

Request for Proposals - 2025
For the North Camden Linden Street Gateway Development Project

CITY OF CAMDEN REDEVELOPMENT AGENCY

**Request
For
Proposals**

**FOR THE NORTH CAMDEN LINDEN STREET GATEWAY
DEVELOPMENT PROJECT – TAX BLOCK 90 AND BLOCK 105**

City of Camden Redevelopment Agency
Issue Date: May 5, 2025
Proposals Due: June 16, 2025 at 2:00 PM

An Equal Opportunity Employer

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ADVERTISEMENT

NOTICE IS GIVEN THAT SEALED PROPOSALS will be received at 2:00 P.M eastern prevailing time on Monday, June 16, 2025, by Olivette Simpson, Executive Director, City of Camden Redevelopment Agency, 520 Market Street, Suite 1300, Camden City Hall, Camden, NJ 08101 for the following: REQUEST FOR PROPOSALS: THE NORTH CAMDEN LINDEN STREET GATEWAY DEVELOPMENT PROJECT- TAX BLOCK 90 and BLOCK 105.

The Request for Proposals (“RFP”) may be accessed on the City of Camden Redevelopment Agency (“CRA”) website <http://camdenRedevelopment.org/> in the section entitled “Open RFP/RFQs” beginning Monday, May 5, 2025. Written, faxed or emailed requests to have the RFP mailed will also be honored. The CRA fax number is 856-964-2262. It is the responsibility of prospective Respondents to check the City of Camden Redevelopment Agency website for any addenda to the RFP may be issued prior to the submittal due date.

All questions and/or inquiries regarding the RFP shall be sent by fax or email no later than Monday, May 19, 2025, at 2:00 PM to Olivette Simpson, Executive Director, Email: Olsimpso@camdennj.gov and cc’d Deirdra Williams, Email: DeWillia@camdennj.gov. No oral response to any question by any CRA employee or agent shall be binding on the CRA or in any way considered to be a commitment by the CRA.

During the RFP preparation of response period, CRA may issue addenda, including amendments or answers to written inquiries. Those addenda will be noticed by CRA and will constitute a part of the RFP. All responses to the RFP shall be prepared with full consideration of the addenda issued prior to the Submission Date. Addenda shall be issued no later than Wednesday, May 28, 2025.

Sealed proposal packages must be mailed or delivered to the offices of the CRA at the below address. Proposal submittals shall be provided to the CRA in sealed envelopes with three (3) printed copies of the submission, prepared as described in the RFP, along with a link to an FTP or other website that would allow the CRA to download an electronic cover-to-cover copy of the submission in Acrobat PDF format. The link shall be emailed to Olivette Simpson, Email: olsimpso@camdennj.gov and cc’d to Deirdra Williams, Email: DeWillia@camdennj.gov, by the submission due date and time.

Respondents are solely responsible for the timely delivery of the proposals and no proposal shall be considered which is presented after the dates and time established for receiving proposals. The CRA does not accept any responsibility for the timeliness of any mail, delivery, or courier service. If you plan to hand-deliver the sealed proposal package, proposal packages may only be dropped off. A monitored drop-box will be located at the front door of Camden City Hall. Please place your sealed proposal package inside the drop-box.

Sealed envelopes containing the proposal documents shall be clearly labeled on the outside of the envelope with the following words: **“The North Camden Linden Street Gateway Development Project - Tax Block 90 and Block 105”**. The Respondent's name, address and telephone number must also be clearly marked on the envelope. The sealed envelopes containing the proposal submittal documents shall be delivered to the following address:

City of Camden Redevelopment Agency
Camden City Hall,
520 Market Street, Suite 1300
Camden, NJ 08101
Attn: Olivette Simpson, Executive Director

REQUEST FOR PROPOSALS

OVERVIEW

The City of Camden Redevelopment Agency (“CRA”) issues this Request for Proposals (“RFP”) for the development of a mixed-use/residential project on an approximately 1.25-acre site in the Pyne Poynt section of North Camden (Census Tract 6008) in Camden, New Jersey. Bounded by the Delaware River to the north and west, the Ben Franklin Bridge/I-676 to the south, and the Cooper River to the east, North Camden Neighborhood is comprised of two Census Tracts - 6007 (west of 4th Street) and 6008 (east of 4th Street).

