garage

### Property Description:

Harlow is a mixed-use luxury rental building positioned at the gateway entrance to Hoboken, New Jersey, on the corner of 14th Street and Willow Avenue. The one-acre site was formerly home to Hoboken Gas Works, which used the property as a gas manufacturing and holding facility from 1871-1946. Advance utilized its extensive experience in environmental clean up and created an innovative plan to clean the site and construct a 363 below-grade parking garage. Through exceptional design and engineering Advance was able to have over 20,000 square feet of ground floor retail and parking which attracted Trader Joe's to make a long term commitment to the retail space. All of which serve as the foundation for 140 luxury apartments.



## THE BEXLEY Hoboken, NJ



Asset Type: Multifamily, Retail, Parking

Size: 128 Units; 2,000 SF Retail

### Property Description:

The Bexley is comprised of two, parallel five-story buildings located on 13th Street between Grand and Clinton Streets in northern Hoboken. The property features street level retail, a ground level parking garage and various buildings amenities including a fitness center, residents' lounge/clubroom, courtyard, package concierge system and a complimentary shuttle to and from the nearby PATH station. Advance implemented an extensive capital improvement plan which included renovations to all 128 rental apartments, corridors, lobbies, courtyard, amenity areas, building mechanical systems and facade.



## STEEL WORKS Riverbend District, Harrison, NJ

Asset Type: Multifamily, Parking

Size: 286 luxury apartments

### Property Description:

Located within the Riverbend District, Steel Works features 286 luxury apartments. The community offers a collection of high-end amenities that includes a fitness center with an on-site "spin room" and 24/7 on-demand fitness classes, golf and multi-sport simulator, heated outdoor pool and clubhouse, chic resident lounge, high-style pet park, outdoor movie screen, and a roof deck with a fireside lounge and bar.

Steel Works residences boast modern, chef-inspired kitchens with stainless steel appliances, designer cabinetry, quartz countertops, open shelving, and built-in wine chillers; elevated nine-foot ceilings, expansive walk-in custom closets; frameless glass shower doors, alternating height cabinets, audio enabled sound system; and the resident's choice of two distinct color palettes. Apartments on the building's first floor feature exposed spiral ducts with painted concrete ceilings; brick veneers and other stylish components contributing to an urban motif.

The property is just a 20-minute train ride to New York City via the Harrison PATH station. It is adjacent to Red Bull Arena, in the heart of an area that will soon be home to an abundance of restaurants, bars, shops, entertainment and culture.



## COBALT LOFTS

Riverbend District, Harrison, NJ



Asset Type: Multifamily, Parking

Size: 280 luxury apartments

### Property Description:

Located at 1200 S. Fifth Street within the Riverbend District in Harrison, Cobalt Lofts features 280 luxury studio, one- and two-bedroom homes, as well as duplex lofts featuring 20-foot ceilings and views of downtown Manhattan. The building is just a short walk from public transportation via the nearby Harrison PATH station – providing residents with a short 20-minute commute to Manhattan or 3-minute ride to nearby Newark. Cobalt Lofts also comes equipped with a full suite of state-of-the-art amenities that complement the modern renter's busy, cosmopolitan lifestyle.

Amenities at Cobalt Lofts include a state-of-the-art fitness center featuring a dedicated CrossFit workout area; community working space; a private dining and wine tasting room; and a rooftop-game room and lounge with stunning views of the Manhattan skyline. A beautifully landscaped courtyard with barbecue and lounge seating.

Cobalt Lofts feature stylish and spacious homes with eclectic high-end finishes, private patios and rich, bohemian-inspired interiors. Each unit comes complete with 9-foot ceilings, built-in wardrobes and storage space, and an expansive floor plan that provides ample space to work, create, entertain and relax. Sleek, modern kitchens are outfitted with upscale shaker-style cabinetry, stainless-steel appliances, quartz countertops and even a personal wine fridge amid a warm, yet bright color scheme of blues and grays.

The building's 280 thoughtfully-designed homes also come with an array of smart technology and other modern features, including a built-in Amazon Echo Dot, pre-wired speakers and the Samsung SmartThings HUB.

## THE CRU Riverbend District, Harrison, NJ



Asset Type: Multifamily, Retail, Parking

Size: 398 luxury apartments; 20,000 SF retail

### Property Description:

Located within the Riverbend District in Harrison, The Cru will feature 399 luxury studio, one- and two-bedroom units. The building is just a short walk from public transportation via the nearby Harrison PATH station – providing residents with a short 20-minute commute to Manhattan or 3- minute ride to nearby Newark.

The Cru will include rich finishes and unique design elements such as an expansive and active double height lobby with loft space, a state-of-the-art fitness center with a dedicated yoga and stretching area, Peloton bike and spin room; community working space; semi-private dining and demo kitchen; a game room and multiple lounge areas to encourage shared experiences.

The Cru will feature stylish and spacious units with modern high-end finishes and private patios. Each unit comes complete with 9-foot ceilings, built-in wardrobes and storage space, and an expansive floor plan that provides ample space to work, create, entertain and relax. Sleek, modern kitchens are outfitted with upscale cabinetry, stainless-steel appliances, quartz countertops and even a personal wine fridge amid a warm, yet bright color scheme of whites and rich blues.





**MIXED-USE & RETAIL**



# RIVERBEND DISTRICT

## Harrison, NJ



Asset Type: Mixed-use - multifamily, retail, parking, open public spaces

Size: 2,500 units  
800,000 SF mixed-use

### Property Description:

Advance has assembled, remediated and entitled approximately 35 acres of land adjacent to the Harrison PATH Station. The site was previously a brownfields industrial site with extensive asbestos, soil and groundwater contamination. The development, branded the Riverbend District, is now a multi-phase, transit-oriented development site which will encompass 2,500 residential units and 800,000 square feet of mixed-use when complete. The Riverbend District is currently anchored by Red Bull Arena, home to the New York Red Bulls soccer team. Advance has remediated the assemblage, which encompasses no less than 57 areas of concern (AOC), under the supervision of the NJDEP and is on track to obtain a site-wide Response Action Outcome (RAO). In addition to undertaking a significant remediation project, Advance also improved the site with utility and public roadway infrastructure. Advance recently completed a 48,000 square foot build-to-suit for Panasonic North America on the site, a 286 unit luxury multifamily building Steel Works and a 280 unit luxury multifamily building CoBalt Lofts.



