

Neighborhood Preservation Program

The Neighborhood Preservation Program (“NPP”) began with legislation passed in 1975 known as the “Maintenance of Viable Neighborhoods Act” This Act encourages social and economic strengthening and the development of the neighborhoods. The mission of NPP is to promote both the social and economic development of neighborhoods. Stakeholders form a partnership to address the community’s challenges.

Stakeholder Committee

- ▶ Mayor John Lane, ex officio
- ▶ John Bertollo, CEO of Boys & Girls Club of Hawthorne and Past Council President
- ▶ Capt. Robert King, Hawthorne Police Department
- ▶ Capt. Joe Carr, Hawthorne Police Department
- ▶ Heidi Ehman, Resident in the NPP District
- ▶ Sarah DeLaTorre, Resident in the NPP District
- ▶ Patricia MacDonnell Dubois, Member of the Hawthorne Environmental Commission & Green Team Representative
- ▶ Bill Haffler, Hawthorne DPW Director
- ▶ Michael Mariani, Resident of the Borough of Hawthorne and Member of the Hawthorne Environmental Commissions & Green Team Representative
- ▶ Lt. Matt Nedswick, Hawthorne Police Department
- ▶ Bill Post, Owner of Property in the NPP Diamond Bridge Avenue Corridor Block
- ▶ Frank Scola, Business Owner in the NPP District on Diamond Bridge Avenue
- ▶ Monica Smith, Director of the Hawthorne Louis Bay 2nd Library
- ▶ Officer Guy Tumminello, Hawthorne Police Department
- ▶ Ellen Brogno, NPP Coordinator

Description

- ▶ Granting Agency
 - ▶ State of New Jersey, Department of Community Affairs (“DCA”)
- ▶ Overall Goals
- ▶ Application Process
- ▶ Decision Makers on NPP Targeted Area
 - ▶ Council Committee
 - ▶ Administration
 - ▶ DCA Input

Award

- ▶ \$125,000
- ▶ \$25,000 local match
- ▶ Potential renewal for 4 additional years
- ▶ Leverage money from other sources

Neighborhood Description

▶ Hawthorne Gateway District

- ▶ The Hawthorne Gateway is a mixed-use neighborhood consisting of the Borough's central business district, and adjoining commercial and mixed-income areas, which also incorporates public facilities such as the municipal building, the public library, a NJ Transit train station, and public open space and recreational facilities.

▶ Rough Boundaries

- ▶ Wagaraw north to Vreeland
- ▶ Diamond Bridge - Parmelee to Forest
- ▶ Pool/Bandshell/8-Acre Woods - west of Lafayette
- ▶ NJ Transit - Royal, Washington (partial), Forest, Central (partial) to the east of Diamond Bridge

