

GROWTH & REDEVELOPMENT COMMITTEE MEETING MINUTES
June 10, 2014

The following are the minutes of the Growth & Redevelopment Committee Meeting, which was held on Tuesday, June 10, 2014, at 6:43 p.m., in the Lawrence Township Municipal Building, Lower Level Conference Room.

Statement of Proper Notice

Adequate notice of the regular meeting of the Lawrence Township Growth & Redevelopment Committee has been provided by filing an annual meeting schedule with the Municipal Clerk, and by filing the agenda with the Municipal Clerk, posting prominently in the Municipal Building, and mailing to the Trenton Times, the Trentonian and the Lawrence Ledger.

The roll was called as follows at 6:30 p.m.:

Present: Christopher Bobbitt, Lovette Love-Stevens, John Conroy, Danielle Delprato, Jose Ramos, Howard Nelson, Donald Addison, Kevin Ralph, Boynton Weekes

Excused Absence: Ryan Kennedy, Tushar Patel, Charles Lavine, Andrew Bedryk, Cathleen Lewis, Mayor

Absent: Jags Vazirani, Karen Vincent, John Schloesser

Also Present: Andrew Link, Principal Planner/Business Advocate, Susan Snook, Secretary, Jude Martin-Cianfano, Mid-Jersey Chamber of Commerce

Approval of Minutes:

The May 14, 2014 minutes were unanimously approved.

New Business Inventory:

Mr. Ramos stated he has the listing of all the businesses that have been sent and it contains the company name, address and the phone number and the date registered. At a minimum Mr. Ramos would like some type of contact, owner or manager to speak on behalf of and an e-mail in addition to a phone number. Industry will be a challenge and sub-categories (retail or commercial), what type of business they are in. This is the type of information that is needed. Some of the industry businesses you can tell what they are and can be categorized. Mr. Ramos mentioned companies who do this type of work; however, it would cost something (buying it). The way the data is and has been presented must be a PDF file and could not do anything with this list. We have to investigate to see if we use this list as a starting point or build it and have a committee go through it.

Mr. Addison suggested eliminating the duplicates and we should use the regional headquarters. Mr. Ramos stated once we have the data, the further challenge will be keeping it up to date and fresh. Eliminating chains because there are certain things you can't do with them; however it is still valuable information to have, say for example, if we were doing a brochure or something.

Chairperson Bobbitt asked the members who signed up for the Township e-mail list. Some members stated they receive phone call and others e-mails (Lawrence Quick News). Chairperson Bobbitt thought the Board might be able to use it in some way. Mr. Weeks stated after the meeting set something up for the members of the sub-committee. Ms. Delprato stated once the data is received there are a number of things we can do with it and one way would be for the businesses to use it also, like a directory. Mr. Conroy asked what the fee range is to obtain this data base. Mr. Ramos stated there is a data base and then someone to operate it and it would be the Township's data base and it could be around \$5,000.00. Mr. Addison stated have the sub-committee do it and then report back to the Board members.

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Mr. Weekes stated what the objective was and once that is done then we can come back and report. Chairperson Bobbitt mentioned that the two chambers have their own data base. Ms. Martin-Cianfano asked if we wanted a cleaner list of the 08648 and it will not include 08540, which is Princeton. We know the bigger businesses such as Educational Testing Service and Bristol-Myers Squibb, etc.

Meeting at Lawrence Shopping Center:

Mr. Weekes stated he attended the merchants meeting. The Mayor stated in state of the Town some of the changes at the Lawrence Shopping Center. The name change is final and is now called "The Shops at Lawrence"; working on permits for new signage both on the Princeton Pike side and the Route 1 side. Roof repairs are started, renovations on the parking lot for the sinkholes and potholes.

This Board needs to schedule a meeting with the Landlord within the next couple of weeks and the architectural renderings we were waiting on should have by Friday, June 13, 2014. There was a draft of the façade and what it was going to look like. What the new owners would like it to be is a hub for restaurants and food service operations. It is their goal to put an additional six to seven restaurants in the Shopping Center.

Ms. Martin-Cianfano asked if the new owners thought about sending out a survey to the residents to see what they would like to see in there. Mr. Weekes stated he thought it was a good idea and at the next meeting with the owners we should bring it up. The next thing is we should have another meeting before our next meeting so we can report back to the members. September 23, 2014 is the target date and we need to advertise in July. Ms. Martin-Cianfano suggested handing out a flyer at the fireworks so the community would know about the event. The Board could charge businesses to have a table there to have a fund raiser as little as \$250.00 to promote their business.

