



## **Borough of Glen Ridge**

### **MEMORANDUM**

TO: Mayor & Council  
Michael J. Rohal, Administrator

FROM: Michael P. Zichelli, Deputy Administrator

DATE: March 25, 2019

RE: **Report for 2018  
Planning & Development**

In effort to provide technical expertise and advise, along with useful data to our citizens, elected officials and members of the various boards and commissions, please find our 2018 annual report.

Included are summaries and statistics regarding:

- Building Department
- Historic Preservation Commission
- Planning Board
- Board of Adjustment
- Shade Tree Commission
- Public Outreach

## BUILDING DEPARTMENT

The Building Department is responsible for ensuring that all construction documents are in compliance with New Jersey State Building Code and all applicable local codes. Additionally, the Department issues permits and has the duty to monitor all projects while under construction, perform final inspections and issue Certificates of Occupancy.

Our revenue for 2018 is slightly down from the prior year. Based upon the new Department of Community Affairs rules, several items including roofs, siding, and burglar alarms no longer require building permits. Additionally, the Board of Education has taken on several large scale projects. The Board of Education is not charged a fee for building permits.

<b>Number of Inspections</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Building	631	625	727	698	672
Plumbing	619	609	631	611	629
Electrical	612	653	562	647	720
Fire	157	118	100	109	121
Zoning Compliance	194	182	192	154	165
<b>TOTAL</b>	<b>2,213</b>	<b>2,187</b>	<b>2,212</b>	<b>2,219</b>	<b>2,307</b>
	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
<b>Construction Value</b>	<b>\$7,715,449</b>	<b>\$8,539,528</b>	<b>\$10,243,441</b>	<b>\$13,693,897</b>	<b>\$16,368.08</b>
<b>Permit Fees Collected</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>
Building	\$116,778.00	\$128,204.00	\$151,658.00	\$141,973.00	\$137,962.00
Plumbing	\$51,434.00	\$47,269.00	\$56,440.00	\$57,442.00	\$58,166.00
Electrical	\$47,833.00	\$45,465.00	\$51,105.00	\$65,060.00	\$50,610.00
Fire	\$16,300.00	\$11,820.00	\$11,435.00	\$10,070.00	\$13,410.00
Elevator	\$0.00	\$942.00	\$545.00	\$366.00	\$3,805.00
Zoning Compliance	\$13,275.00	\$12,000.00	\$14,085.00	\$11,130.00	\$16,500.00
<b>TOTAL</b>	<b>\$245,620.00</b>	<b>\$245,700.00</b>	<b>\$285,268.00</b>	<b>\$286,041.00</b>	<b>\$280,453.00</b>

## BOARDS AND COMMISSIONS

### Historic Preservation Commission

The Historic Preservation Commission is charged with conserving, protecting, enhancing and perpetuating the landmarks, properties and improvements within the Glen Ridge Historic District. All exterior changes which can be seen from any street to the house and properties in the Historic District are subject to review by the Historic Preservation Commission before a Building Permit for such change can be issued.

Year	No. of Applications	Average / Month
2012	55	4.5
2013	59	4.9
2014	64	5.3
2015	85	7
2016	101	8.5
2017	90	7.5
2018	64	5.8

In 2018, the Historic Preservation Commission continued to engage the services of a Preservation Consultant to review applications, interface with the public and to consult with the Commissioners. The number of applications the Glen Ridge Historic Preservation Commission heard decreased from 2017. The Commission heard 64 cases; 53 were approved, one denial of as-built conditions which was modified and at a subsequent meeting approved, and 10 were withdrawn. The Commission's Historic Preservation Consultant conducted an in-house training session in October and November reviewing the recent update to *The Standards for Rehabilitation*.

### Planning Board

The Planning Board receives and hears applications for major and minor subdivisions, site plan approvals, conditional use applications, and bulk variances in conjunction with subdivision, site plan or conditional use applications, and appeals of Historic Preservation Commission decisions.

