

# QUIMBY LANE REDEVELOPMENT

MEET MELILLO EQUITIES



MELILLO  
EQUITIES

Suburbanism Redefined<sup>sm</sup>



# I. DEVELOPMENT TEAM

# DEVELOPMENT TEAM

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## DEVELOPER



## WHO WE ARE

- Real Estate Private Equity Firm with a **hyper-focused geographical footprint** in Peapack-Gladstone, Far Hills and Bernardsville
- Founded in 2012 as spinoff of family real estate company with vision to **“Redefine the Suburban Landscape”**
- Over **\$100m in assets under management** across 34 properties
- Currently supporting municipal efforts to **address affordable housing mandate** in 2 of 3 towns in which we participate

## OUR COMPETITIVE ADVANTAGE

- **Market Clarity** – Single largest holder of boutique retail / office and residential apartments locally, with over 300,000 SF currently under management at average unit sizes of 800 – 1,500 SF
- **Long-Term Ownership** – Ownership of properties over an extended period help to align stakeholders by avoiding biased decision making on behalf of the developer (avoid fix and flip mentality)
- **Community Engagement** – Proud to partner with municipal leaders as our work is focused on developing community solutions (avoid litigious outcomes)

## BERNARDSVILLE ROOTS

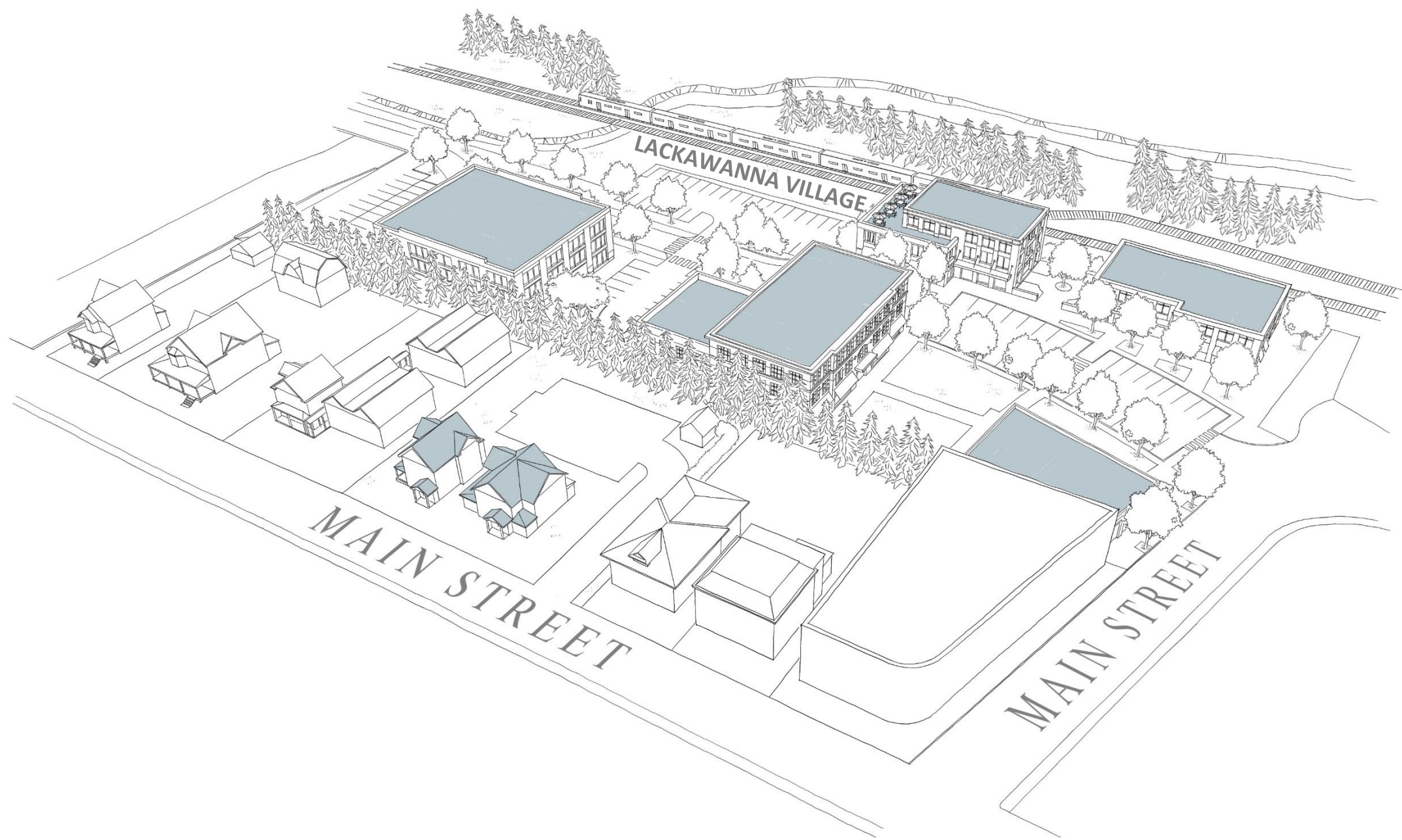
- Melillo Family hometown for over 50 years
- Little league at Kiwanis Field and football (Bullpups / Bulldogs) at the Polo Ground
- Coached Bullpups program for 2 seasons

