



## ACKNOWLEDGEMENTS

The Irishtown NPP District would like to extend its sincerest thanks to the Mayor of Gloucester City and the Common Council of Gloucester City for their dedication to the success of this program.

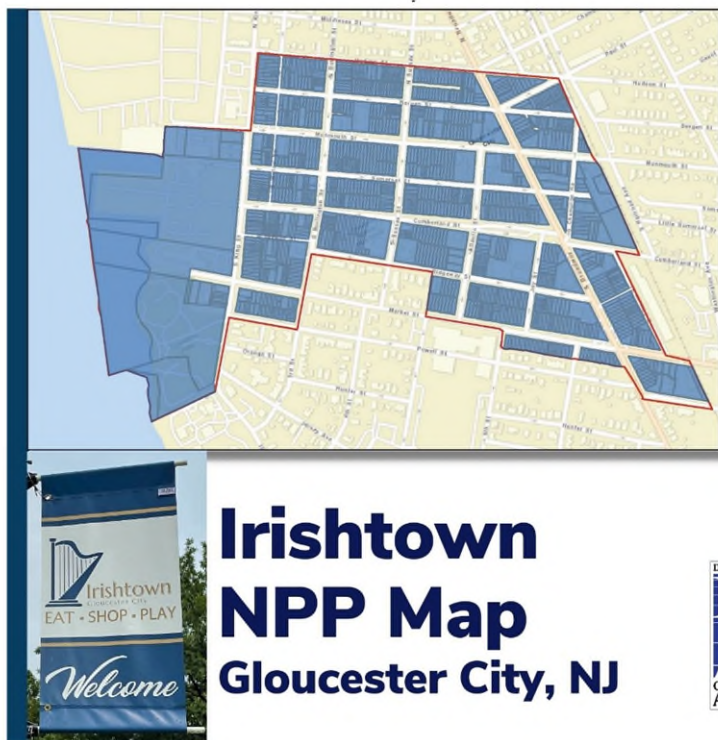
Dayl Baile, Mayor of Gloucester City  
 George Berglund, 1<sup>st</sup> Ward  
 James "Bowie" Johnson, 2<sup>nd</sup> Ward  
 Nancy Randolph Baus, 3<sup>rd</sup> Ward  
 Robert J. Page  
 Derek Timm  
 Ed Cilurso, III



In addition, the people of Gloucester City extend their sincerest thanks to the Stakeholder Committee assembled to guide and assist in the NPP process.

Lori Ryan, NPP Coordinator  
 George Berglund, Council Member  
 Kathy Carr, Carr's Hardware  
 Ed Cilurso, Resident  
 Patrick Hagan, Gloucester City Fire Department  
 Kevin Kain, Monarch Painting

Caroline Martin, Resident  
 Samantha Mayo, Resident  
 Larry Spera, Hearth Community Fund  
 and Chubby's Steakhouse  
 Michaelene Stiles, Resident  
 Patrick Ward, Resident  
 Amanda Ferry, Resident



### 2022

#### Year 1

- Park improvements
- Commercial Facade Grants
- Public Art



### 2023

#### Year 2

- Park beautification
- Residential facade grants
- Safety initiative residential security camera program



## YEARS IN REVIEW — YEARS 1 AND 2

We improved the area at Proprietors Park, which was an underutilized and neglected community asset. A **custom sign** was designed, built and installed to match the Year 1 sign by a local company Barron Iron Works at the CCN playground area.



NPP partnered with the Gloucester City Business Association to support an existing **Summer Concert** series. The program, from June through August, performed a total of eight concerts. The park was host to at least five other events this summer, bringing several hundred people to the Park. Additionally, since we have lighting, the high school drama clubs have been able to use the pavilion.

Three additional **Commercial Façade projects** were completed and these businesses have been able to leverage other funding sources to complete much needed façade and structural renovations to their property – and also to improve the streetscape of the community.



We were also able to revise our budget to invest in additional electrical work. We uncovered a required upgrade the main panel box when we began the electrical project. We completed the project in phases to accommodate the cost in Year 2. Evaluating the process, the funding spent on new LED lighting was determined to be a much better return on investment.

Security is always a concern in a distressed urban-like community such as Gloucester City. The residential security camera program was a real success. The NPP program provided installed Swann cameras at several residential locations in the NPP Irishtown neighborhood.

## IT'S A WRAP

Community outreach was certainly needed for us to build our program. Our stakeholders committee includes residents from all over the community – those who are third generation families and those who just recently moved into the City. **NPP tackled SWOT weaknesses; addressed strengths, improved opportunities, and all of these accomplishments lead to the reduction of threats to our community.**

A few new trash receptacles, fresh light poles, and new banners now hang in the Irishtown neighborhood. Performers and crafters have additional electric sources and lighting at the stage. The new electrical work will allow for hosting even more events without unsafe electrical cords on the ground. Using leveraged funding Wifi was also added to Proprietors Park.

