

# Freehold NPP Implementation Plan

2022



1	Acknowledgements
2	Introduction
3	A Brief History
4-5	NPP District
6	NPP Process
7-12	Survey Results
13	Focus Groups
14-16	Supplemental Planning Documents
17-19	Priorities & Goals
20	Additional Projects
21	Implementation & Values Charts
22-24	Budgets Years 1-5

## Table of Contents

# Acknowledgements

The Freehold Downtown/Peach Orchard District would like to extend its sincerest thanks to the Mayor and Council of the Borough of Freehold for their support and dedication to the success of this program.

Mayor Kevin A. Kane  
Council President Margaret Rogers  
Councilwoman Sharon Shutzer  
Councilman Michael DiBenedetto  
Councilman George Schnurr  
Councilwoman Annette Jordan  
Councilman Adam Reich

In addition, the residents and stakeholders of Freehold extend their deepest appreciation to the Stakeholder Committee assembled to guide and assist in the NPP process.

## **Freehold NPP Stakeholder Team**

Councilwoman Annette Jordan, Resident  
Stephen J. Gallo, Business Administrator  
Dominica R. Napolitano, Planning Board / Land Use  
Michael Sweetman, Management Specialist  
Matthew Young, Zoning/Construction/Fire Official  
Jeffrey Friedman, Downtown Freehold/Special Improvement District  
Brianna Van Vorst, Resident and Historic Preservation Commission  
Kim Wright, Resident  
Archana Sharma, Business Owner – Aarzu Modern Indian Bistro / Ramen Nagomi  
Matthew Borowski, Business Owner – 618 Restaurant  
Rev. Ronald L. Sparks, Clergy Association

Special Thank You: New Jersey Governor Phil Murphy, Lt. Governor, Sheila Y. Oliver and the DCA for providing program funding for Borough of Freehold.

# Introduction

## **WHAT IS THE NEIGHBORHOOD PRESERVATION PROGRAM?**

A recently reinvigorated 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 FY2021, 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.

After deliberation and review, the Borough of Freehold determined that the Downtown/Peach Orchard District would be the most viable for potential NPP Designation.

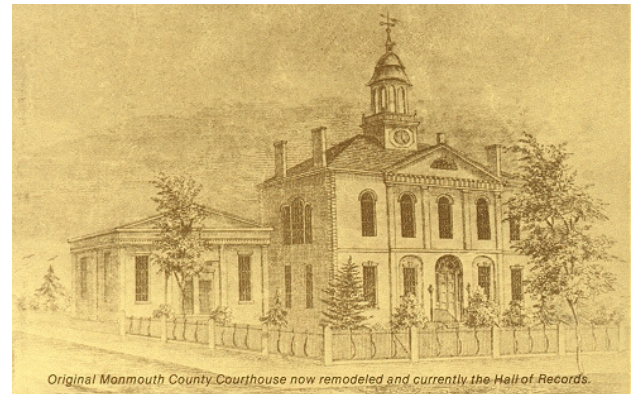
## **AWARD**

The Borough of Freehold – 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 Borough has committed to match NPP funding by at least 25% for each year the program is renewed.



# Freehold – A Brief History

The term “Freehold” is derived from an English legal term describing fee-simple property ownership. Freehold Borough was incorporated as a town on March 25, 1879, and reincorporated on April 15, 1919, as a separate municipality from Freehold Township. The Lenni Lenape Native Americans were among the earliest settlers in the area. Scottish immigrants also settled here to avoid religious persecution in Scotland. The Borough of Freehold was designated as the County Seat, and a County Courthouse was opened in 1715.



During the Revolutionary War, Freehold was known as a center of patriot activity. In 1778, the British Army evacuated the city of Philadelphia and were marching toward New York City. However, they were intercepted by the Continental Army in Freehold and that Battle of Monmouth became one of the largest battles of the Revolutionary War.

The Borough has a land area of 1.9 square miles, and a current population of approximately 12,500 people and is rich in many historical attractions dating back to the Revolutionary War era. Lovely Victorian style homes sit on shady tree-lined streets.

In 1824, the American Hotel opened on East Main St., where it still stands today, as does the Freehold Racetrack which opened in 1853.



Downtown Freehold has experienced a renaissance in recent years with the addition of brick sidewalks. Downtown Freehold features many fine restaurants and shops, and is frequently the site for outdoor concerts, parades, athletic events, a summertime farmers’ market, and many other events.



Freehold Borough is governed under the Borough form of New Jersey Municipal Government, consisting of a Mayor and six Council Members.

Today, Kevin A. Kane serves as Mayor, along with Council Members, Council President Margaret Rogers, Sharon Shutzer, Michael DiBenedetto, George Schnurr, Annette Jordan, and Adam Reich.

# NPP Downtown Freehold /Peach Orchard District



The Neighborhood Preservation Plan (NPP) area includes Historic Downtown along both East and West Main Street / Monument Park Area Historic District / Peach Orchard District anchored on Court Street by Historic Court Street School and Haley Street near Overcoming Faith Temple. The District was carefully chosen by the Borough because of its alignment with the NPP program and our ability to capitalize on the many historic assets located within the District. The District features several important buildings that are in need of preserving, including historically significant properties such as the Court Street School, St. Peter's Church and the Freehold Public Library. The District also contains important modern elements including the downtown shopping district and the Borough transportation hub (the bus station).

While the assets of the District are many, as with all aging communities, there are significant challenges in need of attention throughout the District. Limited parking in the downtown, the deferred maintenance of businesses and homes, poor aesthetics, vagrancy, and safety hazards such as poor lighting have contributed to feelings of pessimism.

The Borough is confident that with the guiding principles of the NPP Program, significant progress can be made towards stabilizing the District and provide a significant positive impact on large number of people, including residents, business owners, and visitors.





# NPP Downtown Freehold /Peach Orchard District

## Key Characteristics

According to the data gathered by the Borough in support of the NPP application, within the designated District, over half of the total structures are residential and of those residential units most are rental units. The condition of both residential and commercial structures represent ample opportunity for exterior improvements which is supported in the community feedback offered with the surveys and focus groups.

<b>Structural Uses</b>	<b>Number of Structures</b>
Housing	205
Commercial	114
Mixed Use	0
Other	75

<b>Unit Occupancy</b>	<b>Number of Residential Units</b>
Owner-Occupied	111
Renter-Occupied	165
Vacant Units	20

### Existing Conditions

Structure Existing Conditions – Half of the housing structures are considered to be in “fair” or “poor” construction, requiring significant investment to fully rehabilitate each structure.

