



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

BETH ANNE MACDONALD
ECONOMIC DEVELOPMENT DIRECTOR
(908) 245-6222
bmacdonald@rosellepark.net

January 11, 2019

To: Mayor Signorello and Borough Council

Monthly Report November- December 2018

General Goals – Review special planning services RFPs for Transit Village Application, Continue Zoning Updates

Village Transit Application

- Continuing preparation of updates to current zoning definitions, commercial zoning districts and signage with goal of recommending updates to account for current and new desired uses, remove inconsistencies.
- Completed interview for special planning services and recommended professional service provider to council.

Economic Development

- Met with Roselle Park business owner for business overview
- Invited and met with professional colleagues to discuss Roselle Park
- Met with theatre owner for site visit

Community Outreach

- Attended meetings and events as noted below.

Meeting Attendance

- Attended League of Municipalities (November 13-15)
- David N. Milder, Economic Development Specialist (November 27, 2018)
- Commercial District Services (November 28, 2018)
- Rescheduled Council Meeting (November 29)
- Council Meeting (December 6)
- Christmas Tree Lighting (December 7)
- Transit Village Coordination Committee Meeting (December 12)
- MLUB Committee Professional Services Committee Interviews (December 17)
- Transit Village Committee – Special Planner Interviews (December 19)
- Special Council Meeting (December 19)

Respectfully Submitted,
Beth Anne Macdonald
Director of Economic Development



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

BETH ANNE MACDONALD
ECONOMIC DEVELOPMENT DIRECTOR
(908) 245-6222
bmacdonald@rosellepark.net

November 9, 2018

To: Mayor Hokanson and Borough Council

Monthly Report October-November

General Goals – Focus on community outreach and complete RFP for planning services for Transit Village Application

Village Transit Application

- Continuing preparation of updates to current zoning definitions, commercial zoning districts and signage with goal of recommending updates to account for current and new desired uses, remove inconsistencies.
- Completed RFP for planning services to complete the required community visioning and stakeholder engagement component.
- Incorporated parking management into RFP for planning services.

Economic Development

- Conference call with RP property owner to discuss leasing and adaptive reuse options.
- Meeting with RP property owner and developer to discuss change of use/property assemblage options.
- Review and address concerns for commercial development with the proposed plan for the Romerovski property.
- Review options for business seeking to relocate within RP.

Community Outreach

- Completed Formal Meet & Greets for October 30 and November 8 (AM & PM) as noted below.
- Attended meetings as noted below.
- Conducted six stakeholder interviews for branding development (residents, business owners, volunteers).

Meeting Attendance

- Cranford Development Review Committee with Rich Belluscio (October 17, 9am)
- Council meeting (October 18, 7pm)
- International Downtown Association annual conference (October 24-26)
- Open House Public Meet & Greet (October 30, 7pm)
- Land Use Board Meeting (November 5, 7pm)
- Public Meet & Greet (November 8, 8:30am)
- Transit Village Coordination Committee Meeting (November 8, 12pm)
- Public Meet & Greet (November 8, 6:00pm)

Respectfully Submitted,

Beth Anne Macdonald
Director of Economic Development



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

BETH ANNE MACDONALD
ECONOMIC DEVELOPMENT DIRECTOR
(908) 245-6222
bmacdonald@rosellepark.net

October 15, 2018

To: Mayor Hokanson and Borough Council

Monthly Report September - October

General Goals – Assist in preparation of village transit application, review current redevelopment projects and plans, assess and make recommendations for maintenance in central business district, continue community outreach, meet with Casano Center Director to discuss events and data collection as part of future economic development planning

Village Transit Application

- Reviewing current zoning definitions, commercial zoning districts and signage with goal of recommending updates to account for current and new desired uses, remove inconsistencies.
- Preparing RFP for planning services to complete the required community visioning and stakeholder engagement component.
- Preparing recommendations for a parking management system.

Review of current redevelopment projects and plans

- In conjunction with the transit village application, the office reviewed and made recommendations for updates to the West Webster Avenue Area Redevelopment Plan.

Assessment and recommendations for maintenance in CBD

- Working with DPW to schedule monthly weeding where needed, removal of extraneous sign poles, repairing signage, removing telephone boxes
- Preparing spring recommendations for tree pit enhancements for better storm water management as well as weed and litter control
- Sent list to PD for parking meter repair

Community Outreach

- Approved addition of department update to municipal website.
- Meeting with employees, community stakeholders, residents as able
- Formal Meet & Greets being scheduled for October 30 and November 8.
- Attended meetings as noted below

Event Evaluation

- Continued meetings with R. Shah to discuss event elements such as location, advertising, data collection and resource allocation.

Misc.

- Began creation of photo bank for future promotional activities (toured 5 businesses/properties)
- Working with Building Department on software selection for improved efficiencies
- Conducting stakeholder interviews for branding development (residents, employees, volunteers)
- 2 general review meetings with Rich Belluscio on zoning/signage history

Meeting Attendance

- Council meeting (September 6, 7pm)
- Introduction meeting with Loren Harms (September 11, 3:15pm)
- Downtown New Jersey/ Union County Economic Development Meeting (September 12, 12pm)
- Transit Village Coordination Committee Meeting (September 12, 5pm)
- Land Use Board Meeting (September 17, 7pm)
- R. Shah – Events (September 24, 10am)
- Meridia Site Visits, Rahway and Bound Brook (September 26, 3:30/5:30)
- Arts Festival (September 29th 3pm)
- Spatial Data Logic Software Demo (October 3, 10am)
- Liaison Meeting Councilwoman Negron (October 3, 1pm)
- Transit Village Coordination Committee Meeting (October 11, 12pm)
- Gateway Chamber Meeting/ Casano Center (October 12, 8:30am)

Respectfully Submitted,

Beth Anne Macdonald
Director of Economic Development