



**Hilton Neighborhood/  
Springfield Avenue NPP District  
Maplewood, NJ**

**Neighborhood Preservation Program  
Implementation Plan  
February 2022**

# Introduction

## What is the Neighborhood Preservation Program?

A relatively new program from the New Jersey Department of Community Affairs (DCA), the Neighborhood Preservation Program (NPP) is a revitalization initiative aimed at creating visible, tangible, asset-based, and community-driven change in the 40 target neighborhoods statewide. Created with the understanding that the residents of a neighborhood support the businesses as employees, as customers, and as stakeholders, the NPP is dedicated to providing assistance to the businesses in the program's designated neighborhoods as well as supplying assistance directly to residents.

The Neighborhood Preservation Program is built upon four values:

- **Place Value:** Working to enhance the value of the buildings, the streets, and the entire physical realm. If you can see it or touch it, NPP is probably seeking to make it better.
- **Economic Value:** Supporting and coordinating small business recovery, growth, and sustainability, both on the street and online. Fostering property value stabilization, local job opportunities, and new investment.
- **Social Value:** Marketing the NPP District, activities, events, and assets while engaging District stakeholders in relationship-building and fun. In a post-COVID world, cultivating social value will be done virtually, as well.
- **Civic Value:** Engaging the community to help address real needs. Building partnerships with public and private sector entities to leverage their time, talent, and treasure into the NPP District. Communicating the importance of the District to local elected officials and other supporters.

## Grant Selection Process

For FY2022, eligible census tracts were identified by DCA, with the stipulations that 50% or more of the proposed NPP District must be in an NPP-eligible census tract or block group and up to 100% of the District may be in the eligible census tract.

The Township immediately recognized that the Hilton Neighborhood / Springfield Avenue area had the most potential for NPP designation.

## Award

Maplewood Township—along with nineteen other new NPP Districts—was awarded NPP designation by the New Jersey Department of Community Affairs. Along with the designation, \$125,000 of grant funds were awarded, with the option to renew funding at similar levels for the next four years. In addition, the Township has committed to match NPP funding by at least 25% for each year the program is renewed.

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Events in the District: Juneteenth, Porchfest, Mayfest, and Holiday Celebration

# Executive Summary

The Township of Maplewood, in partnership with the Springfield Avenue Partnership (SAP), was awarded an NPP Grant for the Hilton Neighborhood/Springfield Avenue NPP District (the District). This District was created to encompass a central portion of the Springfield Avenue Special Improvement District along with an adjacent portion of the Hilton Neighborhood. SAP was designated as the grant administrator, working in close coordination with the Township.

Following the NPP designation, the real work began in the community. Although civic partners and the SAP Board of Trustees submitted letters in support of the NPP application, the broader community in Maplewood and in the District was not aware of the NPP program.

The first step in soliciting widespread input was to publish an online survey and to market it to the larger community. Individuals were encouraged to reply if they had a relationship with the District as a resident, employee, business owner, or customer. The survey results gave the first indication of future desires for the District, with large agreement on the need for a better business mix and a more compelling commercial district.

A Steering Committee was formed to represent residents, Springfield Avenue business and property owners, and the Township. Additional care was taken to ensure that the Steering Committee reflected the diversity of the District. Members of the Steering Committee met five times in January and February, reviewed the survey results, and attended focus group meetings.

To get additional community feedback, two focus groups were held, one designed for residents and the other for the business community. The feedback from groups reinforced the results of the survey and the personal experiences of the Steering Committee members. Based on all of the data collected, the Steering Committee chose to focus on four primary goals:

- Beautify the District
- Upgrade public assets and the Springfield Avenue streetscape to attract people to the District and to give them a reason to stay longer
- Invest in existing Springfield Avenue businesses and market the District to new businesses
- Increase pedestrian safety and mobility in both the residential and business areas of the District

Over the next five years, the Steering Committee will guide the grant allocations and work with the Township and SAP to meet these goals in the Hilton Neighborhood / Springfield Avenue NPP District.

# Acknowledgments

The Hilton Neighborhood / Springfield Avenue Steering Committee is comprised of representatives from the residential and business community, as well as from Maplewood Township and its public institutions. Many of the committee members were involved in the NPP application process, and have a long history being active in the District.

