



Township of North Brunswick

February 23rd, 2021

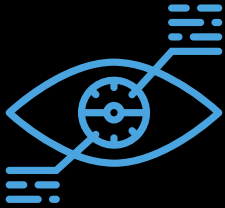
Zoning Board Presentation



Overview

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

Catalyst Experiential



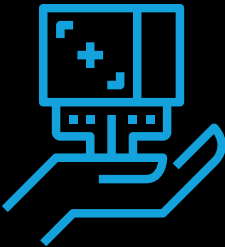
Redefining the Physical Form
of Communication



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)



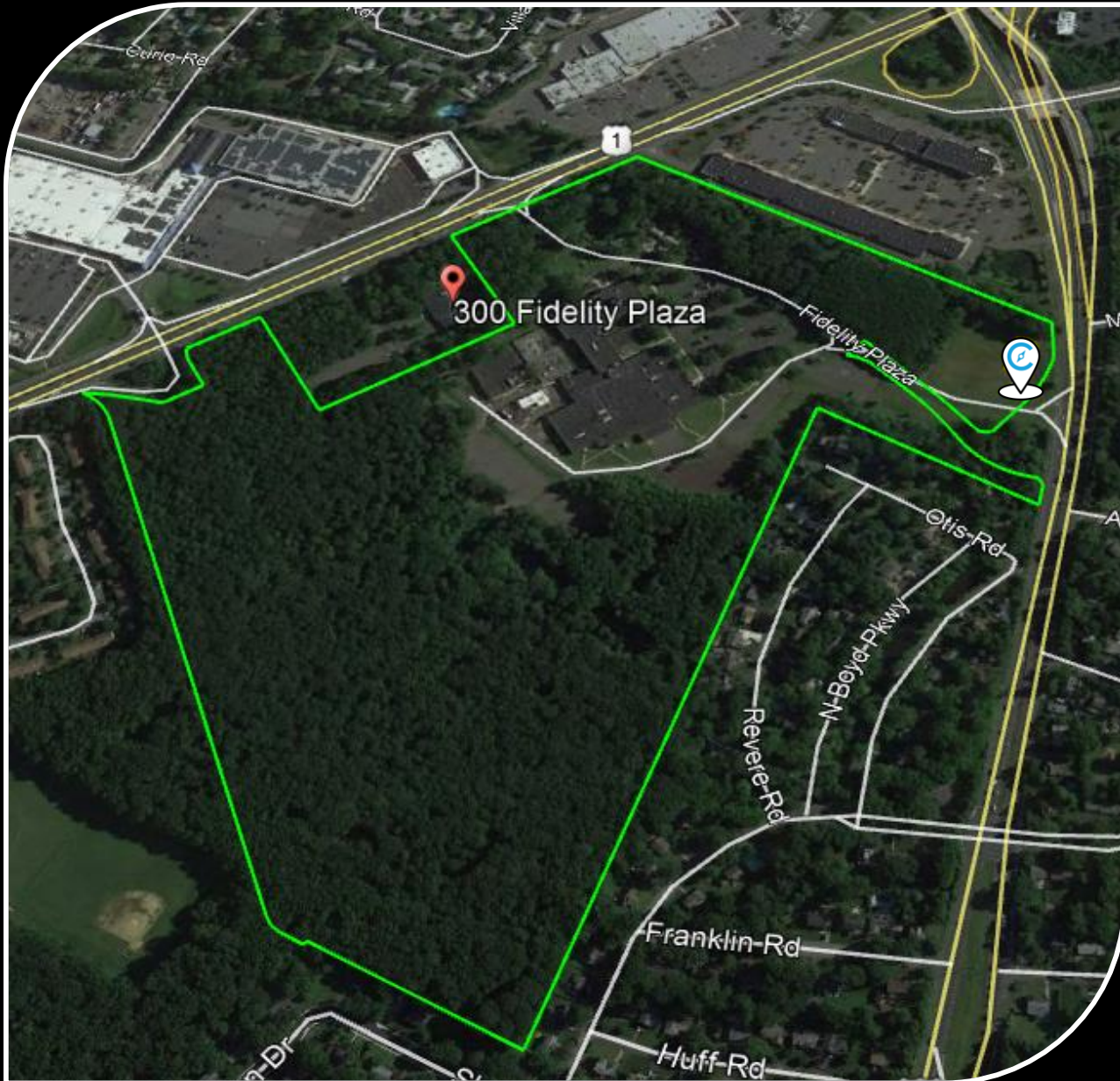
Featured Products



North Brunswick
Route 130
Monument Display

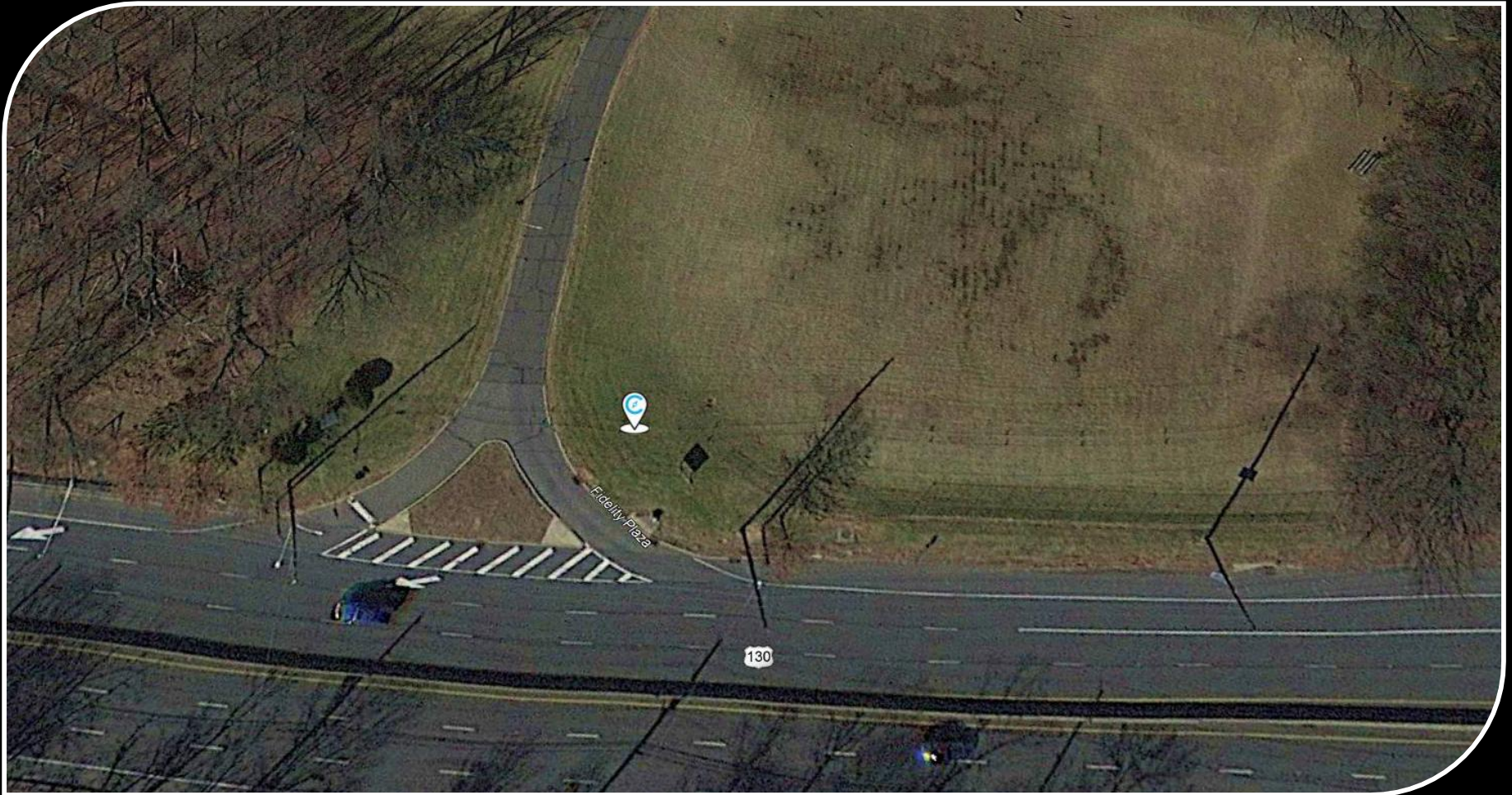


Fidelity Plaza (at Route 130)



