

PRESS RELEASE

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For immediate Release

**Lawrence Township receives grant from
Delaware Valley Regional Planning Commission for
Brunswick Pike Streetscape Plan Development**

Lawrence Township will receive a grant from the Delaware Valley Regional Planning Commission under the Transportation and Community Development Initiative program to develop plans for the Brunswick Pike Streetscape project. The Brunswick Pike area has been the subject over several studies over the past two decades and most recently, the boulevard street improvements by NJDOT. The state project is nearing completion and upon final project acceptance, Brunswick Pike will revert to Lawrence Township jurisdiction.

The Township now seeks to improve the Brunswick Pike Streetscape as envisioned by the prior studies to form the needed link between the residential and commercial uses and foster the revitalization of this section of the Township. The area is home to a significant senior citizen component from the Heritage Village Housing development that needs viable commercial enterprises within a safe accessible travel route. The streetscape project will value the pedestrian experience, invite more pedestrian traffic and improve the quality of life and appearance of the area. The project also involves design of "gateway" elements at Whitehead Road and Brunswick Circle to note the historic transportation corridor and set the stage for integration of related elements along the corridor. The streetscape will complete the conversion of the character of the area and help provide the background for the needed economic stimulus. The TCDI grant, with additional Lawrence Township funding, will make an important contribution to the revitalization of the area.