

# **SOUTH WOODBURY NEIGHBORHOOD PRESERVATION PROGRAM 20 - 21 BREAKDOWN**

## **What is the Neighborhood Preservation Program (NPP)?**

The New Jersey Department of Community Affairs has established a funding program to encourage and promote the social and economic strengthening and development of neighborhoods across the State. It was envisioned that this would be achieved through the cooperative, concentrated efforts of residents, local lending institutions, businesses, municipal governments and the State of New Jersey. The Neighborhood Preservation Program takes a comprehensive approach to neighborhood development, which affords municipalities flexible and creative options.

The Neighborhood Preservation Program (NPP) directly serves targeted neighborhoods throughout the state and provides funding to revitalize areas in decline. An overall comprehensive cooperative approach that includes all sectors of the community and promotes unified effort has proven to be a successful strategy.

## **How may NPP Funds be used?**

The Neighborhood Preservation Program strives to be flexible in terms of how funds can be applied. The municipality may use NPP grants for any purpose that will lead to the restoration and rehabilitation of threatened, but still viable neighborhoods. Eligible activities include:

- Administrative Costs
- Community Planning
- Housing rehabilitation, code enforcement, related commercial rehabilitation/revitalization
- Educational, self-help activities, neighborhood organization
- Demolition, site clearance, property acquisition and disposition
- Limited infrastructure and public facility improvements in conjunction with neighborhood rehabilitation activities

## **South Woodbury Neighborhood Preservation Program**

The goal of the South Woodbury Neighborhood Preservation Program plan is to revitalize the district into a thriving neighborhood primarily by aggressive code enforcement targeted at vacant and abandoned properties, and the rehabilitation of single-family and mixed-use buildings. With this, the City will be able to arrest decline, protect the neighborhood's unique character as a desirable place to live and to shop, and leverage existing assets and partnerships to catalyze community and economic development. Additional information on the South Woodbury NPP is available online at [www.woodbury.nj.us](http://www.woodbury.nj.us).

# **SOUTH WOODBURY NPP BREAKDOWN**

## **COVID-19 Changes**

### **COVID-19 Impact and Changes**

Due to the ongoing Coronavirus (COVID-19) Pandemic, the Department of Community Affairs (DCA) and the Lieutenant Governor's Office, who administer the Neighborhood Preservation Program, decided to make and allow adjustments to Year 1 Implementation Plans to better reflect the new needs of municipalities. The Year 1 Grant Term was extended from June 30, 2020, to June 30, 2021, making the Year 1 Grant Term from July 1, 2019 - June 30, 2021.

In October 2020, the DCA and the Lieutenant Governor's Office announced a Coronavirus Emergency Relief Fund Grant Program (CRF) for NPP Municipalities. The CRF Grant Term ran until December 31, 2020 and in total the City of Woodbury was awarded \$219,400. Additional information on the NPP CRF Grant Program can be found on the South Woodbury Neighborhood Preservation Coronavirus Emergency Relief Fund Grant Breakdown.

Due to the COVID-19 Pandemic, several projects in the South Woodbury NPP Implementation Plan were no longer viable. Safety restrictions, material shortages, social distancing restrictions, shutdowns, and new needs, are all reasons as to why changes were necessary. As restrictions begin to lift, and the world returns to our new normal, the projects that were removed can be added to future Years' plans, if they still align with the needs of the South Woodbury NPP District.

