



## Mixed Income Inclusionary Development

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### PROPOSAL

3091 Route 22 | Lot 5 | Block 10

Submitted to: Township of Branchburg  
Submit Date: March 14, 2016  
Submitted by: BNE Real Estate Group  
16 Microlab Road, Suite A  
Livingston, NJ 07039  
(973) 992.2443

Savka Associates (Current Owner)  
200 Winston Drive, Apt.221  
Cliffside Park, New Jersey 07010

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## **SITE IDENTIFICATION**

Tax Map Identification: Lot 5 / Block 10

(please see tax map on the next page)

Size: Approximately 27 acres

Address: 3091 Route 22, Branchburg, NJ 08876

## **CURRENT DEVELOPMENT**

Current Zoning Designation: I-1

Current Development: Tee-rific Golf Center

## **PROPOSED DEVELOPMENT**

Proposed Zoning Designation: Residential/ Multi-family

Proposed Development: 499 apartments + 7,500 sf clubhouse

(20% set aside for affordable housing)

Intentions of Proposed Development: Rental



Date: March 14, 2016

TOWNSHIP OF BRANCBURG  
C/O ADMINISTRATOR  
1077 U.S. HIGHWAY 202 NORTH  
BRANCBURG, NJ 08876

Re: LOT 5 / BLOCK 10 REDEVELOPMENT SITE

Dear Township of Branchburg,

This letter expresses the interest of the Respondent, BNE Real Estate Group LLC ("BNE"), to develop the parcel at 3091 Route 22, Lot 5 / Block 10. If the property is selected for development, the project would be built and managed by BNE Real Estate Group, a national, family-owned real estate organization that is firmly committed to building quality real estate in our home state of New Jersey, and beyond. Now in business for over sixty years, our firm's vast experience in complex multi-family development projects will ensure this community's timely completion, construction excellence, and overall success. In addition, our support of creating affordable housing solutions aligns well with the Township's obligation to provide reasonably priced homes to those that qualify under State regulations.

It is our objective to work directly with you, the Township of Branchburg, to meet and exceed the goals of current residents and commercial tenants to leverage this new development's impact on the community landscape, as outlined below.

### **HIGH QUALITY BUILDING**

For more than six decades, the principals of BNE Real Estate Group have built a strong and diversified real estate organization that is active in the development, construction, sale and rental of residential, commercial, industrial and retail facilities. BNE has become highly reputable within the real estate development community, and continues this proud tradition into the new millennium. From its esteemed portfolio of apartment communities to its condominiums, townhouses, and single-family homes, BNE's highly-focused and experienced team is dedicated to maintaining its successful track record in virtually every type of residential product.

Our in-house construction team offers a full spectrum of construction and project management services, dedicating a team of skilled professionals to complete projects on time and within budget. From our executive-level design and construction team to our on-site project managers and supervisors, BNE's construction division brings an owner's perspective and a unified approach to the entire development process.

## MULTI-FAMILY EXPERIENCE

BNE offers extensive, nation-wide experience in multi-family development, with many of our most esteemed projects located right here in New Jersey. These include (but are not limited to) The Waverly in Neptune, The Hillside Club in Livingston, Warren at York in Jersey City, The Monarch in East Rutherford, The Lofts at Garwood in Garwood, Twenty50 in Fort Lee, and Water's Edge in Harrison. In addition, we currently have more than 2,000 apartments in the pipeline in areas of Bloomfield, Englewood, Aberdeen, Jersey City, and other townships. Understanding your goal of adding value to the greater community of Branchburg, BNE brings the aptitude and the design vision necessary to provide significant social and environmental impact to the existing landscape, while also capitalizing on the project's optimum highway access near multiple corporate campuses.

## MIXED-INCOME EXPERIENCE

BNE also offers ample experience in the development and on-going management of mixed-income communities, whereby a percentage of apartments are offered as affordable housing based on state regulations. Most recently, both The Monarch (East Rutherford, NJ) and The Hillside Club (Livingston, NJ) extended a portion of residences to low and middle-income renters.



