

THE TIMES

of
Scotch Plains - Fanwood



AUG 07 1997

SCOTCH PLAINS

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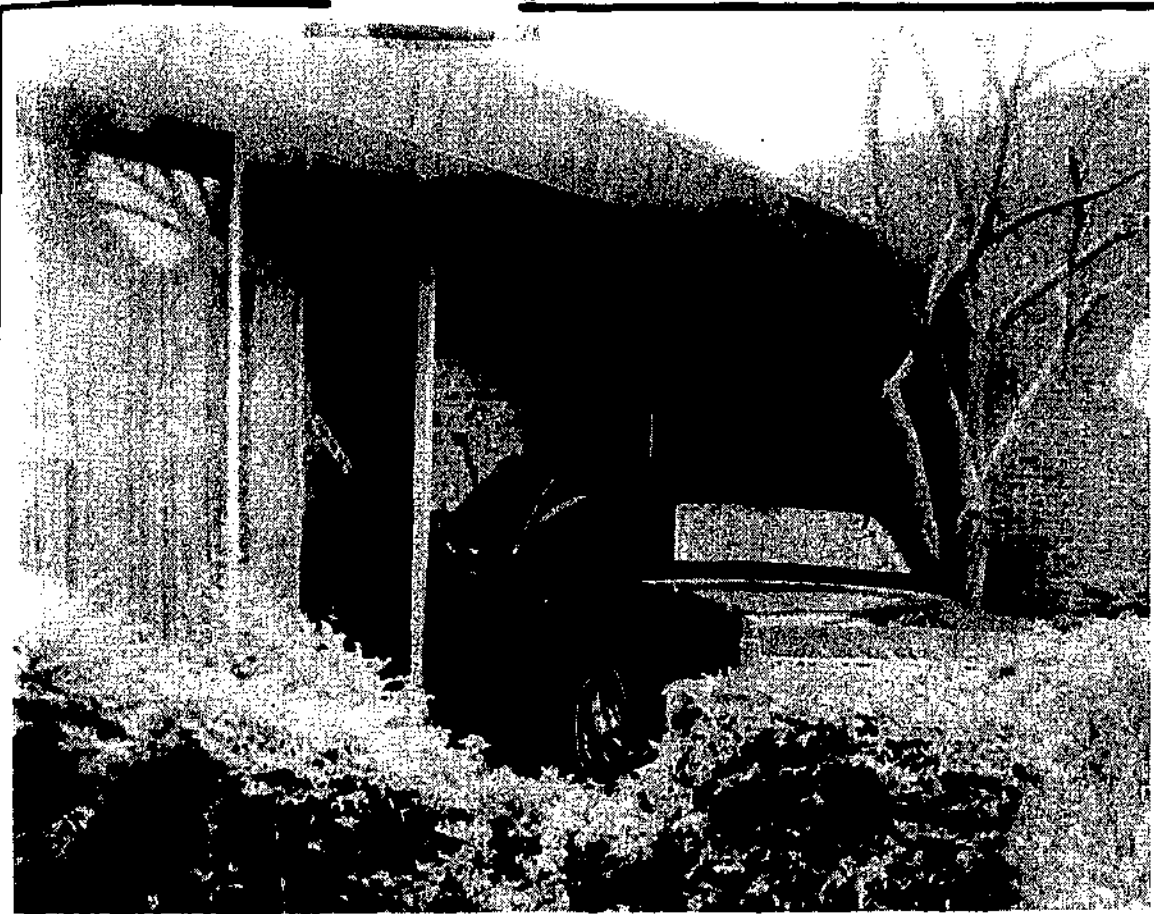
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UNEXPECTED VISITOR...The Scotch Plains Public Library sustained some structural damage last Saturday morning after this Lincoln Town Car crashed into the side wall of the building. The motorist, a resident of Scotch Plains, was not injured. She told police the accident occurred when the gas pedal became stuck. Library Director Norbert Bernstein said it was fortunate that the library was closed at the time, because the section of the building where the accident occurred is normally busy with library patrons eager to peruse new books which are displayed there.

DIRECTOR PREDICTS REPAIRS WILL TAKE ONE TO TWO MONTHS

Woman's Car Damages Glass Wall At Scotch Plains Public Library

By SUZETTE STALKER
Specially Written for The Times

A woman lost control of her car last Saturday morning and struck a glass wall at the Scotch Plains Public Library on Bartle Avenue, damaging the wall and two brick support structures, according to police. The motorist was not seriously injured and the library was closed at the time of the accident.

Captain Joseph Protasiewicz of the Scotch Plains Police Department confirmed that a 1989 Lincoln Town Car driven by Mary Loh, 72, of Scotch Plains, struck the east side of the building at 11:03 a.m. She told police that the gas pedal had stuck and she lost control of the vehicle, according to Captain Protasiewicz.