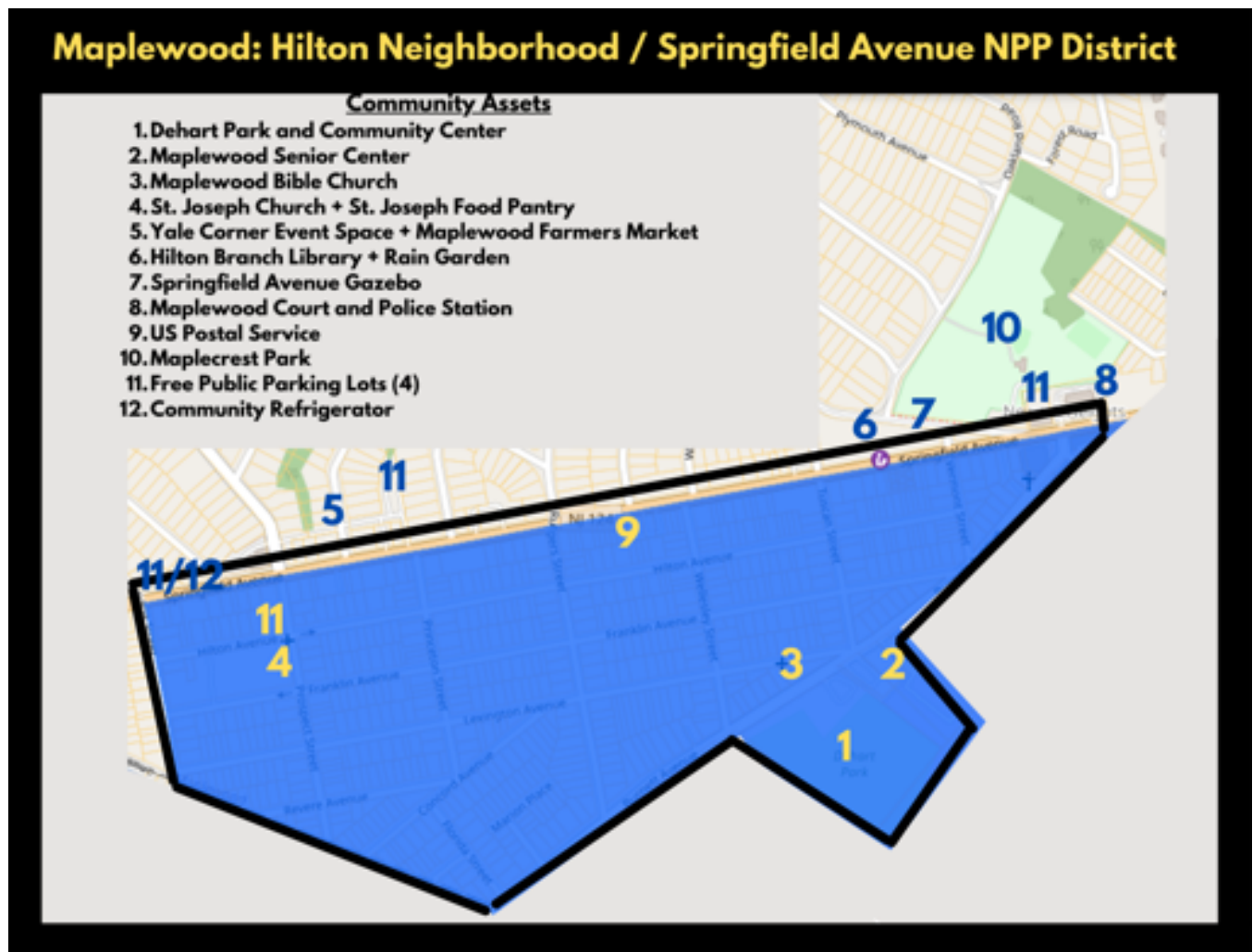
We offer a special thanks to the Maplewood Township Committee, Springfield Avenue Partnership Board of Trustees, and NPP Steering Committee members for their support and input.

As of February 2022, the Steering Committee members are:

Claudine Baptiste—Hilton Neighborhood Resident  
Mary Boehner—Hilton Neighborhood Association President  
Sheila Cartlidge—SAP Board Member and Treasurer  
Victor De Luca—Deputy Mayor, Maplewood  
Annette DePalma—Maplewood Director of Community Development  
Deborah Engle—Springfield Avenue Business Owner  
John Estrada—Springfield Avenue Business Owner  
Roslyn Goodwin-- Hilton Neighborhood Association  
Sheron Hansel—Hilton Neighborhood Resident  
Irene Langlois—Maplewood Library  
Emily Konopinski Trunk-- Hilton Neighborhood Resident  
Jim Nering-- SAP Board Member and President  
Oby Otti-- SAP Board Member  
Tracy Sham—Hilton Neighborhood Resident  
Nicole Wallace—SAP Executive Director

The NPP Plan was prepared by Nicole Wallace, Executive Director, Springfield Avenue Partnership

# District Map and Community Assets



Key community assets in the District include the following:

- DeHart Park and Community Center—the civic center of the Hilton Neighborhood, DeHart has indoor programs and meeting space, sports fields, green space, and a playground.
- Maplewood Senior Center—a space dedicated to programming and amenities for seniors.
- Yale Corner Event Space—an undeveloped lot on Springfield Avenue leased by the Township as a community space for a variety of public events and gatherings
- Maplewood Farmer’s Market—a weekly market held at Yale Corner every Monday from June through November
- Hilton Branch Library—a branch of the Maplewood Memorial Library
- Springfield Avenue Gazebo—a performance space that is home to events including a summer concert series and winter holiday celebrations.
- Maplecrest Park—a sizable park with tennis courts, sports fields, playground, and skatepark.

- Maplewood Community Fridge—a new addition to Springfield Avenue, the refrigerator has the motto “Take what you need, give what you can.” It is open at all hours and operates under the honor system.
- Two churches, including one with a food pantry
- The Maplewood Municipal Court and Police Station, US Post Office, and four free public parking lots

Organizations active in the neighborhood include Hilton Neighborhood Association, Springfield Avenue Partnership, and Maplewood Community Band’s Porchfest.



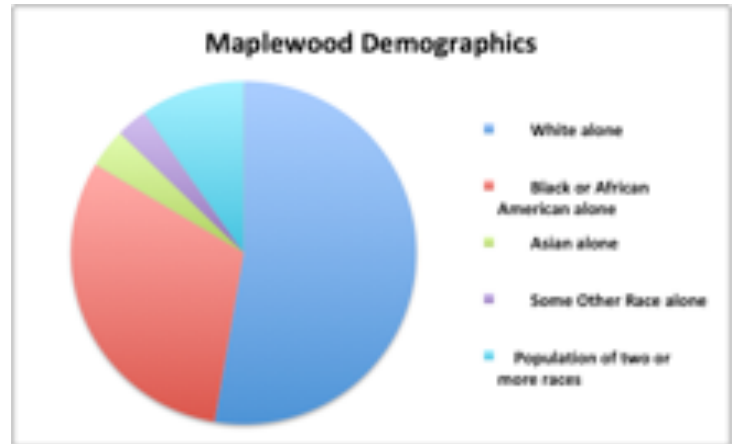
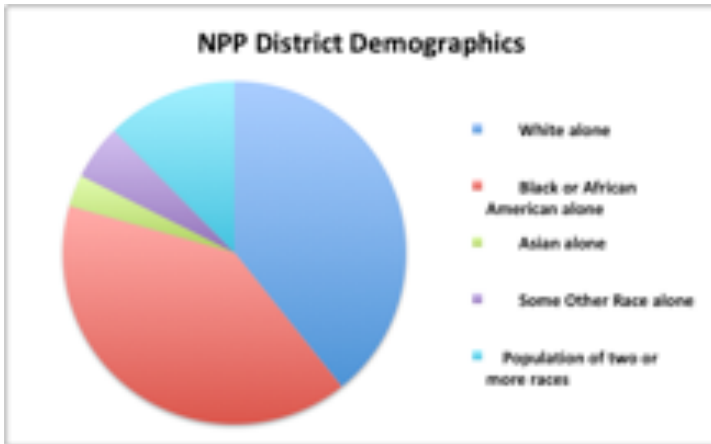
Images clockwise from upper left: Yale Corner, Springfield Avenue streetscape, DeHart Community Center, Hilton Branch Library with mural, SAP banners and kiosk, and Hilton Neighborhood residential street.