The Planning Board held seven meetings in 2018. The final Baldwin Street Redevelopment Plan was adopted. Additionally, site plan approval for this 110 unit multifamily project was also granted. Site plan approval for the 45,000 square foot medical office building at Mountainside Hospital was also granted.

One appeal from the Glen Ridge Historic Preservation Commission was heard. The Historic Preservation Commission's decision was overturned subject to conditions.

## **Board of Adjustment**

In accordance with the State Municipal Land Use Law, the Borough of Glen Ridge has established a Board of Adjustment. Buildings and structures of various types are limited to specific districts and are regulated with respect to type, nature and extent of their use. The Zoning Board of Adjustment is empowered to grant exceptions to the zoning ordinances in cases where the literal and rigid interpretation and enforcement of the zoning laws would impose a hardship.

In 2018, the Board of Adjustment held four meetings and heard four cases. All applications were for residential bulk variances. The applications were all approved subject to conditions.

## **Shade Tree Commission**

The Shade Tree Commission is charged with developing a flexible strategic plan, practical goals and defined steps to ensure that Borough shade trees are planted, maintained and monitored over time. This commitment to healthy trees represents a long-term investment in the beauty, biodiversity and historic character of Glen Ridge.

During 2018, the Commission furthered its mandate to plant 1,000 trees in a 5-year period. 160 trees were planted, 97 in the spring and 63 in the fall.

68 trees had to be removed, 38 by a contractor and 30 by the GRDPW.

The highlight of the 2018 year for the commission was the inauguration of a regular 4-year cycle of maintenance pruning throughout Glen Ridge. Prior to this, the pruning had been done on an ad hoc, largely reactive, basis. The success of this initiative was confirmed during the succession of devastating March nor'easters: as not one tree and only one branch of any significance was lost in the entire pruned area. Outside this designated area, an additional 393 trees were pruned. Presumably, as the cycle of maintenance pruning works its way through the town, that number should decrease.

The Commission held eleven meetings. In 2018, the Commission members attended annual training classes and filed necessary reports. The 2018 Annual Accomplishments Report was written and submitted. The report was reviewed and approved by the Urban & Community Forestry Division of the NJ Forest Service.

An annual report was prepared separately by the Shade Tree Commission.

## **PUBLIC OUTREACH**

The use of social media and interacting with our constituents electronically continues to grow. In 2018, the Online Payment Center on the Borough website was expanded to allow residents to complete even more financial transactions via the web. Our Community Pass program, an online registration and purchasing portal, continues to be highly successful. Registration for tennis is now available. Registration for the pool and day camp via Community Pass are at their highest rates to date.