We are planning another survey in Year 3 to seek reaction on the successes/challenges of the program, and the committee can turn “**challenges into changes**” throughout our Irishtown program.

Strengths and Assets	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Restaurants</li> <li>• Historic Homes</li> <li>• Cleanliness</li> <li>• Holt Logistics</li> <li>• Tight-Knit</li> <li>• St. Patrick's Parade</li> <li>• Safe</li> <li>• Historic</li> <li>• Gloucester Catholic</li> <li>• St. Mary's/Churches</li> <li>• Generations of Residents</li> <li>• North Wind Schooner</li> <li>• Summer Concert Series</li> <li>• Uniqueness</li> <li>• Walkable <ul style="list-style-type: none"> <li>• Near PHL Airport</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Vacancies @ Burlington St.</li> <li>• Landlords not fixing properties</li> <li>• No Places to Go/Sit/Hang</li> <li>• Zoning Issues (Small Lots)</li> <li>• Parking/Parking Enforcement</li> <li>• Poor Physical Street Conditions</li> <li>• Lack of Lighting @ Piers</li> <li>• Lack of Digital Marketing of City</li> <li>• No Trash Cans/Low Usage</li> <li>• Flooding at Hudson and Market</li> <li>• No Playground</li> <li>• No Corporate Sponsors</li> <li>• Truck Traffic (Holt)/Traffic Flow</li> <li>• Bus Stop @ Cabanas</li> <li>• Difficult Access</li> <li>• No Wayfinding</li> <li>• No Real Downtown</li> <li>• City ↔ Business Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Housing Market</li> <li>• Potential Light Rail</li> <li>• Funding Opportunities</li> <li>• Near Large Metro (Philly)</li> <li>• Riverfront</li> <li>• Need a Brewery</li> <li>• Many Older Buildings to Repurpose</li> <li>• Coffee shop/Diner/Breakfast Spot</li> <li>• Many Liquor Licenses Avail.</li> <li>• GC is Small/Manageable size</li> <li>• School Districts</li> <li>• Marketing</li> <li>• Need a Focal Point</li> <li>• Family/Community Oriented (Churches)</li> <li>• Public Art</li> <li>• Wayfinding/Clear Demarcation</li> <li>• Combined PR/Marketing</li> <li>• UEZ</li> </ul>	<ul style="list-style-type: none"> <li>• Resistant to Change</li> <li>• Older Housing Stock/Newer Stock Elsewhere</li> <li>• Gov't Regulations</li> <li>• Lack of Gov't Follow-Through</li> <li>• COVID</li> <li>• Too Generational</li> <li>• Not Welcoming</li> <li>• Drugs/Crime</li> <li>• Gloucester Catholic Declining</li> <li>• Climate Change/River</li> <li>• Stagnation</li> <li>• Dense/More Land Elsewhere</li> <li>• Perception of Crumbling Infrastructure</li> <li>• Vacancies</li> <li>• Do we want people in town to own businesses?</li> <li>• Identify which businesses to attract</li> <li>• What is our target market?</li> <li>• High number of rentals</li> </ul>

## 2024\* YELLOW HIGHLIGHTED GOALS

### FORGING AHEAD - STRATEGIC GOALS 2024

The NPP Year 3 includes \$10,000 for marketing and administration fees. This will provide support for events hosted at Proprietors Park in 2024, and marketing expenses. Lori Ryan, NPP Coordinator, will remain as coordinator for Year 2 at a \$12,000 annual stipend.

#### GOAL ONE: RESIDENTIAL IMPROVEMENTS

##### ✓ Objective One: Residential Façade Improvements

Blight and a high rental and transient population has been at issue for several years in Irishtown - the west side of the city, from Market Street over to Bergen Streets, and between Broadway and King. We are committing \$15,000 to residential home façade projects in Year Two. All projects will meet or exceed the NPP Storefront and Façade Design Standards. The first (year 2) year of residential façade improvements wasn't that well received. More extensive marketing will be done to increase participation this year. NPP Values: Place, Civic

#### GOAL TWO: COMMERCIAL DEVELOPMENT

##### ✓ Objective One: Commercial Façade Improvements

Revitalization efforts to bolster the businesses within the District is leveraged against our UEZ allocation, via grants and public information engagement activities. Finding ways to attract new (and former) customers to the businesses within the Irishtown neighborhood is essential to the success of this

program. Individual businesses will be expected to contribute a match to the NPP. NPP commitment: \$20,000. NPP Values: Economic, Place

#### GOAL THREE: BUSINESS MARKETING – WAYFINDING SIGNS

##### ✓ Objective One: Wayfinding signs at Proprietor's Park

Wayfinding signs will be installed at the park with directions to area businesses. NPP Values: Economic, Place

The host of our annual St. Patrick's Day parade will be advertising on electronic billboards on Route 130 at a very high traffic area. The parade will be on March 3, 2024 and end at Proprietor's Park. All restaurants and pubs are included on our social media marketing campaign.

