

SPECIAL MEETING

CITY COUNCIL

AUGUST 7, 2007

6:00 P.M.

HOTEL CAMPUS PRESENTATION

A Special Meeting was held on Tuesday, August 7, 2007 for the Hotel Campus Project.

Present: Michael DeStefano, Council President; Mary Jane Celli, Council Vice President; David G. Brown, Councilman; Anthony Giordano, Councilman; Brian Unger, Councilman

Others present: Mayor Adam Schneider; Howard Woolley, Business Administrator; James G. Aaron, City Attorney; Ronald Mehlhorn, Finance Director; Irene A. Joline, City Clerk

Roll Call was taken.

Pledge of Allegiance recited.

Certification was read by the Clerk.

Hotel Campus Project Presentation:

David Orr, Principal in Ocean Place Development made a presentation on the Ocean Place Development Project. Mr. Orr gave a brief back round of the developers that are involved in the project. He then went over specifics of the plan and what the plans entail.

The power point presentation/plans can be viewed at the Long Branch website - www.longbranch.org.

A motion was made by Councilperson Celli seconded by Councilperson Brown to open the public participation portion of the meeting.

Dr. Saad - 2 McKinley Street, Long Branch

Asked how long it will take and who will pay for it?

Mr. Orr - The project will take approximately 5 - 7 years.

Joseph Acerra - Calvert Avenue

Asked Mr. Orr if he was going to be hiring a construction management company in NJ to handle this project?

Mr. Orr stated yes.

Discussion continued with Mr. Orr and Mr. Acerra regarding the physical work on the project and who would be doing it.

Mike Winnick – Woodgate Avenue

Spoke regarding an article in the paper about the Long Branch skyline changing. Thinks this project is fabulous.

Kevin Brown – 162 Broadway

Stated it was a very efficient presentation. Spoke regarding fire apparatus needed to service this area, the taxes once the area is enhanced and asked if there would be a tax decrease. I expect the value of my property to jump up again as I'm very close to this project. Asked to give the City a break on taxes.

Lori Ann Vendetti – 33,38 Ocean Terrace

Asked how long this has been in the planning stages?

Mr. Orr replied approximately 18 months.

Ms. Vendetti asked if it was in front of the Planning Board yet and asked if the new towers were taller than the existing towers?

Mr. Orr stated that they are the same level.

Ms. Vendetti spoke regarding the percentages of affordable housing. Asked the Council if there were going to be any tax abatements for this project.

Councilman Giordano stated that there are no incentives. We talked potentially about doing some tax increment financing for the Pier but that's something yet to be determined.

Ms. Vendetti asked if the pier was a definite part of the project.

Councilman Giordano stated that it was part of the developer's agreement that the Ocean Place will contribute 20 million dollars phased in over a couple of years.

Ms. Vendetti went on to speak regarding the promenade and the bike path. Went on to speak regarding retail and amusement for the children at the beach. There should be some kind of recreation for children.

Councilman Giordano stated that there will be recreation uses on the pier.

Ms. Vendetti went on to speak regarding acquisitions and eminent domain was used.

Denise Hoagland - 68 Ocean Terrace

Spoke regarding the use of eminent domain on Abbottsford Avenue. Spoke regarding this being a year round project. Beachfront North and Pier Village residents are not year round. Concerned about retail that will not be affordable to the community. My concern is for the 275 residential units. Went on to speak regarding the Sewerage Authority and upgrades.

Kenneth Lehman - 425 Hoyt Street

Stated that this was a beautiful presentation. Asked about studies on infrastructure on the streets coming into Long Branch.

Mr. Orr stated that they have addressed the traffic and parking issues in the study and plans.

Mr. Lehman went on to speak regarding gridlock on Ocean Avenue if we don't widen the streets. Asked if this would tie into the Theatre District.

Council - Yes.

Mr. Lehman went on to speak regarding traffic on Atlantic Avenue and access to the oceanfront.

Mayor Schneider stated patrols are at a number of intersections on weekends in the summer to move traffic quicker. There are no current plans to widen Broadway. Each project brings its own parking requirement. This project has the largest parking requirement. The Broadway plan has a very large parking plan to it. Every project has structured parking in the new projects. Went on to speak regarding shuttle services and the ferry service.

Ed Borgia - West End

Asked if wind turbines be offshore or land based?

Mayor Schneider - Land based on the building.

Mr. Borgia asked about the financing of the Pier and where is the other half to construct it coming from?

Mayor Schneider stated that there are negotiations with other developers for contributions from the pier. There have been negotiations with both the state and the federal government and right now there is some money for planning coming from the federal government. That bill has passed the House of Congress. It is before the Senate. Went on to speak regarding a revenue enhanced district / tax incremental financing.

Vince Lapore - Long Branch

Spoke regarding public records. Read a resolution, R93-06. Spoke regarding land acquisitions, friendly condemnations and eminent domain. Went on to speak regarding the purchase price of the property and fair value of vacant land. Asked everyone to question valuations.

Annette Borga - Cedar Avenue

Asked how much it was going to be to park your car?

Mr. Orr stated that a rate hasn't been established yet.

A motion was made by Councilperson Brown, seconded by Councilperson Celli to close the public portion of the meeting.

Mr. Aaron - With respect to the retail, there has been comment that this is a significant amount of retail space that's going to potentially come into the City. We want to assure everybody that retail has got to be compatible with all of the zones and as this developer comes in with its retail partner, that retail partner will be working with the other developers that are in other sectors to make sure that the development is all complimentary to the extent that it humanly can be and that uses in retailers are put in the right places to satisfy the right type of clientele that they are going to have in each of the areas.