Overall, the infrastructure is in “good” to “fair” condition.

**Excellent** (new or like new, no repairs needed) **Good** (structurally sound but needs routine maintenance) **Fair** (structurally sound but requires more than routine repairs) **Poor** (structural defects)

<b>Property Maintenance</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
Single Family Housing	10%	40%	25%	25%
*Projected Average Cost	\$0.00	\$10,000.00	\$25,000.00	\$100,000.00
Multi-Family Housing	0%	60%	35%	5%
Commercial & Mixed Use Structure	10%	40%	30%	10%
Other Structures (Industrial, Schools, Churches, Public Facilities)	5%	55%	30%	10%
*Projected average cost of rehabilitating a single family housing unit in this condition				

# NPP Process – Community Engagement

## **COORDINATOR**

The NPP process begins with the designation of an NPP Coordinator. The primary responsibilities of the coordinator include:

- Data collection and analysis
- Establishing partnerships between the municipality, the businesses, residents, investors, and other community stakeholders
- Plan development and implementation
- In addition, the NPP Coordinator acts as liaison between the Stakeholder Committee and the municipality, leading meetings of the committee during meetings and facilitating focus groups.
- The Borough of Freehold named Dominica Napolitano, from the municipal planning board as NPP Coordinator.

As a stakeholder-driven process, interaction with the community, assessing its needs, thoughts, and aspirations for Irishtown, is an essential element of the NPP process. As such, Freehold conducted a survey and held two stakeholder focus groups: one business-owner group and two residential groups, one in-person and one virtually.

## **SURVEY**

During the month of December 2021, the Borough of Freehold Neighborhood Preservation Program conducted a community wide engagement survey to understand what thoughts about the present day and future of the Borough of Freehold from the residents, business owners and property owners. The survey promoted widely through social media, local holiday events, municipal notifications, as well as coordination with the local business improvement district.

### **Community Engagement Survey Results**

At the survey closing date, December 31, 2021 a total of 412 community stakeholders responded to the community engagement survey.

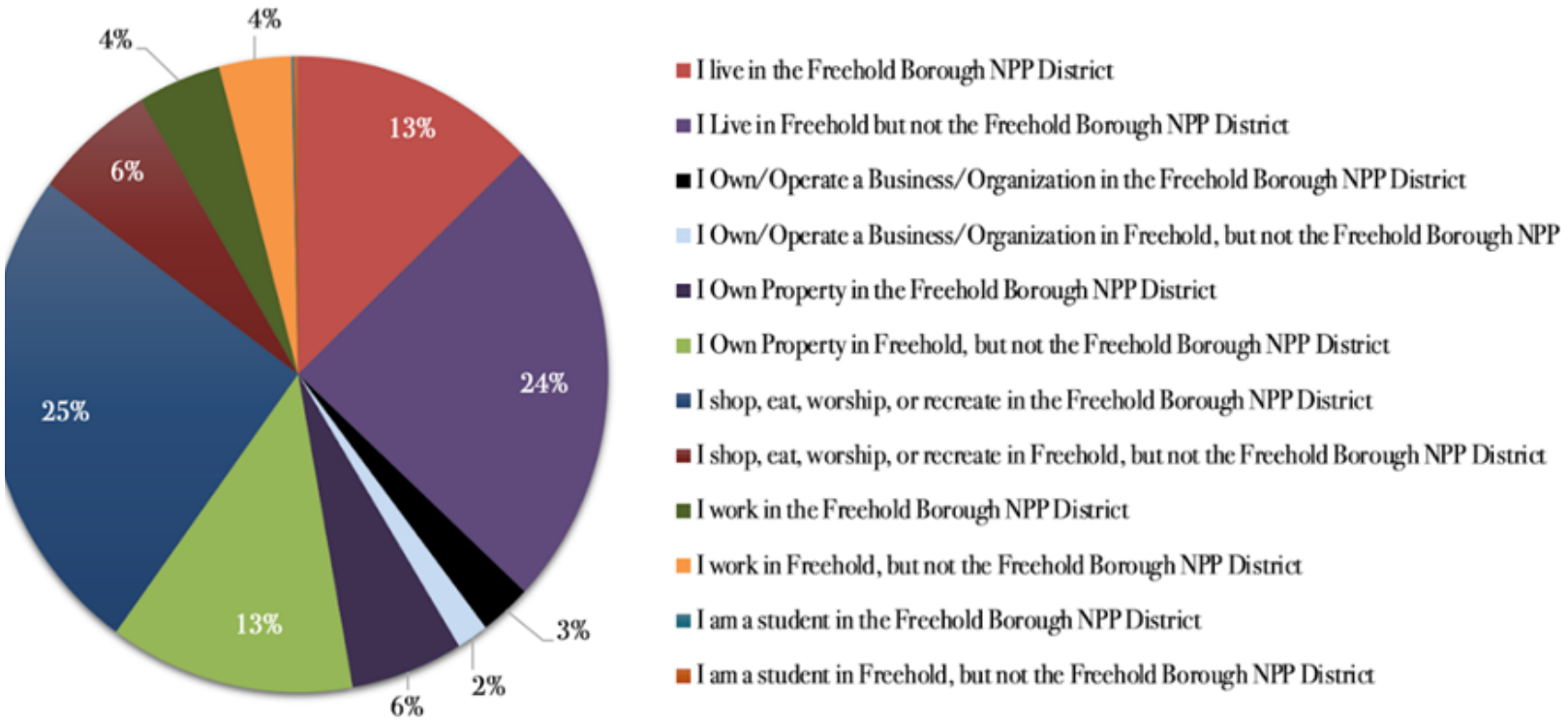
A majority of the respondents were between the ages of 41-65 and were female. The charts below show the breakdown of respondents by language, age, gender and race/cultural history.

A majority of the community respondents (50%) live, own, operate, shop, dine, worship, go to school and work in the Borough of Freehold for over 20 years, and the majority of the community respondents (45%) live in the NPP District, which is on the following pages.

Additionally, 50% of the survey respondents have had an association with Freehold for 20 or more years, indicating strong community ties and a robust social fabric.

