

Introduction

Wainco Realty, LLC (“Wainco”) is pleased to respond to the Request for Qualifications, Letters of Interest and Design Concept for the Maplewood Post Office Rehabilitation Area (the “Site”). For more than 30 years, Wainco has been active in the development and redevelopment of properties throughout the Northeastern United States and Canada including shopping centers, restaurants, hotels, urban mixed use and residential communities. Wainco has worked together with some of the most prominent developers in the nation and developed on behalf of leading retail, hotel and restaurant brands. Regardless of the property type or size, Wainco has earned a reputation for attention to detail and excellence in execution of projects.

As a local company based in South Orange, New Jersey, and as long time residents of Essex County, the Wainco team is particularly excited about the prospect of developing in Maplewood because we view Maplewood as our home, and not just as a high quality municipality with an attractive business opportunity. Our partner communities appreciate the fact that we go above and beyond what is asked of us. We build, manage and operate with a long-term perspective believing that is the best way to create value and succeed. Knowing Maplewood as we do, we are confident that a well-executed project will succeed in the market and enable us to continue our track record of positively and proudly impacting our partner communities.

The Challenge

Wainco views the Site as a “diamond in the rough”. The high visibility of the Site near the northern entrance to the Village commercial district (the “District”) abutting the train station immediately defines the Site as the “gateway” to the District. If properly developed, the Site should set the tone for the District by emphasizing state of the art quality in design, architecture, aesthetic appeal and use. While the Site’s location suggests it should lead the District into the next generation of urban mixed-use living, it must do so by complementing the existing businesses and ultimately serving the needs of the resident population.

The challenge is to identify the right combination of uses and users that can be incorporated into this small, complex property understanding its physical limitations, respecting the realistic needs of the users and being driven at all times by the belief that this Site is destined to become something extraordinary. While it



is our belief that the Site is best suited to a mixture of residential and retail uses, as experts in the retail industry we are acutely aware of the challenges the Site presents to achieve the right balance of uses and the correct selection of users that will succeed. It is our goal to have both uses achieve excellence and not to put either use at risk for the benefit of the other. Retail commitments are secured as part of a pro-active, intensive marketing process and not simply in reaction to leads from leasing signs. National, regional and local tenants are identified, pursued and secured by retail professionals who understand their business models. Great projects must feature great tenants. As a result, the design must immediately satisfy as well as anticipate all of the potential requirements of targeted tenants in an ever-changing and competitive landscape. Wainco has a long track record of successfully producing great retail projects. In a mixed use project the selection of retail tenants and the design for such tenants is critically important to the success of the residential use. It is not our intention to merely create functional apartments that will satisfy commuters. Our goal is to create a lifestyle where the sum of the parts produces a unique living environment that is affordable, luxurious, convenient and fun.

For these reasons we are excited that Robert J. Ring Associates, A.I.A., P.A. (“Ring”) has joined our team to address the mixed-use design challenges of the Site. For over 40 years Ring has designed a myriad of upscale residential projects for leading developers in Metro New York including mixed use projects that are similar to the proposed development. With Ring leading our design effort we are very confident that we have the unique skill set to meet any challenge that may arise and deliver a project that Maplewood will be proud to feature in its community for generations to come.

Strategic Vision

Our strategic vision is based upon our knowledge of the Maplewood market and our belief that a successful project on the Site must include the following features: upscale quality; modern mixed-use design; and sophisticated transit hub lifestyle.

Upscale quality relates to the exterior architecture, interior design, materials, signage, landscaping, lighting, amenities, infrastructure, management and environmentally sensitive execution of the project. As a local company committed to this market for the long term, we understand that quality and longevity must go hand in hand. Our initial choices and on-going management practices are dedicated to achieving a sustainable high quality impact.



Modern mixed-use design relates to the incorporation of best practices that respect the needs of the residents as well as the retail users. The design must isolate the elements of each use that could negatively impact the other use (eg. noise, odor, traffic, garbage, hours of operation) while simultaneously providing for the coexistence of the uses in a manner that will enhance each use. The design considerations include allowing for operational flexibility across different retail formats, providing convenient access and parking, visibility, privacy, security and overall aesthetic appeal.

Sophisticated transit hub lifestyle includes upscale quality and modern design features but also relates to the creation of an environment based upon the selection of site amenities, services, technology and integration of the proposed uses into the Site and neighborhood. The Site must be designed to capitalize on its strengths while realistically acknowledging the limitations of the Site, the neighborhood and the trade area.

Proposed Project Concept

We are pleased to present the concept plans prepared by Ring (the “Plans”), which are attached to this response. The Plans have been created to illustrate the type of project we would recommend for the Site taking the following municipal goals into consideration:

- Creating a project that respects the existing character of Maplewood Village while optimizing the value of the land.
- Introducing new housing to the rehabilitation area to promote a strong residential base in this portion of Maplewood, providing stronger support to the commercial uses
- Creating additional ground floor retail to complement the existing commercial uses in the area
- Increase the number of residents, shoppers, employees and visitors to help liven Maplewood Village
- Create a transit oriented development to take advantage of the adjacent train station
- Create a new and larger space to allow Kings to relocate (if they so choose), enhance their store, and remain competitive
- Create a project that is energy efficient
- Maintaining the existing amount of public parking