

**FREEHOLD BOROUGH PLANNING BOARD**  
**MINUTES OF JULY 10, 2019**

**MONTHLY MEETING**

The monthly meeting of the Freehold Borough Planning Board was held on Wednesday, July 10th at 7:00 p.m. in the Council Room of the Municipal Building.

Chairman Reich stated that this meeting was provided in accordance with the Open Public Meeting Act, by providing a copy of the agenda to the official newspaper and posting same on the official bulletin board of the Municipal Building.

**ROLL CALL**

PRESENT	MR. WILLIAM BARRICELLI
PRESENT	MS. MICHELE GIBSON
PRESENT	MR. GARRY JACKSON
PRESENT	MR. PAUL CEPPI
PRESENT	MR. JOSE GERONIMO
PRESENT	MR. MICHAEL McCABE
PRESENT	MR. ADAM REICH
PRESENT	MR. MICHAEL WILDERMUTH
PRESENT	COUNCILMAN GEORGE SCHNURR

Mr. Reich – welcome Alternate Member No. 1 Michel Wildermuth; John P. Miller, Esq. swore Mr. Wildermuth, Planning Board Member – Alternate No. 1;

**Mr. Reich read Item No. 3 on the Agenda as follows:**

Approval of Minutes from Planning Board Meeting June 12, 2019.

Mr. Reich - any questions or comments;

Garry Jackson made a motion to approve the minutes, Michele Gibson seconded.

**ROLL CALL**

Yes	6	Barricelli, Gibson, Jackson, McCabe & Councilman Schnurr & Reich
No	0	
Abstain	2	Ceppi & Geronimo
Disqualified	1	Wildermuth
Absent	0	

Mr. Reich read Item No. 4 on the Agenda as follows:

Reexamination of the Master Plan to Incorporate the Downtown Freehold Vision Plan. Review of the report “Downtown Master Plan Element 2019” which is intended as an amendment to the land use element of the Master Plan specifically addressing the issues in the Downtown Freehold

Mr. Bellina – in February 2019 I would like to introduce Bob Melvin and Julie Connochie; We have had quite a trail to get to this point; the town has decided to pursue the Transit Village designation; with that we are pursuing a TAP program with the Urban Land Institute; we have created a community vision plan with some of the local residents endorsed by the Borough, Governing Body; we pursued an NJTPA grant; which to get tot his point it we had to come up, create and adopt this Vision Plan and continue;

They will review and answer questions; this was advertized as a public hearing and will provide to Mr. Miller a copy of the public notice before we leave her this evening; Julie will now begin the presentation;

Mr. Miller – swore in Robert Melvin, Professional Planner, PP & AICP;  
Julie Connochie, AICP

Mr. Melvin – The head of Group Melvin Design which under took this work, we have recently been acquired by Pennoni Engineering; this is still under my direction; Julie is director of Design and is Project Manager on this; she will provide a quick presentation and then follow with questions & answers;

Ms. Connochie – This Downtown Element is part of a project that has been going on a long time here in Freehold; In 1980 when the Master Plan was physically put together, no other major updates have been made to that Master Plan; there have been re-examinations, mostly focused on small zoning issues and permitted uses; There has been planning efforts going on intermittently between those re-examinations looking at bigger issues; What is Freeholds vision for the downtown or Center Core Area; what are the goals and strategies being put into place to realize that vision.

In 2008 the Center Core area was designated as an area in need of rehabilitation and a redevelopment plan was adopted for that area; part of what has spurred much of the downtown revitalization; the leadership was also looking into ways to better the bus station – there is a lot of traffic and opportunity to spur more development downtown; to kick off this process they engaged a technical panel, then went on to the BCRC (Borough Community Redevelopment Committee) put together a vision report with goals and values that were endorsed by the Borough; that gave the foundation for us to come in with the NJTPA and do our work;

The Downtown Element 2019 is the largely the result of what came out of the NJTPA process; the goal of the NJTPA was two fold – one to revitalize the areas around the bus station through transit oriented development; there are a series of planning principles, design principles that are meant to advance use of different modes of transportation and to encourage activity at the transit stops, encourage walkability and mixed use; second to pursue transit village designation – something issued by joint by NJT and DOT and that designation in the State of New Jersey it can give you bonus points for grant opportunities and other types of things; not just improvements to physical transit facilities but other types of initiatives around it; as I said the Downtown Element is one of four documents that we have created for this process; it is the first and most important, we did a lot of both technical analysis and public outreach to come up with this document; it does provide a vision of the downtown; now we are presenting it here because we feel it should be formally adopted as part of the Master Plan; there hasn't really been an updated of the Master Plan that lays out clearly what the Borough would like to see developed in the downtown; by adopting it would lay the foundation all of the next steps; zoning changes, new development or others; you really want your Master Plan and Vision and Goals to always relate to the actions you take following because that

gives you the legal foundation as a city and planning board to go ahead the development; the Downtown Master Plan Element included robust existing conditions analysis which included a public engagement process, includes an updated Vision and Goals for the downtown and the bulk of the document is what we are calling the Tool Kit; rather than actions, strategies and tasks like a lot of master plans this is a more flexible approach to putting forth recommendations; the Borough could or not move forward with and in any kind of order it chooses; a lot of master plans will be very ridged, step 1, step 2 etc, this gives more flexibility to prioritize;