# Demographics

## Residential Demographics

As data from the 2020 Census and the 2019 American Community Survey (ACS) demonstrate, the population and economic characteristics of the NPP District give it a personality distinct from Maplewood as a whole

### Population Characteristics



Source: 2020 Census

Based on the 2020 Census, the population of the NPP District is 2,028, which represents 8% of Maplewood’s total population (25,684). The District is more diverse than Maplewood as a whole. It is almost evenly split between individuals who are Black alone (40%) and White alone (39%) and has a sizable population of 12% who are a mix of 2 or more races. In comparison, Maplewood as a whole is 53% White alone and 31% Black alone. The Hispanic or Latino population is 13% in the NPP District versus 8% in Maplewood as a whole.

### Economic Characteristics

	Maplewood	Hilton Neighborhood
<b>Housing units</b>		
1-unit structures	71%	51%
2 or more units	29%	50%
<b>Occupancy</b>		
Owner Occupied	77%	60%
Renter	23%	40%
<b>Income</b>		
Median HH Income	\$139,081	\$76,483

Source: 2019 American Community Survey



Economic data available from the 2019 ACS allows a comparison of Maplewood as a whole to the Hilton Neighborhood. The neighborhood has a median household income that is a little more than half of Maplewood's as a whole. While both areas have a majority of owner-occupied units, the Hilton Neighborhood has 40% rental units compared to 23% in Maplewood as a whole. This higher percentage of renters may be tied to the higher number of multifamily housing units in the Hilton Neighborhood. Hilton is split evenly between single family and multi-family units, with 60% of the multifamily homes being 2-unit housing. In comparison, Maplewood's housing stock as a whole is 71% single unit homes and 29% multifamily homes.

### **Business Demographics**

The business community on Springfield Avenue within the NPP District is a mix of services, food and beverage, retail, and office. Of the approximately 133 commercial businesses, 36% offer services. This broad category includes uses such as hair and nail salons, fitness studios, class studios, and auto repair. Office use is 26% of the mix, including mostly ground floor businesses as well as some on the second floor. A quarter of the businesses are retail; this mix includes gift shops, clothing stores, art galleries, and convenience stores. Dining options make up only 11% of the business mix. There is one restaurant with a liquor license (currently under construction), casual eateries, a coffee shop, and a diverse mix of cuisine like Chinese, Latin American, and Caribbean. Most of the businesses rent their spaces, with about 20% owner-occupied.



# Survey Results

The NPP Neighborhood Survey was released on November 23, 2021 with the goal of getting at least 300 responses. The survey was advertised through social media; local media; Township, Hilton Neighborhood Association, and SAP email lists; and promoted in person at the weekly winter holiday market on Springfield Avenue. A total of 332 individuals responded, including one response in Spanish.

## Survey Respondents

Demographic	Percent of Respondents
<b>Stakeholder Type</b>	
Shop, eat, worship, or recreate in Hilton Neighborhood/Springfield Avenue	29%
Live in Hilton Neighborhood/Springfield Avenue	20%
Live in Maplewood, but not Hilton Neighborhood/Springfield Avenue	18%
Other	33%
<b>Age</b>	
21-40	32%
41-65	61%
Other	7%
<b>Race</b>	
Caucasian	64%
African American/Black	9%
Prefer not to say and other	27%
<b>Gender</b>	
Female	70%
Male	26%
Prefer not to say and other	4%
<b>Current Opinion of District</b>	
I'm satisfied. It's pretty good but could still be improved	59%
It's OK. It could use some work	37%
Other	4%

Compared to the demographics of the District and Maplewood as a whole, the survey respondents were a higher percentage Caucasian. To balance this underrepresentation, Steering Committee members were recruited so that they would more accurately represent the diversity in the District. The high response rate from middle-aged females is in line with SAP's followers, which fall into the same approximate demographic. The missing demographic in the survey results were Springfield Avenue business owners. Because of this void, the Steering Committee opted to hold a focus group targeted specifically at business and commercial property owners.

As a baseline, respondents were asked how satisfied they were with the District "as a whole right now." The majority of respondents were satisfied but recognized the District could use some work. Hilton Neighborhood residents had a higher level of satisfaction, with 69% of respondents marking the *Satisfied* option. Very few respondents chose either *It's amazing* or *Not at all*.



residential neighborhood as opposed to the commercial corridor. In terms of commercial building types, the preference was for 2- to 3-story masonry buildings, perhaps with an industrial retrofit. Notably, respondents were not in favor of taller multi-floor housing developments, whether or not they were mixed use; in recent years, several vacant lots on Springfield Avenue have been converted to this type of development.

