



# Township of North Brunswick

February 23<sup>rd</sup>, 2021

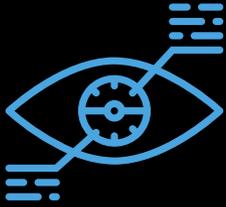
Zoning Board Presentation



## Overview

- Company
- Portfolio
- North Brunswick Location
- Proposed Monument Display Design
- Functionality
- Community Benefits

# Catalyst **Experiential**



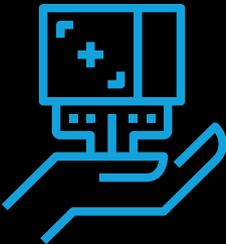
Redefining the Physical Form  
of Communication



Design and Develop  
Landmarks & Experiences  
that Meet Community Needs



Develop Projects  
in Affluent Areas  
Near Major Metros



Create Solutions that  
Address Aesthetics



Municipal Collaboration  
at No Cost to Taxpayers



Quality over Quantity

# Catalyst **Products**

**Landmarks**

**Experiences**

**Infrastructure**

**Sculpture**

# Catalyst Products

## Landmarks

Clocktowers

Monuments



# Catalyst Products

## Experiences

Amphitheaters

Arts & Cultural Centers

Community Centers

Dog Parks

Farmers Markets

Pocket Parks

Skate Parks



# Catalyst Products

## Infrastructure

EMS Stations

Fire Stations

Municipal Public Works

Parking

Pedestrian Bridges

Police Stations

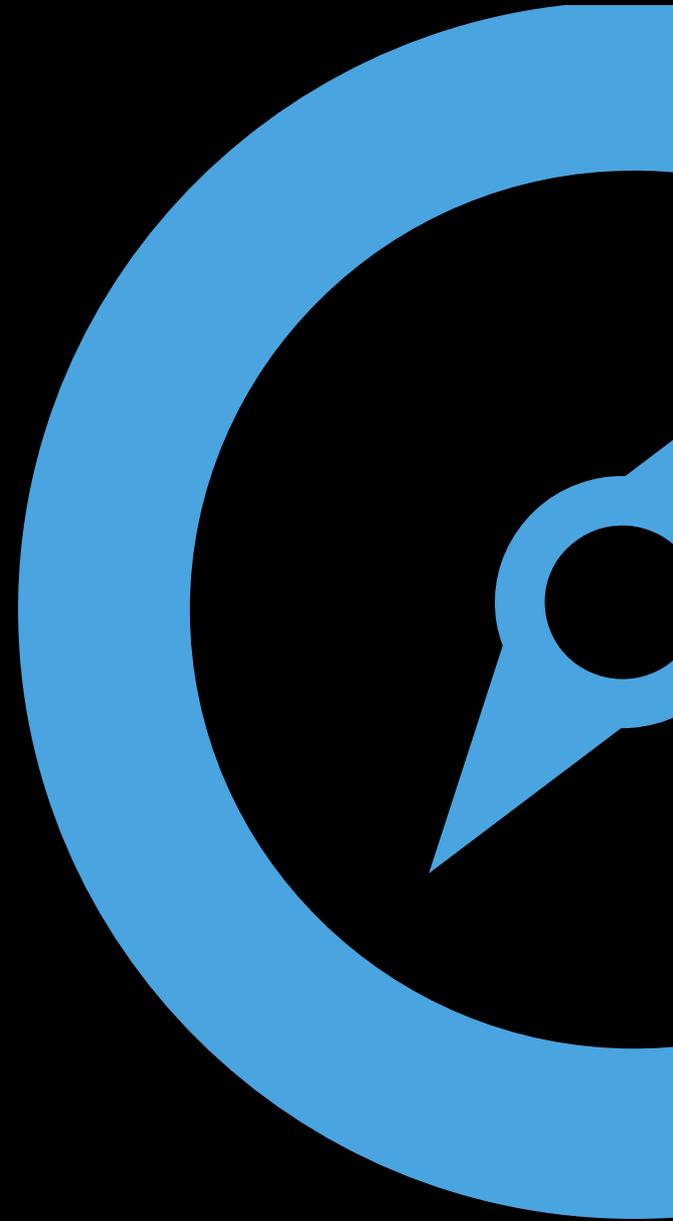


# Sculpture

Urban Experiential Displays (UEDs)