A brief summary of what we found in the existing conditions; technical analysis with our team and the two partner firms we are working with – Fitzgerald & Halliday, Inc. did our transportation and parking analysis and Phillips Preiss Grygiel LLC did our market analysis; we had land use and zoning, market and transportation all working for the technical analysis; we came together and worked a few different ways to engage different stake holders in this process; we have a Technical Advisory Committee, about 15 people that helped steer this process; we would check in with them along the course and get their feed back; we then had stakeholder interviews, groups of six to nine people with four to five meetings to get their perspectives and then one public open house of about 70 people; we did public outreach in a lot of different ways to try to draw as many voices to make sure this is what the community wants;

Key findings – first a lot of public support of the Vision and Goals put together by the BCRC; meaning the planning that the Borough had done was on the right track; Center Core Redevelopment and Historic Preservation Commission, people thought that this placed an additional burden on development and property owners and something that needed to be addressed; next we identified two potential sites with large scale redevelopment, I'll discuss the vision of them later;

The market analysis found two things, demand for apartments with modern amenities has been steadily increasing in Freehold, especially for walkable to East Main Street; the retail market that is available on Main Street should be focusing more on locally surveying unique experience potential retail; the mall is really drawn out the chain retailers; those businesses that cater to locals are people coming into the region to have a good meal, good martini – the things that are going to thrive more on Main Street;

Parking – the perception that there is not enough parking is actually more of an issue than the actual parking inventory; one of the things to address the issue is better parking management and better configuration of facilities will help support more growth downtown;

Finally the quality of the bus station does not match the level of service; everyone we spoke with said it is not attractive, not comfortable, not convenient, no shade, no place to sit and wait; you have buses speeding through, cars and taxis coming through; it is very chaotic; not a very comfortable place to be, nor is it an attractive gateway;

People also said they would love to see a large open space in the downtown; the space in front of the Hall of Records is good and works for what it is but it is not nearly as big as some other central public green spaces;

Overview of the Vision and Goals;

The BCRC did a great job of putting together a good starting point; we took the vision, values and goals in that report and condensed them into a new Vision and 1 set of Goals; Both reflect the new ideas developed from stakeholders and residents through the NJTPA process but with one extra set of vision for the specific redevelopment areas identified; You not only have a great vision for a walkable mixed use downtown that is very vibrant but you also have these very specific vision about what would the character of those spaces would be – going a little further than the original vision;

Going through the Tool Kit – what we call our big moves, these are really big ideas, the bigger list of things that we think are more transformative for the downtown; The Toolkit is full of smaller ancillary recommendations that will support the bigger items; The big items are what we are working toward the smaller are what we can do along the way to get there;

1. First to transform the bus station into a high quality gateway;
2. Second is to activate the area around the bus station through a redevelopment area designation that has transit supported principles;
3. Third is the area we call Courthouse Square, the area by the strip mall across from the American Hotel for mixed use development that will front on East Main Street;
4. Fourth is to expand the Center Core Habilitation area;
5. Fifth is creating the downtown parking district;
6. Six is connecting the Henry Hudson Trail;

For the bus station it is clearly see the issues, unregulated space, no place for people to wait, no real flow for the bus traffic, no enough bike racks; proposed recommendations, we have long term and short term – long term, completely narrow the space around the current bus station building, high quality pavers, shelters; all of these things will be permanent, while still retaining the parking spaces; regularize the space providing a clear flow traffic, where they pull over and wait for people; the short term having a painted temporary intervention to provide flow diet through the space, you can do this with planters and paint to mark off for pedestrians; there are a variety of ways to provide temporary seating and bus shelter; these would go a long way to transform the space while the Borough works toward a long term construction budget working with NJT and DOT; Related but separate to the bus station we saw an opportunity to see how all these buildings could be reconfigured providing an opportunity for a lot more amenities right next to the bus station and walk to the downtown restaurants; we put together the following redevelopment vision – giant caveat, not necessarily dictating how the space will be built only a recommendation based on conversations with stake holders and the market analysis;

The vision is to provide a road diet through that drive isle that is very wide, provide a clear way for the bus travel, shorter crossings for pedestrians and parking; you can also support residential or office by reconfiguring these back spaces and buildings; doing this would help frame the “Borough Green” it is a unique opportunity to get open space back and the strategy we came up with it to repurpose the Fire Annex into a recreational civic space; making a great indoor option with the outdoor green space; those are the main highlights of the plan, in addition to relocating the fire annex and Borough Hall to make the whole site circulation work; this redevelopment plan would be predicated on the idea of shared parking which will be coming up in the next redevelopment plan;

There are a lot of parking that can be unlocked if the individual parking lots that have there own in and outs could be consolidated into shared parking; as part of this document, in the appendix we

have provided sample share uses agreements that would be worked out between property owners to negotiate the shared parking situation; Essentially how it works is your parking at different times, you have 9:00am to 5:00pm then the people come home and won't need the parking space;

