

**Himanshu Shah**  
Executive Director

**John Zebrowski**  
Chairman

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**TO:** Chairman, John Zebrowski & Commissioners  
**FROM:** Himanshu Shah, Executive Director  
**DATE:** September 11<sup>th</sup>, 2025  
**SUBJECT:** Executive Director's Report

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**1. SERA Website and Digital Presence**

SERA continues to advance the development of its modernized website, available at [www.seranj.gov](http://www.seranj.gov). The updated platform is designed to enhance transparency, expand public access to redevelopment information, and strengthen the agency's overall communications. In addition, development of the companion mobile application is completed and will be available for download for Apple and Android devices.

**2. Tovah Living**

Tovah Living is moving forward with plans to develop an age-restricted residential community on the property adjacent to Gillette Towers off of Main Street, which they currently own and manage. Because the project requires amendments to the existing redevelopment plan, SERA's attorney, planner, and engineer are working closely with Tovah to evaluate the proposed changes and advance practical solutions.

**3. Redevelopment Planning Update**

The SERA Planner recently presented the Ernston Road Mini Mall Area Study. Following review, the Planning Board recommended that the area be designated as in need of redevelopment and rehabilitation, which was subsequently approved by the Borough Council. The Council has also authorized SERA to prepare a formal redevelopment plan for the area.