

9. What is the “bait-and-switch” I’ve heard about, and why does it matter for the old middle school property?

Red Bank is witnessing at this very moment (2021) that (1) the City has little power over developers, (2) promises that developers make initially, during their marketing phase and permitting process, may be unenforceable, and (3) developers can and will break their promises and do something different, that the City and its citizens may not like.

At the ongoing Hartman Hills development beside the Department of Motor Vehicles, the developer initially promised to build 70+ owner-occupied homes. But once all the permits were approved, the developer announced it was going to build rental houses instead, which are more profitable. The City of Red Bank is powerless to enforce the initial promises for owner-occupied homes.

This *bait-and-switch tactic* proves that any grand promises made in the future by any aspiring developers regarding the old middle school site will be unenforceable and thus untrustworthy.