

Quimby Village RFP Project Update

An aerial photograph of Quimby Village, showing a mix of residential houses, commercial buildings, and parking lots, all surrounded by dense green trees. The village is nestled in a valley with rolling hills in the background.

Prepared by:

Topology

Prepared for:

Borough of Bernardsville

August 12, 2019

Objectives

- Update the Council and community on the status of the Quimby Village RFP.
- Discuss potential next steps for implementation.

Agenda

- 1 Project Recap**
- 2 RFP Submissions**
- 3 Procedure + Next Steps**

1. Project Recap



Background

- Downtown Bernardsville has **empty storefronts** and **limited architectural appeal** or cohesiveness. It **lacks retail and recreation activities** to draw residents and visitors.
- Property values of many homes in Bernardsville have **declined substantially** and sales have been sluggish.
- The ***Downtown Revitalization Committee*** was appointed to identify the goals of residents and effectuate programs to improve downtown.

Background

- Of respondents to a 2018 survey issued by the Committee:
 - 98% said **downtown revitalization** was important, very important, or extremely important
 - 94% said **aesthetic appeal** is a large or vital concern
 - 94% supported expanded **additional outdoor activities**
 - 61% supported more sit down **restaurants**
 - 59% supported adding more downtown **parking**

Background

- **Topology**, a Newark-based planning and real estate consulting firm with experience in NJ communities like Morristown, South Orange, and Summit.
- Retained by the Borough in August 2018 to study possibilities for Quimby Lane and prepare an RFP to gauge developer interest.
- Worked with the Committee as a part of their ongoing efforts to improve Bernardsville's core.

Study Area



RFP Overview

- RFP released on December 21st
 - Amendments clarified items, adjusted the due date, and noted that responses could include all or some of the area.
- Sets forth a vision of Quimby as a European style village with open space, restaurants and retail, high quality residences, sophisticated design, and programming.
- Submission requirements included:
 - Amenities like a park + other public spaces
 - Developer + project team experience
 - Project design and program
 - Project finances
 - Affordable housing compliance
 - Projected tax revenue
 - Plan for post office relocation



Concept Design



Concept design by Topology and Common Ground Design

Concept Design



Concept design by graduate landscape architecture students
at the University of Pennsylvania School of Design

2. RFP Submissions



Submission Overview

- Three responses received on July 1st.
 - Advance Realty
 - AST
 - Melillo Equities + Claremont Development
- Responses reviewed by Topology + the Committee. Review considered:
 - If the proposal aligns with the Borough's goal to revitalize downtown.
 - Proposed amenities + public space
 - Design
 - Building program (unit count, parking, restaurant/retail space)
 - Completeness
- Interviews conducted on July 18th.
- Updated submissions received on August 1st.