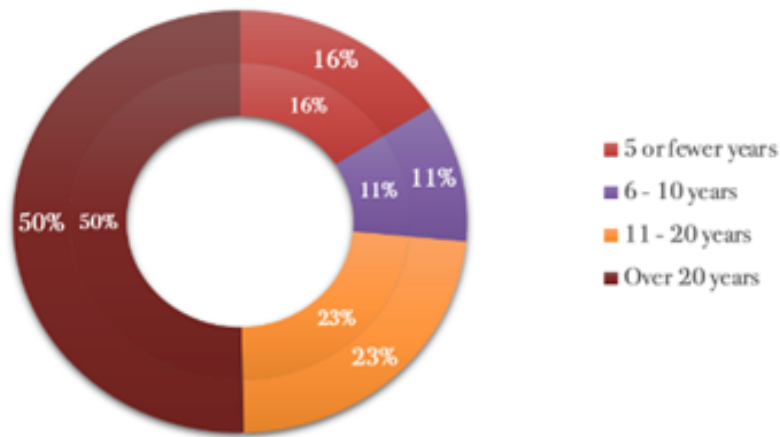
# Demographics of Survey Participation (Graphs)

What kind of stakeholder are you in Freehold and the Freehold Borough NPP District?

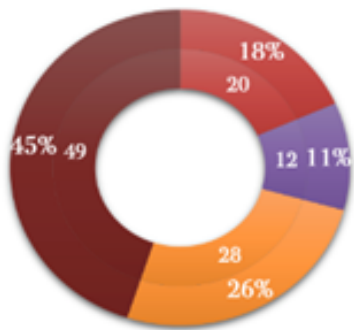


# Demographics of Survey Participation (Graphs)

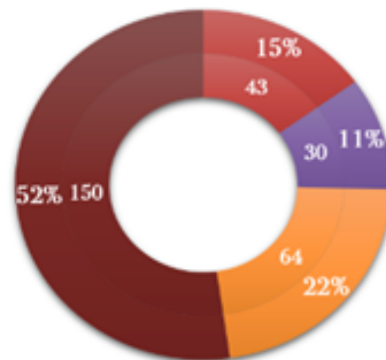
How many years have you lived in, owned property in, operated a business, shopped, dined, worshipped, gone to school, or worked in Freehold?  
r: 396



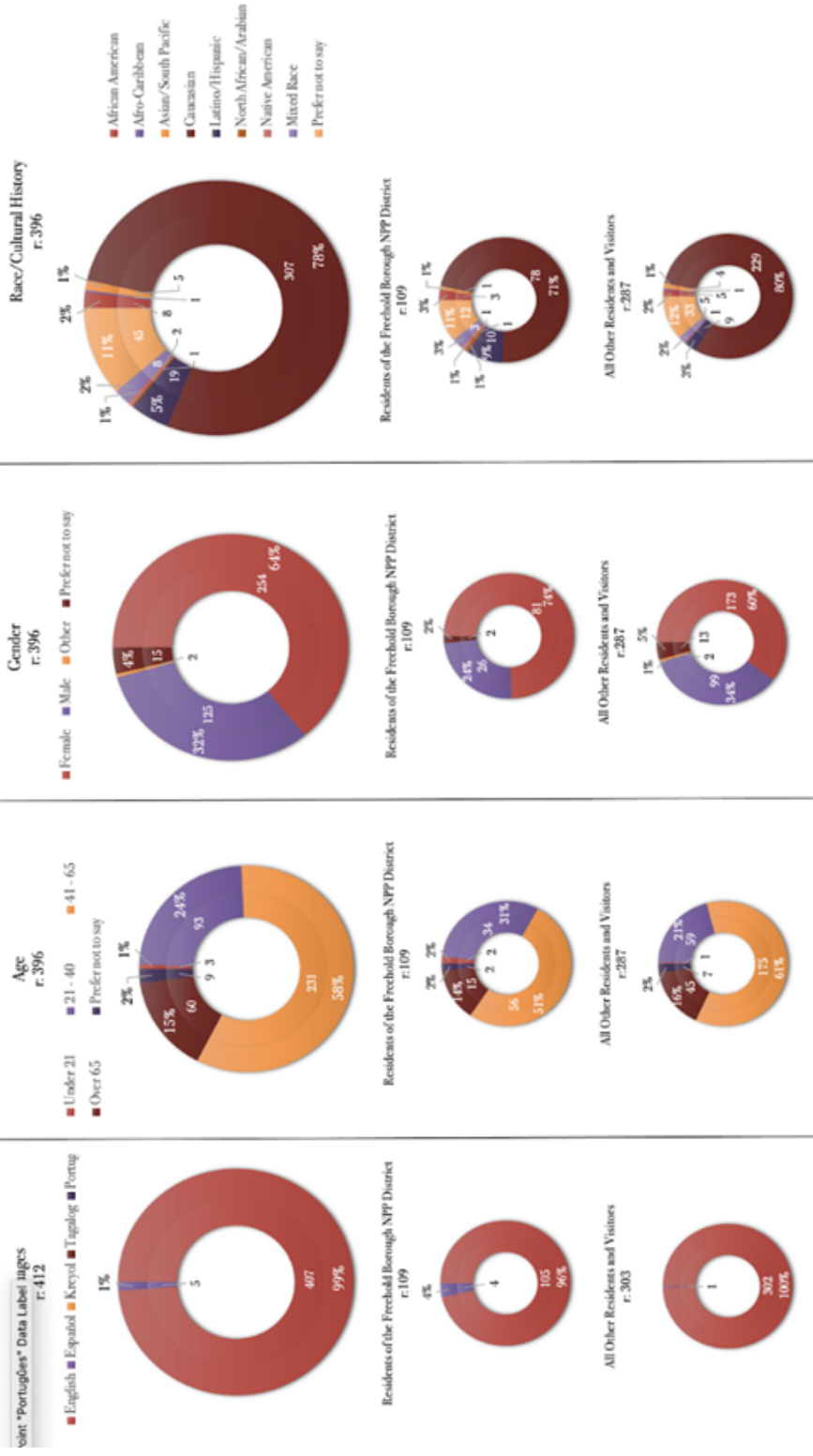
Residents of the Freehold Borough NPP District  
r:109



All Other Residents and Visitors  
r:287



# Demographics of Survey Participation (Graphs)



# Community Engagement Results Look & Feel

Survey respondents reported strongly that they prefer a Classic Main Street combined with a leafy green vibe. This supports additional current community feedback and recent planning work that calls out the small town community feel as a major asset that should be elevated even as new improvements are considered. Tending to and building upon the existing community assets is a constant theme across all forms feedback provided in the community engagement process. As such, NPP projects have been carefully prioritized to provide resources for immediate physical enhancements, longer-term infrastructure improvements and increased opportunities for community members to gather and celebrate the new investments. The Freeholder Stakeholder team believes that building upon our authentic local history is the key to Freehold's future.

