



PERTH AMBOY REDEVELOPMENT AGENCY

Tuesday, May 4, 2021
Regular Meeting Minutes

Pursuant to the Open Public Meetings Act, please take notice that a regular public meeting of the Perth Amboy Redevelopment Agency will take place on Tuesday, May 4, 2021 at 6:00 pm to be hosted on the ZOOM online conference service. Notices of this meeting have been sent to the Home News Tribune, The Star Ledger and posted in the City Clerk's Office, on the Perth Amboy Redevelopment Agency's webpage on the City's website, and on the door of City Hall.

1. Salute to the Flag

2. Roll Call

	Present	Absent
Comm. Gonzalez	X	
Council Member Morales		X
Comm. Santana	X	
Comm. Uhlmann	X	
Comm. Velez	X	
Comm. Young	X	
Chairperson Rosa	X	

3. Bill List: \$32,833.06

Motion to approve the bill list

	Move	2 nd	In favor	Opposed	Absent	Abstain
Comm. Gonzalez	X		X			
Council Member Morales					X	
Comm. Santana			X			
Comm. Uhlmann		X	X			
Comm. Velez			X			
Comm. Young			X			
Chairperson Rosa			X			

4. Meeting Minutes

- Meeting Minutes for April 8, 2021

Motion to approve the April 8, 2021 Meeting Minutes

	Move	2 nd	In favor	Opposed	Absent	Abstain
Comm. Gonzalez	X		X			
Council Member Morales					X	
Comm. Santana		X	X			
Comm. Uhlmann			X			
Comm. Velez			X			
Comm. Young			X			
Chairperson Rosa			X			

– Closed Meeting Minutes for April 8, 2021

Motion to approve the April 8, 2021 Closed Meeting Minutes

	Move	2 nd	In favor	Opposed	Absent	Abstain
Comm. Gonzalez	X		X			
Council Member Morales					X	
Comm. Santana			X			
Comm. Uhlmann		X	X			
Comm. Velez			X			
Comm. Young			X			
Chairperson Rosa			X			

5. Developer’s Presentation - Viridian Partners, LLC

Mike Cahn from Viridian Partners introduced himself and was joined by Keenan Hughes, a professional planner from Phillips Preiss, to present the proposed Gateway development.

During the presentation, the project timeline, progress to-date, and next steps were first discussed. Viridian focuses on environmental cleanup, which will also be necessary for the Gateway project, and previously developed another Perth Amboy redevelopment project: ePort I.

In the last year, Viridian was able to acquire additional properties for the project and have all properties under contract except for the existing Quick Tire Shop.

The current concept plan entails 10 acres of retail and a self-storage facility, a 11-acre of first-class warehousing as well as publicly accessible open space.

Next, Keenan Hughes discussed the relationship between the proposed concept and the here relevant Focus 2020 Gateway Area Redevelopment Plan. In his opinion, the proposed project is consistent with the Redevelopment Plan and its goals and objectives. Some of the development standards listed in the Redevelopment Plan require an amendment to accommodate the proposed project.

Mike Cahn ended the presentation by highlighting the public benefits provided by this project, and he will share their presentation for distribution among the PARA Commissioners.

6. Presentation – Publicity Solutions, LLC

Matt Krayton, founder and principal at Publicity Solutions, provided a brief presentation to outline their proposal for public relations services to PARA.

Their proposal focuses on highlighting progress, communicating the value of redevelopment project to stakeholders, and market new development sites among private sector players.

Chairperson Rosa asked for Publicity Solutions to highlight and identify their experience with redevelopment, working for a public agency, and their ability to attract developers to a community.

Comm. Gonzalez asked Matt Krayton to list his top 3 projects that he is proud of. In response, Matt Krayton listed their role in redevelopment efforts in Hackensack and their involvement in local elections in Scranton, PA.

Comm. Uhlmann asked Matt Krayton for his first priority when starting his work for the Redevelopment Agency. In response, Matt Krayton mentioned that he wanted to focus on a coherent, unified media and communications campaign.

Comm. Young asked what the main challenge for this public relations services would be. In response, Matt Krayton mentioned that Perth Amboy could share its success more with the outside world.

Comm. Santana asked for Matt Krayton to identify an existing issue in Perth Amboy that could negatively impact the growth and success of Perth Amboy. In response, Matt Krayton wanted to frame this as untapped potential and would want to rely on local stakeholders to find the right message.

7. **Developer's Presentation** – Morris & Clement, LLC

Hendry Ceballos of Morris & Clement, LLC introduced his team and project that consists of 14 market rate apartment units on a site currently occupied by a two-family home. The home is slated for demolition to make way for new construction.

Rob Larsen, a professional planner and engineer at CPL, presented the plans, including an architectural rendering. The proposed development is comprised of two stories of residential units above parking.

Ms. Hindenlang explained the redevelopment process that this proposal would need to go through. After presenting a proposal to the Board, a negotiation process would be initiated, and an interim cost agreement would need to be entered into as well.

Chairperson Rosa asked the developer to highlight their prior experience with similar projects. Mr. Ceballos owns real estate in Perth Amboy, including two properties on Dorsey Street, and will finance the proposed project through his own means.

Comm. Santana asked for the bedroom unit mix. Mr. Ceballos responded that this is still being considered and pointed out the strong market and high demand for residential in Perth Amboy.

Ms. Hindenlang clarified that the Board has the opportunity to ask for a certain bedroom mix.

8. **Executive Director's Report**

Ms. Hindenlang:

The presentations that were given earlier this meeting—**professional services contracts for public relations, Morris & Clement, and Gateway**—can be further discussed in more detail during closed session.