**Preferred Future Feel Images**

Eclectic Not Hectic



Artsy & Trendy

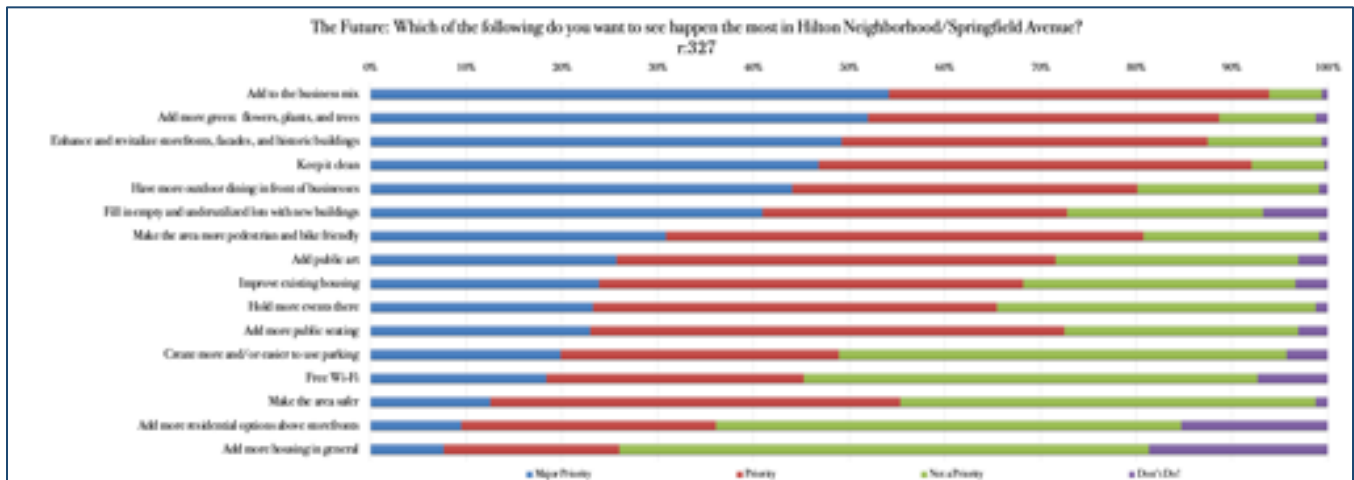


**Preferred Commercial Building Types**



In terms of future investment and transformation of the neighborhood, the survey results lined up with comments from the focus groups and general feelings heard about the District. There was almost 100% agreement that more variety in the business mix was a priority. Other business-focused priorities included investment in building facades, addition of outdoor dining, and utilization of vacant lots. In terms of the neighborhood look as a whole, priority investments include landscaping, public art, and public seating. Lastly, respondents would like to see the District kept clean and host more events.

## Future Actions



# Focus Groups Results

Two focus groups were held via Zoom as part of the NPP process—one aimed at business/property owners and one aimed at residents. The groups were advertised broadly in the local community and an invite was sent to all of the survey respondents who shared their email address.



Approximately 30 people participated in the residential group and 20 people in the commercial group, with the meetings lasting about 90 minutes. Both groups used a *strengths / weaknesses / opportunities* format to encourage discussion and to tease out common themes. While all topics were open for discussion, the residential group talked about the Hilton Neighborhood and Springfield Avenue, while the commercial group focused mainly on Springfield Avenue. In addition, a handful of people reached out after missing the focus groups; they were encouraged to send in their thoughts via

email using the same *strengths / weaknesses / opportunities* format.

There were several consistent themes across both the residential and business focus groups and in individual comments as listed below.

## Strengths:

- Proximity between commercial district and surrounding residential neighborhoods
- Existing gathering spaces like Yale Corner and the gazebo
- The people and the community

## Weaknesses:

- Not enough amenities to draw people to Springfield Avenue and to have them stay for a period of time
- Limited business mix that lacks cafes and restaurants
- Lack of wayfinding
- Sidewalks and crossing are not pedestrian friendly—both in Hilton and on Springfield Avenue
- Routes between the residential and commercial neighborhoods are poorly lit
- Poor exterior condition of some commercial buildings
- Landscaping and trees need an upgrade

**Opportunities:**

- Create and enhance existing publicly-owned spaces
- Reflect the neighborhood diversity when marketing to potential businesses
- Build upon the existing street calming investments
- Use digital signage/kiosks to communicate events throughout the District and Township
- Tap into the local artist community to commission additional public art pieces in the District
- Use a grant program to incentivize façade and signage upgrades
- Update existing planters and sidewalk landscaping

The tables below summarize the comments and discussion points that were most often repeated in the focus groups.

**Residential Focus Group Summary**

<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>
Proximity to business corridor	Mix of stores doesn't serve neighborhood; lack of food options	Upgrade the existing public spaces to encourage more community gathering
Lots of locally owned businesses	Hard to navigate and know what is available on Springfield Avenue	Further invest in roads and lighting to make the neighborhood safer for pedestrians
Variety of neighborhood services	Trees and landscaping need upkeep	Aid businesses in façade improvements and actively recruit food businesses
Community spaces and events (e.g. DeHart Center, farmers market, and summer concerts)	Feels dangerous to cross Springfield Avenue	Increase wayfinding and use digital signage throughout District
The people and neighborhood groups	Some business facades and vacant lots are not maintained	Tap into local artist community for public art projects
Residential area is neighborly and safe	Residential neighborhood needs better roads and lighting	Invest in the residential neighborhood: trees, roads, lighting

## Business/Property Owner Focus Group Summary

Strengths	Weaknesses	Opportunities
Adjacency of the residential neighborhoods north and south of the business corridor	Not enough amenities to encourage visitors to walk around and stay on Springfield Avenue	Invest in existing public spaces so they encourage community gathering
Parking availability	Community spaces are underutilized	Make investments to attract more pedestrian and bicycle traffic
Growing retail mix around Yale Corner area	Landscaping, including street trees, needs upgrade	Provide façade grants and aid businesses in sourcing contractors
Existing community gathering spots like Yale Corner and the Gazebo	Residential streets leading to Springfield Avenue are too dark	Invest in wayfinding and digital signage to unify Springfield Avenue
Public art program and banners	Sidewalks and crossings are not pedestrian friendly	Beautify Springfield Avenue using landscaping and public art
The people and community	Lack of unifying elements along all of Springfield Avenue	Make existing parking lots easier to locate



# Five-Year NPP Implementation Plan

## Implementation Plan—Year 1

### Year 1 Work Plan

#### **Amenities for Community Assets (\$20,000 NPP/\$1,275,000 Other)—*Civil/Place/Social Value***

To create more welcoming, attractive and functioning public gathering places, various amenities will be added to these community assets:

- Yale Corner
- Hilton Branch of the Maplewood Memorial Library
- Springfield Avenue Gazebo
- Community Center in DeHart Park
- Maplewood Senior Center
- Maplecrest Park

Examples include expanding access to public Wi-Fi; adding outdoor tables, seating and other furniture; installing shade structures; and acquiring activity equipment and supplies. The Steering Committee will work with the Township Department of Community Services and Maplewood Library to determine the specific amenities on a site-by-site basis. The Township will make a \$500,000 investment to install a splash pad in Maplecrest Park and spend \$400,000 on the Hilton Library roof and building repairs. The Township will reconfigure the DeHart Park front parking lot to improve traffic flow, create a drop off space for those with disabilities, increase pedestrian safety with a new sidewalk, and improve drainage by installing a rain garden.

