

**REQUEST FOR PROPOSALS**

**FRANKLIN TOWNSHIP  
REDEVELOPMENT AREA**

**ISSUE DATE: July 14, 2025**

**DUE DATE: November 28, 2025**

**TOWNSHIP OF FRANKLIN REDEVELOPMENT AGENCY  
Franklin Township Municipal Complex  
475 DeMott Lane  
Somerset, NJ 08873**

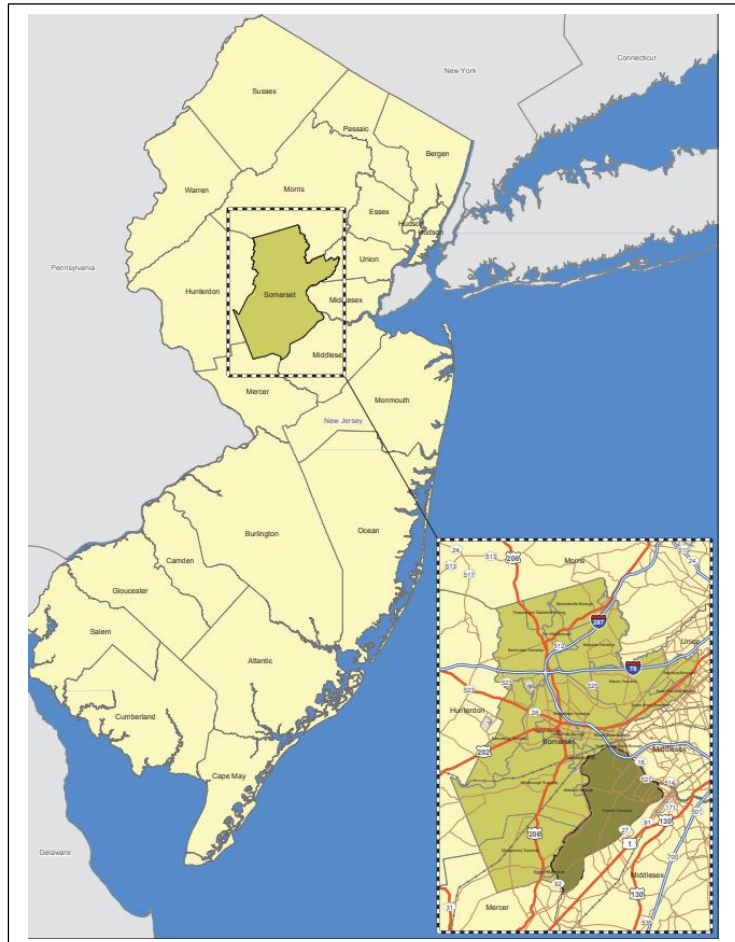
## INTRODUCTION AND GENERAL INFORMATION

The Township of Franklin Redevelopment Agency (the “Agency”) was formed to implement the redevelopment of certain areas within the municipality that have been designated as “areas in need of redevelopment” in accordance with the *Local Redevelopment and Housing Law*, N.J.S.A. 40A:12A-1 *et seq.* (the “LRHL”). One of these is the Leewood Renaissance section of the Franklin Redevelopment Area, which includes properties which have yet to be redeveloped (the “Project Area”). In 1998, a redevelopment plan was adopted by the Township Council for the Redevelopment Area. The Renaissance 2000 Redevelopment Plan, as amended (the “Redevelopment Plan”), is provided online at <https://ecode360.com/6277056#6277056>. The Agency is seeking development concept proposals for the Project Area and hopes to use the results of the RFP as the first step to enter into a redevelopment agreement designating a redeveloper(s) to implement such concepts.

### ***About Franklin***

Franklin Township is located within southeastern Somerset County in Central New Jersey. The Township is approximately 30,000 acres or 46.8 sq. mi. and partially bounded by the Millstone River to the west, and the Raritan River to the north. Municipalities that border Franklin Township to the west include Montgomery Township, Rocky Hill Borough, Hillsborough Township, Millstone Borough, Princeton Township and Manville Borough. Bridgewater Township, Piscataway Township and South Bound Brook Borough border the Township to the north; and, New Brunswick City and North and South Brunswick Townships (all Middlesex County) border the Township to the east.