# DEVELOPMENT TEAM

## COMPARABLE PROJECTS (AWARDED)

### Lackawanna Village, Peapack & Gladstone

- 107,000 GSF Mixed-use Project (40,000 sf Retail/Office; 40 Apartments)
- Variety of 3-Story Structures with Structured Parking
- Portion of Property Falls within Floodplain / Floodway
- Creation of Public Amenities (Plaza and Riverwalk)
- Utilization of Grade Differential to Minimize Project Scale



### Residences at Overleigh, Far Hills

- 315,000 GSF Age-Restricted Townhome development (134-units)
- Partnership with national builder to deliver units

### Far Hills Proper, Far Hills

- 22,000 GSF Mixed-use Project (8,000 SF Ground Floor Retail; 10 Luxury Apartments)
- Overall Design to Reflect Area's Historic Character
- Project to Address Current Auto-Oriented Community



FAR HILLS PROPER  
PERSPECTIVE VIEW FROM DUMONT ROAD AND ROUTE 202



# DEVELOPMENT TEAM

## PROPOSED DESIGN TEAM

MINNO ■ WASKO  
ARCHITECTS AND PLANNERS

- Full-service architectural firm offering design, planning, interior design, and structural engineering for commercial, mixed-use, and residential properties
- Numerous industry awards for excellence in architectural design and planning
- Comparable projects include Witherspoon House (Princeton) and Park Square (Rahway)



- Multi-disciplined consulting firm providing engineering, land surveying, landscape architecture and land planning services
- Skilled in working with private clients and municipal boards to advance projects to completion
- Comparable projects include River Place at Butler, a 68 unit/20,000 sf mixed use development.



- Comprehensive landscape architectural firm specializing in residential, corporate and municipal landscape site planning and design
- Recognized by New Jersey Chapter of American Society of Landscape Architects (NJASLA) for outstanding professional achievement
- Comparable projects include Bernardsville's Downtown Improvement Project





## **II. PROJECT PROPOSAL**






# PROJECT PROPOSAL

## MELILLO EQUITIES ASSEMBLAGE



- |   |                          |                            |
|---|--------------------------|----------------------------|
| ① | BLOCK 70 ; LOT 5         | MELILLO EQUITIES           |
| ② | BLOCK 70 ; LOT 4         | BOROUGH OF BERNARDSVILLE   |
| ③ | BLOCK 70 ; LOT 3         | BOROUGH OF BERNARDSVILLE * |
| ④ | BLOCK 70 ; LOT 2         | MINE BROOK PROPERTIES      |
| ⑤ | BLOCK 70 ; LOT 6.01-6.08 | VARIOUS CONDO OWNERS       |

- |   |                             |
|---|-----------------------------|
|  | MELILLO EQUITIES ASSEMBLAGE |
|  | TARGETED ASSEMBLAGE         |
|  | RFP OVERLAY                 |

\* Melillo Equities holds ground lease with municipality until July 31, 2025



# PROJECT PROPOSAL

## ORIENTATION

**QUESTION:** How to transform dormant downtown historic district into **vibrant village neighborhood with walkable access** to shopping, eateries and a wide variety of public amenities

**ANSWER:** Strengthen entire historic downtown by **orienting redevelopment to “front” Olcott Square**. Rationale based upon the following:

1. Quimby Lane is heavily constrained
  - DEP Floodway (western side)
  - Elevation issues nearing Mill Street (grade differential)
  - Current building orientation of Bernards Inn
2. Borough desire to conceal parking deck within site topography
  - Quimby frontage is only practical location
  - Parking deck curb cuts for egress
3. Support businesses currently struggling within the historic downtown
  - Orientation to Quimby Lane would further isolate Olcott Sq businesses



Constrained Frontage



Optimal Retail Frontage



# PROJECT PROPOSAL

CONCEPT OVERLAY



- ① Quimby Plaza
- ② Private Terrance for On-Site Residents
- ③ Mill Street Promenade
- ④ Quimby Lane Access to Parking Deck
- ⑤ Mill Street Access to Parking Deck
- ⑥ Mine Brook Park



# PROJECT PROPOSAL

CONCEPTUAL RENDERING



- 1 Closure of Mill St. (Mill Street Promenade) to activate ground floor retail
- 2 Inclusion of rooftops to generate visual interest
- 3 Architectural design and materials in keeping with historical aesthetic
- 4 Reclaiming of street-side parking to widen sidewalk
- 5 Three-story building elevations along Mill St, Mine Brook Rd, and Olcott Sq.
- 6 Egress to Quimby Plaza