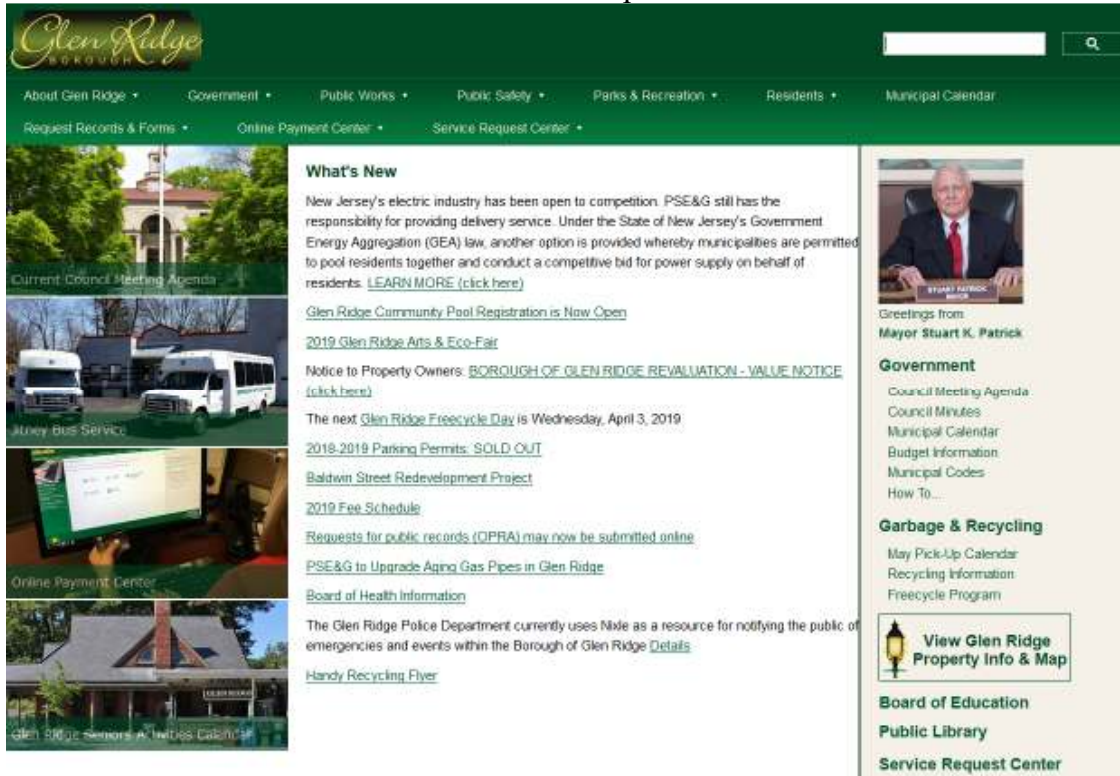
Through the Open Public Records portal, users may now also request Police Department reports. Use of this portal has expanded from 20 requests in 2017 to 88 requests in 2018.

Glen Ridge TV has updated their technology and now live streams on YouTube and Facebook while also broadcasting on Channel 36 on Comcast and Channel 38 on Verizon FIOS.



**Website ([www.glenridgenj.org](http://www.glenridgenj.org))**

We continue to monitor website usage and adjust to address the needs of visitors. Website usage continues to decrease as the use of social media platforms increases.



Year	Average Visits Per Month	Average Visits Per Day
2015	20,902	688
2016	23,659	771
2017	18,660	622
2018	16,269	496

**Visits Duration**

Number of visits: 174,302 - Average: 165s	Number of visits	Percent
0s-30s	145,575	83.50%
30s-2mn	10,104	5.70%
2mn-5mn	5,127	2.90%
5mn-15mn	4,606	2.60%
15mn-30mn	2,835	1.60%
30mn-1h	3,875	2.20%
1h+	2,180	1.20%

### Most popular entry pages

/	Main page of the site
/request/index.php	Search our Help Desk
/pool.htm	Community Pool
/onlinepaymentcenter/	Online Payment center
/jitney.htm	Jitney
/rfp.htm	Request for Proposals
/fieldschedules.htm	Field Schedules
/hpc.htm	Historic Preservation Commission
/permits.htm	Easy Access Forms
/freecycle.htm	Freecycle
/public.htm	Public Safety

### Most Downloaded Documents

/pdfs/Fees_Dues%20and%20Registration_2018.pdf	Community Pool Registration
/pdfs/vitalstatsapplication.pdf	Application for Birth Certificate
/docs/parkperm.doc	Ordinance to Amend On Street Parking & Fees
/pdfs/Pool_Rules&Regs_2018.pdf	Pool Rules
/pdfs/SummerDayCamp2018calendar.pdf	Summer Day Camp calendar
/pdfs/fieldgazebopermit.pdf	Field Permit
/docs/psegpr08.09.17.doc	PSEG Gas Notice
/docs/AnnualAssessmentPostCards.doc	Assessment Information
/docs/seniorsintaxis.docx	Senior Taxi Program
/agenda/Ordinance1585.pdf	Proposed Noise Ordinance

### Service Request Center (SRC)

The Service Request Center provides us with another way to resolve issues and improve customer service. It also allows us to track the internal performance of our staff.