# **SOUTH WOODBURY NPP BREAKDOWN**

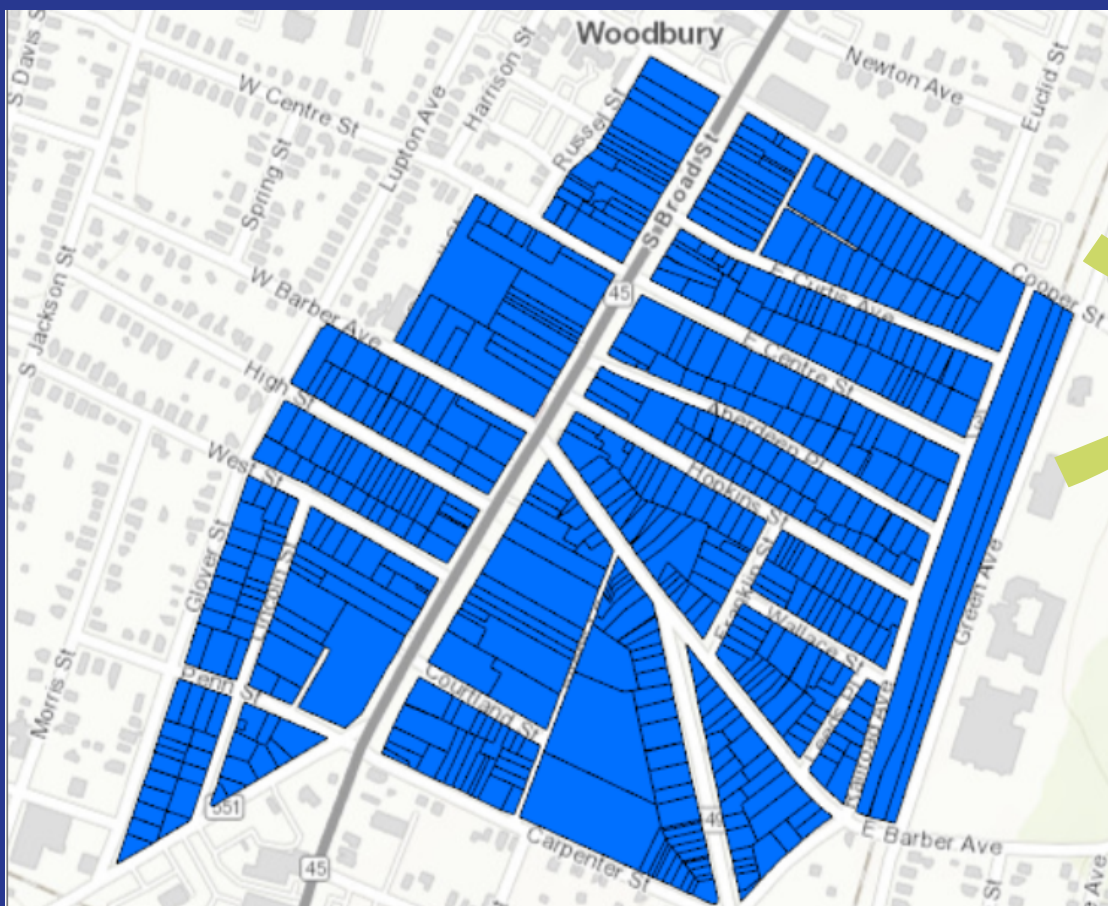
## **Grant Process**

### **Woodbury's NPP Grant**

Woodbury's NPP grant includes an initial award of \$125,000 to be expended over a 24-month grant period (July 1, 2019 to June 30, 2021) and will include two phases; Planning and Implementation.

### **Map of the South Woodbury NPP District**

On November 12, 2019, the City of Woodbury passed a resolution designing the South Woodbury District as geographic area in which all NPP funds (and NPP leveraged funds) will be targeted. On February 9, 2021 the DCA expanded the South Woodbury District. The boundaries of the district are as follows.



# SOUTH WOODBURY NPP BREAKDOWN

## Planning Process

### NPP District Team

The NPP District Team is a partnership formation between the City of Woodbury, businesses, residents, investors, non-profits and other stakeholders.

The NPP District Team holds meetings to discuss to develop this plan and have started the initial discussions on how the plan will evolve over the next five years.

