



Boxholder
Roosevelt, N.J. 08555

U. S. Postage
PAID
Roosevelt, N. J.
Permit No. 6

ROOSEVELT BOROUGH BULLETIN

VOLUME XI NO. 1

ROOSEVELT, NEW JERSEY

SUMMER 1988

RPS Reorganizes

by Mark Zuckerman

When RPS reopens this September, there will be several important changes, among them:

- The Board of Education appointed Arthur Martin as Interim Administrator. His appointment lasts until December 1, by which time a full-time administrator will have been appointed.
- Students in Grades 7 and 8 will attend the Grace Norton Rogers School in Hightstown.
- The RPS cafeteria will be closed. Students will bring bag lunches to school.
- The RPS library will have been moved from the lobby.

Mr. Martin and the School Board have been busy this summer readying RPS for the fall term.

**for details
and more
school news,
see pages 4-9**

Get Set for the Start of School

see RPS School Year Calendar, page 7

XII

Council Has Busy July

by Adeline Weiner

The Roosevelt Borough Council held three meetings in July: in addition to its normally-scheduled agenda and business meetings, a special public meeting to hear proposals from Switchel, Inc. regarding the development of the Beer-Kugler tract was held on July 5. The discussions related to the Switchel proposal are covered in two other articles in this issue.

The Council also took action on two other important matters.

special summer issue

Council Hears Developer.....	3
Arthur Martin Named as Interim Administrator	4
RPS Announcements.....	6
School Board Officers Attend Leadership Conference.....	8
Census Completed for School.....	8
School Board Member's Report: RPS Reorganized.....	9
Council Responds to Developer	11
Two Views on the Switchel Proposal..	12
The Role of Business in Roosevelt.....	14
Development Issues and Actors	15
Roosevelt Auto to Stop Selling Gas.....	16
Why the Citizens' Group?.....	16
Council Member's Report: Utilities.....	18
Letters.....	20
Roosevelt Remembers Hiroshima.....	21
Supporters and Contributors.....	22
Classified Listing.....	23
Community Calendar.....	24

No Change in Utility Fee

The ordinance calling for an increase in water/sewer rates to \$65.00 beginning August 1 has been tabled.

At the agenda meeting of the Council on Monday, July 11th, Bob Bachstadt, representing the current Borough auditors, reported that on the initiative of Howard Prezant, former Treasurer and Bob Eisner, former Auditor, a way can be found to calculate the annual surplus in the utility budget that would allow, temporarily, for the present charge of \$55.00 per month to remain. Therefore, the Council agreed to postpone the passage of the new ordinance to await further examination of this question [see p. 15].

Completed Plan for Notterman Tract

The Council accepted on first reading the new sections of the Zoning Ordinance 97-14 proposed by the Planning Board, which is labeled "Planned Community Development" (PCD) and describes in detail standards for residential development and for open spaces within the area of the "Notterman Tract." The area in question has been designated by the Master Plan as the next site available for residential development in Roosevelt [see Joseph Notterman letter, p. 21].

**The Borough Bulletin is
mailed free of charge to
Roosevelt residents.
Out-of-town subscriptions
are \$5.00 per year.**

If You're Reading This...

...you probably agree with most of the people who responded to our survey that coverage of local news is what they like best about the **Borough Bulletin**.

Here's a sample of what they said:

- "It keeps us up to date about everything going on and planned for Roosevelt."*
- "It talks about our lives in our town."*
- "... news about people and community affairs, and especially the open forum, frank-talk editorial policy."*
- "... diversity of topics covered, overall quality of writing."*
- "It has local news not available elsewhere."*
- "It's nice that a village of our size can have a little journal of the quality of the **Bulletin**."*
- "Gives and enhances community feeling. I think it's super!"*
- "Thank you for your good work."*

We thank all those who took the time to tell us what they think. It's important to us that we hear from our readers, and it's nice (though not a requirement) that the comments are so positive.

We value the good opinion of our neighbors, because we strive to serve their interests in publishing the **Bulletin**.

We especially value those who support their opinion with a contribution. These are the people who recognize that the **Bulletin** needs support—financial as well as moral—in order to survive.

We are gratified by the generosity of our contributors, who have sent in over \$1,000 in response to our appeal in the June issue. Combined with the nearly \$2,000 raised from local businesses, we have raised almost 75% of our estimated operating budget for this volume.

Despite this generosity, however, we are still approximately \$1,000 short of our projected needs. Below is a rough breakdown of what it will cost to print the **Bulletin** this year:

Borough Council & Issues in Local Government.....	\$500
Planning Board & Development Issues.....	\$500
Board of Education & School News.....	\$500
Interviews with Local Residents.....	\$450
Features & Regular Columns.....	\$450
Arts in Roosevelt.....	\$350
Letters & Viewpoints.....	\$350
Community Organizations (First Aid Squad, Fire Company, Senior Citizens, Citizens' Group, etc.).....	\$300
Special Events (e.g., Aviation Day, July 4th).....	\$200
PTA News.....	\$150
Nursery School News.....	\$150
Community Calendar.....	\$150
Photographs.....	\$100

If we can't raise the money, we have two distasteful alternatives: stop publication in the spring, or cut back on our coverage of local news. Which items on the above list would you have disappear from the **Bulletin**?

It needn't happen. You can help. It costs approximately \$18 per page to print and mail the **Bulletin**. If only 60 more families endowed one page each, we would be home-free for the year.

If you agree with the people quoted above, and we haven't heard from you yet, join them in supporting Roosevelt's only community newspaper. You owe it to yourself, and to your neighbors, to send in your contribution today.

Consider the alternative.

—Mark Zuckerman, Editor

ROOSEVELT BOROUGH BULLETIN

Published by
Roosevelt Borough Bulletin, Inc.
Box 221, Roosevelt, NJ 08555

Board of Trustees

David Brahinsky, Gloria Hazell,
Lillian Warren, Adeline Weiner,
Mark Zuckerman

Editor

Mark Zuckerman

Managing Editor

Gloria Hazell

Treasurer

Lillian Warren

Consulting Editor

David Brahinsky

Contributing Writers

Peter Berlinrut, Bob Clark, Aaron
Datz, Gloria Hazell, Albert
Hepner, Herb Johnson, Bob
Mueller, Alison Edwards Petrilla,
Helga Wisowaty, Joe Solomon,
Peter Warren, Adeline Weiner

Production

Lynn Friedman, Gloria Hazell,
Donna Kaufman, Hortense
Sochowitzky, Mark Zuckerman

Business

Lynn Friedman, Lillian Warren

Front page drawing, calendar art, and
sketches by Jonathan Shahn

Typesetting facilities donated by MIRA

Roosevelt Borough Bulletin, Inc. is a
New Jersey Non-Profit Corporation

Submissions

The **Bulletin** is published nine times a year, in September, October, November, January, February, March, April, May, and June. Each issue is distributed at the end of the month.

The deadline is the 15th of the month, except by prior arrangement with the Editor.

It saves us a lot of work if we get articles and letters in clean, double-spaced typescript (produced on a typewriter or daisy-wheel printer), or in the form of files on IBM-compatible 5-1/4" diskettes. We can accept ASCII files and output from the following programs: Microsoft Word; Displaywrite 2, 3, & 4; Multimate; Samna Word III; WordPerfect; and WordStar. Please identify program and version.

Council Hears Developer's Presentation

by Adeline Weiner

At a public meeting on July 5th, with about 60 residents present, the Roosevelt Borough Council afforded Switchel, Inc. the opportunity to present its development plan, following an earlier presentation to an open meeting of the Planning Board and a written request by Switchel to the Council to re-zone the Beer-Kugler tract north of Oscar Drive from industrial and agricultural to residential.

The Rochester real estate firm's representative, Ira Marcus, introduced a team of experts, headed by John Rahenkamp, a city planner and consultant based in Philadelphia. He in turn presented a new site plan for the Beer-Kugler tract, a variation of the original Switchel concept. He described this new plan as a non-conventional, innovative, "gentle" approach to suburban expansion, one that takes into account Roosevelt's historic designation, environment and quality of life, including open spaces and appropriate architectural design.

"Eyebrows" and Commons

Amid descriptions by team members of the agricultural and wetland characteristics of the area, an outline of a planned community of 139 dwellings (94 single-family and 45 multiple-family houses) emerged. These are to be built on 130 to 140 lots of 5,000 and 10,000 sq. feet, clustered and arranged in cul-de-sac or "eyebrow" formations—semi-circular groups of houses assembled on dead-end streets. About 40% of the total acreage is given over to open spaces of five or six acres each, and "internalized,"—scattered among the clusters of houses into a series of central commons. These were favorably compared to our present "externalized," linear greenbelt areas. As deed-restricted common land, their management could be by an association of homeowners, and/or leased out to users, or by the town.

Fiscal Impact

The presentation touched on fiscal matters affecting our school system, our water/sewer utility and our

municipal tax revenues. Demographic projection predicted a figure of 392 new residents of whom there would be an estimated 40 children of school age, 25 at the elementary level and 15 highschoolers.

These numbers are thought to provide additional revenues of \$552,000, which at an estimated cost of \$7,000 per pupil, theoretically leaves a surplus of \$274,000 to cover the cost of new operating expenses and new capital improvement. The speaker regretted that his extrapolations show such a low number of children, but these, he said, are today's nation-wide trends.

The presenters claim a favorable tax consequence for their plan: based on 1987 figures, new ratables would bring in \$240,375 anticipated additional revenue that, after subtracting new costs, would leave a surplus of \$119,000. The spokesman explained that these figures were based on proportional evaluation analysis, i.e., that 40% more residents would bring a 40% increase both in costs and in income down the line on the budget items.

Figuring Questioned

It was pointed out by Councilmember Ed Moser that adding another 400 residents and 139 woodframe houses required more than proportional increments in municipal costs. He stated that an added size of this nature would require qualitative changes in the levels of fire protection (a new and bigger fire engine), in public safety (need for local police and patrol car)—changes that create demands not only for increased services but for brand new ones, leading to overall increases in municipal costs. Moser also questioned the accuracy of the school budget projections and tax figures.

Another comment by Tom Olejnik stressed the doubt that new development succeeds in reducing taxes but rather results in contrary consequences. He asked the presenters for specific data regarding real costs and revenues based on real communities

they had cited as examples of successful new-style town planning (e.g. Flying Hills, PA; Medford, NJ).

John Rahenkamp acknowledged the request as reasonable and agreed to comply, but went on to emphasize that if community services were inadequate, it was not within the scope of their plan to provide for new ones. He said that new residents cannot bear the short-comings that old residents may have incurred. The costs, he went on, must be borne by all residents, not just the new ones, although added numbers would probably lead to overall benefits.

The question of what would be the average tax for a new resident brought an estimate of \$4,800 (based on the 1987 budget) and a warning by the speaker that assistance to the repair of the sewage treatment plant was an accepted obligation but the whole burden was not. Also there would not only be a limit on the extent of this obligation, but also on the amount of time available for negotiation.

No Numbers on Water Situation

Councilmember Jill Lipoti asked for a statement of impact of the new housing plan on the water supply. She was told by the team's engineer that the present system is probably inadequate but that no analysis has been made since this is an expensive exercise. The developers, he said, were willing to bear what they termed "a disproportionate amount of the cost" to repair the infrastructure but they could not say how much as yet. Lipoti declared, "This is a Catch 22 situation: we can't decide without the numbers and you can't give us the numbers without a decision."

Public Discussion

In answer to a comment from a resident criticizing the failure to develop the "Notterman Tract" east of North Valley Road—the area designated in the Master Plan for residential growth, and the subject of the Planned Com-

continued on page 10

Arthur Martin Named as

by Mark Zuckerman

"Roosevelt can have a quality elementary school program," says Arthur Martin, who is serving as Acting Superintendent for the Roosevelt School District until December 1. Martin, 71, was appointed on a *per diem* basis by the Board of Education in July following the resignation of former Chief School Administrator Stanley Sussman.

Prior to his retirement in 1974 from full-time service in New Jersey public schools, Martin was a District Superintendent for twenty years: twelve in Glen Ridge and eight in Moorestown. Before that, he had served as a teacher, librarian, and principal at all levels of public education, from elementary school to high school. His major teaching involvement was in mathematics and science.

