

# Seton Village NPP



2022 ArtBender performance at Vincent Monella Community Center

## Year 1 Summary and Year 2 Proposal November 2022



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### YEAR ONE SUMMARY & ACCOMPLISHMENTS

Seton Village NPP had a very active first year. NPP grant funding enabled a variety of new events and initiatives as well as supported anchor programming with increased attention to highlighting district assets and values. A feedback survey sent in November 2021 received over 750 responses from the community and provided a detailed roadmap for long-term planning and budgeting.

The Seton Village Stakeholder committee was formed in November 2021 and met six times throughout the year to provide feedback on new and ongoing initiatives within the district. The committee was comprised of residents, business owners, property owners, town officials, and student and faculty representatives from Seton Hall University. Meetings occurring on Zoom and in person. Additionally, feedback was solicited via monthly eblasts to a mailing list of over 450 people from the community via monthly newsletters and announcements as events and programs were introduced and/or promoted. With the acquisition of the Vincent Monella Community Center at 133 Fairview Avenue, the town held community use feedback sessions to gather information and suggestions for use of the land and buildings. The goal is to utilize the property as a community center with flexible space for programs, events, and office space including outside programming.

Façade and Business Improvement Grants (BIG) proved challenging due to high business turnover in 2022 and a limited number of property owners along the Irvington Avenue corridor. Efforts to collaborate with these property owners are ongoing and will involve increased relationship building and communication in 2023 with the goal to provide façade and storefront upgrades as well as strengthen support for business owners.

Among the year's top highlights:

- **District Accelerator Report** – In December 2021, Seton Village engaged Jaime Izurieta of *Storefront Mastery* to propose several simple interventions and best practices for small business activations and improvements along Irvington Avenue. The report, available on the [setonvillage.org](http://setonvillage.org) website in English and in Spanish, was distributed to businesses in the district in July and will be part of an ongoing welcome package for new businesses that open in Seton Village. Suggestions for storefront window designs and signage, sidewalk activations, kiosk opportunities, and placemaking ideas are key report takeaways.

- **Ward Place Mural + ArtBender** – June 2022 saw the relaunch of ArtBender, a town-wide community artmaking festival, centered in Seton Village. The festival included live music, yoga, community gardening, and the installation of a mural at the corner of Ward Place and Irvington Avenue. The mural was designed by local artist Kathryn Hall who, together with over 100 community members, painted the mural during ArtBender on June 4, 2022. Additional arts programming included the installation of a temporary LGBTQ+ Pride sculpture with Pride+ and the Rainbow Youth Alliance and local programmatic collaborations with the South Orange Public Library, Idea Space Architecture + Design, The JESPY House, various local restaurants and businesses, and area artists and musicians.
- **Catalyst Project: Vincent Monella Community Center** – After the Township of South Orange Village was gifted 133 Fairview Avenue, NPP pursued and was awarded additional NPP Community Capital Needs funding (CCN) as well as state Community Development Block Grant funding (CDBG) for ADA upgrades to the interior and exterior of the building. NPP began programming on the front lawn on the community center in June 2022 through Outside Yoga, flea markets, live music, and seasonal events. Capital improvements and construction will continue throughout 2023 and additional programs and initiatives will be added to the community space as the year goes on.
- **Website launch, social media push and communication** – Setonvillage.org was launched in February 2022 and both the Instagram and Facebook accounts for the district were well utilized throughout the year. In addition to general information about Seton Village, the website includes business profiles, recent news articles, event notices, and important resources for local businesses. A business directory and map were added to the website in August. A monthly newsletter, drawn from content on the website, is emailed to a growing list of over 450+ community members toward the middle of each month.
- **Bloom Seton Village launched** – The district Green up/Clean up initiative was launched in the second half of 2022. To date, volunteers have met to plant bulbs for the Spring as well as plan the 2023 launch of a Community Shed in collaboration with the township and other regional nonprofit partners.
- **Carter Park upgrades** – Carter Park benefited from several upgrades this year including the installation of a community garden, new trees planted, added seating, landscaping, approval for two sunshades and locally crafted flower boxes (currently in fabrication) to be installed in 2023.

