



# THE BOROUGH OF ROSELLE PARK

N E W J E R S E Y

110 EAST WESTFIELD AVENUE, ROSELLE PARK, NJ 07204

[WWW.ROSELLEPARK.NET](http://WWW.ROSELLEPARK.NET)

BETH ANNE MACDONALD  
ECONOMIC DEVELOPMENT DIRECTOR  
(908) 245-6222  
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July 11, 2019

To: Mayor Signorello and Borough Council

## Monthly Report June-July, 2019

**General Goals** –Assist Transit Village planners as needed, monitor downtown beautification programs, continue business development efforts

### Transit Village Planning

- Coordinated draft planning documents to be available on Borough website
- Created and coordinated digital collateral material for new survey release and community meeting August 12, 2019
- Reviewed and edited new survey
- Collected email addresses for resident outreach
- Compiled zoning and current redevelopment documents for planners

### Economic Development

- Outreach with potential business owner to discuss zoning and permit requirements for locations on Westfield Avenue (phone calls/ emails/ office visits)
- Continued assisting Zoning and Construction Department with form revisions
- Conducted first Development Review Committee meeting
- Provided feedback on draft redevelopment plan

### Meeting Attendance

- Council Meeting (June 20, 7pm)
- Development Review Committee Meeting (June 24)
- Tenant/Construction Department Meeting/Permits (July 1)
- JazzFest Meeting (July 2)
- Annual Fireworks (July 3, 8pm)
- Department Head meeting (July 15, 8am)
- Redevelopment Meeting (July 15)

Respectfully Submitted,

Beth Anne Macdonald  
Director of Economic Development



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June 20, 2019

To: Mayor Signorello and Borough Council

## Monthly Report May-June, 2019

**General Goals** –Assist Transit Village planners as needed, implement downtown beautification programs, implement Development Review Committee

### Transit Village Planning

- Created and Coordinated digital collateral material for public meetings
- Organized stakeholder meeting
- First two phases of Visioning Process Completed (Organize and Learn)
  - 3 public meetings completed to date
  - 1 Stakeholder Meeting completed
  - 1 public survey completed
  - Neighborhood Snapshot Completed
  - 3 additional meetings are planned for Phase 3

### Economic Development

- Met with three potential business owner to discuss zoning and permit requirements for locations on Westfield Avenue
- Met with current commercial and residential property owner to discuss future investment projects
- Arranged ribbon cutting for new business
- Assisted Zoning Department with form revisions
- Attended Cranford DRC to review meeting procedure
- Coordinated process for Roselle Park DRC
- On-site for installation of initial downtown amenities
- On-site for first downtown cleaning visit
- Provided feedback on draft redevelopment plan

### Community Outreach

- Attended meetings and events as noted below

**Meeting Attendance**

- Department Head meetings (May 20, June 3, June 20, 8am)
- Transit Village Public Meeting (May 21, 6-8pm)
- Interviews Construction/Land Use (May 29, June 4, June 5)
- Council Meeting (June 6, 7pm)
- Transit Village Committee Meeting (June 18, 7pm)

Respectfully Submitted,

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May 13, 2019

To: Mayor Signorello and Borough Council

## Monthly Report April-May, 2019

**General Goals** – Assist Transit Village planners as needed, implement downtown beautification programs, assist with new event planning

### Transit Village Planning

- Continue to collaborate on scheduling and hosting transit village community visioning meetings
  - Created/supported collateral content
  - 3 meetings completed to date
  - 3 additional meetings are scheduled/planned

### Economic Development

- Met with commercial property owner to discuss potential projects
- Respond to inquiries for potential new businesses
- Communicated with NJDOT on planning and timing for repaving project
- Assisted Construction Department with form creation
- Support to Casano Community Center and other with event development

### Community Outreach

- Met with town historian (April 24)
- Attended meetings and events as noted below

### Meeting Attendance

- Professional Association (IDA) Committee attendance (April 30-May 2)
- Department Head meeting (May 6, 8am)
- Downtown Maintenance Vendor Site Visit (May 7)
- Transit Village Planner Meeting (May 8, 6pm)
- Transit Village Public Visioning Meeting (May 8, 7-9pm)