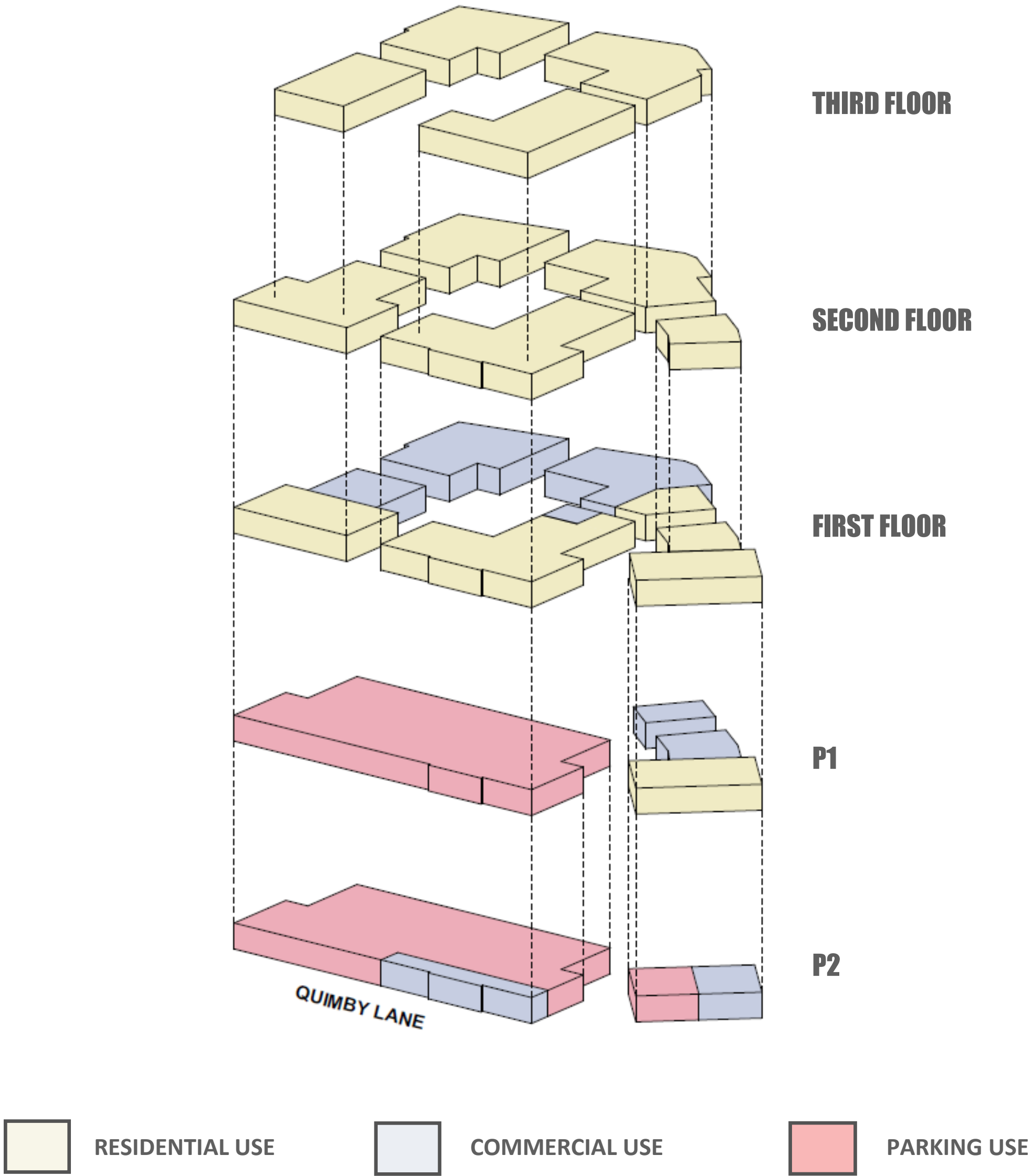
# PROJECT PROPOSAL

## STACKING PLAN

	UNIT(S)	AVG SF	TOTAL SF	PARKING
<u>COMMERICAL</u>				
OFFICE / RETAIL (SMALL)	18	860	15,480	31
OFFICE / RETAIL (MEDIUM)	6	1,510	9,060	18
OFFICE / RETAIL (LARGE)	2	4,000	8,000	16
TOTAL	26		32,540	65
<u>RESIDENTIAL *</u>				
1 - BEDROOM	105	780	81,900	105
2 - BEDROOM	34	1012	34,394	34
3 - BEDROOM	3	1200	3,600	3
TOTAL	142		119,894	142
GRAND TOTAL			152,434	207

	TOTAL SF	PARKING
<u>PARKING DECK</u>		
Building 2 - Floor 1	35,520	96
Building 2 - Floor 2	38,600	104
Building 4 - Floor 1	2,850	8
TOTAL	76,970	208
STREET PARKING (Dedicated to Quimby Village)		9
STREET PARKING (Dedicated to Mine Brook Park)		30
GRAND TOTAL		247

