



NEIGHBORHOOD PRESERVATION PROGRAM PLAN

Investing in preserving the
culture and identity of the
Downtown Business District
2019-2024

City of Perth Amboy
February 2020

ACKNOWLEDGEMENTS

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Introduction

City of history, City of first, City of festivals, City of international food, City of music and art, City of entrepreneurs, City of shoppers, City of workers, City of walkers, City of immigrants, City of neighbors, City by the Bay, Welcome to Perth Amboy.

During the day, learn about Perth Amboy’s rich history. From the historic train station in the center of town to the beautiful Victorian-era houses from when Perth Amboy was a manufacturing powerhouse, to the only remaining official Royal Governor’s Mansion, where Governor William Franklin, son of Ben and loyal to King George, lived while ruling from this former capital. See the historic City Hall and oldest consecutive operational government building in the United States and where the first African-American voter in the US casted his ballot. Take a stroll while taking in magnificent views of the Raritan Bay, home of the 2nd oldest Yacht Club in the country and the Ferry Slip nautical museum.

When you get hungry have fresh seafood on the water or go to the city center where you can enjoy foods from all over the globe or an “empanada” from Jersey’s top empanada restaurants. As the afternoon unfolds, join Perth Amboy residents, workers and visitors who liven up Smith Street, Perth Amboy’s Downtown – shopping district, for a great dinner and live music at one of the several great venues.

This is Perth Amboy, this is our Downtown District, imagine what’s next as we implement visible and tangible projects that increase the economic, place, social and civic values of the district.



(Image from the Bay City Transit District Strategy)

Executive Summary

The Neighborhood Preservation Program (NPP) began with the passage of the “Maintenance of Viable Neighborhoods Act” in 1975. This legislation established a program of grants to encourage and promote the social and economic strengthening and development of neighborhoods. 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 afford municipalities flexible and creative options. This comprehensive cooperative approach promotes a unified effort that has proven to be a successful strategy.

The New Jersey Department of Community Affairs’ neighborhood-based programs are designed to acknowledge the crucial role neighborhoods play as the center of community for New Jersey’s citizens, and the opportunity they offer to serve as a springboard to build a stronger, more equitable New Jersey.

To further achieve that goal, Governor Phil Murphy and Lt. Governor Sheila Oliver recently dedicated \$2.5 million of funding to restore the Neighborhood Preservation Program (NPP) to strengthen the economic vigor of New Jersey’s threatened but viable neighborhoods and to encourage private investment in some of the state’s hard-pressed communities. This new investment was done in coordination with the funding of Main Street New Jersey communities as well.

Activities to be assisted under this act may include but shall not be limited to:

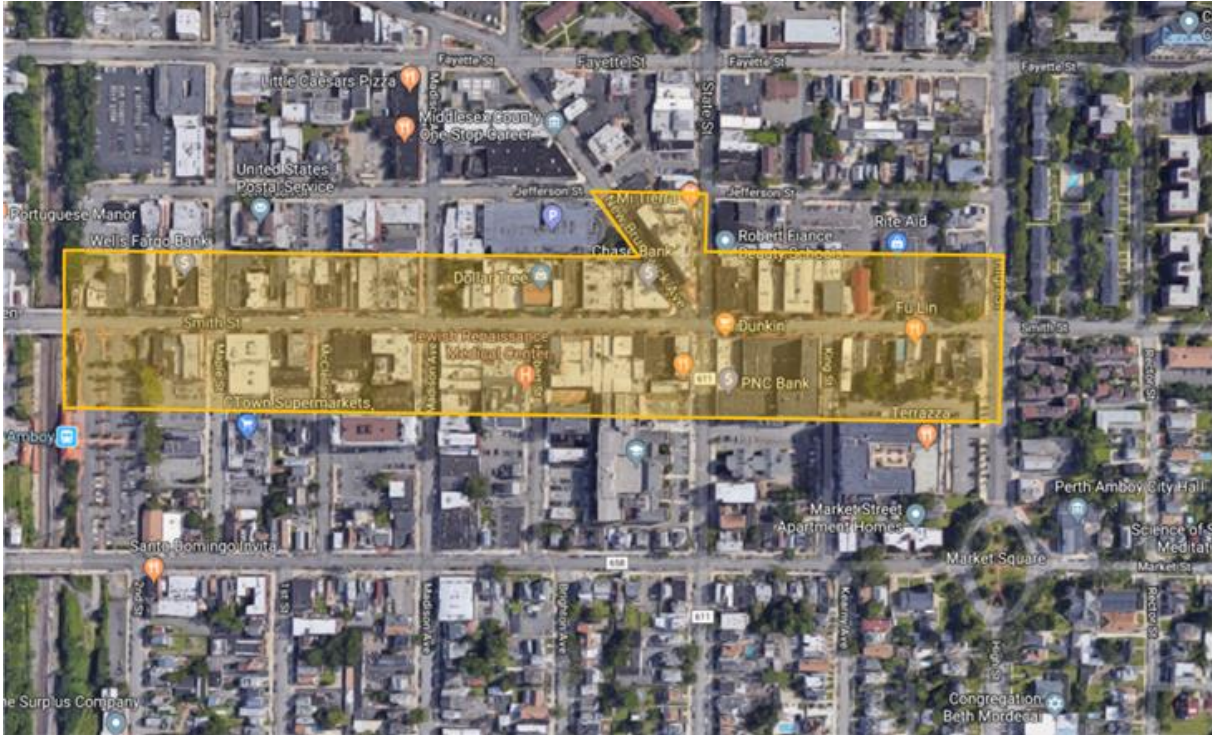
- Revitalize neighborhoods through local planning and community participation.
- Build local capacity to administer program
- To serve as a catalyst for economic development in business districts that are deemed “threatened but still viable.”
- To serve as a platform for the coordination of efforts by the State, municipalities, residents, businesses and other stakeholders to help declining neighborhoods become thriving neighborhoods.