## THE BRIDGE Bridgewater, NJ



Asset Type: Mixed-Use: R&D, multifamily, retail, hotel, wellness, office, parking and public open spaces

Size: 400 multifamily units, a 124-room executive-class hotel, and 243,834 square feet of commercial space.

### Property Description:

Advance Realty Investors acquired the former Sanofi U.S. Research and Development Campus in Bridgewater, N.J. The Campus encompasses approximately 1.2 million square feet of lab, office, and GMP production facilities, as well as a full service cafeteria, fitness center and conference facilities. Advance successfully executed on its business plan of re-tenanting approximately 800,000 square feet of state-of-the-art lab and office space and is currently in the process of demolishing approximately 400,000 square feet of obsolete office buildings on the easternmost portion of the site.

Current R&D tenants include Nestle Health Science, Ashland, Amneal Pharmaceuticals, Avantor, Solaris, Matinas Biopharm, Nevakar, ClinicalGenomics, GSG Scientific, Unionmed Tech, and 3D Biotek which occupies approximately 600,000 square feet of space within the campus.

The redevelopment area consisting of approximately 62 acres has received zoning approvals. The site will be transformed into a vibrant, mixed-use, town center environment attractive to young professionals and empty nesters. When complete, the overall redevelopment area will include: existing R&D, 400 multifamily units and 243,834 square feet of commercial uses including hotel; retail/restaurants; wellness center; grocery and office. In addition the property will feature public open spaces and outdoor recreation.

## BEDMINSTER VILLAGE Bedminster, NJ

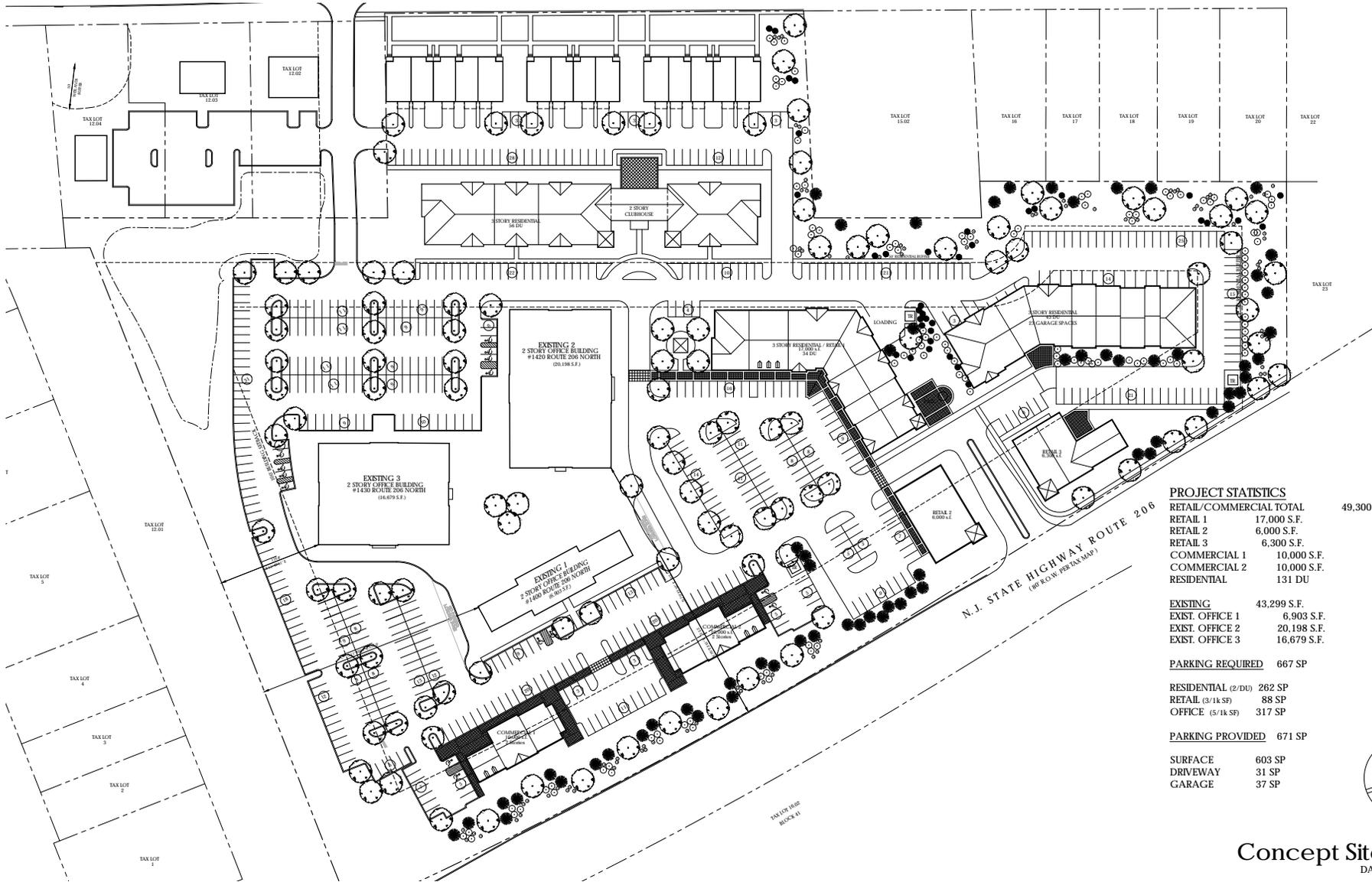


Asset Type: Mixed-Use - retail, office, multifamily, open public spaces

Size: 1,140 units  
65,000 SF retail  
100,000 SF office

Property Description:  
Need description





**PROJECT STATISTICS**

RETAIL/COMMERCIAL TOTAL	49,300 S.F.
RETAIL 1	17,000 S.F.
RETAIL 2	6,000 S.F.
RETAIL 3	6,300 S.F.
COMMERCIAL 1	10,000 S.F.
COMMERCIAL 2	10,000 S.F.
RESIDENTIAL	131 DU

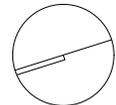
<b>EXISTING</b>	43,299 S.F.
EXIST. OFFICE 1	6,903 S.F.
EXIST. OFFICE 2	20,198 S.F.
EXIST. OFFICE 3	16,679 S.F.