Classic Main Street



Leafy & Green



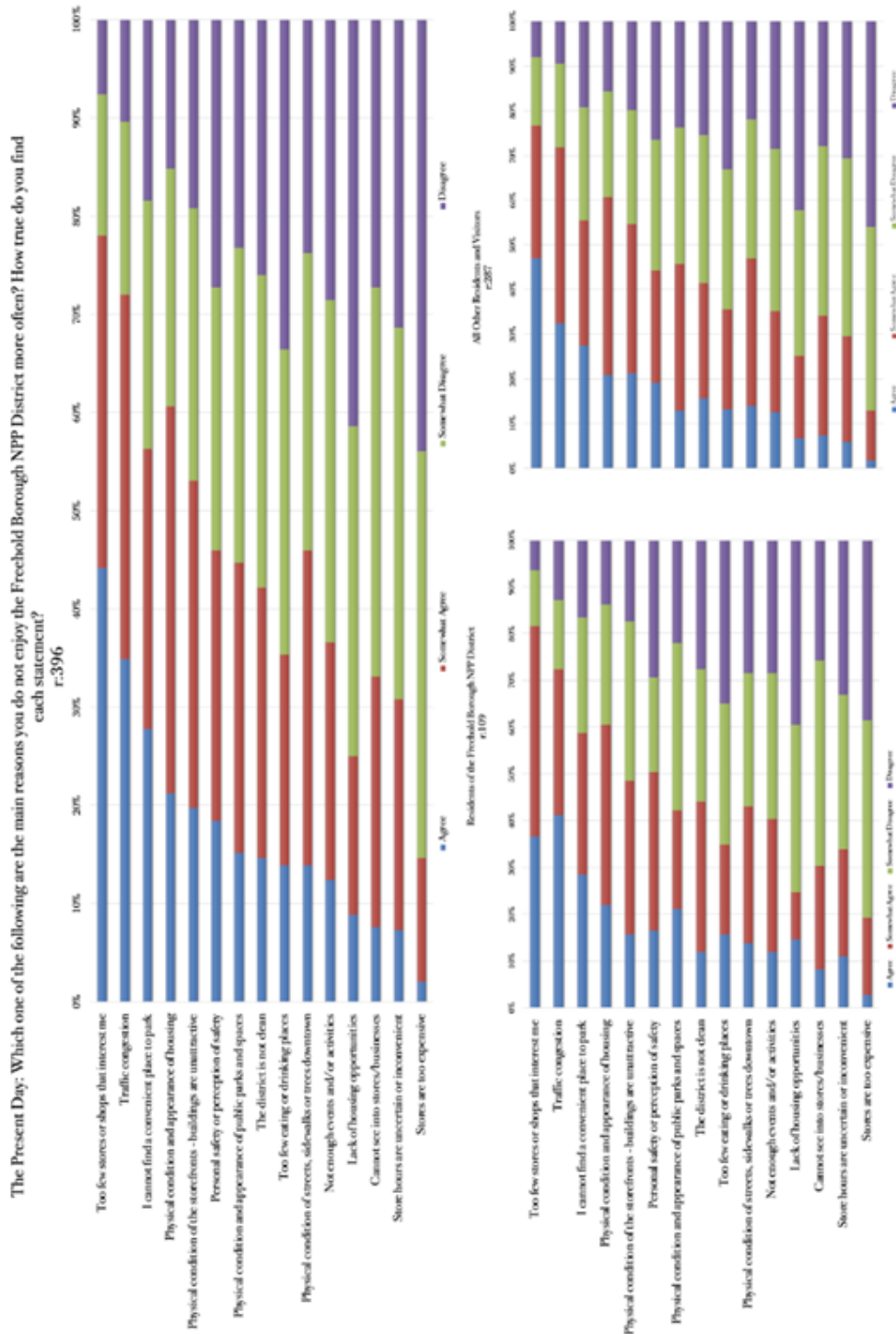
Look at the following images. Pick the one (1) image that best captures the "feel" you would like the Freehold Borough NPP District to have in the future.

	Residents of the Freehold Borough NPP District		All Other Residents and Visitors	
National/Global Destination	1	0.25%	1	0.92%
Seasonal Tourist District	0	0.00%	0	0.00%
Year-Round Entertainment Magnet	19	4.80%	5	4.59%
Stately & Upscale	32	8.08%	11	10.09%
Urban & Diverse	9	2.27%	2	1.83%
Classic Main Street	122	30.81%	33	30.28%
Quiet & Local	46	11.62%	13	11.93%
Leafy & Green	86	21.72%	23	21.10%
Artsy & Trendy	32	8.08%	10	9.17%
Eclectic Not Hectic	49	12.37%	11	10.09%
	396	100.00%	109	100.00%
			287	100.00%



# Community Engagement Results Look & Feel

There is a strong desire for a more diverse shopping and dining within the District. This is the number one response within the current barriers to spending more time in the District. Traffic congestion and the physical condition of the District also present significant challenges.





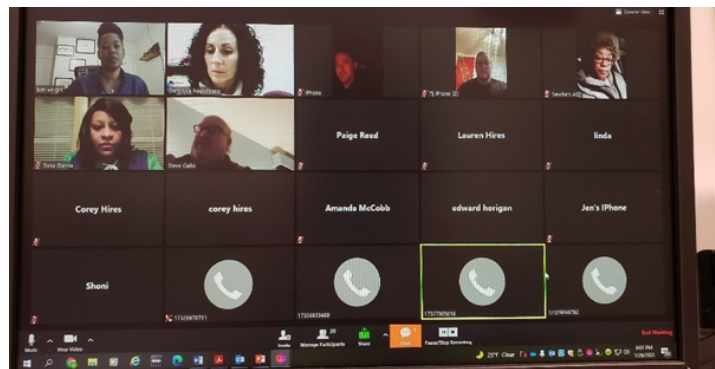
# Community Engagement - Focus Groups

To obtain as much community feedback as possible, the stakeholder team conducted two remote focus group sessions with residents and business owners from the Borough. We sought feedback and opinions to further explore and identify community assets that can be leveraged and areas that the community views as negative or stumbling blocks to the future they envision.