Over the past several years, the City of Perth Amboy has been aggressively planning for the future of its Downtown District, building on other community and economic development plans, including the Perth Amboy Bay City Transit District Strategy, the Creative Placemaking Plan, and the Gateway Neighborhood Collaborative Revitalization Plan. This plan will further delineate Perth Amboy’s goal to invest in preserving the culture and identity of the Downtown District including the following:

- Proposed activities
- District boundary map & description
- Demographic trends & market data
- Planning process description & results
- Goals & Objectives
- Timelines
- Budget

District Description

Perth Amboy Downtown District – Smith Street, west of High Street and east of Maple Street, to include the Five Corner bump out on New Brunswick Avenue to Jefferson Street. More specifically the district will run from 65 Smith Street, Block 121 Lot 1.02 to 248 Smith Street Block 121 Lot 1.02 and will be inclusive of a bump out from 130 Smith Street Block 125 Lot 19 to 154 New Brunswick Avenue Block 126 Lot 19.



(NPP District Map)

HISTORY

The Downtown District of the City of Perth Amboy is a historic gem and a cornerstone for the Greater Perth Amboy community. Perth Amboy was settled by Europeans in 1683 and incorporated as a city in 1718. It was founded by English merchants, Scots seeking religious freedom, and French Protestants, who sought to make use of Perth Amboy's harbor to its full potential. Downtown is the main commercial district, and is centered on Smith Street. It is an Urban Enterprise Zone, and the reduced sales tax rate (half of the statewide rate) which funded revitalization of Smith Street with planted trees, Victorian streetlights, benches, garbage cans, and redbrick sidewalks. Smith Street is a shopping center seven blocks wide, with stores catering to working-class customers. There are 141 retail spaces, 30 offices and the street is flanked by mainly two- to three-story buildings of varied, but primarily historic architecture. It also has a lone



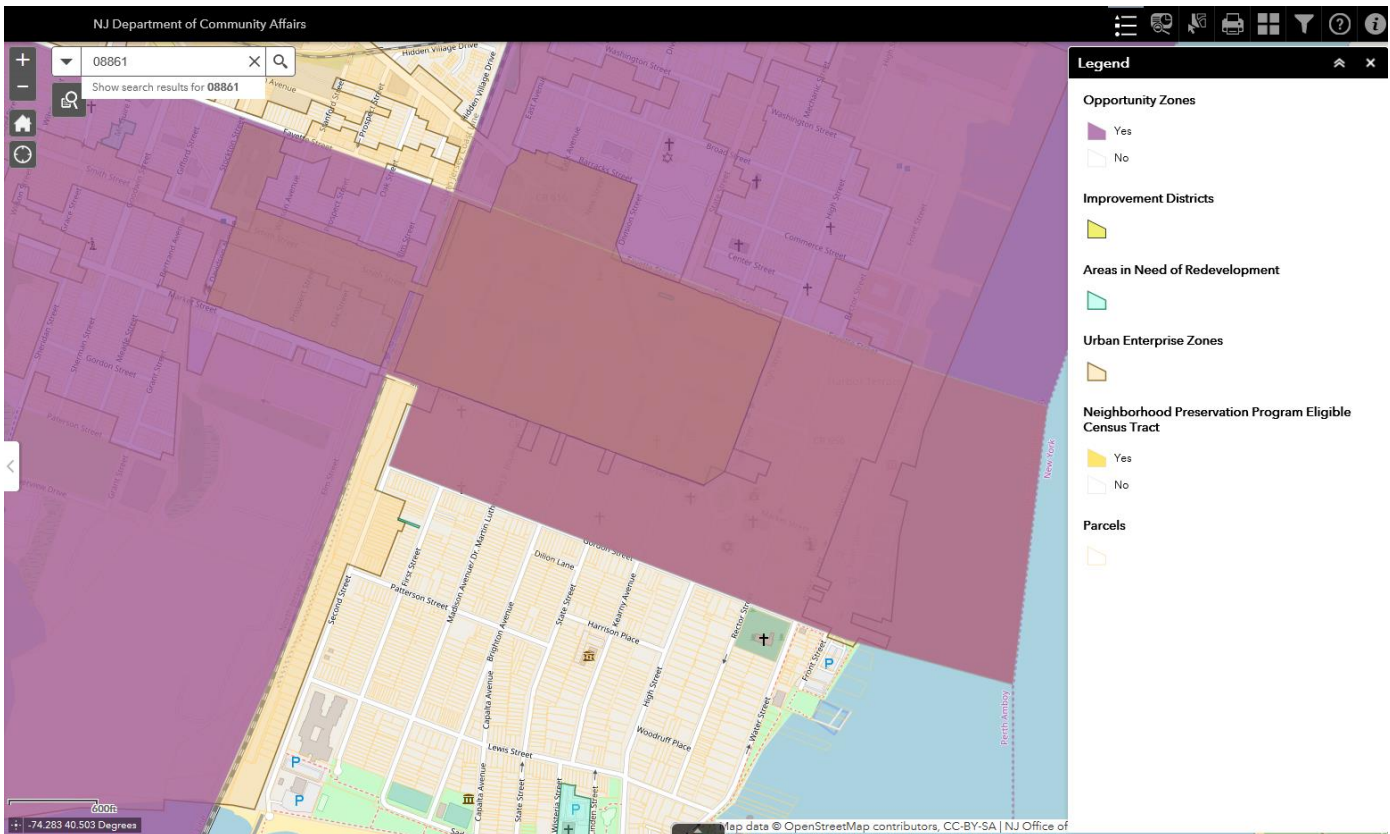
mixed use skyscraper called 'Amboy Towers', 10 stories tall, located at Five Corners, the intersection of Smith Street, New Brunswick Avenue and State Street (also included in the NPP District). Once home to several department stores downtown, the largest today is discount retailer Bargain Man, now home to a variety of small clothing and sneaker shops, hair and nail salons, Dunkin Donuts, cellphone stores, fruit markets, delicious restaurants and much more. As a point of commerce, it serves as a critical artery for families and merchants alike to thrive in the neighborhood. For these reasons, the Downtown District of Perth Amboy is on the height of significant investment and dynamic shifts to the local community. Over 2,000 people live in the 554 apartments in the targeted district, over forty –two percent (42%) of which are low income minorities earning under \$40,000 annually per household. The majority of these families are first or second generation immigrants. Of all the neighborhoods in Perth Amboy the area in need of preserving the assets that currently exist and enhancing the lives of the community that currently resides there, the Downtown District is among the most in need.