The captain said authorities were alerted to the accident by a police officer who was working traffic duty nearby. He said the Scotch Plains Rescue Squad responded to the scene to check on the condition of the motorist, who he described as "shaken up" but not injured. She was not issued any citations in connection with the accident, Captain Protasiewicz said.

"Fortunately, we're closed on Saturdays and Sundays during July and August," remarked Library Director Norbert Bernstein. "If people had been here, there could have been some injuries."

He said the damaged wall is in the section where the latest fiction and non-fiction books are dis-

played for five months after their arrival. During other times of the year, the area typically would have been busy with library patrons on a Saturday morning, Mr. Bernstein said.

He remarked that "it broke my heart" to see the damage, which he anticipated will cost several thousand dollars and take "a month or two to repair." While he does not believe the building will be fully repaired by the opening of the new school year in September, he said he feels the incident will not have a significant impact on business at the library.

Mr. Bernstein reported that the shelves in the damaged section can still be used to display books.

COUNCILMAN OFFERS PROPOSAL TO DETER SCAVENGERS

Company Gets Green Light To Install Fiber Optic Cables In NW Corner of Township

By JEANNE WHITNEY
Specially Written for The Times

The Scotch Plains Township Council voted Tuesday to allow telecommunications company TCG (Teleport Communications Group) to install new fiber optic cables through the northwest corner of the township. An attorney for TCG said the application for the right-of-way of one mile of cable had been pending two years before the township.

Councilman Robert E. Johnston said one of the council's concerns was that the township would be "overrun with wires and poles" in the future.

The TCG cable will run along Front Street from the Plainfield border, turn north on Park Avenue and continue across Route No. 22 and up the mountain. Earlier in the year, the council created a Technology Advisory Committee in anticipation of increased right-of-way requests from telecommunications companies as the demand for added computer phone lines goes up.

TCG had asked the township to reduce the \$5 million performance bond in the agreement to \$300,000 since the cost of the cable work would only be an estimated \$200,000. The council agreed to the reduction.

Attorney for the council, Henry Ogden, said the three-year agreement with TCG may change again after the township decides on a "master ordinance" that will cover future township agreements with communications companies.

On a separate matter, Councilman Martin Marks vowed to outlaw "scavenging" during the township's annual spring clean-up. He asked the council in Tuesday's agenda meeting to consider the traffic hazards and potential liability of the township when out-of-town, so-called scavengers weave through residential streets sifting through discards during the four weeks of June.

"We need to have an ordinance on the books to give the police 'some teeth' when they pull over these people driving these huge trucks through neighborhoods," he said.

Last month, in an effort to garner support for his proposal, Councilman Marks described for the council an incident in which a large mirror or glass fell off a "scavenger" truck and

shattered in the roadway. It was eventually swept into a neighboring yard, he said, causing additional hazards before it was finally removed.

Mayor Irene T. Schmidt said she was interested in pursuing the safety concerns of the scavenging proposal if the town was, indeed, potentially liable. Councilwoman Joan Papen admitted she would not support a measure to prohibit scavenging.

Councilman Marks said he was not aiming "to issue a summons to a 12-year-old kid for picking through a neighbor's pile of junk. I'm talking about the police being able to ask these out-of-town scavengers to leave. If they don't — or come back — they will be issued a citation. That's what I'm talking about."

Councilman Marks said other area towns have ordinances prohibiting scavenging. "Let's do it before we have a problem," he said.

The councilman added that discarded items may only be put at curbside one week before the pick-up date. This would also discourage scavenging, he said.

In other business, the council agreed to prohibit parking on the north side of Malanga Court at Farley Avenue.

At the recommendation of the township police, the council agreed to prohibit stopping or standing on the east side of Farley Avenue during morning and evening rush hours, Monday through Friday. A loading zone was designated on the south side of Evergreen Avenue in front of the elementary school and a stop sign was added to Clydesdale Road at the Highlander Drive intersection.

Additional portions of township roadways were designated as "no parking" during snow removal. Those streets are: Front, East Second and Henry; Coles, Hunter, Willow, Myrtle,

Sycamore, Farley and Valleyscent Avenues, Shady Lane, Maple Hill Road and Deer Path. A parked vehicle will be towed at the owner's expense, according to the ordinance.

Township administrators told the council that an agreement had been reached with residents of the Shirewood development. Residents complained that a detention basin created by developers was unsightly.

The township agreed to pay half of an estimated \$7,000 landscaping bill to surround the basin with shrubbery and trees. Sixteen homeowners will pick up the other half of the cost.

The project is slated to be completed in October of this year, officials said.