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

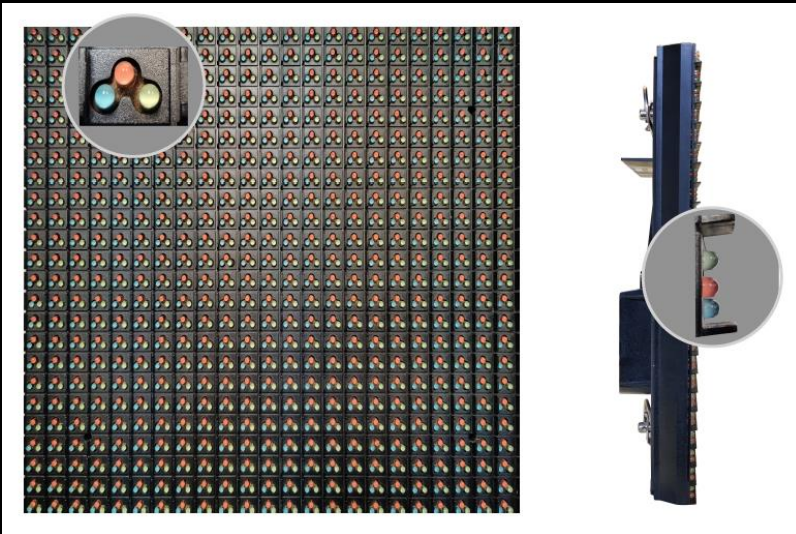


Before/ After



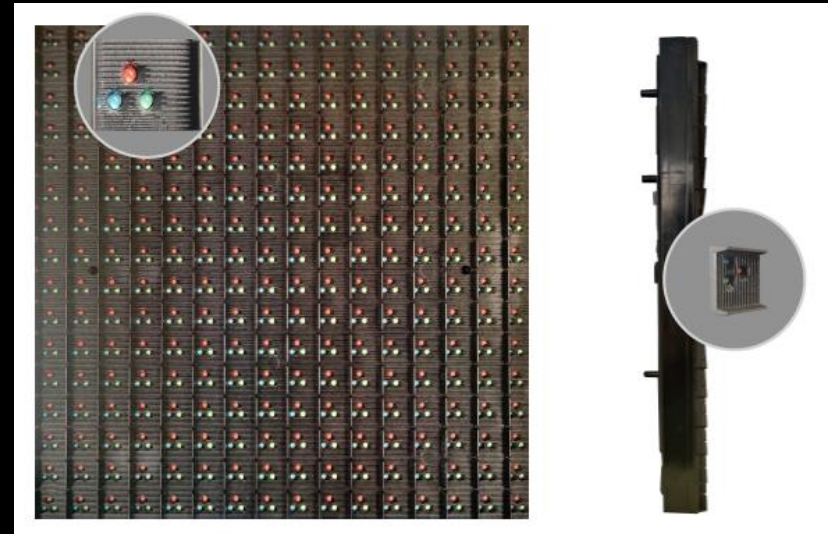
Digital Display Technology