MAJOR ASSETS

Downtown Perth Amboy has many assets, and the Plan recommends capitalizing on all these assets to bring people and attract new investment into the Downtown. These assets include:

- *Compact Downtown.* Almost all of downtown is within a ten minute walk of the train station.
- *Large Hispanic population base.* This demographic profile is unique for the region, and should be included in the strategy for reviving downtown.
- *An attractive waterfront close to Downtown.* Perth Amboy's waterfront has seen substantial public investment in the past several years, is now the largest recreational asset in the city, and is only a 10-15 minute walk from downtown. The marina has been expanded and the waterfront is now the site for numerous festivals throughout the year.
- *Rich history.* Many buildings downtown have historic character, lending Downtown Perth Amboy a unique character and connection to its historical and cultural past. These buildings include the Perth Amboy City Hall, built in 1714, which is the oldest continuously-used City Hall in the US.
- *Robust train service.* The Perth Amboy Train Station boasts a one-seat ride to Penn Station New York in about 50 minutes, and 64 trains per day stop at the station with existing ridership of approximately 1,000 riders per day
- *Walkable street grid.* A typical block size downtown is about 300' by 600.' These dimensions are comparable to the street grids of walkable cities: New York City (200' by 800'), Chicago (330' by 660'), and Philadelphia (400' by 500'). An appropriately scaled street grid makes the urban environment easier to navigate for pedestrians, and decreases the potential for traffic congestion due to the redundancy of available routes.
- *Multimodal transportation options.* Perth Amboy is served by a regional bus network that connects to Manhattan several other regional destinations including New Brunswick, Newark and Woodbridge. Downtown Perth Amboy is within a 10-minute drive of a number of major highways such as the NJ Turnpike, Garden State Parkway and Route 440, which provide still further options for moving people and goods to areas.
- *Large employers.* Raritan Bay Medical Center, US Food Services, Tropical Cheese, Preferred Freezer Services, the Perth Amboy School District, the Jewish Renaissance Medical Center, and Target Warehouse are all located in Perth Amboy, many within

walking distance of the Downtown District. In addition, the city has a strong base of local merchants including electronics stores and restaurants and a base of small and mid-sized entrepreneurial businesses, all organized by the Urban Enterprise Zone.



(Layered map indicating that the NPP District also lies in a designated Opportunity Zone, Urban Enterprise Zone, Business Improvement District and an area in need of Redevelopment).

CHALLENGES

Downtown Perth Amboy needs to build on existing assets, including the connection to its historical and cultural past, in order to reach its potential as a regional destination. The large Hispanic population base creates a demographic profile that is unique for the region. Downtown Perth Amboy is proximate to New York City and has access to multiple modes of transportation for moving people and goods regionally. The current economy is stable, driven by a base of small and mid-sized entrepreneurial businesses. Large business assets including the Raritan Bay Medical Center, US Food Services, Tropical Cheese, Target and Preferred Freezer Services serve as major employment centers for the city. However, several factors have held downtown back from realizing its potential, including:

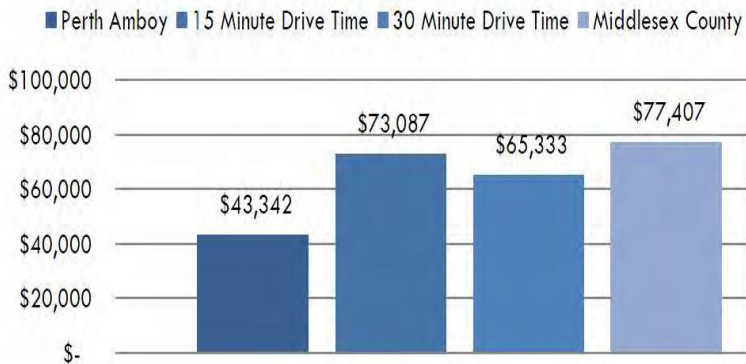
- A negative perception of the city and a view that it is unsafe.
- Resident education and income levels that lag behind those in other local communities
- A high debt burden due to past financial management decisions
- A lack of a compelling and coherent vision for Downtown
- A lack of parking
- A quick growing population
- A lack of diversified retail shops

DEMOGRAPHIC TRENDS

Population Characteristics

Of the estimated 51,744 residents (per US Census estimation) of Perth Amboy, 82.7% identify themselves as Hispanic or Latino, making Perth Amboy the second-highest concentration of Latino or Hispanic residents in New Jersey. The rest of Perth Amboy is composed of 9.2% White (non-Hispanic) and 9.6% Black (non-Hispanic) residents, and smaller percentages of Asian and Native American. Almost half (43.3%) of the study area residents are foreign-born, and these residents are almost all from the Caribbean (56.8%), Central America (20.9%), and South America (18.2%). Consequently, the residents within the study area are more likely to speak a language other than English. Over 40% of the residents in the study area speak English “less than very well” (41.4%), which is more than three times the rate of the Together North Jersey 13-county region (13.7%). The languages spoken at home among these populations is overwhelmingly Spanish (95.9%). Perth Amboy is relatively young, as the median age (32.4) is significantly lower than Middlesex County as a whole (37.1) and New Jersey (39). Only 15% of Perth Amboy residents have a bachelor’s degree or higher, compared with 35% in New Jersey as a whole. In addition, homeownership rate is relatively low: 36.8% compared to 66.6% in New Jersey as a whole.