With respect to the sale of property, the City was contractually bound by an agreement that was entered into in 1985. It received full value for every dollar that it paid for the property plus additional dollars. Thank you.

Vote on R212-07:

Motion by Councilperson Giordano to Authorize the Execution of a Redevelopment Agreement with Hotel Campus and Ocean Place Redevelopment LLC was seconded by Councilman Brown and adopted upon the following roll call vote:

Mr. Brown – I would just like to say thank you to Mr. Orr, the entire partnership and the hotel. Long Branch is becoming a designation and with this project it will become the super designation of the coast and that's a **yes** vote.

Mr. Giordano – First I would just like to thank everybody from the City who worked on this project for the last 18 months, particularly these past three or four weeks or so. There has been an awful lot of work done and I thank everybody for jumping in and helping out. Thanks to the professionals from Ocean Place too that we've worked with for the last couple months on this project. I think that obviously going forward, this is going to be a huge plus for the City, it's a great project in terms of bringing in job growth to the City, making the pier a reality by the virtue of the 20 million dollar contribution from the project. In addition the job growth, the direct job growth that we talked about, 1500 jobs but the indirect job growth of the tradesman that will be working on the project for at least 5 – 7 years, the growth of Broadway which I think this project certainly compliments what's already happening in Broadway Arts and in the future of Broadway Gateway. I think it's just tremendous. All the concerns that we heard tonight regarding infrastructure, parking, traffic, those are things that we worry about and are concerned with as well but we think we have a good handle on that and I think this project going forward is really going to be a signature project, not only for Long Branch but for Monmouth County and the State of New Jersey and I think people will be talking about the Ocean Place Conference Center project for many decades to come and I think its going to be that significant to the City and with that, I vote **yes**, thank you.

Mr. Unger – I just have a question for the Mayor and Mr. Woolley, are we putting this contract up on the web this week for the public?

Councilman Giordano – It could be available tomorrow, right?

Mr. Unger – So the folks will be able to see the 93 page contract on the City's website which is visitlongbranch.com. I want to address what Joe Acerra brought up about union labor, it's a concern for me as well. I see the dock builders were written into the contract and I'm sorry I wasn't involved earlier in the negotiations but I did speak with members of the Administration and City Council and we are going to try to address the issue and see if the eventual contractor you hire is labor friendly. I think it would mean a lot to this community as you know there are a lot of union members in the community and some of them actually said to me tonight that they drove to Hoboken and Newark and New York to work while Pier Village was being built right in their back yard so anything in good faith you could do with the carpenters, electricians and plumbers would be appreciated. Obviously knowing that you've got to negotiation price with them. We are also in early discussions and I was very pleased that Jim Aaron offered to help out with the school board not just here in

Long Branch but with Asbury, we are trying to get more kids that aren't heading for college into apprenticeship programs in the unions and one of the things that the unions wants to give back is teaching them classes and getting them into the union in return for having a crack at some work in the City and by no means do they mean 100% or any set figure, they are just looking for some work. Thirdly, I'm also pleased that it is a very high quality project, I've spoke to Pratap at some length today and with the City Planning Director and I think we are in agreement that this is a very high quality project and I want to see it stay that way and I spoke with Anthony about the architecture and maybe just taking another look at the towers just seeing what we can do going forward in full support but just making sure we have a real signature program here in Long Branch and when I spoke earlier about the skyline, it was actually, this is changing the skyline and that's not a question and I don't have a large issue with that. I'm really more concerned with Beachfront South and what we do with the rest of our beachfront and I spoke to Pratap about it earlier and its just my feeling at this point that Beachfront South should be more community focused, community designed development with not the same density that you have, the same height but perhaps something more of a village style infill residential so that's something Pratap feels may come about depending what happens with the current developer of the site but I feel that that should go back to the community base visioning that you had in the beginning, 15 years ago and that if we do lose the developer in Beachfront South that we maybe go back to the Community and see what people really want to have now that we have Pier Village and Hotel Campus, maybe we can take a second look and how dense Beachfront South, maybe get the community involved and with that, I vote **yes**.

Dr. Celli - First of all I'd like to compliment the developers on a beautiful project that they bought to our City. To all the City help who worked very hard on this, I'm most appreciative of the time that you spent. It's going to be a class act for Long Branch. However, tonight I heard some concerns, I paid attention to them, particularly the young lady who said about the golf course because if you only knew how many times people ask me about a miniature golf course down on the beachfront so I heard you loud and clear. I'm also very aware of the parking. I've heard before about the infrastructure and traffic on Joline Avenue and I also am aware of the sewerage problem so we have some things that we have to look at but I believe that we are aware of them, I believe that the developers are aware of them and I'm very proud to say **yes** vote but I also want to say thank you to the people tonight who came out to see what was going to happen on the beachfront. Thank you.

Mr. DeStefano - I'll try to just stick to the Hotel Campus issue. I to would just like to reiterate what Mr. Giordano says and that is thank you to everybody that's made an effort in this, all of the employees, the developer, a lot of effort has

gone into this from a vision roughly in 1996 of putting a plan together and building according to the plan and making it a cohesive plan so that everything worked together and if you had told me at that time that it would have inspired a half a billion dollars worth of investment somewhere down the road, I would have found it hard to believe but yet again tonight we are about to undertake yet another proposal which even though we are going to go through the resolution process tonight, its really just the beginning yet again but of a solid project in the City of Long Branch and it puts a very positive name and a positive aspect to the City and I do want to thank people, Mr. Orr and the people who he represents for having the faith in the City of Long Branch and to the people in Long Branch for allowing us to create that wonderful environment that has inspired people such as these to come in and do that. I thank all of you and I vote **yes**.

Meeting adjourned at 8:00 p.m.