### Creation of the Year 1 Implementation Plan

The Team then analyzed the South Woodbury Community Engagement Survey results, ideas from the Business Focus Group and Resident Town Hall, the Market Analysis Study, Main Street Woodbury Survey results and the Greater Woodbury Chamber of Commerce survey results. After identifying the concerns, and ideas, the Team created the objectives for Year 1 that best fit the City of Woodbury, the people that visit South Woodbury and the Residents that live in South Woodbury.

### Data Collection

Community Engagement Survey - Brief and private survey of Woodbury stakeholders' opinions and ideas is one method used public stakeholder input to guide the creation of this plan.

Business Focus Group - South Woodbury business owners discussed the current business conditions in South Woodbury, the potential for South Woodbury, and project ideas and strategies for South Woodbury.

Resident Town Hall - Residents discussed the current conditions in South Woodbury, the potential for South Woodbury, and project ideas and strategies for South Woodbury.

Market Analysis Study - The purpose of this analysis is to explore some of the existing strengths of the business activity in Woodbury, both downtown and City -wide.

Transformation Strategy Report - Community Survey Results - Woodbury Main Street - questions were geared toward surfacing attitudes about the downtown, challenges and opportunities the downtown is facing, desired business types and attitudes and perceptions about Woodbury's downtown district.

Gloucester County Chamber of Commerce Survey - As a way to validate the statistical base and complement the data with consumer sentiment, the Greater Woodbury Chamber of Commerce conducted a survey of its members and affiliate contacts.

# **SOUTH WOODBURY NPP**

## **IMPLEMENTATION PLAN**

## **STRATEGIC GOALS & VALUES OUTLINE**

- **Goal 1 - Economic Value**

- Objective 1.1
  - Window Dressing on Empty Storefronts
- Objective 1.2
  - New Public Parking Signs
- Objective 1.3
  - Painting/Art on Trash Cans

- **Goal 2 - Place Value**

- Objective 2.1
  - Façade Renovation
- Objective 2.2
  - Engineer Site Plan for Wing-Dickerson Park Renovations
- Objective 2.3
  - Beautification Project at West End Veterans Park
- Objective 2.4
  - Watch Over Woodbury Cameras

- **Goal 3 - Social Value**

- Objective 3.1
  - South Woodbury NPP Social Media Accounts

- **Goal 4 - Civic Value**

- Objective 4.1
  - Facilitate the Creation of a Community Action Board



## **Goal 1 Economic Development**

# **SOUTH WOODBURY NPP**

## **IMPLEMENTATION PLAN**



### **Goal 1 Economic Development**

Improve the vitality of Downtown Woodbury by promoting the recruitment and retention of an optimal retail mix, providing education opportunities for business owners, updating signage, minimizing the appearance of vacant store fronts, and providing adequate lighting.



### **Objective 1.2: New Public Parking Signs**

There are numerous public parking lots and street parking available in Woodbury, but the directional signs are out of date, and hard to find.


We will first update, and properly relocate (when necessary) the current parking signs that direct drivers on Broad Street, to our Public Parking lots. From there, we will update the remaining public parking signs in phases. This will help improve the accessibility and walkability of downtown.

### **Objective 1.1: Storefront Window Dressings**

While the long-term goal is to reduce the number of vacant businesses, using window dressings on the current storefronts will increase the business value in Downtown Woodbury, walkability and the ability to recruit new businesses.

Working with 15 local artists and the theme *Woodbury Rocks*, 21 pieces were created that reflect music and its meaning to Woodbury.

The art pieces are currently being transposed onto banners to be hung in the storefront windows. The *Woodbury Rocks* exhibit will be up this spring.



### **Objective 1.3: Painting/Art on Trash Cans**

Artists that worked on the Storefront Window Dressings are working on the artwork for our public trashcans, to bring more color and design to the downtown area. Currently, the theme is nature, and the project will be completed in early summer.