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April 18, 2019

To: Mayor Signorello and Borough Council

## **Monthly Report March-April, 2019**

**General Goals** –Assist Transit Village planners as needed, implement downtown beautification programs, assist with potential building department interviews

### **Transit Village Planning**

- Review draft transit village neighborhood snapshot
  - Provide feedback and edits
- Collaborate on schedule for transit village community visioning meetings
  - Prepare outreach strategy

### **Economic Development**

- Attend meeting with potential commercial property developers
- Show two commercial spaces for potential financial institution
- Respond to inquiries for potential new businesses
- Discussion with downtown property owner on leasing commercial space
- Meeting for municipal branding and communications strategy (2)
- Conference call for municipal communications strategy (2)

### **Community Outreach**

- Met with Roselle Park Loves Arts Committee
- Contributed to Community Newsletter
- Meeting to discuss Farmers Market with FM Manager
- Conducted two stakeholder interviews
- Attended meetings and events as noted below

### **Meeting Attendance**

- Union County Economic Development (March 28, 9-1pm)
- Council Meeting (April 4, 7pm)
- SDL Training (April 5)

- MLUB meeting with Chair and Vice Chair (April 8)
- Technical Assistant/MLUB Clerk Interviews (April 18)
- Gateway Chamber Dinner (April 17, 6:30pm)
- Council Meeting (April 18, 7pm)

Respectfully Submitted,

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March 18, 2019

To: Mayor Signorello and Borough Council

## Monthly Report February-March

**General Goals** –Continue Zoning Updates, Assist Transit Village planners as needed, update building department forms/website

### Transit Village Planning

- Review draft transit village area
  - Provide asset and stakeholder information
- Attend TV committee meeting
  - Discuss draft neighborhood snapshot report

### Economic Development

- Contacted potential financial institutions for Roselle Park
- Attend meeting for potential parking management options
- Respond to inquiries for potential new businesses
- Conference call for Route 28 Repaving Project
- Conference call Redevelopment Agreement- Fernwood
- Review and conference calls - ANR report
- Attend NJ Redevelopment Conference

### Community Outreach

- Met with local artist to discuss art installation
- Conversed with residents on redevelopment planning process
- Attended meetings and events as noted below

### Meeting Attendance

- Jazz Festival Meeting (February 19, 8am)
- Council Meeting (February 21, 7pm)

- Creating municipal efficiencies (February 22)
- Parking Management (February 27)
- Technical Assistant/MLUB Clerk Interviews (March 5)
- NJ Redevelopment Conference (March 8)
- Ethics Training (March 12)
- Transit Village Committee Meeting (March 14, 6:30pm)
- Redevelopment Meeting (March 14, 7:30pm)
- MLUB Meeting (March 18, 7pm)

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February 15, 2019

To: Mayor Signorello and Borough Council

## Monthly Report January-February

**General Goals** –Continue Zoning Updates, Assist Transit Village planners as needed, begin to develop communications strategy

### Transit Village Planning

- Compiled requested documents from Topology
- Site Tour

### Economic Development

- Contacted potential financial institutions for Roselle Park
- Attended meetings for West Webster Redevelopment Zone
- Discussed site availability with several property owners
- Met with Mayor to discuss new business opportunities with interested parties

### Community Outreach

- Attended meetings and events as noted below.

### Meeting Attendance

- Transit Village Meeting (January 15, 8am)
- Council Meeting (January 17, 7pm)
- Business Development-Breakwater Treatment (January 22)
- West Webster Redevelopment Meeting (January 30)
- Site Visit - Breakwater Treatment (February 2, Saturday)
- 3 Stakeholder Interviews (January 17 5pm, January 22, February 6)
- Conditional Zoning Updates (February 6)
- Council Meeting (February 7, 7PM)
- Columbia Bank Meeting (February 8)
- Budget Finance Meeting (February 7, 7pm)
- Site Tour, Transit Village-Topology (February, 13, 8am)

- West Webster Redevelopment Zone (February 13)
- Library Event (February 15, 7pm)

Respectfully Submitted,

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Director of Economic Development