In other business, the council accepted a \$22,478 bid from a Nutley company for township firehouse garage doors after three rounds of bidding. The next lowest bid was about \$1,000 more, according to memos. Officials said the Nutley company, Capozzi Overhead Doors, Inc., agreed to appear within 48 hours for emergencies. Fire Chief Jonathan Ellis okayed the decision, officials said.

The council also agreed to demolish two foreclosed properties, one at 2682 Plainfield Avenue and another at 765 Jerusalem Road. Officials estimated it would cost less than \$1,200.

The properties could then be auctioned off by the township in either public or private sales, depending on zoning code requirements, officials said. Apparently, a trespasser had been residing at the Plainfield Avenue structure and was evicted on July 18 by members of the Union County Sheriff's Office.

In a separate action, the council adopted a redevelopment plan for the 11.7-acre "Broadway Area" in the

CONTINUED ON PAGE 10

SCOTCH PLAINS-FANWOOD H.S. DECA CHAPTER CREDITED FOR EFFORT

Response to Scotch Plains Business Directory Has Been Simply Overwhelming, Merchants Say

By JEANNE WHITNEY
Specially Written for The Times

Since 10,000 premiere editions of the Scotch Plains Business and Services Directory were mailed out last week to residents and businesses in the township, business is booming, according to the local business community.

Scotch Plains Business and Professional Association (SPBPA) members and five DECA marketing students from the Scotch Plains-Fanwood High School worked together to create the directory.

They say response to the directory has been overwhelmingly positive.

Business property owner Seymour Stein of CEO Executive Suites, Inc., claims a prospective business tenant showed up on his office doorstep the day after the directory was distributed, with a page torn from the directory that contained Mr. Stein's listing.

Mr. Stein, who is also a Vice President of the SPBPA said other local business owners have hurried to join the association after seeing the inaugural publication.

"Recognition," Mr. Stein said, is a prime purpose of the township directory. "It's to let people know that businesses are here and its a wonderful place to be."

The directory lists approximately 450 township businesses. There are also photos — historic and recent — of familiar township sites. Demographic facts about the township are highlighted along the bottom of each of the 112 pages. Advertisements about local businesses include personalized descriptions of the companies.

Township Mayor Irene T. Schmidt cheered the directory's arrival, saying, "I've been looking for this kind of thing for years. It's

a valuable marketing tool. I want to commend the people involved. It was quite an undertaking."

According to Joseph Donnatelli, Jr., a business association officer and Eastern Marble and Granite Supplies owner, the SPBPA hopes to up-

date the directory every year. "We anticipate a strong growth in advertisers. We need 200 (advertisers) to do it every year — otherwise we'll do it every other year," he said.

President of the business association and owner of Nuts n' Plenty,

Ray Pardon, said the total cost of the directory was \$15,000, with half that amount covered by 93 paid advertisements in the directory and the other half paid by the SPBPA.

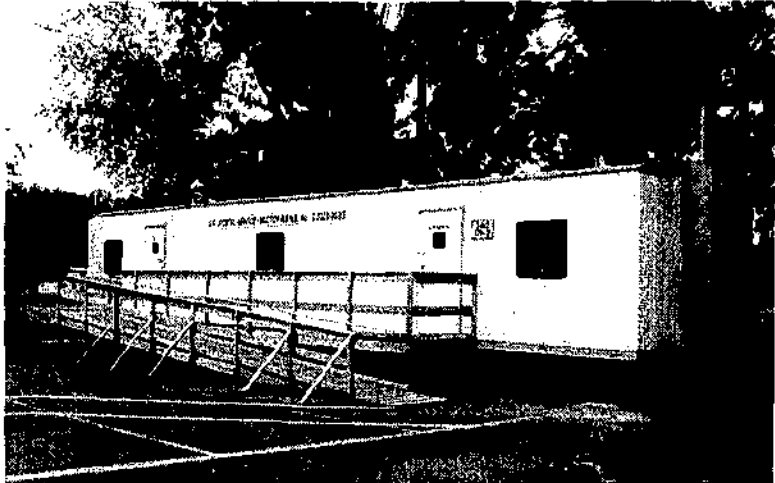
Mr. Donnatelli said DECA marketing students "did most of the legwork" in creating the directory. High school student advisors say the directory project grew out of a three-year-old DECA survey of residents and businesses on how to improve business in the township. Survey results indicated a need for a business directory.

A follow-up study on the effectiveness of the directory will be completed this fall, Mr. Donnatelli said.

Mr. Pardon said high school marketing teacher Donald Cababe credited five DECA students with taking top honors in the national organization with the directory project for the first time in 25 years. High school juniors at the time, students Adam Baumwoll, David Gewirtz, Jeffery Gillie, Adam Koster and Brian Spitzer worked nine months producing the directory, he said. The students could not be reached for comment by press deadline.