Median Household Income



Median Household Income and Poverty

The median household income (per 2010 census) within ½ mile of the Downtown District was \$43,342, compared to \$65,333 within a 30-minute drive and \$77,407 for Middlesex County as a whole. In Perth Amboy, 22% of residents live below the poverty line, compared to 8.9% in the North Jersey Region as a whole. Poverty affects families with children (15.4%) at a rate more than three times that of the region as a whole (5%).

Planning Process Description

After being awarded the NPP grant, the City of Perth Amboy identified a program director from their Office of Economic and Community Development Office to lead the planning process, which involved 3 phases: 1) Project Orientation, 2) Community Outreach and Research and 3) Recommendations & Plan Adoption. The process which lasted approximately four months was guided by the District Team, made up of City administrators, directors of various departments (Public Works, Recreation, Police, Code Enforcement, etc.) Business Improvement District Executive Director, Parking Authority, business owners, Arts Council representation and a district resident.

PHASE 1 – PROJECT ORIENTATION

Determining the District boundaries was the initial step in the project orientation. The Downtown District of the City of Perth Amboy is a historic gem and a cornerstone for the Greater Perth Amboy community. As a point of commerce, it serves as a critical artery for families and merchants alike to thrive in the neighborhood. For these reasons, the Downtown District of Perth Amboy is on the abyss for significant investment and dramatic dynamic shifts to the local community and more so for this reason, was identified as the NPP neighborhood. The original submission of the grant included a totality of our Downtown District or Smith Street East of High Street and West of County Road 35/Convery Boulevard. However, after a walkthrough onsite assessment by the State NPP team and several meetings between program administrators and local NPP staff, the district boundaries were minimized by several blocks to go East of High Street and South of Maple Street, right before the train station. Additional components of the Phase 1 included complying baseline market data (described in the previous section of this plan) and creating a list of tangible recommendations from the City’s Administrative Team, prior to taking it out to for public input. Initial meetings were held between NPP director, the Mayor, City Administrator and department heads to identify priority areas of concern in the district and to create a list of tangible recommendations to be presented to the larger District Team.

INITIAL RECOMMENDATIONS				
Storefront/ façade enhancements	Lighting Improvements	Fink Park Re-activation	Fountain Removal	Pedestrian Plaza
Outdoor Dining	Art & Murals	Parking Improvements	Bench Installations	Tree Uniformity

PHASE 2: COMMUNITY OUTREACH & RESEARCH

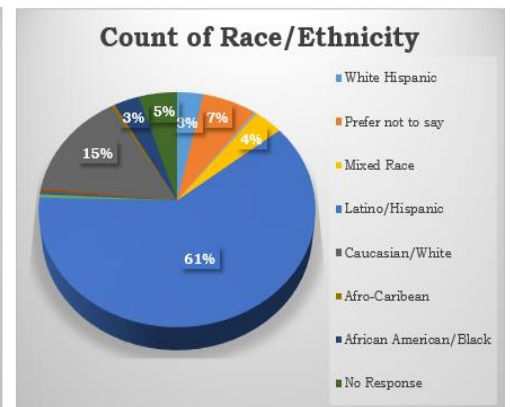
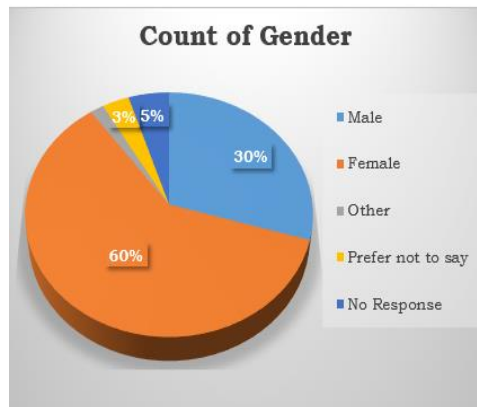
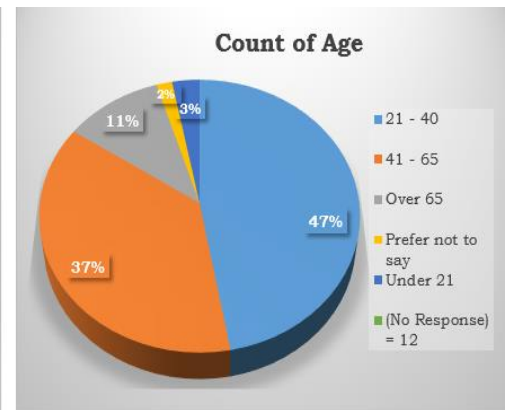
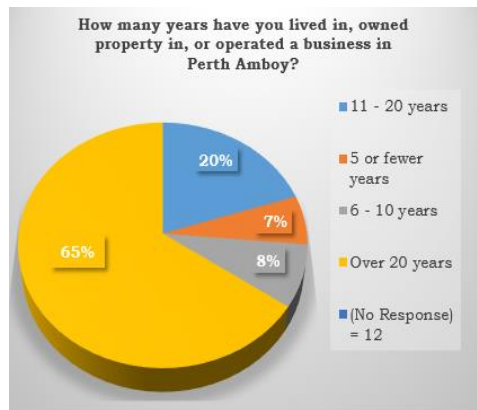
Phase two was focused on community engagement activities including a community survey and focus groups. The community survey was conducted online via email and a walking campaign at events. The survey was put together by the state NPP office and was made live for 4 weeks in both English and Spanish. Municipal staff administered the online survey during two community events, the Paella festival and our Trunk or Treat event. During the event staff approached community residents and asked if they would be interested in completing a survey. Residents were