The Township is comprised of multiple historical communities, unincorporated enclaves and census designated areas. These communities include Blackwells Mills, East Millstone, Franklin Park, Griggstown, portions of Kingston, Middlebush, Weston and Zarephath. The Township also includes Somerset, which comprises the majority of the municipal population.



What is now Franklin Township was originally formed circa 1745 as Eastern precinct. Franklin Township was incorporated on February 21, 1798, as one of New Jersey's initial group of 104 townships by an act of the New Jersey Legislature. Traditionally a farming community, it has become a fast-growing suburb with massive development in the late 20th and early 21st centuries, fostering a diverse blend of races, religions, and cultures. As of the 2020 US Census, the Township's population was 68,364, an increase of 6,064 (+9.7%) from the 2010 Census. The township was the state's 19th most-populous municipality in 2020, after being ranked 22nd in 2010.

In 2008, Franklin Township ranked #5 on Money magazine's list of America's Top 100 Best Places to Live.

Franklin Township is a particularly diverse community with a wide representation of races and cultures. As of the 2020 Census, the racial and ethnic composition of the Township was as follows: per the 2020 US Census: White (31%); Black or African American (24%); Asian (23%); Other (1%); Mixed Race/Multi-Racial (3%) and Hispanic or Latino - any race (18%).

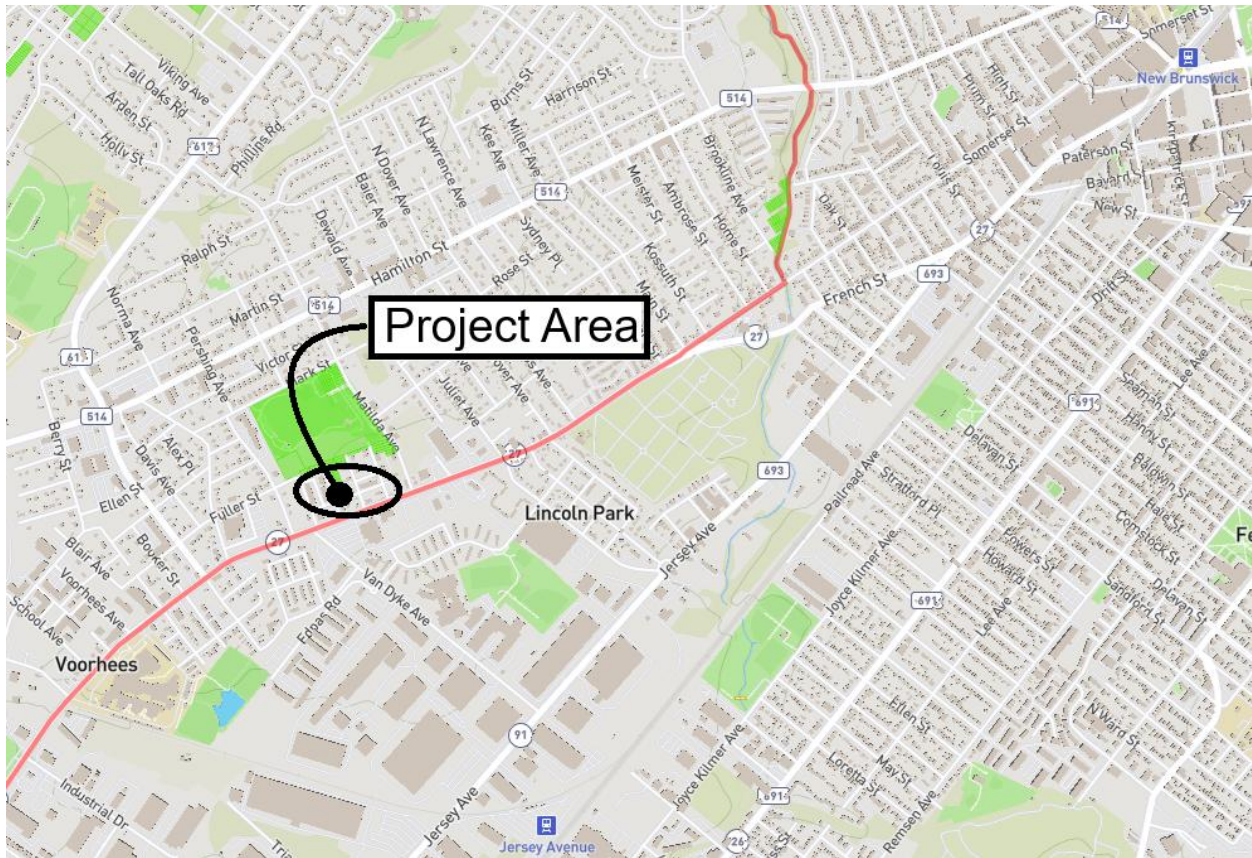
Interstate 287 is the most significant highway within the Township. It runs through the northern part of the township with two interchanges. Route 27 runs along the border between New Brunswick, and the townships of South Brunswick and North Brunswick. Some of the major county routes that are in the township are CR 514, CR 518 and CR 527.

