

BOROUGH OF METUCHEN COUNCIL MINUTES
MARCH 21, 2016
7:30 PM

The Regular Meeting of the Borough Council was held in the Council Chambers of Borough Hall on Monday, March 21, 2016.

The Meeting was called to order at 7:30 p.m. by Mayor Cammarano.

Adequate notice of this meeting has been given in accordance with the Open Public Meeting Act, pursuant to Public Law 1975, Chapter 231. Said notice was sent to the Home News Tribune and Star Ledger on January 4, 2016, posted in Borough Hall and on file in the Clerk's Office. All requirements of the "Open Public Meetings Act" have been satisfied.

The Invocation was given by Mayor Cammarano and followed by the Pledge of Allegiance.

Present were Councilmembers Inserro, Leibfried, Muldoon, Rasmussen, Wallace, Council President Grayzel and Mayor Cammarano. Also present were Jennifer Maier, Borough Administrator, Denis Murphy, Esq. and Susan Jackson, Borough Clerk.

Agenda Session

Council President Grayzel made a motion to open the Agenda Session, second by Councilman Leibfried, with all in favor, motion carried, 6-0.

Councilwoman Rasmussen discussed the issue of parking lines painting and curbs painting to indicate where parking is permitted and not permitted. She believes that this was discussed last year and wanted to know if any of the painting has been completed. She feels that with all the pedestrian initiatives that many of these areas need to be addressed because people are parking where they should not be and when pedestrians go to cross a street there is no field of vision to cross safely.

Mayor Cammarano stated that this is the time of year when DPW prepares to go out and do the painting. He recently was with the Parking Authority and learned that they are purchasing a line painting machine that can be shared with the Borough to help paint the crosswalks, parking spaces and any other line painting project with a higher quality paint that should last longer and is brighter.

Councilwoman Inserro made a motion to remove R2016-75 from the Consent Agenda and held for a later meeting, second by Council President Grayzel, all in favor, motion carried, 6-0.

Mayor Cammarano asked that an appointment be added to the agenda for the vacancy on the Parking Authority. He would like to make the nomination of Edmund O'Brien for the unexpired term of 12/31/2017 to the Parking Authority. Council President Grayzel made the motion to accept and approve Mayor's nomination of Edmund O'Brien to the Parking Authority, second by Councilman Leibfried, with all in favor, motion carried, 6-0.

With no further actions taken Mayor Cammarano asked for a motion to close the agenda session.

Council President Grayzel made a motion to close the Agenda Session, second by Councilwoman Rasmussen, with all in favor, motion carried, 6-0.

Regular Meeting

Metuchen Downtown Alliance Presentation (PowerPoint Presentation included)

Jan Margolis, 181 Maple Avenue, Metuchen, long-time resident and owner of the Applied Research Corporation. She will be co-presenting with Eric Berger, long-time resident, landlord in town and principle of US Real Estate Acquisitions.

Ms. Margolis stated that the MDA is here at the meeting to make a recommendation for an Ordinance to enable the Metuchen Downtown Alliance to move forward with a management organization for a new Downtown Improvement District. They have compiled significant background, had a series of public forums and small group meetings and many positive reactions to the meetings from those that attended.

She thanked the many people who participated in the forums and small groups and appreciated the many thoughtful questions that were very instructive and helpful to the Stakeholders which helped form the presentation that is being presented to the Borough Council.

Ms. Margolis gave a PowerPoint presentation that included the following subjects: Community first, visitors will follow; Agenda; Increasing Number of Downtown Vacancies; New Development Bring Opportunities and Challenges; Metuchen has Significant Assets which Require Coordination to Leverage; Proposed Metuchen Downtown Alliance (MDA); Downtown Improvement District (DID); MDA is not a new idea; Best Practices of Successful NJ Downtowns; Stakeholder Outreach to Date; and Stakeholder Group Members made up of: District Landlords – Eric Berger and Margaret Inglese; District Business Owners – Ruchir Mewawala, Chris Flynn, Deborah Zupan, and Barry Montalto; Metuchen Historic Preservation Committee – Nancy Zerbe; Metuchen Arts Council – Grace Shackney; Borough Council Members – Allison Inerro and Jay Muldoon, Residents – Nelson Li and Bobbie Theivakumaran and Metuchen Chamber members – Jan Margolis, Chris Crane, Joe Cascio, Dottie Winhold and Richard Topping.

The Chamber of Commerce has been a huge support of the MDA. There is a close collaboration and partnership between the Chamber and MDA.

Ms. Margolis continued to present on Typical Main Street Organization Structure; and MDA Board of Trustees

Eric Berger, 376 Middlesex Avenue, Metuchen and is an owner of a number of buildings on Main Street and one on Durham Avenue. He continued the presentation talking about the MDA's Goals; How to Achieve those Goals; Proposed Area of District; Sample First-year Budget Allocation (actual budget will be set by Board of Trustees); Why \$275,000 (for the budget); MDA Funding Sources; Borough Funding Proposal; Proposed DID Assessments; One DID Assessment Example; Tenant Pass Through; Our Proposal, and the Next Steps for MDA if Ordinance Approved.

Mr. Berger and the committee thanked the many residents, business owners and property owners for their interest, input and enthusiasm; the Chamber of Commerce, Metuchen Development Commission, Jef Buehler, Executive Director of Main Street NJ and the Downtown Managers from across New Jersey for their support and providing the lessons they learned along the way. For more information, people can go to www.downtonwmetuchen.org; on Facebook under Metuchen Downtown Alliance; email at info@downtownmetuchen.org and Jef Buehler at jef.buehler@dca.nj.gov.

Mayor Cammarano thanked the Stakeholders for their presentation. He stated that no formal action will be taken tonight and in the future if the Council decides to move forward there will be an Ordinance introduction and a public hearing before an adoption. He would like to schedule a Council discussion for the next meeting to talk about the presentation and have input of the Councilmembers' views on this issue.

Mr. Cammarano is going to allow the public to speak on the presentation only at this time. He asked that they limit their time to five minutes each and there will be no discussions on questions or comments.

Debbie Zupan, 212 Midland Avenue, Metuchen and co-owner of Marafiki Fair Trade. Marafiki is currently a home based business in town but originally had a storefront on New Street from 2011 till March 2016. She shared her personal observations as to why they decided to close their storefront business. She spoke why she believes that MDA will be beneficial to all the current businesses in town and will help to bring new businesses to town and more shoppers.

Lorraine Taurone, 112 Bridge Street, Metuchen feels that this concept sounds fantastic and that she would love to see a vibrant downtown to go to. Her one concern is the parking and traffic. She supports this as long as those two issues are addressed.

Daniel Lebar, 581 Middlesex Avenue, Metuchen stated that he is a mixed use homeowner and he feels that one of the issues not addressed is how does the Development Commission fit into this...will it be decommissioned and folded into this process? Is there an appeal process for property owners that have a small business in their residents?

Linda Koskowski, 3 Goodwill Place, Metuchen is the partner of Marafiki Fair Trade. She thanked the Stakeholders on the research that they have done and putting together the presentation tonight. She strongly supports this and strongly urges the Council to take it up as soon as possible.

Tyreen Reuter, 16 Durham, Metuchen supports the MDA and is very excited to be living in a town that will have this happening.

Larry McCullum, Executive Director of Chamber of Commerce wants to be noted that the Chamber is 100% behind the new development on Main Street.

Angela Sielski, 180 Norris Avenue, Metuchen, supports the MDA for the many hours that they have given to making this presentation to the Council and believes that it is healthy to ask questions about something so major of a change and looks forward to seeing some more of the information that will be forthcoming.

Nancy Jessen, 48 Graham Avenue, Metuchen, small business owner and her family owner of Victorian Office Rentals. She feels that Jan gave a great presentation on the bones of Metuchen but feels that this is just a tax increase. She believes that the pieces to make Metuchen great again are already in place so it isn't necessary to have an individual organization to run Downtown Metuchen. She also feels that since marketing strategies has changed, it is now easier to get the message out about their businesses.

Seeing no one else coming to speak, Mayor Cammarano closed the public comment and opened it up to the Council for comments on the discussion.

Councilwoman Rasmussen attended many of the presentation and is very impressed with the work. She thinks that it shows the dedication of the people of Metuchen wanting to improve the town by looking for alternative ways to improve it.

Councilman Muldoon wants to recognize the Stakeholder Team. He believes that it is one of the most impressive groups of people that he has ever worked with. They are the most committed, enthusiastic, collegial, and smart dedicated group of people. Their love of Metuchen and their desire to make the downtown more vibrant, more prosperous, and a great place to run a business to shop and dine has been in the front of their minds every day as they worked to get to this point.

Council President Grayzel stated that on behalf of the Borough Council they would like to thank the Stakeholders group for their presentation and the members of the public who came out. He also stated that the downtown is very important to the governing body and the citizens of Metuchen and that they have listened very carefully to what has been proposed tonight. Many of the Councilmembers have attended the past symposiums, and will proceed to deliberate and give the public the opportunity to have a discussion and debate and will move ahead with the challenge that the Stakeholders have presented tonight.

Councilman Leibfried stated that he sees all members of the community represented as one in the Stakeholder group. He thanked them for their hard work, dedication, transparency and the many months they have given to getting this off the ground; that their volunteerism is to be commended.

Mayor Cammarano concluded this portion of the meeting.

Council Minute Approval

Council President Grayzel made a motion to approve the Borough Council minutes of March 7, 2016, Councilwoman Rasmussen second the motion, with all in favor, motion carried, 5-0-1, with one abstention from Councilman Wallace.

Public Comment

Mayor Cammarano opened Public Comment to any members of the public wishing to speak.