#### **Pedestrian Safety Improvements (\$20,000)—*Place/Social/Economic Value***

To encourage walking within the District and safe access to community assets, different approaches will be taken to improve pedestrian safety and to promote traffic calming. On Springfield Avenue, the Steering Committee will work with the Township Engineer to evaluate each of the 12 intersections (7 signalized and 5 non-signalized) to determine the need for better pedestrian crossing signage, retimed traffic and pedestrian push-button crossing signals, and more distinct crosswalk striping. Within the Hilton Neighborhood, each of the 35+ intersections will be evaluated to determine the need for refreshed crosswalk striping and upgrades to pedestrian signage.

#### **Greening and Tree Care (\$28,000)—*Place/Social Value***

To create a more green, vibrant and beautiful District, a large investment will be made in trees, landscaping and gardening. Along Springfield Avenue, the existing planters will be enhanced and new planters will be added. Planting beds in the public right-of-way will be replanted as necessary to improve both their aesthetic and durability. Greening efforts will be coordinated with the Township's Department of Public Works, which will plant 15 trees along Springfield Avenue. The existing flower beds at the Prospect Street public parking lot, which are maintained by the Hilton Neighborhood Association, will be upgraded to planting boxes in consultation with the Association and Township. The

Steering Committee will work in concert with the Township on the planting of nearly 200 shade trees along the residential streets in the District.

**Public Art Program (\$5,000)—*Social/Place Value***

To enhance the stature and appeal of Springfield Avenue, up to two public art pieces will be commissioned via a Request for Proposal. The new public art will complement the five building murals now on Springfield Avenue, three of which are in the District. Art pieces could include utility box painting, interactive sculptures, sound-based installations, paintings on the sidewalk, and building murals. The Steering Committee will reach out to members of the local artist community to encourage them to apply. A designated committee will review the applications and select the artists.

**Lighting Improvements (\$17,250)—*Place Value***

To create a vibrant sense of place and increase safety in the evening, an investment will be made in both social and safety lighting. Although lighting on Springfield Avenue is adequate for traffic and pedestrian travel, social lighting will greatly enhance Yale Corner and the Springfield Avenue Gazebo. Additionally, the installation of social lighting across and/or along Springfield Avenue or its side-streets will be evaluated. In the Hilton Neighborhood, concerns about inadequate street lighting will be evaluated. The Steering Committee will ask the Maplewood Police Department to analyze existing light levels in the residential area. The Committee will utilize that analysis to engage residents in discussions about lighting upgrades. If there is agreement to move ahead, the Township will request lighting upgrades from Public Service Electric & Gas.

**Streetscape Improvements, Wayfinding, and Hilton Branding Study (\$9,000)—*Place Value***

To prepare for physical improvements in years two through five, SAP will hire a consultant to do a landscaping and wayfinding study. The study will look at three areas: 1) improvements to the Springfield Avenue streetscape, which can include items such as benches, sidewalks, bus shelters, and bicycle racks; 2) development of a wayfinding system; and 3) creating a placemaking brand for the Hilton Neighborhood.

**Electric Vehicle Charging Stations (\$80,000 Other)—*Civic Value***

Charging stations will be installed at the Indiana Street parking lot, Yale Street Parking Lot, and Hilton Branch Library. Funds are provided by the Township, NJDEP, and PSE&G.

**Lexington Avenue Paving and Drainage Improvements —(\$1,000,000 Other) - *Civic Value***

The Township will undertake a major roadway improvement project on Lexington Avenue that includes milling and paving and installing new drainage. Funds are provided by both the Township and NJDOT.

## Year 1 Budget

	Year 1 Requested Funds	Year 1 Municipal Match	Year 1 Other Sources/ In-Kind	1 Year Total
<b>Budget Category</b>				
<b>ADM-Personnel</b>				
Salaries/Wages	\$25,000.00	\$10,000.00	\$20,000.00	\$55,000.00
<b>Subtotal</b>	<u>\$25,000.00</u>	<u>\$10,000.00</u>	<u>\$20,000.00</u>	<u>\$55,000.00</u>
-	-	-	-	-
<b>ADM-Program Development</b>				
Electric Vehicle Charging Stations		\$45,500.00	\$34,500.00	\$80,000.00
Study: Streetscape, Wayfinding, and Hilton Branding Study	\$9,000.00			\$9,000.00
Greening and Tree Care	\$28,000.00			\$28,000.00
Public Art	\$5,000.00			\$5,000.00
Lighting Improvements	\$17,250.00			\$17,250.00
Pedestrian Safety Improvements	\$20,000.00			\$20,000.00
Public Amenities	\$20,000.00	\$1,275,000.00		\$1,295,000.00
Lexington Avenue Reconstruction		\$495,000.00	\$505,000.00	\$1,000,000.00
<b>Subtotal</b>	<u>\$99,250.00</u>	<u>\$1,815,000.00</u>	<u>\$539,500.00</u>	<u>\$2,454,250.00</u>
-	-	-	-	-
<b>ADM-Outreach</b>				
Community Engagement	\$750.00			\$750.00
<b>Subtotal</b>	<u>\$750.00</u>	<u>\$0.00</u>	<u>\$0.00</u>	<u>\$750.00</u>
<b>TOTAL</b>	<b>\$125,000.00</b>	<b>\$1,825,500.00</b>	<b>\$559,000.00</b>	<b>\$2,510,000.00</b>