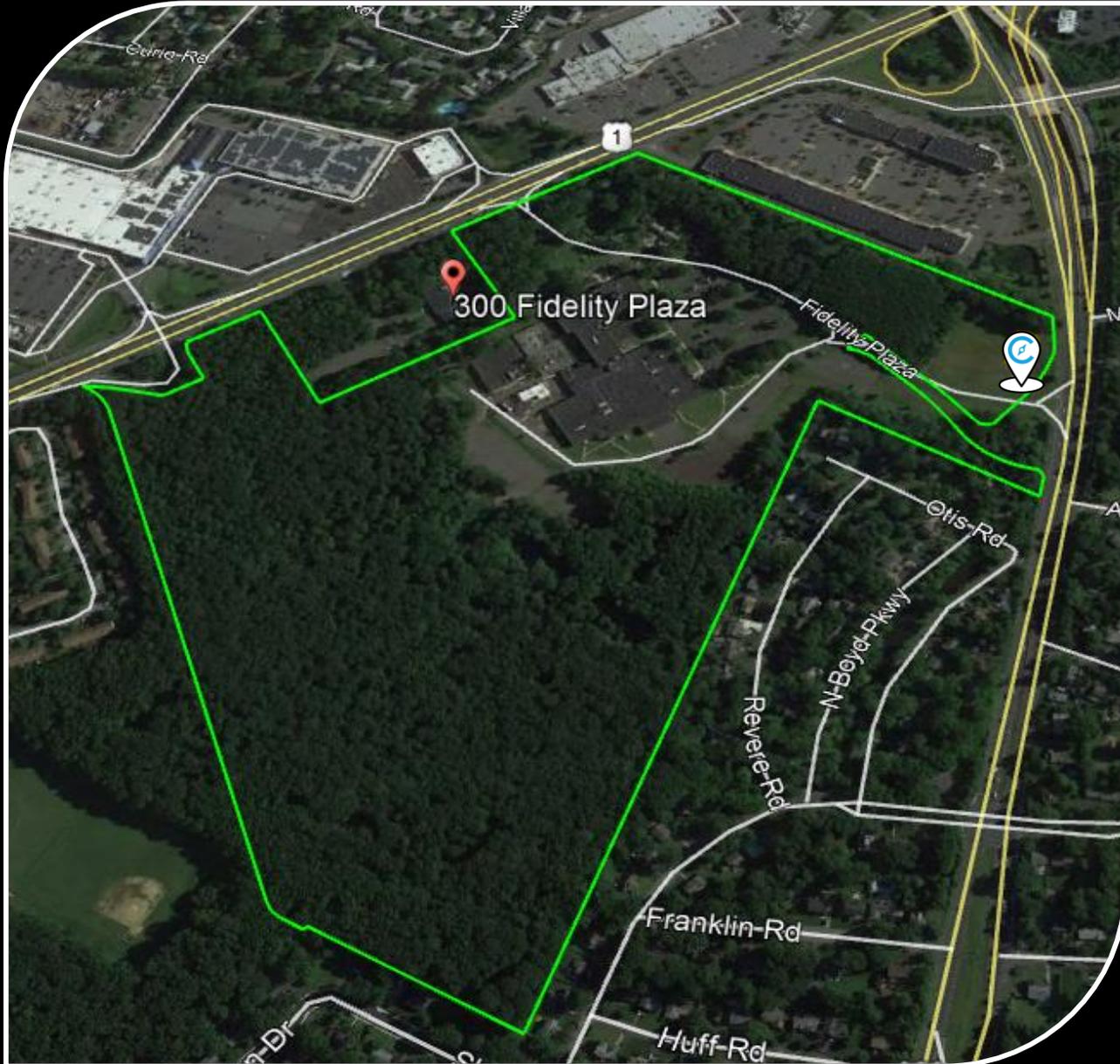
# Featured Products



**North Brunswick  
Route 130  
Monument Display**

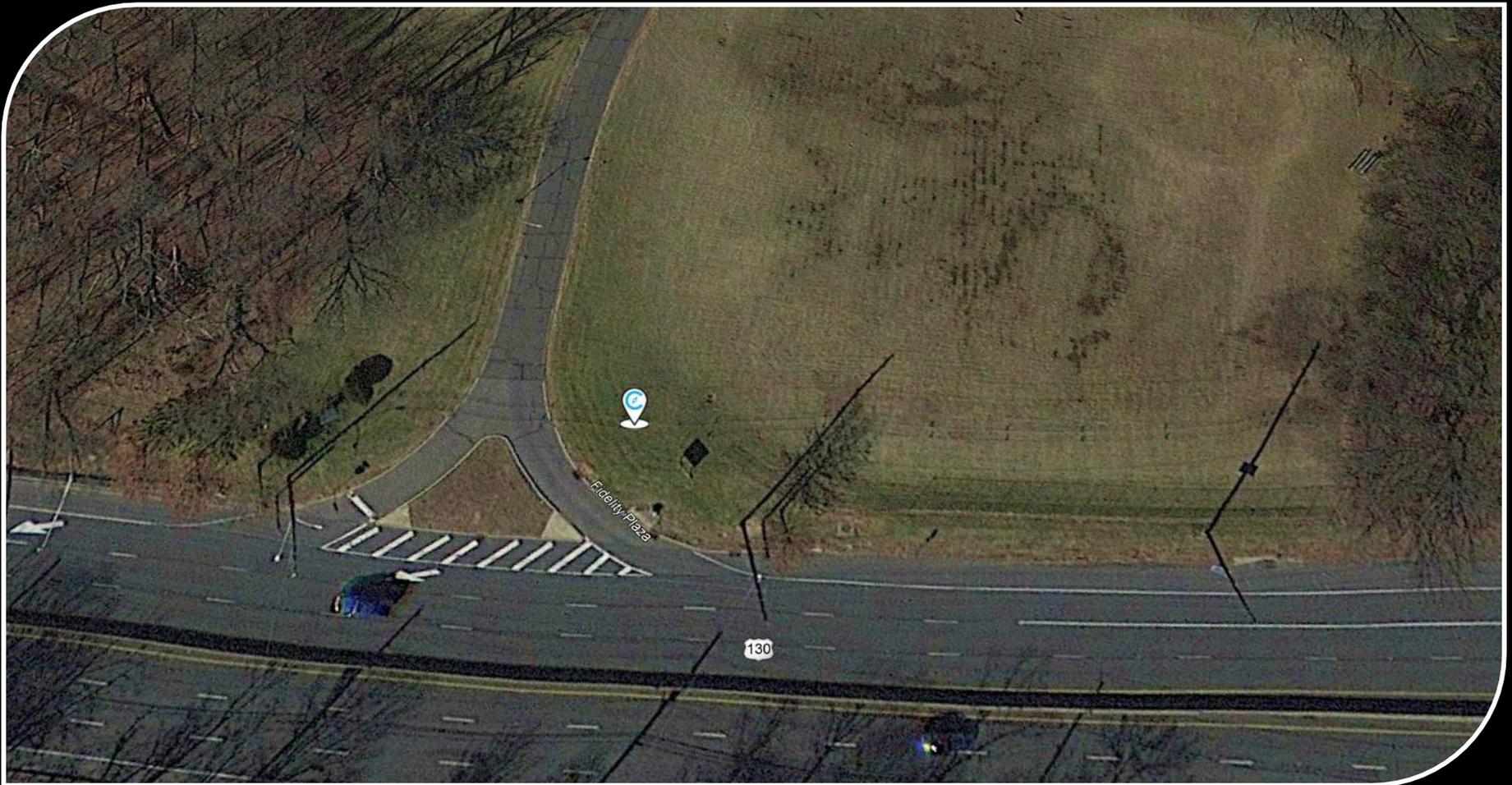


# Fidelity Plaza (at Route 130)



# Route 130 Fidelity Plaza

- Zoning: OR
- Block: 143 Lot: 24.06
- Total Parcel Size: 87 Acres

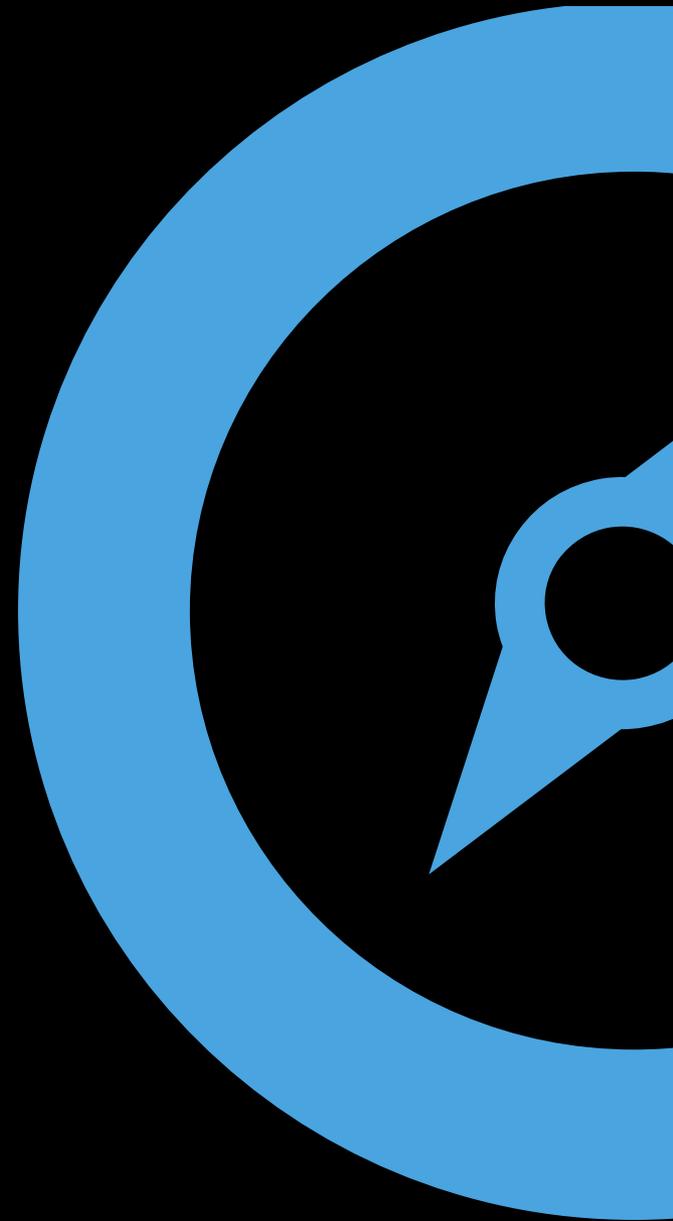