Advance Realty

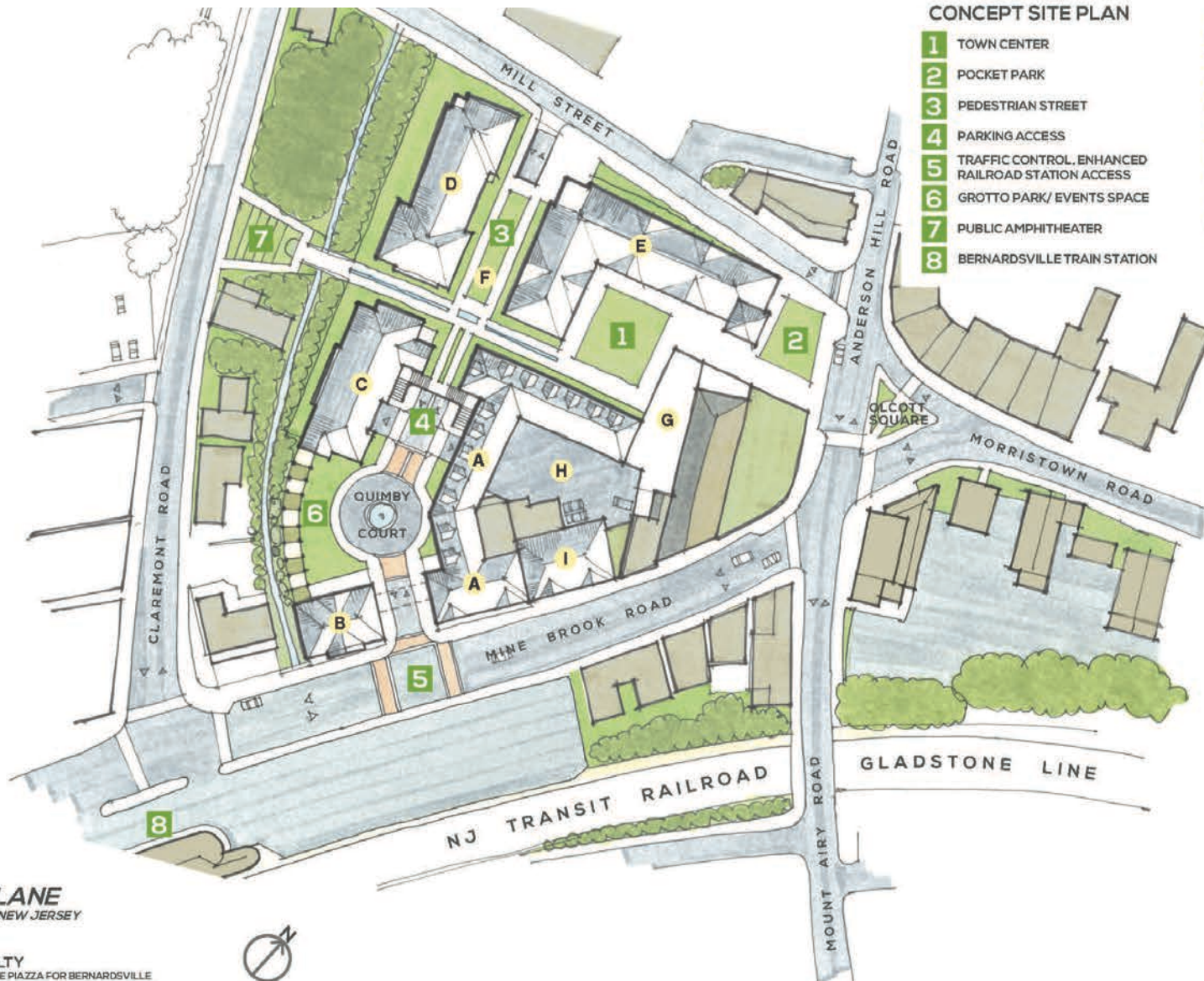
Developer Overview

- Bedminster based developer established in 1979
- Extensive experience in residential, commercial, and industrial development.
- Completed projects all over the state including Jersey City, Hoboken, Bound Brook, and Bridgewater
- Project architect, MHS, has completed projects in communities like Morristown and Madison.

Proposal Overview

- Proposal calls for 100 new residential units, underground parking, and 6,000 SF of new retail/restaurant space
- Includes on site affordable units
- Site plan includes network of open spaces in alignment with RFP vision
- Proposal includes limited financial information

Advance Realty



QUIMBY LANE
BERNARDSVILLE, NEW JERSEY
AUGUST 1, 2019

ADVANCE REALTY
DEVELOPING A VILLAGE PIAZZA FOR BERNARDSVILLE



CONCEPT SITE PLAN

- 1 TOWN CENTER
- 2 POCKET PARK
- 3 PEDESTRIAN STREET
- 4 PARKING ACCESS
- 5 TRAFFIC CONTROL, ENHANCED RAILROAD STATION ACCESS
- 6 GROTTTO PARK/ EVENTS SPACE
- 7 PUBLIC AMPHITHEATER
- 8 BERNARDSVILLE TRAIN STATION

- A EXPANDED BERNARDS INN/HOTEL
- B BANQUET FACILITY/ BERNARDS INN W/ OPTIONAL BRIDGE CONNECTION
- C RESIDENTIAL BUILDING
- D RESIDENTIAL BUILDING
- E RESIDENTIAL BLDG W/ RETAIL FRONTING TOWN CENTER
- F UNDERGROUND PARKING DECK
- G EXPANDED RETAIL/ THEATER
- H DELIVERY PARKING COURT
- I OFFICE ABOVE RETAIL

**Marchetto
Higgins
Stieve**

Architecture
Planning
Urban Design

Developer Overview

- Lavallette based developer established in 1985
- Experience in residential development and public-private partnerships
- Completed projects in Rahway, New Brunswick, and Howell
- Project architect, DMR, has completed projects in communities like Morristown and Montclair.

Proposal Overview

- Proposal calls for 111 residential units, 3,400 SF of new retail, and 328 parking spaces
- Includes on site affordable units
- Two concepts contain different open space configurations, both generally in alignment with RFP
- Proposal includes detailed financial plan

AST: Concept 1



AST: Concept 2



Melillo Equities + Claremont Development

Developer Overview

- Somerset County based developers established in 2012 + 2019
- Experience in residential development
- Completed projects in Bernardsville, Westfield, and South Orange
- Project architect, Minno & Wasko, has completed projects in communities like Princeton and Rahway.