The development site spans most of two city blocks (Tax Blocks 90 and 105) and is located on either side of Linden Street, a key westbound gateway corridor connecting Route 30 and I-676 to Downtown Camden. The site is bordered by Linden Street, 9th Street, 10th Street, Kimber Street, and Fern Street, and is surrounded by residential, commercial, and institutional uses.

The CRA will select a developer based on criteria outlined in the Evaluation & Selection section of this RFP, including proposal completeness, design quality, alignment with neighborhood development goals, zoning compliance, relevant experience, architectural compatibility, and capacity to complete the project.

SITE INFORMATION

Linden Street is a one-way street running east from the Delaware River to North 12th Street. The Site consists of fifty-three (53) vacant lots owned by the City of Camden and the CRA, totaling approximately 1.25 acres (52,521 square feet).

Transportation Access

Linden Street, a corridor comprised of residential, commercial, and institutional uses nestled between the Ben Franklin Bridge, the Delaware River waterfront, Rutgers University, and Downtown Camden, has excellent access to roadways and public transit. The Site is a few blocks away from the NJ Transit Walter Rand Transportation Center and is located along a NJ Transit bus route.

The Site is near the eastern entrance of the Ben Franklin Bridge and approximately five miles from the Walt Whitman Bridge. Philadelphia and Interstates 95, 76, and 676 are minutes away by car. It is also within walking distance of major employers in Camden. These include many of the “Eds and Meds”, namely, Rutgers University–Camden, Rowan University, Camden County College, and the Cooper University Health Care system.

Existing Plans

The governing plans for the neighborhood are the *FutureCamden* Master Plan, authored by the City of Camden’s Division of Development and Planning and adopted by the Planning Board in 2002, as amended periodically, and the community-driven 2008 *North Camden Neighborhood Plan*, which was updated in March 2022.

The goal is to develop a mixed-use residential gateway aligned with the *North Camden Neighborhood Plan* and *FutureCamden* Master Plan. Revitalization strategies carried forward from the 2008 Neighborhood Plan to the 2022 reflect a strong desire that areawide development support the existing residential community in Pyne Poynt. As such, the proposed development shall be consistent with these plans, and the vision for site development must capitalize on the location as a main gateway into North Camden and the City’s downtown.

[City of Camden Master Plan](#)

[North Camden Neighborhood Plan Amended in March 2022](#)

SITE DESCRIPTION

The Site is bordered to the north by attached row homes along Fern Street; to the east by the newly renovated parking area serving the Camden County Metro Police Department; to the south by Interstate 676; and to the west by a small residential block and a mix of uses along Linden Street, including educational facilities and a small retail plaza.



The City of Camden and CRA Tax Lots within Block 90 and Block 105 include:

Block	Lot	SF	Acres	Block	Lot	SF	Acres
90	80	910	0.021	90	15	969.12	0.022
90	81	910	0.021	90	16	970.56	0.022
90	82	910	0.021	90	17	970.56	0.022
90	102	910	0.021	90	18	987.12	0.023
90	87	904.4	0.021	90	19	966.24	0.022
90	88	904.4	0.021	90	20	972.00	0.022
90	89	906.5	0.021	90	21	977.76	0.022
90	90	910	0.021	90	97	966.24	0.022
90	92	910	0.021	90	26	972.00	0.022
90	93	936.6	0.022	90	27	976.32	0.022
90	38	1008	0.023	90	28	974.88	0.022
90	37	1008	0.023	90	29	969.12	0.022
90	36	1013.76	0.023	90	30	969.12	0.022
90	35	1002.24	0.023	90	33	987.12	0.022
90	34	1002.24	0.023				

