



SHARBELL DEVELOPMENT CORP.

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September 11, 2013

VIA FEDEX COURIER

Mr. Joseph Manning, Township Administrator
Township of Maplewood
574 Valley Road
Maplewood, New Jersey 07040

**Re: "Redevelopment of Maplewood Village Post Office Site"
Township of Maplewood, New Jersey**

Dear Mr. Manning:

Sharbell Development Corp. ("Sharbell") hereby submits the within response to the Maplewood Township "Request for Qualifications, Letter of Interest and Design Concept" (hereinafter the "RFQ") relative to the Maplewood Post Office Rehabilitation Area located at 160 Maplewood Avenue.

We understand that the properties which constitute the Rehabilitation Area are owned by the Township of Maplewood, and are more specifically known as follows: Lots 180, 181 and 185 in Block 13.09 on the township tax maps, containing a total of 33,100 square feet or approx. 0.76 acre. We understand that Lot 181 contains an existing building occupied by the United States Postal Service ("USPS"), and that the remaining land area consists of surface parking. The subject property is located on the east side of Maplewood Avenue, directly adjacent to the NJ Transit railroad station which provides 44 daily Midtown Direct trains to Penn Station. North of the subject property is Ricalton Square which includes a public park and transitions between Maplewood Avenue and the train station. Immediately west of the site, across Maplewood Avenue and south of the property on both sides of Maplewood Avenue is the existing central business district which includes a diverse variety of shops, service and dining establishments in a vibrant "downtown" environment.

REDEVELOPMENT CONCEPT:

With the foregoing in mind, we have reviewed the RFQ and visited the properties, resulting in a concept which we believe is best suited to the surrounding downtown area. Specifically, we would propose demolition of the existing USPS building, and development of the site to include a single, "L-shaped" mixed-use building fronting on Maplewood Avenue. This building would contain residential dwelling units in upper floors over ground floor retail/commercial and service uses, and would have parking beneath. The parking would be accessed from the existing southern parking lot to capitalize on advantageous topography in that location. We would propose approx. 3,500 – 7,000 square feet of space on the ground floor of the building which would include commercial/retail uses as well as entry and service spaces supporting the residential units in the upper floors. We would anticipate the residential units to be primarily two-bedroom units with a few one-bedroom/den units. We would anticipate a total number of approximately thirty (30) residential units, of which we would designate up to 10% or 3 units, as "affordable housing" consistent with statewide COAH parameters.

We would seek to incorporate public access through the property along the rear (eastern) edge allowing a better developed pedestrian link between the train station and the adjacent properties. We would seek to enhance the relationship between Ricalton Square and the new building through careful design and placement of entry elements and small scale green spaces.

We would seek to maximize utilization of any remaining surface parking by incorporating shared parking strategies and public easements to allow for convenient short-term use of all unrestricted/non-residential parking in the redeveloped project. To the extent that the existing "Kings" supermarket opposite the property on Maplewood Avenue is interested in the potential relocation to the commercial ground floor space in the redevelopment project, we would earnestly pursue such discussions, however careful consideration must be given to the specific nature of such a use (i.e. mechanical systems, waste stream management, delivery access, operating hours, etc.) in the context of a mixed-use multi-story building.

PROJECT DEVELOPMENT TEAM:

Sharbell has been developing commercial, office and residential real estate in central New Jersey since 1984. For the past 29 plus years we have developed in excess of 3,000 residential dwelling units and 350,000 square feet of commercial/retail/office space. We have the technical and financial wherewithal to accomplish all aspects of the project development, including: financial analysis; land use approvals; project phasing; infrastructure and building construction; marketing/public relations and property management. Our in-house team would consist of Thomas F. Troy, Senior VP; Geoffrey Morsell, VP of Construction; Mark Cannuli, VP of Development and Peter Weathers, VP of Finance.

Additionally, we have assembled a project team of design, engineering and legal professionals, all of whom we have been working with for many years, some since the late 1980's. Each member has substantial experience in programming, planning, designing and securing approvals for the specific types of mixed-use development contemplated herein. They are as follows:

Feinberg & Associates - Architecture and Design
Dynamic Engineering - Civil Engineering / Site planning and Landscape design
Dynamic Earth - Soil investigation and analysis
Eckert, Seamans, Cherin & Mellott LLC (formerly Sterns and Weinroth, PC) -
Legal representation for Redevelopment Agreement, Land Use approvals, regulatory agency permitting, financing and transactional matters.

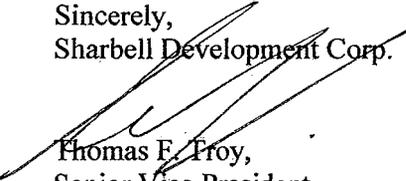
We have attached hereto an overview of some of the projects we have developed recently that are similar in nature to the Maplewood Rehabilitation Area project. We have also attached our preliminary concept plan, which is submitted as a simple schematic for initial discussion purposes only. If we are designated the Preferred Developer of this property, we would refine any concept based upon detailed review of all pertinent design parameters.

We are submitting all material contained herein with the understanding that it will be used for the evaluation of our response to the RFQ for the Redevelopment of the Maplewood Village Post Office Site. To the extent that we are not selected by Maplewood Township to continue participation in this process, we would respectfully request that all materials submitted be returned to us at your earliest possible convenience. Furthermore, the data on pages identified by the symbol "**XXXXXX**" are labeled as Proprietary Information, contain information that, if disclosed, would cause substantial injury to Sharbell's competitive position. Sharbell 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 Township determines it proper or to the extent that the Township deems disclosure necessary according to law. If Sharbell is designated the Preferred Developer, the Township will have the right to use or disclose that data as specifically provided for in the Agreement executed between the Township and Sharbell.

In conclusion, we believe the foregoing proposal represents a unique opportunity for Maplewood Township to achieve the best net gain for the subject property while also becoming a significant addition to the existing downtown commercial core, further enhancing the economic development potential and civic benefits envisioned in the Rehabilitation Area.

We greatly appreciate the opportunity to submit this proposal and we look forward to further discussions with the representatives of Maplewood Township.

Sincerely,
Sharbell Development Corp.



Thomas E. Froy,
Senior Vice President