## Year 1 Timeline

### **Amenities for Community Assets (\$20,000)**

February/March 2022—Stakeholders of the various community assets meet to determine specific needs

March/April 2022—Itemized costs are determined

April/May 2022—Spending plans are reviewed and finalized

May-September 2022—Amenities are purchased and installed

### **Pedestrian Safety Improvements (\$20,000)**

April/May 2022—Steering Committee will work with Township Engineer to assess intersections

June-October 2022—Engineer will reprogram and upgrade signals as needed

June/July 2022—Ideas and bids for “artistic” crosswalk striping will be received and evaluated

June-September 2022—Temperature sensitive work (like crosswalk striping) will be prioritized and completed

**Greening and Tree Care (\$28,000)**

March/April 2022—Meet with local garden groups and SAP landscaping contractor to determine scope of work for community garden and appropriate species for public planters

May 2022—Landscaper orders plants and materials

May/June 2022—DPW plants new trees along Springfield Avenue

June-September 2022—DPW plants new shade trees in Hilton

June-October 2022—Landscaper builds new beds as needed and installs upgraded landscaping

**Public Art Program (\$5,000)**

April /May 2022—SAP will develop and release public art RFP and appoint an evaluation committee

May/June 2022—Responses will be evaluated and artist(s) selected

July-October 2022—Artist(s) work time, with periodic updates to Steering Committee

November 2022—Public art completed

**Lighting Improvements (\$17,250)**

March/April 2022—Lighting at community assets will be assessed and social lighting fixtures will be selected. New outlet at Yale Corner will be installed

April 2022—Maplewood Police Department will analyze existing light levels in the residential area.

May 2022—Steering Committee will identify power sources and procure festive lighting for Springfield Avenue

June 2022—Steering Committee will report to Hilton Neighborhood Association findings from light study and discuss solutions

**Streetscape Improvements, Wayfinding, and Hilton Branding Study (\$9,000)**

March 2022—SAP and Steering Committee will determine scope of work and release a Consultant RFP

April/May 2022—Bids will be received, evaluated, and a contract will be awarded

June/July/August 2022—Consultant will meet with Steering Committee team and community stakeholders

October 2022—Initial draft of report due

December 2022—Final report due

## **Implementation Plan—Year 2**

### **Year 2 Work Plan**

#### **Business Façade Improvement (\$30,000 NPP / \$15,000 Other)—*Economic/Place Value***

To create a more attractive business district and incentivize investment in the buildings, SAP will develop a facade and signage grant program. The program will both offer sizable (up to \$5,000) grants and provide aid in identifying contractors. Businesses will apply for the program, and be evaluated based on need, “shovel-readiness,” and willingness to comply with the design guidelines. The SAP Design Review Committee will also investigate creating a "short list" of local/regional contractors to ensure quality work within the designated time frame. Businesses will be required to provide at minimum a 1:2 match.

#### **Economic Development (\$14,000)—*Economic Value***

To better market the commercial corridor and attract businesses that meet the needs of the local community, SAP will invest in a range of economic development measures. A comprehensive, updated inventory of vacant properties will be developed. SAP will create attractive marketing pieces (both digital and printable) for use by property owners and commercial brokers. To improve the look of businesses, SAP will contract a power washer for facades and awnings and invest in branded window paper for vacant spaces. There will be a focus on business retention. Businesses will be recruited for the NPP Score mentor program, if it is available.

#### **Implementation: Streetscape, Wayfinding, and Hilton Branding (\$11,000)—*Place/Economic/Social Value***

Based on the findings of the Year 1 consultant study, the initial upgrades will be made in both Hilton Neighborhood and Springfield Avenue.

#### **Amenities for Community Assets (\$10,000)—*Civil/Place/Social Value*—Continued from Year 1** Amenity needs identified in Year 1 will be completed.

#### **Public Art Program (\$12,000)—*Social/Place Value*—Continued from Year 1**

To enhance the stature and appeal of Springfield Avenue, up to four public art pieces will be commissioned via a Request for Proposal.

#### **Greening and Tree Care (\$12,500)—*Place/Social Value*—Continued from Year 1**

In Year 2, specific attention will be paid to existing trees on Springfield Avenue. Additionally, planting beds in the public right-of-way will continue to be replanted as necessary to improve both their aesthetic and durability. The Steering Committee will continue to work in concert with the Township on the planting of nearly 200 shade trees along the residential streets in the District.

**Pedestrian Safety Improvements (\$10,000 NPP/\$550,000 Other)— *Place/Social/Economic Value*—  
Continued from Year 1**

Work identified in Year 1 will be completed, including the 12 intersections (7 signalized and 5 non-signalized) on Springfield Avenue and the 35+ intersections in the residential part of the District. In addition, the Township will spend \$550,000 to upgrade the Lexington Avenue/Burnett intersection and install a new signal at the Springfield/Burnett Avenues intersection.

**Smart Kiosk Research (In-Kind Match)—*Economic/Social/Place/Civic Value***

Initial research will start on the feasibility of installing smart kiosks/message boards to replace the three 20+ year old bulletin board kiosks. The kiosks are envisioned as serving as community message boards and aiding in wayfinding efforts. The research will include site visits to see successful (and unsuccessful) uses of smart kiosks/message boards, outreach to fabricators, and discussions with the Township about requirements for installation. The Steering Committee envisions four kiosks located near the Hilton Library, DeHart Center, Yale Corner, and the Court Building. The kiosks would be available for local groups, businesses, the Township, and community assets to share information including event notices, public health and safety messages, and reminders for important dates.