<b>PARKING REQUIRED</b>	667 SP
RESIDENTIAL (2/2U)	262 SP
RETAIL (3/1k SF)	88 SP
OFFICE (5/1k SF)	317 SP

<b>PARKING PROVIDED</b>	671 SP
SURFACE	603 SP
DRIVEWAY	31 SP
GARAGE	37 SP



Scale: 1" = 50'

**Concept Site Plan**  
DATE: 03/30/2017

# 1404-1412 WILLOW AVENUE Hoboken, NJ



Asset Type: Retail/Land

Size: Current: 7,500 SF Retail / 0.26 acres  
Proposed: 37 units, 8,000 SF retail

### Property Description:

Approximately 0.26 acres, 1404 Willow Avenue is located at the gateway entrance to Hoboken, NJ, on the corner of 14th Street and Willow Avenue. The site is currently located to Hertz. Advance recently completed a large-scale multifamily project Harlow adjacent from the Property. Harlow features 140 rental units, ground floor retail occupied by Trader Joe's and Wine Dad's as well as a 363 below grade parking garage. The addition of Harlow and Trade Joe's fundamentally changed the characteristics of the surrounding area, known as the "Northwest" neighborhood. The Pilsner Haus & Biegarten, located on the corner of 15th and Grand Streets, is also a defining cultural attribute to the neighborhood. The Property and Harlow will serve as the gateway entrance to Hoboken, near the 14th Street Viaduct. The Viaduct recently underwent a \$54 million replacement project. The Viaduct was designed to maximize walkable public space underneath which includes a new cobblestoned streetscape with decorative sidewalks and lighting, as well as a new pocket park below the Viaduct. Today the Viaduct has emerged as the cultural anchor of the Northwest neighborhood, and the Property is poised to benefit from same. Advance will work with the City of Hoboken to obtain entitlements for the development of 37 luxury rental apartments and 8,000 square feet of ground-floor retail space.



## 1417-1429 ADAMS ST. Hoboken, NJ

Asset Type: Warehouse/Land

Size: Current: 20,000 SF, 0.46 acres  
Proposed: 66 units, parking garage

### Property Description:

Approximately 0.46 acres, the development site is primarily located on the corner of 15th Street and Adams Street in northern Hoboken. The property is currently improved with a 10,000 SF single-story structure and a 10,000 SF parking lot. Advance has developed Harlow two blocks from the Property. Harlow features 140 rental units, ground floor retail occupied by Trader Joe's and Wine Dad's and a 363 parking garage. The development of Harlow has fundamentally changed the characteristics of the surrounding area, known as the "Northwest" neighborhood. The Pilsener Haus & Biergarten, located on the same block as the Property on the corner of 15th and Grand Streets, is also a defining cultural attribute to the neighborhood. Harlow is positioned at the gateway entrance to Hoboken, near the 14th Street Viaduct. The Viaduct recently underwent a \$54 million replacement project. The Viaduct was designed to maximize walkable public space underneath. A new cobblestoned streetscape with decorative sidewalks and lighting, as well as a new pocket park below the Viaduct on Madison Street, were also within the scope of the project. The Viaduct has emerged as the cultural anchor of the Northwest neighborhood, and the Property is poised to benefit from same. Advance will work with the City of Hoboken to obtain entitlements for a mixed-use redevelopment.



# THE SHOPS AT LEDGEWOOD COMMONS

## Roxbury Township, NJ



Asset Type: Retail

Size: 470,000 square feet

### Property Description:

The Walmart anchored center previously known as Ledgewood Mall is an enclosed Mall suffering from high vacancy and deteriorating aesthetic. The redevelopment plan is to “de-mall” Ledgewood Mall by demolishing the 70,000 SF former Macy’s store and the 152,000 SF of interior mall space including the existing Walmart to make way for a new 165,000 SF omnichannel Walmart Supercenter, 261,000 SF of new inline retail and 31,000 SF of future out parcel buildings. The demolition of the former Macy’s store is a threshold component of the strategy and will enhance visibility, increase parking, and allow the site to take advantage of its favorable accessibility and strong drive-time demographics. Post redevelopment, the center will be comprised of ±470,000 SF vibrant open air shopping center, transforming the once obsolete mall into a place where visitors can meet, eat and shop. The center will be Anchored by a completely new Walmart Tenants include



## PARAMUS CROSSROADS Paramus, NJ

Asset Type: Retail

Size: 254,184 SF

### Property Description:

The Paramus portfolio includes Paramus Crossroads, a new development on Route 17 South at the southbound entrance to the Garden State Parkway. The first new retail center in the borough in over a decade, Paramus Crossroads will lay claim to 440 feet of linear frontage and 49,000 square feet of new retail space anchored by PGA Tour Superstore and PC Richards. The new center will boast picturesque landscaping, bold architecture, and facades visible from both sides of Route 17 and the Garden State Parkway.

In addition, Advance also acquired 60 Route 17 North, a power center featuring DSW, PetSmart and H-Mart. Shadow-anchored by the Westfield Garden State Plaza, the third-largest mall in the New York Metropolitan Area, the retail center is ideally situated on an established trade corridor that consistently captures a high volume of retail traffic.