The other area of redevelopment space is the Courthouse Square area, across from the American Hotel consisting of mostly parking lot; we envisioned here was instead of having that building turned 90 degrees off Main Street, pulling activity away is reorienting two modestly sized mixed use building back on the main street; you can line, shared street here with town houses and save for parking, keeping thing active; the main thing is to take this mid block crossing, in front of the American Hotel, making a long covered walkway; one thing we noticed is people don't use the parking on Lafayette because it is dark, you can't see Main Street and people feel unsafe back there; if people have a nice clear pathway, see Main Street, lit and covered people will find more attractive to go back there to use as more parking; this is a quick rendering visualization of what this might look like on Main Street; not only will it bring more store fronts to your main street frontage that can wrap around to that public plaza; what we have proposed in terms of design regulations is what is called step back, do you see the upper floors are set back away from where the rest of the building is; that is to reduce the visual height of the building from the street; this will help taller buildings not overwhelm your main street and feel out of character and also has a bonus of balconies that will have excitement and people out there;

The next is the Center Core Rehabilitation Area (CCRA) – the dotted line is the CCRA and we recommend to expand to include a lot more of the downtown and most importantly is to include the bus station area which is outside of the CCRA; if you want to encourage redevelopment in the bus station but is outside the area you are providing incentivizes and stronger design regulations to guide development in the way you want your not going to get what you want going into those spaces; the expanded boundary follows along where the historic boundary is currently and this is a natural extension; it is not the full boundary, it is cut off where it makes more sense; this will allow the Borough to offer rehabilitation incentivizes, five year tax abetment or extensions to property owners; not just developers moving in but a good tool to help current property owners to keep investing in their properties, side, upper floor rehabilitation; it is a tool that can help development as a whole; at the same time it gives the Borough a little more authority to be specific about the types of design regulations it wants to see in the area outside of doing it with the Historic Preservation ordinance;

The parking recommendations is to establish an entity to manage the area parking; there is plenty of inventory, the issue is where do I go, how much does it cost; having a central entity to manage of the parking facilities will really help make all of these other things fall into place; the other recommendation it to monetize parking, specifically the things more valuable should cost more than the things that no one wants; so Lafayette should be free, Market Yard should be most expensive; having an entity in place to regulate that is the first step to monetize; people who want to pay and want to be close will; those who don't will go to the fee lot and incentives people to go use the fee lot; to monetize parking you can use technology, by an app, by paid kiosks which are great and solar; modify standardize parking limits; signage directing people to the right parking; people should know where parking lots are, color code with a parking map of the Borough, for example all the purple lots are 2 hours, green are three hours; when they see the sign it is clear, where they can park and for how long and the cost;

Finally, the Henry Hudson trail connection currently is a massive off road mixed use trail; it currently ends just outside of downtown; the County has been moving forward to finding a

downtown connection; the potential rail right of way they want to use runs behind the old station building – in the short term you could potential use on street pathways to connect to the downtown; you would need an off road path segment just for this and the rest of the way, these streets are not as heavily trafficked, speeds are slower and more suitable to have a share row for a bike or something; bring the path to the bus station;

That was a quick overview of what is going on in the Downtown Master Plan Element 2019; Open for questions;

Mr. Reich – of all the areas in the downtown area you viewed the two areas that came out as priorities are the bus station and Courthouse Square, some of the items that allowed those two areas to float to the top verse other areas that might not be so important now;

Ms. Connochie – one of the big things was the amount of available land, open undeveloped space; there are buildings in each of those areas but there is a lot less hopes to jump through to redevelopment in those areas; the second is the proximity to Main Street; the last thing we wanted to do is recommend a redevelopment area to pull energy away from Main Street; things should add to the vibrancy of Main Street and bus station first and then potentially you would work outward; that is the reason for the larger rehab boundary, it will give you the foundation you need to investigate other sites waiting for redevelopment down the road;

Mr. Reich – the two areas you called out are your recommendations for priorities for redevelopment; but because we are expanding the boundary and someone else comes in with a project and wants to do on the other side of Court Street or Lafayette Street within that expanded redevelopment boundary they are still able to latch onto potential incentives or other portions of ...

Mr. Melvin – it is a rehabilitation boundary as apposed to redevelopment – there's a difference in the tools available; it is along the same lines as to what you're saying; once designated as rehabilitation the Borough can create redevelopment plans or sub areas in there and have them redeveloped using incentives to go with rehabilitation which is a smaller tax opportunity, five years rather than thirty years; the plans can be just as robust as a redevelopment plan and can address the same issues; going back to the first two that Julie touched on, there are two theories – do one or two big projects that have impact and are big enough for certain types of development to take place providing a critical mass of retable's, residential/commercial; you have the critical mass; the other thing that takes a little slower and more incremental, are smaller projects that you would do simultaneously because the little projects that add up to something very big in a short period of time;

Mr. Reich – the bus station with the NJT and TAP program makes sense because that is what it focuses on and goes hand in hand; the Courthouse Square a lot of open parking space under utilized, store front doesn't face Main Street;

Mr. Melvin – bringing the architectural wall that Julie showed really helps that section of the community and also un-leash the available parking there;

Mr. Geronimo – can you summarize the transit analysis based on the recommendations of how it would impact the current flow of vehicular traffic;

Ms. Connochie – it was done by another consultant but they did not take that next step and look at traffic impacts; these are vision that we put out there, there are a lot of steps that need to happen and getting to a physical redevelopment plan; a traffic study would be done when a developer was coming in to look at;

Mr. Melvin – intervention here at the bus station area are really important; you don't have to be there long to see its chaos; statistically you think someone is going to get hurt because of the open free for all; those type of interventions will help slow down traffic; overall foot print of the community these are rather small increments and should be able to absorb;

Mr. Reich – there as a third focus area in the report, Boro Plaza; it that still considered a primary area or latch onto the Freehold Center block as an expansion or should be a secondary tier to one of the other two locations;

Mr. Melvin – important intervention, brings more people living and perhaps shopping in the community and brings architectural to that part of the community; as well as public amenities; the fire annex was mentioned – the shed- if you go on-line and type Healdsburg the shed, where they did this in California, the flexibility to create an amenity and gathering place for Freehold as a whole;

Mr. Reich – you have the transit and governmental features here, civic in the center and commercial / mixed use across the street, Broad Street Plaza?