The feedback from groups reinforced the results of the survey as well as personal experiences of Steering Committee members. Common threads are listed below:

## Community Assets of the NPP District:

- Historic nature
- Diverse neighborhood
- Small community
- Walkable
- Welcoming
- Generational families/residents
- Events
- Parks



## Challenges And/Or Opportunities for the Community Vision for the NPP District:

- Increased code enforcement and property maintenance
- Condition of streets and parking management
- Communication
- Lighting in parking areas
- Increased variety of shops/boutiques
- Bring in colorful artwork – lively and dynamic murals / sculptures
- More Events – bring back the African American Festival, add walking tours
- Need directory/kiosk
- Add historic plaques

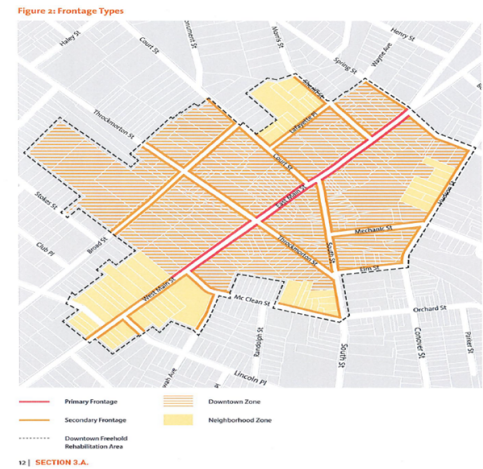


# Supplemental Planning Documents

The Borough of Freehold recently completed several additional planning documents which support the current NPP work and have been taken into consideration as projects were identified and prioritized. Specific documents are noted below.

## Borough of Freehold 2019 Center Core Rehabilitation Plan

The Borough adopted the 2019 Center Core Rehabilitation Plan (2019 CCRP) December 16, 2019. The plan was funded by the North Jersey Transportation Planning Authority's (NJTPA) Emerging Centers Program. The standards in this plan are consistent with the goals and objectives of the New Jersey Department of Transportation's Transit Village Initiative and the adoption of this plan is evidence of Freehold's commitment to Transit- and pedestrian-oriented development as well as other principals of the Transit Village program. The 2019 CCRP is consistent with the goals and objectives of the Downtown Element of our Master Plan as well as aligning with local, county and state plans. It is also consistent with the goals and objectives of the Neighborhood Preservation Plan and is included here given the significant geographical overlap with the NPP District.



In particular the following elements relate directly to and are supported by the current feedback provided by our NPP community engagement process. Certain sentences are emphasized for their alignment with the our NPP IP goals.

### Relationship to Local Goals & Objectives

**A. Connectivity:** “Downtown Freehold will have a safe, direct, convenient and aesthetically pleasing complete streets network that provides high-quality infrastructure to support walking, biking, driving and public transportation.” **The rehabilitation plan encourages the creation of a complete pedestrian network and installation of pedestrian amenities and bike facilities throughout the downtown.** Parking regulations seek to accommodate car traffic in the downtown while minimizing the negative impacts that parking has on public streets including pedestrian conflicts

**D. Historic Integrity:** “Freehold Borough’s unique history will be celebrated and supported by local initiatives.” This rehabilitation plan has robust standards for historically consistent rehabilitation of contributing buildings in the downtown. At the same time, standards for new buildings seek to discourage “faux historicism” or copying of historic styles that detract from the downtown’s unique history.



# Supplemental Planning Documents

## Relationship to County Plans

As the County seat, Freehold Borough is an important part of the County's land use, transportation, economic development, and open space planning. As such, this plan is consistent with many of the County's planning goals and objectives. This plan aligns with the following goals and objectives of the 2016 Monmouth County Master Plan.

**Principle 3.1:** "Create vibrant and sustainable communities through community engagement, development of multi-modal and well-connected circulation networks, a range of housing types to meet the needs of a variety of residents, and a diverse array of uses, occupations, services and amenities in downtown and business districts. **In addition, communities should seek to enhance landscapes and streetscapes, support creative placemaking efforts, and improve recreational opportunities.**" This rehabilitation plan includes frontage standards to encourage the creation of a high-quality pedestrian realm throughout the rehabilitation area and connections to existing transit. The plan allows for a diverse mix of uses and building types to promote a vibrant downtown and meet the needs of a variety of residents, business owners, government agencies, and regional visitors.

**Principle 3.4:** Encourage public investments that enhance local and regional competitiveness in the marketplace to retain and attract businesses and provide quality jobs to create a stronger, more resilient tax base. **The intent of the rehabilitation plan is to encourage new investment in the downtown and enhance the attractiveness of the Borough** to both businesses and residents in the region.





The following passages from the CCRP are identified as being especially relevant to the NPP Implementation Plan. Specific details within the plan will be used in conjunction with NPP standards to achieve the best results.

## Private Realm Standards

Primary Frontages are characterized as the high-activity areas in the center of Downtown Freehold. As such, development along this type of frontage warrants generous building heights, **high-quality façade materials and design, maximum first floor transparency**, minimal to zero front and side yard setbacks, and no front yard parking. These standards are based on Transit Oriented Development principles that seek to strengthen the relationship between pedestrians and buildings throughout the Downtown Freehold Rehabilitation Area.

