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TO: Chairman, John Zebrowski & Commissioners
FROM: Himanshu Shah, Executive Director
DATE: February 13th, 2025
SUBJECT: Executive Director's Report

1. Riverton Project Update

Progress continues at the Riverton site as development advances. Today, two resolutions are up for your consideration:

- Approval of the recognition agreement between Starbucks and SSA.
- 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 (NJTPA) Regional Transportation Advisory Committee (RTAC) 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.

5. SERA Spotlight Podcast Launch

The first episode of *SERA Spotlight* was released this past Friday on the agency's social media channels. This episode features Chairman Zebrowski providing an overview of SERA and the redevelopment process. If you haven't already, please follow the agency on Facebook, Instagram, and LinkedIn to stay updated.