

IRVINGTON AVENUE CORRIDOR ADVISORY COMMITTEE
March 25, 2014
Minutes

Present: Doug Zacker, Chair
Michael Baldwin, Recording Secretary
Laura Nichols
Tracey Randinelli
Olivia Lewis Chang
Kim Peterson
Clarke McCarthy
Trustee Sheena Collum
Trustee Deborah Davis-Ford
Trustee Mark Rosner
Village Administrator Barry Lewis

Absent: Trustee Steve Schnall
Joyce Strawser

Guests Alyssa Ahronson, resident
Robert Mattaliano, resident
Dave Lackey, The Alternative Press

APPROVAL OF MINUTES:

Minutes approved, with notation to update year from 2013 to 2014.

PENDING MATTERS:

MISSION STATEMENT DISCUSSION

The Committee discussed and agreed upon the following mission statement: To create a thriving Irvington Avenue which attracts patrons, residents and the Seton Hall University community with diverse shops and restaurants, and a safe, attractive and vibrant neighborhood

Action to be Taken

NONE

BASECAMP BASICS OVERVIEW

Sheena Collum led the committee through a basic tutorial of how to use Basecamp, reminding them that anything discussed will be part of the public record.

Action to be Taken

Trustee Collum to create "subcommittee" project folders for each of the working groups

SUBCOMMITTEE UPDATES

Events Subcommittee

The first meeting of the Events Subcommittee will be Sunday, March 30, 2014 at 2:30pm at The Blue Plate Special. Tracey Randinelli noted that 25 volunteers have signed up for the IACAC so far, including five Event Subcommittee volunteers. There were a number of ideas discussed for the inaugural agenda:

Action to be Taken

Next meeting to be held on Sunday, April 27 at 2:30PM at Blue Plate Special

- Need to budget and plan for summer event and a few smaller

events this year

- Get business owners together for a breakfast to share ideas (may be business alliance meetings)
- Develop an event in tandem with weekly summer concerts, perhaps involving a local restaurant
- Discuss the possibility of doing an Easter Egg Hunt
- Work closely and dovetail with SOVCA

Beautification Subcommittee

The first meeting of the Events Subcommittee was held March 16, 2014 and the following was discussed:

HANGING BASKETS

There are roughly 45 gas lamps on the Irvington Avenue Corridor from Prospect Street/Irvington Avenue through the Maplewood Border. The Beautification Sub Committee discussed having flower baskets on all gas lamps but recognize the budget constraints. Therefore, the group recommends staggering hanging flower baskets at the entry point to Irvington Avenue and that the business corridor section have flowers on every gas lamp. The Village currently provides baskets for the Central Business District and has a contract for watering services. It is recommended that the IAC be an extension of what already exists.

Action to be Taken

Mr. Lewis to coordinate with the Department of Public Works and report back to the committee.

LIGHTING

From the Market Research Center surveys, residents and stakeholders agreed that the overall darkness of Irvington Avenue poses a problem. A short-term recommendation is that we request PSE&G install 2 additional mantles to the existing 2 mantles to double the amount of light coming from each individual gas lamp. The committee understands that this will result in an overall added expense and would like to understand how this could be accomplished.

Action to be Taken

Mr. Lewis to coordinate with PSE&G on committee's request

The committee also discussed whether the FRONTS program could be leveraged for lighting improvements for the façade of buildings. Currently the Village matches improvements for signage, could this also include lighting? It was also noted in the long term that there might be grants/façade improvement opportunities outside of the Village that should be explored.

Action to be Taken

Trustee Collum to get more information from appropriate Village staff.

BANNERS ON GASLAMPS

The committee discussed how banners on the gas lamps would help create a sense of place for the corridor. Once an overall brand for the corridor is established, it is recommended that the IACAC order these hanging banners for every other lamp post and request that SHU provide banners for the other gas lamps. This will provide an infusion of a community identity along with leveraging that the business district is "SHU Friendly" (as it is the closest commercial corridor to the university). It is noted that the members present liked the proposed name of "South Orange Uptown".

Action to be Taken

Marketing/Branding Committee to complete brand identity.