# Supplemental Planning Documents

## Examples of Permitted Private Realm Investments

PERMITTED: LIGHTING	NOT PERMITTED: LIGHTING	PERMITTED: DISPLAY WINDOWS	NOT PERMITTED: DISPLAY WINDOWS
 <p><b>A</b> Indirect lights with light source (bulb) shielded from view. Light style and color complements the façade design.</p>	 <p><b>A</b> Lanterns with bright, exposed light sources</p> <p><b>B</b> Neon, backlit signing.</p>	 <p><b>A</b> Bulkhead at the bottom of the window</p> <p><b>B</b> Clear windows show merchandise and building interior</p> <p><b>C</b> Design is compatible with façade character</p>	 <p><b>A</b> No bulkhead or sill at the bottom of the window</p> <p><b>B</b> Display merchandise blocks view of interior</p> <p><b>C</b> Design is incompatible with façade character</p>

## Public Realm Standards

### PUBLIC REALM

#### 2. Public Realm Requirements

A	Street Tree Spacing	Avg. 30' On Center
B	Street Light Spacing	Avg. 85' On Center
C	Bench	1 per 150 Linear Feet
D	Bicycle Rack	1 per 200 Linear Feet
E	Trash Receptacle	1 per 100 Linear Feet
F	Outdoor Cafés	Permitted
G	Curb Cuts (max)	Max. 1 per 200 Linear Feet
H	Min. Sidewalk Width	15'

Purpose and Intent Primary Frontages are characterized by the most high-intensity development that fronts on to an active, pedestrian- friendly public realm. As such, the streetscape must provide capacity for a high amount of pedestrian activity. This necessity, along with the grand scale of the street, warrants wide sidewalks with high-quality materials and design, and pedestrian amenities along the street front including street furnishings, lighting, and shade trees. Planting strips are to consist of hardscape between street trees. Outdoor cafés and planters are encouraged as integral parts of the streetscape

## Local Historic Preservation Ordinance

In addition to the above documents, on Oct. 4, 2021, Borough Council members adopted an ordinance amended the municipal zoning ordinance by incorporating an historic assets study that was prepared by the Historic Preservation Advisory commission. The study will be added to the historic rehabilitation standards of the Freehold Center Core Redevelopment Plan. This recent additional recognizes the inherent value our historic buildings and supports the community consensus from our outreach efforts that future development should respect and enhance our historic roots.

# Implementation Plan - Priorities & Goals

The priorities detailed in this plan have been chosen to reflect the community feedback, alignment with NPP Values and the overall planning goals identified for the District and community as a whole. Over the next five years, the NPP Stakeholder Team, with the support of the Borough of Freehold will use the community feedback we have received to prioritize projects that work to enhance the safety and aesthetics of the public realm, provide resources for private investment, repair infrastructure and provide more social opportunities for all stakeholders. Together these efforts will help Freehold to achieve our economic, place, social and civic value goals.

## **STRATEGIC GOAL ONE: Increase amenities in the NPP District.**

Cleanliness and beautification of the NPP District area is consistent challenge noted across all feedback and a community priority.

- Objective: Implement a 5 Year phased plan to replace trash receptacles. There are currently several styles of trash receptacles within the District, all allow for illegal dumping and do not accommodate recycling. Replacing and increasing the number of trash receptacles will reduce litter while helping to define the District through consistent design.
- Objective: Implement a 2 Year Phased plan to remove and replace some benches and to further assess other forms of movable seating for Years 3-5. The Stakeholder team recognizes that providing seating is essential to the downtown experience and needed for all age brackets. The current seating represents outdated, fixed seating which is now recognized as sub-optimal. Some benches will be replaced as we continue to determine new alternatives.
- Objective: Enhance the tree canopy over the duration of grant cycle. Community feedback demonstrates the importance of the trees to all stakeholders. Freehold has a strong commitment to continue to support tree planting within the District.



# Implementation Plan - Priorities & Goals

## STRATEGIC GOAL TWO: Improve the Physical Structures within the District

Code enforcement and physical improvements were noted as significant challenges to realizing a shared vision of the future for Freehold. Supporting the business throughout the District through façade improvements will increase property values while making the District a more inviting place to shop and attend events. All projects utilizing NPP funds will meet or exceed the NPP Storefront and Façade Design Standards.

- Objective: Enhance code enforcement within the NPP District. The equivalent of one full staff day per week (7.5 hours) will be spent within the NPP District to assist with code enforcement for the duration of the grant cycle. The program will focus on an "educate then enforce" mindset with the staff person acting as a point of contact to share program information listed below with the goal of garnering buy-in to both follow existing ordinances and make modest improvements with grant monies. This work will be conducted primarily during warmer months. Program to remain in place throughout the grant cycle.
- Objective: Implement within the NPP District the Regional Contribution Agreement (RCA) / Housing Rehabilitation Program, which offers low-income Freehold homeowners, if qualified to participate and can receive up to \$17,000.00 in funding for home repairs. Funds are provided as a no interest (0%) ten-year forgivable loan. Promotion of the program will be through our website, email and social media townside and by direct mail and individual contact within the NPP District. Our goal is to include two District participants at level of \$5,000, one at the level of \$10,000 and one at \$15,000 in the program in 2022. Multi-lingual promotional material to be created.
- Objective: Implement within the NPP District a commercial facade improvement program. Downtown businesses or property owners within the NPP district can apply for grants up to \$5,000 to rehabilitate and improve their signage and facades with a required 1:1 match. All projects funded with NPP monies will meet or exceed the NPP Storefront and Façade Design Standards. Multi-lingual promotional material to be created.
- Objective: Encourage civic pride by developing Community Clean Up Days. To foster pride within the NPP District and enhance social connections, a community clean up day will be developed with supplies and snacks provided. Program to remain in place throughout the grant cycle.



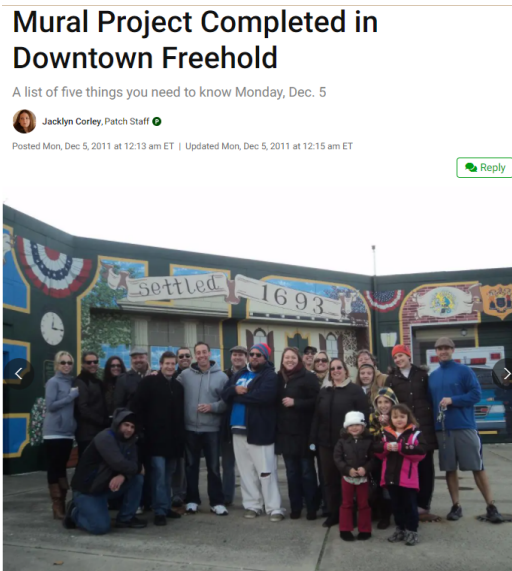


# Implementation Plan - Priorities & Goals

## STRATEGIC GOAL THREE: Add Art to the Public Realm

The need to add public art was a consistent theme in our community feedback. To address this challenge as well as highlight the equine history of the Borough of Freehold, home to the oldest half-mile horse racing track in the county. The committee has developed a concept for a completely new event as well as to restore an important mural within the District. with funds to develop one additional project.