# Current Condition



# North Brunswick Monument Display

Sketch-up



# Municipal Identification



# Building Materials

- Masonry Stone – Quarry Cut Edge



- Wood – Honey Colored Clear Coat Finish

- Township Lettering - Copper



# Landscaping

Evergreen Trees: 8 Plantings, 20' Ht

Shade Trees: 3 Plantings, 6' Cal

Perennials: 37 Plantings, 18-24"

Shrubs: 58 Plantings, 15-30"

Grasses: 64 Plantings, 18-36"

**Total: 170 Plantings, 11 species**





# Before/ After



OCTOBER 5<sup>th</sup>  
1pm-7pm  
Free Admission



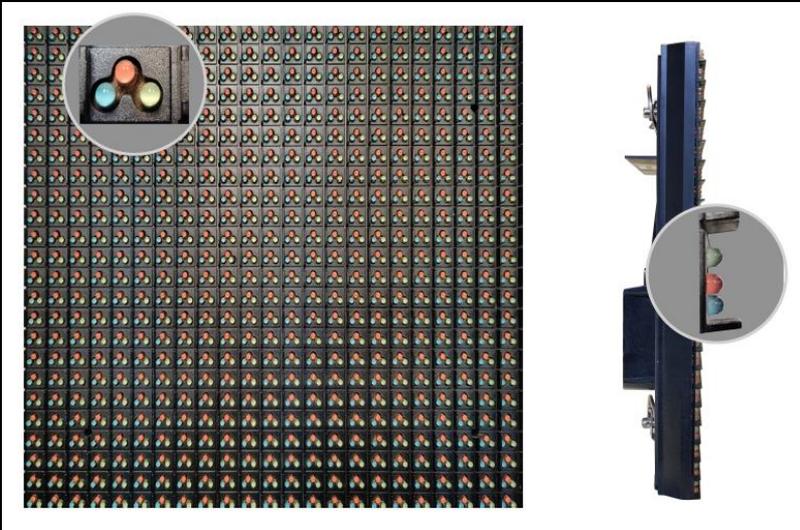
MUSIC  
RIDES  
CRAFTERS  
BEER GARDEN  
FIREWORKS