Daniel Lebar, 581 Middlesex Avenue, Metuchen stated that he came before the Council last spring on behalf of Raymond Douglas at the corner of Amboy Avenue and Eggert Avenue. There are three critical issues that haven't been addressed for many years. The three issues are installation of proper signage that prohibit trucks over 4 tons from using Eggert Avenue except for deliveries, the noisy man-hole cover that is on the corner of Amboy and Eggert Avenues; and the repair of ruts in Amboy Avenue which creates drainage problems during the spring and winter.

Mayor Cammarano responded that the signs are being looked into by the Engineer and as far as the man-hole cover and drainage; the Borough will look into it.

Ernest Docs, 59 Graham Avenue, Metuchen has questions in regards to buildings that are vacant, specifically the gas station on Lake Avenue. He would like to know what or if anything is happening with the property. He also wanted to know if the Borough has anything in place for traffic management.

Mayor Cammarano and Ms. Maier responded that the vacancy ordinance just went into effect about three weeks ago on all the vacant properties. Ms. Maier asked that if Mr. Docs has any specific areas that he would like to be looked at to please give her that information and she'll turn it over to the Police Chief for the Police Department to look into the issue. Mayor Cammarano responded that there was a traffic flow study done and that the lights will continue to be monitored.

Mr. Docs also asked if anything was being done at the train station to lengthen the platform to accommodate those with handicaps.

Mayor Cammarano stated that there is work that is being done by the Transit to lengthen the platform to accommodate the extended length of the trains.

Don Walker, 111 Bridge Street, Metuchen commented about the 287 ramp that was on the books to be built and nothing has been done to date. He said that this is a major issue because trucks, bus, etc. use Bridge Street as a cut through to get to 287. He would like to know if there is any anticipated time frame that this work will start.

Mayor Cammarano addressed Mr. Walker's concerns. Councilman Muldoon also addressed Mr. Walker's concerns and added that one of the biggest issues is the funding of the project.

Lorraine Taurone, 112 Bridge Street, Metuchen also expressed her concern that for 16 years that this project has been on someone's desk in Trenton and hasn't even yet. She wants to know what the residents of Bridge Street can do to push this project.

Mayor Cammarano addressed her concern.

Seeing no one else wishing to speak, Mayor Cammarano closed the Public Comment.

Ordinances – Public Hearing

Ordinance 2016-07

Council President Grayzel asked for the presentation of Affidavit of Publication for Ordinance 2016-07.

Borough Clerk presented the affidavit of publication stating that said Ordinance 2016-07 has been published one time in the Home News Tribune according to Law on March 10, 2016.

Council President Grayzel moved that the affidavit of publication be received and filed, second by Councilwoman Rasmussen, with all favor, the motion carried, 6-0.

Council President Grayzel asked Borough Clerk to read Ordinance 2016-07 by title.

Borough Clerk read Ordinance 2016-07 by title only

Ordinance 2016-07

An Ordinance Amending the Code of the Borough
of Metuchen, Chapter 185, Vehicles And Traffic,
Section 23, Multiway Stop Intersections

Mayor Cammarano opened the Public Hearing on Ordinance 2016-07.

Daniel Lebar, 581 Middlesex Avenue, Metuchen wanted to verify why stop signs are being used a traffic calming measures. He asked if this ordinance required NJDOT approval.

Mayor Cammarano addressed Mr. Lebar's question that the decision to install these stop signs come from the Traffic Safety Officer and the Police Department Chief. The Borough Engineer is also involved in the process when a stop sign is asked for.

Ms. Maier responded that when the Engineer does their review, they look at whether it meets the criteria of NJDOT. No stop sign are installed unless a certification from a traffic engineer is received stating that it is justified and appropriate. Local roads are not under the jurisdiction of NJDOT and Metuchen doesn't have jurisdiction over County or State roadways in Metuchen.

Seeing no one else wishing to speak, Mayor Cammarano closed the Public Hearing session.

Council President Grayzel made a motion to pass Ordinance 2016-07 on second reading and be published according to law, second by Councilwoman Rasmussen.

Mayor Cammarano asked for a roll call vote.

Roll Call: Inserro, Leibfried, Muldoon, Rasmussen, Wallace and Grayzel voted yes.

Ordinance 2016-07 was adopted, 6-0

ORDINANCE 2016-07

*BOROUGH OF METUCHEN
COUNTY OF MIDDLESEX
STATE OF NEW JERSEY*

AN ORDINANCE AMENDING THE CODE OF THE BOROUGH OF METUCHEN, CHAPTER 185, VEHICLES AND TRAFFIC, SECTION 23, MULTIWAY STOP INTERSECTIONS

BE IT ORDAINED, by the Mayor and Council of the Borough of Metuchen, County of Middlesex, State of New Jersey, that:

SECTION 1. Section 185-23 is hereby supplemented, amended and revised to reflect:

Midland Avenue and University Avenue: stop signs shall be installed on all approaches;
and

Midland Avenue and Harvard Avenue: stop sign shall be installed on all approaches

SECTION 2. In accordance with N.J.S.A. 39:4-197(1)j., the Borough Engineer has certified (attached hereto and made a part thereof) the following information regarding the Maple Avenue & Center Street and West Chestnut Avenue & Center Street intersections: (i) that all intersecting streets are under municipal jurisdiction; (ii) that both intersections are within 500 feet of a school, or a playground or a youth recreational facility as defined therein; and (iii) the intersections are on streets contiguous to a school, or playground or youth recreational facility.

SECTION 3. The provisions of this Ordinance shall be severable. In the event that any portion of this Ordinance is found to be invalid for any reason by any court of competent jurisdiction, such judgment shall be limited in its effect only to that portion of the Ordinance actually adjudged invalid and shall not be deemed to effect the operation of any other portion thereof, which shall remain in full force and effect.

SECTION 4. All other Ordinances or parts of Ordinances inconsistent herewith are hereby repealed to the extent of such inconsistency.

SECTION 5. This Ordinance shall take effect immediately upon final passage and publication according to law.

Ordinance 2016-08

Council President asked for the presentation of Affidavit of Publication for Ordinance 2016-08.

Borough Clerk presented the affidavit of publication stating that said Ordinance 2016-08 has been published one time in the Home News Tribune according to Law on March 10, 2016.

Council President Grayzel moved that the affidavit of publication be received and filed, second by Councilwoman Rasmussen, with all favor, the motion carried, 6-0.

Council President Grayzel asked Borough Clerk to read Ordinance 2016-08 by title.

Borough Clerk read Ordinance 2016-08 by title only

Ordinance 2016-08

An Ordinance Amending Ordinance 2015-01, Entitled "An Ordinance Granting Municipal Consent for the Operation of a Cable Television System within the Borough of Metuchen, New Jersey to CSC TKR, LLC D/B/A Cablevision of Raritan", Designating the Office of Cable Television as the Complaint Officer

Mayor Cammarano opened the Public Hearing on Ordinance 2016-08.

Daniel Lebar, 581 Middlesex Avenue, Metuchen discussed the reasons for Metuchen Borough being the complaint officer. Is there any way for the Borough to maintain the complaint officer position?

Council President Grayzel addressed the reasons that this Ordinance is being done and addressed that the statistics of complaints are always available to the Borough through the company.

Ernest Docs, 59 Graham Avenue, Metuchen asked if there was anything that can be done to update the quality of MeTV station?

Mayor Cammarano stopped Mr. Docs and asked him to come back with this at the next public comment period.

Mr. Docs asked which office to contact if he has complaints about cable.

Mr. Murphy stated that he should call the Office of Cable Television.

Seeing no one else wishing to speak, Mayor Cammarano closed the Public Hearing session.

Council President Grayzel made a motion to pass Ordinance 2016-08 on second reading and be published according to law, second by Councilwoman Rasmussen.

Mayor Cammarano asked for a roll call vote.

Roll Call: Inserro, Leibfried, Muldoon, Rasmussen, Wallace and Grayzel voted yes.

Ordinance 2016-08 was adopted, 6-0

ORDINANCE 2016-08

*Borough of Metuchen
County of Middlesex
State of New Jersey*

AN ORDINANCE AMENDING ORDINANCE 2015-01, ENTITLED "AN ORDINANCE GRANTING MUNICIPAL CONSENT FOR THE OPERATION OF A CABLE TELEVISION SYSTEM WITHIN THE BOROUGH OF METUCHEN, NEW JERSEY TO CSC TKR, LLC D/B/A CABLEVISION OF RARITAN", DESIGNATING THE OFFICE OF CABLE TELEVISION AS THE COMPLAINT OFFICER.

WHEREAS, the Borough of Metuchen by way of Ordinance No. 2015-01, granted municipal consent for the operation of a cable television system within the Borough of Metuchen to CSC TKR, LLC D/B/A Cablevision of Raritan; and

WHEREAS, pursuant to the terms of 2015-01, the Borough designated the Borough Municipal Clerk as the designated "Complaint Officer" for the Borough pursuant to *N.J.S.A. 48:5A-26*; and

WHEREAS, the Borough has determined that it would be more effective and in the best interest of the Borough and its residents to designate the Office of Cable Television as the "Complaint Officer" for the Borough of Metuchen.

NOW THEREFORE BE IT ORDAINED by the Mayor and Council of the Borough of Metuchen, County of Middlesex, State of New Jersey, that it hereby amends, Section 14 of Ordinance No. 2015-01 entitled, "Designation of a Complaint Officer" to state follows:

SECTION 14. DESIGNATION OF COMPLAINT OFFICER

The Office of Cable Television is hereby designated as the complaint officer for the Borough pursuant to the provisions of *N.J.S.A. 48:5A-26*. All complaints shall be reviewed and processed in accordance with *N.J.S.A. 48:5A-26* and *N.J.A.C. 14:17-6.5*.

BE IT FURTHER ORDAINED that the remaining sections and provisions of Ordinance 2015-01 not mentioned herein shall remain in full force and effect; and

BE IT FURTHER ORDAINED by the Council of the Borough of Metuchen that all Ordinances or parts of Ordinances inconsistent with or in conflict with this Ordinance are hereby repealed to the extent of such inconsistency.

