Rachel McGreevy
Mayor

mayor@neptunecitynj.com

NEPTUNE CITY: KEY FACTS & FUTURE FOCUS

From Our Recent Town Hall Q&A

Thank you to everyone who participated in our Town Hall on Sat. Nov. 1. Your thoughtful questions drive progress! Here are the key updates and commitments for Neptune City's future. We plan to hold the next town hall after the New Year.

1. Fiscal Stability & Tax Relief

Topic	The Facts	The Benefit
Property Taxes	New condo ratables are scheduled to be added to the tax rolls.	**Tax Relief:** Revenue from new development is projected to offset costs, with measurable benefits expected in **2026–2027**.
Riverview Ave. Property Tax Revenue	County open space purchases along the river shift approximately **$56K**(Municipal/School) in taxes off the rolls. Here is a breakdown: $21,322 in municipal taxes, $28,067 in school taxes, and $6,788 in county taxes.	**Offset Plan:** Revenue will be replaced by **70 new housing units slated** for 2026 and **$175,000 in annual savings** from the shared services agreement with Bradley Beach.

2. Community Development & Timelines

- **Condo Completion:** Both buildings on 5th Ave. are expected to be completed in **2026** (First building by mid-year, second by Q3).
- **Building Height Limits:** Residential (R-1) is **30 ft**; Commercial (C) is **35 ft**.
- **Local Businesses (Shipwreck'd):** Proposed changes would align operating hours with nearby competitors (ending at **10 PM Mon-Sat**, **9 PM Sun**) to support local business competitiveness and potential revenue for the Borough (2% of sales).
- **Land Use Status:** The Flexcraft application delay was due to administrative/tariff concerns, not Borough opposition. Uniserv / 3rd Avenue resolution documents are available on the Borough website.

3. Traffic Safety & Infrastructure

- **Bennett Avenue:** Traffic calming measures are ongoing, and the Police Department will continue using **speed radar signs** and active patrols.
- **Neptune Avenue (County Road):** The Borough is actively requesting a meeting with the County Engineering Department to explore and implement necessary safety improvements. Neptune Avenue's narrow design limits safe placement of signs, but active patrols monitor speeding throughout the borough.

4. Parks, Environment & Beautification

- **Riverview Park:** The County is finalizing open space purchases, and maintenance responsibility will fully shift to the **County Parks System**.
    - **Benefit:** Enhanced public access and environmental preservation without adding Borough maintenance expenses.
- **New Initiatives:**
    - **Green Team:** Leading a **Native Planting Project** in front of Borough Hall for beautification and sustainability.
    - **Environmental Commission:** Mayor McGreevy introduced the formation of a volunteer commission to secure grants and ensure long-term stewardship of the **Shark River ecosystem**.

5. Immigrant Neighbor Support

- **Immigration Status:** The Police Department **does not track or monitor** residents' immigration status.
- **Enforcement:** Local police **do not assist** in civil immigration enforcement and will not act based solely on immigration status. Municipal, County and State Police Departments also CANNOT interfere with Federal Enforcement. In New Jersey, we follow the Immigration Trust Directive which is a statewide policy for law enforcement.

A summary overview of the Immigration Trust Directive from the New Jersey Office of the Attorney General:

- New Jersey law enforcement officers will not assist federal agents conducting civil immigration enforcement activities unless certain circumstances exist.
- New Jersey law enforcement can assist federal agencies with the enforcement of criminal investigations, or under certain circumstances such as when the safety of fellow officers or the public is in jeopardy.
- New Jersey law enforcement will comply with and enforce arrest warrants only when the warrant is signed by a judge and not by ICE Officers, such as Form I-200.

The Borough has posted immigrant rights on our website and has also shared information with the school. We are doing everything we can to make sure all families in Neptune City know they are welcome and supported by their local government and trust law enforcement to keep us safe.

- **School Safety:** While we believe it is **highly unlikely** that ICE would enter our school, if a parent is detained, the **Division of Child Protection and Permanency (DCPP)** is contacted to ensure child safety as required by state law.
- **Support:** Residents seeking assistance can contact the **Monmouth County Department of Human Services** (732-308-3770).

6. Transparency & Communication

- **Bilingual Updates:** The Borough will begin rolling out **bilingual communications**, starting with emergency alerts and key updates, recognizing our diverse community needs. There is no legal requirement for municipalities to provide documentation in multiple languages; this applies only to state or federally funded programs.
- **Website:** The Borough website features links for the **Community Center** and the **Newsletter Sign-up** (at the top of the homepage).
- **2026 Council Priorities:** Expanding shared service savings, enhancing communication, and environmental sustainability.
- **Social Media**: You can view information about the Community Center on their Facebook page, and information for the town on the Borough Facebook page.

7. School

- **Free lunch program:** There is no indication or threat of the program ending at this time.

- **Woodrow Wilson School Renaming:** The referendum to rename the school did not pass in the November 2024 election. The school name remains unchanged by majority vote.

COUNCIL'S 2026 PRIORITIES

Top focus areas include:

1. Expanding shared service savings
2. Enhancing communication and community engagement
3. Environmental sustainability and Shark River preservation

Neptune City's strength lies in its people—residents who care, ask questions, and work together toward solutions. Thank you to everyone who submitted questions and joined the conversation. We look forward to continuing this open dialogue as we build a stronger, more connected community.