Since his retirement, Martin has served as a consultant and "trouble shooter," spending eight years in foreign countries—Thailand, Liberia, Brazil, and Venezuela, among others—as a superintendent of American schools and as a consultant to the U. S. Department of State and to foreign governments. Locally, he has worked as a consultant for the Allentown school district, county vocational schools in Burlington and Gloucester, and parents' groups and school districts in Princeton and Teaneck. His work has involved him in every aspect of school administration, from curriculum to staffing to facilities.

Not Just a Caretaker

Although his job in Roosevelt is temporary, Martin does not see himself merely playing the role of caretaker. He recognizes three important challenges facing RPS, and is taking the necessary measures to meet them:

- Organizing a viable educational program for students in RPS
- Securing State approval for the school, and
- Maintaining a dialogue with the community.



Arthur Martin

Viable Elementary Program Possible

Martin sees as a principal part of his job the formulating of recommendations for reorganizing the educational program to keep a viable school at RPS. As he sees it now, this would involve dropping the program for the higher grades at RPS.

"There are no facilities here for the special requirements of seventh- or eighth-grade education. However, Roosevelt can provide an excellent program for K through 5 or K through 6, without a bond issue."

His recommendation, approved by the School Board, is to keep RPS a K-6 school, and send out grades 7 and 8. In addition to being the most viable educational move, it also represents a saving to the district, since two teachers who resigned late this spring need not be replaced.

Plant Problems Solvable

Last fall, inspectors cited RPS with a number of building violations. Martin has met with county officials and reached an agreement on what needs to be done and when. Martin sees nothing preventing the scheduled reopening of school this fall.

"I'm trying to take the facilities as they exist and see what can be done to comply with the State requirements. I'm looking to cooperate with the State to modify their plan to suit RPS." Martin estimates that modifications already negotiated have saved the district between \$25,000 and \$30,000.

"The Media Center will be moved to the western half of Room 7. The Shahn mural will stay in the lobby. The State has modified its recommendation provided RPS allows a 10-foot corridor to the eastern exit."

Martin recommends that the cafeteria be closed. Students would bring bag lunches from home, with RPS

Interim School Administrator

offering milk and juice. This would free a room for the State-mandated Health Suite for children taken ill.

Another compromise worked out between Martin and government officials involves the Basic Skills room. The State had required the construction of a new roof and the installation of a door; Martin recommends moving Basic Skills to another room which meets State standards.

Martin has recommended abandoning the Pre-Kindergarten and Handicapped program, since RPS has inadequate facilities to support it. "There are no Roosevelt children in this program at this time," says Martin. RPS is in a receiving relationship with other districts for this program.

The most expensive projects remaining on the State list are the installation of new carpeting and the construction of a lavatory for the Kindergarten. The lavatory will soon be a matter of State law. The new carpet has been in the budget since last year. "The present carpet is unsafe. I would have replaced it whether or not the State told me to," says Martin. The lavatory probably will be completed next spring.

Martin predicts that all the health and safety requirements will be met by the fall, in anticipation of monitoring of RPS by state and county officials in February.

Community Involvement Essential

"I'm here to offer advice and make recommendations. The Board of Education will be making the decisions," says Martin. "I'm just an outsider. I have to be careful to make sure what I recommend meets the needs of the community."

He plans to meet regularly with parents to present options and to get their input. His first such meeting was held on July 28, with about forty parents in attendance. "I felt it was a good meeting," says Martin. He also plans to get input from the RPS teachers.

There isn't much time. The overdue five-year plan has an October 15 deadline. In it will be a plan of reorganization, which will embody several impor-

tant decisions about the direction of Roosevelt's educational program.

Martin recognizes the burden borne by local taxpayers in support of the school, and is aware of the sentiment by some residents that expenses could be lowered should RPS be closed. "The community has to take a position: does the school preserve the identity of Roosevelt? What would be the impact on real estate values if the school were closed?"

He sees no great tax relief in any case. "Unless you have an industry-rich community, residential taxes will be high." Martin offers this thought to those who have sent their children through RPS: "Studies have shown that it takes about 18 years of paying taxes to cover the cost of one child's education, K through 12. Many residents whose children have graduated will be paying back the community for some time."

Martin sees several important steps to bring the community back into the school. He wants to see an artists in residence program, and the establishment of volunteer groups to assist in the lunch room and library and with tutoring. "Parents ought to be in the school," he says. "They should feel a part of the educational program. I have to make sure teachers don't see this as a threat—that they understand the volunteers are there as helpers, not as spies."

He plans to recommend that the school library be open for community use two nights a week, replacing the county bookmobile, which is due for retirement soon.

A Tall Order

In addition to all of this, Martin will be advising the Board of Education on the choice of his successor. He plans to leave this job on December 1, but may continue in a consulting capacity. To meet this schedule, a new principal would likely be chosen sometime in October.

Martin knows his job here, although brief, will be difficult; but he says, "I do this for fun. I don't need to do this. If I didn't find it fun, I wouldn't do it."

However, he adds, "I didn't realize the amount of effort required here

when I signed on." His work days in Roosevelt begin at 7:45 AM, and typically end at 6:00 PM.

Martin looks forward to working with the Board of Education. "I think you have a dedicated School Board who have extended themselves beyond what should be expected of a Board. To have a principal and a Board secretary leave in the same week is a tough situation. I think they have shown remarkable decisiveness in their actions."

Nursery School Summer Update

by Alison Edwards Petrilla

Just a quick rundown this time to keep you apprised of our activities:

Our recruitment program has been very successful and we have only a few openings left for September. If you have not yet enrolled your child and would like to do so, please call 426-9523 as soon as possible and leave a message.

We are looking for paid substitutes who can fill in for our teacher and teacher aide in case of absence. If you're interested in being on our sub list, please call 426-9523 and we will send you a job application form.

Special fall activities for the whole community are in the works. Our first "presentation" will be a Discovery Toy Party, set for 2-4 PM on Sunday, September 25, at the Borough Hall. A great opportunity to do your Christmas/Chanukah shopping early—and know that the youngster in your life will be getting a top-quality gift!

Kind Rooseveltians have continued their support even during our summer break. Special thanks to: Jill Lipoti for her generous donation; to David and Bobbi Teich for their wonderful gift of an overhead projector and light box; to Arthur and Elly Shapiro for the adorable framed "Sesame Street" pictures; and to the Ernsteins and Roosevelt Printing for donating the tickets for our July 4th raffle.

RPS Announcements

by Arthur G. Martin, Interim
Administrator

The Roosevelt School teachers will return from summer vacation for in-service and staff meetings on September 1 and 2.

The school session for students will begin on Tuesday, September 6 at 8:30 AM. Kindergarten session will end at 12 noon and session for other students will end at 2:45 PM

School Hours

Full Days

Kindergarten: 8:30 AM-12:00 PM
Grades 1-6: 8:30 AM-2:45 PM

Early Closings

Kindergarten: 8:30 AM-12:00 PM
Grades 1-6: 8:30 AM-12:30 PM

Please cut out and keep the school calendar on the opposite page.

Lunch

Roosevelt School's kitchen and cafeteria have been closed effective immediately because they do not meet State requirements for a cafeteria.

Students will be asked to bring bag lunches from home and the lunchroom will be in the gymnasium. Students will be able to purchase milk as heretofore for morning snacks and lunch.

Parents are encouraged to volunteer services for one hour per week at lunchtime to monitor lunch and play activity during this period. One aide will be employed two hours per day to supervise the program. Interested persons may make application through Mrs. Helen Barth at the school.

Transportation

All students who are to be transported will be informed of transportation arrangements during the fourth week of August.

Students going to the Hightstown High School will follow the same procedure as last year with bus stops at the same locations.

1. Pine Drive & School Lane
2. Pine Drive Triangle
3. Tamara Drive & Elm Court
4. Tamara Drive & Rochdale Ave.
5. Lake Drive & Horse Farm
6. Lake Drive & South Valley Rd.
7. Farm Lane & Rochdale Ave.
8. Farm Lane (midway)
9. Farm Lane & North Valley Rd.
10. North Valley Rd. & Homestead Lane
11. Homestead Lane (midway)
12. Borough Hall
13. Route 571 at Skillman Driveway

The late run pickup is 5:30 PM at the high school. You must tell the driver in the morning if you are going to use the late run for transportation home that day. Delivery and pickup at the high school is at the end of the walkway near the flagpole entrance.

Students attending Rogers Middle School, grades 7 and 8, will be informed of the bus route and bus stops.

Students attending private school who have had applications submitted last spring as per statute will be informed of jointure arrangements with East Windsor to private schools or be reimbursed if contracted costs are excessive as per statute. Reimbursement for families who must transport children to private schools will be \$548.52.

Staffing

The Roosevelt Board of Education approved a change in organization for the school from Kindergarten to grade 8 to Kindergarten to grade 6 effective September, 1988 (pending County approval).

Teacher assignments are as follows:

Kindergarten: Kathleen Hawthorne
First Grade: Lila Mayberg
Second Grade: Elizabeth Gagliardi
Third & Fourth Grade: Ilene Levine
Fifth & Sixth Grade: Al Luckenbach
Basic Skills: Clare Sacharoff
Resource Room: Carla Grosskopf

Physical Education: Debbie Smith
C.S.T. Coordinator: Randi Schall
Learning Disability Teacher:
Joanne Cohen
School Nurse: Ruth Howard
Arthur G. Martin is Chief School Administrator

Positions Open

The Roosevelt School is currently interviewing candidates for the following positions for September 1:

- A certified art teacher to work one or two days per week with elementary grade students;
- A certified music teacher to work one or two days per week with elementary grade students;
- A speech correction teacher or speech therapist to test students and conduct a remediation program for students referred on a *per diem* or per case basis;
- A certified librarian to work the equivalent of one or two days per week in the school library;
- Teacher aides to work with students in the lunchroom and some other areas in the school.

We need secretarial service (typing) on a substitute basis—place your name on file if interested.

Substitute teachers are needed throughout the year. We pay \$55 per day for substitute teachers. Teachers must have at least two years of college education. Place your name on file by filling out an application and completing an interview.

For further information call Helen Barth in the school office.

Volunteers Needed

Volunteers are encouraged to volunteer services to Roosevelt School. The Board of Education appointed Margaret Schlinski and Mary Alfare as co-chairs of volunteers for the 1988-89 school year. Volunteers can be used to assist in the lunchroom, supervise the

RPS Calendar 1988-89

health suite, assist in the library, assist teachers as classroom mothers.

Library volunteers should contact Anne DeCocco who is library liaison appointed by the Board of Education. All other people interested in helping as volunteers should contact Mrs. Schlinski or Mrs. Alfare.

Library

Inasmuch as the State Department of Education has required the Board of Education to stop using the lobby of the school as a library or extensively renovate the lobby, the Board of Education has decided to move the library from the lobby to Room 7 to provide teachers and students with more library opportunities.

A citizen library committee with assistance from the teaching staff will weed out books which are out-of-date or no longer useable and bring the library up-to-date.

New books as selected by the staff to supplement the curriculum will be ordered this Fall.

Study continues on the extension of library services to adults with the expectation that a cooperative program with the Monmouth County Library will make a public library feasible in Fall of 1988.

**Please send
your
contribution
to the
Bulletin
today**

September

- 1, 2 All Staff Orientation
- 5 Schools closed (Labor Day)
- 6 First Day of School for Students
- 12, 13 Schools closed (Rosh Hashanah)
- 21 Schools closed (Yom Kippur)

October

- 4 Four-hour Session (Program & Staff Development)
- 26 Staff Development Day (No school for students)

November

- 10, 11 Schools closed (NJEA Convention; Veterans' Day)
- 21, 22 K-8 Four-hour Sessions (Parent Conferences)
- 23 Four-hour Session
- 24, 25 Schools closed (Thanksgiving)

December

- 23 Four-hour Session
- 26-30 Schools closed (Winter Vacation)

January 1989

- 2 Schools Closed (New Year's Day)
- 10 Four-hour session (Program & Staff Development)
- 16 Schools closed (Martin Luther King's Birthday)

February

- 7 Four-hour Session (Program & Staff Development)
- 20 Schools closed (Presidents' Day)

March

- 14 Staff Development Day (No school for students)
- 24-31 Spring Vacation

April

- 20, 21 Schools closed (Passover)
- 25 Four-hour Session (Program & Staff Development)

May

- 16 Four-hour Session (Program & Staff Development)
- 29 Schools closed (Memorial Day)

June

- 16-20 Four-hour Sessions (Teacher Planning)
- 20 Last Day for Students
- 21 Last Day for Teachers, Aides & Assistants
- 24 Graduation

Days lost due to emergency closing(s) will be added to the end of the school year.