LED



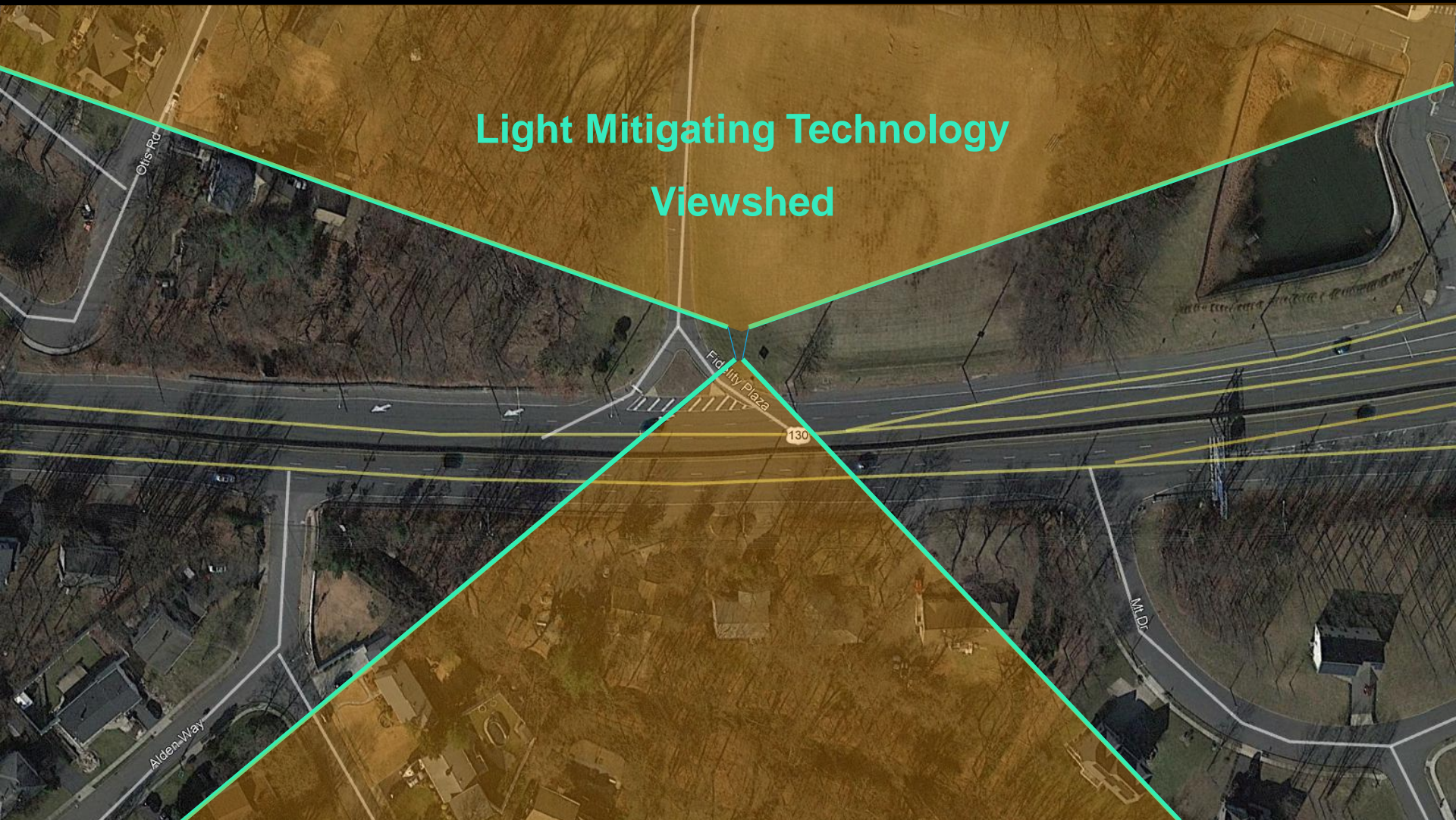
- 1 Red/Blue/Green LED Per Pixel
- Wider Spacing Between Pixels
- 19 mm - 43 ft viewing distance
- 16 mm - 38 ft Viewing Distance