Not only is BNE committed to building affordable housing within the community, but we also fully understand and have practice in the state-regulated administrative and approval process. We are confident that this experience, combined with our principled objectives, make BNE uniquely qualified to lead the development of this site and its impact on the greater Township of Branchburg.

### CLOSING STATEMENT

BNE Real Estate Group offers a wealth of in-house expertise, financial strength, and accomplishment, representing over 60 years of industry experience. All of these attributes will be brought into the planning and execution of the development project. Sensitive to the needs of the community and the development of a distinctive overall image for the Township of Branchburg, BNE prides itself on working closely with local governments in planning value-add communities that amalgamate with their surrounding environment. BNE produces in-demand housing, with superior architecture, the highest quality building materials, the most efficient aesthetic site infrastructure, which collectively deliver a finished product that truly represents our organization.

We are not merely satisfied to complete and rent our communities; we want to perpetuate and continue to enhance the towns and cities where we build

with a vibrant population that gives back to the community. Residents often work and shop there, and become an integral part of the community life. We hope to bring the same commitment to Branchburg and its esteemed residents.

BNE Real Estate Group would like to thank the Township of Branchburg for their consideration in choosing our firm to develop this site. To further discuss this project, please contact:

Jonathan Schwartz, EVP

BNE Real Estate Group

16 Microlab Road, Suite A | Livingston, NJ 07039

(973) 251-8665

[Jschwartz@BNERealEstate.com](mailto:Jschwartz@BNERealEstate.com)

### STATEMENT OF CURRENT & PROPOSED OWNERSHIP

This development proposal is submitted by Savka Associates on behalf of the Owners, and its prospective future owner, BNE Real Estate Group.

## CONCEPT OVERVIEW

BNE is committed to hiring a top notch team of professionals that will collectively deliver innovative design, superior construction quality, and complex marketing strategies that work in partnership with the Township of Branchburg to support its economic infrastructure and revitalization as a whole. We are especially excited to further the design concept presented within this proposal as prepared by the award-winning architect firm, Minno & Wasko.

To enhance the Township of Branchburg, attract qualified renters, and increase property taxes on this parcel, the plan proposes a multi-phase apartment community comprised of thirteen (13) residential buildings with four hundred and ninety nine (499) luxury rental residences, and a separate 7,500sf clubhouse with outdoor swimming pool. To satisfy the Township's significant affordable housing obligation, 20% of the apartments would be offered to low and moderate income renters, and integrated throughout the community. With buildings varying in height from three to four stories, elevators would be offered throughout for easy access to each floor.

The development's prime location along Route 22, near Routes 202, 78 and 287, will offer ideal accessibility to our residents that commute to work by car. To accommodate these renters, 226 private garages would be offered, with an additional 982 surface parking spaces available throughout the community.





Concept Site Plan  
DATE: 3/10/2016



## CURB APPEAL

Aesthetically, the project's façade will offer a contextual, contemporary design with a material palette blending elements of stone and siding that will be attractive along Route 22. While inside, contemporary luxuries such as designer finishes, high-tech building technologies, and an impressive array of lifestyle amenities will cater to the sophisticated tastes of today's marketplace. A 7,500 square foot clubhouse, state-of-the-art fitness center, outdoor swimming pool, and open green space are just a few examples of the amenities that will add value to our residents' everyday lives.

Careful consideration will be given to the community's landscape design to ensure that we create a tasteful and rich curb appeal that adds value to the Township of Branchburg, while also offering scenic pathways and gardens for our residents to enjoy. A professional landscape architect will be engaged at project inception to oversee our commitment to mature plantings of trees, plants, foundation shrubbery and seasonal flower beds, and to beautify the expansive open space planned towards the north of the site, intended for passive recreation.