## WINDSOR CENTER East Windsor, NJ



Asset Type: Retail

Size: 130,233 square feet

### Property Description:

Windsor Center, previously known as Windsor Heights Shopping Center had suffered from an A&P bankruptcy and closing as well as a deteriorating aesthetic that resulted in a negative reputation in the local community. Advance invested significant capital which included a complete façade renovation, new pylon signage, building system upgrades, landscaping improvements and parking lot upgrades. Advance transformed the center to retake its position as a leading retail destination for the residents of East Windsor, evidenced by the number of top retailers who call Windsor Center their home.



## MIDDLEBROOK CENTER Bound Brook, NJ



Asset Type: Retail

Size: 105,000 square feet

### Property Description:

Advance Realty Investors was awarded the designation of Redeveloper for a 50-acre site in Bound Brook, NJ. Advance in collaboration with the Borough of Bound Brook and recognized the strategic location of the property and the need for a quality supermarket and community shopping center. Advance completed the redevelopment of a former municipal landfill into a 105,000 square foot community shopping center anchored by a ShopRite.





**INDUSTRIAL / FLEX**



## LINDEN LOGISTICS CENTER Linden, NJ



**Asset Type:** Industrial/Land

**Size:** 4.1 Million Square Feet / 350 acres

**Property Description:**

Linden Logistics Center is an 8 building master planned Class A logistics center in one of the nation's most vibrant industrial markets. The Project is situated on the Arthur Kill waterfront in the Tremley Point area of Linden, New Jersey. The location of the Project provides superior access to major highways and infrastructure – it is located only three miles from Exit 13 on the New Jersey Turnpike (I-95). Strategically positioned in the heart of the New Jersey Port Industrial Submarket, the Project is a 20-minute drive from Port Newark and Port Elizabeth. In addition, the Project has an active barge dock and  $\pm 3,000$  feet of frontage on the Arthur Kill waterway. It is the longest contiguous available waterfront parcel in the New York and New Jersey port area featuring CSX rail access.

Linden Logistics Center is an example of how Advance leveraged their expertise to acquire and remediate a former brownfield site once home to American Cyanamid and DuPont, as well as manufacturing firm GAF Materials. Multiple developers attempted the project over a 15-year period but unsuccessfully moved on. This project is an example of what Advance can do when facing a challenging project.

# LOGAN NORTH INDUSTRIAL PARK

Logan Township, NJ



**Asset Type:** Industrial/Land

**Size:** 3.3 Million Square Feet, 415 acres

**Property Description:**

The property is an industrial-zoned parcel located at 2858 Route 322 in Logan Township, Gloucester County, NJ. Advance received GDP approval to develop over 3 million square feet of industrial space. The property is strategically positioned directly off I-295's exit 11 in one of the state's fastest growing industrial markets directly adjacent to the Philadelphia port. The property is serviced by two Class I railroads, CSX and Northfolk Southern.

**Build-to-Suit Signed:**

- Target - 1,015,000 E-commerce Facility
- Lineage Logistics - 189,000 SF Freezer/Cooler Facility

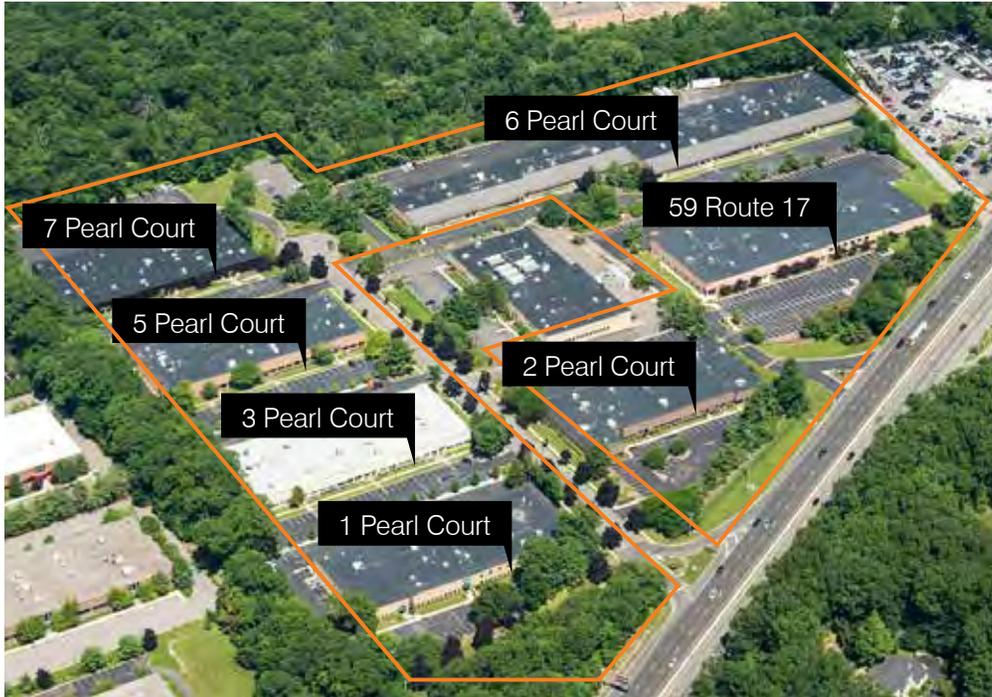
**1 MILE**  
FROM THE  
COMMODORE  
BARRY BRIDGE

DIRECT ACCESS



**CLASS A**  
DESIGN FEATURING  
**36' HEIGHT**

## ALLENDALE INDUSTRIAL PARK Allendale, NJ



**Asset Type:** Industrial/Flex

**Size:** Seven Buildings - 370,000 Square Feet

### Property Description:

Allendale Industrial Park is a seven-building, 370,000 square foot light industrial portfolio in Allendale, New Jersey. The properties are situated in a campus setting located directly off NJ Route 17 with easy access to the Garden State Parkway and Interstate 287, allowing tenants convenient access to the entire New York Metropolitan Area. The properties are in an infill location in the supply-constrained Northern Bergen County which boasts strong demographics. The seven buildings that comprise the portfolio all feature individual entrances and dedicated loading. Ceiling heights range from 20 to 24 feet. A variety of potential configurations and divisibility make the assets suitable for an array of manufacturing, distribution, office and research laboratory uses.