The New Jersey Turnpike (Interstate 95) passes outside the township in both neighboring South Brunswick and New Brunswick, but the closest interchanges are two towns away in Edison (Exit 10), East Brunswick Township (Exit 9) and Monroe Township (Exit 8A).

### ***The Project Area***

The Redevelopment Area is situated primarily on the New Jersey State Highway 27 ("Route 27") Corridor in both Franklin Township and the City of New Brunswick. It includes all or part of 7 tax blocks and approximately 156 acres.

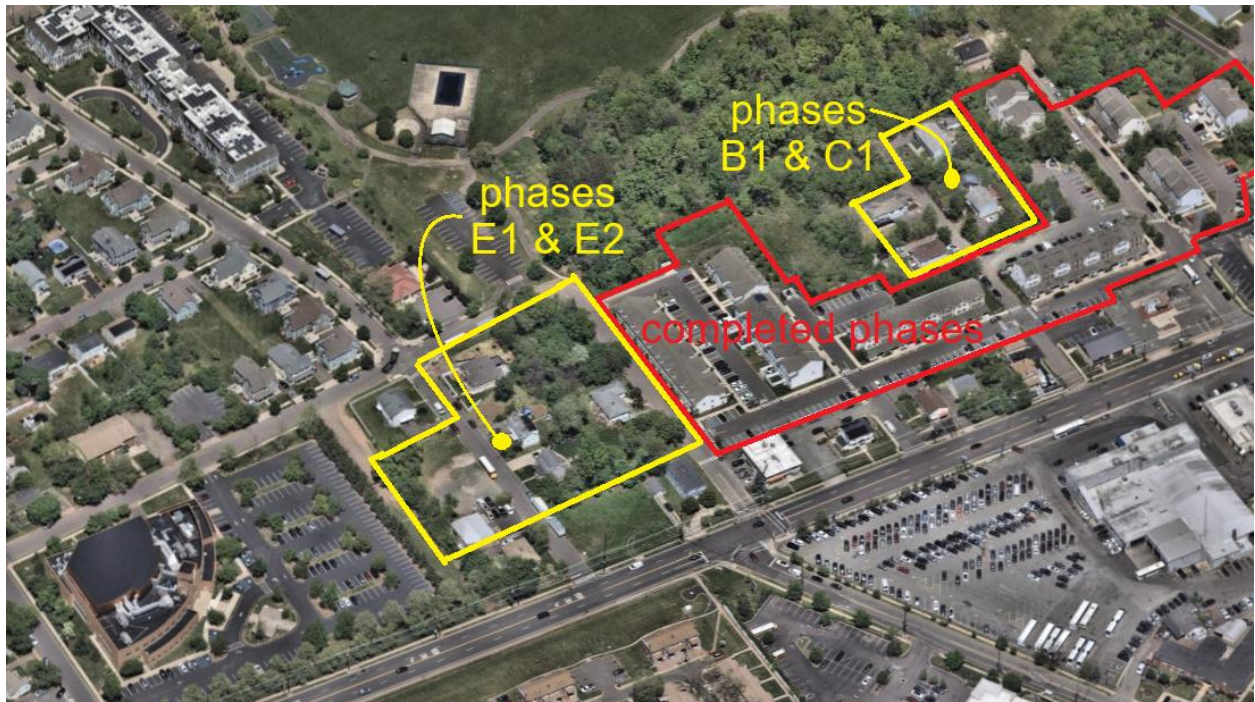
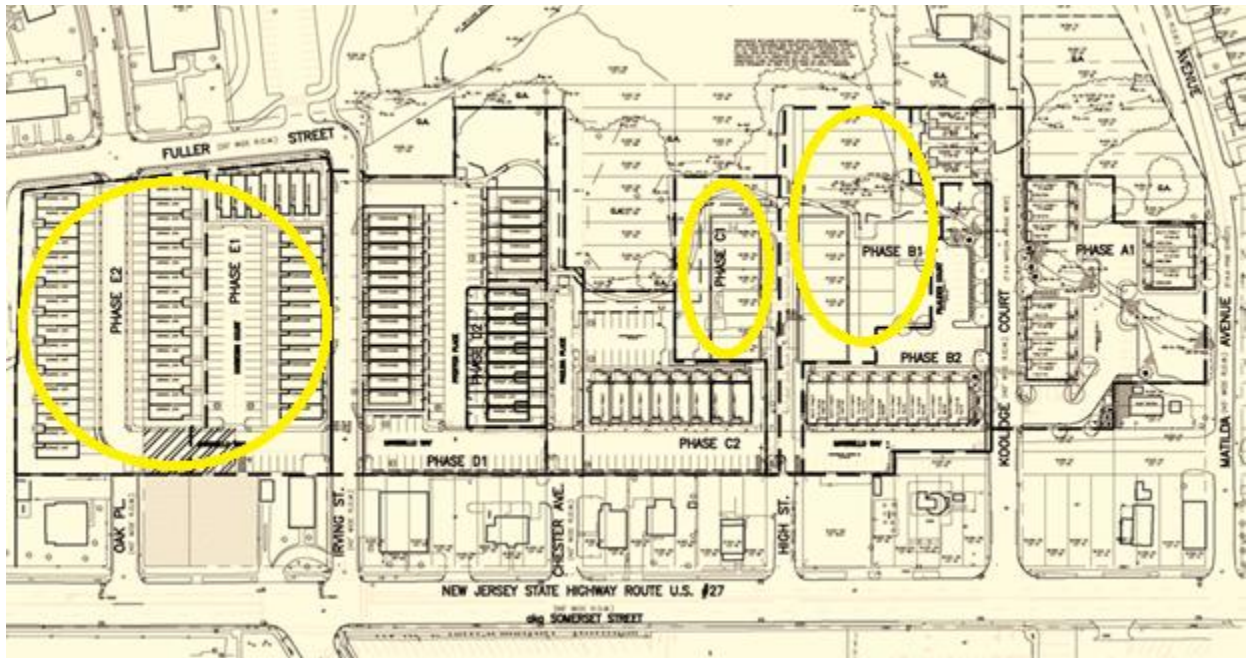
The Project Area is located in close proximity to New Brunswick, Rutgers University, Robert Wood Johnson University Hospital and Saint Peter's University Hospital, as well the nearby rail transportation available at the New Brunswick and Jersey Avenue stations. It is located immediately adjacent to a large Township park (Naanan Williams Park) and across the street from the Coach USA/ Suburban Transit facility which provides bus transportation into the NYC.



