

**SAYREVILLE ECONOMIC & REDEVELOPMENT AGENCY
“SERA”**

MINUTES OF February 13, 2025

The meeting of the Sayreville Economic & Redevelopment Agency was called to order by Chairman Zebrowski and opened with salute to the flag. Chairman Zebrowski announced that the meeting was being conducted in accordance with the Open Public Meeting Law P.L. 1975, c231, Public Law, 1975.

SERA Commissioners that were present were: Mr. Davis, Mr. DeWise, Ms. Fisher, Mr. Grillo Mr. Parikh via zoom, Councilperson Roberts, Mr. Scott and Chairman Zebrowski

Absent Commissioners: n/a

Also present were: Mr. Schlichte, Mr. Kronowski, Mr. Iacocca, Mr. Cornell, Ms. Sawant

AT THIS TIME, THE MEETING WAS OPENED:

Chairman Zebrowski asked the Board Secretary if the board meeting was being conducted under the Sunshine Law and if all publications were notified, the secretary had stated, yes.

Mr. Scott arrived to the meeting at 7:35 p.m.

MINUTES:

Mr. Grillo made a motion to approve the minutes from January 9, 2025; seconded by Ms. Fisher.

ROLL CALL:

YES: Mr. Davis, Mr. DeWise, Ms. Fisher, Mr. Grillo, Mr. Parikh, Councilwoman Roberts, Mr. Scott and Chairman Zebrowski

NO: n/a

ABSTAIN: n/a

PRESENTATION:

Dynamic Engineering - Main Street Self Storage

Tom Muller, of Dynamic Engineering, made a presentation on behalf of Paramount Realty for a proposed Self Storage facility to be located in the area of Main Street/Parkway Entrance. Mr. Muller indicated that they are in front of SERA as a refresher and hoping

that SERA would support amending the current redeveloper plan for this location to include self-storage as a permitted use. Mr. Muller stated that Paramount Realty is the new applicant for this site and they are a large developer in New Jersey/Pennsylvania area. The location of the proposed site located in Block 333.02, Lots 1, 2 & 3 and consists of 3.4 acres. Mr. Muller discussed the proposal in further detail by presenting concept plan renderings and noted changes to the proposed height of the building and the square footage which was reduced by 22,000 SF. Mr. Muller noted that internal loading area was added and the building size is approximately 109,537 SF. Mr. Muller referred to a full color rendering showing the Commissioners the style and frontage to Main Street.

Chairman Zebrowski recommended that the applicant prepare and engage in a community outreach program with our residents to discuss the proposed use, changes to the building and hear the resident's concerns. Once this is completed, Chairman Zebrowski indicated that a more formal process may continue.

DISCUSSION:

Main Street Speed Reduction Study was discussed with Mr. Cornell. A formal engineering report will be required to present to the County of Middlesex justifying the reduction of speed. CME provided the Commissioners with a memorandum.

Mr. Davis made a motion to approve the CME proposal; seconded by Mr. Scott.

ROLL CALL:

YES: Mr. Davis, Mr. DeWise, Ms. Fisher, Mr. Grillo, Mr. Parikh, Councilwoman Roberts, Mr. Scott and Chairman Zebrowski

NO: n/a

ABSTAIN: n/a

ATTORNEY REPORT:

Mr. Iacocca, Esq. discussed Resolution 2025.02.08, SERA approving a certain recognition agreement by and among Sayreville Seaport Associates Urban Renewal, LP, Starbucks Corporation and SERA. Also, discussed Resolution 2025.02.09, approving sub-project allocation form for Bass Pro Shop's Outdoor World, Block 257.02, Lot 7. Both resolutions will be discussed further later in the meeting.

ENGINEER REPORT:

Mr. Cornell informed the Commissioners about the progress of Riverton and provided a photo of Bass Pro showing the steel frame has been completed. Their progress is continuing at a rapid pace.

EXECUTIVE DIRECTORS REPORT:

Mr. Schlichte refers to Executive Director's report dated February 13, 2025.

- 1. Riverton Project Update – Progress continues at the Riverton Site as development advances. Today, two (2) resolutions are up for your consideration:**
 - i. Approval of the recognition agreement between Starbucks and SERA.**
 - ii. Approval of a sub-project allocation form for Bass Pro Shops.**

Additionally, negotiations are ongoing regarding the management agreement for Parcel A between Middlesex County and the New Jersey Department of Environmental Protection (NJDEP). Middlesex County has submitted a proposed agreement to NJDEP and is currently awaiting a response.