#### GOAL FOUR: IMPROVE CLEANLINESS AND BEAUTIFICATION

##### ✓ Objective One: Amenities – benches, planters and signage

The marina is the last piece of the park to be improved. The marina has not been improved since it's installation many years ago. We have 20 boat slips and a loading ramp. While it is a great attraction for the residents and community to have a boat ramp, the tides make it difficult for entering and exiting the launch. Not much effort has gone into enhancing and/or marketing the marina area. However, the marina brings outside tourists when they do use this launch. This boat ramp is one of very few along the Delaware River. However, we have no invitation for these people to visit our town and neighborhood businesses. With the installation of a few benches and better signage, the marina will be more inviting to the boaters. NPP Values: Place, Civic

##### ✓ Objective One: Engaging the commercial businesses

We've made strides in engaging the businesses in the Irishtown district. This is improving through the leveraging of NPP, UEZ and Covid funds. The businesses have shown interest in sponsoring the flower boxes this year and sponsoring maintenance for the new gateway signs that have been funded by the UEZ. This will create a more fluid beautification process and at the same time, build new relationships with business owners. NPP Values: Economy, Place, Civic

##### ✓ Objective Three: Community Garden

In the center of our Irishtown, we have a small community garden. This garden is supported by the community and receives no funds from the City except in kind public works on occasion. The location of the garden is directly across from the middle school, and NPP stakeholders would like to improve the condition of the garden, with repairs, garden materials and tools.

Objective

#### GOAL FIVE: PUBLIC ART

##### ✓ Objective One: Public Art

The first installation of Public Art, the Wave Wall, was completed our Year 1, and the Carr's Hardware mural was completed in year 2. We will build a knee wall garden to protect the Wave wall installation, with appropriate green life. NPP commits \$5,000 to this topic in 2024. NPP Values: Place, Civic

## CONCLUSIONS

The Irishtown NPP Stakeholder team stays cognizant of the survey results and of the NPP team assessments and recommendations from the technical assistance at the state level. For Gloucester City, NPP is not only adding social value and improving quality of life to the community, it has provided an economic boost for the first time in a decade. With the added improvement using our Community Capital Needs Grant funding to install the playground, the ability for us to market to a developer is key to the economic recovery of this City.

The City is still (yes, still... in the third year) negotiating with a developer for a 450-unit high rise market rate apartment complex on the river directly adjacent to the Park. The developer seeks to market to young adults and empty nesters. This project has been formally introduced to the public and is in the process of a redevelopment plan. Additionally, in the past six months, the City has entertained several major developers to develop an area which includes some 140 acres, including Brownfields designated properties, primarily owned by the City. These properties are contaminated and were never attractive to developers until recently.

NPP and other grant programs enable the City to present a more complete economic development plan within the Irishtown neighborhood and surrounding areas.

## BUDGET: YEAR THREE – 2024

	Irishtown NPP Budget Year 3	Budget	External Funding Year 3	External Funding Source	TOTAL
ADM - Other					
	Admin Other - Events/Marketing	\$ 10,000			\$ 10,000
	Minor Category Subtotal	\$ 10,000			
	Major Category Subtotal	\$ 10,000			
ADM - Personnel					
	NPP Coordinator Salaries/Wages	\$ 12,000	\$ 25,000	City Match	\$ 37,000
	Minor Category Subtotal	\$ 12,000			
	Major Category Subtotal	\$ 12,000			
Program - Development					
	Residential Façade Program	\$ 15,000	\$ 4,000	Property Owners	\$ 19,000
	Commercial Façade Program	\$ 20,000	\$ 6,000	Property Owners	\$ 26,000
	Wayfinding signs	\$ 30,000			\$ 30,000
	Amenities: Marina and King St	\$ 30,000			\$ 30,000
	Community Garden	\$ 3,000			\$ 3,000
	Public Art - Mural on UEZ storage c	\$ 5,000			\$ 5,000
					\$ -
	Minor Category Subtotal	\$ 103,000			
	Major Category Subtotal	\$ 103,000			
	TOTAL	\$ 125,000	\$ 35,000		\$ 157,000

## TIMELINE

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2024 Year 3 NPP												
Residential Façades Application	✖	✖										
Residential Façades Implementation	✖	✖										
Commercial Façades Application	✖	✖										
Commercial Façades Implementation	✖	✖										
Amenities Acquisition	✖	✖										
Amenities Implementation	✖	✖										
Wayfinding Signs	✖	✖										
Wayfinding Signs Implementation	✖	✖										
Community Garden	✖	✖										
Community Garden improvements	✖	✖										
Public Art: Acquisition	✖	✖										
Public Art: Implementation	✖	✖										

Acquisition/Implementation

## YEAR FOUR LOOK-AHEAD BUDGET

In Year Four, we will evaluate the success of our commercial and residential façade improvement programs. The Stakeholder's team is considering a project at the concrete area that needs repair at the bottom of the stairs, maybe a handprints or footprints in a colorized concrete. Years 4-5 funding allocated to "other projects" will be defined as the program evolves.