- Objective: Create an Art Walk that builds from the historic roots of Freehold by incorporating painted race horses that fosters local pride, and creates a regional draw to the NPP District. This is a long-term project which we anticipate could continue for many years ahead. This year our goal is to accept twelve (12) designs. Once we have the final sculptures, they will be placed along East and West Main Street between Throckmorton and Spring Street from approximately July 4 – October 15, 2022. A QR code will be attached to each sculpture base for the public to vote for their favorite horse sculpture. There will be a ribbon ceremony identifying the winning horses, Win, Place and Show, as well as an "auction". Proceeds will go towards historic preservation and beautification projects within the NPP District as determined by the NPP Stakeholder Team and towards hosting the event the following year. The initial cost will be \$25,000.00
- Objective: Restore Freehold Borough Arts Council Mural Park. The mural was originally created in 2011 by the Freehold Borough Arts Council and placed on the façade along of a property at the corner of Spring and East Main. The goal was to transform the gateway with esthetically pleasing vibrant art as you entered the Borough from the Point. The mural is 22x12 with 8.5 sheets, each 4x8 of MDLB. The mural was removed in part, (3 panels were destroyed), and stored since 2013. The project is to recreate the three sheets which were destroyed and hang the mural on the promenade side the of Court Jester in the Downtown for an estimated to cost \$15,000.00.



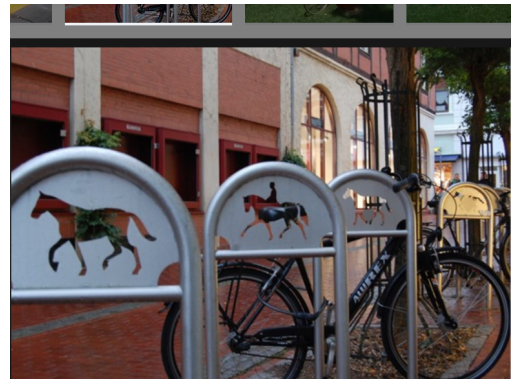
# Implementation Plan - Additional Projects

The goals and objectives outlined on the previous pages represent only the foundation for the NPP District. We believe that they will provide immediate visible and tangible change and serve to create a trusting relationship with both the Neighborhood Preservation Program and the Stakeholder Team.

In the coming years we intend to maintain these foundational programs as well as add additional programs and improvements to address the concerns of our stakeholders and bring their vision to life. We will continue to honor our history by installing historic plaques within our District, and creating a walking tour to highlight that history.



We will be adding wayfinding signage, informational kiosks and District Wi-Fi to assist locals and visitors alike to all the wonderful offerings that Freehold provides. We will add bicycle racks to increase connectivity and encourage residents to explore on foot and by bike. We continue to explore ways to enhance our beautification efforts with new containers and plantings, as well as park improvements.

Lastly, we will make infrastructure improvements to increase safety within the District by adding lighting and repairing our sidewalk cut-outs for ADA accessibility.



# Implementation Chart

	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Trash Receptacles	Assess/Design	Assess/Design	Implement	Implement	Implement					
Benches	Assess/Design	Assess/Design	Implement	Implement	Implement					
Tree Planting		Implement	Implement							
Art Walk	Assess/Design	Assess/Design	Assess/Design	Assess/Design	Implement	Implement	Implement	Implement		
Mural Repair and Installation	Assess/Design	Assess/Design	Implement	Implement						
Enhanced Code Enforcement	Assess/Design	Implement	Implement	Implement	Implement	Implement	Implement	Implement		
Facade Programs	Assess/Design	Implement	Implement	Implement	Implement	Implement	Implement	Implement		
Community Clean Up	Assess/Design	Assess/Design	Implement							

 Assess/Design  
 Implement

	Economic	Place	Social	Civic
Trash Receptacles		✓		✓
Benches		✓	✓	
Tree Planting	✓	✓	✓	
Art Walk	✓	✓	✓	
Mural Repair and Installation		✓		
Enhanced Code Enforcement	✓			✓
Facade Programs	✓	✓		
Community Clean Up			✓	✓

# Budgets

<b>Freehold NPP Budget Year One</b>				
<b>Budget Category</b>	<b>Requested Funds</b>	<b>Municipal Match</b>	<b>Other Sources and In Kind</b>	<b>Total</b>
<i>Public Amenities</i>				
New Trash Receptacles	\$ 18,500.00	\$ 3,500.00	\$ -	\$ 22,000.00
Benches	\$ 13,500.00	\$ 3,500.00		\$ 17,000.00
Trees	\$ 7,000.00	\$ 1,500.00		\$ 8,500.00
<i>Physical Improvements</i>				
Enhanced Code Enforcement	\$ -	\$ -		\$ -
Enhanced Code Enforcement	\$ 5,000.00	\$ 3,000.00		\$ 8,000.00
Commerical Façade Grants	\$ 30,000.00		\$ 30,000.00	\$ 60,000.00
Residential Façade Loan Forgiveness	\$ -		\$ 35,000.00	\$ 35,000.00
Community Clean Up	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00
Program Promotion	\$ 1,000.00	\$ 500.00	\$ -	\$ 1,500.00
<i>Art and Events</i>				
Half Mile of Horses	\$ 25,000.00	\$ 3,000.00	\$ 5,000.00	\$ 33,000.00
Mural Restoration	\$ 14,000.00			\$ 14,000.00
<i>Program Staff</i>				
NPP Coordinator	\$ 10,000.00	\$ 10,000.00		\$ 20,000.00
<b>TOTAL</b>	<b>\$ 125,000.00</b>	<b>\$ 25,000.00</b>	<b>\$ 70,000.00</b>	<b>\$ 220,000.00</b>