Reportedly, one of the most difficult jobs was compiling and verifying a complete listing of the township's businesses. The students first contacted local businesses in a letter about the directory idea. The students then showed business owners a prototype of the proposed directory and solicited advertisements.

Encouraged by the results of the business directory project, Mayor Schmidt said she hopes to appoint a committee to produce a promotional booklet that describes the township's history and development to the present.



LOOK NO FURTHER...As a result of construction work now underway at the Scotch Plains Post Office, a temporary trailer has been set up in the rear of the Park Avenue building to handle the postal needs of the public.

TEMPORARY TRAILER SET UP IN REAR Construction Underway At Township Post Office

Construction work is underway at the Scotch Plains Post Office, causing confusion on the part of some postal customers.

The construction work officially began Monday at the Post Office, located at 536 Park Avenue. The work at the building, built in 1961, will include the expansion of the post office box section by 200 new units available for rent.

In addition, a "postal store" will be constructed for the sale of postal products such as stamps, packaging supplies and stamp gift items.

Due to the extensive renovations, the window services and post office boxes have been temporarily relocated to a trailer near the back of the parking lot behind the post office.

Services at the trailer will be available Monday through Friday from 8:30 a.m. to 5 p.m. and on Saturday from 8:30 a.m. to 1 p.m. Customers may park their cars in the lot near the trailer.

"We realize that there may be some inconvenience caused by the temporarily limited hours," said Scotch Plains Post Office Supervisor Wayne Harrison. "But we know our customers will be happy with the new expanded postal facility."

"We also want to extend our gratitude to the offices of the municipal planner and the town zoning official for their help and patience through this transitional period," added Mr. Harrison.

Construction will continue through the remainder of the year.

Deadlines Told For Submittals To The Times

Those persons preparing press releases for submission to The Times are reminded that copy should be E-mailed or faxed by 4 p.m. on the Friday prior to publication. The Times' E-mail address is goleader@aol.com. The fax number is 232-0473.

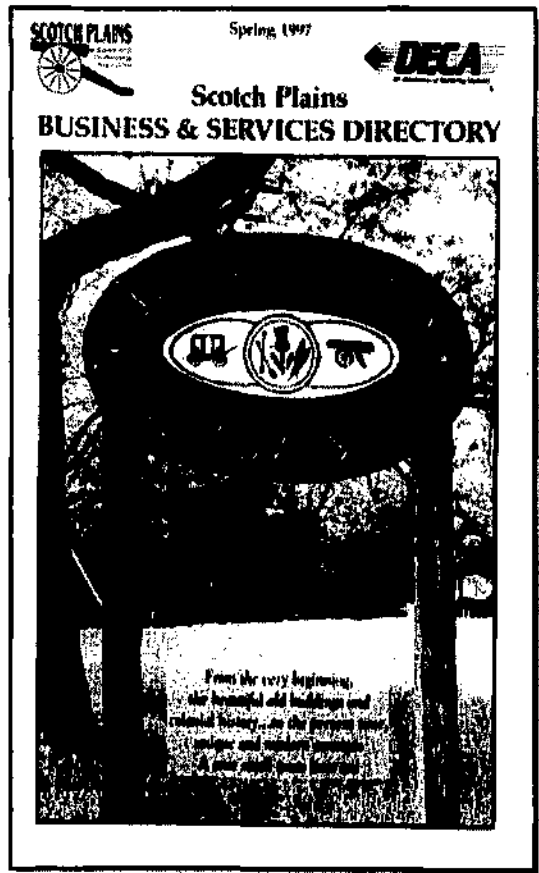
Releases, pictures and letters to the editor can also be dropped off at our office located at 50 Elm Street or through our mail slot. To ensure that submittals reach our office prior to deadline, we encourage E-mail or faxed materials.

Sports stories which occur prior to the weekend must be in by the Friday deadline. Weekend sports events must be submitted by noon on the Monday prior to the publication date. Obituaries will be accepted up to 5 p.m. on Tuesdays.

All copy must be typed, double-spaced, no more than 300 words in length, and include a daytime telephone number where the submitter can be reached.

For events which are planned months in advance, we encourage submission of stories as early as possible prior to the event.

Please note that in addition to making our deadlines, the publication of submittals may be delayed due to space considerations. All submittals are subject to being cut due to length, edited for style and clarification at the discretion of the editor.



A WEALTH OF INFORMATION...The newly published Scotch Plains Business & Services Directory contains 112 pages of information including a listing of all businesses and civic organizations in the township. The information was compiled by the Scotch Plains-Fanwood High School DECA Chapter, an association of marketing students.