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**TO:** Chairman, John Zebrowski & Commissioners  
**FROM:** Himanshu Shah, Executive Director  
**DATE:** January 9<sup>th</sup>, 2025  
**SUBJECT:** Executive Director's Report

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1. **Riverton Project Update**

Progress continues on the Riverton site as development moves forward. Significant progress has been made on the structure, and they are now in the process of running utility connections from the street to the building site. A New Year update meeting is being scheduled for later this month with the Riverton team and the SERA team to review the latest milestones and upcoming plans. A topping-out ceremony will be planned for March to celebrate the milestone of completing the steel framework as the project advances.

2. **River Road Site Redevelopment**

This morning SERA met with a developer to discuss the potential redevelopment of the former JCP&L power plant on River Road. The proposed project presents an opportunity to bring a clean energy facility to the community. The project will not result in any increased traffic. Additionally, it will support job creation, providing employment opportunities during the construction phase and a few long-term positions for ongoing maintenance and management. More details of the project will be available after we receive the developer's application.

3. **Payment for sidewalk repair**

The SERA owned property off of Sayreville Blvd has a damaged sidewalk that needed to be repaired. The Borough has engaged Accurate Concrete Inc of South Amboy to remove 220sqft of damaged sidewalk on Sayreville Blvd and replace it with new 4in thick concrete. SERA will be approving the reimbursement to the Borough at the February meeting, the amount is \$6,600.

4. **SERA Podcast Initiative**

The podcast equipment for SERA has arrived and has been set up and tested by Mr. Dalina. Starting next week, we will begin recording podcasts, with the first episode focusing on an introduction to SERA and the functions of the agency. This initiative aims to enhance outreach and promote redevelopment projects through high-quality video and audio content, engaging Sayreville residents in a modern and accessible format. The podcast equipment will all be made available to the Borough for their use as well.

## **5. New Social Media Presence for SERA**

We are excited to announce that the Sayreville Economic & Redevelopment Agency (SERA) has officially launched its presence on Facebook and Instagram. These platforms will serve as key tools to keep the community informed and engaged with our redevelopment efforts and initiatives.

Facebook: Follow us at Sayreville Economic & Redevelopment Agency for updates on projects, meeting schedules, community events, and more.

Instagram: Stay connected on @SayrevilleSERA for redevelopment highlights and interactive stories.

These platforms are part of our commitment to increasing transparency, sharing progress, and fostering stronger connections with Sayreville residents and stakeholders. From exciting project milestones to opportunities for community input, we'll be providing regular updates and engaging content to keep you in the loop.

We encourage everyone to follow, like, and share our pages to help spread the word about the exciting developments happening in Sayreville

## **6. Draft Letters for Commissioner Review**

### **a. Downtown Revitalization Outreach**

A draft letter has been prepared to engage business and property owners in the downtown zone. This letter invites stakeholders to share their vision for a revitalized downtown, building on findings from the Downtown Redevelopment Study. It emphasizes the importance of community input in shaping a thriving, dynamic downtown that benefits businesses, residents, and visitors.

### **b. Area in Need of Redevelopment Communication**

A separate draft letter has been prepared for property owners in the recommended designated areas, including Main Street & Crossman Road and the Ernston Road/mini mall area. This letter explains the "Area in Need of Redevelopment" designation, addressing potential concerns and clarifying that the designation does not involve condemnation. It highlights the redevelopment process, its goals, and potential benefits, such as attracting investment, improving infrastructure, and fostering economic growth.

If you have any comments or concerns regarding the drafts, please feel free to email me, and I will make the necessary changes before the letters are sent out.

## **2025 Agency Goals & Objectives**

### 1. Advance Key Redevelopment Projects

- Ensure timely progress on active projects like Riverton and other designated redevelopment zones.
- Identify and prioritize new areas in need of redevelopment based on strategic value and community impact.
- Strengthen partnerships with developers to keep projects on schedule and within scope.

### 2. Enhance Community Engagement

- Launch the SERA podcast to improve transparency and communicate updates to residents.
- Host forums, workshops, or events to gather input on redevelopment projects.
- Develop clear, accessible materials to educate the public on the redevelopment process and its benefits.

### 3. Strengthen Collaboration with Stakeholders

- Build stronger relationships with property and business owners through regular outreach and communication.
- Coordinate more effectively with the Planning Board, Mayor's Office, and Borough Council to align redevelopment goals.
- Seek input from community organizations and residents to ensure redevelopment aligns with local needs.

### 4. Promote Economic Growth

- Attract diverse businesses to Sayreville, emphasizing local job creation and economic stability.
- Support the revitalization of downtown to create a vibrant hub for businesses, residents, and visitors.
- Identify and address barriers to economic development, such as infrastructure needs or zoning updates.

### 5. Improve Operational Efficiency

- Streamline internal processes to ensure timely completion of tasks and projects.
- Implement tracking systems to measure progress on redevelopment initiatives and report to stakeholders.
- Provide professional development opportunities for staff to enhance expertise in redevelopment and urban planning.