## DEVELOPMENT TIMELINE

Depending on the approval process and timing, BNE intends to begin construction within 18 months, and continue construction for another estimated 30 months to reach full project completion. Ideally, with Township approval, buildings would deliver to the market in phases to allow the leasing process to follow construction in tandem.

## COMMUNITY PARTNERSHIPS

BNE strives to create a sense of community that extends beyond the walls of our developments. We look to become active neighborhood ambassadors that uphold and share the core values of the wider community. If chosen to develop this site, we would work closely alongside the businesses, cultural communities, residents, and local governments of Branchburg to ensure that our development becomes a valuable contributor to the revitalization of the greater Township and endorses a positively recognized “live/work” environment through cross-promotional partnerships, charity affiliations, cultural events, and more.

## RENTER DEMOGRAPHICS

Because the property is ideally located along Route 22, with convenient access to a multitude of nearby highways and corporate campuses, we believe that the following demographic segments will be attracted to the community and will ultimately contribute to the economic infrastructure of Branchburg.

## PROFESSIONAL SINGLES & COUPLES

Ranging in age from 27-38, these established, highly educated professionals will be drawn to the community for its value price point, new construction design, full-service amenities, and its commuter-friendly location along Route 22. Many will have family nearby and work locally at nearby corporate campuses such as Ethicon/ Johnson & Johnson, Sanofi-Aventis, and Celgene, among others. Some will be relocating from other areas of the country for career purposes, while others will be “moving up” from older, owner-rented apartments or leaving their parents’ nest for the first time. Their free time is very important to them, as they look to escape from their hectic work schedules through relaxing or entertaining. Home, to them, is a sanctuary. They will be drawn to our 1-bedroom and smaller 2-bedroom floor plans.



## EMPTY NESTERS

This target group will be attracted to the community for its maintenance-free lifestyle, efficient floor plans, amenities, and convenient location close to their friends and family. These renters are looking to relieve themselves from the hassles of homeownership in exchange for a life well-cared for through personalized services. With their children now grown and moved out, they are looking to downsize into a more efficient home layout that's easier to maintain, but still spacious enough to entertain their loved ones. Home, to them, is a place of comfort and gathering. This target market will be most attracted to our larger 2-bedroom layouts that will accommodate oversized furniture and heirlooms, with layouts spacious enough for visiting family members.

## FINANCIAL REFERENCES

As a long standing fixture of the development market in New Jersey, BNE is sufficiently capitalized and is more than financially capable of undertaking this development project. Our financial capacity to successfully commence and complete each aspect of its proposed project is evidenced by the respective long-standing financial relationships with each of the following financial institutions.

Gerald Lipkin , President  
Valley National Bank  
1455 Valley Road  
Wayne, NJ 07470  
973-305-8800

Anthony DeSenzo, SVP  
Capital One Bank  
499 Thornall Street 11th Floor  
Edison, NJ 08837  
732-321-4647

Gregory Seidler, SVP  
PNC Bank  
2 Tower Center Blvd  
East Brunswick, NJ 08816  
732-220-3568

James Morris, VP  
M&T Bank  
99 Wood Avenue South, 10<sup>th</sup> Fl  
Iselin, NJ 08830  
732-476-6161

### **BNE REAL ESTATE: COMPANY OVERVIEW**

BNE Real Estate Group is a family-owned, vertically integrated organization with over 60 years of experience in the development, ownership, and management of high-quality real estate assets.

Over the years, our demonstrated talent and long-range perspective has driven the success of our distinguished portfolio of properties, which include the development of over 30,000 luxury homes, more than 1 million square feet of commercial space, and the construction and on-going management of nearly 8,000 apartments.

As a full-service owner and developer, BNE Real Estate Group manages its real estate projects from the early acquisition phases through design, construction, marketing, sales/leasing, and on-going property management. Now in our third generation with more than 2,000 homes in the pipeline, BNE brings the assurance of a strong, reliable ownership team that is firmly committed to creating exceptional real estate experiences in key urban and suburban markets. We continue to pursue new opportunities in the marketplace that will leverage our development experience and prove successful for our company, clients, and townships in which we build.