DOWNTOWN SURVEY

In efforts to create the NPP Downtown Perth Amboy District Implementation Plan and the projects within that plan, the Office of Economic & Community Development shared the following survey via email and through event canvassing efforts with over 5000 individuals. 246 stakeholders completed the survey. The survey was brief and private and allowed individuals, both residents and business owners to share their opinions and ideas to help shape the plan.

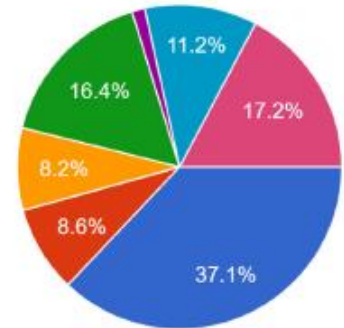
not shy about discussing their concerns and view of our downtown district and were willing to able to complete the survey. However, due to limited staff we did not generate a large number of responses and decided to do an email survey campaign. The survey was then sent via Constant Contact to over 5,000 community members. Within days we received well over 200 responses. Based on recommendations from the State NPP Team, our survey response goal was 200. In total we received 240+ responses. Included below are results from the community survey.

SURVEY DEMOGRAPHICS



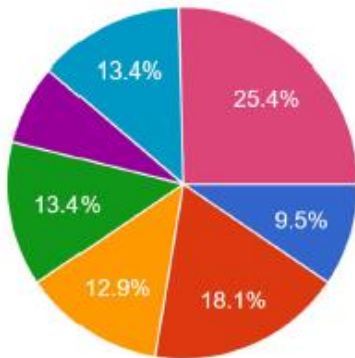
ONE WORD THAT COMES TO MIND WHEN YOU THINK OF DOWNTOWN PERTH AMBOY

**EXAMPLES OF
DOWNTOWN
PERTH AMBOY
IN THE FUTURE**



- Example 1
- Example 2
- Example 3
- Example 4
- Example 5
- Example 6
- Example 7

**EXAMPLES OF
HOUSING IN
DOWNTOWN
PERTH AMBOY
IN THE FUTURE**



- Example 1
- Example 2
- Example 3
- Example 4
- Example 5
- Example 6
- Example 7

PRESENT CONCERNS

Over 40% of the respondents indicated the following areas as top reasons they do not visit Downtown Perth Amboy.



TRAFFIC CONGESTION



LACK OF CONVIENIENT PARKING



FEW STORES OF INTEREST



CONDITIONS OF STORE FRONTS



APPEARANCE OF PUBLIC PARKS & SPACES



KEEP IT CLEAN & TIDY



FUTURE PROJECTS

Over 40% of the respondents indicated the following as major priority projects for Downtown Perth Amboy.



REVITALIZE STOREFRONT FACADES & ADD TO BUINESS MIX



ADD MORE GREENERY & MAKE IT PEDESTIAN & BIKE FRIENDLY

Neighborhood Preservation Program Plan

Year 1

PRIORITIES

The set of priorities detailed in this plan are designed to help Perth Amboy make its Downtown District the shopping, dining, living and cultural epi center of Middlesex County more quickly and cost effectively. In the very short term, in just one year, City staff and local leaders will focus on building wide-spread and real support for the plan. Stewards of this plan will encourage Perth Amboy residents, business owners and property owners in the district and those that serve the district to support and help make the strategies a reality and to add to the plan. People tend to nurture what they create, so it is our hope to get as many individuals and groups involved in order to have skin in the game and care for the improvements that are made in the district.

Over the next five (5) years, the City will focus on making physical improvements that show that Perth Amboy is committed to persevering and revitalizing the Downtown District resulting in increased economic value, place value, social value and civic value.

GOALS, OBJECTIVES & VALUE INDICATION
YEAR 1

GOAL 1: IMPROVE AND MAINTAIN LOCAL BUSINESS ECONOMY				
OBJECTIVE	ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
1.1 Maintain and improve the cleanliness of our business district sidewalks <ul style="list-style-type: none"> • Schedule the gum buster machine to remove gum and deep clean sidewalks not to interfere with business hours 				
1.2 Improve the pedestrians experience by enhancing the visibility of business' appearance <ul style="list-style-type: none"> • Assist the Business Improvement District by serving on their Sign and Façade Improvement Grant Committee • Assist local businesses with the rehabilitation and maintenance needs for buildings within the district 				
GOAL 2: IMPROVE PEDESTRIAN HEALTH & WALKABILITY FOR LOCAL RESIDENTS				
OBJECTIVE	ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
2.1 Improve ADA sidewalk cut outs <ul style="list-style-type: none"> • Identify number of sidewalk cut outs that have pavers and replace with ADA pads • Coordinate with City Engineer and Department of Public Works to budget cost and order materials 				