As instructed by the Board, we have prepared a Request for Proposals for the properties at **99 and 101 Pearl Place** for the Board's review. We will discuss any details in closed session.

NJ Department of Environmental Protection is currently finalizing their review the permit applications for the construction of **Second Street Park**. We expect to obtain all permits early May. Concurrently, SCAPE and Colliers are working on the design and construction documents, and we are preparing a re-bid procedure for a construction contract.

ePort II continues to work on the submission of their PILOT application to the City.

A consistency review was conducted of the Planning Board application package for **Riverwalk**. The redeveloper is to make certain minor revisions to be consistent with the Redevelopment Plan and Redevelopment Agreement prior to going in front of the Planning Board.

9. **Engineer's Report**

Mr. Herits:

Street furniture is being installed at **Perth Amboy Self Storage**. However, some street improvements have not been completed yet and trucks are parked there preventing that from being completed.

Per Ms. Hindenlang's request, Chairperson Rosa will inform with Code Enforcement whether something can be done about the parked trucks there.

Regarding **Sayre Avenue**, their LSRP is currently working on some remediation items.

For **ePort II**, Mr. Herits is working with the developer and their team to finalize the engineering of the project.

As mentioned, a consistency review was completed for **Riverwalk**.

Per the Mayor's request, additional sidewalk improvements were installed at the **Elm Street Distribution Center**.

10. **Attorney's Report**

Mr. Northgrave had nothing to report on.

11. **Public Session (Agenda Items Only)**

Motion to open the public portion

	Move	2 nd	In favor
Comm. Gonzalez	X		X
Council Member Morales			
Comm. Santana			X
Comm. Uhlmann			X
Comm. Velez		X	X
Comm. Young			X
Chairperson Rosa			X

No comments were made during the public portion. Ms. Hindenlang mentioned that no written comments were received in advance of the meeting either.

Motion to close the public portion

	Move	2 nd	In favor
Comm. Gonzalez	X		X
Council Member Morales			
Comm. Santana			X
Comm. Uhlmann			X
Comm. Velez			X
Comm. Young		X	X
Chairperson Rosa			X

12. **Public Comment (Any PARA Matter)**

Motion to open the public portion

	Move	2 nd	In favor
Comm. Gonzalez	X		X
Council Member Morales			
Comm. Santana			X
Comm. Uhlmann		X	X
Comm. Velez			X
Comm. Young			X
Chairperson Rosa			X

No comments were made during the public portion. Ms. Hindenlang mentioned that no written comments were received in advance of the meeting either.

Motion to close the public portion

	Move	2 nd	In favor
Comm. Gonzalez	X		X
Council Member Morales			
Comm. Santana			X
Comm. Uhlmann		X	X
Comm. Velez			X
Comm. Young			X
Chairperson Rosa			X

13. **Resolutions**

- **R.05:21:01** RESOLUTION OF THE PERTH AMBOY REDEVELOPMENT AGENCY AUTHORIZING CLOSED SESSION PURSUANT TO THE OPEN PUBLIC MEETINGS ACT TO DISCUSS CONTRACT NEGOTIATIONS WITH MORRIS & CLEMENT, LLC AND VIRIDIAN PARTNERS LLC; PROFESSIONAL SERVICES CONTRACT FOR PUBLIC RELATIONS; AND REAL ESTATE NEGOTIATIONS FOR PROPERTIES LOCATED AT 99 AND 101 PEARL PLACE

Motion to move the resolution

	Move	2 nd	In favor	Opposed	Absent	Abstain
Comm. Gonzalez	X		X			
Council Member Morales					X	
Comm. Santana			X			
Comm. Uhlmann		X	X			
Comm. Velez			X			
Comm. Young			X			
Chairperson Rosa			X			

Motion to reopen the meeting to the public

	Move	2 nd	In favor
Comm. Gonzalez	X		X
Council Member Morales			
Comm. Santana			X
Comm. Uhlmann			X
Comm. Velez			X
Comm. Young		X	X
Chairperson Rosa			X

- **R.05:21:02** RESOLUTION OF THE PERTH AMBOY REDEVELOPMENT AGENCY TO RETAIN ANNUAL PROFESSIONAL PUBLIC RELATIONS SERVICES NOT TO EXCEED A TWELVE (12) MONTH CONTRACT

Motion to table the resolution

	Move	2 nd	In favor	Opposed	Absent	Abstain
Comm. Gonzalez	X		X			
Council Member Morales					X	
Comm. Santana			X			
Comm. Uhlmann			X			
Comm. Velez			X			
Comm. Young		X	X			
Chairperson Rosa			X			

- **R.05:21:03** RESOLUTION OF THE PERTH AMBOY REDEVELOPMENT AGENCY TO RETAIN PROFESSIONAL PROCUREMENT ASSISTANCE SERVICES FOR CONSTRUCTION BIDS FOR SECOND STREET PARK

Motion to move the resolution

	Move	2 nd	In favor	Opposed	Absent	Abstain
Comm. Gonzalez	X		X			
Council Member Morales					X	
Comm. Santana			X			
Comm. Uhlmann		X	X			
Comm. Velez			X			
Comm. Young			X			
Chairperson Rosa			X			

14. Motion to Adjourn

Motion from the Board Members to adjourn

	Move	2 nd	In Favor
Comm. Gonzalez		X	X
Council Member Morales			
Comm. Santana			X
Comm. Uhlmann			X
Comm. Velez			X
Comm. Young	X		X
Chairperson Rosa			X