Ms. Connochie – I would say Broad Street Plaza is on the back burner, we think these two are the properties for right now especially around the bus station; keep in mind the goal increase amenities around the bus station, keep activity on your main street and bring residential units where they are most desirable for people that are looking for apartment living; the Boro Plaza area I would say could be a future project once you have this area done, you could start looking there; it would not be our recommendation to move forward looking at that area without a little more public out reach and community engagement;

Mr. Reich – it is within the expanded boundary;

Mr. Connochie – yes, but not a focus area at this time;

Mr. Barricelli – to beat a dead horse, on the map you showed, is the Boro Plaza and the Parker Apartments included;

Mr. Connochie – just the Boro Plaza

Councilman Schnurr – you keep mentioning you want to keep the focus on Main Street for the Courthouse Square site plan, you went from East Main to Lafayette and from Lafayette and included the parking lot behind; I am going to beat a dead horse; over hear you went from West Main to Broad and stopped; why in one area you went beyond and this area you stopped;

Ms. Connochie – in the Courthouse Square area we went all the way back because the parking requirements in the area between the County, Main Street businesses and new residential that would be putting in there would require the use of all that parking; the redevelopment area encompassed all the assets that needed to exist to work; around the bus station it all fit within that space;

As we looked at, you're already looking at a lot more parcels and individual property owners by the bus station than you are at Courthouse Square; to add more land for the sake of drawing out a bigger redevelopment plan that maybe is not supported by our market analysis – natural boundary;

Mr. Melvin – at this point to bite off the right amount for each project, it was the natural boundary for this study to go to the street edge than to keep going deeper, whereas on the Courthouse it was natural to include all the parking area;

Councilman Schnurr – do you think you could get a developer interested in this area here when you have the 6-12 Convenience store across the street, Boro Plaza across the street and the Parker apartments; If I had millions of dollars to spend I would not do that, no incentivizes to fix up, in my view, is a huge eye sore;

Mr. Reich – this report is your recommendation for the town to focus, if we have a developer that comes in and wants to take care of this entire two block area, they could;

Mr. Geronimo – but we are not incentivizing them;

Mr. Reich – it would be in the rehabilitation zone, different incentives;

Ms. Connochie – just to make sure we are talking about these as conceptual – these are not designated redevelopment areas, so to move forward with either of these the governing body has to authorize a preliminary investigation of all the parcels that you would want to include in the redevelopment area; they then need to meet a number of different criteria that show they are eligible for redevelopment;

Mr. Melvin – the governing body will identify lot and blocks and whether they are exactly the same as here or include a few more or a few less and they would send that request to this body to do an investigation under the state statute; there are eight criteria to qualify and you must have at least one of the criteria; it is not unusual to add or subtract some lots as you go through you investigation as to what is appropriate to make something successful;

Councilman Schnurr – looking at our 2008 document it does list the lot and block, owner, commercial or not; I didn't see that in here, you will provide later;

Mr. Melvin – this is identifying geography, you will then tag the geography to what you want investigated to a lot and block;

Mr. Reich – could you layout the process this document would go through, then what this document does or enables the Board and town to do going forward once we potentially adopt it;

Mr. Geronimo – I think this is highlighted on page 53, the Redevelopment Process;

Mr. Melvin – there may be amendments you want to take place, those would be made, then the Board would hear with those items address, comments from the public addressed, then adopt this, the Planning Board owns the Master Plan, the Governing Body owns the ordinance, out growth of Master Plan; this allows you to move forward with various zone changes, or redevelopment plans;

each one is supposed to point back to the Master Plan, it is consistent with the goals and objectives in the Master Plan – the foundation to move forward with various things whether it is pursuing the TOD or redevelopment or rehabilitation; from a legal stand point it is an important document for moving forward with planning efforts;

Mr. Reich – If it's adopted;

Mr. Melvin – the Governing Body would decide what the priorities are they want to move forward with, if any; if it is redevelopment they will decide what they want investigated, then investigation; if area qualifies then the Planning Board would hear that report and recommend to the Governing Body that report; then a public meeting at the Governing Body level and they would adopt that as an area of redevelopment;

If that happens, the Governing Body would adopt that a plan for that area be created, go through a process, present to the Planning Board and be consistent with the Master Plan;

Mr. Reich – when you say plan, this is still very high level, how to change;

Mr. Melvin – plans can be very specific, four and half housing units, not five not four, specific materials, or more loose; The redevelopment plan supersedes the underlying zone and a redevelopment entity is created at the Governing Body level and they are sending out the RFPs, one on one with developers; as long as you meet the intent of the plan; then the Governing Body enters into an agreement after a site plan approval is granted by this body based on the plan; it is different than traditional zoning;

