

Planning & Real Estate Consultants

PHILLIPS
PREISS
GRYGIEL
LEHENY
HUGHES
LLC

January 31, 2024

Township Committee
Township of Maplewood
574 Valley Street
Maplewood, NJ 07040

Subject: **Proposal to Prepare a Redevelopment Plan
Block 12.02 – Maplewood Village
Township of Maplewood, NJ**

Dear Members of the Township Committee:

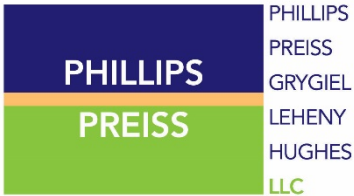
Please accept the following as our proposal for Phillips Preiss Grygiel Leheny Hughes LLC to prepare a redevelopment plan for the Township of Maplewood for the Block 12.02 Redevelopment Area, which was recently designated as “a non-condemnation area in need of redevelopment” per the New Jersey Local Redevelopment and Housing Law (the “redevelopment area”). In addition to preparing this plan, we will present this plan and be prepared to answer questions regarding it at public meetings of the Maplewood Township Committee and the Maplewood Planning Board.

Proposed Scope of Work and Project Schedule

The redevelopment area is comprised of six tax parcels located in Maplewood Village designated as Block 12.02, Lots 100.01, 173, 174, 175, 175.01 and 176. Existing improvements in the redevelopment area include the building formerly occupied by the Maplewood Theater, the former Bank of America building and two other commercial buildings, as well as related improvements such as parking and loading areas and driveways. The Township is seeking to adopt a redevelopment plan that will provide goals, objectives and development regulations for the redevelopment area.

We propose a scope of work for this project that includes a total of four public meetings (two community meetings, two statutorily required meetings), plus an additional meeting with Township representatives. The community meetings will be held in locations within or proximate to the redevelopment area, and will include a separate meeting with property owners if desired by the Township.

We estimate the Redevelopment Plan will be adopted by the Township Committee within approximately four months from the start of the project (barring any unexpected scheduling difficulties with the Planning Board and Township Committee). The proposed scope of work is detailed in the following section.



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Month 1

Task 1: Initial information gathering, compilation of master plan and zoning information, preparation of redevelopment plan fact sheet, community meeting preparation.

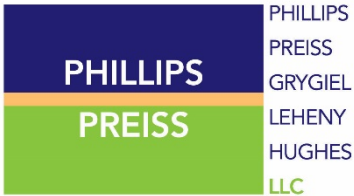
Task 2: Community meeting #1: overview of prior and current planning and zoning effort, listening and learning, likely utilizing SWOT (strengths, weaknesses, opportunities, threats) discussion. The two main objectives of the first community meetings: to present relevant information regarding the study area and discuss its opportunities and constraints at the outset, so that the context in which redevelopment will take place can be understood, and to hear from stakeholders as to their ideas for the study area and what should be considered for inclusion in the redevelopment plan. This meeting will also provide an opportunity for the community to ask questions about the study area, the redevelopment process or related topics.

Task 3: Community meeting #2: recap first meeting and present initial findings, discuss potential plan parameters. The second community meeting will be focused on potential redevelopment scenarios for the study area. The intention will be to gain consensus on the main characteristics of development to be promoted through the redevelopment plan, while ensuring that the community is aware of any potential obstacles to implementation (e.g., market forces, topographical considerations, physical constraints, etc.).

Month 2

Task 4: Compile findings from community meetings, outline potential redevelopment plan parameters. Based upon the information gathered to date and insights gained in Month 1, we will begin assembling the main components of the potential redevelopment plan. These will include aspects such as uses, height, setbacks, parking, public amenities and design standards. It is likely there will be multiple options to be considered for some of these aspects, as well as for different locations within the study area.

Task 5: Coordinate with Township representatives. This will be completed through a meeting and/or correspondence.