Board Officers Attend Leadership Conference

by Ed Grossman

The New Jersey School Boards Association (NJSBA) hosted its annual leadership conference at the Tara Hotel in Parsippany, New Jersey, July 15-17, 1988. Roosevelt Public School (RPS) Board President Ed Grossman and Vice President Debra Allen attended.

The purpose of the conference was to improve the leadership ability of board executive officers. The conference organizers directed participants in achieving the following three goals:

1. Exercising effective leadership skills in dealing with individuals and groups.
2. Knowing procedures for directing board meetings effectively.
3. Understanding effective decision-making procedures.

Most of the time was spent in small group workshops. Board members from the same district were not in the same group. The RPS representatives were grouped with officers from other small K-8 or K-6 district leaders. Aside from the specific topics addressed during these workshops, members had the opportunity to share mutual concerns. It was enlightening as well as comforting to learn that many small districts face the same problems as Roosevelt (e.g., under-enrollment, large school tax levies, administrative and educational turmoil, and older facilities that are out of compliance with State regulations).

There were three keynote addresses for approximately 100 participants. The first was Russell Weiss, Esq. General Counsel for the NJSBA. He presented some valuable information on the specifics for complying with the Sunshine Law. Many misconceptions

were cleared up. The second was Dr. Marian Leibowitz, an Educational Consultant, who spoke on "What Is Being Taught—Does Curriculum Really Matter?" She provided the audience with some insights into the state of American education today and some effective strategies for improvement. The last was a panel of three Superintendents, Dr. Robert Kish (Livingston), Dr. Emalene Renna, (North Haledon), and Dr. Stephen Sokolow (Upper Freehold). They spoke on "Superintendents and Boards Effectively Working Together." They all stressed the importance of trust in establishing a good working relationship.

The Roosevelt participants came away with several strategies for improving the RPS District and running appropriate and effective board meetings.

Ed Grossman is President of the Roosevelt Board of Education.

Population Census Completed for School

by Peter Warren

During the month of July, the Citizens' Group carried out a census for the Board of Education, providing information for the school five-year plan.

The census shows 911 persons living in 326 households in Roosevelt in July 1988. Of this population, 669 (73%) are adults and 242 (27%) are children 18 and younger. There is an average of 0.7 children per household.

One hundred and fourteen families have children below the age of 14: children who either do or may attend Roosevelt Public School. Another 24 families have children, but none younger than the 14-18 age group.

There are 95 children age 0-5 years in Roosevelt, an average of 15.8 in each of these 6 years, with a fairly even age distribution ranging from a low of 13 children in each of the years 5 and 4 to a high of 18 children in each of the years 3 and 2.

There are 90 children in the 6-13 age group, an average of 11.3 in each of these 8 years. Of these 90 children, 64 (71% of the total) are recorded as attending Roosevelt Public School, an average of 8 in each of the 8 years excluding kindergarten. At least another 10 children age 5 will probably enter RPS in September.

Twenty-three children, age 6-13, attend other primary schools. This represents 26% of the total for this age group. Of these, 19 attend private schools. Three 13-year olds attend high school.

Of the 57 children in the 14-18 age group, 45 attend Hightstown High School. Nine go to college or do not attend school. Only three go to other high schools.

The age distribution of the population is:

65 and Over	18%
55-64.....	5%
45-54.....	9%
35-44.....	20%
25-34.....	17%
19-24.....	5%
14-18.....	6%
6-13.....	10%
0-5.....	10%

Of the 326 families tabulated in the census, 14% are single persons living alone, 38% are a couple, 18% have 3 persons in the family, 21% have 4 persons, 7% have 5 persons and 2% have 6 persons.

Thirty-nine of the 124 childless couples are between the ages of 19 and 44: it is reasonable to assume that some of them will have children in the future. In fact, some of the women interviewed are pregnant.

At the present time, 23 houses are for sale or under construction; two more are for rent.

School Board Member's Report: RPS Reorganized

by Anne DeCocco

The August 1 special meeting of the Board of Education formalized several items that had been floating around the boardroom, in and out of committees, and all around town for some time now.

The number one item was the placement of our Seventh and Eighth graders in the East Windsor School District for the upcoming school year. They will be attending the Grace Norton Rogers School on Stockton Street in Hightstown.

As many will remember, a committee had done a preliminary investigation on that very idea, and was including the Sixth grade in their discussion on it, during the past winter. Now, due to the hard work of our interim CSA, Mr. Arthur G. Martin, the idea has become a reality. It was approved by Dr. Thomas of the East Windsor School District on July 27 and by the Roosevelt School Board on August 1.

The placement is for one year only, but we will be petitioning the Commis-

sioner of Education through the County Superintendent's office for an extended sending relationship for grades 7 through 12 beginning in September of 1989.

The Education/Personnel Committee will be initiating orientation sessions for both parents and students about to participate in this change.

Mr. Martin explained to the Board and the public during the August 1 meeting that because of this change, we will not need to replace the two full-time teachers who have recently left our district. New classroom assignments have been planned. They include one teacher being responsible for the Third and Fourth grades (Mrs. Levine) and one for the Fifth and Sixth grades (Mr. Luckenbach). The Board and Mr. Martin will be working to fill vacancies in Art, Music, and Speech, as well as a possible School Librarian position.

It was also announced at the August 1 meeting that, per a directive from the County Superintendent's Office, RPS

will not be running the Pre-Kindergarten Handicapped program during the coming school year. This is due to the fact that the mandatory bathroom cannot be installed in time for a September opening.

Mr. Martin also presented a facilities usage plan for the coming school year, which includes moving the library into Room 7. The Library Committee is hard at work making it an up-to-date, useful resource area for our students and staff.

Things have really been hopping at RPS this summer, and the committee feels confident that an exciting, stimulating year is ahead for our students. This committee chair would like to thank Mr. Martin for his unbelievable energy, his invaluable experience, his creative ideas, and his open manner, all of which make working with him such a pleasure.

Anne DeCocco chairs the Education/Personnel Committee of the Roosevelt Board of Education

Viewpoint: Current Happenings at RPS

by Aaron Datz

After having attended several School Board meetings recently, I'd like to offer some observations.

We have been fortunate, it seems to me, in our selection of Mr. Arthur Martin as Chief School Administrator. He has taken hold and has accomplished a great deal in a short time. He has taken in hand the necessary repairs for the building in order for the school to open in September: he has proposed sending the 7th and 8th grades to another district; he has doubled up some classes; he has proposed dropping the program for handicapped children altogether; he has dropped the Industrial Arts and Home Economics programs (for which Roosevelt was a sending district); he has proposed hiring a curriculum specialist; and he has proposed a joint meeting of the School Board, the Council, and the Planning Board to consider the overall school problems.

These proposals were all approved by the School Board.

The School Board members deserve credit for their sincerity and dedication. However, it seems to me that they don't take responsibility beyond what an administrator proposes. For example, when a Board member suggested that representatives of the Board sit in on interviews for new teachers, Mr. Martin objected to it and the President of the Board supported him by citing a leadership conference he had attended which advised School Board members to put their full trust in the administrator—this after the sad experience of putting their trust in the last administrator. The only continuity of purpose in a small school district such as ours is in the Board, not in administrators who come and go. Mr. Martin seems to be fine, but he will be here only until December. Then what?

It was sad for me to see the state of the school building. It had been neglected shamelessly. Is this also a result of putting full trust in the administrator? Now many thousands of dollars are being spent on repairs and necessary renovations. Also, an ar-

chitect has been engaged to assess the major capital expenditures which must be made if the school is to continue in operation next year.

For a number of years we have been hearing about the school staff working on curricula. Now we hear that we are going to hire a curriculum specialist. What happened to all those afternoons and all that work?

A suggestion to the School Board: it is not practical (for self-evident reasons) to publicize quotations when they expect to solicit other bids.

Another thought: it is dangerous to approve any expenditure without setting some sort of reasonable ceiling; without control costs can escalate beyond reason.

By the way, what is this about the title "Chief School Administrator?" Won't just plain, unpretentious "Principal" do for our little school?

Aaron Datz has served as President of the Roosevelt Board of Education, and as a member of the Borough Council and the Planning and Zoning Boards.

Council Hears Developer's Presentation

continued from page 3

munity Development Ordinance submitted to the Council by the Planning Board—Joe Notterman rose to say that he had waited for Planning Board guidance for proper use of the land and because he wanted to be in compliance with the town's goals for that area, he would call in developers whenever town officials give their approval. [See Mr. Notterman's letter to the Editor, page 21, Ed.]

Michael Block spoke feelingly about how all the town's problems with the school, with utilities, with roads, with garbage collections keep getting worse and worse, at the same time that taxes keep rising, and yet nothing is ever solved. "If we don't allow development to come in, then we must do something else!"

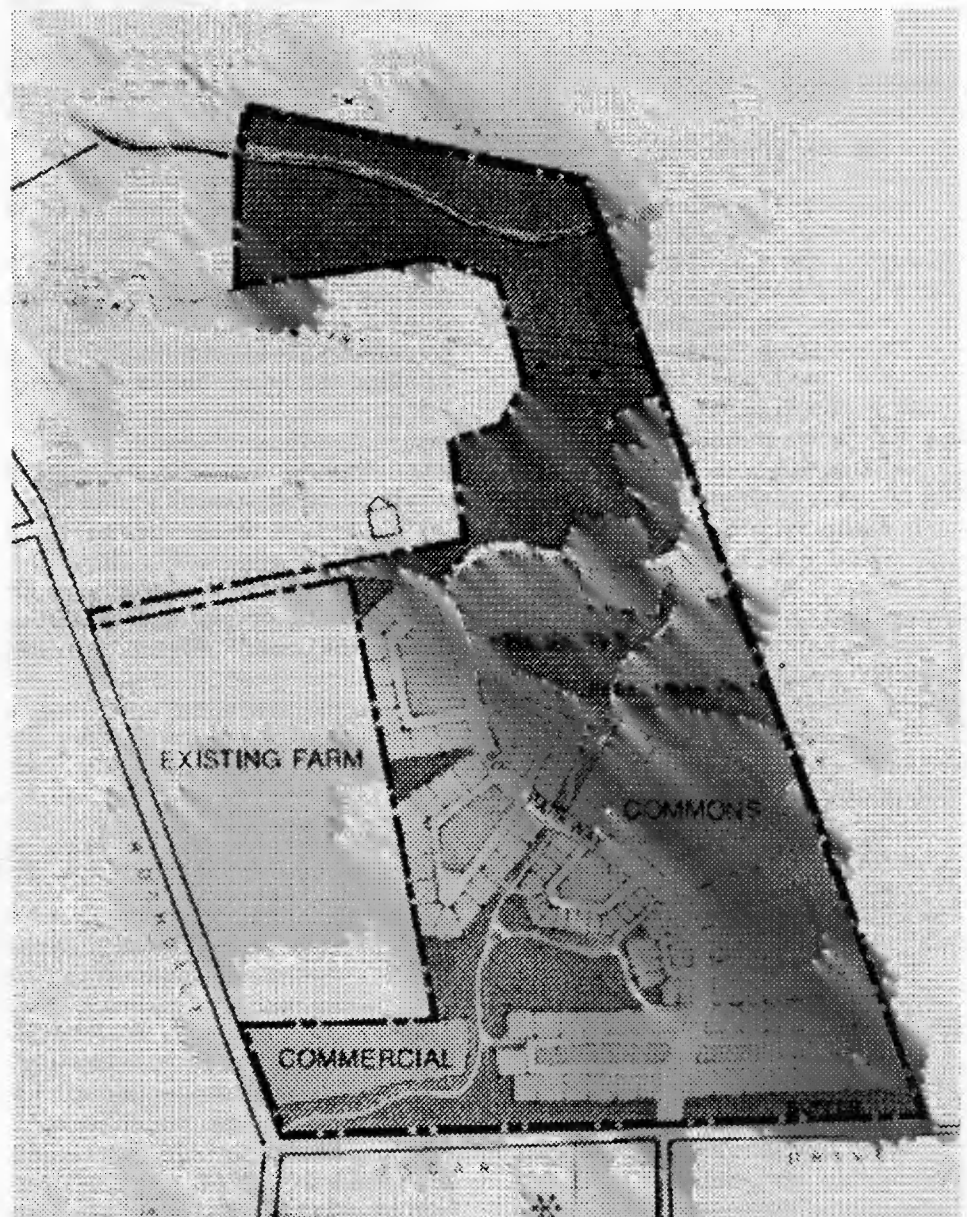
Jake Landau asked if as part of what Switchel, Inc. felt obliged to do might not include an adequate community center. Mr. Rahenkamp's answer was "what kind of glue are you on?" He explained that most small towns had nothing nearly as grand as our present Borough Hall. Debbie Metzger, Planning Board member, pointed out possibilities for profit-making with the erection of an Art Center and Landau went on to mention renting out studio space, and possible subsidies from Arts Councils. Rahenkamp replied that although he was not optimistic, he would certainly listen to specific proposals.

