



A MESSAGE FROM MAYOR JOHN LABROSSE

"City Redevelopment Plan is Taking Shape!"

If you have spent any time on Main Street lately, you've seen and heard the unmistakable signs of progress. Construction crews are working every day on redevelopment projects at several sites, and cranes can even be seen at one of the largest developments on Main Street. As we explore in this newsletter, several of these long awaited developments will soon be leasing to new tenants, which will bring an influx of millennials, commuters and empty nesters to our city that has long been our goal.

Getting to this exciting point in our city's history has taken years of planning and hard work. My fellow City Council members and I took action shortly after we were sworn-in in 2013 to encourage new development, furthering work done by business and community groups led by the Main Street Business Alliance. **That hard work is now getting very close to paying off for all of us.**

For the last five years, the city has undergone an aggressive Tax Stabilization Plan designed to reduce the burden on residential property taxpayers. The City has been diligent in controlling expenditures and aggressively pursuing all options to bring more revenue into the city. **The result is a lower percentage increase in the municipal tax levy each year, putting the city on the path to true tax relief in the next few years.** Taxpayers will see an immediate benefit from these current financial management improvements, and as more new developments are completed in coming years our financial situation will only get stronger.

It's an exciting time to be in Hackensack, and I can't wait to see our city continue to rise.

MAYOR JOHN LABROSSE

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A NEWSLETTER FROM THE CITY OF HACKENSACK

WINTER 2019



Redevelopment Push Continues to Revitalize Downtown Hackensack

2019 promises to be a banner year for the City of Hackensack's continuing downtown revitalization, with several recently completed residential developments including 210 Main Street and 240 Main Street expected to start leasing soon. Just these two projects alone will bring 226 new residential units directly to Main Street, fulfilling a promise made by **Mayor John Labrosse** and his administration to bring new life to the city's downtown and attract millions of dollars in new annual tax revenue.



"Hackensack has established itself as a city worthy of significant investment and we remain committed to furthering responsible development. In doing so, not only will we achieve property tax relief, but we will also ensure that aging infrastructure is addressed and that the downtown economic engine is calibrated in a way that will benefit the entire community."

DEPUTY MAYOR KATHLEEN CANESTRINO

Several other developments are expected to open their doors in the next six months. 18 East Camden Street (250 units) will welcome its first tenants soon as will 149 Main Street (77 units) and 389 Main Street (80 units). Over the next few years several more mixed use and residential projects will come to fruition. This will include additional Main Street properties as well as projects at the former Bergen Record site on River Street (250 units) and the Midtown Bridge Approach property (380 units) that have recently been approved by the Planning Board.

Many of these developments will feature high end amenities, however they will be more affordable than many similar units in nearby communities.

STORY CONTINUES INSIDE

240 Main Street is one of the properties expected to start leasing soon

Taxes

View or Pay property taxes from the Tax Collector's page on our website: hackensack.org/tax

Outside vendor fees apply, however if you use ACH e-check (a one-time withdrawal from your checking account) the fee is only \$1.05 per transaction.

Check it out!

Upcoming Recreation Dates

- **Now – 3/15:** Hackensack Jr. Track Spring registration (*space is limited*)
- **3/4 – 4/12:** Hackensack Youth Volleyball registration
- **3/15:** Senior citizens bus trip to the Culinary Institute of America (*tickets on sale now*)
- **4/16:** Annual Easter Egg Hunt (*Rain date: 4/17*)
- **4/22 – 6/21:** Camp registration
- **5/27:** Annual Memorial Day program
- **6/1:** Hackensack's 1st Food Truck Festival
- **7/1:** First day of camp
- **7/4:** Independence Day fireworks

The primarily studio and one bedroom developments are designed to attract millennial commuters and empty nesters, which will minimize any impact on local schools.

"This is not your parents' Main Street, and we needed to think differently to bring it back to life in today's economy," echoed **Mayor John Labrosse**. "The retail stores that once dominated our downtown are rarely financially feasible, but service-oriented businesses, restaurants and specialty 'Amazon-proof' experiences will attract shoppers and residents alike and generate new tax revenue and jobs."

By Fall 2019, Main Street traffic will once again flow two ways with an attractive streetscape running its length accentuated by decorative street lights, benches, plantings and bicycle racks. The city listened closely to suggestions offered at its First Annual Redevelopment Summit in September and will also seek to incorporate additional open spaces, rubber-tire trolleys, public Wi-Fi and bike sharing among other amenities.

