



The Burlington Anchor

A monthly publication of Main Street Burlington & the New London Neighborhood Alliance

Welcome to the first issue of The Burlington Anchor, a collaboration of Main Street Burlington (MSB) and the New London Alliance (NLA), devoted to keeping the community informed of issues impacting downtown and ways to get involved. You can find the latest issue on our website at msbnj.org/news.

In our inaugural issue, we explore the problem of litter in our community. We also profile our in-town jewelry shops and share more ways to get involved in Burlington.

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Burlington Fights Back Against Litter: Community Calls for Action



The quaint streets of Burlington City are marred by a rising litter problem that has caught the attention of concerned residents, Mayor Barry Conaway, and City Council. Results from a recent poll (conducted by MSB and NLA) posted on social media targeting Burlington City captured citizen concerns in town.

- 92% said littering is a major problem affecting downtown and/or neighborhoods
- 71% reported gutter and sewer trash throughout the city is problematic
- 86% said parking lot litter is a problem
- 65% said the train station and bus stops are littered
- 50% reported commuters, renters, and kids do the most littering

Most interesting was the fact that nearly all the poll respondents were homeowners, suggesting their vested interest in upgrading the community as compared to renters and visitors. This information offers a target audience of commuters, renters and kids for anti-littering programs.

Many respondents to the poll offered insights and suggested ideas to address the encroaching litter issue.

Street sweeping gutters, sewers, and parking lots on a scheduled basis is the number one recommendation made by citizens that they would like to see begin in town. Many remember when this was done in the past. The City is preparing to launch a pilot program in March.

Illegal dumping increased in the city once the new requirement for collecting large items went into effect (only every other week with a pre-call on a specific Wednesday or take it to the dump). The requirements do not meet the demands of a town that has such a large population of transient renters, especially when fines are not immediately imposed – or imposed at all - on renters and landlords. Furthermore, most people do not have trucks to haul garbage to the dump and are unable to take time off to travel to the dump during open hours.

Store owner upkeep was mentioned often since the front sidewalks of stores are left littered and unsightly. Citizens want to see the proprietors taking the initiative to sweep the front walks of their stores and suggested fines for noncompliance.

Garbage truck debris is an issue for many homeowners. After the trucks pick up, dropped garbage is all around the property. The company the city uses must be made responsible for cleaning up the litter that blows and drops out of the cans they collect.

Clean up campaigns, school education programs, social media programs, anti-littering street signs, and stiff code enforcement are recommended as the backbone of an anti-litter program.

Citizens have provided these ideas and initiatives to improve their quality of life and invite new business and homeowners to settle here.

Positive Progress, But More to Do

Please attend Tuesday's 7PM City Council meeting on 2/20 and share your ideas. Together, we are creating momentum for action. **The more citizens who speak up, the more our concerns are amplified and our collective resolve to tackle the problem demonstrated.** Together, through action and community pride, we can inspire a cleaner future.

Notes from City Council

1/16/24 Public Comments. Concerns were raised about littering and the generally poor condition of the parking lot behind the 300 block of High Street. Concerns were also voiced about illegal activity and a request for a more active police presence on Mitchell Avenue. Support was expressed for Got Ink's desire to relocate to a larger building.

2/6/2024 Public Comments. Concerns were raised about littering, especially related to bulk trash being left behind in parking lots, and outside vacant, rental, and private properties. Residents also spoke about poor lighting on the 200 block of High Street and the Promenade, vacant properties on High Street, the condition of some streets and the main parking lot, and a lack of enforcement of traffic and litter ordinances. A request was made for town halls or "fireside chats" with council, administration and residents.

Small Business Spotlight

Jewelry is not just for Valentine's Day. For the month of February, we highlight our two hometown Jewelers on High Street.

History on Your Wrist: Uncover Treasures at Waitz Jewelers



Dive into Burlington's past with [Waitz Jeweler's](#) unique estate jewelry & vintage watches. Find timeless pieces whispering stories, from statement rings to elegant pocket watches. Make them yours with personalized engraving - the perfect gift for any occasion. Located at 320

High Street, they're open M-F, 9:30-5:30 PM.

Stop in or call (609) 386-0537. Time travel awaits!

Where Memories Sparkle: Y&V Jewelry in Burlington



Step into a world of personalized service and unique creations at [Y & V Jewelry](#), located at 310 High Street. Gene and Veronica Shub, the heart of the store, breathe new life into old pieces, and transform your design ideas into reality, offering

competitive prices with a family touch. Repairs are handled in-house, ensuring fast turnaround. For 24 years, Y&V has been a one-stop shop for memorable gifts that stand the test of time.

Stop in or call (609) 747-9191, Open T-W-R-Sa 10-4, F 10-5

Resources for Downtown Businesses

Did you catch Glassy Brown Cookies on [TV 29](#)? Owner Arlene Felder is committed to putting Burlington City on the radar of all major media outlets, and MSB is taking on the challenge of registering businesses to participate in a Fox TV 29 "Downtown Take-over." Be sure to complete our survey to update your listing and register.



Funding Opportunities

[Small Business Improvement Grant - NJEDA](#) offers matching funds for making interior and exterior improvements to your small business.

[Small Business Lease Grant - NJEDA](#) is for new leases (and lease extensions) and covers up to 20% of the lease payments.

[Small Business E-Commerce Support Program - NJEDA](#) will pair you with independent marketing consultants who can address various digital marketing needs at no cost to the small business.

[Burlington County Grant to Military and Veteran-owned Businesses](#) may apply for a grant for losses incurred in 2019-2020 due to the pandemic.

Volunteers Needed!

Main Street Burlington is a non-profit community organization comprised of residents, businesses, commercial property owners, and municipal representatives seeking to revitalize the downtown. Our public meetings are held on the 4th Tuesday of the month, from 5:30-7 pm at The Dime, 351 High Street.

We are currently seeking volunteers to help plan our annual **Farmer's Market** by assisting with vendor outreach and follow up, with more volunteer opportunities on-site when the market opens in June. Contact Jade at jlatham@theoleague.org to get involved, and come out to a monthly Board meeting to learn more.