Mr. Weekes stated the owners are going to cover the expenses (appetizers, finger foods, wine). So between Mr. Addison, Ms. Martin-Cianfano and Mr. Weekes will coordinate the next meeting and report back.

Awards Program:

Chairperson Bobbitt stated the awards program is October 8, 2014 and will be held at Brio at the Quaker Bridge Mall. Ms. Martin-Cianfano stated to let her know what the Board wants the Chamber to do. The members discussed a speaker like Glen Gilmore or someone like his profile.

The sponsors will be held by the Chamber and the bowls will be given out. Mr. Link stated the sponsorship money we collected paid for the bowls. Ms. Martin-Cianfano stated they will also do the bowls. Mr. Link stated the cost of the bowls was \$80.00 each and another \$10.00 for the plaque that was attached to them.

Mr. Conroy stated all the award sponsors are Lawrence businesses. Ms. Martin-Cianfano agreed and stated they could also have a PA office and a Lawrence Office and will let Mr. Prunetti know.

Special Olympics:

Mr. Conroy stated the hotel at the airport held rooms for the participants and no one booked the rooms so they opened them to the public. Ms. Martin-Cianfano stated the host hotels were the Doubletree and Holiday Inn which are very far from the venues.

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Sign Ordinance:

Chairperson Bobbitt asked if there was a sub-committee yet. Ms. Martin-Cianfano volunteered to be on the committee. She also mentioned that Design Spree is going out of business and Mr. Addison stated all the stores are closing.

Ms. Love-Stevens, Mr. Nelson, Ms. Martin-Cianfano and Vice Chairperson Kennedy are on the sub-committee. Ms. Martin-Cianfano suggested that an engineer should also be a part of the sub-committee. Chairperson Bobbitt stated he thought it was appropriate for this committee because we are the advocate for the businesses.

The members discussed the sign ordinance. Mr. Nelson stated that because the sign ordinances are different doesn't mean they are better. It would be useful to know what businesses are happy with their signs. Chairperson Bobbitt stated you have to compare with similar size towns. For this Committee and the sub-committee it would be good to get a sense of the various businesses, like talk to GEPNA. Mr. Nelson stated it could vary by zone and what kind of sign you can have and have to have some type of grid of what kind of signs are appropriate and where so the people can have a sense to what is possible and compare that grid to somebody else's grid. It is going to take some work and this is something we should be doing.

Chairperson Bobbitt stated start with the different business districts and then once we start seeing common themes amongst the district or amongst the Township then you can make that argument that Highway Commercial along Route 1 is one thing and along Route 206 is another thing and the Shops at Lawrence is another and along Main Street is a historical district.

Other Business:

Chairperson Bobbitt mentioned the shredding event that was held at the Municipal Building (tires, motor oil, shredding papers, computers, television).

Mr. Nelson mentioned the 350th anniversary of New Jersey. The last six months they have been doing these pop up stores in various places throughout New Jersey where they highlight the local town and promote the 350th and for the most part they have been opportunistic and Main Street was approached by the State to host, which was assigned a different date, but Main Street requested during this week. To make it in conjunction with the Special Olympics, there would be a lot of people coming thru and this would be a way to highlight the 350, it was an attempt to get people to stay in Town. The pop up store is going to be where the old bakery was, which closed down, and will be there for five days starting Friday. They will be selling their goods and services through the store and they are promoting the State the downtown of Lawrenceville/Trenton and various other places in New Jersey. It is an opportunity for tourism. Call Lindsay if interested and there is a grand opening on Friday, June 13th.

Mr. Addison stated the State is having a 350th anniversary in the Capital Complex that will take place from 11:00 am to 5:00 pm on Sunday, June 22, 2014.

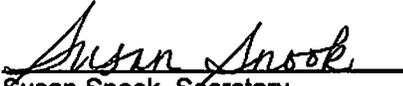
The State is still committed on plans for the Brunswick Circle that ends at Whitehead Road. The State will be putting in a round-about and improving the egress and exits and more pedestrian friendly. Mr. Addison passed pictures around regarding telephone poles in dire need of replacement.

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There being no further business, the meeting was adjourned at 7:31 p.m.

Digital audio file of this meeting is available upon request.

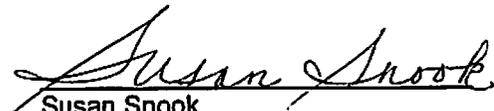
The next meeting will be held on July 8, 2014.


Susan Snook, Secretary
Growth & Redevelopment Committee

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GROWTH & REDEVELOPMENT BOARD MEETING

Susan Snook served as Secretary to the Growth & Redevelopment Board on Tuesday,
June 10, 2014


Susan Snook


J. Andrew Link, Township Liaison