The Leewood Renaissance portion of the Redevelopment Area is bounded by Pine Street and Stone Place and Route 27 to Naaman Williams Park. Only a portion of this approximately 12 acre area is included in the Project Area. This area when properly redeveloped will serve as an important component of Franklin’s desire to create a mixed-income residential neighborhood that revitalizes the area and that assists Franklin Township in fulfilling its affordable housing obligation.

The initial redeveloper completed the following phases of the overall redevelopment effort in this area: Phase A1; Phase B2; Phase C2; Phase D1; and Phase D2.

The redeveloper did not complete Phases B1; C1; E1 and E2. The Redevelopment Agency seeks proposals for the redevelopment of the phases not completed by the prior redeveloper as explained below.



The Project Area to which this RFP pertains consists of the following:

Phases B1 and C1

- Originally contemplated for the development of two (2) twenty-four (24) unit multi-family buildings totaling forty-eight (48) units; requiring the closure of the end of High Street
- Consists of:
  - *Block 150; Lots 59-67* (Phase B1) - 25 and 35 High Street (20,000 square feet; 0.46 acres)
  - *Block 150; Lots 73-80* (Phase C1) - 24 and 32 High Street (22,500 square feet; 0.52 acres)
- Inclusion of the portion of High Street contemplated to be vacated would increase the site area to approximately 54,000 square feet (1.25 acres)



## Phases E1 and E2

- Originally contemplated for the development of fifty-four (54) townhouse units involving the closure of a portion of Oak Place.
- Consists of:
  - *Block 149; Lots 1-17, 26.01, 28-33* (Phase E1 and p/o Phase E2) - 27 Oak Place; 4 Fuller Street; 8 and 16 Irving Street; 11, 15 and 19 Oak Place (68,500 square feet; 1.66 acres)
  - *Block 141.01; Lots 5-11* (p/o Phase E2) - 6 Oak Place; 22 Oak Place (24,000 square feet; 0.55 acres)



The Agency is seeking qualifications and proposals from qualified developers who may be interested in undertaking development of all or a portion of the Project Area.

Respondents are strongly encouraged to review the Redevelopment Plan and to submit concepts consistent with the Agency's overall goals and objectives. The Redevelopment Plan can be reviewed on-line: <https://ecode360.com/6277056>. Respondents are encouraged to review, in particular, the requirements of Section 112-280.L., Leewood Renaissance Franklin Redevelopment Area, and Section 112-281, General Design Standards. However, Respondent's may provide for new development concepts for the Project Area. Respondent may use different densities or development types for Phases B1 and C1 and Phases E1 and E2 than currently contemplated. For example, Respondent should not feel bound to provide townhomes in Phases

E1 and E2 as the Agency would be open to considering a multi-story apartment type building. Conversely, the Agency would be open to considering a townhouse type development in Phases B1 and C1 rather than the multi-story apartment type building originally contemplated there. The Agency may be willing to consider recommending such amendments to the Redevelopment Plan to accommodate such alternative concepts, including the type and density of housing; that it believes will be beneficial to the surrounding area and municipality (including the provision of affordable housing).

All proposals must include 20 total affordable units or 20% of the units in the form of affordable units, whichever is higher. Respondents are encouraged to propose an increase in the number and percentage of affordable units, for which the Agency may support zoning changes to accommodate additional height, density, etc., as deemed appropriate. Similarly, respondents are encouraged to propose a senior housing component.

The Agency may also consider recommendation for Township approval of financial assistance and incentives such as tax exemption and payment in lieu of taxes to support, for example, a 100% affordable project.

Respondents may make a proposal that includes all or a portion of the parcels within the Project Area.

The properties comprising the Project Area are not owned by the Agency and Respondents would be required to negotiate the purchase of such properties. However, the Redevelopment Agency does have the Eminent Domain authority if use of Eminent Domain was deemed necessary and appropriate.

This Request for Proposals requires a Respondent to demonstrate its understanding of the Redevelopment Plan and to show it has expertise in developing similarly scaled projects. The Redevelopment Plan provides the information a Respondent needs in order to prepare a response to this Request for Proposals.

## DEFINITIONS

1. **“Affordable Housing Requirement”** means the twenty (20) affordable units required to be constructed in the Project Area as part of the Township’s Third Round Affordable Housing Plan.
2. **“Authorized Representatives”** means (1) as to Respondent, the individual(s) specified in writing by a Respondent to be the Respondent’s representative(s) for all purposes of the Request; and (2) as to the Agency, Mark A. Healey, AICP/PP, Executive Director.
3. **“Designated Contact Person”** means Mark A. Healey, AICP/PP, Executive Director.
4. **“Preferred Developer”** means the respondent selected by the Agency and with whom the Agency will enter into contract negotiations.

5. **“Project”** means the redevelopment of the site.
6. **“Project Area”** means: Block 150; Lots 59-67 (Phase B1) - 25 and 35 High Street; Block 150; Lots 73-80 (Phase C1) - 24 and 32 High Street; Block 149; Lots 1-17, 26.01, 28-33 (Phase E1 and p/o Phase E2) - 27 Oak Place; 4 Fuller Street; 8 and 16 Irving Street; 11, 15 and 19 Oak Place; and Block 141.01; Lots 5-11 (p/o Phase E2) - 6 Oak Place; 22 Oak Place.
7. **“Respondent”** means a developer, development team or similar entity that responds to this Request.
8. **“Response”** means a Respondent’s submission in response to this Request.
9. **“Request”** or **“RFP”** means this Request for Proposals.