Road Repaving Program **Fixing City Streets**



First and Sussex Street

The City's annual Road Repaving program is fixing numerous city streets, ensuring residents get a smooth ride without damage to cars. In 2018 the city repaved North Prospect Avenue, Mary Street, Allen Street, Fairmount Avenue, Elm Avenue, Union Street, Anderson Street, Sussex Street, Lehigh Street, Frederick Street, Beech Street and Russell Place. **More street pavings are in the works for this year as well.**



"Hackensack residents deserve the best services we can give them, and I'm glad to see that we are working to repave dozens of streets so we can all drive safely."
DEPUTY MAYOR DAVE SIMS

What's a PILOT?

Payment In Lieu Of Taxes agreements, or PILOTs for short, were created by the New Jersey State Legislature as a tool to promote development in areas where it would not otherwise occur. Developers and municipalities agree for a project to pay a designated percentage of its revenues for up to 30 years, rather than pay traditional taxes. These agreements are structured so that the municipality must receive more of a financial benefit that it would from conventional property taxes, and the certainty offered to investors makes it far easier for developers to access the financing they need to build.

Hackensack's decision to enter into PILOT programs was based on extensive research and studying the benefits of the program in other nearby cities, like Hoboken and Jersey City which have reported positive results. Jersey City, for example, has not had a municipal tax increase in five years and many experts attribute the stability of its property tax rates to its use of PILOTs to incentivize new development.

PILOTs are a part of the City of Hackensack's extensive plans to revitalize the long-neglected downtown area with residential, commercial and retail properties. These properties would never be developed were it not for the mutual benefits of PILOTs. **A prime example is the Oritani Field Club, which was paying approximately \$56,000 in taxes annually before redevelopment. Once completed, that site's Year 1 PILOT projection as a 254-unit project is over \$700,000.**

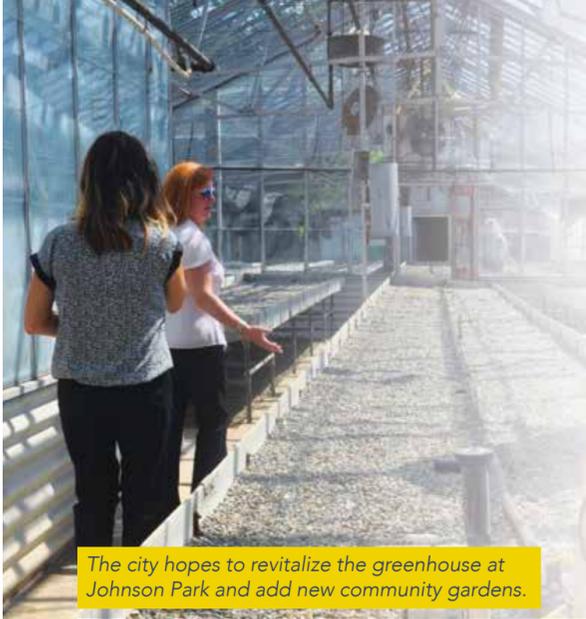


"Tax incentives are an important tool that our team has used effectively and responsibly to attract new investment to our city. For decades our downtown sat dormant with little to no activity. We knew that this had to change, and we've worked hard to build a brighter future for our city."
COUNCILMAN LEO BATTAGLIA



PILOTs allow municipalities to attract beneficial new development projects, like the Lot C property (pictured here)

Community Gardens



The city hopes to revitalize the greenhouse at Johnson Park and add new community gardens.

Recently, the City's Environmental Commission has seen an uptick in enrollment from residents interested in beautifying the community. Among the proposals presented by the group is **revitalizing the greenhouse at Johnson Park**. In January, the City Council introduced a resolution authorizing the implementation of **new Community Gardens** to run alongside the greenhouse. The goal is to create a gathering place that can bring the community together for a shared purpose.

Young students in local schools, as well as area seniors, will be encouraged to participate and Fairleigh Dickinson University has also expressed interest in becoming more engaged with the City of Hackensack, and having its students play a part as well.



"Gardening is a great opportunity for people of all different ages and backgrounds to participate and enjoy a shared activity and I look forward to these plans coming to fruition."
COUNCILWOMAN STEPHANIE VON RUDENBURG

Gallery Shows Continue at Hackensack Performing Arts Center



Local artist Ruth Neustadter, who serves as curator for HACPAC's Art Gallery continues to bring new exhibits to the gallery - from realistic to abstract - and recently hosted a show where artists who graduated from Hackensack High School could display their work.



"We've had wonderful openings and people are delighted," Neustadter said. "This can really put us on the map as a destination. As everyone knows, art attracts people and this is so good to have with all the development going on."

Upcoming art gallery exhibits include Hackensack students' work in March and a *Salute to Women in Arts* in April.



HACPAC Continues to PAC the House!

The Hackensack Performing Arts Center second "PAC the House" runs through spring with two more exciting performances



Flor de Toloache
 Saturday, March 9



Marc Cohn
 Saturday, April 6

VISIT **HACPAC.ORG**
 FOR TICKETS, INFO,
 AND MORE EVENTS