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Month 3 Task 6: Prepare redevelopment plan, including text, graphics and maps. This task will involve taking the ideas generated in earlier tasks and incorporating them into a full draft redevelopment plan. Since redevelopment plans can supersede zoning, the redevelopment plan document will include specific development standards to control bulk, height and intensity of development. Design regulations will be established to ensure that all redevelopment will provide high-quality architecture and sustainability technologies. Parking standards will be provided, along with design parameters for parking areas, access and circulation. The plan document will set forth all of the required elements for a redevelopment plan as per the Local Redevelopment and Housing Law and will also include descriptive language outlining the redevelopment plan vision, goals and context. The plan will then be made available to the Township Committee and Planning Board, as well as to the community through the Township’s website.

Month 4 Task 7: Planning Board public hearing: The draft redevelopment plan will be presented at a hearing of the Maplewood Planning Board, which will include its master plan consistency review.

Task 8: Township Committee public hearing: the draft redevelopment plan will be presented for adoption at a hearing of the Maplewood Township Committee.

The redevelopment plan will include detailed development regulations and design standards for the redevelopment area as well as all statutorily required components of a redevelopment plan.

Proposed Project Budget

The proposed estimated budget listed below has been prepared based upon our experience with numerous redevelopment plans in Maplewood and other communities and our knowledge of the study area.

Task	Amount
Tasks 1-3: Information gathering/community meetings <i>Principal: 15 hrs. @ \$160, Staff: 10 hrs. @ \$125</i>	\$3,650
Tasks 4-5: Prepare Draft Plan parameters/Township coordination <i>Principal: 20 hrs. @ \$160, Staff: 15 hrs. @ \$125</i>	\$5,075
Task 6: Prepare full redevelopment plan <i>Principal: 15 hrs. @ \$160, Staff: 25 hrs. @ \$125</i>	\$5,525
Tasks 7-8: Finalize plan/prepare for and attend public hearings <i>Principal: 10 hrs. @ \$160, Staff: 5 hrs. @ \$125</i>	\$2,225

TOTAL **\$16,475**

As noted, the projected timeframe for this project is approximately four months. The schedule may need to be lengthened if there are issues with meeting scheduling and/or notice, or additional time is required to revise the redevelopment plan.



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We propose to bill the Township of Maplewood for our services based upon the standard billing rates for PPGLH principals and staff for New Jersey municipal clients, as set forth below:

Paul Phillips, Managing Principal	\$180
Paul Grygiel, Principal	\$160
Elizabeth Leheny, Principal	\$160
Keenan Hughes, Principal	\$160
Kate Keller, Principal	\$160
Senior Urban Designer	\$155
Spach Trahan, Associate	\$145
Planner	\$125
Director of Graphics	\$125
Support	\$60

It should be noted that these rates have been discounted 20 to 30 percent from our standard billing rates consistent with company policy. Our firm's billing rates are inclusive of overhead and expenses, with certain limited exceptions (e.g., courier and express delivery service, bulk/special mailings, non-office copying).

Staff

Principal Paul Grygiel will prepare the redevelopment plan, with assistance from staff members, as necessary. Mr. Grygiel is a licensed professional planner in the State of New Jersey and has over 25 years of experience advising municipalities in New Jersey as well as other states. He has prepared multiple redevelopment plans for Maplewood as well as for other municipalities including Bogota, Highlands, Montclair, North Bergen, North Plainfield, Raritan Borough and West Orange.

Conclusion

The redevelopment area presents an opportunity for Maplewood to reimagine and enhance landmark buildings while adding to the vitality of Maplewood Village and enhancing the Township's economic base. The redevelopment plan should provide a community-driven vision for the redevelopment area properties that allows for appropriate development that is realistic from a market perspective, but also mandates high-quality design that complements the historic character of the surrounding area. The redevelopment plan also will need to be of a high level of quality and sufficient detail in order for it to gain support of both the community and potential redevelopers. We hope that you will agree that our firm's combination of redevelopment expertise, local insight and relevant experience make us the right choice to prepare such a plan.

Feel free to contact me should you have any questions or require additional information. Thank you for your consideration.

Yours sincerely,

Paul Grygiel, AICP, PP, Principal