BE IT FURTHER ORDAINED that this Ordinance shall take effect upon the passage and publication and as required by law.

Communications Consent Agenda – Items A-E

Council President Grayzel made a motion to move Communication Consent Agenda, Items A-E, Councilwoman Rasmussen second the motion, with all in favor, motion carried, 6-0

- A. Receive and Approve Middlesex County Mosquito Extermination Commission use of the St. Joseph's High School Helicopter landing site
- B. Receive and Accept Arts Council Meeting Minutes of January 26, 2016
- C. Receive and Accept Metuchen Municipal Alliance Meeting Minutes of November 12, 2015, January 16, 2016 & February 11, 2016
- D. Receive and Accept Recreation Meeting Minutes of January 12, 2016
- E. Receive and Accept Block Party Street Closing for Milton Street on April 16, 2016 from 2 PM to 8 PM.

Reports of Councilmembers

Mayor Cammarano opened Reports of Councilmembers.

Council President Grayzel – Has no report at this time.

Councilwoman Inserro –

- Board of Health will meet in a few weeks.
- Metuchen Municipal Alliance is having their annual Magic Show at 7:00 pm at Campbell School on April 13th. Doors open at 6:00 pm. Each adult is \$10.00 plus one free child and each additional child is \$3.00.
- Senior Citizens went to the "Wizard of Oz" high school production last week.

Councilman Leibfried –

- Pool Commission met on March 14th. Extensive painting is underway at the pool and the DPW is working with the pool company to ensure a smooth opening of the season
- The Pool Commission continues to explore playground options and location and a new pool deck surface around the baby pool.
- The swim team added two additional assistant coaches.
- A reminder to the residents to register for the 2016 pool season before April 15th when fees will increase.
- The Library Board of Trustees met on March 8th. The Library Makers Day was held on March 19th and was a complete success.

Councilman Muldoon –

- The Historic Preservation Committee will be hosting a meeting on Monday, April 25th at 7:30 pm in the Borough Hall Council Chambers. It is related to the proposed Woodwild Park/Middlesex Avenue Historic District. Letters are being sent to all the residents in the proposed district. The meeting is for the residents to come and learn more about the application process and what it means to live within the district as well as what it doesn't mean.

Councilwoman Rasmussen –

- The Environmental Commission met and they will be applying for a grant. The grant is to set up a webpage and/or website to give the public information on all Metuchen's parks.
- The Middlesex County Shred program at Edgar School will be on Saturday, April 9th from 9:00 am to 12:00 noon or until the truck is full.
- The Environmental Commission has posted mosquito information on Metuchen's website and Facebook page.
- The Chamber of Commerce is offering a three-part on-line marketing workshop in April. For more information go to the Chamber's website.

Councilman Wallace –

- The Easter Egg Hunt last weekend was a great success.

Reports of Officers

Denis Murphy, Esq. – Has no report at this time.

Jennifer Maier, Administrator –

- A meeting for Complete Streets implementation is schedule on Wednesday at 7:00 pm at the Municipal Building.
- Metuchen submitted a grant for dog park equipment for the Metuchen/Edison dog park.
- Metuchen received bid requests for the 2016 Pool Maintenance on Wednesday, March 16th.
- There was a pre-construction meeting with the contractor DeFino who will be doing the New Durham/Bridge Street roadway project.
- Metuchen received a proposal from the engineer who will be working on the Safe Routes to School Blinking Crosswalk grant. We are waiting on NJDOT to approve his application.
- Ms. Maier thanked the Historic Preservation Committee for their letter of support for the locations for blinking lights.
- The meeting held in conjunction with the Chamber for "How to Open a Business in Metuchen" went very well and was well attended. Chris Cosenza is working with the Chamber to fine tune the brochure on "How to Open a Business in Metuchen" and when it is completed; it will be put on the Borough's and Chamber's website.

Report of Mayor – Has no report at this time.

New Business – Resolutions 2016-73 through R2016-74 and R2016-76 through 2016-84

Council President Grayzel moved New Business Consent Agenda – Resolutions 2016-73 through R2016-74 and R2016-76 through 2016-84 for approval, second by Councilwoman Rasmussen, with all in favor, motion carried, 6-0

RESOLUTION 2016-73

*Borough of Metuchen
County of Middlesex*

State of New Jersey

**RESOLUTION AUTHORIZING RELEASE OF STREET OPENING BOND
#14-044 – 5 WEST CEDAR STREET – LA PORTA BUILDERS, INC**

WHEREAS, in accordance with the Borough of Metuchen Ordinance, \$500.00 was posted by La Porta Builders, Inc. as the required Performance Guarantees for Street Opening Bond #14-044 – 5 W. Cedar Street; and

WHEREAS, the Director of Public Works advises that said work has been completed in a manner satisfactory to his department; and

WHEREAS, the Director of Public Works advises it is in order to release the monies previously deposited,

NOW, THEREFORE, BE IT RESOLVED, by The Borough Council of the Borough of Metuchen that the Chief Financial Officer be and is hereby authorized to release said funds in the amount of \$500.00 to: La Porta Builders, Inc., 14 Laureldale Avenue, Metuchen, New Jersey 08840 as recommended by the Director of Public Works.

RESOLUTION 2016-74

*Borough of Metuchen
County of Middlesex
State of New Jersey*

**RESOLUTION AUTHORIZING THE TAX ASSESSOR AND TAX APPEAL ATTORNEY TO
FILE COUNTERCLAIMS AND/OR DIRECT CLAIMS AND PETITION OF APPEAL**

WHEREAS, it is anticipated that certain taxpayers of the Borough of Metuchen will file tax appeals disputing their assessed valuation for the year 2016; and

WHEREAS, The Tax Assessor is of the opinion that certain properties, in some cases, are under assessed and that the assessed value of said properties should be increased and not decreased; and

WHEREAS, the law permits a Municipality to counterclaim against the property owner to seek an increase in the assessed value and also to file direct appeals (Petitions and Complaints) with the County Board of Taxation and/or the Tax Court of New Jersey to seek an increase in the assessed value; and

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Metuchen that the Tax Assessor, Anand Verma and the Tax Appeal Attorney of the Borough of Metuchen, Bruce Samuels, Esq., are authorized and directed to take whatever steps necessary and appropriate to file counterclaims and/or direct claims and petitions against the property in question seeking to raise the assessed value of said properties to the value which the Tax Assessor deems to more properly reflect the value of said property for the tax year 2016.

RESOLUTION 2016-76

*Borough of Metuchen
County of Middlesex*

State of New Jersey

**RESOLUTION REFUNDING SIDEWALK ESCROW FEE #15-044
407 MIDDLESEX AVENUE**

WHEREAS, Theodore Campbell posted \$256.00 for sidewalk escrow fees at 407 Middlesex Avenue; and

WHEREAS, the Planning Board Secretary has requested that the escrow fees be refunded to Theodore Campbell,

NOW, THEREFORE, BE IT RESOLVED, that Theodore Campbell be refunded \$256.00 from the Sidewalk Inspection Escrow account.

RESOLUTION 2016-77

*Borough of Metuchen
County of Middlesex
State of New Jersey*

**RESOLUTION AUTHORIZING RELEASE OF PERFORMANCE BOND GUARANTEE – 71 & 73
CHARLES STREET – BLOCK 213, LOT 1.03 – FOX & FOXX DEVELOPMENT, LLC**

WHEREAS, Fox & Foxx Development, LLC, has requested a refund of the performance bonds Block 213, Lot 1.03 located at 71 & 73 Charles Street, Metuchen; and

WHEREAS, the Borough Engineer in a letter dated June 9, 2014 and a memo from the Zoning Officer dated April 9, 2015 has reported that the contract has been completed in an acceptable manner; and

WHEREAS, Maser Consulting, P.A. and the Borough of Metuchen Zoning Officer recommended the full release of the Site Improvement Performance Guarantee in the amount of a surety bond of \$10,375.56 and a cash bond of \$1,152.84 which had been posted on January 29, 2013; and

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Metuchen that the Chief Financial Officer and Borough Clerk are hereby authorized and directed to release said Performance Bonds of a surety bond in the amount \$10,375.56 and a cash bond of \$1,152.84 as recommended and directed by the Borough Engineer and Zoning Official to Fox & Foxx Development, LLC, 940 Amboy Avenue, Edison, New Jersey, 08837 upon final approval of the Borough Administrator and Legal Counsel.

RESOLUTION 2016-78

*Borough of Metuchen
County of Middlesex
State of New Jersey*

**RESOLUTION AUTHORIZING PROCESS AND SUBMISSION OF THE FOLLOWING 2016
GRANTS – MIDDLESEX COUNTY ASSOCIATION OF REALTORS PLACEMAKING GRANT
AND ANJEC OPEN SPACE STEWARDSHIP PROJECT**

WHEREAS, the Borough of Metuchen, County of Middlesex, State of New Jersey desires to further the public interest by obtaining the following grants:

Middlesex County Association of Realtors: 2016 Placemaking Grant
ANJEC – 2016 Open Space Stewardship Project

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the Borough of Metuchen as follows:

The Borough of Metuchen does hereby authorize Jennifer Maier, Metuchen Borough Administrator, to prepare and submit the grant application and if awarded, to execute the grant agreement of the following grants: Middlesex County Association of Realtors: 2016 Placemaking Grant and ANJEC – 2016 Open Space Stewardship Project

RESOLUTION 2016-79

*Borough of Metuchen
County of Middlesex
State of New Jersey*

RESOLUTION APPOINTING FIREFIGHTER – JACOB KAY

WHEREAS, the Mayor and Borough Council have been notified by Rob Donnan, Chief of the Metuchen Fire Department, that Jacob Kay has been approved to be a permanent member of the Metuchen Fire Department; and

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and Borough Council of the Borough of Metuchen that in accordance with Chapter 8 of the Code of the Borough of Metuchen, **Jacob Kay** be and he is hereby elected, approved, and confirmed as a permanent member of the Fire Department of the Borough of Metuchen.