## PROCEDURES AND TIMING

The Agency will review all submittals and may meet with one or more of the Respondents to request clarification of the information provided. The time frame is below:

Stage	Time Frame*	Action
Issuance	<u>July 14, 2025</u>	The Agency issues Request for Proposals
Deadline for Submission of Questions	<u>October 30, 2025</u>	
Agency response to questions	<u>November 7, 2025</u>	
Response to Request	<u>November 28, 2025</u>	Deadline for Respondents to submit proposals for redevelopment of the Project Area or Expanded Area.
Evaluation	<u>December 2025</u>	Subsequent to submissions, selected Respondents may be invited to meet Agency officials. Subsequent to any such meetings, the Agency will notify Respondents if their proposal has been rejected.
Selection	<u>January 2026</u>	The Agency will notify Respondents if a Preferred Developer has been selected within 2 weeks of completing evaluations.

\*Dates are subject to change at the Agency’s discretion.

Questions or requests for additional information shall be directed to:

**Mark Healey, AICP/PP, Executive Director**  
**Township of Franklin Redevelopment Agency**  
**475 DeMott Lane**  
**Somerset, New Jersey 08873**  
**Ph.: 732-873-2500 x 6271**  
**Email: Mark.Healey@franklinnj.gov**

## **TIME AND PLACE FOR SUBMISSION OF RESPONSES**

Respondents must submit **one (1) original submission** and **five (5) hard copies**, and a **digital copy (in .pdf format) on a USB drive**, including copies of all forms and attachments, to the Agency’s Executive Director at the address indicated above **on or before 3:30 p.m. on Friday, November 28, 2025**. The Response must include a cover letter signed by an officer or authorized representative of the Respondent. Submittals must be marked “Redevelopment Area RFP”

## **EVALUATION CRITERIA**

The Agency will evaluate the RFP responses using the following criteria:

1. Development team qualifications, with particular consideration given to:
  - Relevance and demonstrated success of comparable completed projects;
  - Demonstrated financial capacity for completion of this project;
  - Experience in affordable or inclusionary affordable housing development;
  - Experience of development team;
  - Parking accommodations in light of existing development in the Leewood Renaissance Redevelopment Area;
  - Use of minority or woman-owned businesses or contractors in the development team;
  - Track record for accomplishing projects within a defined timeline; and
  - References.
2. Feasibility and implementation, with particular consideration given to:
  - Financial feasibility of the proposed project; and
  - Project timetable.
3. Quality of proposed design, with particular consideration given to compliance of the proposed project with the adopted Redevelopment Plan.
4. Public benefits of the proposed project, including number and type, e.g. family and/or senior, of affordable housing units.

## **REQUEST REGISTRATION, QUESTIONS, ADDENDA OR AMENDMENTS**

All Responses must be prepared with full consideration of both this Request and any addenda issued by the Agency prior to the response submittal date, and the Respondent is solely responsible for submission compliance. Addenda will be posted on the Agency's webpage, <https://www.franklintwpnj.org/committees-commissions/redevelopment-agency>. No addenda will be posted after November 7, 2025. Responses to questions will be published on the Agency's website as an addendum to this RFP by November 7, 2025. Questions should be submitted with the subject line: "Questions for Franklin Township Redevelopment Area RFP."

## **REQUIRED CONTENT OF PROPOSALS**

The Agency is seeking developers with demonstrated experience in development projects similar in character, scale, and usage to that specified in the Redevelopment Plan, that have the organizational and financial capacity to undertake the obligations to complete the Project. Each Respondent, at a minimum, should include the following information, and all information submitted must be clear and readily identifiable as responsive to this Request:

### ***Statement of Qualifications***

#### **Respondent's Organizational Information**

- a. Provide the full corporate name, contact person, mailing address and e-mail address, state of incorporation, and authorization to do business in New Jersey. If Respondent is a partnership or joint venture, including disclosures of parties who own 10% or greater interest in such entity.
- b. Respondent must be an entity legally authorized to conduct business in this State, be registered with the State Department of Treasury, and have a current Certificate of Good Standing.
- c. Respondent shall demonstrate that it has adequate administrative, design, technical, management and personnel capabilities to implement the goals and objectives of the Redevelopment Plan.
- d. Respondents must describe its financial ability to complete the Project. The Agency may request documentation of financial ability, including a certified financial statement showing assets and liabilities; a proposed project budget; statement of debt financing and responsible ability to obtain necessary financing; and an operating budget, from Respondents who are selected for meeting with the Agency.