Light Blocking Technology

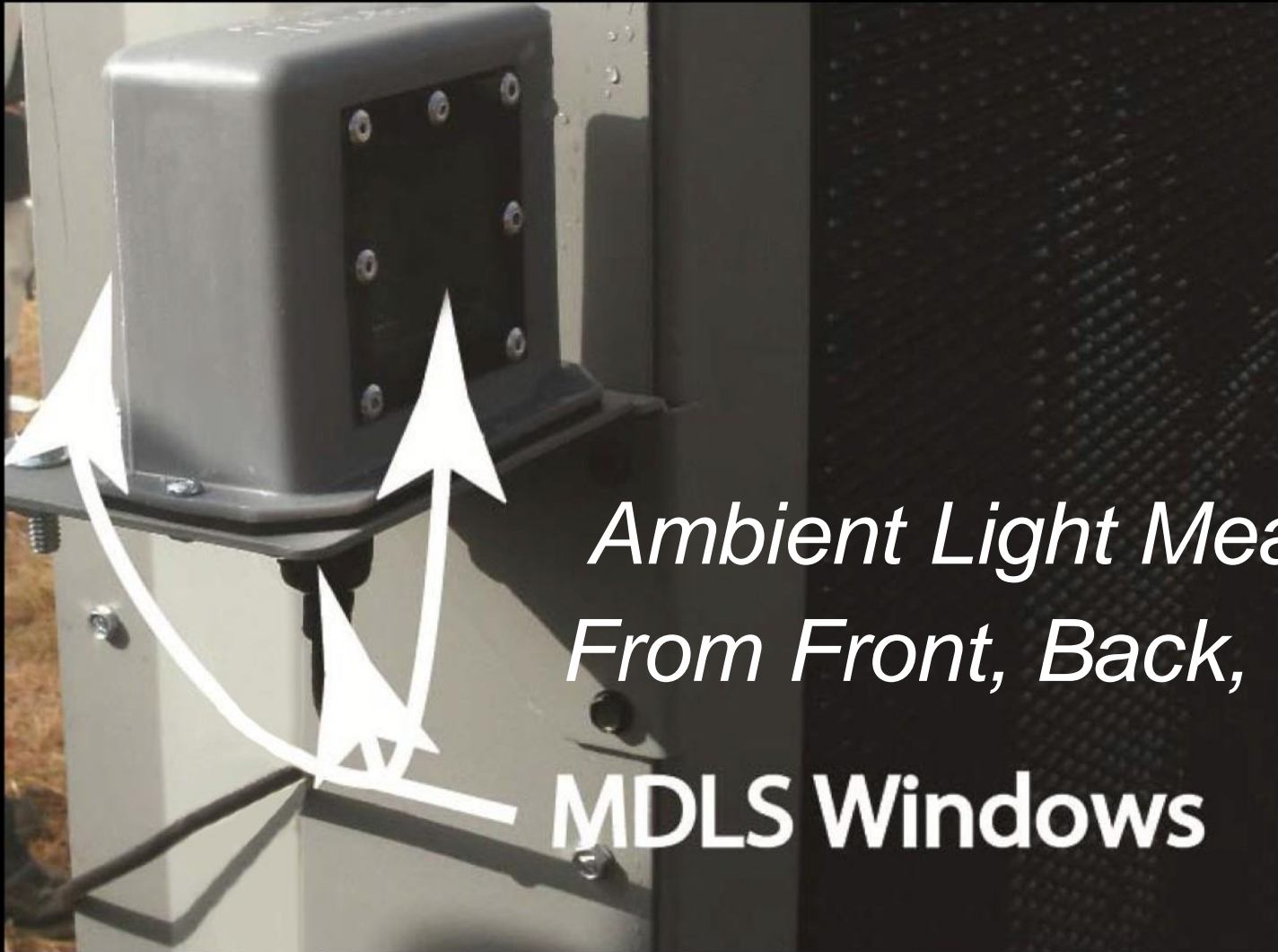


- LED diodes are recessed into specially angled channels
- Narrows viewing angle to 60 degrees (traditionally 140 degrees)
- Use in light sensitive environments to ensure light is focused on the audience, and light to adjacent environments is limited

Visual Communication Technology



© Multidirectional Light Sensor (MDLS)



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

CATALYSTEXPERIENTIAL

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

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 - 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

- 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



Hunterdon Healthcare
Your full circle of care.



Regional



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.