North Brunswick Township



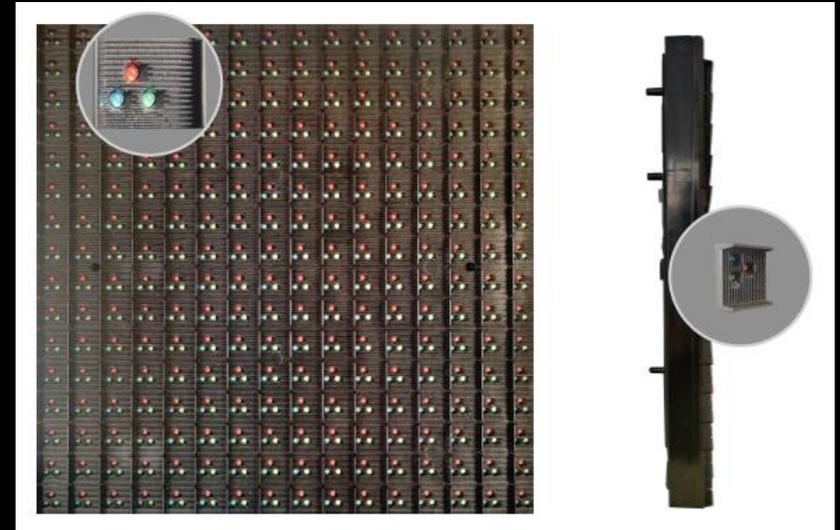
# Digital Display Technology

## LED



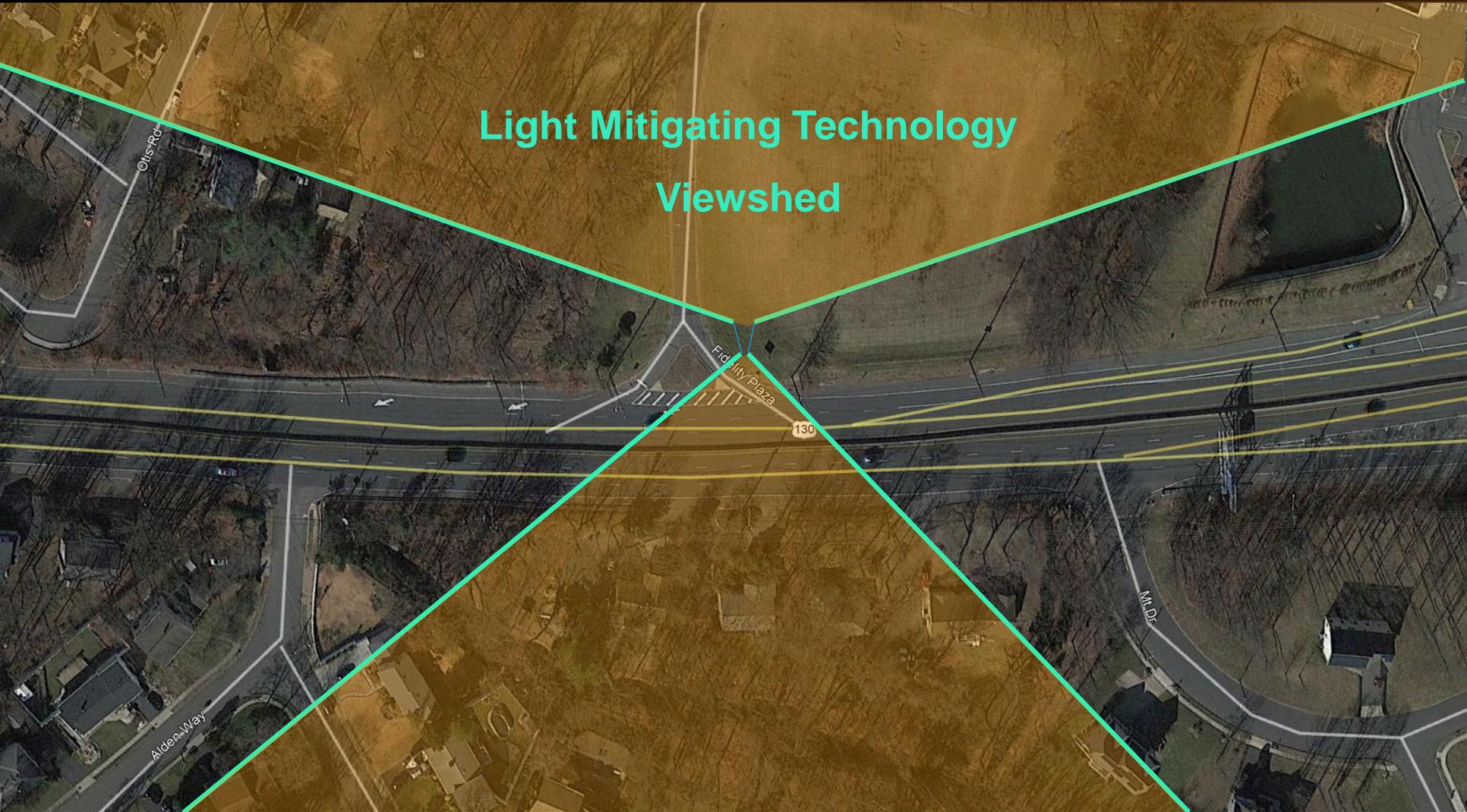
- 1 Red/Blue/Green LED Per Pixel
- Wider Spacing Between Pixels
- 19 mm - 43 ft viewing distance
- 16 mm - 38 ft Viewing Distance