#### **Respondent's Construction Experience and Capacity**

- a. List, describe, and provide addresses for five (5) projects that Respondent has had a direct role in as the responsible or joint venture developer. Provide a portfolio of similarly complex completed projects within the past seven (7) years.

- b. Include five (5) references for entities or clients for whom the Respondent has developed similar projects. Identify the client contact name, organization, type of work provided, and the contact's address and telephone number. At least two (2) of these references must be from public entities.
- c. Describe Respondent's experience and qualifications as relevant to meeting the Redevelopment Plan's goals and objectives.

### **Experience with Similar Projects**

- a. Describe each project in terms of use, size, cost, development yield, location, and other pertinent factors. Specify the scope, cost, time to completion, completion date and sources of funding for all projects.
- b. Describe Respondent's specific roles and responsibilities during the development of these similar projects.
- c. Describe the project's success in terms of design, use and construction, employment, tax impact and associated expansions or spin-off development. Indicate whether the project was completed on a timely basis and within budget.
- d. Describe any unanticipated problems that arose in connection with any of the above projects and how the Respondent addressed them.

### ***Concept Description and Requirements***

- 1. Provide a narrative and preliminary layout regarding Respondent's concept. This should include architectural concepts and approaches for developing the Project Area. While site plans are not required as part of this submission, a conceptual site layout is required that provides at least basic principles of overall site layout including building size and placement, off-street parking, vehicular access and stormwater management. Architectural submittals should illustrate at least basic principles of overall building type, massing, design and height.
- 2. Provide summary of green building and urban design strategies, e.g. storm water management, energy-efficient design components, green building components, green infrastructure components, other development strategies that promote compliance with current trends in environmental energy design, including but not limited to the requirements set forth in the Redevelopment Plan.
- 3. Provide a statement of compliance comparing the Respondent's project as proposed to the Redevelopment Plan. Identify any significant deviations particularly as they may relate to use, density, building massing, setbacks and parking.
- 4. Provide sufficient market analysis to demonstrate market feasibility of proposed Project.

5. Identify the key personnel who will be responsible for the Project if selected and Project manager if known. Describe the experiences of the development team, including but not limited to developer, engineers (structural and civil), architects, interior designers, and planners. Include resumes of all key personnel who will be involved in the design and implementation of the project, and any other information that would describe the strength and depth of the Respondent. If a team member changes, Respondent will be required to notify the Agency and provide it with the information above.

***A Respondent is invited to provide any additional information that may further demonstrate its qualifications to undertake this project and/or additional concepts for redevelopment.***

## **COST OF PREPARATION OF RESPONSE**

Each response and all information required to be submitted pursuant to this request shall be prepared at the sole cost and expense of the respondent. There shall be no claims whatsoever against the Agency, its staff or its professional consultants (including, but not limited to, engineers, attorneys, planners, architects and surveyors) for reimbursement for the payment of costs or expenses incurred in the preparation of the response or other information related in any way to this Request. The Agency reserves the right to require an application fee from all Respondents for technical review thereof, and for those invited to make subsequent submissions pursuant to this Request.

## **CONFIDENTIALITY AND DISCLOSURE OF INFORMATION CONTAINED IN RESPONSE TO REQUEST**

If the Respondent chooses to include material of a proprietary nature in the Response, the Agency will keep such material confidential to the extent permitted by law. **The Respondent must specifically identify each page of its Response that contains such information by properly marking the applicable pages.** Preferably, any sections that contain material of a proprietary nature shall be severable or removable from the response to assist the Agency in protecting this information.

The Respondent also shall include the following notice in the introduction to the relevant response:

*“The data on pages, identified by (symbol) are labeled ‘Proprietary Information’, contain information that, if disclosed, would cause substantial injury to [Respondent’s] competitive position. [Respondent] requests that such data be used only for the evaluation of the response, and understands that disclosure will be limited only to the extent that the Agency determines it proper or to the extent that the Agency deems disclosure necessary according to law. If [Respondent] is designated the Developer, the Agency will have the right to use or disclose that data as provided in the Agreement executed with [Respondent].”*

The Agency will use its best efforts to prevent the unauthorized disclosure of this information and apply the above proprietary standard to marked data. However, the Agency makes no guaranty of confidentiality as it may be required under applicable law, including but not limited

to the New Jersey Open Public Records Act, N.J.S.A. 47:1A-1. The Agency, its staff, agents and professional consultants assume no liability for any loss, damage or injury that may result from any disclosure or use of marked data or any disclosure of this or other information. Further, the Respondent acknowledges that all such information shall be disclosed to and shared with those consultants and professionals whom the Agency has engaged to assist it with this project.