\* Developer to provide a total of 12 affordable housing units

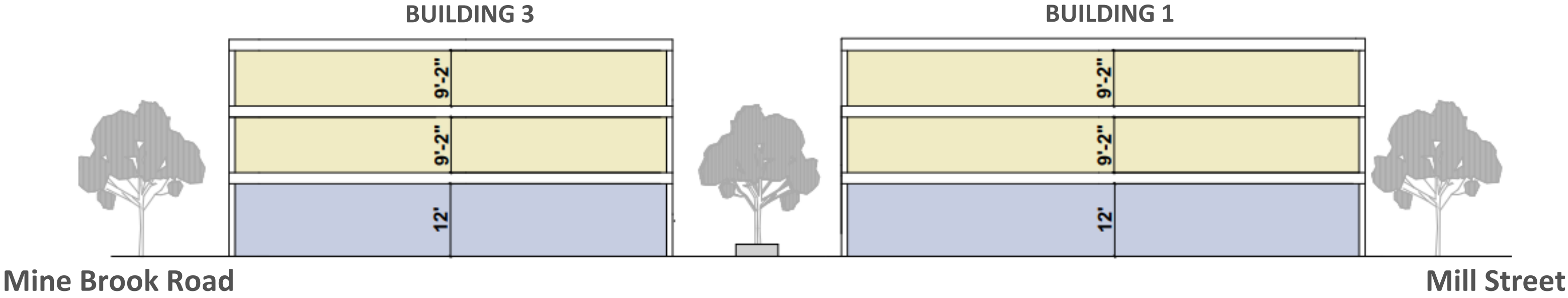


# PROJECT PROPOSAL

## BUILDING ELEVATIONS

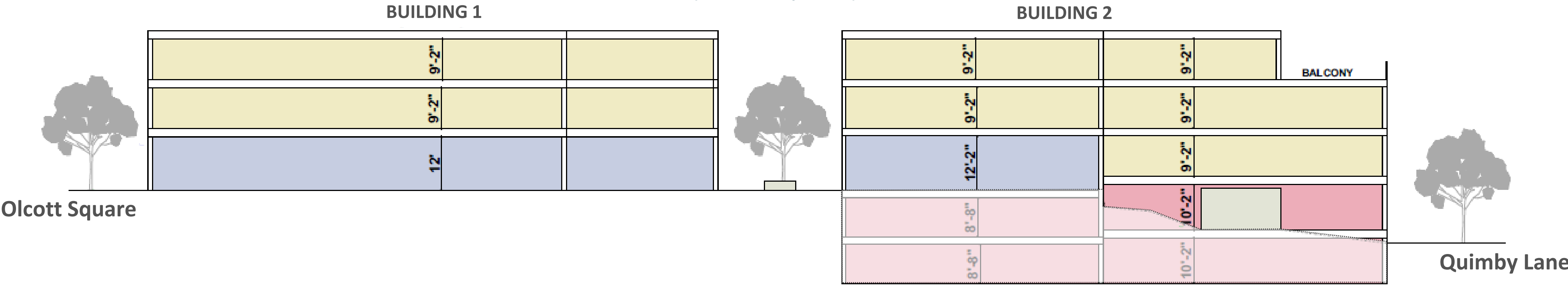
### EAST ELEVATION

(Olcott Sq Perspective)



### NORTH ELEVATION

(Mill St Perspective)



Note: All floor systems account for 24" height



PARKING USE (Above Grade)



PARKING USE (Below Grade)



COMMERCIAL USE



RESIDENTIAL USE

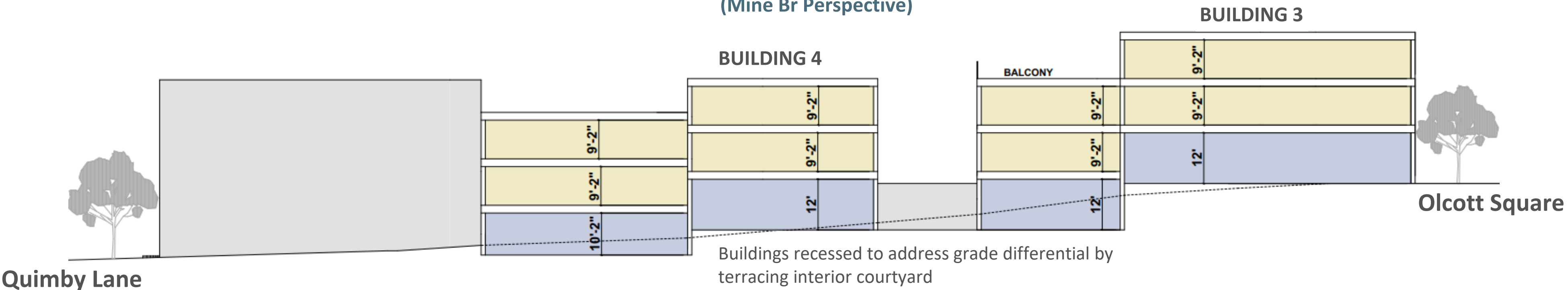


# PROJECT PROPOSAL

BUILDING ELEVATIONS (CONT'D)