RESOLUTION 2016-80

*Borough of Metuchen
County of Middlesex
State of New Jersey*

RESOLUTION AMENDING 2016 TEMPORARY BUDGET

WHEREAS, N.J.S.A. 40A:4-19 of the Local Budget Act provides that temporary appropriations shall be made for the purposes and amounts required in the manner and time therein provided;

NOW, THEREFORE BE IT RESOLVED that the following additional temporary emergency appropriations shall be made for the year 2016, effective March 21, 2016:

Administrative & Executive	S&W	20,000.00
Administrative & Executive	OE	30,000.00
Mayor & Council	S&W	2,500.00
Clerk	S&W	10,000.00
Clerk	OE	200.00

Financial Administration	S&W	30,000.00
Collection of Taxes	OE	4,000.00
Tax Assessment	S&W	15,000.00
METV	OE	10,000.00
Planning Board	S&W	1,000.00
Zoning Board	S&W	8,000.00
Construction Code	S&W	30,000.00
Police	S&W	500,000.00
Emergency Management	S&W	1,000.00
Emergency Management	OE	2,000.00
Fire	OE	10,000.00
Fire Hydrant Service		10,000.00
Fire Prevention		5,000.00
Public Works	S&W	20,000.00
Streets & Roads	S&W	60,000.00
Streets & Roads	OE	20,000.00
Solid Waste Collection		50,000.00
Buildings & Grounds	S&W	15,000.00
Buildings & Grounds	OE	10,000.00
Sewer Systems	S&W	20,000.00
Garbage & Trash	S&W	50,000.00
Recycling	OE	6,000.00
Forestry	S&W	30,000.00
Board of Health	OE	500.00
Senior Citizen Bus	S&W	5,000.00
Senior Center	S&W	5,000.00
Senior Center	OE	10,500.00
Recreation	S&W	10,000.00
Recreation	OE	3,000.00
Parks & Playgrounds	S&W	20,000.00
Solid Waste Disposal		50,000.00
Social Security		60,000.00
Municipal Court	S&W	20,000.00
Municipal Court	OE	3,000.00
Library Consortium		7,500.00
	TOTAL	1,164,200.00
POOL	OE	50,000.00

RESOLUTION 2016-81

*Borough of Metuchen
 County of Middlesex
 State of New Jersey*

RESOLUTION AUTHORIZING RESERVE TRANSFER

WHEREAS, there are unexpended balances in various 2015 appropriation reserve accounts not required for the balance of 2015; and

WHEREAS, additional sums are required for the operating expenses of other Borough accounts,
NOW, THEREFORE, BE IT RESOLVED, that the following transfers be approved:

APPROPRIATION		TRANSFER IN	TRANSFER OUT
ZONING	OE	800.00	
SENIOR CENTER	SW	50.00	
FIRE HYDRANT SERVICE		400.00	
STREETS & ROADS	OE		1,250.00
	TOTALS	1,250.00	1,250.00

RESOLUTION 2016-82

*Borough of Metuchen
 County of Middlesex
 State of New Jersey*

RESOLUTION AUTHORIZING REFUND OF POLICE OUTSIDE OVERTIME ESCROW BALANCE

BE IT RESOLVED by the Mayor and Council of the Borough of Metuchen for the Chief Financial Officer/Tax Collector be instructed to refund, in the amounts indicated, the following police outside overtime escrow balance to the depositor, as the project has been determined to be closed:

ESCROW ACCOUNT	AMOUNT	DEPOSITOR
OT 131	1,824.00	Communication Construction Group

Refund of funds held in escrow are held until verification of location/address provided by Communication Construction Group.

RESOLUTION 2016-83

*Borough of Metuchen
 County of Metuchen
 State of New Jersey*

RESOLUTION AUTHORIZING AND REQUESTING THE COMMISSIONER OF THE NEW JERSEY DEPARTMENT OF TRANSPORTATION AUTHORIZE THE ROAD CLOSING OF ORCHARD AVENUE IN THE BOROUGH FOR THE RECONSTRUCTION OF CULVERT 1-C-124 AT ORCHARD AVENUE OVER THE TRIBUTARY TO MILL BROOK

WHEREAS, the County of Middlesex ("County") has determined, in the interest of public safety, a need for the reconstruction and replacement of Middlesex County Culvert 1-C-124 at Orchard Avenue over the tributary to Mill Brook in the Borough of Metuchen ("Borough"); and

WHEREAS, Orchard Avenue is a transportation corridor serving local travel needs in the Borough and is under the jurisdiction of the Borough; and

WHEREAS, the reconstruction and replacement of Culvert 1-C-124 requires a detour for vehicular traffic on Orchard Avenue for a duration of approximately six (6) months; and

WHEREAS, the proposed detour will not conflict with any other anticipated detours in the area; and

WHEREAS, pursuant to N.J.S.A. 39:4-8(c)(6) and N.J.A.C. 16:27-4.1(c), approval of the Commissioner of the New Jersey Department of Transportation ("NJDOT") is required for any road closure on a non-State highway for a duration greater than forty-eight (48) hours; and

WHEREAS, the request for the NJDOT Commissioner's approval includes submission of a Certification Report along with the proposed detour route and the Resolutions of Support for the roadway closure and the associated detour from the respective jurisdictions of the closed roadways and roadways utilized for the detour; and

WHEREAS, the required Certification Report dated September 23, 2015 prepared by Menlo Engineering Associates ("Report") on behalf of the County was submitted, which provides a description of and justification for the proposed culvert replacement and the proposed detour; and

WHEREAS, the Report recommends that Orchard Avenue in the Borough between Main Street (CR531) and the Edison Township Corporate Line at Middlesex County Culvert No. 1-C-124 be closed for the duration of the replacement project, expected to last six (6) months; and

WHEREAS, the Report indicates that during the aforesaid road closing the Borough will utilize Amboy Avenue (CR501)(north of Orchard Street) and Main Street (CR531)(south of Orchard Avenue), both of which intersect Route US 1, as detour routes; and

WHEREAS, the Borough Engineer and Chief of Police have reviewed the Report and the detour, and recommend to the NJDOT, Bureau of Traffic Engineering that the NJDOT Commissioner approve the detour of Orchard Avenue in the Borough for the purpose of said culvert replacement.

NOW THEREFORE BE IT RESOLVED, by the Council of the Borough of Metuchen, in the County of Middlesex, New Jersey, as follows:

Section 1. The foregoing recitals are hereby incorporated by reference as if fully repeated herein.

Section 2. The Borough Council hereby requests that the Commissioner of NJDOT approve the temporary road closure of Orchard Avenue during the aforesaid culvert reconstruction, as recommended in the Report as required by the County, for a period of approximately six (6) months starting June 1, 2016 and ending December 31, 2016 or until such time Middlesex County has substantially completed the work and re-opened Orchard Avenue to vehicular traffic.

Section 3. Upon receipt of approval from the NJDOT Commissioner, the Borough Council hereby authorizes the Chief of Police to take the necessary action to temporarily close Orchard Avenue in the Borough for a period of approximately six (6) months starting June 1, 2016 and ending December 31, 2016 or until such time Middlesex County has substantially completed the work and re-opened Orchard

Avenue to vehicular traffic, and to set up the attendant detour routes in the Borough so that the County may proceed with culvert reconstruction.

Section 4. The Borough Clerk is hereby instructed to forward a certified copy of this Resolution to NJDOT, Bureau of Traffic Engineering, P.O. Box 600, Trenton, New Jersey 08625, Attn: Michael E. Mihalic, Supervisor and the Municipal Clerk of the Township of Edison. A copy of this Resolution shall be maintained in the offices of the Borough Clerk.

Section 5. This Resolution shall take effect immediately.

RESOLUTION 2016-84

*Borough of Metuchen
County of Middlesex
State of New Jersey*

RESOLUTION TO APPROVE PRE-DISASTER MITIGATION PLAN PREPARED BY PRINCETON HYDRO, LLC. AS REQUIRED BY THE OFFICE OF EMERGENCY MANAGEMENT AND PREPAREDNESS AND APPROVED BY THE DIVISION OF STATE POLICE, EMERGENCY MANAGEMENT BUREAU

WHEREAS, the Borough of Metuchen adopted Resolution 15-648-R dated April 9, 2015 awarding a contract to Princeton Hydro, LLC to develop an updated Pre-Disaster All Hazard Mitigation Plan required by the Middlesex County Department of Public Safety and Health, Office of Emergency Management and Preparedness with the final plan document to be submitted to the County of Middlesex no later than December 31, 2015; and

WHEREAS, the purpose of the Pre-Disaster Mitigation Plan is to identify risks and vulnerabilities within the community and develop a rational actionable strategy to reduce potential future losses due to the effects of natural hazards on a place and its population, such as flood and wind; and

WHEREAS, this Plan update includes a re-evaluation of the original hazards, the risk assessment, mitigation goals, strategies and mitigation priorities; and

WHEREAS, the County of Middlesex is in receipt of the updated Pre-Disaster All Hazard Mitigation Plan dated December 11, 2015 prepared by Princeton Hydro, LLC, as required by the Middlesex County Department of Public Safety and Health, Office of Emergency Management and Preparedness has reviewed the Plan and finds the Plan to be acceptable; and

WHEREAS, the Division of State Police, Emergency Management Bureau is also in receipt of the updated Pre-Disaster All Hazard Mitigation Plan dated December 11, 2015 prepared by Princeton Hydro, LLC, has reviewed the Plan and finds the Plan to be acceptable.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Borough Council of Metuchen, County of Middlesex, State of New Jersey that the updated Pre-Disaster All Hazard Mitigation Plan dated December 11, 2015 prepared by Princeton Hydro as required by the Middlesex County Department of Public Safety and Health, Office of Emergency Management and Preparedness shall be and is hereby approved;

BE IT FURTHER RESOLVED that a certified copy of this resolution be forwarded to Princeton Hydro, LLC.