Block	Lot	SF	Acres	Block	Lot	SF	Acres
105	69	1035.88	0.024	105	82	973.86	0.022
105	70	1026	0.024	105	83	958.85	0.021
105	71	1029.04	0.024	105	84	982.43	0.023
105	73	1016.88	0.023	105	85	964.57	0.023
105	74	1022.96	0.023	105	86	971.72	0.022
105	75	1026	0.024	105	87	975.29	0.022
105	76	1032.08	0.024	105	88	1000.3	0.023
105	77	1027.52	0.024	105	89	1176.11	0.027
105	78	1027.52	0.024	105	90	1162	0.027
105	79	1027.52	0.024	105	91	1130.46	0.026
105	80	1024.48	0.024	105	93	1210.14	0.028
105	81	1002.44	0.023	105	60	943.14	0.022

Total SF: 52,521 **Total Acres:** 1.25

LAND USE REQUIREMENTS

It is assumed that all respondents to this RFP will comply fully with the land use requirements contained in the City of Camden Zoning Ordinance.

Zoning

[Link to City of Camden Zoning Map](#)

[Link to the City of Camden Zoning Ordinance](#)

SUBMISSION REQUIREMENTS

1. Cover Letter

- a. The cover letter should be no longer than two (2) pages in length and should succinctly summarize and describe the proposed development. Cover letter should include the following information:
 - i. General overview of the development.
 - ii. Total size (floors and square footage).
 - iii. Total development cost.
 - iv. Proposed number, type and size of residential units.
 - v. Identification of the specific target population(s) to be served.

2. Development Description

- a. A concise written narrative of overall project concept and development approach.
Concise narrative of the overall project concept and vision, including:
 - i. Overall project concept and vision.
 - ii. Discussion of how the project fits within the fabric of the neighborhood.
 - iii. Contribution of the project to the overall revitalization of Camden.
 - iv. Any other relevant information regarding the community impact of the project.
 - v. A description of how the project will balance market rate and affordable housing. This should include specific numbers and details on unit types, bedroom counts, and price points for each housing tier, if applicable.

3. Development Team Information

- a. List of Development Team members and their respective roles in the project including any architects, engineers, attorneys, and lenders/funders that have or will be utilized.
- b. Identification of Development Team Lead
- c. Contact information for all Development Team members
- d. Statement of qualifications for each Development Team member, including
 - i. Relevant experience in urban mixed-use/residential infill development, and specifically with projects similar in proposed.
 - ii. Experience dealing with public funds and/or properties
 - iii. Information regarding any other projects the team has engaged in together and the status of those projects.
- e. List of references for municipalities where similar projects were developed.

- f. Information on the legal entity expected to enter into a Development Agreement with the CRA and undertake development of the project, to include formation and other organization documents, a valid Business Registration and Certificate of Good Standing from the State of New Jersey.
- g. Provide the most recent audited annual financial statements for the past two (2) years for the development team lead and the legal entity that is intended to finance the development.
- h. List any potential or actual Conflicts of Interest that any members of the Development Team may have with the project.

4. Architectural Submission

- a. A schematic design must be prepared by a registered architect and submitted on 11” x 17” size paper. Each copy of the proposal must contain an 11” x 17” set of the plans and include, at a minimum, the following:
 - i. Site Plan
 - ii. Conceptual drawings, including site plans, elevations & floor plans.
 - iii. All proposed buildings/improvements with dimensions, horizontal, vertical, and ground elevations
 - iv. Materials, finishes, and colors for each of the façades of the proposed buildings and improvements
 - v. Ground floor dimensioned and principal floor plans
 - vi. Site dimensions and lot coverage
 - vii. Tree plantings, fencing, lighting, and streetscape
 - viii. Proposed setbacks, side yards, back yards, driveways, and parking, including number and location of parking spaces to be provided
 - ix. A description of how parking will be sensitively integrated into the site design. This may include underground or hidden parking and the inclusion of alternative mobility solutions, such as bicycle parking or electric vehicle (EV) charging stations.
 - x. Materials for parking, yard drains, or other impervious surfaces
 - xi. A description of any intended green building or sustainable design practices.
 - xii. A list of special design and amenity considerations.
 - xiii. Description of intended accessibility features.
- b. A description of how the proposed project concept is suitable for the site.
- c. A description of how the proposed project and building design is compatible with the neighborhood.

