

Himanshu Shah
Executive Director

John Zebrowski
Chairman

Sayreville Economic & Redevelopment Agency
167 Main Street
Sayreville NJ 08872
www.sayreville.com

TO: Chairman, John Zebrowski & Commissioners
FROM: Himanshu Shah, Executive Director
DATE: August 14th, 2025
SUBJECT: Executive Director's Report

1. SERA Website and Digital Presence

SERA, continues to work on the agency's new, modernized website at www.seranj.gov. The new platform is designed to enhance transparency, improve public access to redevelopment information, and strengthen overall agency communication.

In addition to migrating and updating existing content, SERA is developing new pages to explain the redevelopment process in New Jersey and provide links to external resources such as the New Jersey Economic Development Authority (NJEDA), the Department of Community Affairs (DCA), and the Department of Environmental Protection (NJDEP). These resources will assist stakeholders in understanding redevelopment requirements and identifying potential state funding supplements for qualifying projects.

The agency is also working on a dedicated page to highlight recently designated "Areas in Need of Redevelopment" within the Borough. This section will present potential developers with the community's vision for each site, providing a clear framework for future investment. The fully updated website is expected to launch next month, offering an accessible, user-friendly platform optimized for both desktop and mobile devices.

2. Riverton Update

Construction of the Bass Pro Shops facility remains on schedule. The outer shell is expected to be completed this Fall, at which point the building will be turned over to Bass Pro for interior fit-out. Concurrently, site work continues on the Gateway Services Area as preparations are made to begin construction on the associated pad sites.

3. Redevelopment Planning Update

At its next scheduled meeting, the SERA Planner will present the Ernston Road Mini Mall Area in Need of Redevelopment and Rehabilitation Study to the Planning Board. This study will guide future revitalization efforts for the area, aligning with SERA's broader redevelopment strategy.