Proposal Overview

- Proposal includes 96 new residential units, 109 new underground parking spaces, and no net new retail/restaurants
- Includes on site affordable units
- Proposal includes detailed financial plan
- Proposes open space on north west side of Quimby
- Proposal includes secondary plan proposing a public parking deck
- Leverages properties already under developer control

Melillo + Claremont

PROJECT DESCRIPTION

SITE PLAN

MELILLO EQUITIES / CLAREMONT DEVELOPMENT

- 96 Residential Units
- 3 Retail Units
- 1 Restaurant

HAMPSHIRE COMPANIES

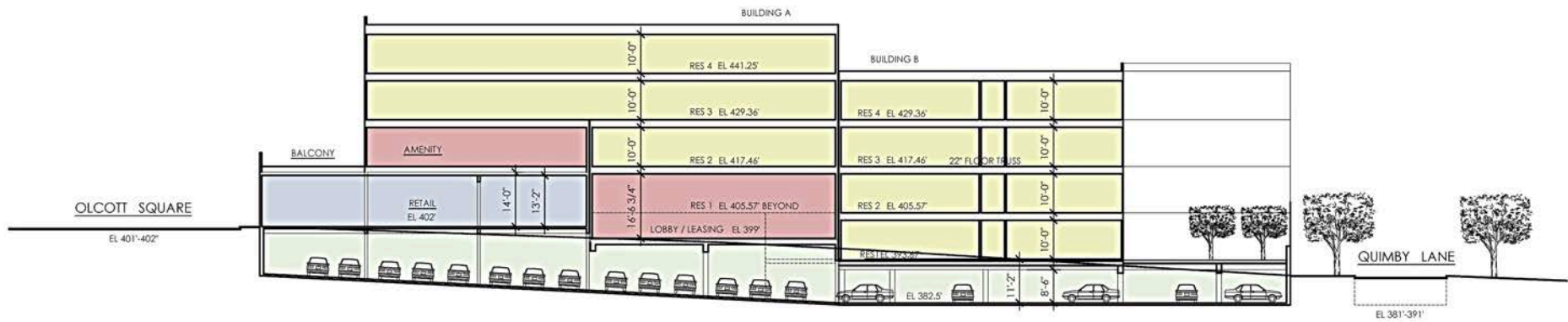
- Annex to Bernards Inn
 - Bar/Lounge
 - Hotel Rooms
 - Conference Room
- Ground Floor Retail

OPEN SPACE

- 1.3 Acres
- Public Facility (Restrooms & Wifi)
- Mine Brook Riverwalk
- Outdoor/Indoor Activities



Melillo + Claremont



Melillo + Claremont: Plan B

ALTERNATE PLAN

CONCEPT SITE PLAN / OWNERSHIP

MELILLO EQUITIES / CLAREMONT DEVELOPMENT

- 96 Residential Units
- 8 Retail Units
- 1 Restaurant

BOROUGH OF BERNARDSVILLE

- 225 Car Parking Deck

HAMPSHIRE COMPANIES

- Annex to Bernards Inn
 - Bar/Lounge
 - Hotel Rooms
 - Conference Room
- Ground Floor Retail

OPEN SPACE

- 1.3 Acres
- Public Facility (Restrooms & Wifi)
- Mine Brook Riverwalk
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Evaluation Criteria

- **Developer experience + track record**
- **Compliance with RFP**
 - Public amenities
 - Required park, plaza, and pedestrian connections
 - Programming (events)
 - Restaurants + experiential retail
 - Parking
 - Compliant with affordable housing requirement.
 - Comports with but minimizes impact of flood plain regulations.
 - Increases tax base.
- **Collaborative approach to Public-Private Partnerships**
 - Plan is responsive to vision set forth in public input sessions.
 - Minimizes Borough's financial contribution + expresses willingness to design and/or implement public spaces.
 - Willingness to pay fair value for the purchase or lease of post office site.

3. Outcomes + Next Steps



Findings + Next Steps

Findings

- Experienced developers are **interested in Bernardsville!**
- Developers believe in the Borough's vision for **downtown revitalization!**
- Public-private **partnership** will be key to realizing the vision.
- **Retail/restaurant** uses will be the most **challenging** to attract.

Next Steps

- Additional due diligence on respondents and proposals required.
- Regulatory process required in order for Borough to advance the process to implementation.
 - Rehabilitation?
 - Redevelopment?

An aerial photograph of a town. The foreground shows a commercial district with various buildings, parking lots, and streets. A large, dense forest covers the middle ground and background. The sky is clear and blue.

QUESTIONS/COMMENTS?