Action to be Taken

Trustee Collum to reach out to SHU to see if they'd be willing to donate outdoor banners for the corridor.

AWNINGS AND SIGNAGE

The installation of new awnings and signage involve property owners and businesses. While the committee sees this as a great opportunity, it was viewed as a long-term initiative and requires a lot of coordination and should be added to the Business Alliance agenda.

Action to be Taken

Referred to Business Alliance

PLANTERS (POTTED PLANTS)

Currently the planters on Irvington Avenue are not heavy enough and can easily be stolen or tipped over. The committee will research the different types of planters that are available and will further investigate the type of plants.

Action to be Taken

To be researched further by the Beautification sub committee.

COMMUNITY GARDEN

Options that are to be explored are placing boxes/raised beds along the sidewalk of the carwash. This initiative was tabled since it involves seeking the permission of property owners, a landscape designer and volunteers.

Action to be Taken

Laura to reach out to the owners of the car wash.

GARBAGE CANS

The committee discussed purchasing new (and or decorating the old garbage cans) and/or purchasing the double sided ones (garbage/recycling) that allow for advertising on the side, which can be used to display events, information about the district, businesses, parking, etc.

Action to be Taken

To be researched further.

CROSSWALKS & GENERAL PEDESTRIAN MAINTENANCE

The committee discussed how the paint is extremely faded on the crosswalks and needs a fresh coat. Bricks are also missing from crosswalks and yellow paint on the curb denoting (no parking) is faded as well. It was also noted that approvals could possibly be obtained from the Dept. of Transportation to give crosswalks a different look (i.e. Baltimore) – this is more of a long-term area of interest. Bricks are also missing from crosswalks and yellow paint on the curb denoting (no parking) is faded as well.

Action to be Taken

Barry will talk to the DPW / County to figure out what the best plan would be.

DISPOSAL OF GARBAGE

The committee observed that there is a lot of trash in the IAC and would like to see a greater presence from Code Enforcement.

Action to be Taken

Trustee Rosner to speak with Code Enforcement Director.

Business Alliance

Kim has met most of the merchants and decided to form a merchants association will hold it's first meeting at Inkosi on April 14, 2014 at 2pm. She mentioned that she will need help with marketing and promotion. Trustee Davis-Ford will work with Kim. A merchant fundraiser will be on the meeting agenda.

Action to be Taken

First meeting of Merchants association to be held at Inkosi on April 14, 2014 at 2pm.

Branding and Marketing

NAMING OF IRVINGTON AVENUE DISTRICT

The subcommittee discussed and debated a number of names to recommend to the full committee. Two were decided to have significant merit: South Orange Uptown and Irvana. To reach the ideal number of three options, the subcommittee decided to reach out to the greater community and “crowdsource” additional names to present to the full committee. The full committee decided to add the name “Seton Village” to the list

Action to be Taken

None

PROCESS FOR COMMUNITY FEEDBACK ON NAME AND DESIGN

The subcommittee agreed that three potential names for the Irvington Avenue district will be agreed upon and then released to the public through listserve email distribution and other means for a non-binding vote. The public feedback will be taken into account when selecting the final name.

Action to be Taken

Michael will develop and execute community-wide voting on brand names and graphic design.

Once the final name is chosen, we will engage the same designer who developed the SOVCA logo to produce graphically designed options that compliment and are aligned with the SOVCA logo. The three best options will also be distributed for public feedback through the same mechanisms as the name. The public feedback will be taken into account when selecting the final design.

REHABILITATION / REDEVELOPMENT STUDY DISCUSSION

The Committee agreed to direct the village planner to do preliminary work on what the Village’s options are before spending money on the studies. Barry will let the village planner know that we would like this, and arrange for a presentation to the Committee.

Action to be Taken

Barry will ask the village planner to present options to the committee.

MEETING SCHEDULE

The next meeting of the Committee will be Wednesday, April 23, at 7:30pm.

PUBLIC COMMENTS

NONE

There being no further items of business to be conducted, a motion of Adjournment was made and seconded, with all Trustee Members voting in favor, no one opposed.

Respectfully Submitted,

Michael Baldwin
Recording Secretary