Business Zone Endangered

Another issue regarding the proposed zoning change was raised by Mark Zuckerman who warned that the Switchel plan effectively obliterated land zoned for industrial development, an area now only 5-6% of the total land still open. Their plan, he said, would jeopardize all future possibility of appropriate industrial development. The planner's response was a polite willingness to reconsider, but only if real demands and bona fide prospects for early use were at hand.

Will They Sue?

Jane Rothfuss asked about the matter of legal action by the developers against the town. The answer was, "If



New Development Concept for Beer-Kugler Tract
(courtesy John Rahenkamp Consultants)

you say no, we'll go home. Even if the second step is taken," they said, "there is still no commitment. You can still turn us down."

Mr. Marcus summed up by saying that this presentation was in response to the concerns expressed at the earlier hearing with regard to monetary problems, to considerations of historic traditions, to agricultural and environmental interests. He had hoped for more encouraging and concrete action

but even if given approval, it would be "non-binding."

Public Poll Requested

Lee Allen stated, with support from members of the audience, that the sense of the public present should be noted "aye" or "nay." Mayor Barth answered that the Borough Council acts for the community as its representatives, but that residents can surely find ways to make their feelings known.

Council Responds to Developer

by Adeline Weiner

At its regular meeting of July 13, the Borough Council heard comments from residents regarding the Switchel proposal and formulated requests to Switchel for additional information.

Save Industrial Future

The public discussion at the Council meeting began with a strong statement delivered by Mark Zuckerman, who spoke in his capacity as the head of a local business (MIRA, a computer/mailling services firm located in the factory on Oscar Drive).

He expressed concern with the lack of attention given to the virtual elimination in the Switchel plan of the very small area still zoned for industrial use. As it now stands, when wetlands are taken away, there is room only for 3 or 4 times the present amount of industrial floor space. Because of past failure to attract appropriate (clean, hi-tech, non-smoke-stack enterprises), Zuckerman continued, we fail to appreciate the recent changes in the business life of Roosevelt, the benefits these bring and the possibilities ahead.

He pointed out that implementing the Switchel plan would allow no room for businesses currently in Roosevelt to expand. He put forth the view that a healthy business environment is as essential to the nature and character of Roosevelt as a healthy school, and asked the Council to ponder how the way of life in Roosevelt might be different were there no local businesses.

Kim Dexheimer underscored this point by saying that he, among others, could benefit from additional employment opportunities in town. "We tend to forget that Roosevelt was founded as a working class community," he said.

Anita Cervantes, Executive Director of MIRA, said that renovation of the plants on Oscar Drive and North Valley Road have led to an industrial growth cycle that promises to continue. With the enormous expansion of commercial ventures in the nearby Route 1 corridor, it would be potential disaster to the town to write off future business development locally.

Lee Allen suggested that expansion could be vertical and not just in area, for example, by building two-story structures. Zuckerman replied that not to put a mere 6% of the total land available "in the bank" will mean that we are "mortgaging our future." He claimed that this is the minimum we can afford for anticipated business expansion in the next 10 years.

All Ask for More Information

A petition of 233 names was submitted asking that the Council keep negotiations open with Switchel to obtain further information. David Savage spoke of the desire of many residents to find out more about aspects of the developers' proposals and the need to keep talking.

The Council members were in accord with the stated desire for further data and referred to a wide-ranging list of questions to be put in writing and submitted to Switchel.

Among the questions and requests from the Council to the developers are:

1. A request for a statement in writing of the promise given by various Switchel representatives that there is no binding obligation on the part of the Borough Council as it continues to negotiate and investigate details of the developers' plans. Once received, the statement will be submitted to the Council's Attorney for legal advice and opinion.

2. A request to finance an impact study of what effect a 50% increase in population would have on important aspects of life in this community. This study would be made by consultants and experts chosen by and under the control of the Borough Council. The cost is estimated at around \$10,000.

3. A request for a position on who would own and maintain the open spaces or central commons areas.

4. A request for an estimate of the impact on the school situation, given several different scenarios, depending on the immediate fate of our school.

5. A request for specific information regarding sewage treatment

6. A request for information on how these new dwellings will tie in with the water supply.

7. A request for an analysis of the impact of increased development on Roosevelt's "Mt. Laurel" obligations.

Call for Joint Action

One of the main actions of the Council was to agree to call a joint meeting of the Council, the Planning Board and the School Board to consider the re-zoning proposal.

Digest of Comments from Council and Public

Among the comments made by Council members during the meeting:

Ralph Seligman: There is no free lunch; developers are not going to pay our taxes. East Windsor had a booming development...with no lower taxes. The Planned Community Development (PCD) ordinance of the Planning Board (submitted at this meeting) should be our model of development within the Master Plan.

Jill Lipoti: I'm disappointed that there was no attempt to estimate the impact of new building on the water/sewer utility. This input is crucial to deciding on anything.

Jim Alt: Development is irreversible; we don't want to be wrong. If they think their plan will resolve problems, we need to look deeply into these assertions.

Carol Watchler: The developers' proposals could be attractive. They seem to approximate the type of planning that the Planning Board has proposed for the "Notterman Tract" (PCD). But many other related problems need to be examined; for example, the concern expressed by Mark Zuckerman regarding industrial zoning. There are immediate concerns such as our sewer plant that require us to consider where we are right now.

Ed Moser: I feel the figures given by the team of experts were based on data that is generally available with very little, if any, field work done. The studies seem to be mostly statistical, taken from county records and maps. It appears that everyone agrees that we need to have better data, so there will be no rush to judgment.

continued on page 21

Two Views on the

Editor's Note: A general invitation was issued to the community to write opinions on the Switchel proposal. These two are

Roosevelt Reborn How to Change to Stay the Same

by Lee Allen

This issue of the *Borough Bulletin* is dramatic testimony to the criticality of the issues currently being faced by our community. Two of the most important indicators of the well-being of our town have come to the forefront at the same time: the opportunity for adding to our community family and the future of our school as an entity. While the parallel timing of these events is coincidence, it does help us to focus on the real issues and provides us with a fortuitous opportunity to decide what the quality of life will be for the residents of Roosevelt into the next century.

As an accountant with a more than casual knowledge of construction, development, and human nature I have found myself supporting the acceptance of the Switchel proposal by this town. My support comes more from a desire to retain our quality of life rather than to change it.

I am for affordable housing for both fixed and low income families. I am for a family oriented school without the costs and risks of bussing small children out of the town: a school which also employs local people as well as integrating the multiple skills of members of the community. I am also for retaining the convergence of various backgrounds which gives this community its uniqueness and vitality.

I am confident that the following, while probably not changing many minds, will provide valuable insights into our current state of affairs.

To help to provide some historical perspective I researched my personal tax records and discovered some interesting trends. My wife and I moved into Roosevelt in January 1978. We were childless and married but three years. We chose Roosevelt for a variety of reasons, the most important of which were the relatively lower property values and the proximity of the school for our future children. Since Debra and I were from East Windsor and Monroe Township respectively, we had close contacts

with many residents in Roosevelt and an appreciation for what it meant to be a Rooseveltian.

In July of 1978 our home had an appraised value of \$32,400 with annual taxes of \$1,300 (incidentally, this was a higher tax rate per \$100 than our current tax bill). Between 1978 and 1988 our assessed value has increased by 103% as have both the County Library and Health taxes. The County's operating expense share of our tax dollar has increased by 80% and the local school tax has increased by 84%.

The concerning point is that during the same time our municipality's share of our tax dollar has increased by a whopping 230% and we have not even started to feel the bite of the capital improvements necessitated by our crumbling water plant, sewer system, and roads.

We used to have our own snowplow which enabled us to get around town even when all roads leading to town were impassable as well as a part-time policeman who looked over us with paternal concern. These services were cut due to budgetary pressures in an attempt to minimize the effects of rising costs in all areas. In my opinion these actions were attempting to address only the symptoms of the problem faced by this community rather than the real problem.

As the world changes around us we cannot afford to stick our heads into the sand and believe we can weather the storm as we are. Change is the only thing that we can count on and how we manage that change is the responsibility of every Rooseveltian, not just our elected officials. I am very concerned that among us are people who think that just to keep cutting services will see us through. I find that attitude to be ignorant, lazy, and irresponsible by putting off until tomorrow what needs to be dealt with today.

Consider if you will that you are riding in a balloon with three other people: the county, the school, and the municipality. The balloon is composed

of the homes which represent our tax base and it is filled with the available tax dollars. Unfortunately, one of your fellow passengers riding with you has started to put on weight which is dragging all of you closer to the ground. After throwing out all the loose gear that you think you can do without you still find yourself sinking. Someone suggests, "Let's throw one of the passengers out!" The only one you can get rid of is the school while the municipality's appetite continues to grow. Who will go next? A more pragmatic decision that shows foresight would be to get a bigger balloon. One a little bigger than we need in the hope that with additional time and resources a better decision would be forthcoming.

Besides, closing the school would be the most damaging change to the fabric of our community possible. Practically every family in this town has been touched by the school and it has been and will continue to be the glue that molds this town into the vigorous and vibrant town of Roosevelt.

While attending various Council meetings regarding the Switchel proposal, the concerns to prevent our approving their plans so far seem to focus on 1) the rezoning of industrial land to residential, 2) the impact on our safety organizations (e.g.: Fire Department and First Aid Squad) and 3) unknown costs associated with increased residences.

With regard to our available industrial land I find it a moot point to expect industry to come to help our tax problem. We cannot compete with the likes of South Brunswick, Monroe, West Windsor, and Cranbury who are actively soliciting industry and in most cases providing tax abatements for up to five years to encourage industrial growth. Industrial use of land in Roosevelt is not an issue here, but more an attempt to divert meaningful discussion from the real issues. Just as we can rezone for residential we can

continued on page 19

Switchel Proposal

printed here because of their similarity of construction. For other opinions, see Letters to the Editor, page 20

Why I'm Not In Favor of the Proposed Development

by Brad Garton

Lately I've been hearing many arguments (often presented as the "facts") in favor of the proposed development of the Beer-Kugler tract here in Roosevelt. I'm unconvinced by most of them, and I am concerned that the issues surrounding the proposal aren't receiving the close scrutiny they deserve. It is important to keep in mind that this decision will dramatically shape Roosevelt's future—a decision to develop cannot be rescinded.

Most of the arguments revolve around monetary issues, and with good reason. Roosevelt is facing some thorny financial problems, and the tax burden being placed upon residents is rapidly becoming unbearable. How will the Switchel proposal bring tax relief to Roosevelt? The arguments I've heard fall into three basic categories: 1) greater tax base; 2) school budget relief; and 3) sewage treatment expense assistance. I don't believe that the proposed development will achieve the benefits desired in these areas. The problems I see in these arguments:

Greater Tax Base—The general idea is that if the Borough budget can be shared by more people, the cost per individual family will be less. What is ignored in this equation is the changes in the budget required by the development. Items such as police protection, fire protection, water costs (Will a new well be needed? Is it even possible to make further demands upon the aquifer?), sewage costs (discussed later), general maintenance costs of "open" areas, street and road costs will all need to be increased. Even simple items such as snow removal will be more expensive. I can easily imagine that an increase in Roosevelt's population will be accompanied by a concomitant (and offsetting) increase in the municipal budget.