Other New Business

Council President Grayzel made a motion to approve R2016-85; authorizing the Payment of the Bill List in the amount of \$3,321,985.09, second by Councilman Leibfreid, with all in favor, motion carried, 6-0.

RESOLUTION 2016-85

*Borough of Metuchen
County of Middlesex
State of New Jersey*

RESOLUTION AUTHORIZING THE PAYMENT OF THE BILL LIST

BE IT RESOLVED by the Mayor and Council of the Borough of Metuchen that the proper warrants be drawn and all bills be paid totaling **\$3,321,985.09**

I, Rebecca Cuthbert, Chief Financial Officer of the Borough of Metuchen do hereby certify that funds are available for the payment of bills for the Borough of Metuchen.

Appointment

Mayor Cammarano made a recommendation to appoint Deborah Nilson Kmetz to the Arts Council with a term expiring on December 31, 2018. Council President Grayzel made a motion to accept the recommendation, second by Councilwoman Rasmussen, with all others in favor, motion carried, 6-0.

Ordinance – Introduction

Ordinance 2016-09

Council President Grayzel moved Ordinance 2016-09 to be introduced and be taken up on first reading, second by Councilwoman Rasmussen, with all in favor, motion carried, 6-0.

Council President Grayzel asked that the Ordinance be read by title only.

Borough Clerk read the Ordinance by title only:

Ordinance 2016-09

An Ordinance to Amend the Code of the Borough of Metuchen, Various Chapters, to Amend Certain Application, License and Permit Fees

Council President Grayzel moved Ordinance 2016-09 be passed on first reading, be published according to law and a public hearing be set down for Monday, April 4, 2016, second by Councilwoman Rasmussen.

Mayor Cammarano asked for a roll call vote.

Roll Call: Inzerro, Leibfried, Muldoon, Rasmussen, Wallace and Grayzel voted yes.

Ordinance 2016-09 was passed on first reading and be published according to law, 6-0.

ORDINANCE 2016-09

*Borough of Metuchen
County of Middlesex
State of New Jersey*

AN ORDINANCE TO AMEND THE CODE OF THE BOROUGH OF METUCHEN, VARIOUS CHAPTERS, TO AMEND CERTAIN APPLICATION, LICENSE AND PERMIT FEES.

BE IT ORDAINED by the Borough Council of the Borough of Metuchen, as follows:

Section 1. Section 169-3 of Chapter 169, **Swimming Pools**, of the Code of the Borough of Metuchen, is hereby amended to add/change the following fees to read as follows:

RESIDENT MEMBERSHIPS RATES: (Prior to April 15)

- | | | |
|-----|--|--|
| (1) | Resident Family;
(equivalent membership: one) | \$330.00 (of which \$10 is designated
as food service voucher rate) |
| (2) | Resident Family Plus | \$420.00 (of which \$10 is designated
as food service voucher rate) |
| (3) | Resident Individual | \$185.00 (of which \$5 is designated as
food service voucher rate) |
| (4) | Resident Senior | \$ 65.00 |

RESIDENT RATES (after April 15)

- | | | |
|-----|---|--|
| (1) | Resident Family
(equivalent membership: one) | \$390.00 (of which \$10 is designated
as food service voucher rate) |
| (2) | Resident Family Plus | \$480.00 (of which \$10 is designated
as food service voucher rate) |
| (3) | Resident Individual | \$195.00 (of which \$5 is designated as
food service voucher rate) |
| (4) | Resident Senior | \$ 65.00 |

NON RESIDENT RATES: (Prior to April 15)

- | | | |
|-----|--------------------|--|
| (1) | Nonresident family | \$510.00 (of which \$10 is designated
as food service voucher rate) |
|-----|--------------------|--|

(2) Nonresident Family Plus	\$590.00 (of which \$10 is designated as food service voucher rate)
(3) Nonresident Individual	\$275.00 (of which \$5 is designated as food service voucher rate)
(4) Nonresident senior	\$170.00

NON RESIDENT RATES: (After to April 15)

(1) Nonresident family	\$560.00 (of which \$10 is designated as food service voucher rate)
(2) Nonresident Family Plus	\$635.00 (of which \$10 is designated as food service voucher rate)
(3) Nonresident Individual	\$305.00 (of which \$5 is designated as food service voucher rate)
(4) Nonresident senior	\$170.00

MISCELLANEOUS FEE SCHEDULE:

Teen Dances - Members	\$ 1.00
- Non-Members	\$ 3.00
Movie Nights - Kids	\$ 2.00
- Adults	\$ 3.00
General Event	\$ 5.00
Swim Lessons	\$ 30.00 per 6 Lessons
Swim Clinic	\$ 75.00
Masters Swim	\$ 25.00 per Season
Camp Rentals	\$140.00 per hour
Long Course Rentals	\$125.00 per hour

Public Session

Mayor Cammarano opened Public Session to anyone wishing to speak on new items only.

Seeing no one wishing to speak, Mayor Cammarano closed the Public Session.

Adjournment

Council President Grayzel made a motion to adjourn the meeting, second by Councilman Leibfried, with all in favor; the meeting was adjourned at 9:15 PM, 6-0.

Borough Council Meeting
March 21, 2016

Respectfully Submitted,

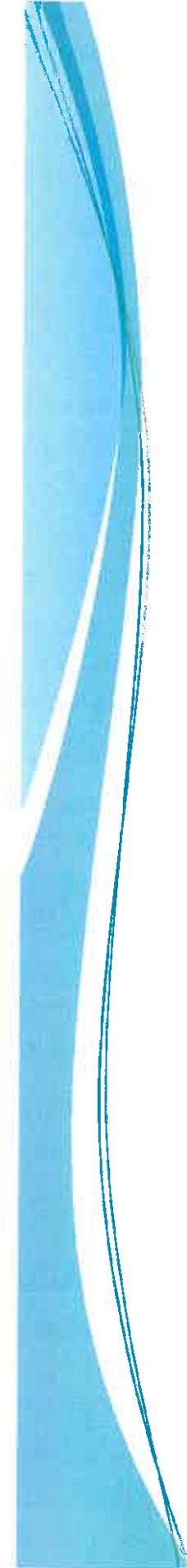
Susan D. Jackson, RMC
Metuchen Borough Clerk

Metuchen Downtown Alliance



Stakeholder Recommendation to Metuchen Borough Council to
Create a Downtown Management Organization for the
Revitalization of Downtown Metuchen

March 21, 2016



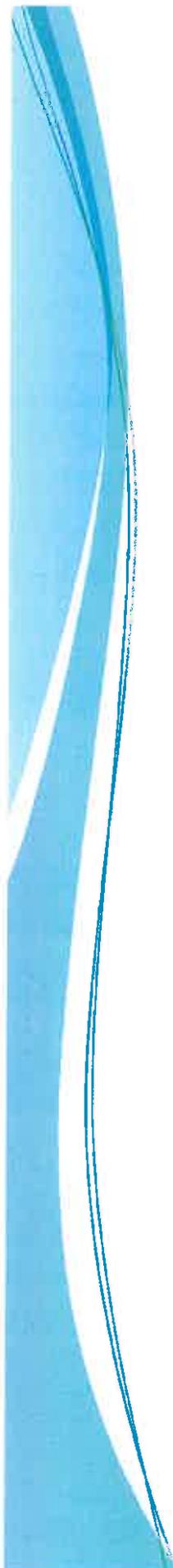
Community first, visitors will follow

- The heart and soul of every community, besides its people, is its downtown
- If locals won't "hang out" in their downtown, neither will visitors
- The primary complimentary activities of visitors are shopping, dining, and entertainment in a pedestrian-friendly, intimate setting
- This is where 80% of visitor spending takes place



Agenda

1. Current struggles of Downtown Metuchen
2. Need for Metuchen Downtown Alliance (MDA)
3. What MDA would look like
4. MDA's goals, benefits and how to achieve
5. District boundaries
6. Cost projections and anticipated funding sources
7. Recommendations to Council
8. Next steps

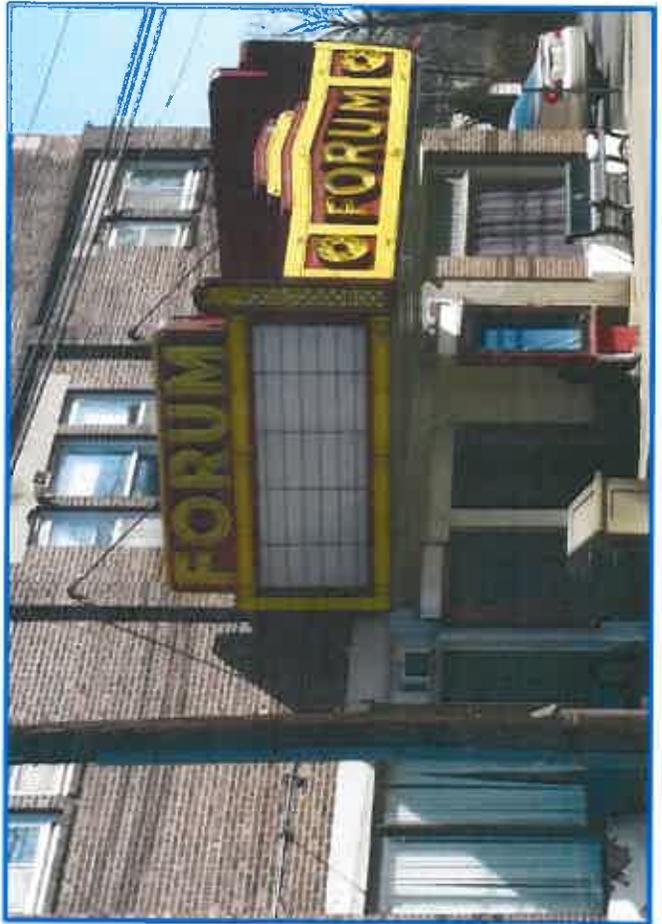
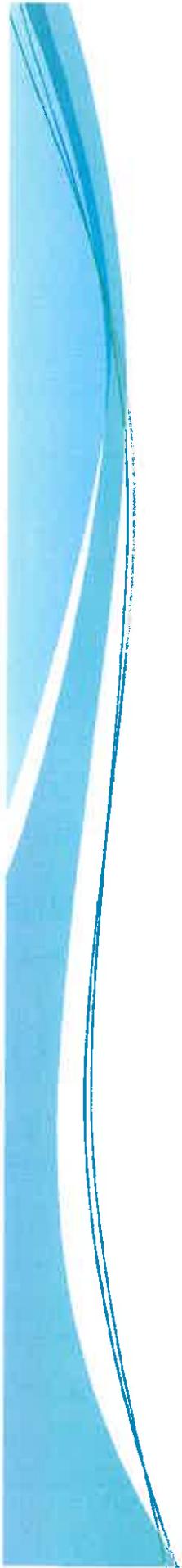
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Current struggles of Downtown Metuchen