<b>Freehold NPP Budget Year Two</b>				
<b>Budget Category</b>	<b>Requested Funds</b>	<b>Municipal Match</b>	<b>Other Sources and In Kind</b>	<b>Total</b>
<i>Public Amenities</i>				
New Trash Receptacles	\$ 15,500.00	\$ 6,000.00	\$ -	\$ 21,500.00
Benches	\$ 10,500.00	\$ 6,000.00		\$ 16,500.00
Trees	\$ 3,000.00	\$ 5,000.00		\$ 8,000.00
Historic Signs and Plaques	\$ 14,000.00	\$ 1,500.00		\$ 15,500.00
<i>Physical Improvements</i>				
Enhanced Code Enforcement	\$ 5,000.00	\$ 3,000.00		\$ 8,000.00
Commerical Façade Grants	\$ 25,000.00		\$ 25,000.00	\$ 50,000.00
Residential Façade Loan Forgiveness	\$ -		\$ -	\$ -
Community Clean Up	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00
Program Promotion	\$ 1,000.00	\$ 500.00	\$ -	\$ 1,500.00
Proceeds from Half Mile of Horses Event			\$ -	
<i>Art and Events</i>				
Half Mile of Horses	\$ 25,000.00	\$ 3,000.00	\$ 6,500.00	\$ 34,500.00
New Mural	\$ 5,000.00			\$ 5,000.00
<i>Program Staff</i>				
NPP Coordinator	\$ 20,000.00			\$ 20,000.00
<b>TOTAL</b>	<b>\$ 125,000.00</b>	<b>\$ 25,000.00</b>	<b>\$ 31,500.00</b>	<b>\$ 181,500.00</b>



# Budgets

<b>Freehold NPP Budget Year Three</b>				
<b>Budget Category</b>	<b>Requested Funds</b>	<b>Municipal Match</b>	<b>Other Sources and In Kind</b>	<b>Total</b>
<i>Public Amenities</i>				
New Trash Receptacles	\$ 15,500.00	\$ 7,500.00	\$ -	\$ 23,000.00
Movable Seating	\$ 12,000.00	\$ 2,000.00		\$ 14,000.00
Trees	\$ -	\$ 5,000.00		\$ 5,000.00
Historic Signs and Plaques	\$ 5,000.00	\$ 1,500.00		\$ 6,500.00
Wayfinding Signage	\$ 6,500.00	\$ 2,500.00		\$ 9,000.00
Informational Kiosk (1)	\$ 10,000.00			
District Wi-Fi	\$ 15,000.00			
<i>Physical Improvements</i>				
Enhanced Code Enforcement	\$ 5,000.00	\$ 3,000.00		\$ 8,000.00
Commerical Façade Grants	\$ 12,000.00		\$ 12,000.00	\$ 24,000.00
Residential Façade Loan Forgiveness	\$ -		\$ -	\$ -
Community Clean Up	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00
Program Promotion	\$ 1,000.00	\$ 500.00	\$ -	\$ 1,500.00
Proceeds from Half Mile of Horses Event			\$ 3,000.00	
<i>Art and Events</i>				
Half Mile of Horses	\$ 22,000.00	\$ 3,000.00	\$ 9,500.00	\$ 34,500.00
<i>Program Staff</i>				
NPP Coordinator	\$ 20,000.00			\$ 20,000.00
<b>TOTAL</b>	<b>\$ 125,000.00</b>	<b>\$ 25,000.00</b>	<b>\$ 24,500.00</b>	<b>\$ 146,500.00</b>

<b>Freehold NPP Budget Year Four</b>				
<b>Budget Category</b>	<b>Requested Funds</b>	<b>Municipal Match</b>	<b>Other Sources and In Kind</b>	<b>Total</b>
<i>Public Amenities</i>				
New Trash Receptacles	\$ 15,500.00	\$ 7,500.00	\$ -	\$ 23,000.00
Movable Seating	\$ -	\$ -		\$ -
Trees	\$ -	\$ -		\$ -
Bike Racks	\$ 5,000.00	\$ 1,500.00		\$ 6,500.00
Informational Kiosk (1)	\$ -			
<i>Physical Improvements</i>				
Enhanced Code Enforcement	\$ 5,000.00	\$ 3,000.00		\$ 8,000.00
Commerical Façade Grants	\$ 5,500.00		\$ 5,500.00	\$ 11,000.00
Residential Façade Loan Forgiveness	\$ -		\$ -	\$ -
LED Lighting Improvements	\$ 30,000.00	\$ 25,000.00		
Community Clean Up	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00
Program Promotion	\$ 1,000.00	\$ 500.00	\$ -	\$ 1,500.00
ADA Sidewalk Improvements	\$ 20,000.00	\$ 20,000.00		
Proceeds from Half Mile of Horses Event			\$ 3,000.00	
<i>Art and Events</i>				
Half Mile of Horses	\$ 22,000.00	\$ 3,000.00	\$ 9,500.00	\$ 34,500.00
<i>Program Staff</i>				
NPP Coordinator	\$ 20,000.00			\$ 20,000.00
<b>TOTAL</b>	<b>\$ 125,000.00</b>	<b>\$ 60,500.00</b>	<b>\$ 18,000.00</b>	<b>\$ 105,500.00</b>

# Budgets

<b>Freehold NPP Budget Year Five</b>				
<b>Budget Category</b>	<b>Requested Funds</b>	<b>Municipal Match</b>	<b>Other Sources and In Kind</b>	<b>Total</b>
<i>Public Amenities</i>				
New Trash Receptacles	\$ 15,500.00	\$ 7,500.00	\$ -	\$ 23,000.00
Movable Seating	\$ 3,500.00	\$ -		\$ 3,500.00
Trees	\$ -	\$ 5,000.00		\$ 5,000.00
Bike Racks	\$ 2,000.00	\$ 1,000.00		\$ 3,000.00
Informational Kiosk (1)	\$ 10,000.00			
<i>Physical Improvements</i>				
Enhanced Code Enforcement	\$ 5,000.00	\$ 3,000.00		\$ 8,000.00
Residential Façade Loan Forgiveness	\$ -		\$ -	\$ -
Musgrave Park Playgorund	\$ 45,000.00	\$ 5,000.00		
Community Clean Up	\$ 1,000.00	\$ -	\$ -	\$ 1,000.00
Program Promotion	\$ 1,000.00	\$ 500.00	\$ -	\$ 1,500.00
Proceeds from Half Mile of Horses Event			\$ 3,000.00	
<i>Art and Events</i>				
Half Mile of Horses	\$ 22,000.00	\$ 3,000.00	\$ 9,500.00	\$ 34,500.00
<i>Program Staff</i>				
NPP Coordinator	\$ 20,000.00			\$ 20,000.00
<b>TOTAL</b>	<b>\$ 125,000.00</b>	<b>\$ 25,000.00</b>	<b>\$ 12,500.00</b>	<b>\$ 99,500.00</b>