<ul style="list-style-type: none"> • Schedule installation of ADA pads • Schedule ribbon cutting and press event 				
<p>2.2 Reinstall benches in the downtown shopping district</p> <ul style="list-style-type: none"> • Identify areas within the district that are ideal for resting stations but discourage loitering • Coordinate the purchase of benches that are ideal for resting in design but deter the ability for loiters to lay down • Schedule bench installations 				
<p>2.3 Create a uniformed downtown streetscape environment</p> <ul style="list-style-type: none"> • Remove and replace existing trees and tree grates with uniformed trees and tree wells • Coordinate with Department of Public works to identify best trees and tree wells for our district 				
GOAL 3: FOSTER CULTURE OF ART AND NEIGHBORHOOD PRESERVATION				
OBJECTIVE	ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
<p>3.1 Revitalize and enhance the Five Corner Plaza</p> <ul style="list-style-type: none"> • Remove existing water fountain and benches • Redesign the Five Corner plaza to allow for sessional art and cultural experiences 				
<p>3.2 Murals & art installation</p> <ul style="list-style-type: none"> • Facilitate community driven art to deter graffiti and vandalism • Identify area within the district for mural and art installation • Engage community residents and business owners to determine art of choice • Coordinate with the municipal art council to approval artist and murals • Employ local artist to design the mural/art installation • Start and complete project followed by an mural/art installation reveal 				

Year 1 Budget

	Requested Funds	Municipal Match	Other Sources	Total
Budget Category				
ADM - Personnel				
Salaries/Wages	\$26,470.00			\$26,470.00
Minor Category Sub-Total	\$26,470.00			\$26,470.00
Major Category Sub-Total	\$26,470.00			\$26,470.00
ADM - Program Development				
Neighborhood Amenities				
Sidewalk Clean Up		\$10,000.00		\$10,000.00
Façade Improvements			\$30,000.00	\$30,000.00
Sidewalk Cut Outs	\$36,400.00	\$5,000.00		\$41,400.00
Benches	\$22,130.00			\$22,130.00
Trees	\$40,000.00		\$40,000.00	\$80,000.00
Fountain Removal/Enhancement			\$90,000.00	\$90,000.00
Mural/Art Installation		\$10,000.00	\$5,000.00	\$15,000.00
Minor Category Sub-Total	\$98,530.00	\$25,000.00	\$165,000.00	\$288,530.00
Major Category Sub-Total	\$98,530.00	\$25,000.00	\$165,000.00	\$288,530.00
Total	\$125,000.00	\$25,000.00	\$165,000.00	\$315,000.00

BUDGET DETAIL FOR OTHER SOURCES/LEVERAGED FUNDS

Façade Improvements: The Perth Amboy Business Improvement District (BID) will distribute \$5,000 grants to district business owners who apply and qualify to rehabilitate and improve their signage and business facades not to exceed \$30,000.

Trees: The Perth Amboy Business Improvement District and the municipality will split the cost of removing and replacing the trees and tree grates in the district not to exceed \$40,000. There are approximately 80 trees in the NPP district, each will cost \$1,300. The noted amount in year one will allow for the removal and replacement of approximately 75% of the trees. The remainder will be replaced in year two.

Fountain Removal/Enhancements: Community Development Block Grant (CDBG) funds have been allocated to remove the fountain from the Five Corners in the center of our shopping district, in its totality. The cost of the enhancements will be split between CDBG and UEZ.

Mural/Art Installation. BID has committed \$5,000 to our mural and art installation.

Year 1 Project Timeline Detail

1.1 Sidewalk Clean Up (\$10,000)

- March 2020 Coordinate with the Department of Public Works to purchase the Gum Buster Machine and supplies
- April 2020 Schedule the Department of Public Works to begin the street cleaning during hours that do not interfere with operating business hours
- September 2020 Schedule 2nd street cleaning of the year to begin the street cleaning during hours that do not interfere with operating business hours

1.2 Façade Improvements (\$30,000)

- February 2020 Begin accepting and reviewing business façade improvement applications
NPP Coordinator to serve on the committee to review applications – the committee will meet monthly
- June 2020 Award a minimum of six (6) Façade Improvement Grants

2.1 ADA Sidewalk Cutouts (\$41,400)

- March 2020 Coordinate with Department of Public Works and the City Engineer to draft and post a RFP notification
- April 2020 Accept award bids
- May 2020 Begin sidewalk cutout improvements
- June 2020 Complete sidewalk improvements

2.2 Reinstall District Benches (\$22,130)

- February 2020 Request quotes from three plus vendors for 12-15 benches
- March 2020 Order benches
- April 2020 Install benches in the Downtown District & Press Event

2.3 Remove & Replace District Trees & Tree Wells (\$80,000)

- March 2020 Coordinate with Department of Public Works (Tree Unit) to request quotes for trees and tree wells
- May 2020 Order trees, wells and supplies
- September 2020 Install 60-80 trees in the Downtown District