**Year 2 Budget**

	<b>Year 2 Requested Funds</b>	<b>Year 2 Municipal Match</b>	<b>Year 2 Other Sources/ In-Kind</b>	<b>Year 2 Total</b>
<b>Budget Category</b>				
<b>ADM-Personnel</b>				
<b>Salaries/Wages Admin</b>	\$25,000.00	\$10,000.00	\$20,000.00	<b>\$55,000.00</b>
<b>Subtotal</b>	<u>\$25,000.00</u>	<u>\$10,000.00</u>	<u>\$20,000.00</u>	<b>\$55,000.00</b>
-	-	-	-	-
<b>ADM-Program Development</b>				
<b>Business Facade Improvement</b>	\$30,000.00		\$15,000.00	<b>\$45,000.00</b>
<b>Economic Development</b>	\$14,000.00			<b>\$14,000.00</b>
<b>Implementation: Streetscape, Wayfinding, and Hilton Branding</b>	\$11,000.00			<b>\$11,000.00</b>
<b>Greening and Tree Care</b>	\$12,500.00			<b>\$12,500.00</b>
<b>Public Art</b>	\$12,000.00			<b>\$12,000.00</b>
<b>Pedestrian Safety Improvements</b>	\$10,000.00	\$550,000.00		<b>\$560,000.00</b>
<b>Public Amenities</b>	\$10,000.00			<b>\$10,000.00</b>
<b>Subtotal</b>	<u>\$99,500.00</u>	<u>\$550,000.00</u>	<u>\$15,000.00</u>	<b>\$664,500.00</b>
-	-	-	-	-
<b>ADM-Outreach</b>				
<b>Community Engagement</b>	\$500.00			<b>\$500.00</b>
<b>Subtotal</b>	<u>\$500.00</u>			<b>\$500.00</b>
-	-	-	-	-
<b>TOTAL</b>	<b>\$125,000.00</b>	<b>\$560,000.00</b>	<b>\$35,000.00</b>	<b>\$720,000.00</b>

## Implementation Plan—Year 3

### Year 3 Work Plan

#### **Business Façade Improvement (\$10,000 NPP/\$5,000 Other)—*Economic/Place Value*—Continued from Year 2**

The facade grant program will continue with grants up to \$5,000 and assistance in identifying contractors.

#### **Smart Kiosks Installation (\$70,000 NPP/\$15,000 Other)—*Economic/Social/Place/Civic Value***

Based on the findings of the “best practices” research, the initial group of smart kiosks will be installed.

#### **Implementation: Streetscape, Wayfinding, and Hilton Branding (\$19,500)—*Place/Economic/Social Value*—Continued from Year 2**

Based on the findings of the Year 1 study, the upgrades will continue to be made in both Hilton Neighborhood and on Springfield Avenue.

#### **Dog Park Research (In-Kind Match)—*Social Value***

Based on community feedback, there is interest in establishing a dog park on Springfield Avenue. Research will identify locations, get feedback from local dog owners, and learn from the experiences of other towns.

### Year 3 Budget

	Year 3 Requested Funds	Year 3 Municipal Match	Year 3 Other Sources/ In-Kind	Year 3 Total
<b>Budget Category</b>				
<b>ADM-Personnel</b>				
Salaries/Wages Admin	\$25,000.00	\$10,000.00	\$20,000.00	<b>\$55,000.00</b>
<b>Subtotal</b>	<b>\$25,000.00</b>	<b>\$10,000.00</b>	<b>\$20,000.00</b>	<b>\$55,000.00</b>
-	-	-	-	-
-	-	-	-	-
<b>ADM-Program Development</b>				
Business Façade Improvement	\$10,000.00		\$5,000.00	<b>\$15,000.00</b>
Digital Kiosks	\$70,000.00	\$15,000.00		<b>\$85,000.00</b>
Implementation: Streetscape, Wayfinding, and Hilton Branding	\$19,500.00			<b>\$19,500.00</b>
<b>Subtotal</b>	<b>\$99,500.00</b>	<b>\$15,000.00</b>	<b>\$5,000.00</b>	<b>\$119,500.00</b>
<b>ADM-Outreach</b>				
Community Engagement	\$500.00			<b>\$500.00</b>
<b>Subtotal</b>	<b>\$500.00</b>			<b>\$500.00</b>
<b>TOTAL</b>	<b>\$125,000.00</b>	<b>\$25,000.00</b>	<b>\$25,000.00</b>	<b>\$175,000.00</b>

## **Implementation Plan—Year 4**

### **Year 4 Work Plan**

#### **Business Façade Improvement (\$25,000 NPP/\$12,500 Other)—*Economic/Place Value*—Continued from Year 3**

The facade grant program will continue with grants up to \$5,000 and assistance in identifying contractors.

#### **Economic Development (\$5,000)—*Economic Value*—Continued from Year 2**

The work done in Year 2 will be assessed for effectiveness and modifications/augmentations will be made as necessary.

#### **Smart Kiosks Installation (\$30,000 NPP/\$5,000 Other)—*Economic/Social/Place/Civic Value*—Continued from Year 3**

Based on the findings of the “best practices” research, the final smart kiosk will be purchased and installed.

#### **Implementation: Streetscape and Wayfinding (\$21,000 NPP/\$10,000 Other)—*Place/Economic Value*—Continued from Year 3**

Based on the findings of the Year 1 study consultant, the upgrades will continue to be made on Springfield Avenue.

#### **Public Art Program (\$10,000)—*Social/Place Value*—Continued from Year 2**

To enhance the stature and appeal of Springfield Avenue, up to four public art pieces will be commissioned via a Request for Proposal.

#### **Dog Park Installation (\$8,500)— *Social/Place Value***

Based on the findings from the Year 3 research, and with input from the local dog-owners community, a dog run will be built on or near Springfield Avenue.