- High vacancy rates
- Struggling businesses
- Too few customers/clients/foot traffic
- Inadequate parking
- New development that could threaten existing businesses if not properly integrated
- No recruitment of new and complimentary businesses
- Tired streetscapes
- Lack of centralized coordination, marketing and management of the downtown which limits Metuchen's competitive position vs. other downtowns and malls

Increasing Number of Downtown Vacancies



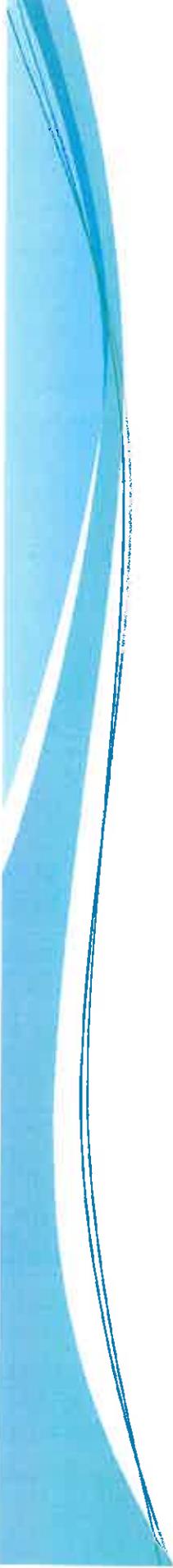


New Development Bring Opportunities and Challenges



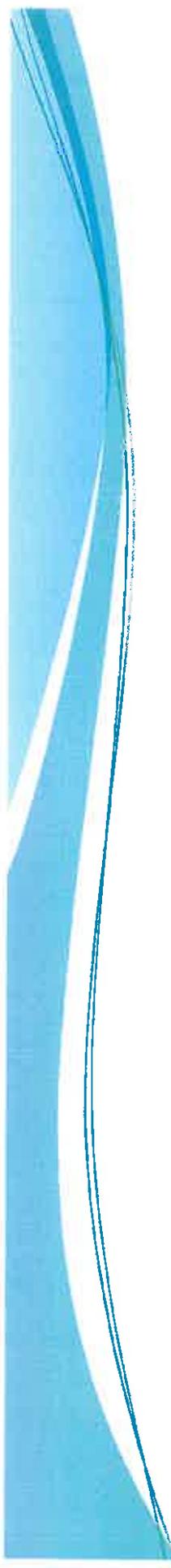
Who will manage and program the new public plaza at Pearl Street?





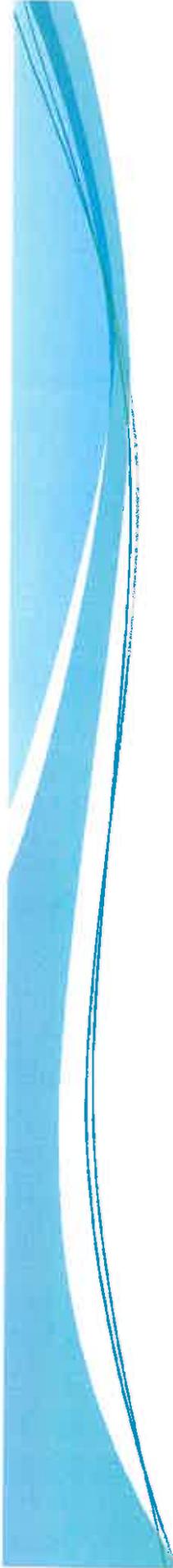
Metuchen Has Significant Assets Which Require Coordination to Leverage

- Transportation – train station, bus service, access to major highways
- Safe, walkable downtown – a real Main Street!
- Transit Village designation
- A “sense of place” distinct from neighboring towns
- Beautiful residential neighborhoods
- A growing arts community
- Many successful businesses
- Committed, involved residents and volunteers
- Significant new downtown investment and development



Proposed Metuchen Downtown Alliance (MDA)

- Non-profit Downtown Management Organization
- Separate from municipal government
- Formed under the auspices of Main Street NJ
- Part of the National Trust of Historic Preservation
- Run by a full-time paid Executive Director, supported by a volunteer Board of Trustees and volunteer teams



Downtown Improvement District (DID)

- A funding source to support the MDA based on an assessment on commercial property within the district
- A geographically-defined downtown improvement district
- Authorized by State law
- Created by ordinance of municipal government
- Supported by a pool of resources that is leveraged collectively by the MDA to increase the economic revitalization of downtown
- Supplemental to Municipal Services



MDA is not a new idea!

- Part of Main Street NJ → Main Street America (subsidiy of National Trust for Historic Preservation)
- Networked to 2,000 Main Street municipalities
- Based on 25 years of experience and best practices
- Directly supported by Main Street NJ with free
 - Technical assistance
 - Training
 - Extensive research and national database
- A concept that has been discussed several times in Metuchen since the 1970's
- Metuchen's Development Commission has historically advocated for a downtown management organization

A decorative graphic on the left side of the page, consisting of several overlapping, wavy blue shapes that create a sense of movement and depth. The colors range from light sky blue to a deeper cerulean.

8 Best Practices of Successful NJ Downtowns

- Non-profit downtown management organization with a full-time executive director
- Strong support from local government
- Active, engaged, appreciated committee volunteers
- Diversified funding sources
- Committed volunteer board representing key stakeholder groups
- Ongoing, open communications and transparency
- Full member of Main Street NJ program
- Business and municipal government as primary funding source

Stakeholder Outreach to Date

- Initial Community Meeting March, 2015
- 8 months study, research, learning (March 2015 – October 2015) including interviews with 7 Main Street municipalities
- 8 small group sessions with businesses and property owners to seek community input (Fall, 2015)
- 3 public forums in January and February, 2015, 2 of which were broadcast on METV and posted on youtube.com
- FAQ posted on website and Facebook pages
- Tremendous amount of volunteer hours by stakeholders
- Work performed by stakeholders would have cost ~\$30,000 if performed by a downtown consultant (Millennium Strategies LLC proposal 9/24/2014)
- Coaching and direction provided by Jef Buehler Executive Director of Main Street NJ

