

R09-95

RESOLUTION OF THE BOROUGH OF MERCHANTVILLE, COUNTY OF CAMDEN AND STATE OF NEW JERSEY TO ALLOW MERCHANTVILLE TO BECOME A MODEL CLASSIC TOWN

WHEREAS, the Delaware Valley Regional Planning Commission (DVRPC) has created a regional community marketing and assistance program known as the Classic Towns Program; and

WHEREAS, the Classic Towns Program works toward determining communities' marketing and community development needs, promoting social, economic, institutional, and aesthetic amenities, defining the target markets for residential and commercial investment; creating a marketing strategy that promotes a positive image of the region's classic communities; and encouraging municipal participation; and

WHEREAS, DVRPC may designate a Classic Town after the community has achieved the Classic Town criteria established by DVRPC; and

WHEREAS, the Classic Town criteria include: (1) a medium-high or high transit score; (2) population loss between 1990-2000; (2) forecasted to lose population between 2005 and 2035; (3) a designated Main Street; (4) Philadelphia core city or regional center; and

WHEREAS, once a municipality has been identified as a Classic Town, DVRPC will provide that municipality with (1) access to the regional campaign website; (2) Marketing Design toolkits; (3) participation in workshops; (4) DVRPC staff assistance; (5) access to special information meetings, educational programs, and research information; and

WHEREAS, the governing body of the Borough of Merchantville desires to apply to become a Classic Town of the Philadelphia region and pay up to \$2,500 to participate in this two year program.

NOW THEREFORE IT BE RESOLVED by the governing body of the Borough of Merchantville in the county of Camden, State of New Jersey, that the Borough of Merchantville requests to be considered for the Classic Town program; and

BE IT FURTHER RESOLVED that the governing body of the Borough of Merchantville is committed to marketing and is willing to promote our community's social, economic, institutional, and aesthetic amenities; and

BE IT FURTHER RESOLVED that the governing body of the Borough of Merchantville hereby commits to the implementation of the marketing campaign and the vision presented by the DVRPC; and

BE IT FURTHER RESOLVED that the governing body of the Borough of Merchantville has identified Denise Brouse who is knowledgeable in planning, development, and the community, to be the primary contact person to DVRPC throughout the duration of the two-year commitment; and

BE IT FURTHER RESOLVED that if designated as a Classic Town, the governing body of the Borough of Merchantville will commit to meeting with and submitting quarterly reports to the Delaware Valley Regional Planning Commission; and

BE IT FURTHER RESOLVED that if designated, the governing body of the Borough of Merchantville will strive to (1) retain and attract new downtown businesses; (2) build new relationships with local media outlets; (3) improve connectivity to transit; (4) preserve historic and architectural integrity of the community; (5) offer a diversity of housing choices; (6) provide opportunities for community members to participate and attract new visitors.

BE IT FUTURE RESOLVED that in the event that DVRPC determines that a designated Classic Town no longer complies with the program requirements and criteria, the Classic Town may suspend or withhold program benefits.

APPROVED:

ATTEST:

Frank M. North
MAYOR

Denise L. Brouse
BOROUGH CLERK

July 13, 2009