## Year 4 Budget

	<b>Year 4 Requested Funds</b>	<b>Year 4 Municipal Match</b>	<b>Year 4 Other Sources/ In-Kind</b>	<b>Year 4 Total</b>
<b>Budget Category</b>				
<b>ADM-Personnel</b>				
<b>Salaries/Wages Admin</b>	\$25,000.00	\$10,000.00	\$20,000.00	<b>\$55,000.00</b>
<b>Subtotal</b>	<u>\$25,000.00</u>	<u>\$10,000.00</u>	<u>\$20,000.00</u>	<u><b>\$55,000.00</b></u>
-	-	-	-	-
<b>ADM-Program Development</b>				
<b>Business Facade Improvement</b>	\$25,000.00		\$12,500.00	<b>\$37,500.00</b>
<b>Economic Development</b>	\$5,000.00			<b>\$5,000.00</b>
<b>Digital Kiosks</b>	\$30,000.00	\$5,000.00		<b>\$35,000.00</b>
<b>Implementation: Streetscape and Wayfinding</b>	\$21,000.00	\$10,000.00		<b>\$31,000.00</b>
<b>Public Art</b>	\$10,000.00			<b>\$10,000.00</b>
<b>Dog Run</b>	\$8,500.00			<b>\$8,500.00</b>
<b>Subtotal</b>	<u>\$99,500.00</u>	<u>\$15,000.00</u>	<u>\$12,500.00</u>	<u><b>\$127,000.00</b></u>
-	-	-	-	-
<b>ADM-Outreach</b>				
<b>Community Engagement</b>	\$500.00			<b>\$500.00</b>
<b>Subtotal</b>	<u>\$500.00</u>			<u><b>\$500.00</b></u>
-	-	-	-	-
<b>TOTAL</b>	<b>\$125,000.00</b>	<b>\$25,000.00</b>	<b>\$32,500.00</b>	<b>\$182,500.00</b>

## **Implementation Plan—Year 5**

### **Year 5 Work Plan**

#### **Business Façade Improvement (\$30,000 NPP/\$15,000 Other)—*Economic/Place Value*—Continued from Year 4**

The facade grant program will continue with grants up to \$5,000 and assistance in identifying contractors.

#### **Economic Development (\$3,000)—*Economic Value*—Continued from Year 4**

The work done in Years 2 and 4 will be assessed for effectiveness and modifications/augmentations will be made as necessary.

#### **Implementation: Streetscape and Wayfinding (\$38,000)—*Place/Economic Value*—Continued from Year 4**

Based on the findings of the Year 1 study consultant, the upgrades will continue to be made on Springfield Avenue.

#### **Greening and Tree Care (\$10,000 NPP/ \$15,000 Other)—*Place/Social Value*—Continued from Year 2**

The improvements done in Years 1 and 2 will be assessed and modifications or enhancements will be done.

#### **Public Art Program (\$3,500)—*Social/Place Value*—Continued from Year 4**

To enhance the stature and appeal of Springfield Avenue, up to two public art pieces will be commissioned via a Request for Proposals.

#### **Amenities for Community Assets (\$15,000)—*Civil/Place/Social Value*—Continued from Year 2**

For the final grant year, the Community Assets will have the opportunity to assess their needs for 2026, and request additional amenities that will benefit the community.

## Year 5 Budget

	<b>Year 5 Requested Funds</b>	<b>Year 5 Municipal Match</b>	<b>Year 5 Other Sources/ In-Kind</b>	<b>Year 5 Total</b>
<b>Budget Category</b>				
<b>ADM-Personnel</b>				
<b>Salaries/Wages Admin</b>	\$25,000.00	\$10,000.00	\$20,000.00	<b>\$55,000.00</b>
<b>Subtotal</b>	<b>\$25,000.00</b>	<b>\$10,000.00</b>	<b>\$20,000.00</b>	<b>\$55,000.00</b>
-				
<b>ADM-Program Development</b>				
<b>Business Facade Improvement</b>	\$30,000.00		\$15,000.00	<b>\$45,000.00</b>
<b>Economic Development</b>	\$3,000.00			<b>\$3,000.00</b>
<b>Implementation: Streetscape and Wayfinding</b>	\$38,000.00			<b>\$38,000.00</b>
<b>Greening and Tree Care</b>	\$10,000.00	\$15,000.00		<b>\$25,000.00</b>
<b>Public Art</b>	\$3,500.00			<b>\$3,500.00</b>
<b>Public Amenities</b>	\$15,000.00			<b>\$15,000.00</b>
<b>Subtotal</b>	<b>\$99,500.00</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>	<b>\$129,500.00</b>
-				
<b>ADM-Outreach</b>				
<b>Community Engagement</b>	\$500.00			<b>\$500.00</b>
<b>Subtotal</b>	<b>\$500.00</b>			<b>\$500.00</b>
-				
<b>TOTAL</b>	<b>\$125,000.00</b>	<b>\$25,000.00</b>	<b>\$35,000.00</b>	<b>\$185,000.00</b>

# Hilton Neighborhood / Springfield Avenue NPP Core Value Chart

	Place Value	Economic Value	Social Value	Civil Value
<b>Goal 1: Upgrade public assets and streetscape to attract people to the District and to give them a reason to stay longer</b>				
Objective 1.1 Invest in amenities for community assets	•		•	•
Objective 1.2 Develop wayfinding system to orient both residents and visitors	•	•	•	•
Objective 1.3 Install distinctive branding elements in the Hilton Neighborhood	•		•	
Objective 1.4 Enhance and upgrade the existing sidewalks and street furniture	•		•	•
Objective 1.5 Research and install digital kiosks to serve as community message boards and aid in wayfinding	•	•	•	•
Objective 1.6 Research and build a community dog park	•		•	•
<b>Goal 2: Invest in existing businesses and market District to new businesses</b>				
Objective 2.1 Implement a business façade and signage grant program	•	•		
Objective 2.2 Develop District marketing pieces for use by property owners and commercial brokers		•		
Objective 2.3 Work with existing businesses to provide information on to business assistance programs		•		
<b>Goal 3: Beautify the District</b>				
Objective 3.1 Refresh planting beds and sidewalk planters	•		•	
Objective 3.2 Install community garden infrastructure in Prospect Lot	•		•	
Objective 3.3 Evaluate existing street trees and plant new trees	•		•	
Objective 3.4 Expand the public art program in the District with new installations	•		•	
<b>Goal 4: Increase pedestrian safety and mobility</b>				
Objective 4.1 Evaluate street crossings for signal timing, safety infrastructure, and signage	•	•	•	
Objective 4.2 Repaint crosswalks and install distinctive crosswalk striping	•		•	
Objective 4.3 Install additional social lighting and evaluate safety lighting	•	•	•	