Mr. Wildermuth – when I read this document, I was surprised by the Courthouse Square project was front burner rather than Broad Street Plaza; Redevelopment with that strict criteria that qualifies you with the State, I feel the Broad Street Plaza fits several of the criteria; I'm not sure that Courthouse Square is necessarily blighted; do you think we have potential road blocks to designate that area for redevelopment considering its current state;

Ms. Connochie – redevelopment criteria is not limited to buildings that are blighted or even systemic vacancies; they can be underutilized land, which is absolutely there; it can be functionally obsolete; so those retail floor plates not working for modern business use; do upper level configurations not afford for different uses; circulation not working can also be pointed to; is it totally bad, there are many factors and when you look at them they can be mitigated and fixed through redevelopment; it is not necessarily about kicking out business, you can work the property owners through the entire redevelopment process;

Mr. Barricelli – what would be the harm in adding the Broad Street Plaza and Parker apartments to your recommendations;

Mr. Melvin – no reason why we can't, it is not how the process took place;

Mr. Barricelli – would it be an easy change;

Mr. Melvin – a possibility – we can look at;

Mr. Geronimo – it is something we can look at and make a recommendation to add;

Mr. Melvin – there is a state statute that allows for inclusion; subsection E of the state statute;

Mr. Connochie – as you mentioned the current Master Plan does show the area was looked at, it is in your Master Plan Element to study that moving forward; it doesn't necessarily need to be changed in this plan to be consistent; it was looked at and studied but wasn't put in this plan;

Mr. Reich – the concern is to have the Broad Street Plaza as a redevelopment zone rather than a rehabilitation zone; it might give developers incentive to tie with Freehold Center or as something that works with this area; we don't do these reviews often and if we have an opportunity now and allows us sell this area – as Councilman Schnurr said it seems a disservice to build this up to be a fantastic transit, civic, mixed use area and have an area right behind which could be redevelopment zone;

Mr. Geronimo – we are talking about financial incentives to developers;

Mr. Reich – one of the tools; also the design standards;

Ms. Connochie – the rehabilitation area designation allows you to create a redevelopment plan; we have put together draft ordinances for each one, they operate much like zoning ordinances do, they are just more robust with the architectural urban design and form standards and program; the rehabilitation area redevelopment plan is very consistent with the design recommendations in both redevelopment plan areas; you can regulate all three consistently and specifically through those different plans but you don't offer the same level of incentives;

Mr. Melvin – the limit on tax issues on rehabilitation is five years and redevelopment status there is a sliding scale to thirty years;

Ms. Gibson – you presented beautifully, you put a lot of time and I'm grateful you spent so much time thinking about our town; I appreciate it; I'm a little confused, planning and master plans, how often does your company do a year; and in your career

Mr. Melvin – about three at different scales and about twenty in my career;

Ms. Gibson – how many have received a tool kit with a specific guided plan, where it is so broad but yet so specific in some areas;

Mr. Melvin – recently Cherry Hill, a few years ago Trenton;

Ms. Gibson – if we adopt today with or without that extended area recommendations, we would be held to these standards when we redevelop; I noticed you mention the entire reconfigure of this building structure and the use of back fire department; what exactly does that process look like for us; and where does this high need for apartment housing come from for all of the people traveling here to work; I'm not opposed but traditionally that is not what we have coming here; are we trying to drive a new population here; it's a lot of changes to the design and flow of traffic, covered walk ways;

Ms. Connochie – for both of the redevelopment plans you saw, physical site plans with buildings and parking those are visions; to help the Borough to put an image to a type of things stakeholders and residents said they would like to see in the area; very flexible; your not held to every word in the document, this is giving you broad frame work; the tool kit lets the Borough determine the exact steps in the specific approach you’re going to take to achieve the things you want;

Mr. Melvin – if we did a Master Plan in 2007 and in 2008 hit with recession, now all things change and it is a useless document; the tool kit gives more flexibility to changing times and things constantly moving; retail residential and demographics, they are extremely dynamic; even how we move goods and services; ten years from now we will be looking at things differently as each generation does; all communities need to understand the fungible stuff moving through demographically in order to stay healthy; you are an organism, you are not static thing, good communities are more organic and can move a little left or right based on what is happening and the more robust your documents are to give you flexibility to move is helpful; people shop differently, unless you’re an eatery your not on Main Street, the men’s shop is not longer, those things are all moving; the market seems to say apartments would work; they way people live, rent and buy these days is different; Woodbury has that one person in the 5,000 sq ft home with a \$20,000 dollar tax bill and they are vulnerable;

Mr. Jackson – pg 44, you briefly touched on apartments not being a tax burden on the town, is that based on experience;

Mr. Melvin – new construction sets the price; rental or condo is set by the market, so it won’t be a low price unit typically in markets like this; on average, how many children are generated by different housing in New Jersey; mixed used apartments, one and two bedrooms are none generating school children which is typically the biggest burden on the community; when you put that near a transit, like a bus station the numbers go down even more; the people landing in these places are empty nesters, young people without children; twenty-one percent of households have children, the other seventy-nine percent don’t; in New Jersey people seem to be concerned with the four bedroom house with three baths which generates two or more children then the burden on the tax structure;

Mr. Barricelli – your report said the Borough’s population per household is larger than the County average;

Ms. Connochie – that tends to be driven by communities that have a large minority population; Hispanic households tend to be larger, the ones having more children and multi generational; that is probably where that number is driving from;

Mr. Barricelli – you said the opposite;

