

**Lower Saucon Township  
Economic Development Task Force**

Date: May 12, 2014  
Time: 7:00 p.m.  
Location: Council Meeting Room

Attendees:

Karen Beyer  
Sam Donato  
Joe Graziano  
Mark Ironside  
Craig Kologie  
Mike Lieberman  
Donna Louder  
Lou Mahlman  
Jay McLaughlin  
Charles Moretz  
Andrew Warner  
Steve Zaharakis

Dave Willard  
Judy Stern Goldstein  
Jack Cahalan

Guests:

Ron Horiszny  
Priscilla deLeon  
Diane Donaher – Director, Northampton County Community & Economic Development

Dave Willard welcomed the Task Force members to the meeting.

**1. Review Vision Statement**

Dave briefly reviewed the vision statement that was developed at the last meeting:

*Lower Saucon Township will support existing businesses and institutions while developing future opportunities through managed growth that reflects the Township's heritage.*

**2. Developing the Goals & Objectives to Achieve the Vision**

**a. Goals – Definition**

Judy said that this slide from Delaware Gap Borough provides a definition of what goals are:

Goals are general statements that reflect the overall vision of Borough residents, property owners and board members as to what direction Delaware Gap Borough should take in the future.

## 1. S.M.A.R.T. Goals

Dave provided a definition of S.M.A.R.T. goals:



### b. Objectives – Definition

Judy said that this slide from another municipality gives a definition of what objectives are:

Objectives are mini goals which will aid the Borough in fulfilling the major goals as they were compiled through the cooperation of residents, property owners, the steering committee, the Borough Council and the Planning Commission.

### c. Economic Development Growth

- Strategies to remove roadblocks for development/redevelopment of vacant parcels
- Manage growth
  - Guidelines and principals for development
  - Support (not roadblocks) for development
- Community impact
- Route 378 Corridor
  - Communication with property owners
  - Aesthetic issues – improve the streetscape
  - Encourage reinvestment in properties
- Infrastructure
  - Sewer
  - Water
  - Telecommunications
  - Transportation / Road Improvements

### d. Promote a balance of land uses within Lower Saucon Township

- Zoning
- Adaptive reuse
- Review regulations and create balance for environmental protection and development potential

- Compatibility
- e. Explore potential uses/adaptive reuse for existing underutilized land/parcels within Lower Saucon Township
    - Ensure that key development areas are zoned appropriately
    - Feasibility studies
  - f. Promote a balance of land uses within Lower Saucon Township
    - Zoning
    - Adaptive reuse
    - Review regulations and create balance for environmental protection and development potential
    - Compatibility
  - g. Ensure that key development areas are zoned appropriately
  - h. Feasibility studies
  - i. Retention and expansion of the existing businesses within the Lower Saucon Township community
    - Wayfinding signage
    - Identify businesses and business community
  - j. Attract high-wage, future-oriented businesses
    - Health care
    - Office
    - Technology
    - Opportunities for shared space and creation of new businesses
  - k. Promote and encourage creation of new small business ventures
    - Partner with existing institutions
    - Recruit small businesses
    - Identify facilities/sites for start-up businesses
    - Incubator spaces
  - l. Maintain and enhance the quality of life in Lower Saucon Township
    - Maintain the rural character and diversity of the Township
    - Key gateways and corridors into the community
    - Balance between environmental protection and development opportunity
    - Compatibility between land uses and transitions between residential and nonresidential uses
    - Protect and enhance the cultural heritage of the community
    - Rail trail
    - Social fabric
    - Develop the identity of the community

3. **Scheduling Meetings with local Economic Development leaders**

Dave said that he had promised that we would ask local Economic Development leaders such as Don Cunningham for the LVEDC, Tony Ianelli from the Chamber of Commerce and Jeff Parks from Arts

Quest to come and speak to the Task Force. Dave asked if everyone was agreeable to doing this on a separate night before the next meeting on June 25<sup>th</sup>. The group indicated that this was okay. Dave said they had three (3) suggested dates to offer for this meeting: June 5<sup>th</sup>, 12<sup>th</sup> and 19<sup>th</sup>.

4. **Other**

Priscilla deLeon mentioned that PennDOT will be holding a meeting on the status of the Route 412 construction on Thursday, May 22<sup>nd</sup> at 7:30 a.m. at the Hellertown Borough Hall. Dave asked staff to send out the flyer on this meeting to the group.

Diane Donaher stated that the Slate Belt Chamber is doing something similar to what you are doing and on May 20<sup>th</sup> from 5-7 p.m. they are having a broker development bus tour. They are asking the developers to prepare information on their projects listing the tax incentives and challenges with each of the projects.

5. **Wrap-up/Confirm Future Meeting Dates**

Meeting adjourned at 8:50 p.m. The next meeting will be on Monday, June 25<sup>th</sup> at 7:00 p.m.