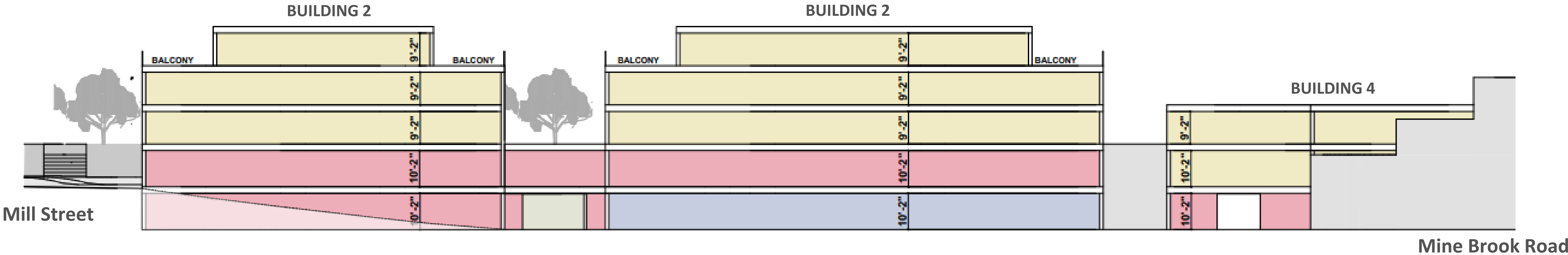
## SOUTH ELEVATION

(Mine Br Perspective)



## WEST ELEVATION

(Quimby Ln Perspective)



Note: All floor systems account for 24" height



PARKING USE (Above Grade)



PARKING USE (Below Grade)



COMMERCIAL USE



RESIDENTIAL USE

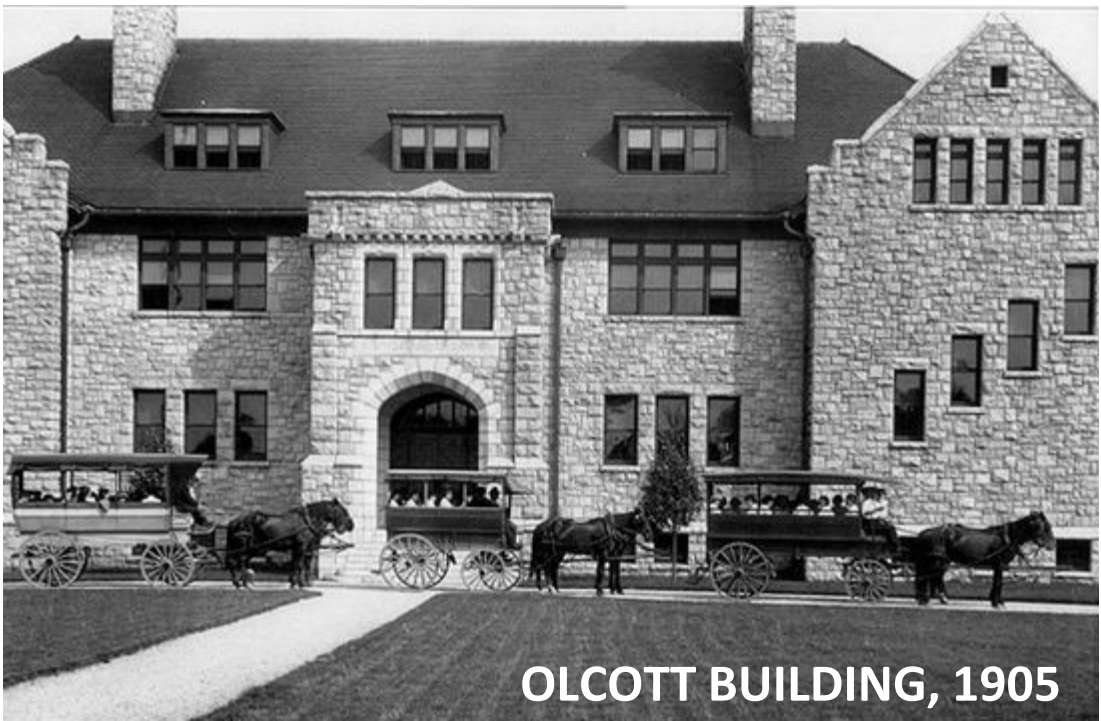
## **II. DESIGN INSPIRATION**



# DESIGN INSPIRATION

## ENVISIONED ARCHITECTURAL STYLE / PRECEDENT IMAGERY

- Proposed redevelopment plan carries on Bernardsville’s **proud, bold, powerful architectural history** (multi-story, masonry structures)
- Architectural Aesthetic:
  1. Historic parapet profiles
  2. Tall, narrow windows
  3. Brick and stone masonry
  4. Classical storefront lighting fixtures
  5. Permanent sidewalk-shading awnings
- Project’s **turn-of-the-century architectural form to feature vintage yet modern design elements**, with emphasis on storefronts and overall streetscape