Mr. Melvin – I am referring to new construction;

Ms. Connochie – the number of units proposing, the market analysis came out to 100 to 140 units – looks like a lot but is modest and phased in over time; target would be people already living here looking to downsize or millennial’s with a good main street with nice restaurants;

Mr. Barricelli – given that the owner to renter ratio is 50 to 50 – is that a desirable stat from your perspective;

Mr. Melvin – we have been in communities where it has been higher; ten years ago I would say that is a concern but the millennial are renting, can't afford the down payment and are not in the same ownership economy we were in; the statistics are that people can't build apartments fast enough to accommodate the housing market; condos can't sell, because the down payment and lending;

Ms. Gibson – I do this every day, travel around nationally studying it – one of the reasons condos have not been as desirable since the bubble bust, because they are restricted by their neighbor and HOH fees; it is not so much because of debt, you can probably buy a house now for less down than you ever could have, lower interest rates;

I appreciate this is the future plan, and you don't do very often; so when would you expect the next Master Plan revision;

Mr. Melvin – by law they are to be looked at every six years;

Ms. Gibson – so there is nothing we need to look for decades ahead or ten years down the line because we will look at in the next six years;

Mr. Geronimo – your concern is that.....

Ms. Gibson – I have few concerns, one millennials just past baby boomers as the number one demographic in the country and now people can't retire due to economic issues across the county you're seeing them squeeze into a different type of housing and work environment; eventually the largest population is not look for single family housing is extremely short sided, I would be uncomfortable to say this is our master plan broad base and in ten years as our goal and focus and miss an opportunity with the next real estate cycle comes around, not to be one of the most opportune places for single family;

Mr. Melvin – Freehold will be attractive in both places; it will be different than the 60s, 70s, 80s, the millennials are going to eventually want to be in single family homes but very few are going to want one acre lots; smaller lots, smaller lawns, less maintenance and want to walk to coffee shop with kids or no kids; the amenities that a place like Freehold has because of history of building a town will be attractive;

Ms. Connochie – the recommendation for housing in redevelopment areas is focused on the apartments, focused on mixed use but is not what we are recommending for the broader center core area; we see the value and diversity of the housing stock as well as affordability being strong suite and should be attractive; diversifying your housing option even more could potentially release up some housing currently being rented;

Mr. Melvin – we also see people aging out; people in their 70s want to stay in the community but not wanting to take care of the big home; if the housing opportunity exists they take advantage of;

Ms. Gibson – in Monmouth County people are paying \$650,000 for a retirement home, 3200 sq ft, making lateral moves to have that large space; to hear in a decade or two that might not be is surprising;

Mr. Melvin – it is not happening uniformly; most people are selling the big house to have that \$10,000 per month to go to assisted care facilities; we see a lot of people downsizing;

Mr. Barricelli – I know recommendations, this is a pretty powerful document, looking at new precision that suggest being created, parking authority, director of parking authority, economic official, consultant to work with Hispanic community, these jobs sound like they would be high paying jobs this town has to offer; do you think a town of these means could afford those three permanent positions; would that be covered by a grant or part of the public employee system;

Mr. Geronimo – we have a budget for the town forecasted and approved in advance;

Mr. Bellina – correct Jose; the market will dictate the development that will take place anywhere, if the market so right here and will add value to the community; by adding value you are enhances revenues too; at that point that will support the expenditures recommended throughout the year; that is the only way that would happen; the value has to be added and the market conditions have to dictate that as they always do;

Mr. Miller – one more comment, Julie mentioned, this document is a policy document; this will be a stand alone element of the land use element of the Borough's master plan; So when discussing rehabilitation or redevelopment that is the call of the Governing Body; as Joe mentioned the market will dictate that; as far what is part of the redevelopment plan the Governing Body determines; when this document is adopted, tonight or sometime in the future, it is sent to the Governing Body and they take the reigns after that; they decide rehabilitation and redevelopment; any redevelopment plan or area that is assigned and is a heavy negation before any redevelopment takes place; all comments were terrific but want you to keep in mind this is a policy document;

Mr. Geronimo – is it correct to call this a guidance document;

Mr. Miller – yes;

Mr. Ceppi – a roadmap in my opinion that gives developers the idea that Freehold is open for business, looking to attract investment; whether including Broad Street Plaza today or later; this takes time and I don't think anyone is knocking down the door;

Mr. Reich – it could be that we adopt this and have another plan review before we see any movement; then we reevaluate the market and direct the town is going;

Mr. Miller – I know the Board is looking to add the Broad Street Plaza but keep in mind you haven't heard from the public yet; ;

Councilman Schnurr – I would like to read back from the minutes of February 27, 2019, Ron Cucchiario, our Planning Board attorney spoke to us about what we could talk about at that time as it was not a publicly noticed meeting; he mentioned a couple of things;

1. there will be a role for this Board to play; this will be substantive and we will be getting into issues in much greater detail
2. we will also getting into more interactive than just listening; things you want, things you love, things you want eliminated, that is the time we can get into that
3. The body is about to jump into the deep end of the pool in terms of planning and redevelopment

I think this is the beginning of a process that we need to go through;

Mr. Reich – anything else from the Board;

Before we open to the public – please look at page 15, please remove West State Street, second paragraph; it should read Main Street;

We will open for public comments – please state your name and address and be sworn in;