5. Financial Plan and Project Feasibility

Proposals must demonstrate financial wherewithal and development capacity to carry out the proposed development.

Please include the following elements when describing the financial components of the proposed development.

- a. A written narrative of the project financing plan.
- b. Project financials including development budget(s), sources/uses, assumptions, and operating pro forma(s) demonstrating feasibility through predevelopment, construction, and exit.
- c. Proposed Purchase Price of Site. Please note any contingencies to the submitted offer price. Proposals that seek nominal remuneration and are not reflective of a fair market valuation for purchase price of the property will not receive favorable consideration.
- d. Evidence of financial capability to fund the cost of the development and/or plan to obtain financing for project.
- e. Description of any cost contingencies.
- f. Description of plans to access or other public funds for the project.

Please note: Residential tax abatements can only be requested by the developer and approved by City Council, not the CRA. For additional information, please consult [§ 510 of the City of Camden Code](#). The CRA will support the successful respondent in such an application to the City of Camden for a tax abatement.

6. Land Use Considerations

- a. A description of the required site zoning, including any known pertinent information that may impact rezoning or necessary variances, and how the project will comply with the City of Camden Zoning Ordinance.
- b. A discussion of how the project design will maintain pedestrian-friendly streetscapes while addressing parking requirements. Proposals should demonstrate a balance between accommodating vehicles and enhancing walkability, safety, and visual appeal along public rights-of-way.
- c. A detailed community involvement plan and a description of how the project will engage with the community.

7. Development Schedule and Milestones

Proposals must include a detailed conceptual outline of the project milestones and related timelines for complete project development, including the following:

- a. Due diligence
- b. Pre-development
- c. Securing all required approvals, permits, and financing commitments
- d. Anticipated real estate settlement date
- e. Anticipated financial settlement date
- f. Post-closing construction schedule, including completion deadlines and phasing (if applicable)
- g. Projected sales and/or leasing timeframe, as applicable.

8. Completed Business Entity Disclosure Certification:
Please see Attachment #1
9. Completed Debarment Certification Form:
Please see Attachment #2
10. City of Camden Tax Map -Block 90 and Block 105:
Please see Attachment #3

SUBMISSION PROCESS

RFP Timeline

- RFP Issue Date: May 5, 2025
- RFP Submission Date: June 16, 2025, 2:00 PM
- RFP Decision Date: July 16, 2025

RFP Issuance

The Request for Proposals may be downloaded from the City of Camden Redevelopment Agency website <http://CamdenRedevelopment.org>. It is the responsibility of prospective Respondents to check the CRA website for any addenda to the RFP that may be issued prior to the submittal due date.

Only those Proposals that the CRA have deemed to be responsive to this RFP will be evaluated. An interview may be requested to further understand respondents' submissions. It is CRA's intent to select a developer to complete the project from the proposals received via this RFP. The selected developer is expected to enter into a Development Agreement subject to the CRA Board of Commissioner's authorization.

RFP Questions

All questions and inquiries regarding this RFP should be directed in writing to the attention of Olivette Simpson, Executive Director via email at OISimpso@camdennj.gov and cc'd Deirdra Williams via email at dewillia@camdennj.gov no later than 2:00 p.m. on **Friday, May 16, 2025**. No oral response to any question by any CRA employee or agent shall be binding on the CRA or in any way considered to be a commitment by the CRA.

During the RFP response preparation period, CRA may issue addenda, including amendments or answers to written inquiries. Those addenda will be noticed by CRA and will constitute a part of the RFP. All responses to the RFP shall be prepared with full consideration of the addenda issued prior to the Proposal Submission Date. Addenda shall be issued and posted on the CRA website no later than **Wednesday, May 28, 2025**.

RFP Submission Package

One (1) unbound paper original proposal, two (2) bound paper copies, and a link to an FTP or other website that would allow the CRA to download an electronic cover-to-cover copy of the submission in Acrobat PDF format. The link shall be emailed to Olivette Simpson, Email: olsimpso@camdennj.gov and cc'd to Deirdra Williams, Email: DeWillia@camdennj.gov, by the submission due date and time.