## PREFERRED FREEZER Woodbridge, NJ



Asset Type: Industrial build-to-suit

Size: 192,400 square feet

### Property Description:

In 2014, Advance Realty Investors and F. Greek Development broke ground on a 192,400 square foot build-to-suit "State of the Art" freezer warehouse for Preferred Freezer Services, one of the largest freezer warehouse operators in the nation. The project is located in the heart of the "Exit 12" industrial market. Located one mile from Exit 12 of the New Jersey Turnpike and 8 miles south of the Port of Newark/Elizabeth and Newark Liberty Airport, the project maintains exceptional access to the regions transportation network and has evolved into a distribution hub for many Fortune 500 Corporations and top logistics companies. The state-of-the-art facility will feature 60' foot clear ceilings, 16 loading docks and ample trailer storage.



## PANASONIC TECHNOLOGY CENTER Harrison, NJ



Asset Type: Industrial build-to-suit

Size: 48,500 Square Feet

### Property Description:

Advance completed the construction of a 48,500 square foot, single-story flex facility for Panasonic Corporation, which included engineering offices, a lab and various testing facilities. The Panasonic Technology Center is located within Advance Realty Investors transit-oriented community, the Riverbend District. The Riverbend District is within close proximity to multiple modes of mass transit, including NJ Transit, Amtrak and a centrally located, on-site PATH station.



# MAHWAH INDUSTRIAL PARK

Mahwah, NJ



Asset Type: Industrial/Flex

Size: Three Buildings - 400,00 SF, 32.89 acres

### Property Description:

Mahwah Industrial Park is a three-building, 400,000 square foot light industrial portfolio situated on 32.89 acres. The property is located immediately off Route 18 in Bergen County, five minutes south of the intersection of I-87 and I-287. Additionally, the property offers excellent visibility from Route 17 and provides easy access to Midtown Manhattan, Port Newark/Elizabeth, Newark Liberty International Airport and the Meadowlands Industrial Market. The three buildings were built to institutional standard in 1966, with all units featuring individual entrances and dedicated loading. Additionally, the campus boasts parking ratios that far exceed market standard and is ideal for heavy parking users.



## I-80 DISTRIBUTION CENTER 1200 Madison Avenue, Paterson, NJ



Asset Type: Industrial/Flex

Size: 245,529 SF

### Property Description:

The Property was originally developed by Coca-Cola in 1967 with institutional-quality design and construction. The I-80 Distribution center features 30-foot ceiling heights and 21 loading positions, as well as ample car and truck parking. Currently 100-percent leased, the asset has experienced strong historical occupancy, and is leased to two tenants: M.Tucker, a Division of Singer NY, LLC, which is one of the largest independent food-service equipment distributors on the eastern seaboard, and SupplyOne, a leading national packaging solutions company. The property offers immediate proximity to the area's robust highway infrastructure, which allows for convenient access throughout the entire New York Metropolitan Area.

# PARTIAL LIST OF CLIENTS



## PARTIAL LIST OF CLIENTS

**BAE SYSTEMS**

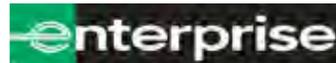


**PVH**

G.H. BASS & CO.®



PHILIPS-VAN HEUSEN CORPORATION



**STAPLES**



**P.C. RICHARD & SON**  
"THE APPLIANCE • ELECTRONICS • COMPUTER GIANT"

**ROSS**  
DRESS FOR LESS



**Marshalls**



**DSW**



**BARNES & NOBLE**



# OUR PROJECTS

PROJECT	CITY	TYPE	PRODUCT	SIZE
Mahwah Industrial Park	Mahwah, NJ	Investment	Industrial	400,000
Allendale Industrial Park	Allendale, NJ	Investment	Industrial	370,000 SF
CoBalt Lofts	Harrison, NJ	Development	Multifamily	280 Units
Linden Logistics Center	Linden, NJ	Development	Industrial	4.1 Million SF
Steel Works	Harrison, NJ	Development	Multifamily	286 units
19 Chapin Road	Montville, NJ	Investment/Repositioning	Industrial/Flex	529,110 SF
Logan North Industrial Park	Logan Twp, NJ	Development	Industrial	3.0 Million SF
I-80 Distribution Center	Paterson, NJ	Investment	Industrial	245,000 SF
1417-1429 Adams Street	Hoboken, NJ	Redevelopment	Mixed-Use	.46 acres
1404-1412	Hoboken, NJ	Redevelopment	Mixed-Use	.26 acres
The Bexley	Hoboken, NJ	Repositioning	Mixed-Use	128 units/2,000 SF
Harlow Hoboken	Hoboken, NJ	Development	Mixed-Use	140 units/19,281 SF
60 Route 17 North	Paramus, NJ	Repositioning	Retail	74,900 SF
Paramus Crossroads - 305-315 Route 17 South	Paramus, NJ	Repositioning	Retail	49,220 SF
295 Route 17 South	Paramus, NJ	Repositioning	Retail	57,000 SF
317 Route 17 South	Paramus, NJ	Repositioning	Retail	40,000 SF
The Shops at Ledgewood Commons	Roxbury Twp., NJ	Repositioning	Retail	517,000 SF
NJ Center of Excellence Mixed-Use Village	Bridgewater, NJ	Redevelopment	Mixed-Use	1,000,000 SF
2750 Morris Road	Lansdale, PA	Investment/Repositioning	Industrial/Flex	675,000 SF
Preferred Freezer Service   301 Blair Road	Avenel, NJ	Build-to-Suit	Industrial	192,400 SF
NJ Center of Excellence	Bridgewater, NJ	Investment/Repositioning	R&D/Flex &Office	800,000 SF
Panasonic Technology Center	Harrison, NJ	Build-to-Suit	Office	48,500 SF



