

The Herman Group



Design
Engineering
Architecture
Construction
Mining/Exploration
System Evaluation
Facilitation
Implementation

THG/Gencon
100 Century Parkway
Suite 170
Mt Laurel, NJ 08054
856-234-1290
856-234-1291 (fix)

Westmont Theatre Redevelopment Project

A Proposal to:

Township of Haddon

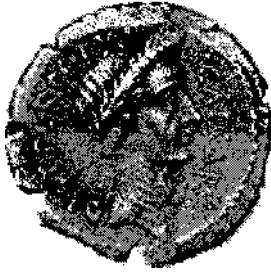
Attn: Shirley Johnson, Exec. Admin Assistant
135 Haddon Avenue
Haddon Township, New Jersey 08108

Presented on
April 25, 2008



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1 Introduction

The Herman Group (THG) in concert with the desires of HADDON TOWNSHIP, will facilitate the redevelopment of the site at the current Westmont Theatre. THG remove portions of the building that are in need of replacement and construct an updated facility in keeping with the local architecture to service the needs of the community now, and for years to come.

1.1 Current Situation

HADDON TOWNSHIP wishes to sell the Westmont Theatre and have a new facility which incorporates the historical aspects of the theatre. The new building will be sufficiently modern to attract businesses to lease space and attract shoppers to the location. THG has the ability to handle all facets of the redevelopment project; including conceptualization, design, construction, and management of all contractors and professionals to complete and commence operations for a successful project. Upon completion of the refurbished building, THG will lease, manage and maintain the facility to ensure a truly successful project for the future of Haddon Township.

2 Solution

THG, a multifaceted firm, will facilitate the project by acquiring the existing Westmont Theatre structure. THG proposes to build a shopping mall of approximately 9,000 square feet. THG will redesign the existing facility to retain its historical façade and still have an appeal to the business community so that the leasing of the building will be facilitated. The newly redesigned building will maximize the interior space to create an open, clean shopping experience. THG will redesign the building to encompass the existing 4,500 square feet of usable space and build an additional 4,500 square feet attached to the original theatre. We will make sure that the entire newly rebuilt theatre will accommodate the neighborhood and parking needs.

2.1 Objectives

Our team has successfully completed numerous projects similar to this assignment. Our past client successes include design, development, construction, and supervision of projects for groups such as: General Motors, Ford, Philip Morris, The United Nations, The City of New York, Banco Popular, Hyatt, Merck, and Cadbury-Schweppes. We have included a list of projects completed by our team which, we feel, will give you an idea of the quality of workmanship and professionalism of our firm. The THG team has the expertise and insights to address the following (initial) objectives:



- Project conceptualization and Site Analysis.
- Prepare, plan, and supervise all phases of construction.
- Provide all necessary supplies and training to operate facility
- Upon completion of the construction we will internally handle the leasing and management of the new "Westmont Mall".

2.2 Approach

To fully accomplish our objective, our team redevelopment team consists of several key THG individuals. We will gather all site and appropriate demographic and geographic information, speak to key individuals such as: council members, planning officials, facility managers, utility representatives and equipment manufacturers while on site. THG will utilize the data gathered to prepare an appropriate project plan and proposal that we are sure the community will embrace.

2.3 Benefits

THG understands the importance of your project to the community, the focus needed, the value that an appropriately designed building will bring to the downtown community. While cost is an important factor to THG we will not erect a building which does not accommodate the neighborhood. Further, we understand the need to expedite each phase of the project through completion. THG will:

- Provide Professional, Trustworthy Knowledge
- Develop Proven Strategies
- Create Cost Effective Deliverables
- Effectively Manage These Deliverables

3 Implementation Plan

Upon acceptance of our bid THG will submit a time line to minimize the time that the building is under construction and an "eyesore" to the business community of Haddon Town. We feel that accommodating the business community to minimize disruption to the downtown area is essential.

3.1 Methodology

THG key personnel will meet with every appropriate individual who may have input in the establishment and continuing use of the newly reconstructed landmark. These individuals will include:

- All government officials who have input as to the erection of such a facility and the business community which will enjoy the continuing use of the facility.
- All local professionals to assure compliance with regional laws and customs.



3.2 Schedule

THG will accumulate all information on surrounding space, analyze data, and prepare a project proposal. This will include: detailed site information, a preliminary building concept, budget and time lines.

After completion of our project proposal we will present it to all appropriate key individuals for approval.

Our project proposal will clearly define the design of the building, the impact on the surrounding area, individuals, responsibilities, and time necessary to complete the project in a professional and cost effective manner.

3.3 Resources

THG will be utilizing its team of professionals and their experiences collected from extensive and relevant project history to accurately forecast and successfully deliver a completed project for our customer.

3.4 Certifications

AIA, PE, CE, FCIBSE, LEED

4 Price

THG is proposing to acquire the existing Westmont Theatre for:

\$450,000.00

Accepted: _____ Title: _____

Printed Name: _____ Date: _____