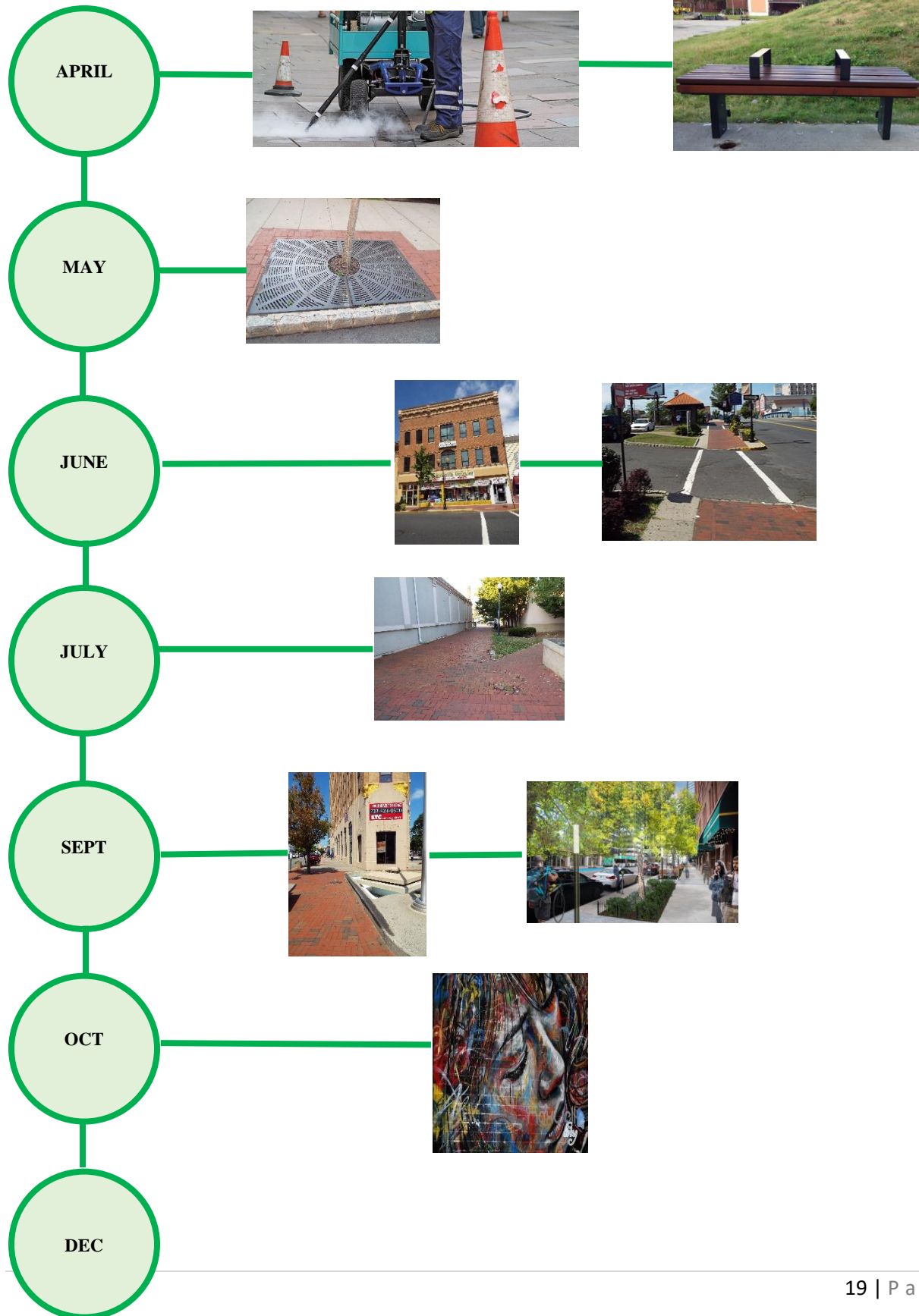
3.1 Remove/Enhance the Five Corner Fountain (\$90,000)

- January 2020 Initial conversations with City administrators to discuss site vision
- February 2020 Draft and issue an RFP for an engineer
- April 2020 Begin fountain removal
- September 2020 Complete fountain removal and ground leveling

3.2 Mural/Art Installation (\$15,000)

- February 2020 Begin conversations with property owners for mural/art installations
- March 2020 Begin drafting project standards with Arts Council
- April 2020 Draft and post call to artist for mural competition with Arts Council
- May 2020 Present art renderings to Arts Council
- July 2020 Prep & Prime wall for installation
- October 2020 Art Installation Reveal (National Arts Month)

Year 1 Project Timeline Overview



Neighborhood Preservation Program Plan

Years 2-5

GOALS, OBJECTIVES & VALUE INDICATION

GOAL: IMPROVE AND MAINTAIN LOCAL BUSINESS ECONOMY				
OBJECTIVE	ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
LED Lighting Improvements	X	X	X	
Code Enforcement Staff		X		
Roll Gate Removal Initiative	X	X	X	
Parking Signage	X	X		
GOAL: IMPROVE PEDESTRIAN HEALTH & WALKABILITY FOR LOCAL RESIDENTS				
OBJECTIVE	ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
Sidewalk Repair (stamping)		X		
Five Corner (NBA) Pedestrian Plaza	X	X	X	X
GOAL: FOSTER CULTURE OF ART AND NEIGHBORHOOD PRESERVATION				
OBJECTIVE	ECONOMIC VALUE	PLACE VALUE	SOCIAL VALUE	CIVIC VALUE
Fink Park Acquisition/Repurpose	X	X	X	X
Art in the Park			X	X
Holiday & Seasonal Pop Up Art		X	X	
Innovative Crosswalk Art		X	X	
Canvas Banners on Light Post		X	X	
Free Wifi	X		X	X

Year 2 Budget

	Requested Funds	Municipal Match	Other Sources	Total
Budget Category				
ADM - Personnel				
Salaries/Wages	\$25,000.00			\$25,000.00
Minor Category Sub-Total	\$25,000.00			\$25,000.00
Major Category Sub-Total	\$25,000.00			\$25,000.00
ADM - Program Development				
Neighborhood Amenities				
LED Lighting Improvements			\$36,000.00	\$36,000.00
Parking Signage		\$5,000.00	\$10,000.00	\$15,000.00
Sidewalk Repair (stamping)	\$50,000.00		\$25,000.00	\$75,000.00
Canvas Banners		\$15,000.00	\$15,000.00	\$30,000.00
Holiday Seasonal Pop Up Art	\$5,000.00		\$5,000.00	\$10,000.00
2 Enforcement Officers (PT)	\$20,000.00		\$20,000.00	\$40,000.00
Minor Category Sub-Total	\$75,000.00	\$20,000.00	\$106,000.00	\$201,000.00
Major Category Sub-Total	\$75,000.00	\$20,000.00	\$106,000.00	\$201,000.00
Total	\$100,000.00	\$20,000.00	\$111,000.00	\$231,000.00

BUDGET DETAIL

LED Lighting Improvements: The City of Perth Amboy will absorb the additional cost to convert the street lights in the district to LED which will increase the current utility contract by \$36,000 a year.

