



THE CITY OF ORANGE TOWNSHIP  
DEPARTMENT OF ADMINISTRATION  
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September 14, 2020

RE: Development of the new P3  
Orange Health and Wellness and Residential Complex

Dear Potential Developer,

The City of Orange Township, New Jersey (the “**City**”) is seeking a final round of proposals for the development of the new P3 – Orange Health and Wellness and Residential Complex on the corner of Main Street and High Street as more particularly described below (the “**Project**”). The City will designate a developer of the Project based on properly submitted proposals together with other criteria set by the City (the “**Developer**”). The Project will be developed and the Developer shall be selected pursuant to the applicable provisions of the Local Redevelopment and Housing Law (N.J.S.A. 40A:12A-1 et seq.).

The Project location can be seen as the crosshatch section of the attached Tax Map, Block 2101, Lots 1, 2, 3, and 29, inclusive of 395 Main Street, 401 Main Street, 407 Main Street and 12 High Street (the “**Site**”). The Site is located one- and one-half blocks from the Orange Train Station and is in the Main Street Redevelopment Area, the Transit Overlay District, the Urban Enterprise Zone and an Opportunity Zone. The Site was assembled by the City through various acquisitions and relocations for which the City has expended approximately \$4,350,000 (the “**City Cost**”).

The Project shall consist of a residential component and a Health and wellness component. The residential component shall provide up to 400 rental units along with 1-to-1 garage parking (the “**Residential Component**”). The health and wellness component shall contain approximately 45,000 to 60,000 square feet of finished space (excluding only furniture and equipment) along with separate parking (the “**Health and Wellness Component**”). Further details of each component are outlined below.

In preparing a proposal for submission, Developers should make the following assumptions:

- The Developer must acquire the Site from the City at a price equal to the City Cost.
- The Health and Wellness Component must, post construction, be conveyed to the City for \$1.00. Since the Project will be an integrated building, it must be constructed in such a manner that will be feasible for the City to take title of the Health and Wellness Component as a condominium unit.

- The City will issue Redevelopment Area Bonds (“**RABs**”) to cover the costs of constructing the Health and Wellness Component and acquisition of the Site, i.e., the City Cost.
- The RABs will not be issued as general obligation bonds, nor will the City’s credit be pledged to repay the RABs. The sole source of repayment of the RABs will be through a negotiated financial agreement (the “**PILOT**”) under the Redevelopment Area Bond Financing Law (N.J.S.A. 40A:12A-65 et seq.) and the Long Term Tax Exemption Law (N.J.S.A. 40A:20-1 et seq.) related to the Residential Component, with a portion of the PILOT being pledged to repayment of the RABs. The Developer, or an entity designated by it, will acquire the RABs. Please note that the RABs will require the approval of the Local Finance Board in the Division of Local Government Services, Department of Community Affairs of the State.

THE CITY WILL CONSIDER ALTERNATIVE FINANCING PROPOSALS BY THE DEVELOPER PROVIDED THE FIRST TWO ASSUMPTIONS REMAIN THE SAME.

All submitted proposals must include:

1. A written narrative describing: (a) your proposed development plan; (b) the development background and experience for you and every member of your development team, including the construction company and professionals; (c) proposed timetable for demolition and construction; (d) plan of finance; (e) accounting pro forma including cost, revenue, and operating expenses; and (f) proposed PILOT.
2. You must provide a detailed conceptual rendering showing the architectural design of the façade of the building including the materials to be used on the outside of the building. The design should demonstrate mindfulness that a historically significant property is located on the diagonally opposite corner of the Site.
3. You must also include a floorplan of the building, including the Health and Wellness Component and the Residential Component with all parking.
4. The submitted renderings should show access points to the Residential Component of the building, access to the Health and Wellness Component, ingress and egress for the garage parking, and all building amenities.
5. The submissions must include the square footage, layout and space allocated for the Health and Wellness Component which [must] include, at a minimum: (a) an NCAA competition short-form swimming pool with a spectator area, locker rooms, and 3-meter diving platform(s); (b) a toddler swimming instruction pool; (c) an NCAA regulation basketball court with locker room access, spectator area, and ability to divide into separate smaller basketball courts; (d) public bathrooms separate from the locker room space; (e) a fitness center of at least 20,000 square feet for use as a commercial fitness facility including locker room access; (f) separate instructional classroom, dance studios, and yoga studios; (g) administrative office space and public conference room space; (h) a commercial kitchen with an adjacent 3000 square foot multi-purpose room which can be used for dining as well as divided into smaller spaces; (i) dedicated parking for the Health and Wellness Component and access from parking area to the Health and Wellness Component; (j) separate lobby and controlled access security plan for the Health and Wellness Component; and (k) provisions for a bus pick up, drop off, and waiting area.

6. For the Residential Component, the submissions must include, at a minimum:  
(a) the floor layout for each floor; (b) unit square footage; (c) unit mix; (d) amenity space per floor; (e) building height and number of stories; (f) projected rental rate; (g) roof top use if any; (h) garage parking layout for residential units and access between parking and the Residential Component; (i) total building square footage; and (j) separate security and controlled access plan for the Residential Component.
7. The submission must also include an Excel spreadsheet showing all cost calculations including Site acquisition, cost of demolition and remediation, construction cost of the Health and Wellness Component, construction cost of the Residential Component, construction cost of the parking, building foundation and podium. All costs should be presented in the aggregate and by square footage.
8. The proposed PILOT structure, including the use of RAB financing, must be provided.
9. There must be provided a schedule for the Project which commences on and assumes the Developer designation by the City Council on or about November 16, 2020.
10. Verified proof of funds in the amount of \$10 million must be included with the submission.

Appointments to tour the existing property can be scheduled for Saturday, October 3, Sunday, October 4, and/or Thursday, October 8, 2020, by contacting Deputy Director of Planning and Community Development Chris Mobley at (973) 568-4684.

**PROPOSALS ARE DUE NO LATER THAN 12:00 NOON, MONDAY, OCTOBER 26, 2020 IN SEALED ENVELOPES ADDRESSED TO CHRISTOPHER HARTWYK, BUSINESS ADMINISTRATOR, CITY OF ORANGE TOWNSHIP, 29 NORTH DAY STREET, ORANGE, NJ 07050. NO SUBMISSIONS WILL BE ACCEPTED AFTER 12:00 NOON, MONDAY, OCTOBER 26, 2020.**

In order to be considered a “complete” submission, you MUST provide:

- Twenty (20) full-color hard copies of the proposal; and
- Three (3) portable hard drives containing complete and labeled electronic copies.

The final submissions will be followed by in person presentations and interviews with the Mayor and representatives of the City’s Administration and Planning Department. The City reserves the right to accept, reject and/or negotiate with one or more proposed developers after the completion of the presentations.

Your submitted proposal will become the property of the City and available in the public domain. The City also reserves the right to use all or any portion of your proposal for this Project regardless of whether you are selected as Developer.

The Project offers you a unique opportunity for a long-term partnership with the City that has obvious benefits for both parties as well as the people of Orange. We look forward to seeing your engaging, creative proposal and exploring the possibility of bringing the Project to fruition and success together.

Sincerely,  
The City of Orange Township