

LAWRENCE TOWNSHIP GROWTH & REDEVELOPMENT COMMITTEE

April 13, 2021

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The following are the minutes of the Growth & Redevelopment Committee meeting, which was held on Tuesday, April 13, 2021 at 7:00 p.m. using Uberconference.

**Statement of Adequate Notice:**

Adequate notice of the regular meeting of the Lawrence Township Growth & Redevelopment Committee has been provided by filing an annual meeting schedule with the Municipal Clerk and by filing the agenda with the Municipal Clerk, posting prominently in the Municipal Building and mailing to the Trenton Times.

**Roll Call:**

Present:

Charles Lavine  
Maria Connolly, Vice Chairperson  
Peter Ferrone  
Andrew Frank, Chairperson  
Stavros Papafilipakis  
Joan Brame  
Teresita Bastides-Heron  
Tushar Patel  
James Kilduff  
Ryan Kennedy

Absent:

Gregory Johnson, School Board Liaison

Excused Absence:

Cathianne Leonardi  
Chris LaFlamme  
Melissa Clark  
Brian Vaughn

Also Present:

Christopher Bobbitt, Council Liaison  
Jeffrey Radice, Secretary

**Minutes:**

March 9, 2021 minutes were approved.

**Local Small Business Presentation: Theresa Wrobel and Jay Wrobel – Princeton eBikes**

Theresa and Jay are Lawrence residents who co-founded Princeton eBikes. They were inspired by the Mercer County Bike Exchange. The Wrobel's realized that there was a new interest in electronic bikes, but no retail stores within 30 or 40 miles. Their store is located in the Lawrence Shopping Center. Princeton eBikes is an LLC, but all of their profits go to the Boys and Girls Club.

The Wrobel's explained exactly what an eBike is in detail. There are various settings to the bike that will allow you to adjust how much the motor will assist you in riding the bike. These eBikes allow you to choose your amount of exercise while riding. On their website, you can see the plethora of options to choose from.

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Theresa spoke about a number of examples where they come in handy; such as commuting to work or school without becoming sweaty or going up big hills that novice bike riders may need assistance with.

Princeton eBikes only sells new bikes, not used or refurbished. Jay and Theresa said that you should treat them as riding a bike, in terms of where you should ride them (no highways or busy roads). You do not need a license in New Jersey to operate an eBike. Annual maintenance is suggested for the eBikes, similar to regular road bikes.

They chose to name the business "Princeton" eBikes because of the lack of eBike retail in a large area. People may be quicker to find the town Princeton online rather than Lawrence, even though they are located in Lawrence. The target market for these bikes skews a little more to 45-50+ year old rider, based off of economics and what people are using the bikes for. The Wrobel's spoke about how to protect your bike using a U-lock or by taking the battery out wherever it is being stored.

**Update from Council Liaison, Christopher Bobbitt:**

Councilman Bobbitt gave an updated on the Lawrence Shopping Center. The Lidl exterior is almost complete. Councilman Bobbitt was not sure about the exact opening date for Lidl. The frame for the new Starbucks and dentist office is up, in place of the former bank. The pandemic has delayed the progress on the grant from DDPRC to redevelop Business Route 1/Brunswick Pike. Because of the pandemic there was a halt put on all capital budget projects, which enabled the township to keep the municipal tax rate flat. Bristol Myers Squibb and the new Amazon last mile warehouse have helped the township with the tax base.

**Other Business:**

None.

**Public Comment:**

None.

**Adjournment:**

There being no further business to come before the Board, the meeting was adjourned at 7:59 p.m.

Digital audio file of this meeting is available upon request.

Respectfully submitted,

Jeffrey Radice  
Recording Secretary

Minutes approved: \_\_\_\_\_