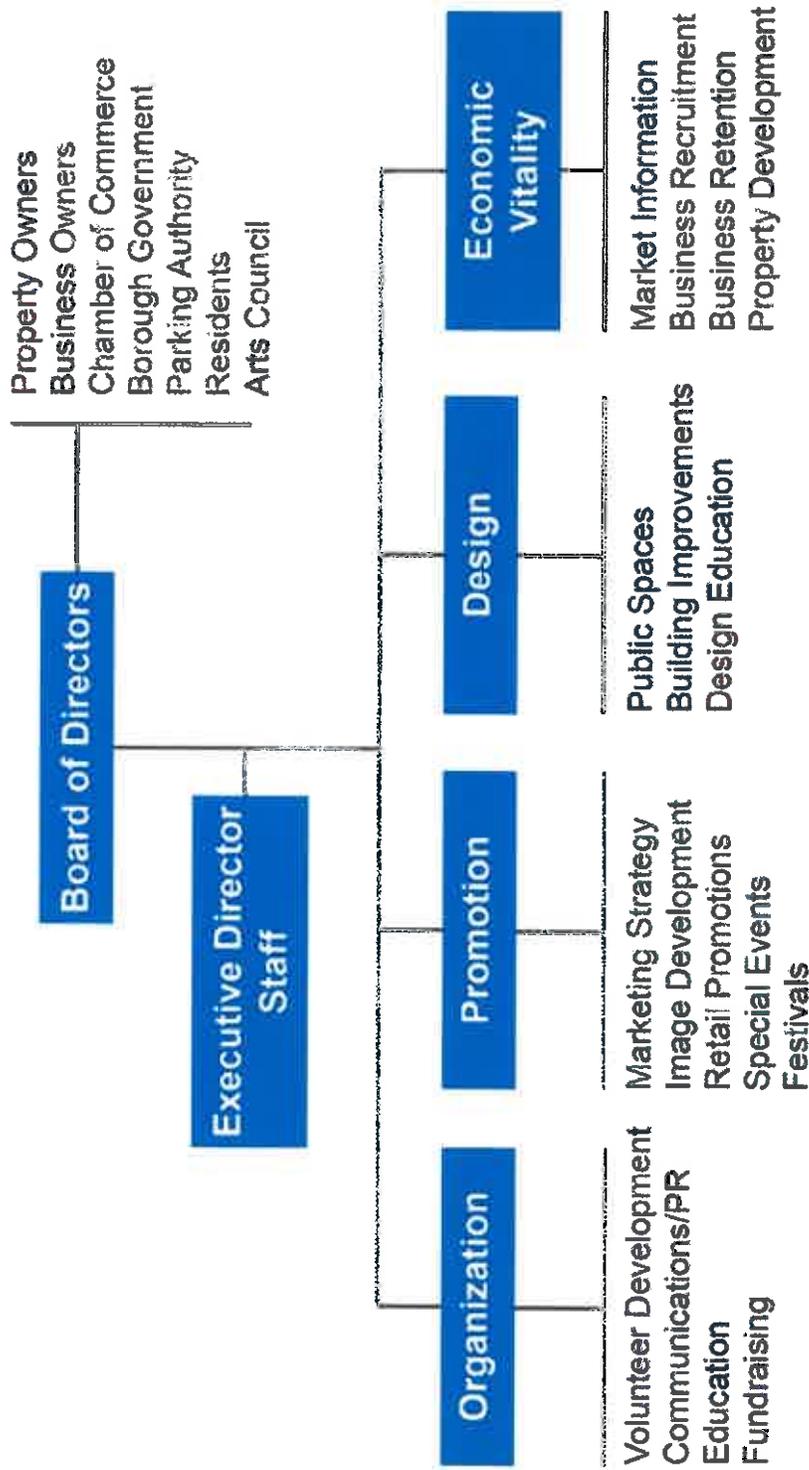




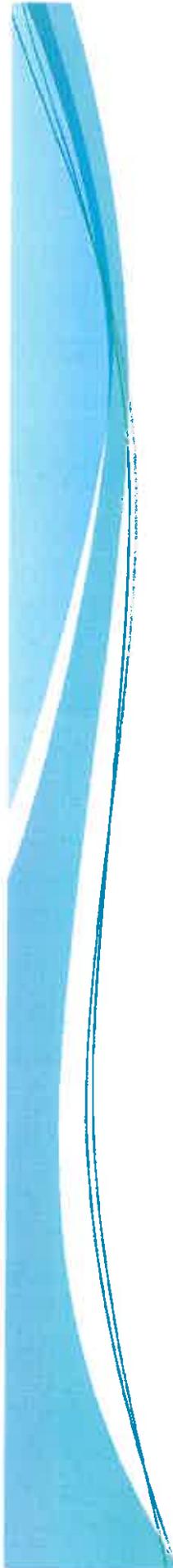
Stakeholder Group Members

- District Landlords – Eric Berger and Margaret Inglese
- District Business Owners – Ruchir Mewawala, Chris Flynn, Deborah Zupan, and Barry Montalto
- Metuchen Historic Preservation Committee – Nancy Zerbe
- Metuchen Arts Council – Grace Shackney
- Borough Council - Allison Inserro and Jay Muldoon
- Residents – Nelson Li and Bobbie Theivakumaran
- Metuchen Chamber – Jan Margolis, Chris Crane, Joe Cascio, Dottie Winhold and Richard Topping

Typical Main Street Organization Structure



Four Volunteer Teams Power the Organization



MDA Board of Trustees

- 13 Trustees:
 - 4 District business owners
 - 4 District real estate owners
 - 1 Metuchen resident not a District business/property owner
 - 1 from Borough Council
 - 1 from Chamber of Commerce board
 - 1 from Arts Council
 - 1 from Metuchen Parking Authority
- Non-voting Executive Director and Borough Administrator
- Board elected by District real estate owners, businesses



MDA's Goals

“Visible, tangible change and improvements in the District”

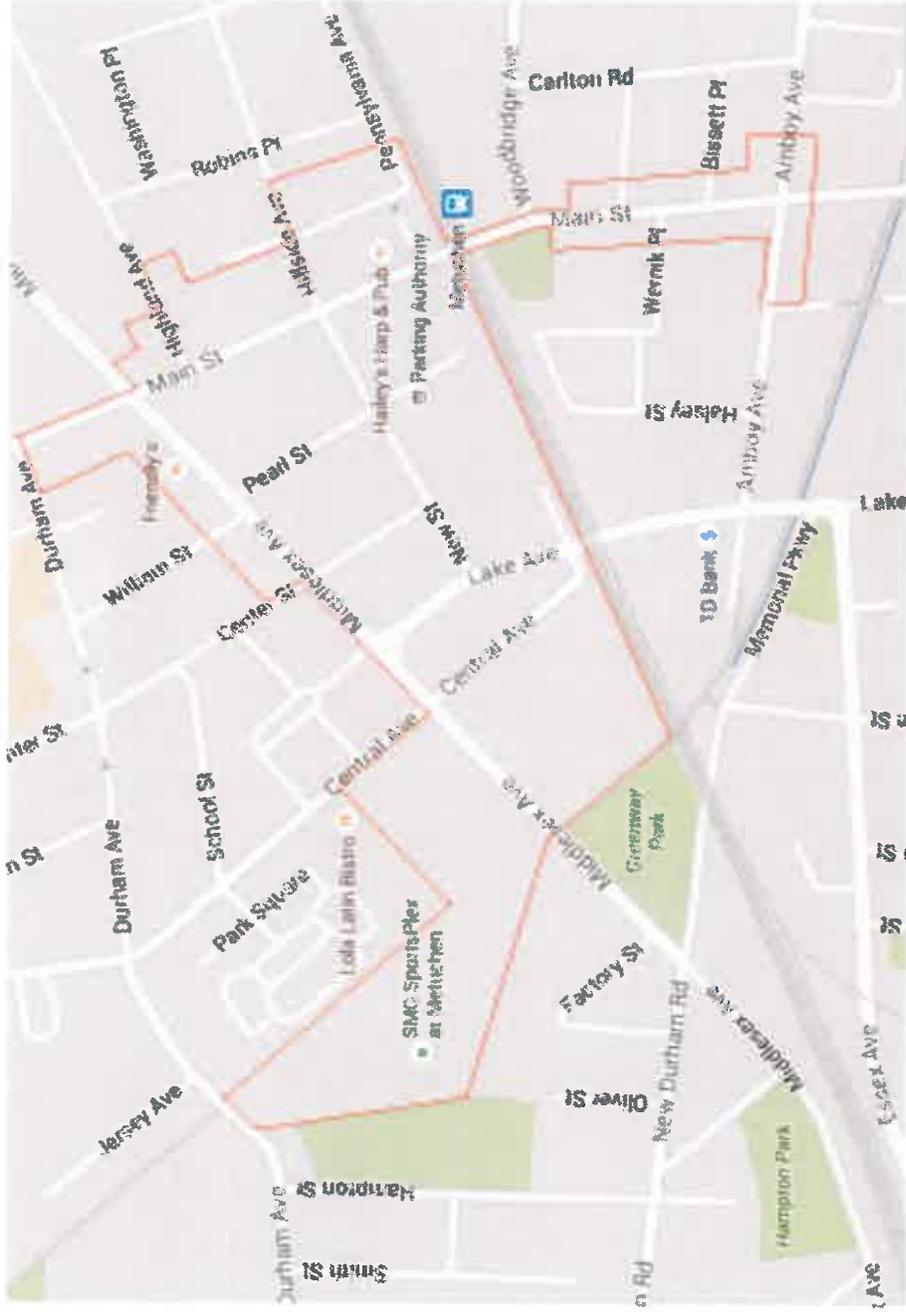
- Enhance property values inside and outside the District
- Stabilize tax rates
- Recruit complimentary District businesses reducing vacancy rates
- Be a central point of contact for those interested in locating in District – office, retail, personal service, restaurant, residential
- Retain and strengthen existing businesses
- Beautify District to draw tenants and customers/clients
- Coordinate joint marketing
- Integrate new developments with existing properties/businesses
- Liaise with municipality to get new businesses in and operating, resolve issues



How to Achieve Goals

- Improve streetscape and cleanliness
- Program new Plaza and other new events
- Joint advertising and branding including social media
- Centralized management of the downtown
- Leverage all assets - existing and new
- Advocate for District and business owners
- Market vacant space
- Eligible for DCA 0% loan up to \$600,000 for improvements
- State and National technical assistance and training
- Volunteer teams working with Executive Director

Proposed Area of District



Map is approximate. Consult block and lot list to determine inclusion in district.

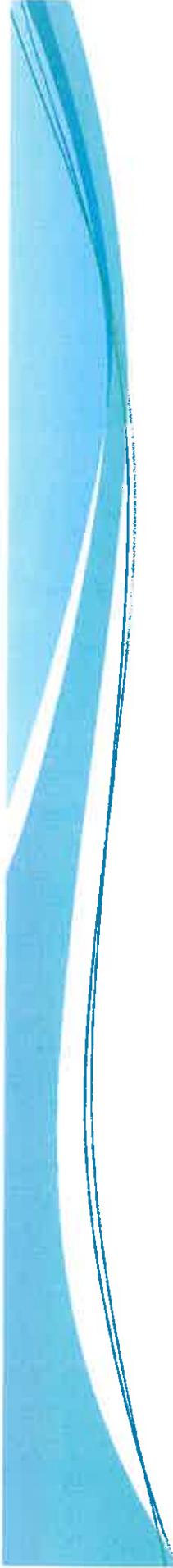


Sample First-Year Budget Allocation (actual budget will be set by Board of Trustees)

- Personnel/Administration 50% (Staffing for marketing, recruitment, retention, volunteer management, office rental, utilities, etc.)
- Maintenance-Cleaning 10% (Supplements DPW)
- Recruitment-Retention-Marketing 5% (Brochures, materials, social media)
- Holiday decorations 3%
- Plantings – Greenery 5%
- Capital Improvements 27% (TBD by Board; example – streetscape improvements)

Note: Personnel/Administration shares overlap with Recruitment/Retention/Marketing, since those are the primary responsibilities of the executive director.