Each proposal shall include a Table of Contents and section dividers. Respondents are required to submit their proposals in a sealed envelope to the following address:

City of Camden Redevelopment Agency
 Camden City Hall,
 520 Market Street, Suite 1300
 Camden, NJ 08101
 Attn: Olivette Simpson, Executive Director

All sealed envelopes containing the proposal documents shall be clearly marked, “**City of Camden Redevelopment Agency – Requests for Proposals for the North Camden Linden Street Gateway Development Project - Tax Blocks 90 and Block 105**”. The Respondent's name, address and telephone number must also be clearly marked on the envelope.

The deadline for RFP Submission by mail or delivery is 2:00 p.m. local time on Friday, June 16, 2025.

The above deadline is firm as to the date and hour. CRA will treat any submission that is received after that deadline as ineligible for consideration. Upon receipt of each proposal, CRA will date, and time stamp it to evidence timely or late receipt and upon request, provide the Respondents with an acknowledgement of receipt. Faxed submissions will not be accepted. All submissions become the property of CRA and will not be returned.

EVALUATION & SELECTION

Evaluation Criteria

Category	Maximum Points
Project Concept and Vision	20
Development Team, Firm, or Key Individual Experience and Capacity	10
Architectural vision and design	10
Financial Plan and Project Feasibility	20
Land Use considerations	10
Development Schedule	10
Completeness, Responsiveness, Quality of Proposal	10
References	10
Total	100

Selection Process

1. Selection Committee (Committee) established by the CRA will evaluate and rank each proposal. The Committee may include representatives from the North Camden Resident and Stakeholders Advisory Committee. The Selection Committee will review and evaluate on the basis of responsiveness to the requirements of the RFP and based on the evaluation criteria. The Committee will rank the proposals ordered by those that best satisfy the objectives and goals reflected in the RFP.
2. Final selection of the developer and award of the project pursuant to this RFP will be made by the CRA Board of Commissioners. Following the developer selection by the CRA Board of Commissioners, CRA and the proposed developer will negotiate and execute a Development Agreement consistent with the goals, terms and conditions contained in this RFP.

3. The CRA reserves the right to request additional information from any and all prospective respondents, if necessary, to clarify any information contained in the proposals. The CRA reserves the right, at its sole discretion, to accept or reject any and all proposals or portions received as a result of this RFP, to waive minor omissions, and to conduct discussions with all responsible respondents, in any manner necessary, to serve the best interests of the CRA, the City, and area's development.
4. The CRA may request interviews with respondents to further understand submissions. Respondents should be prepared to make at least one (1) such presentation between June 23, 2025 and June 26, 2025.
5. The CRA may further request that the successful respondent(s) make a presentation of their proposal to the North Camden Residents and Stakeholders Committee.
6. The CRA reserves the right to refuse or approve any drawings, plans, or specifications that are not suitable, desirable, or do not meet the overall objectives and goals of the CRA in the sole discretion of the Agency.
7. The CRA reserves the right to modify any portion of or cancel this RFP at any time; and/or reject any and all submissions.

ATTACHMENT #1
CITY OF CAMDEN REDEVELOPMENT AGENCY
BUSINESS ENTITY DISCLOSURE CERTIFICATION
 FOR NON-FAIR AND OPEN CONTRACTS
 Required Pursuant to N.J.S.A. 19:44A-20.8

Part I – Vendor Affirmation

The undersigned, being authorized and knowledgeable of the circumstances, does hereby certify that the _____ has not made and will not make any reportable contributions pursuant to N.J.S.A. 19:44A-1 et seq. that, pursuant to P.L. 2004, c. 19 would bar the award of this contract in the one year period preceding (*date of award scheduled for approval of the contract by the governing body*) to any of the following named candidate committee, joint candidates committee; or political party committee representing the elected officials of the **City of Camden Redevelopment Agency** as defined pursuant to N.J.S.A. 19:44A-3(p), (q) and (r).

Part II – Ownership Disclosure Certification

I certify that the list below contains the names and home addresses of all owners holding 10% or more of the issued and outstanding stock of the undersigned.