Department	2017 Tickets	2018 Tickets
General	7	4
Administration	1	9
Building	6	4
Tax & Water	13	1
Vital Statistics	1	1
Forestry	15	18
Garbage & Recycling	76	79
Public Works	38	52

## Email Broadcast ([announcement@glenridgenj.org](mailto:announcement@glenridgenj.org))

The screenshot shows the MailChimp 'Campaigns' page. On the left, there are navigation options: Recent, Ongoing, Draft, Completed, Create Folder, and Unfiled. The main area displays a list of campaigns for 'This Week (16)'. Each campaign entry includes a title, a 'Sent' status, and two columns for 'Opens' and 'Clicks' with their respective percentages.

Campaign Title	Sent	Opens	Clicks
Healthy Herbs Luncheon: Tuesday, April 2	Regular - General Mail List	26.2%	0.3%
GRPD Drama Club presents: ONCE UPON A MATTRESS!	Regular - General Mail List	20.0%	0.0%
Council Meeting Agenda: March 25, 2019	Regular - General Mail List	22.3%	3.2%
Kiwanis Initiation, Membership Social,		27.6%	0.0%

The General Mailing List currently has 1,642 subscribers, up from 1,582 in 2017. We continue to utilize Mail Chimp software to manage our email broadcasts.

The average open rate of broadcast e-mails is 33.8%

The average click rate (on urls contained in broadcast e-mails) is 1.2%

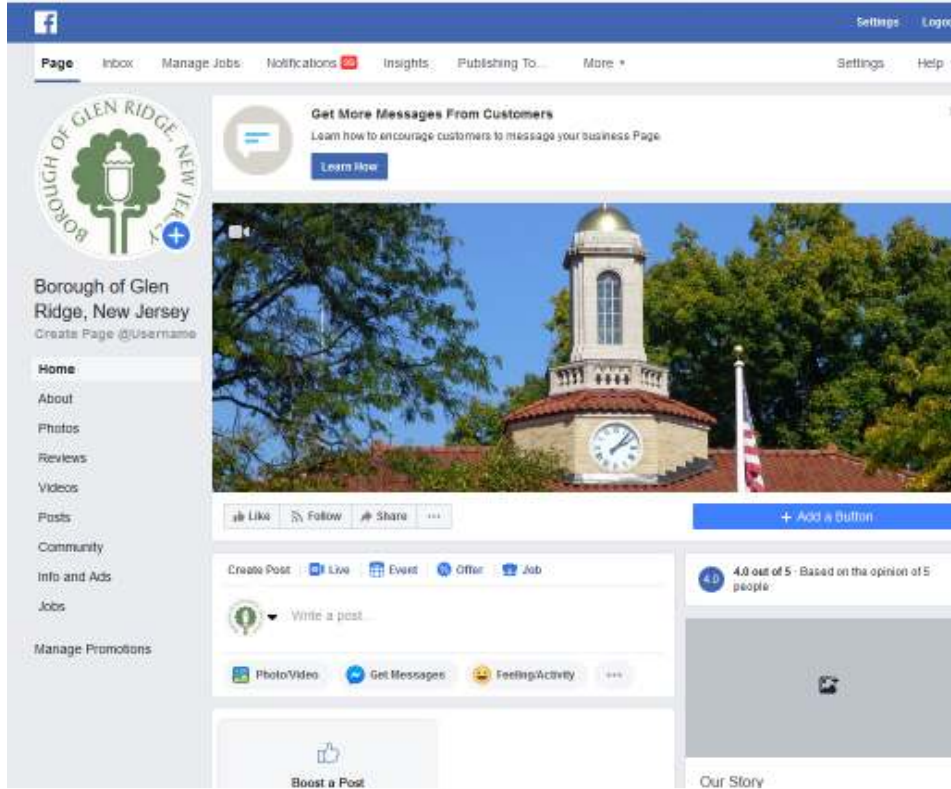
Announcements with the highest open rate of the 280 total broadcasted emails during 2018 were:

