



**Patricia Ballard-Fox - Deputy City Administrator**  
515 Watchung Ave • Plainfield, NJ 07060 • Ph: 908-753-3394 • Fx: 908-226-2587  
E-Mail: pbfox.plainfield.edev@verizon.net

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**- Inter Office Memorandum -**

Date: November 10, 2005  
To: Norton Bonaparte, City Administrator  
From: Pat Ballard Fox, Deputy City Administrator  
Re: Status of Designated Redevelopment Proposals

As you are aware the Office of Economic Development has been pursuing credible redevelopment proposals for the various sites that are designated redevelopment areas. We have been working with six redevelopers that are very interested in five separate sites.

Since the June primary and the subsequent political activity leading up to election day, most of these developers have chosen to wait until there was a clear definition of who would be Mayor in January, 2006 before they officially submitted a proposal for consideration by elected officials. I anticipate that these developers will contact this office or that of the City Administrator shortly after the New Year to submit their proposal. The interested redevelopers and the sites they have focused on are as follows:

**North Avenue Historic Block Redevelopment Area:**

- Developer – David Mandelbaum & Associates \*
- Contact – Edward Albowitz, Esq. Wilentz, Goldman & Spitzer 732-855-6194
- \* This developer is interested in a mixed use project for the entire redevelopment area, including the historic rehabilitation portion, and is also interested in the Downtown Station South Area should it receive final designation as an “Area in Need of Redevelopment” and a redevelopment plan is prepared.
  
- Developer - Baker Residential
- Contact: Shannon Snow, 732-438-1677
- This developer is only interested in developing those lots that are eligible for new construction

**Macy’s/Block 318 Redevelopment Area:**

- Developer - Cathartes, Inc
- Contact – Rich Roncalli, 201-852-0715
- This developer is proposing a mixed use project for the area once the plan is adopted

**Marino’s Redevelopment Area:**

- Fidelity Land Development, Inc.
  - Contact – Sal Davino 973.966.2800
  - This developer is proposing a supermarket anchored project and is negotiating with private property owners to acquire sites
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**Arlington Heights Redevelopment Area:**

- Developer – Ken Goski & Associates
- Contact – Ken Goski, Sr, 908.510.2820
- This developer is proposing a townhouse development

**500/600 Block South Ave (197 City-Owned Property Plan)**

- Developer – Maxim Development Group
- Contact – Sal Carfaro, 908.561.5550
- This developer is proposing to build commercial office space on the 500 block of South Ave and single family homes on the 600 E. 6<sup>th</sup> St lots.

Please feel free to contact me with any questions. I would appreciate you forwarding this to the City Council for their information.

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**- Inter Office Memorandum -**

Date: March 18, 2005  
To: Norton Bonaparte, City Administrator  
From: Pat Ballard Fox, Deputy City Administrator

Re: Clearview Cinema Interest in Strand Theatre

I have been in discussions with Clearview Cinema about their interest in converting the Strand Theatre into a 3-4 screen multiplex and entering into a long-term lease with the property owner. Clearview Cinema has more than 50 first-run movie theatres in the New York and New Jersey area. I have attached their letter of interest to this memo. Please forward this correspondence to the City Council.

A first-run movie theatre located in our central business district will act as a critical anchor and catalyst to attract other businesses – restaurants, retailers – as well as patrons both from both within Plainfield and surrounding communities. This type of business would appeal to adults, kids, seniors, families keeping much of the entertainment dollars spent in the city. Recruitment of a movie theatre was the number one desire of the residents participating in the 1997/98 Strategic Plan.

Downtowns that have had successful revitalization programs have movie theatres acting as a major draw. Several years ago the Rialto in Westfield was threatened with closure. The merchants and residents protested and the theatre remained open. Along with the impact of their special improvement district that was established about the same time, the continued presence of the theatre has contributed to their booming economy.

The Clearview Cinema representative was very eager to hear about the redevelopment vision for the downtown including the nearly completed projects – Park Madison, Teppers and Streetscape and the current priorities – the North Ave Historic District Redevelopment Area and the Macy's block. I also mentioned the Downtown Station South as a possible growth location should it be designated as an area in need of redevelopment. These proposed developments mean theatre patrons to them.