# DESIGN INSPIRATION

RESIDENTIAL INTERIORS

## UPSCALE ATMOSPHERE - SOPHISTICATED DESIGN - PREMIUM MATERIALS

Young Professionals - Empty Nesters - Retirees

Walkability - Public Transportation - Community Connection - Access to Public and Private Amenities





# DESIGN INSPIRATION

OFFICE & RETAIL INTERIORS

## CUSTOM SPACES TO REFLECT PERSONALITY & BRAND VISION

Unique Feel - New Entrepreneur Breed - Shift in demand





# **III. PUBLIC AMENITIES**



# PUBLIC AMENITIES

## PROPOSED MINE BROOK PARK

APPROXIMATE SIZE – 2.29 AC (99,750 SF)

- Passive park (brookside seating, meandering pathways and interpretive signage)
- Environmental Commission, Green Team and Open Space Advisory Committee
- “Downtown Bernardsville” (501(c)3) for event management





# PUBLIC AMENITIES

## PROPOSED QUIMBY PLAZA

### APPROXIMATE SIZE – 0.25 AC (10,750 SF)

- Interior courtyard framed by first floor boutiques and eateries
- Landscaped environment featuring various canopy trees, ornamental grasses and perennials
- Hardscaped design elements including patterned paving, pedestrian-scaled lighting and outdoor seating
- Ample room for merchant and Borough events and activities
- Access to Olcott Square (orientation) and Mill Street Promenade to promote downtown connectivity



