

Economic Development Committee

Borough of Hawthorne, New Jersey

Municipal Building

445 Lafayette Avenue

Hawthorne, New Jersey 07506

Meeting Minutes: November 10, 2010

Attendance:

Carl Schmidt, Chairman	Present
Frank Coppola	Present
Daniel Dailey	Present
Evangeline Gomez	Present
Anthony Spanedda	Present
Victor Terraglia	Present
Councilman John Lane, Council & Chamber Rep	Present
Mayor Richard Goldberg (optional)	Present

Agenda Items:

1. Mayor Goldberg Discussion:

Mayor Goldberg reported on continuing discussions regarding several on-going negotiations between property owners and potential tenants as reported on in prior minutes. The mayor thanked the EDC and the vacant property sub-committee on the successful completion of the shopper survey. The mayor also reported that the borough would pursue Passaic County open space grant funding for the pocket park in the central business district, providing the grant rules apply to leased property.

2. Downtown Revitalization:

- a. Transit Village - Carl Schmidt and John Lane reported on the Transit Village briefing to the Planning Board on 11/9/10. The briefing covered an overview of the NJ Transit Village, Designated Transit Village municipalities and grants awarded in 2010, a chronology of the EDC meetings with state and county representatives to date, and an overview of a planning "visioning process" for the downtown area proposed by the Passaic County Planning Department. Michael Lysicatos from the county attended the meeting and elaborated on the visioning process and support that the county could provide to the borough. The Planning Board supported the visioning process and agreed that the next step in implementing the process is to brief the Council. The briefing is scheduled for the 11/15/10 Council Meeting
- b. Sign Ordinance – Victor Terraglia reported that the EDC signage recommendations were completed and reviewed with the Council Ordinance Committee chairman. Victor led continuing discussion on the proposal for a design review committee that would review new and renovation construction projects for commercial properties. The EDC recommended that the design review committee be an informal body, as opposed to an ordinance codified body, and discussed whether or not the design

review committee should report to the EDC or the Planning Board. Victor will draft guidelines for the committee for review at the next EDC meeting.

3. Vacant Property Sub-committee

- a. Vacant Property Owner contacts – Tony Spanedda reviewed prior work that he had done in support of the identification, documentation and contact with vacant property owners as well as an example of the property information that is available from the borough. Tony explained how he recently used the vacant property information in assisting a borough business representative to identify a suitable property for relocation of the business within the borough. Tony proposed that the sub-committee take advantage of the available property information in discussions with prospective businesses to identify all suitable properties that meet the business needs. Discussion continued on the use of the property information and the results of the shopper survey in discussion with property owners and prospective businesses. Dan Dailey proposed and the EDC concurred that the survey results can also be used in contacting major businesses to demonstrate the shopper preferences for their business. Evangeline Gomez, Dan and Frank Coppola will proceed with contacting several vacant property owners and prospective businesses and report on progress at the next EDC meeting.
- b. Shopper Survey – The EDC thanked Evangeline for coordinating the survey as well as Dan for his support and Frank. Carl Schmidt and Tony Spanedda compiled the survey results in a spreadsheet and were reviewed for final comment by the EDC prior to publication on the borough web site. .