Jean Holtz – 107 Broad Street; Sworn in

I am here unofficially and in an office capacity; I am here because Jeff Friedman was unable to attend tonight; he has some very minor correction, I only have 1 copy;

Ms. Holtz – we are delighted with this document and look forward to working with the Planning Board and serving as a resource moving forward; as your attorney and Group Melvin both stated this is a guideline and I would like you to consider it as such;

As an author, also along with Paul Ceppi, Adam Reich and others of the Borough I am proud Group Melvin used our document to create this, it speaks closely to what we in Freehold what we see in the future;

As a resident of 107 Broad Street, Bill if we can find \$200,000 a year for participatory budgeting we can find money for the professionals to lead economic development in the town; to Michele, as someone who is approaching 60 and downsizing I would love to stay in town and there is not a product for me; I would love to see an apartment or townhouse downtown that I can move into;

Thank you

Mr. Miller – with respect to the comments from Jeff Freidman – we will mark as Exhibit P-1 dated today, July 10, 2019 – Jeff Friedman, 2019 Master Plan Element; we will provide a copy to the professionals to incorporate; I will read the list;

1. page 46 – Historic study completed years ago by the County;
2. page 62 – paid parking under review but in this report is mentioned starts on nights and weekends and expanded to day;
3. page 64 – not included or missing is Hudson Street lot
4. page 65 – parking enforcement needs to be day and night
5. page 68 – McGackin parking lot for improvements and in existing condition report page 65 - number of mislabeled lots and missing Hudson Street lot
6. page 74 – apartments above retail next to American Hotel but not in hotel

7. page 75 – noted section should be in red
8. page 79 – noted section not quite right, western portion is consistent with description, the eastern portion is not; it is professional office / residential
9. under Appendix B – under residential apartments are next to the American Hotel;

Marianne Earle – 89 Broad Street – sworn in;

2 issues – it seems there is concern regarding Broad Street Plaza – I think if it was cleaned up until it can be on the agenda, it would be less time consuming – where and when we are going to put it on; structurally it is not bad, physically it is a mess; it needs attention;

There is a lot going on with time, approvals, what is your vision as to the length of time this could begin to start; years;

Mr. Reich – a lot depends on outside influences; if we enact this document this summer and starts the process; as Paul said no one is knocking on our door but once in place that could happen; we were saying it could potentially take years but the hope is once this is on the market that the Borough has something in place for developers to work with the town;

Ms. Earle – I’m raising the question because I have sat in on meetings that go back 2 years now;

Mr. Reich – definitely – we are trying to put the open for business sign on the town and hope it attracts the attention we are looking for; we can’t do that until something is in place; could it take longer and have no movement, yes; but the process of the Council designating the areas to review and we can start the process to allow the town to say we have review and tell developers we are ready;

Ms. Earle – can you approve this – everyone is in agreement and you want to approve tonight – is that possible;

Mr. Reich – it would be folly because this document provides us the guidance on what to review; we could but it would be chaotic and probably wouldn’t produce the desired affect without having something in place for the Board to review;

Ms. Earle – you’re saying even though we went through this review tonight, which is what I went through a few years ago, a final document has to be drawn up and reviewed again;

Mr. Reich – not necessarily – this document here, an amendment to the Master Plan, we are reviewing the document, to make sure it fits within our Master Plan, our vision of the town going forward; once this is approved we then use this as a basis for those reviews going forward; this becomes the resources document for any reviews;

Ms. Earle – then further along the way you have to get permits, approvals and all this stuff;

Mr. Reich – this is not a fast process, must be thoroughly vetted from the town, developers side, economic developer position in place;

Ms. Earle – what prevents you or the Council to say this is to big a project and we are not going to be bothered with it and have it sit; who will motivate the Council or you people to get this going; it has already been in the process for two years;

Mr. Reich – there has been a lot in the process for two years; we did the Vision report and showed the Council there was a directive the Borough residents wanted to move forward which worked into this document; giving Group Melvin something to work with as a base; they were able to take that information and drill down and make it more in depth – it is much bigger than it was when we put it together two years ago; this will allow us to review specific areas in town more detailed to determine if a rehab or redevelopment; what drives it and keeps it going is the community; the Council, the Planning Board, outside influences; the hope is once enacted, developers will come in a push us to move forward; we want to make sure we have all in order so when a developer comes in we are not holding up the process;

Ms. Earle – we have already had public meetings and as far as I'm concerned the town is for it but it has been sitting somewhere;

Mr. Geronimo – Ms. Earle, I understand your point in taking a long time; this stuff can take a long time; we are trying to create the overall story line of how we want Freehold Borough to look in the future; the individual projects that play out after that will be the normal timelines with contractors and getting permits etc; but separte from the vision of the town and unfortunately the vision takes a while to create because we have to do analysis, higher sub contractors and reports and review;

Mr. Earle – when looking at this project and already in review by a committee for two years; what is your vision for a time line;

Mr. Reich – this is not a specific project, the specific project comes later; this is just the guidelines in place to allow such a project to exist; without the guidelines to allow the town and Board to make decisions if a project abides by our Master Plan we can't even talk to a developer; that we get this adopted so developer knows we are ready and looking for them and willing to work with them;

Mr. Geronimo – I think Ms. Earle's concern is that there is unknown timeline for implementation; do you have a specific concern that you would like to see happen quickly;

Ms. Earle – I discussed this earlier with someone and concerned that how do we move forward; you have to get stared and moving;