You will note from the attached memo that Clearview is seeking a 50% capital partner in the renovation. They project that it will cost \$2,000,000 to renovate the theatre to their standards. The owner is not interested in contributing as he has already spent more than \$200,000 on interior improvements which suit his current needs of an occasional live performance or Indian language film. Also, the owner would have to agree with the monthly lease fee offered by Clearview. At this time there is a gap which we may have to creatively assist in closing. I have ideas to discuss in this regard.

I propose that we use our UEZ escrow fund to cover this cost. We currently have more than \$2,600,000 in our account. We accrue an average of \$100,000 monthly and could recoup that amount in less than a year. I am confident that the UEZ Commissioners will approve this request as other communities have asked to use their sales tax revenues to restore older theatres in their business district. I suggest that this would be one of the most prudent expenditures of UEZ funds in our 25 year history. I expect major direct benefits to the downtown and its businesses and the appeal of Plainfield.

I would appreciate direction from our elected officials before proceeding further.

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## INTERNAL MEMORANDUM

**TO:** Norton Bonaparte, City Administrator  
**FROM:** Pat Ballard Fox, Deputy City Administrator  
**DATE:** July 27, 2005  
**SUBJECT:** UEZ Funds for Additional Police

At the request of Councilman Davis I have researched what the UEZ rules are for using escrow funds for additional police personnel. The UEZ allows funds to be used for this purpose; Plainfield has done this in the past (last year FY 1998). Their rules require a 20% minimum match. The officers must be deployed in UEZ territory and in conformance with the crime control plan and justification presented in the UEZ application submitted by the City.

Should UEZ funds be approved by the UEZ Commissioners for this use the city must front the expense. The UEZ will reimburse us on a quarterly basis. This is standard procedure.

The following highlights the rules and process as outlined by UEZ staff.

- The municipality must cover a minimum of 20% of the cost per person. This can include the expense of providing benefits.
- The UEZ prefers that junior officers are covered since their salaries are lower and more individuals can be included as opposed to senior or high ranking officials
- UEZ proposals can be submitted with a portion of the costs for training officers or more senior partners proposed for coverage, however, UEZ staff recommends that this expense be a small percentage of the overall budget plan
- UEZ officers must have a patch identifying them as such
- UEZ officers must be assigned to UEZ territory
- UEZ Commissioners, based upon approvals for other communities, prefer foot and bike patrol as a means of greater visibility and personal connection for businesses in the zone
- UEZ will not cover overtime unless it is a special (or catastrophic) event
- Reimbursement reports must be submitted with named personnel paid for by the UEZ, work schedule, time and payroll sheets, deployment documentation. Evidence must be submitted that the 20% match has been paid by the City
- The City can submit a multiple year application. The typical submittal is for three years. Salary raises can be built into the request
- The initial funding proposal must include crime statistics and other supporting documentation that we have a problem. This may include press releases. A crime prevention plan must also be part of the submission
- The proposal must also discuss our plan for covering the police costs ourselves once the funding expires

I have attached the most recent UEZ project fund balance – escrow fees that are currently uncommitted and can be used, with UEZ permission, for economic development-related projects. As of the period ending June 30, 2005, the City of Plainfield has \$2,963,808 available for project expenses.

The City of Plainfield currently generates an average of \$100,000 of sales tax fees per month totaling more than \$1,000,000 per year. All of the 3% sales tax collected is banked for the city's use. The full 3% is held for the city's use for a period of 5 years. The next two five year periods withhold 2% and 1% respectively for our UEZ escrow fund; the state keeps the balance. The changing percentage retained will reduce escrow fees by one third and two thirds for each respective five year period.

We are currently working with the UEZA to definitively determine how much longer the 3% tax will be held for the city and when the 2% collection begins; there is a discrepancy in dates. Our office will report the outcome to the Council.

According to the statute at the end of the 1% escrow fees being steered to the city, the UEZ designation will cease to exist. We are getting clarification whether any remaining UEZ funds can still be spent by the city or will they be retained by the state. There has been talk in Trenton of permanent UEZ designation but, that has not happened as of this writing.

Thank you for forwarding this memo to the City Council members.