

Himanshu Shah
Executive Director

John Zebrowski
Chairman

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TO: Chairman, John Zebrowski & Commissioners
FROM: Himanshu Shah, Executive Director
DATE: June 12th, 2025
SUBJECT: Executive Director's Report

1. **SERA Website and Digital Presence**

SERA is actively working in partnership with Apptegy, a web development firm, to design and launch a new and modernized website for the agency. The new website will be hosted at www.seranj.gov, and is intended to significantly enhance transparency, public access to redevelopment information, and overall agency communication.

At present, the project is in the transitional phase. Content from the existing website is being reviewed, updated where necessary, and transferred to the new platform. Simultaneously, Apptegy is finalizing the website's layout and functionality to align with SERA's objectives—ensuring that the site is user-friendly, visually appealing, and optimized for both desktop and mobile devices. Once complete, the new site will serve as a central hub for project updates, meeting agendas and minutes, redevelopment area information, public notices, and other key resources. Through negotiation the final cost of the website development and hosting was reduced to \$6,600 from \$13,000. The annual hosting and publishing costs will be \$6,500.

2. **Area in Need Investigation Completed**

SERA recently completed formal investigations for the former Sunshine Biscuit Factory site as well as the Jersey Central Power & Light (JCP&L) property. The

findings were presented to the Sayreville Planning Board and were subsequently accepted, confirming that both sites meet the statutory requirements to be designated as “Areas in Need of Redevelopment.”

Pending final approval by the Borough Council, SERA will be authorized to draft amended redevelopment plans that formally incorporate these newly designated areas.

3. Area in Need Investigation to be Presented

Two additional areas are scheduled to be presented to the Planning Board for designation as Areas in Need of Redevelopment. These include the corridor surrounding Ernston Road and Route 9, as well as the intersection of Crossman Road and Main Street. Both locations have been identified due to their redevelopment potential, strategic location, and alignment with the Borough’s long-term land use goals.

SERA has completed preliminary evaluations and will formally present these findings to the Planning Board in the coming weeks. Should the Planning Board approve the investigations, SERA will proceed with drafting formal redevelopment plans for these sites.

4. Verizon Land Lease

SERA has negotiated extending the land lease with Verizon from 2030-2035 with 5 additional 5-year extensions at \$23,419.11 per year with a 3% annual increase.

5. League of Municipalities Forms

Please return your completed registrations forms for the league of municipalities if you are interested in attending. Denise has extra copies if needed.