### VERTICALLY INTEGRATED SERVICES

As a full-service owner and developer, BNE Real Estate Group manages its real estate projects from the early acquisition phases through design, construction, marketing, leasing, and on-going property management.

### ACQUISITIONS & DEVELOPMENT

We watch the bottom line. From sourcing new development opportunities to project planning, financial analysis, partnership structuring, and capital raising, our acquisition & development division manages the entire development process to maximize financial returns for our partners and investors.

### CONSTRUCTION & GENERAL CONTRACTING

We build from an owner's perspective. Our in-house construction division offers a full spectrum of general contracting services, ensuring a unified approach to the entire development process that delivers quality housing on-time and under budget.

### MARKETING, SALES & LEASING

We leverage our assets. Utilizing local experience and market knowledge, our in-house marketing division strategically cultivates each development's unique design elements with its distinct location benefits to establish a cohesive resident experience that ensures profitable market absorption.

### PROPERTY MANAGEMENT

We set the standard. Through innovative systems and a thoroughly trained staff, our property management division is firmly committed to providing the highest level of customer service to our residents, while maximizing investment returns.

## THE MONARCH

LOCATION: EAST RUTHERFORD, NJ

ASSET TYPE: MIXED USE

SIZE: 316 RESIDENCES (284 MARKET-RATE, 32 AFFORDABLE)

+ 6,000 SF OF RETAIL

LENDING INSTITUTION: CAPITAL ONE

PROJECT COST: \$72,000,000

COMPLETION DATE: FALL 2014





## THE HILLSIDE CLUB

LOCATION: LIVINGSTON, NJ

ASSET TYPE: MULTI-FAMILY

SIZE: 80 RESIDENCES (64 MARKET-RATE, 16 AFFORDABLE)

LENDING INSTITUTION: CAPITAL ONE

PROJECT COST: \$25,000,000

COMPLETION DATE: SPRING 2015



## THE WAVERLY

LOCATION: NEPTUNE, NJ

ASSET TYPE: MIXED USE

SIZE: 272 RESIDENCES + 8,000 SF OF RETAIL

LENDING INSTITUTION: WELLS FARGO

PROJECT COST: \$50,000,000

COMPLETION DATE: SPRING 2015





### WATER'S EDGE

LOCATION: HARRISON, NJ

ASSET TYPE: MULTI-FAMILY

SIZE: 141 RESIDENCES

LENDING INSTITUTION: PNC BANK

PROJECT COST: \$35,000,000

COMPLETION DATE: FALL 2014



## THE LOFTS AT GARWOOD

LOCATION: GARWOOD, NJ

ASSET TYPE: MIXED USE / TOWNHOMES & RENTAL APARTMENTS

SIZE: 103 RESIDENCES / 30,000 sf RETAIL

LENDING INSTITUTION: WACHOVIA

PROJECT COST: \$30,000,000

COMPLETION DATE: 2012





### VIZCAYA

LOCATION: WEST ORANGE, NJ

ASSET TYPE: CONDOMINIUMS & TOWNHOUSES

SIZE: 127 RESIDENCES

LENDING INSTITUTION: WACHOVIA/VALLEY/M&T

PROJECT COST: \$125,000,000

COMPLETION DATE: 2014



THANK YOU TO THE TOWNSHIP OF BRANCHBURG  
FOR CONSIDERING



AS DEVELOPER FOR THE LOT 5 /BLOCK 10  
TEE-RRIFIC GOLF RANGE SITE.

TO FURTHER DISCUSS THIS PROJECT,  
PLEASE CONTACT:

JONATHAN SCHWARTZ  
EXECUTIVE VICE PRESIDENT  
BNE REAL ESTATE GROUP  
(973) 251-8665  
JSCHWARTZ@BNEREALESTATE.COM