Mr. Reich – this is getting started; this is a public meeting;

Ms. Gibson – I understand and know it is about marketing and when we establish we will move forward; I did think that we would vote tonight; once we establish this we have to go look for developers interested in investing; once we find them, it will then be the job of economic official to drive them and the Council and town / community to drive them and keep moving forward;

Annette Jordan – Councilwoman – sworn in;

I too have seen this presentation many times, excited about it and want to say it is not taking place on the back burner; it is a transparent process, the Council is moving forward, this is just step one of

many we need to take to move forward; I just want to make that clear, this is a public many we should try to get more word out;

Mr. Geronimo – we have this process flow in the steps for rehabilitation redevelopment plan, is there anything we can share or post so people know where we are in the process;  
So there is more transparency about what is being done and the process;

Mr. Miller – Joe mentioned there was public notice and in that notice it states the documents are on file with the town and they are able to come and look at;

Mr. Ceppi – can we upload to the website; the Out Reach meeting had 68 people, Board of Ed has one person attend – no one cares until they care; they don't want to sit through a three hour meeting but once we are moving they get annoyed;

Mr. Reich – maybe we can have some of the document put on the website, so people can see the process and then decide if they want to attend a meeting to get more involved and more information;

Mr. Reich – anyone else from the public – seeing none;

Mr. Jackson – made a motion to close public comments; Mr. Barricelli seconded;  
All in favor – aye (all) – opposed – (none);

Mr. Reich – can we approve this document pending the minor corrects or do you recommend another meeting;

Mr. Miller – I recommend it be carried to another meeting; we have members of the public here and if we carry it to a date certain; adopting a master plan policy document, that said document really should be finalized rather than amending on the fly; the Board has provided revisions and the public comments integrated into another draft; when we come back both the Board and public can review that revised document;

Mr. Reich – the secondary meeting would be public comments and questions;

Mr. Miller – yes, part of but similar to what took place this evening; Group Melvin won't do another presentation but will discuss the revisions of the plan;

Councilman Schnurr – what changes are we talking about;

Mr. Reich – clerical items and my questions to the Board is do we want to include Broad Street Plaza; we have discussed, also the difference of rehabilitation and redevelopment and we can poll the Board we can amend the plan to include;

Mr. Melvin – a third site or extension of the second site where your preference would be;

Mr. Reich – much discussion tonight was about incorporating the Borough Plaza as an area of improvement and ties in the with transit, civic and commercial;

Mr. Melvin – including as an investigation and redevelopment site makes sense and an easy call – the other sites we put a vision together, are you expecting a vision at this time;

Mr. Reich – no, whether it’s a third or an add on it falls in line with the vision of this zone;

Mr. Reich – taking a poll please respond yay or nay adding the Broad Street Plaza including in the Freehold Center or adding as a third zone;

Mr. Melvin – my recommendation is to have as a third site, having its own redevelopment plan;

Ms. Connochie – highly consistent with what is put forth with the transit gate way area;

Councilman Schnurr – lot 30-31-32-34 – Parker Apartments, Broad Street Plaza and 6-12 – I am looking at a tax map;

Mr. Reich – Paul Ceppi had to leave, he said he is in agreement with those properties you just mentioned –time 8:59pm

Councilman Schnurr – there is a person that has bought up twelve of the condos in the last year; not sure of his plans but he bought twelve;

Mr. Reich – so we are including Parker Apartments, Broad Street Plaza and 6-12 as an area of redevelopment as a third zone;

Michael Wildermuth – yes

William Barricelli – yes

Garry Jackson – yes

Jose Geronimo – yes

Michael McCabe – yes

Michele – Gibson – yes

Councilman Schnurr – yes

Adam Reich – yes

Mr. Miller – we should mark the tax map as an Exhibit – B-1 copy of tax map with hand drawn highlights;

Mr. Reich – we are tabling the application to August 14, 2019;

Mr. Miller – yes, at the Board’s regular meeting of August 14, 2019; this has been a meeting on the Re-Examination of the Master Plan to incorporate the Downtown Freehold Vision Plan – draft report reviewed tonight was the Downtown Master Plan Element 2019; this is intended as a land use element of the Master Plan; there were members of the public in attendance and provided testimony tonight; there was public notice published in accordance with the Municipal Land Use Law (MLUL) for this meeting; the Board is carrying the hearing for the Re-Examination of its Master Plan to its regular meeting of Wednesday, August 14, 2019 at 7:00pm in this room; there will be no further public notice, which complies with the MLUL, no further notice to the public for members of the public this is your notice that the meeting is carried to August 14, 2019;

Mr. Reich – it would behoove the Board and members of the public to speak about and have members of the public attend;

Thank you to Group Melvin we appreciate your time and effort;

Mr. Melvin – thank you for the opportunity;

Michael Wildermuth – resident for eight years; my wife and I are young professionals, love the Borough and downtown; wanted to be in a small tight nit community; always a civic engaged person; teach in East Brunswick; feel everyone should step up and serve in their community and am happy to be serving in this capacity;

Mr. Reich – thank you and welcome; also next meeting is a Use Variance;

Ms. Gibson made a motion to adjourn, seconded by Councilman Schnurr. All in favor, Aye (all), opposed (none). Meeting adjourned at 9:06 PM.

Respectfully submitted,

Dominica R. Napolitano