

# Pennington

## EDC Newsletter

First Publication

February 2008

### Co-Chairs

Will Dickey

Ph: (609) 737-0914

Rachel Donington Torpey

Ph: (609) 737-7344

### Members

Susan Porcella

Cosmo Iacavazzi

Chris Murphy

Mike Rothwell

Bev Tucker

### Council Liaison

Joe Lawver

**Our mission is to  
promote the  
economic  
well-being of  
Pennington  
Borough.**

## **TO OUR DOWNTOWN BUSINESSES AND PROPERTY OWNERS FROM THE PENNINGTON BOROUGH ECONOMIC DEVELOPMENT COMMISSION**

### **PARKING IS AVAILABLE AND WELL MARKED.**

1. You've probably noticed the new signs (4 of them) that clearly point the way to the Borough Parking Lot. Newcomers to the Borough will be guided to ample off-street parking.
2. New striping in the Downtown makes parking spaces much more visible and gives a fresher appearance to the area.
3. A parking availability survey has been going on for several weeks. Preliminary results show that on-street and off-street parking is available, even during peak shopping hours.

### **CUSTOMERS WANT CONVENIENT PARKING.**

If you or your employee(s) parks in a prime parking space during business hours, it hurts Downtown businesses. According to national studies, a downtown parking space can be worth about \$500 per day in potential sales for local businesses. So please monitor your employees' parking habits and reinforce the importance of reserving the most convenient spaces for customers.

### **EVENTS BRING POTENTIAL CUSTOMERS TO TOWN.**

1. The Holiday Walk was very well attended and, as always, it increased the sense of community in our town.
2. In the springtime there will be an historic house tour in the Borough which will bring many potential customers from near and far to town.

### **LOW-COST WEB SITE AVAILABLE FOR LOCAL BUSINESSES.**

A convenient online platform ([www.princetonol.com/pennington](http://www.princetonol.com/pennington)) enables local businesses to advertise their services. This is provided by Princeton Online in conjunction with the Pennington Business and Professional Association (PBPA). To subscribe contact Sally Wood at Princeton Online.

## NIGHT LIGHTING HELPS THE DOWNTOWN.

The EDC has recently been looking at the Downtown nightscape. As you probably know, some businesses are attractively well-lit, some are minimally lit, and some are completely dark in the evening.

Having a well-lit and good-looking nightscape in the Downtown is important for many reasons. First of all, it invites customers to use the stores that are open. Second, it gives your products and services visibility even when you are closed. We all know that window displays are one of the best forms of advertising. Third, it improves property and personal security. Our Public Safety Director, Bill Meytrott, urges businesses to provide enough inside illumination (at least 25%) for police officers to see the entire interior. He also recommends a reasonable amount of exterior light for pedestrian safety. Similar recommendations were also made in the 2004 Borough of Pennington Streetscape Report.

So, the Commission hopes that all the businesses in the Downtown area will contribute to a brighter nighttime appearance. You can do that quite easily by leaving some interior lights on and by having some attractive exterior lighting. Be aware that there are Borough regulations about exterior lighting (see below) and that installing new exterior lights will require a permit. The members of the Commission, the residents of Pennington, and your fellow business owners thank you.

### BOROUGH OF PENNINGTON ZONING ORDINANCE

#### Section 215-34. Illumination

- A. Sign lighting shall be designed and shielded so as to avoid direct or reflected light or glare falling on adjacent properties or public rights-of-way.
- B. Illumination directed vertically or skyward is prohibited.
- C. Illuminated signs shall utilize non-flashing incandescent or fluorescent light. The light source should not be directly visible, from normal viewing angles, to vehicles or pedestrians.
- D. External ground lighting of signs must not exceed ½ foot candle at a distance of two feet from the illumination source.
- E. Internally illuminated signs are not permitted in the Town Center or Town Center Buffer Zones.

**Always remember to support  
Pennington Businesses!**

---