



Springfield Avenue Partnership

2015 Year-End Newsletter

Letter from Board President Jim Nering A Look Back at 2015

Greetings, and Happy New Year to all. In 2015, the Springfield Avenue Partnership continued to provide programs that brought attention to the Avenue from Maplewood residents as well as from visitors from neighboring towns.

A lot happened this past year, and you can read more about 2015 and our events, new businesses and economic development in this newsletter. Before you do, there are a couple of things that deserve special mention. After a long road of approvals and planning, construction has begun at the Avalon Bay Maplewood site, (former PSE&G building) on the corner of Boyden and Springfield Avenues. Avalon Bay developers are in the process of building a 235

unit apartment complex. We're confident this project will bring great vitality to the Avenue. Coming Spring of 2017!

In addition, Springfield Avenue restaurants enjoyed an award-winning year. Park Wood Diner, 1958 Springfield Avenue, and Verjus, 1790 Springfield Avenue, both won very prestigious awards. You can read more about it on page 4 of this newsletter.

Through the efforts of JPD Consulting team, who manage the Partnership, our various programs and social media campaigns have created quite a buzz on the Avenue. Our FB page alone has grown to over 1,000 followers. JPD continues to work hard to

create awareness as Springfield Avenue grows and develops in new and exciting ways.

This progress makes me confident that more good things will happen in 2016 and beyond and that we will continue to move in a positive direction. As President of the Springfield Avenue Board of Trustees, I am proud to pen this note and to say thank you for your support and investment in Springfield Avenue. 2016 promises to be a great year, and I look forward to being part of it and sharing it with all of you.

Jim Nering, President

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- Grand Openings in 2015
- 2016 – What's coming up?
- More news from SAP



Economic Development on Springfield Avenue

There are a lot of exciting things happening regarding economic development on Springfield Avenue.

Avalon Bay Maplewood: We're happy to announce that construction is well underway on this project. The former PSE&G building, at the corner of Boyden and Springfield Avenues, has now been demolished and the developers are in the process of putting a 235 unit apartment complex in its place. The garage is already in progress, and the next step will be footings and foundation. We're confident that when completed, this project will bring a great deal of life to the Avenue, and as a result, more foot traffic and more business.

Wawa: This much anticipated project is moving ahead, and we look forward to welcoming Wawa to the neighborhood, at 1515 Springfield Avenue. Planning Board approval happened in December and construction is expected to take place between April and November, with the opening anticipated in the fall of 2016. A high-quality convenience store and gas station, Wawa will be a very positive addition to the Avenue.

Cornbread: Experienced, successful restaurateur Adenah Bayoh, will open Cornbread at 1565 Springfield Avenue. Cornbread will fuse early American soul food with West African and Caribbean flavor influences, using farm-to-table ingredients. Customers will enjoy live jazz with an emphasis on Afro-Cuban beats. Slated to open late 2016.

Maplewood Diner: Major renovations have restored the former Maplewood Diner building at 1473 Springfield Avenue. The new building owner is currently seeking proposals from potential tenants, so we hope to announce another great restaurant shortly.

Daibes Building: We are eagerly awaiting the opening of this new building, located across from the police station at 1611 Springfield Avenue. With ground floor retail stores and apartments on the second floor, we're excited for the opportunities this building will bring to the Avenue. The project is moving forward under close supervision of the Township, so expect to see a completed building in spring of 2017.

Grand Openings on Springfield Avenue, 2015

It was with great pleasure that we welcomed the following businesses to Springfield Avenue in 2015.

Advance Auto Parts, 1752 Springfield Avenue – This nationwide retail chain opened summer 2015. For your auto part needs, great service, and knowledgeable staff, shop Advance Auto Parts.

TLC Pet Supply, 1881 Springfield Avenue – This new pet supply store opened on the Avenue in the summer of 2015.

TDI (Tile Design Inspirations), 1903 Springfield Avenue – If you're looking to renovate, update or change tile in your kitchen, bathroom (or other space) visit TDI. Owner Liliana Crispino, who has been doing business in the area for several years opened the storefront in the fall of 2015.