## Light Blocking Technology

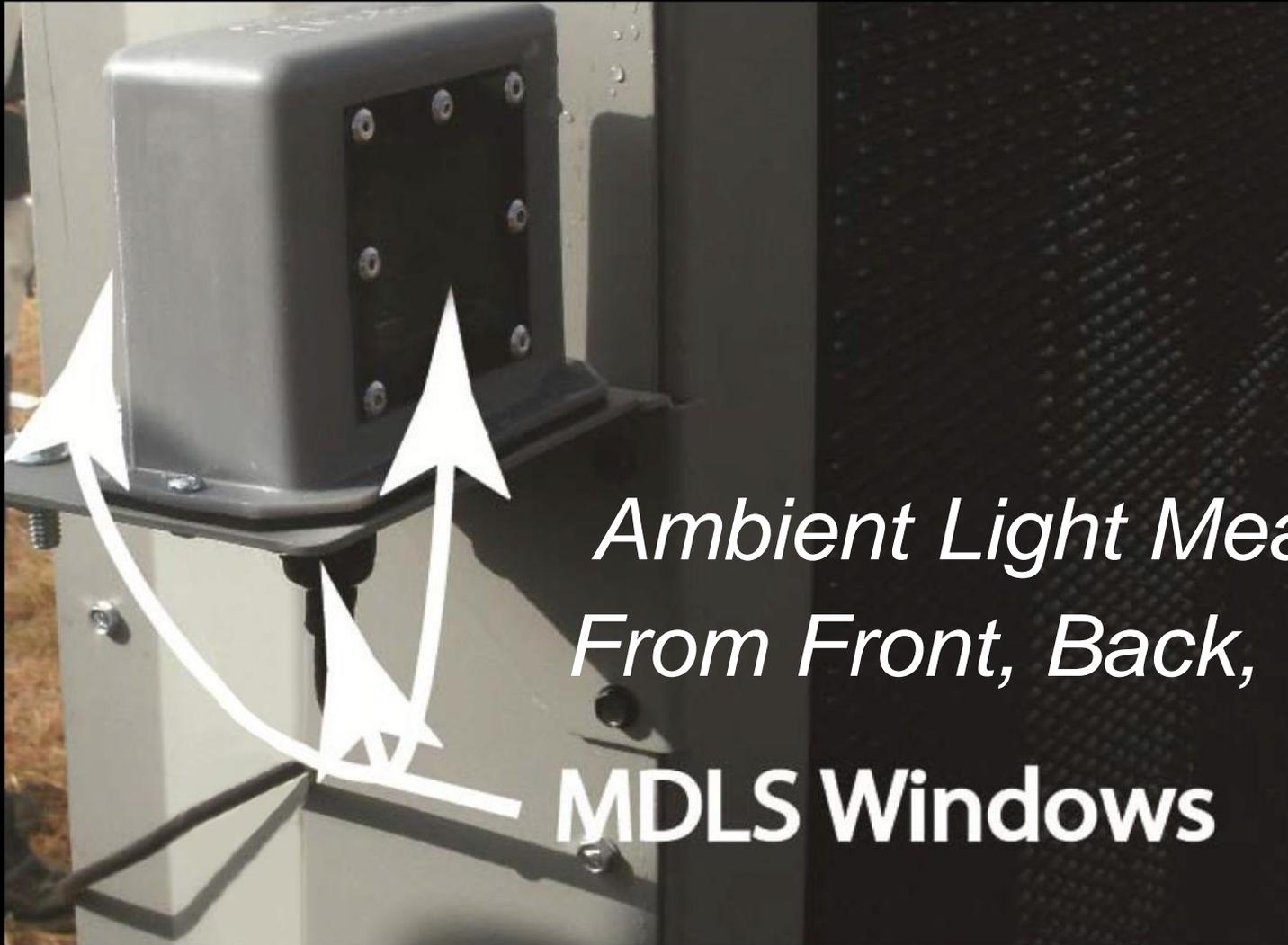


- LED diodes are recessed into specially angled channels
- Narrows viewing angle to 60 degrees (traditionally 140 degrees)
- Use in light sensitive environments to ensure light is focused on the audience, and light to adjacent environments is limited