## **DISPOSAL OF RESPONSE**

Once opened, all responses to this Request are the property of the Agency and will not be returned. At the conclusion of the procurement process, the Agency may dispose of any and all copies of the response to the Request received in whatever manner it deems appropriate. However, prior to such disposal, the Agency will make every effort to prevent the unauthorized disclosure of proprietary information, provided such information is identified as such. In no event will the Agency assume liability for any loss, damage or injury that may result from any disclosure of any information contained in the Response.

*Information provided by a Respondent may be subject to the Open Public Records Act.*

## **SOLE DISCRETION, NO LIABILITY**

This Request is being made subject to the Local Redevelopment and Housing Law, N.J.S.A. 40A:12A-1, *et seq.*, and is not subject to the bidding or other requirements under the Local Public Contracts Law, N.J.S.A. 40A:11-1, *et seq.* or the Local Land and Buildings Law, N.J.S.A. 40A:12-1, *et seq.* The Agency shall be the sole judge of each Respondent's conformity with the requirements of this Request and the merits of the Response. The Agency reserves the right to amend, modify or withdraw this Request; to waive any requirements of the Request; to require supplemental statements and information from any Respondent to this Request; to accept or reject any or all Responses, including but not limited to incomplete or non-responsive Responses or responses not accompanied by the required signature of an authorize representative of Respondent; to interview any or all Respondents; to negotiate or hold discussions with one or more of the Respondents which may result in a designation; to issue a subsequent Request to a "short list" of Respondents or a list based on a new competitive basis; to correct deficient Responses that do not completely conform with this Request, and to waive any condition or modify any provision of this Request with respect to one or more Respondents; to make investigations it may deem necessary to determine the responsibility and qualifications of any or all Respondents; and to reject any or all Responses and to cancel this Request, in whole or in part, for any reason or no reason, in the Agency's sole discretion.

The Agency may exercise any such rights at any time, without notice and without liability to any Respondent or other parties for their costs, expenses or other obligations incurred in the preparation of a Response or otherwise. The Agency assumes no responsibility for errors or omissions. Respondents are advised to verify independently the accuracy of all information and to make their own judgments in determining whether to submit a Response to this Request.

By responding to this RFP, Respondent acknowledges and consents to the following additional terms and conditions: the issuance of this RFP is not intended to, and shall not be

construed to commit the Agency to execute any agreements or any portion thereof; nor shall it be construed to form any joint venture between the Agency or any Respondent. Neither the Agency nor any of its officials, staff agents, or consultants will be liable for any claims or damages resulting from the solicitation or collection of proposals. By submitting a proposal in response to the RFP, Respondent accepts and consents to the process selected and implemented, and waives any and all claims as to this process.

The Agency shall not be obligated to pay any fee, cost or expense for brokerage commissions or finder's fees with respect to the execution of any agreement that may result from this Request. It shall be a condition of designation, if granted, that the Respondent agrees to pay any and all such commissions or other compensation due any broker or finder in connection with the transaction, and to indemnify and hold harmless the Agency from any obligation, liability, cost, or expense incurred by it as a result of any claim for commission or compensation brought by any broker or finder by reason of the transaction.

The State is not a party to this Request, has made no representations to any prospective Respondents and shall have no liability whatsoever in connection with this Request. This Request is provided by the Agency, and its content, use and representations are solely the responsibility of the Agency.

#### **POLITICAL CONTRIBUTION DISCLOSURE**

Respondents shall comply with all disclosure requirements under State and Federal law as to political contributions, including, but not limited to the disclosures required under N.J.S.A. 19:44A-20.26.

#### **DISCLAIMER**

The material contained in this Request for Proposal is supplied for information purposes only. The Agency makes no representations or warranties concerning the condition of the property and any interested party must conduct its own due diligence inquiry.

***The Agency reserves the right to consider or reject any and all proposals submitted.***