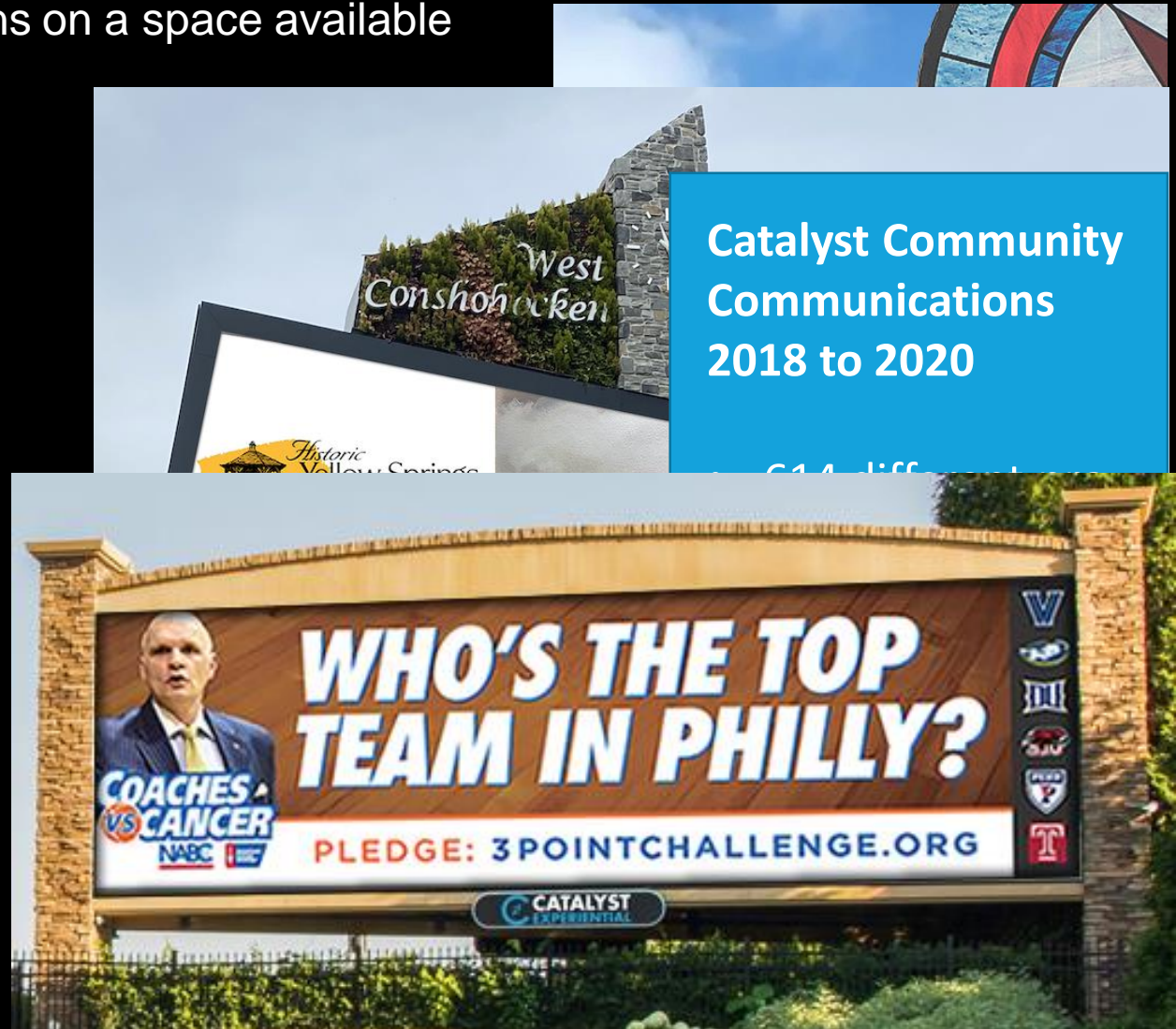
NESHAMINY SCHOOLS — Art crafted by students at all district schools will be on display over the next several months on the Middletown M monument, a



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

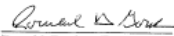
WHEREAS, by endorsing a sustainable path North Brunswick Township is pledging to educate itself and community members further about sustainable activities and to develop initiatives supporting sustainable local government practices; and

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 6th 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