Nargiz Deli & Café, 1651 Springfield Avenue – Nargiz had been in business as a catering company in Union for 15 years, but moved their operation to Springfield Avenue in the fall of 2015. Serving modern European and Mediterranean cuisine, their delicious food is now available to the public, and they still do catering.

Global Health Academy, 1880 Springfield Avenue – Global Health Academy offers medical certification training, including home health aide and patient care technician programs.

Relaxer Hair Studio, 1843 Springfield Avenue – Maplewood's newest hair salon opened in the fall 2015.

Lexann Pharmacy, 1885 Springfield Avenue – Lexann opened its doors in the fall of 2015. This is its second location.

Structure PC Systems, 1939 Springfield Avenue – Opened in the fall of 2015, this firm builds computer systems designed to fit your individual needs.

Wine Barrel, 1886 Springfield Avenue – This wonderful new wine and liquor store opened just in time for Christmas. It's stocked with a huge selection of beer, wine and spirits, so there's no longer a need to go out of Maplewood for your beverage needs.

Upcoming Events, 2016

Black History Month: February

Throughout the whole month of February, participating businesses and cultural organizations sponsor in-store events in honor of Black History Month.

Restaurant Week: 3/7-3/13

Restaurants throughout Maplewood offer special deals or menus for the entire week. Get out and eat!

MayFest: Sunday May 29

The partnership between Streetfairs.org and SAP continues. Streetfairs will again organize this family favorite event, which runs from Indiana Street to Rutgers Street.

Health & HarvestFest: Saturday Oct. 15

In 2015, we combined HarvestFest with the Health & Wellness Fair and it was a huge hit! Be sure to join the fun.

Holiday Celebration: Date TBA

This event will be in its 4th year. It's a multi-cultural holiday celebration with storytelling and visits from special holiday friends.

For more details on all events: www.springfieldavenue.com

Your 2016 Board of Trustees for Springfield Avenue Partnership

Jim Nering, President
 Jane Witkin, Property/Business Owner
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 Joe Manning, Township Administrator
 Jennifer Buckholder, Non-Profit (Library)
 Vanessa Pollock, Resident
 Stephanie Scott, Resident
 Liliana Crispino, Business Owner
 Matt Ward, Resident

Mission: Our vision is to create a stable, diverse, friendly commercial district that provides for the needs of the local community, draws strength from the municipal amenities on Springfield Avenue and brings new visitors into our district.

Other news from Springfield Avenue

Accolades: We're very proud that two restaurants on Springfield Avenue won top honors in 2015. The Park Wood Diner, 1958 Springfield Avenue, was named one of New Jersey's top 10 diners, and one of the top 25 restaurants of 2015 by the Star Ledger. Their goat cheese salad was also named one of the best dishes in New Jersey, also by the Star Ledger. We knew it was one of Maplewood's busiest restaurants for a reason.

Verjus Restaurant, 1790 Springfield Avenue, which serves updated French bistro classics was named one of New Jersey's top 25 restaurants for the 9th year in a row by New Jersey Monthly magazine. We're proud this top NJ dining establishment calls Springfield Avenue home.

Mandala Mural: Stop by the Hilton Branch Library to view the gorgeous mural hanging out front. The mural commemorates the Maplewood Mandala Project and was painted by Maplewood resident and mural artist Nancy Jackson (onceuponawallmurals.weebly.com) and sponsored by Shakti Yoga, 1861 Springfield Avenue and by the Springfield Avenue Partnership.

Volunteering on Springfield Avenue: The Springfield Avenue Partnership has many volunteer opportunities throughout the year. From graphic design, beautification, or just simple manpower for various projects/events, your time is greatly appreciated. Want to get involved? Contact us at the email addresses below.

Follow us on social media: Our social media platforms have grown significantly in followers this year, and we draw a lot of attention to the district this way. Please follow us:

Facebook: <https://www.facebook.com/SpringfieldAveMaplewood/?ref=hl>

Twitter: <https://twitter.com/SpringfieldAve>

Instagram: <https://www.instagram.com/springfieldave/>

Mobile app: Download the Maplewood Business app to your smart phone (maplewoodbizapp)



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