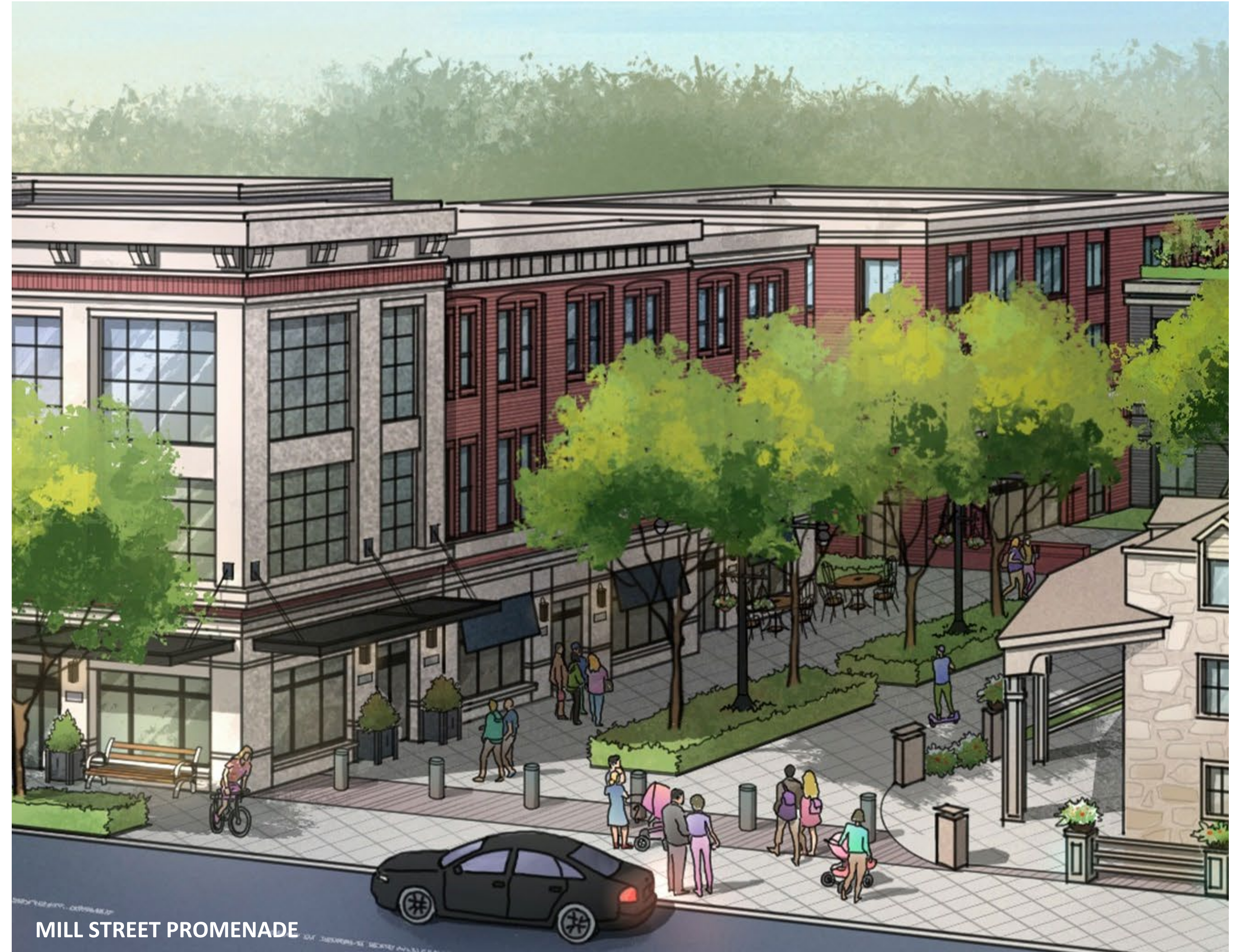


# PUBLIC AMENITIES

## PROPOSED MILL STREET PROMENADE

### APPROXIMATE SIZE – 0.19 AC (8,400 SF)

- Pedestrian gateway between the Mine Brook Park and Olcott Square
- Flanked by shops and restaurants (including Restaurante MV)
- Interspersed canopy trees, planting beds and benches, low-lighting to encourage am/pm pedestrian activity
- Starting point for traveling community events:
  - Sounds Around Town
  - Art Walk
  - Holly Days Caroling





# **III. IMPLEMENTATION APPROACH**



# IMPLEMENTATION APPROACH

## QUIMBY VILLAGE ASSEMBLAGE – ACQUISITION / PHASING STRATEGY

Phased approach to provide for **gradual market absorption** of new supply (enabling better pricing controls) and **reduce negotiating position** of holdout landowners

### Phase 1

- Construction to be staged from Mill Street
- Beginning at corner of Mill Street and Olcott Square, the existing footprint of 11 Olcott will be extended toward Quimby Lane, forming the beginnings of Quimby Plaza
- Temporary parking (no less desirable than today’s tenant parking at Block 70, Lot 6)

### Phase 2

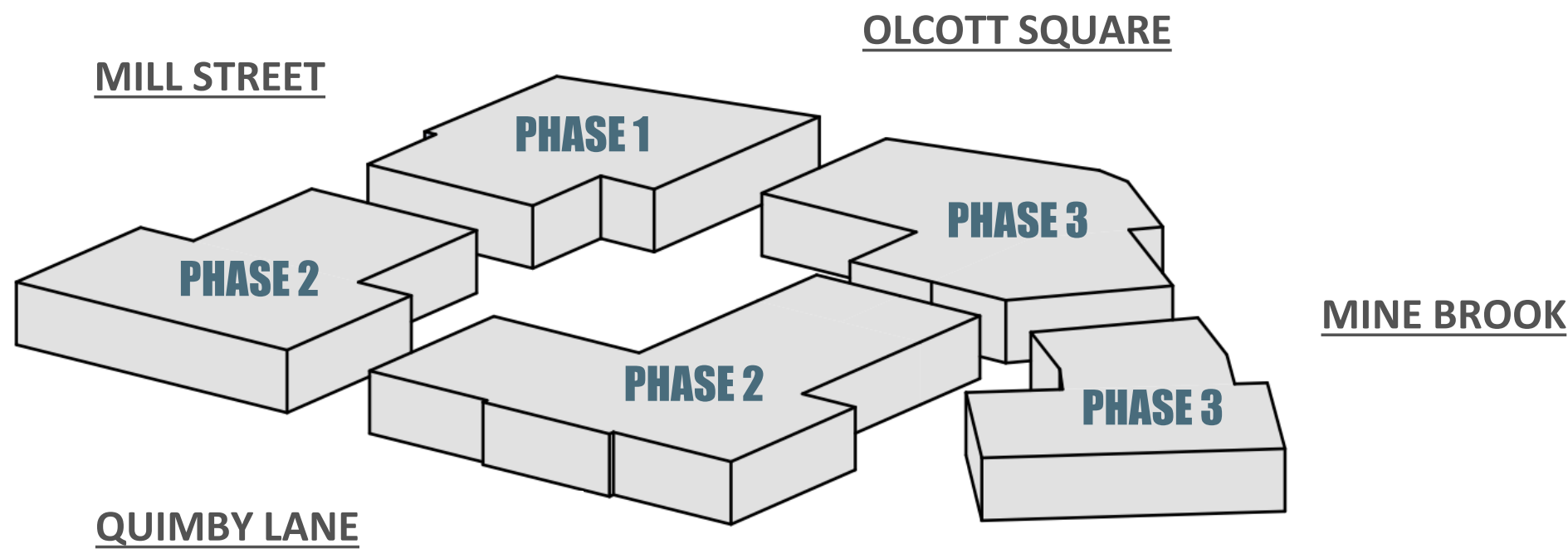
- Construction to be staged from Quimby Lane to minimize impact of Phase 1 improvements
- Construction of parking facility and residential units begins
- Quimby Plaza to take form
- US Post Office to be temporarily relocated offsite (occupy portion of parking deck facing Quimby)

### Phase 3

- Staged from Olcott Square / Mine Brook (high traffic areas)
- Allows for prior negotiations with targeted landowners (Lot 6.01 – 6.08)