- 2. FTA Grant Update – All necessary documents have been submitted to the Federal Transit Administration (FTA) to finalize the onboarding process. At its February 10th meeting, the North Jersey Transportation Planning Authority Regional Transportation Advisory Committee approved an amendment to the FY2024-2027 Transportation Improvement Program, adding the Sayreville Waterfront Multimodal Transportation Improvement Project. This is a critical milestone in securing FTA funding and brings us closer to conducting the study needed to connect Parcels B and C at Riverton.**
- 3. Area in Need of Redevelopment (ANR) Recommendations – The SERA Planner is coordinating with the Planning Board to establish timelines for preparing and presenting SERA's ANR recommendations. Once finalized, these timelines will be shared with the commissioners, though they may be subject to change due to scheduling factors and unforeseen circumstances.**
- 4. Main Street/Downtown Revitalization – Letters have been sent to property and business owners in the Main Street/Downtown area, and we have already started receiving responses. Meetings will be scheduled in March to gather additional input from residents and business owners regarding their vision for downtown. Discussions are also underway about branding and marketing strategies to create a distinct and cohesive identity for the area. This includes exploring an overarching theme that can be reflected in banners, signage, marketing materials, and enhancement projects.**

Mr. Grillo informed the commissioners, the team met to discuss a theme for the downtown. They are taking it slow but will have more information next month during the workshop session.

- 5. SERA Spotlight Podcast Launch – The first episode of SERA Spotlight was released this past Friday on the agency’s social medial channels. This episode featured Chairman Zebrowski providing an overview of SERA and the redevelopment process and encouraged the public to SERA’s Facebook, Instagram and LinkedIn to stay updated. Mr. Dalina informed the Commissioners that the next episode for March would be an introduction of the board. He will be reaching out to the Commissioners to schedule a time to film and provide the public with a little information about each of them and to keep moving forward with transparency.**

AUTHORIZATION FOR PAYMENT BILLS:

Total Amount: \$50,420.35 (Operating Exp. \$37,796.60 & Escrow \$12,623.75)

Mr. Scott made a motion to approve; seconded by Mr. Davis.

ROLL CALL:

YES: Mr. Davis, Mr. DeWise, Ms. Fisher, Mr. Grillo, Mr. Parikh, Councilwoman Roberts, Mr. Scott and Chairman Zebrowski

NO: n/a

ABSTAIN: n/a

MEMORIALIZATION OF RESOLUTIONS:

Resolution 2025.02.08 – Resolution for SERA approving certain recognition agreement by and among Sayreville Seaport Associates Urban Renewal, LP, Starbucks Corporation and SERA. Mr. Iacocca provided a summary of the Resolution and answered questions from Commissioners.

Mr. Scott made a motion to approve; seconded by Mr. Davis.

ROLL CALL:

YES: Mr. Davis, Mr. DeWise, Ms. Fisher, Mr. Grillo, Mr. Parikh, Councilwoman Roberts, Mr. Scott and Chairman Zebrowski

NO: n/a

ABSTAIN: n/a

Resolution 2025.02.09 – Resolution for approving sub-project allocation form for Bass Pro Shop’s Outdoor World, Blk: 257.02, Lot 7. Mr. Iacocca provided a summary of the Resolution and answered questions from Commissioners.

ROLL CALL:

YES: Mr. Davis, Mr. DeWise, Ms. Fisher, Mr. Grillo, Mr. Parikh, Councilwoman Roberts, Mr. Scott and Chairman Zebrowski

NO: n/a

ABSTAIN: n/a

COMMISSIONERS’ COMMENTS:

Chairman Zebrowski thanked the staff and professionals for their cooperation with providing their documents ahead of time for the agenda.

Mr. Grillo reviewed the draft Traffic Pain Point Study prepared by Acuity Consulting Services. This study refers to traffic intersections that have signification issues within town that were impacted by SERA work. They looked at four (4) intersection locations, which included:

- Chevalier/GSP the entrance of Riverton**
- Main Street/Main Street Ext. to include Main Street/Stegiel Place.**
- Washington Road/Ernston Road.**
- Main Street/Crossman Road.**

Mr. Shah and Chairman Zebrowski requested the search to expand onto Bordentown Avenue. to include:

- Bordentown Avenue/Ernston Road**
- Bordentown Avenue/Cheesequake Road.**
- Bordentown Avenue/Jernee Mill Road.**

This study is a site-specific issue driven plan to provide actual results to assist on potential long-term challenges with truck traffic. Prior to the study being finalized, Mr. Grillo requested that CME and Ms. Sawant review it.

Public portion was opened and closed. No public attended.

Mr. Scott made a motion to adjourned; seconded by Mr. Davis. Meeting ended at 7:24 p.m.

Respectfully submitted,

Beth Magnani
SERA Recording Secretary