Robbery Suspect Update	70.50%
Alert- Robbery Suspect at Large	67.04%
Mail Theft Alert	60.80%
GRPD Seeking the Public's Assistance regarding a Motor Vehicle Crash	57.65%
Glenridge Community Pool	57.64%
Dogs Running at Large: Glen Ridge Ordinance 6.04.040	54.82%
Attention Glen Ridge Train Station Commuters	54.26%
A Message to the Families of Graduates from the Chief of Police	53.88%
Power Outage Advisory	51.42%
Revaluation Notice	50.70%
HPC Approval Required for Changes to Roofing & Siding	50.40%
Glen Ridge Community Pool: Open To All Residents Tonight	50.28%
BOE Selects New High School Principal	50.06%



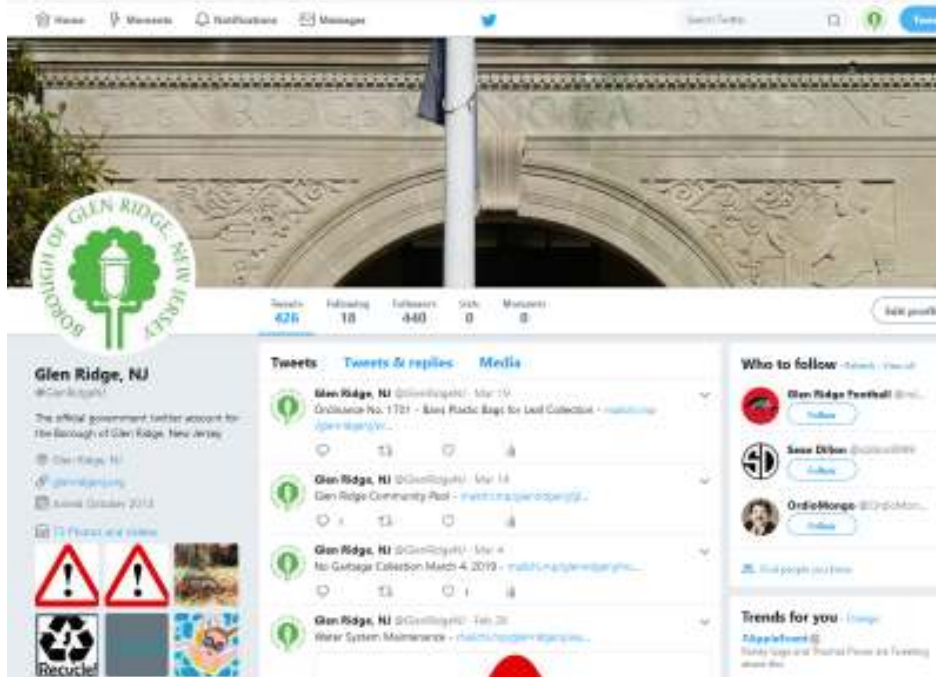
## Facebook (Borough of Glen Ridge, New Jersey)

In 2018, Glen Ridge TV started live streaming Council meetings on the Borough Facebook page. We ended 2018 with 1,142 followers on our Facebook page up from 891 last year.