▶ Target Areas

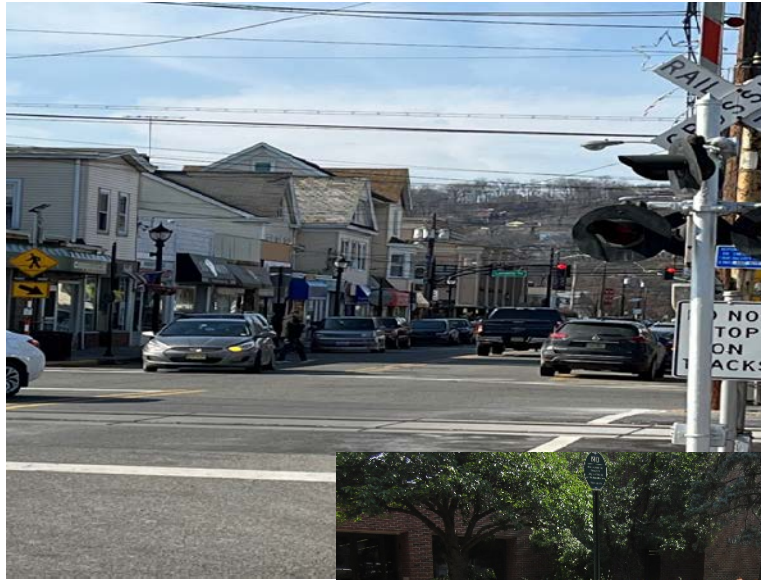
Hawthorne Gateway District

Downtown Business Corridor

Library grounds

Bandshell, Pool, & 8-Acre Woods

Residential

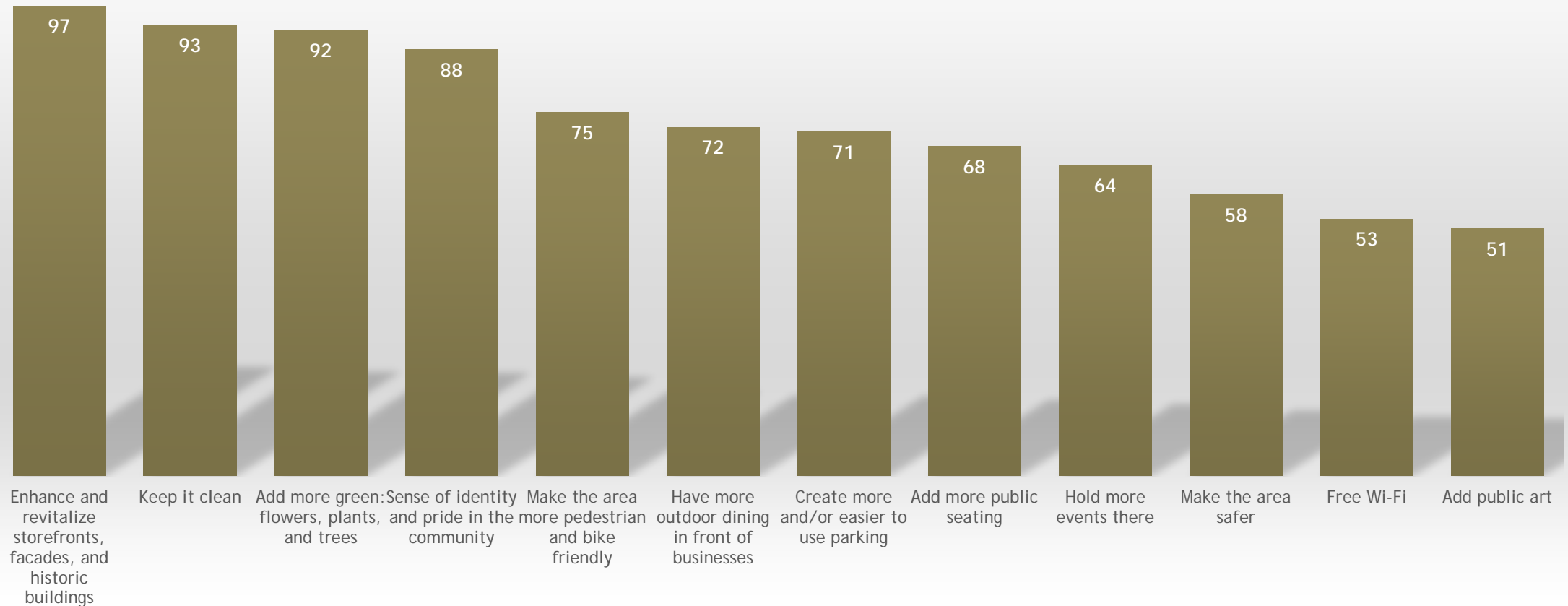


Planning Process

- ▶ Online Community Survey
- ▶ Stakeholders Committee formed
- ▶ Development of Short-term and Long-term plans
- ▶ DCA review and input
- ▶ Final approval by the State
- ▶ Resolution presented to Borough Council for adoption
- ▶ Final Implementation Plan on the Borough's website

Survey Results Highlights - Top 12

% of Survey Results



Year 1 Highlights Driven by Survey Results

- ▶ Increase the aesthetics of the streetscape
 - ▶ “Hawthorne” Clock at the Pocket Park
 - ▶ 48 Hanging Baskets on light posts
 - ▶ Art in the crosswalks
- ▶ Beautification and Enhancements
 - ▶ Library front entrance brickwork, plantings, landscaping, outdoor tables, chairs, and bike rack
 - ▶ Expanded walkway from the parking lot to the pool, decorative mural
- ▶ Information Dissemination
 - ▶ 8 Acre Woods entrance signs, New Wayfinding Map, updated Green Map showing NPP area
 - ▶ Outdoor Wi-Fi at the Library



Years 2 - 5 Highlights

- ▶ Catalyst Project Grant - multi-tenant / one-owner buildings
- ▶ Façade Grant Program
- ▶ Grand Avenue enhancements
- ▶ Library seating & amenities
- ▶ Increase outdoor community programming and events
- ▶ Pedestrian crosswalks painted with artistic designs and cohesive theme
- ▶ Wayfinding signs

Next Steps

- ▶ Council approval by Resolution
- ▶ Implementation includes working hand-in-hand with:
 - ▶ The Business Owners
 - ▶ Chamber of Commerce
 - ▶ Hawthorne Environmental Commission & Green Team
 - ▶ Hawthorne Shade Tree Commission
 - ▶ Boro Bandshell Committee
 - ▶ Library Staff and Library Board
 - ▶ The Mayor's Office and Borough Council
 - ▶ The Borough Attorney, Borough Engineer, and Borough Professionals
 - ▶ Hawthorne Police Department
 - ▶ The Borough DPW

NPP Committee Members Hard at Work



Questions?