# OUR PROJECTS

PROJECT	CITY	TYPE	PRODUCT	SIZE
Windsor Center	East Windsor, NJ	Investment/Repositioning	Retail	130,233 SF
Coventry Park at Morris Plains	Morris Plains, NJ	Land Entitlements	Townhomes	70 Units
4500 Forbes Boulevard	Lanham, MD	Investment	Office	64,842 SF
Picatinny Applied Research Campus	Picatinny, Arsenal, NJ	Speculative Development	Office/Flex	27,500 SF
Advance at Southgate   445 South Street	Morris Township, NJ	Investment/Repositioning	Office	320,000 SF
Carriage Park	Bound Brook, NJ	Land Entitlements	Townhomes	144 Units
Eisai Pharmaceutical Inc.   100 Tice Boulevard	Woodcliff Lake, NJ	Build-to-Suit	Corp. HQ	209,000 SF
260 Cherry Hill Road	Parsippany, NJ	Investment/Repositioning	Office	121,544 SF
Branchburg Center   3040 Route 22	Branchburg, NJ	Investment	Office	89,355 SF
Park Place   200-230 Park Avenue	Florham Park, NJ	Investment/Repositioning	Office	351,000 SF
Riverview Corporate Center	Cherry Hill, NJ	Investment	Office	81,500 SF
310 Madison Avenue	Morris Township, NJ	Investment/Repositioning	Office	59,061 SF
400 Riverview Plaza	Trenton, NJ	Investment/Repositioning	Office	30,000 SF
Riverview Executive Center   100, 200, 300 Riverview	Trenton, NJ	Investment	Office	300,000 SF
Bridgewater IV   Route 22	Bridgewater, NJ	Speculative Development	Office	96,000 SF
7 Entin Road	Parsippany, NJ	Investment	Office	65,320 SF
MiddleBrook Crossroads	Bridgewater, NJ	Investment	Industrial	800,000 SF
Bedminster II   1400-1430 Route 206	Bedminster, NJ	Speculative Development	Office	88,500 SF
Bridgewater III   1150 Route 22	Bridgewater, NJ	Speculative Development	Office	90,000 SF
5510 Cherokee Avenue	Alexandria, MA	Investment	Office	53,838 SF
Signature Place at Rockville Center	Rockville Center, NY	Land Entitlements	Condominiums	230 Units
The Brownstones at Convent Station	Convent Station, NJ	Land Entitlements	Townhomes	13 Units

# OUR PROJECTS

PROJECT	CITY	TYPE	PRODUCT	SIZE
Signature Place at Lyndhurst	Lyndhurst, NJ	Land Entitlements	Residential Apts.	349 Units
One Gateway Center   Raymond Plaza West	Newark, NJ	Investment/Repositioning	Office/Retail	466,000 SF / 50,000 SF
The Villages at Bedminster III   Route 202	Bedminster, NJ	Speculative Development	Office condo	12,000 SF
MetroEast Office Park	Landover, MD	Investment/Repositioning	Office	580,000 SF
Middle Brook Center   Route 28	Bound Brook, NJ	Build-to-Suit/Speculative	Retail	105,000 SF
Metro Center / Bovis Headquarters   821 Alexander Road	West Windsor, NJ	Build-to-Suit	Office	44,000 SF
Allied Beverage/F&A Distributors   600 Washington Ave.	Carlstadt, NJ	Build-to-suit/Expansion	Distribution/Office	600,000 SF / 40,000 SF
Techpoint	Herndon, VA	Investment	Office	55,910 SF
Bridgewater II   1160 Route 22	Bridgewater, NJ	Speculative Development	Office	85,400 SF
Fort Hills Center	Centerville, VA	Investment	Office	65,000 SF
1390 Piccard Drive	Rockville, MD	Investment/Repositioning	Office	103,000 SF
Shattuck Office Center	Andover, MA	Investment	Office	63,522 SF
Westboro Executive Park   110, 112 and 114 Turnpike Road	Westborough, MA	Investment	Office	217,288 SF
Southboro Executive Park	Southborough, MA	Investment	Office	70,762 SF
Executive Quarters at Bedminster   1545 Route 206	Bedminster, NJ	Speculative Development	Office	55,000 SF
Bayer AG Consumer Care HQ   45 Whippany Road	Morris Township, NJ	Build-to-suit	R&D/Lab/Office	169,000 SF
999 Frontier Road	Bridgewater, NJ	Investment/Redevelopment	Office/Tech	41,880 SF
Chubb Computer Services   Various locations	Philadelphia, PA; Chicago, IL; N. Brunswick, NJ	Build-to-Suit	Office/Lab	40,000 SF
Merrimac Industries   41 Fairfield Place	West Caldwell, NJ	Build-to-suit / Expansion	Manufacturing/Lab	20,000 SF
PNC Bank (formerly known as United National Bank) Rt. 22	Bridgewater, NJ	Build-to-Suit	Bank/Offices	65,000 SF
G.H. Bass & Co.   Sable Oaks Drive	South Portland, ME	Build-to-Suit	Corp. HQ	150,000 SF
Medical Office Building   2345 Lamington Road	Bedminster, NJ	Build-to-Suit	Medical Office Suites	16,000 SF
Atochem North America, Inc.   Route 202 at Old York Rd.	Branchburg, NJ	Build-to-Suit	Office/Lab Facility	80,000 SF