Check the box that represents the type of business entity:

- Partnership Corporation Sole Proprietorship Subchapter S Corporation
- Limited Partnership Limited Liability Corporation Limited Liability Partnership

Name of Stock or Shareholder	Home Address

Part 3 – Signature and Attestation:

The undersigned is fully aware that if I have misrepresented in whole or part this affirmation and certification, I and/or the business entity, will be liable for any penalty permitted under law.

Name of Business Entity: _____

Signed: _____ Title: _____

Print Name: _____ Date: _____

Subscribed and sworn before me
this ___ day of _____, 2025

My Commission expires:

(Affiant)

(Print name & title of affiant) (Corporate Seal)

CITY OF CAMDEN REDEVELOPMENT AGENCY
BUSINESS ENTITY DISCLOSURE CERTIFICATION
FOR NON-FAIR AND OPEN CONTRACTS
Required Pursuant to N.J.S.A. 19:44A-20.8

The following is statutory text related to the terms and citations used in the Business Entity Disclosure Certification form.

“Local Unit Pay-To-Play Law” (P.L. 2004, c.19, as amended by P.L. 2005, c.51) 19:44A-20.6

Certain contributions deemed as contributions by business entity.

5. When a business entity is a natural person, a contribution by that person's spouse or child, residing therewith, shall be deemed to be a contribution by the business entity. When a business entity is other than a natural person, a contribution by any person or other business entity having an interest therein shall be deemed to be a contribution by the business entity.

19:44A-20.7 Definitions relative to certain campaign contributions.

6. As used in sections 2 through 12 of this act:

“business entity” means any natural or legal person, business corporation, professional services corporation, limited liability company, partnership, limited partnership, business trust, association or any other legal commercial entity organized under the laws of this State or of any other state or foreign jurisdiction; “interest” means the ownership or control of more than 10% of the profits or assets of a business entity or 10% of the stock in the case of a business entity that is a corporation for profit, as appropriate;

Temporary and Executing

12. Nothing contained in this act shall be construed as affecting the eligibility of any business entity to perform a public contract because that entity made a contribution to any committee during the one-year period immediately preceding the effective date of this act.

The New Jersey Campaign Contributions and Expenditures Reporting Act (N.J.S.A. 19:44A-1 et seq.)

19:44A-3 Definitions. In pertinent part...

p. The term "political party committee" means the State committee of a political party, as organized pursuant to R.S.19:5-4, any county committee of a political party, as organized pursuant to R.S.19:5-3, or any municipal committee of a political party, as organized pursuant to R.S.19:5-2.

q. The term "candidate committee" means a committee established pursuant to subsection a. of section 9 of P.L.1973, c.83 (C.19:44A-9) for the purpose of receiving contributions and making expenditures.

r. the term "joint candidates' committee" means a committee established pursuant to subsection a. of section 9 of P.L.1973, c.83 (C.19:44A-9) by at least two candidates for the same elective public offices in the same election in a legislative district, county, municipality or school district, but not more candidates than the total number of the same elective public offices to be filled in that election, for the purpose of receiving contributions and making expenditures. For the purpose of this subsection: ...; the offices of member of the board of chosen freeholders and county executive shall be deemed to be the same elective public offices in a county; and the offices of mayor and member of the municipal governing body shall be deemed to be the same elective public offices in a municipality.

19:44A-8 and 16 Contributions, expenditures, reports, requirements.

While the provisions of this section are too extensive to reprint here, the following is deemed to be the pertinent part affecting amounts of contributions: “The \$300 limit established in this subsection shall remain as stated in this subsection without further adjustment by the commission in the manner prescribed by section 22 of P.L.1993, c.65 (C.19:44A-7.2).

ATTACHMENT #2
CITY OF CAMDEN REDEVELOPMENT AGENCY
DEBARMENT CERTIFICATION FORM

This statement must be reproduced on company letterhead and signed by an authorized representative of the firm.

I, _____ an authorized representative of _____ (company) certify that

_____ (company) is not debarred from receiving Federal funds.

_____ **(signature)**

_____ **(print name)**

_____ **(title)**

_____ **(date)**