Most municipalities seeking to increase their tax base try to attract industrial or commercial development. Residential development provides the lowest tax return for the land used.

The Switchel proposal will necessitate the rezoning of land that is designated "industrial." I don't think this is a good idea—where else will Roosevelt allow commercial development?

School Budget Relief—The school budget represents the largest portion of the taxes paid by Rooseveltians. I should make it clear that I don't want to see our school closed; I think it is a vital part of our community and (as a parent with a child rapidly approaching school age) I think it is very important for us to maintain control over the school our children use. I don't believe, however, that the proposed development will do much to alleviate the school money problems.

The major budget difficulty with the school is that the facility is not being used to capacity. Residents wind up having to pay more per child, and moneys coming from the state are reduced because of the smaller enrollment. The new development could ease these problems by providing more school-age children, thus "reducing" school overhead costs and bringing in more state money. A large portion of the Switchel development is to include 1-bedroom units. Are these the best type of houses to attract families with school children? It is also important to remember that Roosevelt must pay a significant sum for high-school education (per child). The number of families moving into the new houses with teenage children may offset the number with primary-school children.

Finally (to paraphrase Adeline Weiner [responding to *Understanding the Property Tax Increase*, June *Bulletin*, Ed.]), I feel that the school should adapt to the needs of the community, rather than Roosevelt designing itself after the school. The School Board, the Planning Board, and the Borough Council should jointly investigate creative solutions to the school funding problems. A unified set of priorities and possible alternatives (perhaps including development)

would be a better approach to the school budget crisis; not a presentation by an outside agency with interests other than the Borough's integrity at heart.

Sewage Treatment Expense Assistance—This seems the most compelling argument for allowing any development in Roosevelt. One of the items in the Borough budget that will wreak monetary havoc in the future is the cost of the sewage treatment plant upgrade. If a developer were willing to underwrite a significant portion of this cost, then I think the offer should be considered very carefully by the Council. Has Switchel proposed anything like this?

If the sewage treatment plant problem is not addressed, then Roosevelt will be committing "sewage treatment suicide" if development is allowed. A large part of the sewage treatment problem is inflow infiltration. A development would only exacerbate this problem, to say nothing of the strain imposed upon our decaying treatment facilities. Even if our sewage treatment plant were completely upgraded to satisfy the Department of Environmental Quality consent order, the permit may not allow for the number of dwellings in the Switchel proposal. What studies have been done to show the impact of the development on the treatment plant? We cannot assume that our facilities will miraculously adapt to whatever we build. The sewage treatment problems we currently face will seem mild compared to what would result from the uninformed abuse of our capabilities.

Other Arguments

There are several other arguments I've heard in favor of the development that bear mentioning. One follows a "keeping-up-with-the-Joneses" type of logic that I find a little silly. I've seen a number of comparisons of Roosevelt

continued on page 19

Viewpoint: The Role of Business in Roosevelt

by Anita Cervantes

I have lived in Roosevelt for fifteen years. MIRA, the business I run, started out in Roosevelt in 1977. When we needed more space, we had to move to East Windsor, since there was no space available here in town. We moved back in 1986 and have been happily occupying space in the Oscar Drive Factory ever since. As one of Roosevelt's walk-to-work commuters, I'd like to comment on the discussion at the July 5th special Council meeting about the value of industry in our community of Roosevelt.

First of all, let's tackle the negative image that seems to have become attached to the word "industry" in the minds of many of my neighbors. For them, the words "smokestack" and "industry" seem to go together like "crumbling" and "infrastructure" or "capitalist" and "running dog."

To answer this concern, I'll ask two questions: how many businesses like that currently operate in Roosevelt? And how easy do you think it would be for such a business to set up shop in Roosevelt if our citizens and businesspeople really didn't want it to happen?

Another question: What would life in Roosevelt be like if there were no business in town? Following is a partial list, with credits given where due.

To get your car fixed, you'd probably have to go to Hightstown or Clarksburg (*Jack and Peggy Guyette*), and have someone follow you to drive you back home.

To get stamps, you'd probably have to drive there too, since Roosevelt's two big mailers (*Universal Processing, MIRA*) were in large measure responsible for helping to keep our Post Office open during the Grace Committee cuts.

To pick up a quart of milk or a bottle of wine or anything to eat you'd have to drive to Hightstown or Clarksburg (*all of the Rossi family*).

If you were a kid without a car you'd have to wangle transportation out of town to your after-school job (*Rossi's, MIRA, Action Packaging, others*).

The Community Nursery School wouldn't be open on Fridays (*MIRA*).

Margaret Schlinski probably wouldn't have been able to produce

the marvelous T-shirts she did (*Stinky Pink*).

For reasons of space, I stop here. Think about it for a minute: you'll probably have additions. If you didn't think of all of the elements of my list, it's probably because none of our Roosevelt businesses have made a priority of tooting their own horns. If you hadn't had occasion to use their services or work for one of them, you might not know who they are.

Tom Canton of Switchel and John Rahenkamp the planner both betrayed their ignorance by talking as though the citizens of Roosevelt at best only tolerated the business that exists in town and were dead set against any more business. Both individuals should have known better. Mr. Canton should have done his homework a little more thoroughly about the original plan behind Roosevelt. John Rahenkamp has long been a persuasive advocate and imaginative implementer of "mixed-use" planning. His work gives new life to the old village center concept of a place where people both live and work. In his initial presentation to the Planning Board, Mr. Marcus of Switchel even assumed that none of us had read our recent *Master Plan Re-examination Report* and claimed that the *Report* recommended against bringing additional business into town.

Perhaps all of these individuals assumed that people who live in Roosevelt live here only because they couldn't afford *Princeton Oaks*, and not because they really want to live in a place like Roosevelt.

The founders of Roosevelt, thank goodness, never knew the term "bedroom community." For them, work was an integral part of their lives and consequently of the community in which they lived; and Roosevelt as it was originally planned reflects this fact. Why else would there be, on the original plans of our town, land set aside and zoned for commerce and industry? Why else did the founders build factories? For them these parts of Roosevelt were living places where people spent an important part of their lives.

The industrial and commercial zones are still living places where a number of Rooseveltians spend an important part of their lives: earning their livelihood. There are a dozen businesses in these parts of town, most of them owned and operated by Rooseveltians.

These people are not engaged in hobbies. They are engaged in making their own livings and, incidentally, helping to provide a living for a number of other people. It's hard for me to see how anyone could feel that these people are not making a significant contribution to the quality of life of the entire community of Roosevelt, not just to that part of it in which they operate.

Each of these businesses pays taxes. In the main, they use relatively few community services: Rossi's, MIRA, and M & M Woodworking, to name a few, pay their own carting companies and do not use town garbage pickup, for example.

When MIRA moved to the Oscar Drive Factory almost two years ago, there was space available in our building, and Ingrid Jordan still had her pottery studio in the Rocchias' Swiss Screw Factory on North Valley Road.

Now, because of new tenants and the expansion of the existing businesses, there is no more space in any of the factories. Many of the tenants in the Oscar Drive Factory are straining at the seams.

If there had been additional space, Ingrid probably wouldn't have had to move her studio out of town—a great loss for her and for Roosevelt. If one of the businesses now in the Oscar Drive building expands and needs additional space, what will happen? Suppose an individual wants to move into Roosevelt and wants to bring along his or her business concern?

At the special Council meeting, at some Planning Board meetings, and in conversations with some of my friends and neighbors, I've heard the idea that we should surrender the balance of our land zoned for business to residential development. Many of these people seem to feel that it's not only the inevitable but the sensible thing to do.

continued on bottom of next page

Viewpoint: Development Issues and Actors

by Ralph Seligman

Reflecting on Roosevelt development discussions, it occurred to me that during the past twenty-five years of working as a planning consultant with more than a dozen municipalities in New York and New Jersey, I have attended at least two thousand planning board meetings. The municipalities have ranged in character from rural to urban; in area from one to one hundred square miles; in population density from 350 to 35,000 persons per square mile. Almost all of the meetings were devoted to some aspect of development: discussing master plans, zoning ordinances or other development regulations which I had written; reviewing applications from developers which varied from two-lot subdivisions to multi-million dollar projects in rural as well as urban places; attending public meetings at which community residents and planning boards responded to those applications as they were presented by large and small developers.

As with any process observed again and again over time, one looks for themes and patterns. What developer presentations elicit the most favorable responses from residents and planning boards? How much of the presentation is illusion, how much reality? Whose interests are being addressed, the municipality's or the developers', and to what extent? How serious are different communities about establishing, within state and federal legal limits, their own standards for the kind of community they want, then adhering to those standards in the face of seductive requests for exceeding them? Many more questions stem from basic relationships in the development process which, if identified, might simplify discussions of proposed projects:

1. Ours is a free enterprise economy. While the responsibility of

the public sector is ostensibly to protect the public interest, the "bottom line" in the private sector is profit. Development is no exception. There are those who feel that the kind of public control exerted by planning and zoning over private development is un-American. Since 1922, however, these controls have been upheld by Supreme Court decisions. For better or worse, there is an inevitable adversarial relationship between public regulation and private development. Two of the more popular ways of attempting to obscure this adversarial relationship are:

- to convince the general public that objections to development are unrealistic, insensitive to economic necessities and generally emotional or otherwise soft-headed;
- to convince planning boards and the general public that the economic benefits of a particular project will reduce local taxes, thereby permitting the community to live happily ever after.

A profitable and not uncommon development practice deserving mention is known as "flipping." A developer obtains approval for a project which requires a zoning change which permits a use or density hitherto not allowed in that zoning district. The zoning change so significantly increases the value of the land that the developer who obtained the approval can make as much profit from selling or "flipping" the approved project to another builder as from building it himself. The community, which has created this additional value, receives no financial benefit or tax relief from it.

2. A community that does not respect itself enough to create and maintain its own standards for the ways in which it wants to exist, within

the limits allowed by state and federal laws, will live by someone else's standards. Roosevelt Planning Board Chair Alan Mallach summarized this in describing the Planning Board's proposal for a new zoning district permitting up to 76 new homes on the Notterman tract. After citing the esteem for Roosevelt's design which drew distinguished professionals to donate their time in preparing a plan, in cooperation with the Planning Board and with public participation, which continued Roosevelt's greenbelt concept, Mr. Mallach concluded by saying, "You can plan for yourselves or have developers plan for you."

The project might also be cited for the kind of incremental growth opportunity praised by successive administrations in Roosevelt. It also represents a form of growth management to which an increasing number of municipalities are turning, following high court approvals, to direct their own destinies.

3. Fantasy and illusion play an ever larger role in marketing. Baseball clubs merchandise dreams by allowing their fans, for a fee, to pretend to be major leaguers by working out with the team during Spring training; lotteries allow every purchaser to dream of becoming a millionaire despite odds carefully calculated to guarantee a profit for the operating agency; development proposals promise to make residents' lives easier by lowering taxes. Attractive as that hope is, it is not supported by the evidence from high-development communities such as neighboring East Windsor. Ask an East Windsor taxpayer.

Ralph Seligman is a member of the Roosevelt Borough Council and served as Chair of the Roosevelt Planning Board for twenty years.

continued from previous page

That's a conclusion I'm not ready to reach yet, based on the available evidence.

Do I have an axe to grind here? You bet I do—and it has to do not just with the fact that I run a business here but with the fact that I live here. If we get rid of the balance of our land zoned for

business we make Roosevelt into just an older version of West Windsor's *Le Parc*. And if I wanted to live in *Le Parc* I certainly wouldn't be living in Roosevelt.

Let's accept the fact that industry does not necessarily mean something strange, smelly, polluting, and, by definition, suspect. Rather, it is an integral part of our community which, so

far from being a liability, helps to make it the special place it is.

To that end, perhaps it's time to establish a Roosevelt Business Association: a sort of counter-culture Chamber of Commerce whose goals would include outreach to the community, mutual support, and attracting to Roosevelt people who want to work where they live. Do I hear a second?