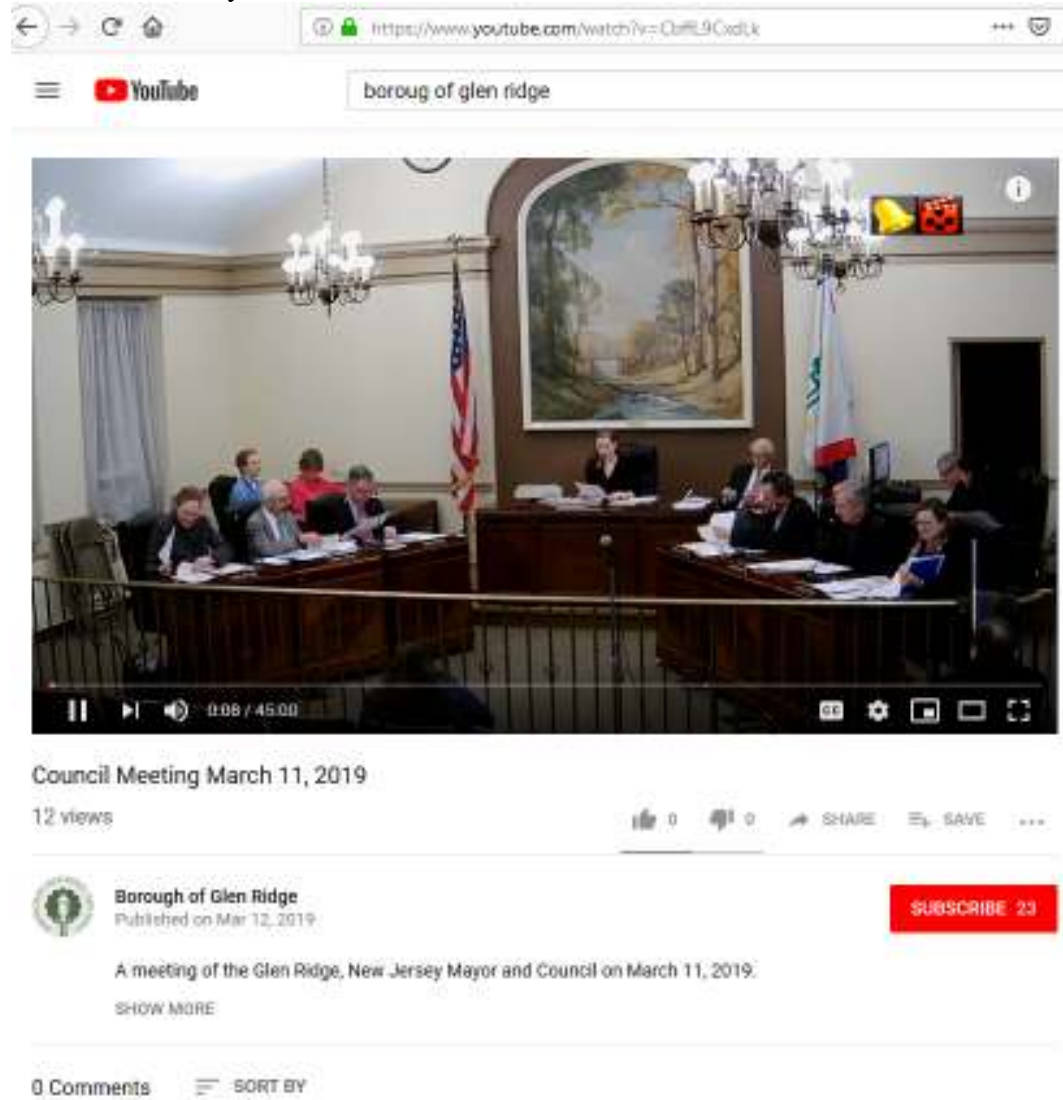
## Twitter (@GlenRidgeNJ)

Our twitter feed has 440 followers up from 366 followers last year.



## YouTube (Borough of Glen Ridge)

Glen Ridge TV now live streams on YouTube 24 hours a day. We continue uploading Council meeting videos to YouTube and link to them on both Facebook and Twitter. Our YouTube channel; currently has 23 subscribers.



The screenshot shows a web browser window displaying a YouTube video. The address bar shows the URL: <https://www.youtube.com/watch?v=CbRfL9CodLk>. The YouTube logo and search bar are visible at the top. The video player shows a council meeting in progress, with several people seated around a large wooden table in a formal room. The video title is "Council Meeting March 11, 2019". Below the title, it shows "12 views" and interaction buttons for "Like" (0), "Dislike" (0), "Share", "Save", and a menu icon. The channel name "Borough of Glen Ridge" is displayed, along with the publication date "Published on Mar 12, 2019" and a red "SUBSCRIBE 23" button. A description below the video reads: "A meeting of the Glen Ridge, New Jersey Mayor and Council on March 11, 2019." and a "SHOW MORE" link. At the bottom, it shows "0 Comments" and a "SORT BY" dropdown menu.