# OUR PROJECTS

PROJECT	CITY	TYPE	PRODUCT	SIZE
Phillips Van Heusen   1001 Frontier Road	Bridgewater, NJ	Buid-to-Suit/Expansion	Office	230,000 SF
Office Quarters   100 Fleetwood & 200 Mineral Springs Dr.	Rockaway, NJ	Speculative Development	Office Condo	40,000 SF
Business Quarters at Livingston   123 Naylon Avenue	Livingston, NJ	Speculative Development	Office/Flex	34,000 SF
Retail space   57 Main Street	Chester, NJ	Speculative Development	Retail	22,000 SF
Business Quarters at Fox Hollow   3434 Route 22	Branchburg, NJ	Speculative Development	Office/Flex	45,000 SF
360 Grove Street	Bridgewater, NJ	Investment	Office	8,375 SF
268 Main Street	Gladstone, NJ	Speculative Development	Office	4,000 SF
Office Quarters at Florham Park   17 Hanover Road	Florham Park, NJ	Speculative Development	Office Condo	22,000 SF
Office Quarters at West Orange   745 Northfield Avenue	West Orange, NJ	Speculative Development	Medical Offices	12,000 SF
Eagle Rock Plaza   623 Eagle Rock Avenue	West Orange, NJ	Speculative Development	Retail	11,500 SF
25 Independence Boulevard	Warren, NJ	Investment	Office	106,879 SF
Fox Hill at Tewksbury	Tewksbury, NJ	Speculative Development	Residential	14 Units
1 Taft Road	Totowa, NJ	Investment	Industrial	120,943 SF
Park Place at Bernardsville	Bernardsville, NJ	Speculative Development	Townhomes	16 Units
Auto-Life Management   14 New Jersey Locations	14 NJ Locations	Build-to-Suit	Midas Muffler Retail Shops	56,000 SF
John Hancock Building   401 Pleasant Valley Way	West Orange, NJ	Build-to-Suit	Office	12,600 SF
Harris Semiconductor, Inc   65 Readington Road	Branchburg, NJ	Investment	Office/Research	35,000 SF
Professional Plaza   Morris Avenue	Summit, NJ	Investment	Office	14,500 SF
Datatec Industries   1633 Littleton Road	Parsippany, NJ	Buy-to-Suit	Office/Distribution	55,000 SF
Business Quarters at Fairfield   21-23 Madison Road	Fairfield, NJ	Buy-to-Suit	Office/Production	43,000 SF
Shelcore Inc.   347 Elizabeth Avenue	Franklin Township, NJ	Buy-to-Suit	Office	40,300 SF
Federal Express Building   201 Industrial Way	Eatontown, NJ	Investment	Flex	38,000 SF
Vermont National Life, Selective   7 East Frederick Place	Hanover Township, NJ	Buy-to-Suit	Office	22,000 SF

# AWARDS

Curb Appeal of Excellence and Property Website of Excellence – Steel Works, Harrison, NJ - NJ Apartment Association (NJAA) - 2019

Curb Appeal of Excellence and Property Website of Excellence – Cobalt Lofts, Harrison, NJ - NJ Apartment Association (NJAA) - 2019

ULI Northern NJ Excellence Award – Capital Markets/Equity Category – The Shops at Ledgewood Commons - ULI Northern NJ - 2019

“NAIOP NJ Industrial Deal of the Year Award” - Linden Logistics Center - NAIOPNJ - 2019

Curb Appeal of Excellence, Operational Excellence & Property Website of Excellence – Steel Works, Harrison, NJ - NJ Apartment Association (NJAA) - 2018

“Economic Vitality Award” - NJ Center of Excellence - Somerset County Business Partnership (SCBP) - 2017

“NJBIZ Reader Rankings” - Top Three Best Commercial Property Management - 2017

“NJBIZ Reader Rankings” - Top Three Best Commercial Real Estate Developers - 2017

“NJBIZ ICON Honors” - Celebrating Leaders of 60 - Peter J. Coccoziello - 2017

“NAIOP Judges’ Choice Award” - Nestle Lease Transaction at NJ Center of Excellence, Bridgewater, NJ - NAIOPNJ - 2016

“NAIOP Creative Deal of the Year Award” - NJ Center of Excellence, Bridgewater, NJ - NAIOPNJ - 2014

“Business Award” - Windsor Center, East Windsor, NJ - Township of East Windsor - 2013

“Smart Growth Silver Award” - Riverbend District, Harrison, NJ - Hudson County Planning Board - 2013

“Distinguished Alumni Award” - Peter J. Coccoziello - Penn State University 2011

“Legacy Award” - Peter J. Coccoziello - NJ NAIOP 2011

“PlanSmart NJ Resource Achievement Efficiency Award” for Riverbend District, Harrison, NJ - Plan Smart NJ 2010

“TOBY Award – Office Building of the Year” - Building Owners and Managers Association (BOMA) - 2010

“Economic Impact - Deal of the Year Award” - NJ NAIOP - The Forum for Commercial Real Estate - 2010

“New Good Neighbor Award” for 445 South Street, Morris Township, NJ - New Jersey Business & Industry Association (NJBIA) 2010

NJ Smart Workplaces Winners’ Circle” - One Gateway Center, Newark, NJ - State of New Jersey’s Department of Transportation - 2010

“BOMA 360 Performance Award” - One Gateway Center, Newark, NJ - Building Owners and Managers Association (BOMA) - 2009

NJ Smart Workplaces Winners’ Circle” - One Gateway Center, Newark, NJ - State of New Jersey’s Department of Transportation - 2009

“Economic Business Development Award” - Morris County Chamber of Commerce - Recognizing entrepreneurial innovation for THE PARC - 2007



"TOBY Award – Office Building of the Year" - Building Owners and Managers Association (BOMA) - 2006

"New Good Neighbor Award" for Park Place, Florham Park, NJ - New Jersey Business & Industry Association (NJBIA) 2006

"Nine National Commercial Real Estate Customer Service Awards for Excellence" - CEL & Associates - 2005

"Who's Who 2005 'A' List" Buildings Magazine - 2005

"Lifetime Achievement Award" - NJ-NAIOP - 2005

"TOBY Award - International Office Building of the Year" - Building Owners and Managers Association (BOMA) - 2004

"Seven National Commercial Real Estate Customer Service Awards for Excellence" - CEL & Associates - 2004

"New Jersey Entrepreneur of the Year" - Ernst & Young - 2003

"TOBY Award - Office Building of the Year - Under 100,000 Square Feet" - Building Owners and Managers Association (BOMA) - 2003

"National Commercial Real Estate Customer Service Award for Excellence" - CEL & Associates - 2002

"TOBY Award - Office Building of the Year - Industrial Park Category" - Building Owners and Managers Association (BOMA) - 2002

"New Jersey's Finest Private Companies" - NJBiz - 2002

"Land Development & Planning Award - Office Category" - Somerset County Planning Board - 2001