SITE LOCATION	LOT	BLOCK	OWNERSHIP
<u>PHASE 1</u>			
11 Olcott Square	5	70	Melillo Equities
<u>PHASE 2</u>			
17-23 Mine brook	2	70	Mine Brook Properties LLC
23 Quimby Lane	3	70	Borough of Bernardsville *
36 Quimby Lane	4	70	Borough of Bernardsville
<u>PHASE 3</u>			
5 Olcott Square	6.01	70	DITR Associates LLC / Judith Sussman **
3 Olcott Square	6.02	70	ST-LPT Properties LLC
2 Olcott Square	6.03	70	L&K Madden Properties LLC
1-3 Mine Brook Road	6.04	70	Skyline Mine Brook LLC
5 Mine Brook Road	6.05	70	Olcott Square Corp. ***
7 Olcott Square	6.06	70	Olcott Square Corp. ***
11 Mine Brook Road	6.07	70	Annafio, LLC
13 Mine Brook Road	6.08	70	Fantasia Realty, LLC

\* Melillo Equities holds ground lease with municipality until July 31, 2025  
\*\* Melillo Equities under contract with current owner to purchase Land Unit  
\*\*\* Melillo Equities under contract to purchase 35% of Land Unit





# IMPLEMENTATION APPROACH

## MINE BROOK ASSEMBLAGE – ACQUISITION STRATEGY

Recommend incremental purchase of parcels (“parklets”) along the Mine Brook, eventually connecting to create Mine Brook Park public greenway

### TWO-PRONGED LAND ACQUISITION STRATEGY:

1. Purchase directly from willing landowners

#### NJ State Green Acres

- Funding available up to 50% of purchase price. Projects including multiple parcels can be approved with year-over-year reimbursement from the State

#### Somerset County Open Space, Recreation and Farmland Trust Fund

- Funding available between 25-50% of purchase price.

#### Municipal Open Space

- We are encouraged by the Borough’s statements of support and anticipate that the town will provide 25% required funding

2. Secure Rights-of-First-Refusal (RoFR)

### SOURCES

Green Acres	2,755,950
County Open Space	1,377,975
Municipal Open Space	1,377,975
<b>TOTAL SOURCES</b>	<b>\$5,511,900</b>

### USES

<u>SITE LOCATION</u>	<u>LOT</u>	<u>BLOCK</u>	<u>OWNERSHIP</u>	<u>ASSESSED VALUE</u>
33 Claremont Road	4	71	33 Claremont Road LLC	725,000
36 Quimby Lane	5	71	Di Napoli, LLC	790,000
28 Quimby Lane	5.01	71	FMB Quimby LLC	277,000
40 Quimby Lane	7	71	Quimby Lane Realty LLC	n/a
42 Quimby Lane	8	71	Quimby Lane Realty LLC	956,000
24 Quimby Lane	9	71	F.M.B. Quimby, LLC	437,000
20 Quimby Lane	10	71	HAMPSHIRE	459,000
16 Quimby Lane	11	71	HAMPSHIRE	303,500
12 Quimby Lane	12	71	HAMPSHIRE	464,400
33-39 Mine Brook	13	71	SCP Group LLC	1,100,000
<b>TOTAL USES</b>				<b>\$5,511,900</b>

Note: Individual monetary and in-kind material contributions, along with philanthropic support from local businesses, corporations and family foundations



# IV. SUMMARY



# SUMMARY OF QUIMBY RFP APPLICATION

**DEVELOPER NAME**

Melillo Equities

**PROPOSED DESIGN TEAM**

Minno & Wasko (Architect)  
Gladstone Design (Civil Engineer)  
Bosenberg & Co (Landscape Architect)

**QUIMBY VILLAGE SUMMARY**

Total Building SF:	229,175
Total Retail SF:	32,560
Total Residential SF:	119,645 (12 Affordable Units & 130 Market Rate Units)
Total Structured Parking SF:	76,970 (205 parking spots)

**AFFORDABLE HOUSING PROVIDED IN TERMS OF NUMBER OF UNITS AND SIZES**

- Developer to provide a total of 12 affordable housing units within proposed Quimby Village/Lane Redevelopment Area
- Two (2) one-bedroom units; Seven (7) two-bedroom units; Three (3) three-bedroom units

**REQUESTED MUNICIPAL SUBSIDY**

- Conversion of 23 and 36 Quimby Lane from Fee Simple to Master Deed (creation of land units)
- Municipality to finance construction of structured parking deck on land unit with receipt of taxes levied and parking fees to support debt service (buyout option provided to Melillo)
- Municipality to sell a land unit to Melillo Equities for the construction of rentable square footage over parking structure
- Municipality to acquire Mine Brook Park properties with state, county and municipal funding
- PILOT program (5% of Revenue)

**SOURCES AND AMOUNTS OF CONSTRUCTION FINANCING**

Total project cost (\$53,600,000) / Debt (65% or \$34,600,000) & Equity (35% or \$19,000,000)