No Gas at Roosevelt Auto Starting September 6

by Mark Zuckerman

An EPA requirement, enabled by New Jersey legislation, for the installation of a vapor recovery system for underground gasoline tanks will prevent Roosevelt Auto and Truck Service, Inc. from selling gas after September 5, 1988. Beginning September 6, Roosevelt Auto will do business only in repairs and maintenance.

The New Jersey regulation would probably require replacement of the gas tanks as well as the installation of the new system, at an estimated cost of \$100,000. Jack and Peggy Guyette, owners of Roosevelt Auto, say that an expenditure of this size is out of the question for many independent gas stations.

"We pumped only 2,000 gallons over the minimum monthly amount which invokes the regulation," says Peggy Guyette. Over the past year, Roosevelt Auto gas sales averaged between 12,000 to 14,000 gallons per month. "We'd like to continue selling gas, but the State has tied our hands."

"We sell gas as a service to our repair customers, and to the town," says Jack Guyette. "Repair and maintenance work is the major part of our business. It's why we bought the station, and have remained independent of the major oil companies. We aim to provide the best car and truck care in the area. Gas sales have been a small part of our total volume, and we take a loss on it."

As independent owners, the Guyettes have been at the mercy of gasoline brokers, and have had to spend more time and money securing gas supplies than have owners of franchised stations. Pumping gas involves a book-keeping effort disproportionate to the income it generates, and also requires a lot of labor.

"Even so, if it weren't for the State regulation we would continue to sell gas," says Peggy Guyette. "We're sorry for the inconvenience this will cause, but it's out of our control."

Viewpoint: Why the Citizens' Group?

by Peter Warren

At the candidates' night in Borough Hall last May, Jill Lipoti (quoted in the *May Bulletin* [*Democratic Party Holds Candidates Meeting, Ed.*]) made a thought-provoking statement about the Citizens' Group:

"Lipoti said she did not see any need for this group in a small community such as ours. She suggested greater communication between elected Council members and the public and greater participation by the public at meetings."

Why, indeed, does the Citizens' Group exist? What is the need for it?

First of all, because there isn't much communication from the Council to the public, and never has been. There is no prospect that there ever will be.

Secondly, because most of the people who attend Council meetings (in contrast to last year when no one attended) are members of the Group themselves or are people the Group has urged to attend. Left to themselves, few people want to get involved in town government.

Thirdly, because although we have only about 911 residents Roosevelt is *not* that small and *not* that much of a community. People come and go. My copy of the 1986 phone book already has a hundred changes. People work, socialize and play outside of town. The Citizens' Group merely asks them to donate a tithe of their free time to the community.

The Group was born in the spring of 1982 to study the feasibility of a proposed factory. This experiment in community cooperation was so satisfying that the members of the *ad hoc* committee decided to branch out into a variety of projects, in which they were joined by others.

Neil and Lee Selden applied their professional experience to helping disturbed families. Bob Clark and other lawyers singled out obsolete ordinances and submitted them to the Council for elimination.

A dozen or so Virgo types picked up litter on the highways and byways each spring and fall. An inauguration party was organized to fete outgoing Mayor Barth and welcome incoming

Mayor Hepner. Work was started on a phone book and community handbook.

"Our only proviso," we wrote in the September 1984 *Bulletin* [*Activities of the Citizens' Group, Ed.*], "is that activities be carried out with the approval of the Borough Council and in support of its policies." But about that time, for reasons still unexplained, the Council abruptly dropped the Citizens' Group with a dull thud.

The Council's boycott stopped the ordinance codification and curtailed new activities; it didn't keep the Group from completing the Handbook and the Phone Book or picking up litter twice a year, most recently with the Park Commission.

The Citizens' Group suddenly came back to life last winter. Since then, it has been busier than before.

It has distributed information on the costly DEP project and on the Council and utility budgets.

It has conducted an opinion survey about residential development, provided information for the Switchel July 5th presentation, and collected signatures for a petition favoring continuing negotiations with the developer.

It has carried out a census for the Board of Education. With the PTA, it held a joint candidates' night before the school board elections.

Its members have registered dozens of new voters.

Back in the spring of 1987, some Rooseveltians began to be perturbed at the lack of democracy on our local level and started reviving the idea of contested elections—there had been no contested elections since Leon Barth defeated Ralph Seligman for mayor in 1980.

Both a reform Democratic Party (about 90% of our voters are Democrats) and a Republican Party are gradually taking shape. Until they are able to provide effective options and effective voices in local affairs, the Citizens' Group continues to be the only alternative to government of the Council, by the Council and for the Council.

Viewpoint: Citizens' Groups

by Carol Watchler

A number of groups of citizens have responded to needs in the community of Roosevelt in the years I have worked on the Borough Council. Oftentimes both officially, as elected persons, and unofficially, as ordinary citizens, Council members have worked with these groups. It's good to give credit where credit is due.

Some contributions I particularly recall are Dolores Chasan's efforts to bring speakers for public meetings to bridge the generation gap between young people and adults. Out of these meetings grew teen nights at the school and Borough Hall with the help of the Countermans, Bob Francis and other volunteers.

Formerly under the PTA and now as a non-profit group, the children's sum-

mer program has just completed a successful year under the leadership of Margaret Schlinski.

When he was Chair of the Park and Shade Tree Commission and with the encouragement of that group, Ed Cedar led efforts to revive town cleanup days.

Council committees worked with many townspeople to bring about two memorable celebrations: in 1984, the Eleanor Roosevelt centennial; and in 1986, Roosevelt's 50 year celebration.

Our community of artists has engendered a wonderful new tradition in the Roosevelt Arts Project.

The Planning Board initiated and carried out an excellent workshop about town planning as they prepared the recent revision of the Master Plan.

A determined and creative group has found many ways to get com-

munity support and started the Roosevelt Community Nursery School.

The Citizens' Group has made contributions, some of which are recalled in Peter Warren's article. However, no one set of persons ought to think that they speak for citizens of Roosevelt, even though a particular group chooses the title "The Citizens' Group."

Citizens have carried out an amazing variety of public-minded activities that may or may not have impinged on municipal policy. These efforts are part of the spirit of Roosevelt. All of us are apt to find that we are more effective working together than separately. May this spirit continue.

Carol Watchler is President of the Roosevelt Borough Council.

Viewpoint: Why the Council? Why the Borough Bulletin? Why the Public?

by Jill Lipoti

Of all the statements made at candidates' night in Borough Hall last May, I was surprised to find that Peter Warren had chosen mine to write about. I am pleased to have the opportunity to elaborate on my view, and thank Peter for his historical perspective on the advent of the Citizens' Group.

I stated that I did not see the need for a confrontational Citizens' Group, but that I did feel the need for improved communication between the public and the Council. Specifically, I saw the need for a continuing mechanism for members of the Council to publicize hot issues so that the public could provide their input before a decision was made.

I am one of those people who does not believe it is productive to make a decision behind closed doors, announce it, and then spend time defending it. I think that the more people who can participate in the decision, the better the decision, and the greater the probability of success in implementing that decision. I think that the Council has taken steps to involve the public in its decisions in several ways.

1. We are contributing timely articles to the **Borough Bulletin**. Mark

Zuckerman stated in the June 1988 issue that he has several goals for the Bulletin. The first stated goal is "to promote informed and reasoned public discussion on important issues by publishing articles ... to present and analyze facts." The articles that are contributed by the Council aim to present the facts as we know them. But if members of the community have expertise on the subjects and can contribute more facts and opinions based on their experience, their input is welcomed. No one can be an expert in everything, but there is a lot of talent among Roosevelt residents that can be useful to the community as a whole. I would like to publicly thank all those individuals who spoke particularly on budget and economic concerns. They were especially helpful to me in formulating my opinion when it came time for a vote.

2. The last Public Safety Committee meeting was open to the public and publicized as such. This represents a step even beyond the open meeting concept of the Sunshine Law.

3. The Council has adopted the **Bulletin** as a conduit for keeping citizens informed of upcoming important meetings. Peter was present the night the Council discussed when to allow Switchel to make its presentation. It

was to be a momentous meeting where maximum attendance was encouraged. The meeting date of July 5 was chosen because it could be publicized in the **Bulletin**, thus reaching a maximum number of Roosevelt residents.

4. The Council has proposed that a joint meeting be held with the School Board and the Planning Board to discuss cooperatively issues such as development which have an effect on all other policies each group may consider separately. None of these entities should operate in a vacuum.

In conclusion, the Council has been criticized in the past for not communicating with the public. In Peter Warren's view, "there is no prospect that [the Council] ever will [communicate]." I offer evidence that in the past several months, there has been a change in policy and attitude on the part of the Council. Perhaps there may have been a time in the past where a confrontational style of leadership such as that demonstrated by the Citizens' Group was needed to effect some change. However, this time is past. I hope we can now proceed in a spirit of cooperation.

Jill Lipoti chairs the Public Safety Committee of the Roosevelt Borough Council.

Council Member's Report: Utilities' Progress

by Ed Moser

New Pump for Well No. 3

Well No. 3, which stopped functioning in late June—leaving us with only one well—had all repairs, including a new pump, completed by the last week of July. As of this writing, the well was supplying the town with water.

We intend to keep it running a major part of the time over the next year while the pump is under warranty, so that any defects which may be in it will show themselves before we have to pay for repairs.

Brown Street Cutoff

The so-called Brown Street cutoff has been completed, and a lift station is carrying sewage from Spruce Lane. An evaluation is beginning on the impact this has on our infiltration and inflow problem.

Utility Rates

Some citizens proposed a method of paying the interest and principal on the utility bond issue for several years without raising the water/sewer rates. This is a very appealing idea.

However, as projected by the Borough Accountant, the expenditures on capital improvements are based on expenditures made over the past 5 or 10 years. This does not take into account that most of the capital expenditures in that period were made in the last year. Had we been spending moderate amounts all along, we would not currently be in crisis, and we would not have a relatively large operating surplus to use to pay off the bond notes.

We have asked the Borough engineer to prepare a list of projects which will be needed over the next 5

to 7 years, and an estimate of their cost. We must keep improving the water and sewage treatment facilities, particularly the sewer lines, or we will be faced once more with the prospect of fines and legal entanglements. We also want to maintain and improve the quality of life in the Borough, and these improvements will contribute toward that end.

It may be that a steady, moderate rate of capital improvement of the utilities will require a rate increase. We won't know that until we see the engineer's conclusions. In any event, the matter will be thoroughly discussed at Council meetings.

Ed Moser chairs the Utilities Committee of the Roosevelt Borough Council.

Star Ledger Article Provokes Response

The following was sent to New Jersey Department of Environmental Protection Commissioner Richard T. Dewling following the appearance in the Newark Star-Ledger of an article on measures taken by DEP to force compliance with its clean water regulations:

I read in the *Star-Ledger* of July 18, 1988, that 39 Municipalities had notices "mailed...last week" (i.e., the week of July 11) telling them that they could do no new sewer hook-ups because of failure to comply with new federal water quality standards.

1. Roosevelt, one of the communities mentioned, had not, as of July 19, received such a notice.

2. Officials, notably James Muman, according to the article, bragged that 119 publicly operated treatment plants had been compelled to sign consent orders because of failure to comply with the water standards. I don't know how many other communities were faced with the same kind of treatment that Roosevelt was, but in our case, we signed a Consent Order back around January, 1987, sent in a comprehensive plan for upgrading our

sewage treatment facility, and received no answer from DEP for months. When aspects of our plan were rejected by DEP, we sent back revisions, and more months went by waiting for approvals. That naturally carried us to this past June, when we were essentially blackjacked into signing an Administrative Consent Order which included a \$5,000 fine. The fine resulted after a negotiation in which amounts were banded about until it got down to a level where it appeared as though it would cost us as much money and more effort to appeal to the Office of Administrative Law as to sign the order and pay the fine.

3. The fine did not encourage compliance. Compliance was already in motion and had been for months. In fact, on October 28, 1987, at a public meeting in Roosevelt, DEP personnel said that it would be very unlikely that Roosevelt would be fined because we had shown our good faith by signing the 1987 Consent Order, and attempting to implement it. In fact, from the context of the article in the *Ledger*, it appears that some slick and cynical manager at DEP decided to make a big

publicity splash (no pun intended) by setting up a bunch of Consent Orders and fines in June. I wonder how many of the others were set-ups like ours, products of DEP's apparent bad faith.