"Impact Award" - NAIOP - The Forum for Commercial Real Estate - 2001

"National Commercial Real Estate Customer Service Award for Excellence" - CEL & Associates - 2001

"Outstanding Commercial Leasing Organization Award" - Prince George's County Economic Development Corp. - 2001

"TOBY Award - Office Building of the Year Under 100,000 Square Feet" - Building Owners and Managers Association (BOMA) - 2000

"TOBY Award - Office Building of the Year - Suburban Office Park" - Building Owners and Managers Association (BOMA) - 2000

"Somerset County Economic Vitality, Large Firm" - Somerset County Chamber of Commerce & Fleet Bank - 1997

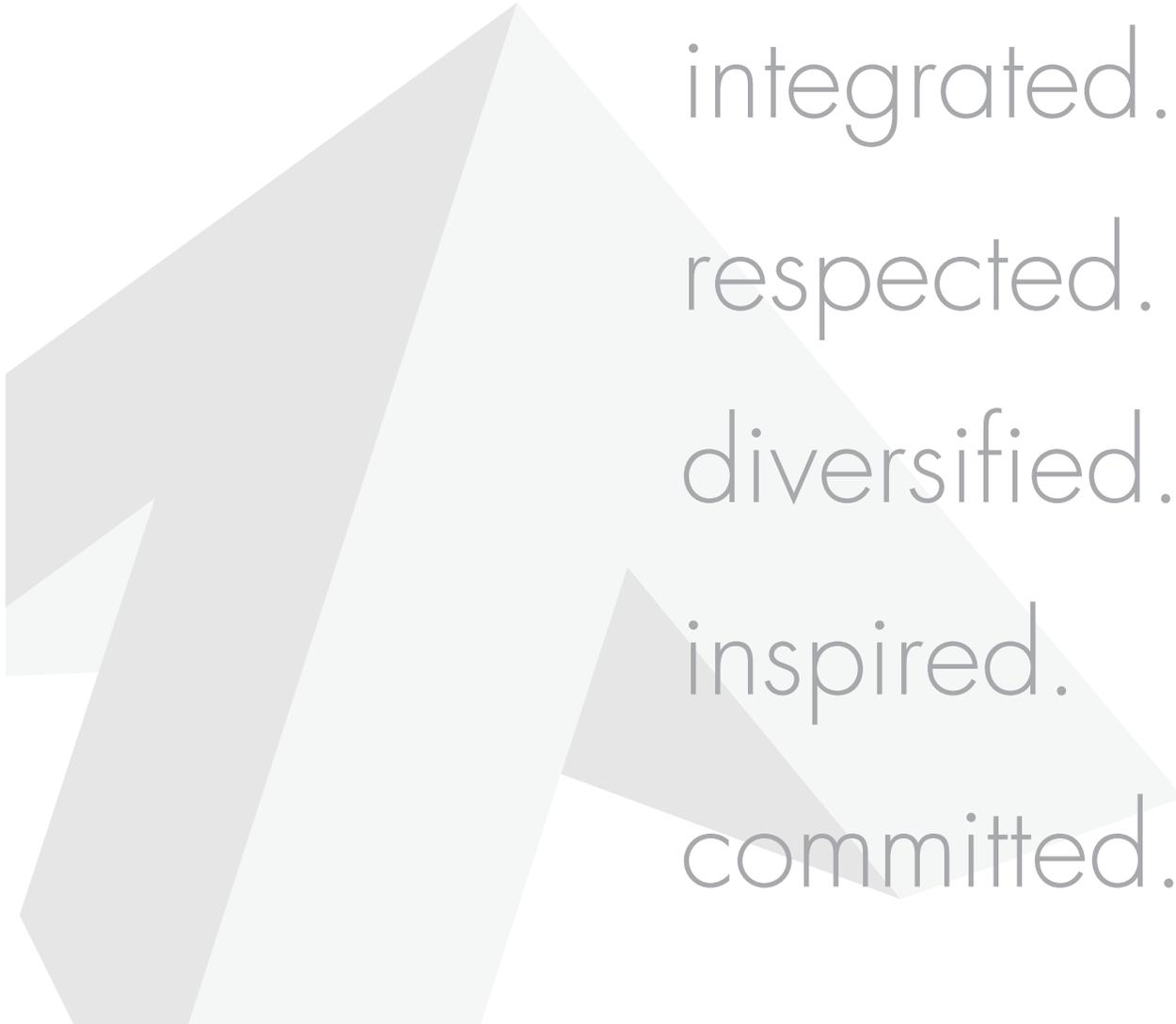
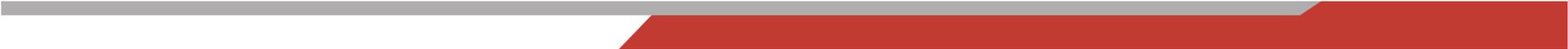
"Top 20 Companies" - Central New Jersey Business Magazine - 1995

"Outstanding Business People, Large Corporation" - Somerset County Chamber of Commerce - 1994

"Achievement Award For Contributions to the Industry and Community" - NAIOP - The Forum for Commercial Real Estate - 1994

"Entrepreneur Of The Year - Real Estate Division" - New Jersey - Ernst & Young, Inc. Magazine and Merrill Lynch - 1990

"Developer of the Year" - NAIOP - The Forum for Commercial Real Estate - 1989



integrated.

respected.

diversified.

inspired.

committed.



## SECTION 7:

# ARCHITECTURAL CHARACTER STUDIES

### Architectural Character Studies

The following images reflect images that Advance believes serve as a precedent images in addition to the well selected images contained in the RFP



REQUEST FOR PROPOSAL FOR REDEVELOPMENT OF  
THE CREATION OF QUIMBY VILLAGE BOROUGH OF BERNARDSVILLE



REQUEST FOR PROPOSAL FOR REDEVELOPMENT OF  
THE CREATION OF QUIMBY VILLAGE BOROUGH OF BERNARDSVILLE



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