# Visual Communication Technology



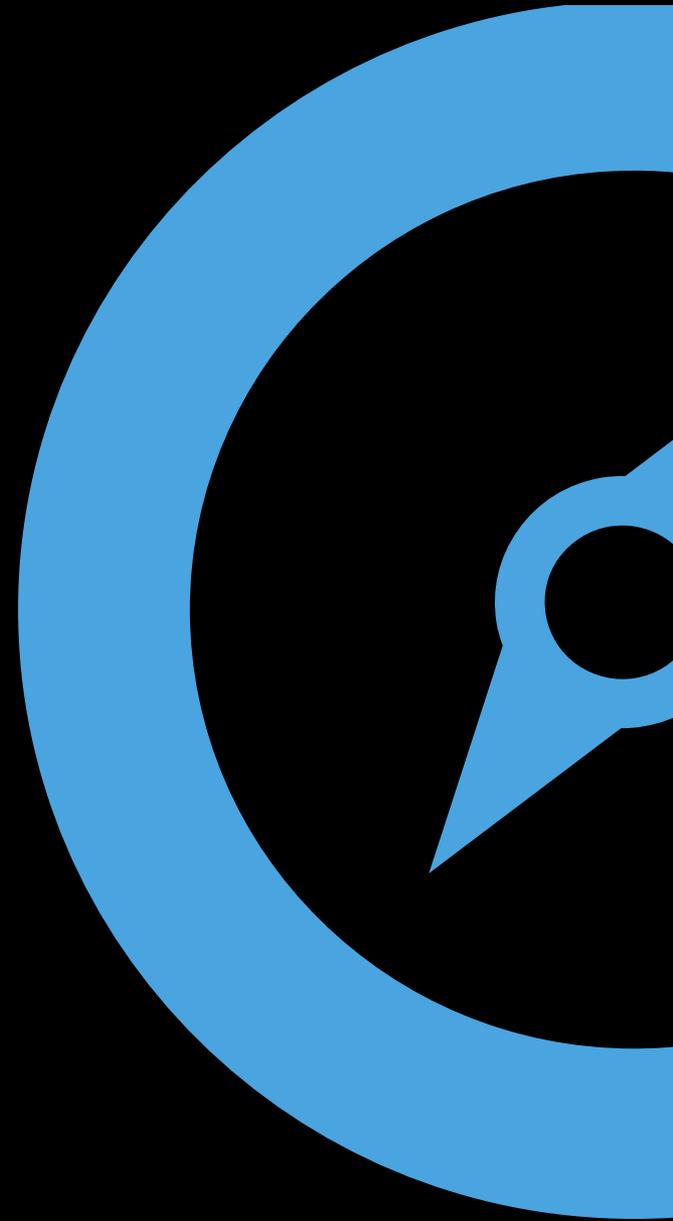
# © Multidirectional Light Sensor (MDLS)



*Ambient Light Measured  
From Front, Back, Bottom*

**MDLS Windows**

# Local Communication



# Local Communication

- Municipality retains control over allocated local messaging slots
- Municipal use of the platform is provided at no cost, including artwork design
- Guaranteed 8-second slot on each side of each installation per two-minute cycle
- Hotline established for emergency communications

## COMMUNITY COMMUNICATION PLATFORM

PROCEDURES AND BEST PRACTICES



February 2020

### CATALYST EXPERIENTIAL

#### PROCESS

Communities can submit artwork ready to be promoted, or if no artwork is available Catalyst can design the artwork. In either case, Catalyst has an email address that is monitored daily. We ask that artwork be submitted one week before it needs to run to allow adequate time for reviewing and/or designing the artwork and scheduling.

Email address: [Creative@CatalystEx.com](mailto:Creative@CatalystEx.com)

Timing: One week before the promotion should run

#### Emergency Hotline: 610-975-9390

If you have a missing person, urgent weather warning, or other time-sensitive alert, call the number above so that someone can quickly assist you in getting your information live as quickly as possible. You can also send the details via [Creative@CatalystEx.com](mailto:Creative@CatalystEx.com) - for instance, website, image and details of missing person, etc. so that we have everything.

*NOTE: Amber alerts are automatically posted via a partnership with The National Center for Missing & Exploited Children (NCMEC), and will run on all displays within minutes of the alert being made.*

#### EMAIL THE BELOW INFORMATION TO [CREATIVE@CATALYSTEX.COM](mailto:CREATIVE@CATALYSTEX.COM)

- NAME OF REQUESTOR
- EMAIL ADDRESS
- PHONE NUMBER
- ORGANIZATION
- INSTALLATION NAME (E.G., MIDDLETOWN MONUMENT)
- SIGNS (EAST, WEST, ETC.)
- START DATE (AT LEAST ONE WEEK FROM TODAY)
- END DATE

#### CRITICAL INFORMATION

- ORGANIZATION BEING PROMOTED
- LOCATION
- EVENT DATES/TIMES (IF APPLICABLE)
- REGISTRATION DEADLINE (IF APPLICABLE)
- CALL TO ACTION (WHAT DO YOU WANT TO VIEWER TO DO)
- LINKS TO WEBSITE OR RESOURCES:

#### ATTACHMENTS

- EXISTING CREATIVE DESIGN WORK
- LOGO
- PHOTOS OR RELEVANT ARTWORK

# Catalyst Advertisers

Local



Regional



MOUNTAINCREEK



National



Non-Profit



# Community Benefits

- Establishment of an **aesthetic gateway** for North Brunswick Township's Route 130 Corridor:
  - Creating a **sense of place** on an otherwise nondescript portion of the commercial corridor
  - **Distinguishing** the Township from the neighboring municipalities
- Constant no-cost **communication platform** for municipal and local non-profit information:
  - Keep constituents **informed**
  - Highlight **community** events, activities, and initiatives
  - Provide **critical** real-time emergency and public safety messaging
- Providing **local businesses** a means to attract customers from the high traffic corridor

# Municipal Communication

- First Responder (Police, Fire, EMS)
  - Fundraising
  - Recruiting
  - Public Safety
  - Wanted and Missing Person
- Municipal
  - Calendar of Events
  - Municipal Meetings
  - Business District Promotions
  - Holiday
  - Public Safety
  - Road Closures
  - Weather Alerts
- School District
  - Virtual Art Show
  - Theatrical
  - Sporting Events
  - Graduation
  - Awards/Recognition



# Neshaminy School District Art Show

- Sixty student artworks from school district featured during year-long campaign
- Catalyst coordinated with district and its teachers
- Virtual art show was a hit, covered prominently in local news media

## BUCKS COUNTY **Courier Times**

### Neshaminy art on display on Middletown M

By Staff Report

Posted Apr 3, 2019 at 8:00 AM

Art from students at all district schools will be featured over the next several months.

NESHAMINY SCHOOLS — Art crafted by students at all district schools will be on display over the next several months on the Middletown M monument, a



# Non-profit

Catalyst makes its network available to local non-profit organizations on a space available basis

- Fundraising
- Donations
- Awareness
- Events
- Virtual Art Shows



# Emergency

- Automated integration with FBI, FEMA, and the National Center for Missing and Exploited Children
  - Weather alerts (hurricane, wildfires, severe storms)
  - Amber Alerts
  - FBI Most Wanted
- Alerts run approximately once every minute while the alert is active



# Sustainable Jersey

Visual Communications Technology platform may assist North Brunswick Township meet program criteria and grant eligibility, such as for the following Sustainable Jersey Actions:

- Municipal Communications Strategy
- Buy Local Campaign
- Support Local Businesses Campaign
- Creative Placemaking Plan
- Green Business Recognition Program
- Community Education & Outreach

## TOWNSHIP OF NORTH BRUNSWICK RESOLUTION SUPPORTING PARTICIPATION IN THE SUSTAINABLE JERSEY™ MUNICIPAL CERTIFICATION PROGRAM

**WHEREAS**, a sustainable community seeks to optimize quality of life for its residents by ensuring that its environmental, economic and social objectives are balanced and mutually supportive; and

**WHEREAS**, North Brunswick Township strives to save tax dollars, assure clean land, air and water, improve working and living environments as steps to building a sustainable community that will thrive well into the new century; and

**WHEREAS**, North Brunswick Township hereby acknowledges that the residents of North Brunswick Township desire a stable, sustainable future for themselves and future generations; and

**WHEREAS**, North Brunswick Township wishes to support a model of government which benefits our residents now and far into the future by exploring and adopting sustainable, economically-sound, local government practices; and

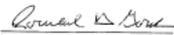
**WHEREAS**, by endorsing a sustainable path North Brunswick Township is pledging to educate itself and community members further about sustainable activities and to develop initiatives supporting sustainable local government practices; and

**WHEREAS**, as elected representatives of North Brunswick Township, we have a significant responsibility to provide leadership which will seek community-based sustainable solutions to strengthen our community:

**NOW, THEREFORE, BE IT RESOLVED** on this 6<sup>th</sup> day of April, 2009 that to focus attention and effort within North Brunswick Township on matters of sustainability, the North Brunswick Township Governing Body wishes to pursue local initiatives and actions that will lead to Sustainable Jersey Municipal Certification.

**BE IT FURTHER RESOLVED**, by the Township Council of North Brunswick Township that we do hereby authorize Lisa Baldino, Assistant Purchasing Agent to serve as North Brunswick Township's agent for the Sustainable Jersey Municipal Certification process and authorize her to complete the Municipal Registration on behalf of North Brunswick Township.

  
Robert Lombard  
Business Administrator

  
Ronald Gordon, Esq.  
Township Attorney  
Approved as to legal form



# Zero Cost to Municipality

## Catalyst Pays

- ✓ **100%** of Design
- ✓ **100%** of Engineering
- ✓ **100%** of Acquisition
- ✓ **100%** of Legal
- ✓ **100%** of Construction
- ✓ **100%** of Operations
- ✓ **100%** of Maintenance
- ✓ **100%** of Insurance

## Municipality Pays

**NOTHING**