4. Another aspect of this coincides with other earlier experience we have had with DEP. In May of 1987, our Borough Engineer applied for grant money to aid us in upgrading our treatment facility. We were rated 114th in the State, and were told that even though we were so far down on the list, we would have received a grant had we applied. In fact the Engineer had asked what further steps he had to take to receive a grant. When I wrote to DEP about that, I was told by mail that applications had gone out in August. Neither the Borough nor the Borough Engineer ever received such an application form. The last we knew was that the Engineer had stated our intention to apply for a grant, and had received no answer. Obviously, since we didn't get an application, we couldn't fill it out and file it, and we couldn't get the money. This seems of

continued on page 20

Roosevelt Reborn *continued from page 12*

do likewise for industrial. Besides, our current industry is more supported by the community than the reverse.

The arguments about our Fire Department and First Aid Squad are more self serving than accurate. Is it not reasonable to expect that an increased population in addition to increasing the demands on these organizations would provide not only more potential members to help with the demand but will also provide more resources to tap when it comes time for financial contributions?

As far as the unknown costs, I believe that we possess all the information necessary to extrapolate fairly accurately any increases in cost associated with the development. I hope that it is not just laziness that is preventing this analysis and it is currently underway.

Time for Homework

We were reminded by Mr. Seligman on July 14 that "there is no such thing as a free lunch" and I believe that he practices what he preaches. The time to do the homework is now. We must

acknowledge the fact that there are many facets to every argument and it is our responsibility to examine both the pros as well as the cons.

On my own initiative I have been developing a computerized model for both the school and the Borough to analyze the impact of various changes to the budgets of both institutions. Because any model is only as good as the assumptions, I invite informed members of the community to work with me to present fairly the answers that are needed rather than questions for someone else to answer. My experience in business has shown me that only when the participants are actively involved in the data gathering do meaningful results become accomplished. "If you are not part of the solution, you are part of the problem" rings true more often than not.

Roosevelt is now facing the second most important decision in its life. The first was the decision to build Jersey Homesteads, the second is how to rebuild Roosevelt. Our founding fathers were wise and prudent. They knew that central water and sewers

were possible because of the economy of scale and the cash flow provided by the project. The cost of rebuilding is far more than the original cost of building and we must use the same wisdom and foresight exhibited by the planners of this community to finance our improvements by creating the cash flow through a major development.

Personally, I see major development as an inevitability. Let us not wait until the rising taxes drive our older and wiser residents out of town to show the leadership necessary to retain our character.

The time is now to fulfill the legacy handed to us by our founding fathers. We must be bold by generating the cash flow through the Switchel proposal, using foresight and sound economics in the management of our community, letting our community family grow and prosper, and continuing to let our school bond all residents together into a common purpose which is the health and vitality of an incomparable community which will be a model for our neighbors, children, and grandchildren.

Why I'm Not in Favor of the Proposed Development *continued from page 13*

with other communities in our area, the implication being that Roosevelt is somewhat "out of step" with other municipalities. I'm certain that it is—that is one of the primary reasons that I moved to Roosevelt. Not so long ago, the people of towns like Plainsboro and Dutch Neck decided to utterly destroy any charm or personality their villages possessed by allowing rampant development of surrounding land. They are certainly not the models I wish to use for Roosevelt. Remember, we control the land with in our Borough boundaries, and it is up to us to make the decision as to how that land should be used.

Related to this argument is the statement: "The developer might sue us to allow development, the legal costs for the Borough will be a further drain on our budget." This is shaky ground upon which to base an important decision. I would hate to see Roosevelt make a bad choice because of some imagined fears. If imagined fears are to be a part of our decision-making process, then let me raise another: Will the development throw

us out of compliance with the infamous Mt. Laurel decisions?

Much of what I object to in the proposal stems from a simple lack of information. It seems that many questions surrounding the project have not been answered and are not being investigated: Will the sewage treatment plant handle the extra demand? Can we provide an adequate water supply? What will be the fiscal impact of the development? How (emphasis on real data) will it help with the school financial situation? Above all, how will the proposed development change our quality of life? One of my first reactions to the proposal was dismay that the Planning Board's zoning ordinance (which has taken a hard look at many of these considerations) was so easily disregarded. Is the current proposal better (or at least as good) as what the Planning Board decided?

Finally, I understand that there is some pressure for a decision by the Borough Council soon. Within twelve months, regulations concerning the development of wetlands in New Jersey will take effect that will require

modification of the Switchel proposal. There are reasons for these new regulations, and I imagine at least part of them is the growing realization among New Jersey citizens as to just how precious land—open, undeveloped land—is. I grew up in Indiana where open space was relatively easy to find. Moving to New Jersey, I discovered that by limiting our environmental horizons we are limiting ourselves (another reason I chose to live in Roosevelt).

One of my favorite parts of the drive into Roosevelt is the stretch of road just prior to Guyette's Amoco station where the trees grow up on either side. The green coolness I get when passing through this area reaches me in a profoundly emotional way, signalling "This is where you live...." Imagine that gone, imagine that unavailable to our children. Roosevelt is a unique community with a unique history—I don't wish to see this usurped by the pursuit of easy solutions (possibly imaginary) to our money problems.

Letters

To the Editor:

The following is a copy of my letter to our Mayor and Councilpersons which I wrote after the special Council meeting in early July. It best expresses my views on the Switchel Proposal, and I include it here as an open letter to all my neighbors in Roosevelt.

I am writing all my Councilmen and Councilwomen because I want you to know my position on the Switchel proposal and because the "Citizens' Group" survey being conducted is biased. Only persons who want further negotiations with Switchel will have their names presented to the Council on this survey.

I am against any further positive responses to Switchel and would prefer we politely give them the cold shoulder at this time.

I believe our Master Plan is as balanced as any court could expect, is not an arbitrary and capricious document designed to stop all or a specific development as were those overturned by the recent Supreme Court zoning decisions, and that although a developer has not come to us on the Notterman tract yet, the Master plan correctly identified this as the best location to use remaining sewage treatment capacity (after correction of infiltration/inflow). This plan was put together by Roosevelt citizens, and was based on sound health, safety, environmental, economic and historical considerations.

I believe that granting the zoning variance Switchel will require may set precedent for other landowners to claim a taking after future requests for zoning variances are rejected (as they have been in the past), and could lead to more development in Roosevelt than even the proponents of the Switchel plan could envision.

I believe the school and municipal budget surplus that Switchel claims (if

it ever materializes) will quickly be eroded by increased operating/maintenance costs, demand for services that past and present Roosevelt residents have not expected in our small rural community, and increased NJ State requirements in municipal and school services.

Prior to Switchel coming to town we were beginning to deal with the serious problems we face on our own. Now many believe we have found a savior. I believe that if this development were built, not long after Switchel left town we would be facing many of the same small town problems as we now do, only compounded. This of course will be the same when the Notterman tract is developed; the difference will be that our problems will be compounded by a development placed where we, through our Master Plan, believe it will cause the least negative impacts on our community.

Switchel is very cooperative now. The development looks good, the presentation appears tailored to Roosevelt. However, they have not spent large sums of money yet and will most likely drop the project now if we decide that the proposal is not in the best long term interest of Roosevelt. But if we lead them on, allow their investment in the project to grow, we will have a battle on our hands if we try to change course because the rosy picture they now paint starts to look drastically different.

The Master Plan process is supposed to allow us to plan ahead when our minds are thinking clearly about our long term *and* short term future, and to give us direction later when pressing immediate problems make carrots before our eyes so hard to resist. Far sooner than many thought, we find ourselves in exactly that position.

Sincerely,
Kirk Rothfuss

To the Editor:

My wife and I moved to Roosevelt two years ago to improve the quality of our lives. The area in which we formerly lived, Bridgewater Township, is one of the fastest growing areas in the state. As a result, the roads, supermarkets, schools, and other public facilities were very crowded.

Now we are being told that more homes in Roosevelt will help us with our taxes. I never heard of that happening and before I am willing to give up the serenity we now have I'd like to hear some very cogent arguments. Whatever is wrong here now won't be cured by jamming more homes and more people into the township.

Harold Mogin

To the Editor:

Switchel, the Rochester, N. Y. builder, has frankly informed us he was attracted to Roosevelt because it is a planned coherent community: safe, pleasing, uncrowded, wooded, eminently livable. That's exactly why we chose to live here, and why we want to keep it that way. Switchel doesn't want to live here; he wants to exploit our good fortune for his corporate gain and hustle back to Rochester. That's not a crime but neither is it in our slightest interest.

We have a Master Plan in force which maintains our integrity as a community and stringently regulates new development. This Master Plan, the result of a decade of thought and consultation, controls the growth of the "Notterman Tract" as the site for 76 new units. It is a triumph of moderation and compromise of which we have reason to feel proud. This is where new development, if it occurs at all, is to take place in our town. This is the law in Roosevelt and it is not to be casually overturned by relentless high-powered salesmanship.

Leslie Wiener

Ledger Provokes Response *continued from page 18*

a piece with the missing notice "mailed...last week."

5. We think that we should upgrade our sewage treatment facility. We believe that people ought to be able to fish and swim in water after it comes from a sewage treatment plant. We are a very small community going to great expense to achieve that goal. Extorting a fine from us because we can't afford

to fight it does not build confidence in State government. There is also a sense that corporate polluters, people who dump toxic wastes into public streams, are immune from fines and jail sentences.

We think that there is a nasty kind of publicity-seeking cynicism which takes dozens of small-to-medium municipalities and puts them into posi-

tions where they find it very difficult to fight back, and it is done, at least in our case, unnecessarily.

I hope you will respond to the issues I have raised.

Very truly yours,

Ed Moser, Chair

Roosevelt Borough Council
Committee on Public Utilities

Letters

To The Editor:

My purpose in writing this brief note is to indicate why my wife and I have been hesitant heretofore to take steps to develop our land in Roosevelt. In a word, we have been marking time until the new Master Plan evolved.

Is it not paradoxical that we, the owners of the next designated tract of land in the Borough, should be put on the defensive for having waited for the Borough's own Planning Board, to decide how best to develop the tract? Presumably, we should have hearkened years ago to developers who were solicitous of our financial aspirations, and have one of them—not the town's own Planning Board—decide how many houses to build, where open spaces should be maintained, what kind of pedestrian walks and stream corridors to insist upon; in short, to have a developer—not the Borough—in the saddle.

This approach is opposite in essence to the planned-community ideas of the town's original settlers, a group of which I am proud to be a member. It is

also no satisfying way for my wife and me to see a return on our investment.

The Planning Board has generated a Master Plan concept that looks to the future, but does not neglect Roosevelt's unique heritage. Their approach has been selfless, objective, and professional. If for financial or other reasons, the community needs to bring in more dwellings than the number of units presently recommended, then do so, but not in a frenzy. Do so based upon careful study of the Master Plan Reexamination Report, dated November 1986 (nicely summarized by Bob Clark in the *Bulletin's* February 1987 issue), and the Amendment to Ordinance #97-14 "Planned Community Development," which ordinance effectively implements much of the Reexamination Report. Toward the end of facilitating such careful study, the Nottermans will be glad to cooperate with the Council, the Planning Board, and imaginative developers. Clearly, such cooperation is to the advantage of all concerned.

Joseph M. Notterman

**Make Your
Views
Known**

**Write the
Bulletin**

**Box 221
Roosevelt, NJ
08555**

Roosevelt Remembers Hiroshima Day

by Adeline Weiner

Many friends and supporters of the Roosevelt Committee for Nuclear Disarmament turned out on Saturday evening August 6th to commemorate Hiroshima Day, 1988. They gathered for the eighth annual rally in Memorial Park, preceded by the usual Peace Walk from the Triangle to the Monument.

Speakers included Freda Hepner, Jane Rothfuss and Ed Moser, all of whom were warmly received by the audience. The guest speaker, Pat McVey, a former officer guard at a US Army missile site, described in vivid terms the new volatility of nuclear interaction during crises that has made its appearance in the last 4-5 years due to the "rapid and reckless" military build-up under the Reagan administration, "a dangerous growth of instability in times of international tension." He urged personal "interven-

tion" by every thoughtful citizen: to write, call, educate others.