# **SOUTH WOODBURY NPP**

## **IMPLEMENTATION PLAN**

### **Goal 2 Urban Enhancements**

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Increase home value, sense of community and improved beautification by renovating existing homes, improving community assets, and bringing in various scales of artwork.

#### **Objective 2.3: Beautification at West End Veterans Park**

Located at the corner of Salem Avenue and Glover Street, West End Veterans Park was dedicated November 11, 2002, through the original Neighborhood Preservation Program. There is a plaque dedicated to the Woodbury West End Veterans who served in peacetime and war. There is also a mural for Mr. Oscar Thomas and his produce stand.

The landscaping and mural need updating to bring the Park back to its former self.

#### **Objective 2.4: Watch Over Woodbury Cameras**

To help increase safety, cameras will be added in and around Wing-Dickerson Park.

#### **Objective 2.1: Façade Renovation Grants**

To assist residents with homes in need of façade repairs, we will have façade grants available. This grant would be able to go toward, paint, repairs to porches or fences, and landscaping. The deferred loans may be forgivable based on the homeowners requirements. If a resident needs non-façade repairs done, we will assist them in finding different resources to complete the repairs.

The application process is now closed. Those who submitted an application will be notified soon of their award status and renovation start date.

#### **Objective 2.2: Engineer Site Plan for Wing-Dickerson Park**

To complete the much needed repairs at Wing-Dickerson Park, we first must do a site assessment to determine the work that needs to be done. This is the first step in being able to restore Wing-Dickerson park.

# **SOUTH WOODBURY NPP**

## **IMPLEMENTATION PLAN**

### **Goal 3 Community Engagement & Goal 4 Civil Engagement**

#### **Goal 3 Community Engagement**

Improve business owners and South Woodbury residents sense of community by hosting social events within the NPP Boundary area, keeping residents and stakeholders on social media, and engaging with social media users as much as possible. Due to the COVID-19 Pandemic, these projects have been put on hold until they can be held safely.

#### **Objective 3.1: South Woodbury NPP Social Media Accounts**

There will be a South Woodbury NPP Facebook page, Twitter account and Instagram account that will be used regularly to educate the community on the NPP and the Projects we will be doing with the NPP. There will be opportunities for the residents to interact with the accounts to ask questions and gain more information, while being direct and transparent about what projects are being implemented via the program.

#### **Goal 4 Civic Engagement**

To further the sense of community by creating programs and outlets that not only get residents involved but to give back to the community, and get rewarded when applicable.

#### **Objective 4.1: Facilitate the Creation of a Neighborhood Advisory Board**

TA Community Advisory Board will be created with the following plan: Recruit residents to be on the Neighborhood Advisory Board and provide information to help them learn to properly run a Neighborhood Advisory Board. Assist the South Woodbury Neighborhood Advisory Board in the initial startup process; creating a mission statement, goals, projects and concerns they would like the association to discuss and address, meeting location and times, member recruitment, etc. Assist the South Woodbury Neighborhood Advisory Board with additional needs as they arise, while encouraging them to function independently after the initial creation and assistance.



# **SOUTH WOODBURY NPP**

## **IMPLEMENTATION PLAN**

### **Year 1 Budget**

Year 1 Budget	
New Objectives/ Projects	NPP Funds
Administrative	\$ 20,000.00
Programmatic Objectives	
Economic Development	\$ 11,500.00
Storefront Window Dressings	\$ 5,000.00
New Public Parking Signs	\$ 5,000.00
Art on Trash Cans	\$ 1,500.00
Urban Enhancements	\$ 82,425.00
Façade Renovation Grants	\$ 60,425.00
Engineer Site Plan for Wing-Dickerson Park	\$ 10,000.00
Beautification at West End Veterans Park	\$ 7,000.00
Watch Over Woodbury Cameras	\$ 5,000.00
Community Engagement	
Social Media Accounts	\$ -
Civic Engagement	\$ 1,000.00
Neighborhood Association	\$ 1,000.00
Total*	\$ 114,925.00