Projected Budget: \$275,000



Why \$275,000?

Feedback from interviews is that a budget of less than this amount will be too small to have a positive impact.

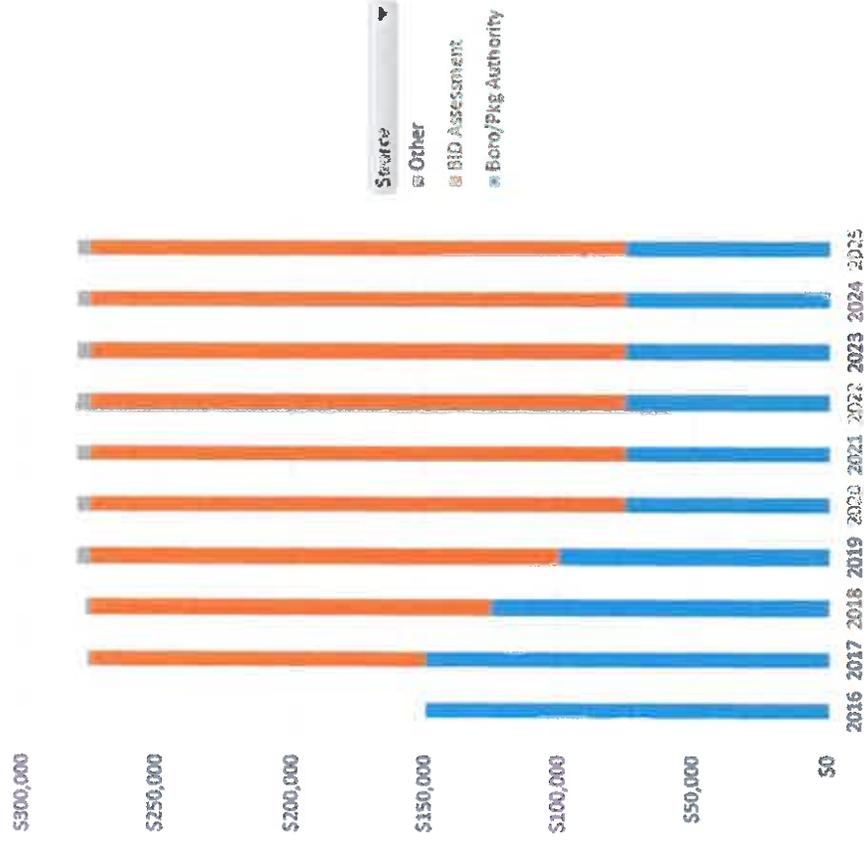
A smaller budget would leave almost no money to invest in District improvements.

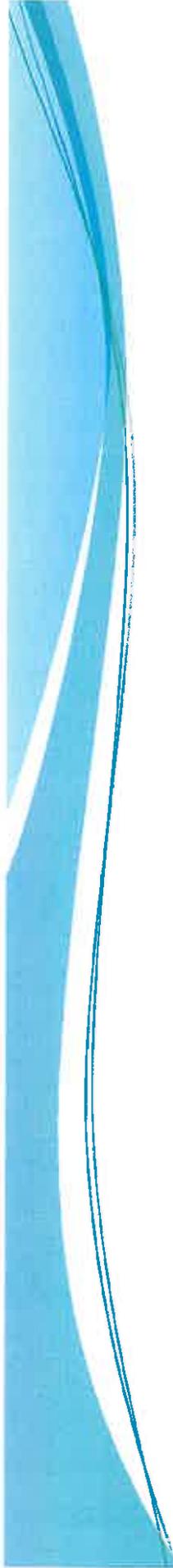
Put another way, we need to invest at least this amount to have a meaningful impact.

MDA Funding Sources

- Downtown Improvement District (DID) Assessment
- Municipal - Parking Authority Contribution
- Fundraising, Event Fees
- Grants
- Sponsorships

Proposed Funding of BID - first 10 years

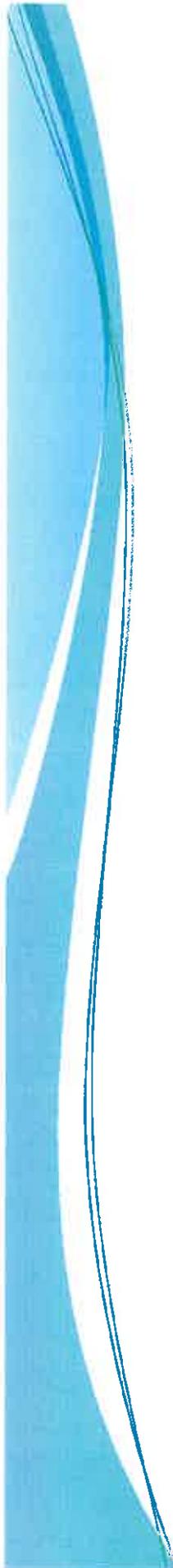




Borough Funding Proposal

- 2016 – Borough \$150,000
- 2017 – Borough \$150,000, DID \$125,000
- 2018 – Borough \$125,000, DID \$150,000
- 2019 – Borough \$100,000, DID \$175,000
- 2020 – Borough \$75,000, DID \$200,000

MDA budget requires annual Borough Council approval.



Proposed DID Assessments

To raise \$200,000 from DID assessment, the rate would be 5% of real estate taxes of each property in the District.

This equates to a rate of about .11% of FMV. The rate is .12% in Westfield, .15% in Montclair and .16% in Somerville.

No DID assessment would be collected in 2016 (Year 1)

Fees would be phased in from 2017 - 2020

- 3.2% of real estate tax in 2017
- 3.8% in 2018
- 4.4% in 2019
- 5% in 2020

One DID Assessment Example

- A 4,000 square-foot building is assessed for \$275,000 and paid 2015 real estate taxes of about \$15,500
- Assuming a DID assessment rate of 3.2% of real estate taxes, the DID fee for this property owner would be \$41 per month
- In 2020 if the rate were 5%, the property owner would pay \$65 per month



Tenant Pass Through



- Most commercial leases pass through taxes or tax increases
- Using the same building, assume there is a tenant renting 1,200sf (30% of the building)
- The property owner would collect about \$12 per month from the tenant for DID fees in 2017, increasing to about \$19 per month in 2020

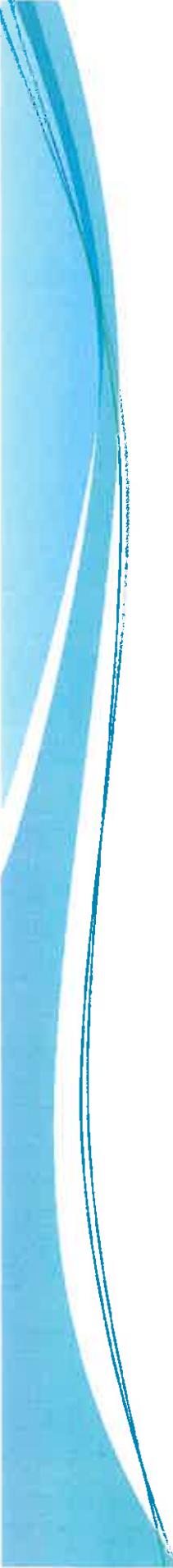


“The downtown is the only part of the city that belongs to everybody. It doesn’t matter where you may find your home; the downtown is yours, too. Investing in the downtown is the only place-based way to benefit all of your citizens at once.”



Our Proposal

- MDA has been formed as non-profit corporation
- Providing copy of MDA Bylaws already reviewed by Borough Attorney
- Propose approval of proposed ordinance to:
 - Designate MDA as the DMO for District
 - Create Downtown Improvement District
 - Approve contributions from Parking Authority
 - Create eligibility for DCA Loans



Next Steps for MDA if Ordinance Approved

- Conduct national search with assistance of Main Street, New Jersey, a division of NJ DCA
- Hire Executive Director
- Secure centrally-located, ground level office space
- Organize teams and recruit volunteers
- Open for business – late summer 2016
- Then the real work begins!!

“You can’t rely on bringing people downtown, you have to put them there.”

**THE DEATH
AND LIFE
OF GREAT
AMERICAN
CITIES**

JANE JACOBS

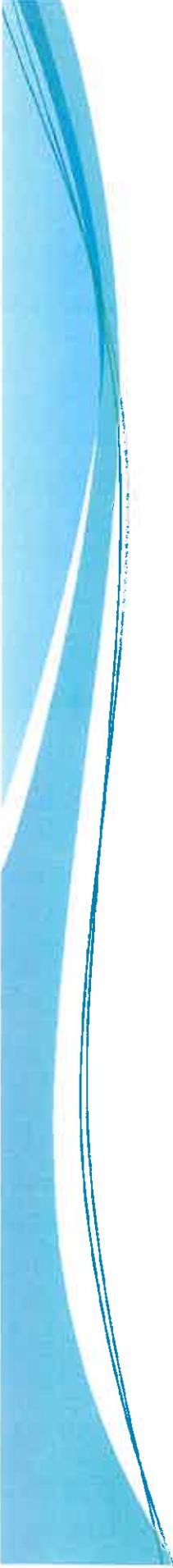


“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”



Thank You -

- Metuchen residents, business owners, and property owners for their interest, input, and enthusiasm
- Metuchen Chamber of Commerce for their insights and advocacy
- Metuchen Development Commission for their prior research into BIDs and advocacy for establishing a DMO
- Jef Buehler, Executive Director of Main Street NJ for his expert advice and guidance
- Downtown Managers from across New Jersey for their ongoing support and for sharing their “lessons learned”



For more information

Visit our website: www.downtownmetuchen.org

Like us on Facebook: Metuchen Downtown Alliance

Email us at: info@downtownmetuchen.org

Email Jef Buehler at Main Street NJ, part of DCA:
Jef.Buehler@dca.nj.gov