The gathering also enjoyed a group of musical numbers, both original and familiar, performed by local instrumentalists, Josh and David Brahinsky, Ivan Rubenstein-Gillis, Ed Cedar and Terrell Spence.

Carol Watchler and Herb Johnson, who presided during the program, urged everyone to sign a message addressed to President Reagan, Senators Bradley and Lautenberg, and Rep. Smith, stating that this year we have good reason to feel hopeful: the United States and the Soviet Union are a small step closer to ending the threat of nuclear War. We call on our representatives to do all in their power to continue mutual arms reduction, the letter said, so that we can turn our resources to useful and peaceful pursuits.

Council Responds

continued from page 11

In discussion, Lee Allen, David Savage and others called attention to the petition and stressed the importance of wide participation by residents in the final decision. Ralph Seligman offered in this connection the information that there are state laws that prohibit zoning changes by referendum; only the appropriate bodies in municipal government make these decisions by law.

Ira Marcus, the Switchel spokesman, offered at the end of the discussion period that studies on such matters as sewer/water effects were held back because they were costly and would require some assurance that the community was really interested in their plan.

Our Supporters and Contributors

Printing of the *Bulletin*
furnished by
Prints of Windsor
Quality Printing & Copying

Princeton Arms Shopping Center
Dorchester Dr. & Old Trenton Rd.
West Windsor
448-3400

**Action
Packaging
Automation, Inc.**
*Packaging Machine
Manufacturing and
Distribution
Contract Packaging*
The Factory, Oscar Drive
448-9210

Aaron, Max & Casie
Carlo & Mary Alfare
Leon & Helen Barth
Paul Bauman
Erma Jean Boes
Marian Busse (Berg)
Rose Canape
Ed Cedar
Anita Cervantes
Augusta Chasan
Howard & Dolores Chasan
Bob & Maureen Clark
Aaron & Evelyn Datz
Michael & Anne DeCocco
Tom Frieder
David & Constance Herrstrom
Gail Hunton & Wes Czyzewski
Michele & Leonard Guye-Hizzis
Bernard & Marie Klein
Kurt & Helen Kleinman
Lillian Lande
Julius & Toby Levin
Jill Lipoti
Ilus Lobl
Harry & Margaret Mack
Alan Mallach & Robin Gould
The Millar Family
Harold & Lenore Mogin
Pat & Ed Moser
Robert & Diana Mueller
Ann & Robert Rector
Mrs. Ilse Riesenfeld
Claude & Diane Rocchia
Amanda & Abby Rose
Louise Roskam
Margaret Schlinski
Peter & Lillian Warren
Adeline Wiener
Leslie Wiener
Tony & Helga Wisowaty
S. Weisberger
Mark Zuckerman

Stinky Pink Ink.
*Contract
Screenprinting
and
Activewear*

Alan Geber
The Factory, Oscar Drive
443-6065

MIRA
*Quality List Maintenance
and Mailing Services*
*Data Entry
Lettershop
Typesetting
Inventory & Distribution*
The Factory, Oscar Drive
443-4495

Tom Hague & Son
*Heating & Air
Conditioning
Commercial &
Residential*

The Factory, Oscar Drive
448-5424

**Roosevelt
Auto & Truck
Service, Inc.**
Quality Car Care
448-0198

Roosevelt Deli
*Groceries & Italian
Specialties*
443-5111

Gary Edelstein
Cabinetmaker
The Factory, Oscar Drive
443-3216

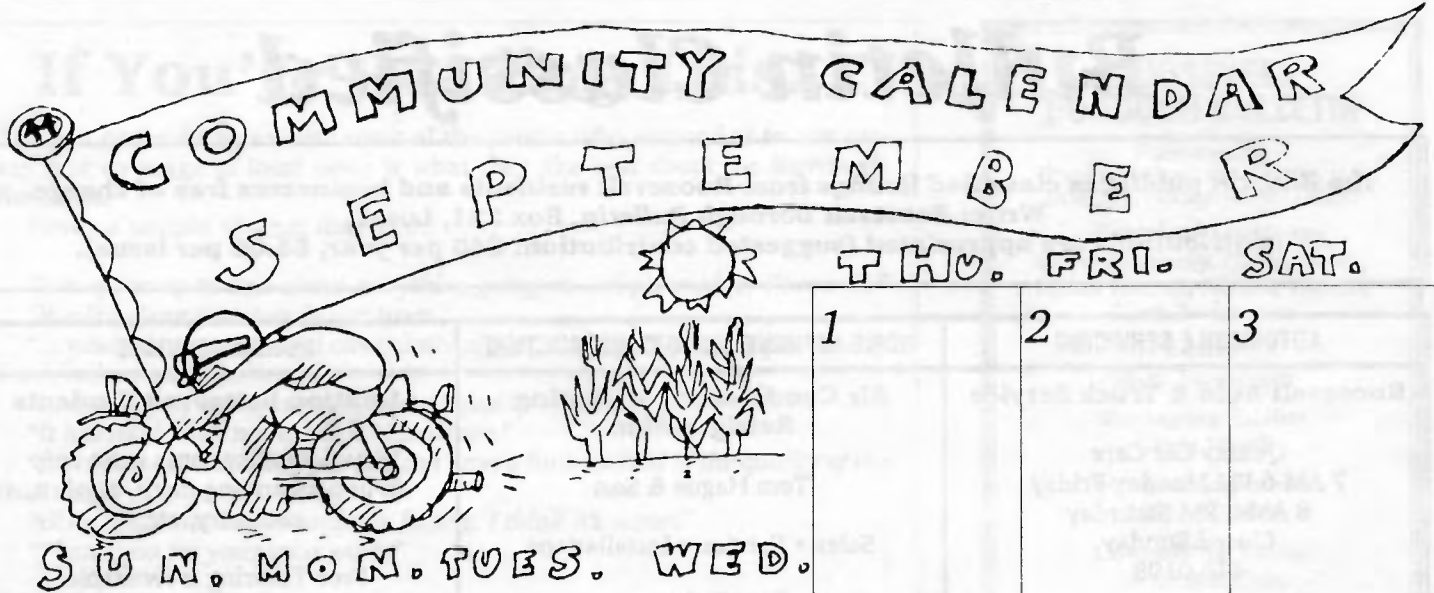
**If Your Name Isn't Here,
It Should Be**

Send in Your Contribution Today
Roosevelt Borough Bulletin
Box 221
Roosevelt, New Jersey 08555

Bulletin Classified

The *Bulletin* publishes classified listings from Roosevelt residents and businesses free of charge.
 Write: *Roosevelt Borough Bulletin*, Box 221, Local
 All contributions are appreciated (suggested contribution: \$40 per year, \$5.00 per issue).

AUTOMOBILE SERVICING	HOME IMPROVEMENTS/CONSTRUCTION	HUMAN SERVICES
<p>Roosevelt Auto & Truck Service</p> <p>Quality Car Care 7 AM-6 PM Monday-Friday 8 AM-3 PM Saturday Closed Sunday 448-0198</p>	<p>Air Conditioning • Heating Refrigeration</p> <p>Tom Hague & Son</p> <p>Sales • Service • Installations</p> <p>Free Estimates Energy Specialists Custom Sheetmetal Work</p> <p>448-5424</p>	<p>Attention Roosevelt Students</p> <p>Would you like some extra help in understanding math, algebra, geometry, etc.?</p> <p>Free Tutoring is Available</p> <p>Call Mary King 448-5096</p>
<p>CHILD CARE WANTED</p>	<p>Complete Bathroom Remodeling</p> <p>Tile Installation</p> <p>Tal Littman 448-2221</p>	<p>Counseling • Therapy Diagnostic Testing</p> <p>Lenore S. Mogin, Ed. D. Psychologist NJ License School Psychology Diplomate</p> <p>Child • Adolescent • Adult • Family</p> <p>by appointment only 443-9303</p>
<p>Mature Woman to care for my two children, 2 & 4 years, in my home plus general housekeeping. Primary concerns are cook dinner 3 times/wk, cleanliness and be fun and loving. Must have car.</p> <p>Call Deborah or Lou 448-6866 or 426-1079</p>	<p>Custom Plus General Contractors, Inc. Roosevelt, NJ</p> <p>Small Job to Total Construction</p> <p>Roofing • Wood Decks • Patios Additions • Renovations Bathrooms & Kitchens Remodeled Custom Closets Insulation Installed Formica</p> <p>Major & Minor Repairs References Available • Fully Insured Free Estimates • Certified Contractor 10% Senior Citizen Discount</p> <p>448-9136</p>	<p>PET CARE</p> <p>“TLC” Grooming Salon</p> <p>Dog & Cat Grooming by Appointment</p> <p>No Tranquilizers Used Pick Up & Delivery Available</p> <p>Call 443-6218</p>
<p>Working Parents</p> <p>seek full-day child care for infant. Our home or yours.</p> <p>Call 426-4338</p>	<p>Gary Edelstein Cabinetmaker</p> <p>443-3216</p>	<p>RESTAURANTS/TAKE-OUT</p> <p>Rossi's Pizza, Deli & Liquor Store serving Hot & Cold Subs • Pizza Calzones • Pasta Other Fine Italian Dishes Catering & Party Tray Available Limited Seating in Back Room Open Mon. 6:30 AM - 7:00 PM (pizza closed on Mondays) Tues.-Thurs., Sun.: 6:30 AM - 10 PM Fri. & Sat.: 6:30 AM - 11:00 PM</p> <p>443-5111 • 443-5522</p>
<p>HELP WANTED</p>	<p>When you call, tell them you found their listing in the Bulletin</p>	
<p>Full & Part Time Jobs within walking distance</p> <p>Mailing Services • Data Entry</p> <p>Advancement Opportunities Informal Atmosphere</p> <p>MIRA The Factory, Oscar Drive</p> <p>443-4495</p>		
<p>Part Time Help Needed for Odd Jobs at RPS</p> <p>\$5.00 per hour</p> <p>Call Helen Barth at RPS 448-2798, 9 AM-2 PM</p>		



SUN.		MON.		TUES.		WED.		THU.		FRI.		SAT.	
4		5		6		7		8		9		10	
		Labor Day		<p>RPS Classes Begin for RPS calendar, see page 7</p> <p>Senior Citizens Boro Hall, 2 PM Jeanette Koffler, Pres. (448-2259)</p>		<p>Bulletin Staff MIRA, 7:30 PM Mark Zuckerman, Editor (443-5915)</p> <p>Planning Board Borough Hall 8:00 PM Alan Mallach, chair (448-4616)</p>		<p>Board of Education Agenda Meeting RPS, 7:30 PM Ed Grossman, Board Pres. (448-9385)</p>					
11		12		13		14		15		16		17	
Erev Rosh Hashana		<p>Rosh Hashana</p> <p>Borough Council Agenda Meeting Boro Hall, 8:00 PM Leon Barth, Mayor (448-1870) Carol Watchler, Council President (448-5215)</p>				<p>Borough Council Borough Hall 8:00 PM Leon Barth, Mayor (448-1870) Carol Watchler, Council President (448-5215)</p>		<p>First Aid Squad Blood Drive Boro Hall, 6-9 PM June Counterman, Chair (448-3182)</p> <p>Board of Ed. Action Meeting RPS, 7:30 PM</p>					
18		19		20		21		22		23		24	
		<p>PTA Back to School Night RPS, 7:30 PM Carol Zaleski, Pres. (448-5089)</p> <p>Cong. Anshei Synagogue, 8 PM Michael Ticktin, Pres. (448-0363)</p>		Erev Yom Kippur		<p>First Aid Squad Drill Borough Hall 7:30 PM Nancy Bauerle, Pres. (448-8725)</p>							
25		26		27		28		29		30		OCT. 1ST	
<p>Nursery School Discovery Toy Party Arlene Stinson, Director (426-9523)</p> <p>First Aid Squad Fund Drive Nancy Bauerle, Pres. (448-8725)</p>				<p>Nursery School Members' Homes Arlene Stinson, Director (426-9523)</p> <p>PTA RPS, 7:30 PM First Aid Squad Boro Hall, 7:30 PM Nancy Bauerle, Pres. (448-8725)</p>									

Is your organization having a meeting or event? Write the **Bulletin** (Box 221, Local) or call Helga Wisowaty (448-0049)