Parking Signage: With the assistance the Perth Amboy Parking Utility and Business Improvement District we will update parking lot signage and signs leading to parking lots and decks.

Sidewalk Repair: UEZ funds along with NPP dollars will be used to begin replacing the paved sidewalks with concrete stamping. This initiative will continue to year 3.

Canvas Banners: BID funds along with NPP funds will be used to update current banners to canvas banners in the district for beautification and longer lasting durability.

Holiday/Seasonal Pop-up Art: Both NPP and BID funds will be used to decorate the district during the holiday season and pop up art will be displayed as well.

Enforcement Officers: In efforts to increase code enforcement in the district NPP and BID funds will be used to hire 2 part time officers to work during the week and on weekends.

Year 3 Budget

	Requested Funds	Municipal Match	Other Sources	Total
Budget Category				
ADM - Personnel				
Salaries/Wages	\$25,000.00			\$25,000.00
Minor Category Sub-Total	\$25,000.00			\$25,000.00
Major Category Sub-Total	\$25,000.00			\$25,000.00
ADM - Program Development				
Neighborhood Amenities				
Sidewalk Repair (stamping)	\$50,000.00		\$25,000.00	\$75,000.00
Roll Gate Removal	\$25,000.00			\$25,000.00
Art in the Park			\$5,000.00	\$5,000.00
Five Corner (NBA) Pedestrian Plaza		\$20,000.00	\$5,000.00	\$25,000.00
Minor Category Sub-Total	\$75,000.00	\$20,000.00	\$35,000.00	\$130,000.00
Major Category Sub-Total	\$75,000.00	\$20,000.00	\$35,000.00	\$130,000.00
Total	\$100,000.00	\$20,000.00	\$35,000.00	\$155,000.00

BUDGET DETAIL

Sidewalk Repair: Continued from year 2.

Roll Gate Removal: 5-7 grants will be offered to business to remove their roll gates and replace them with shatter proof glass or security systems this initiative will continue to years 4 & 5.

Art in the Park: Summer theater and open mics will be performed at Fink Park in the district, BID funds will be used for set design, costumes, sound, etc.

Five Corner (NBA) Pedestrian Plaza: NPP & BID funds will be used to begin renovations to close the intersection of New Brunswick Avenue from Smith to Jefferson Street.

Year 4 Budget

	Requested Funds	Municipal Match	Other Sources	Total
Budget Category				
ADM - Personnel				
Salaries/Wages	\$25,000.00			\$25,000.00
Minor Category Sub-Total	\$25,000.00			\$25,000.00
Major Category Sub-Total	\$25,000.00			\$25,000.00
ADM - Program Development				
Neighborhood Amenities				
Innovative Crosswalk Art		\$10,000.00		\$10,000.00
Roll Gate Removal	\$25,000.00			\$25,000.00
WIFI Installation	\$10,000.00			\$10,000.00
Fink Park Acquisition/Repurpose	\$40,000.00	\$10,000.00	TBD	\$50,000.00
Minor Category Sub-Total	\$75,000.00	\$20,000.00		\$95,000.00
Major Category Sub-Total	\$75,000.00	\$20,000.00		\$95,000.00
Total	\$100,00.00	\$20,000.00	TBD	\$120,000

BUDGET DETAIL

Innovative Crosswalk Art: NPP match funds will be used to decorate district crosswalks.

Roll Gate Removal: Continued from year 3.

WIFI Installation: NPP funds will be used to install free WIFI in the district.

Fink Park Acquisition/Repurpose: NPP staff will work with the BID/UEZ to acquire the land known as Fink Park within the district and funds will be used to repurpose it.

Year 5 Budget

	Requested Funds	Municipal Match	Other Sources	Total
Budget Category				
ADM - Personnel				
Salaries/Wages	\$25,000.00			\$25,000.00
Minor Category Sub-Total	\$25,000.00			\$25,000.00
Major Category Sub-Total	\$25,000.00			\$25,000.00
ADM - Program Development				
Neighborhood Amenities				
Roll Gate Removal	\$25,000.00			
Fink Park Repurpose	\$50,000.00		\$30,000.00	\$80,000.00
Art in the Park		\$20,000.00		
Minor Category Sub-Total	\$75,000.00	\$20,000.00	\$30,000.00	\$125,000.00
Major Category Sub-Total	\$75,000.00	\$20,000.00	\$30,000.00	\$125,000.00
Total	\$100,000.00	\$20,000.00	\$30,000.00	\$150,000.00

BUDGET DETAIL

Roll Gate Removal: Continued from year 3 & 4.

Fink Park Repurpose: Continued from year 4.

Art in the Park: Continued from year 3.

Partners

STATUS		TYPE	RECIPIENT
Federal Resources (Direct & Pass Through Funding)			
HUD/CDBG	Ongoing	Grants	Municipality
State Resources (Direct & Pass Through Funding)			
DCA/BID	Ongoing	Grants/Other Assistance	Business Owners & NPP Projects
DCA/OZ	TBD	Private Investment	Development Projects
UEZ	Ongoing	Grants/Other Assistance	Business Owners, Property Owners, & NPP Projects
County Resources			
Middlesex County	TBD	Grants	Municipality
Local Resources			
Perth Amboy Parking Utility	Ongoing	City Budget	Municipality