- **Hola Fest** – Formerly the Seton Village Food Truck & Craft Beer Festival, this event went on hiatus during the pandemic and was re-envisioned as Hola Fest for 2022 in celebration of Hispanic Heritage Month. The event included over 20 food trucks and a beer garden in the West Fairview pocket park and parking lot. In addition to partnering with Somos SOMA Latinos, a local group of residents dedicated to promoting Latinx programming for Maplewood and South Orange, the event engaged the many Hispanic-owned businesses and restaurants along Irvington Avenue and helped to brand the district as an international food corridor for the region.

Over 8,000 people attended Hola Fest in 2022 and businesses along Irvington Avenue. Live cultural performances drawn from regional arts groups brought new audiences to the district. The event, which had been held on Friday evenings in past years, was moved to Saturday afternoon and evening to allow for more families to attend. Performances highlighted Latino dance and music groups from all over the world including Spain, Mexico, Columbia, Puerto Rico and beyond. The variety of food trucks also attracted folks from all over New Jersey. Hola Fest was advertised in news publications and via social media groups throughout Essex County and the individual food trucks and arts groups were essential partners in getting the word out to the broader public. Students from the Adelante student group at Seton Hall University served as event Emcees throughout the day. Ongoing collaborations with Adelante and other student groups following Hola Fest have deepened the NPP district's relationship with the university and its student body.

- **Essex County Street Improvements** – Essex County completed several crosswalk and ADA curb upgrades along Irvington Avenue in 2021. Striping and future work on the intersection of Ward Place and Irvington Avenue are planned for 2024.
- **Seasonal Decorations & Lighting** – Fourteen trees were wrapped with new seasonal lighting as well as other flourishes in November 2022. Additionally, Irvington Avenue gas lamps along the corridor were wrapped with garlands and holiday lighting was installed on the front lawn of the Vincent Monella Community Center.
- **Partnerships with Seton Hall University** – In addition to two student and one faculty member of the Seton Village stakeholder team, Seton Village partnered with the Adelante student group on Hola Fest and distributed a map and business directory for students that was distributed during August's new student orientation and return to campus events.



## YEAR TWO PROPOSAL

Year two will include the continuation of initiatives begun in year one as well as increased attention to businesses and the Irvington Avenue walking corridor.

### Economic Development Projects:

- **Façade Improvement and Business Innovation Grant Program** – Seton Village NPP will continue to build relationships with businesses and property owners along Irvington Avenue and will provide funding for façade and BIG grants. NPP Cost: \$5000. Property Owner Match: \$1000. – Economic and Place Value.
- **Irvington Avenue Tree Well Rehabilitation** – Seton Village NPP will work to identify, repair and/or replace seven tree wells and plant trees between Riggs Place and Fairview Avenue along Irvington Avenue. There are currently several dead or missing trees along corridor which has contributed to a pedestrian walking hazard as well as a lack of shade. Tree well design must take into consideration the best options for tree survival as well as select appropriate trees for planting that can provide shade and will not obstruct walkways or businesses along Irvington Avenue. NPP Cost: \$24,500. In-kind and County contribution: \$5,000. – Economic and Place Value.
- **Irvington Avenue Clean up and Sidewalk Maintenance** – Excess litter and sidewalk weed maintenance remain a concern for residents and businesses along Irvington Avenue. Seton Village NPP plans to engage landscaping services to provide weekly additional clean up and maintenance for the corridor in 2023 to identify and provide a long-term plan for prioritizing locations that require additional attention and clean-up. NPP Cost: \$20,000. Municipal: \$4,000. – Economic and Place Value.

### Community Development Projects:

- **ArtBender + Public Art** – The May/June event will include the installation of public art to the district in either a community mural or another community-based art program to be identified in January 2023. Community partners and sponsorships will be key to the planning and execution of the program. NPP Cost: \$7,000 Sponsors and In-Kind donation: \$2,000. – Economic, Social and Place Value.

- **Hola Fest** – Event will again be held to highlight local businesses and align with Hispanic Heritage Month in October 2023. This anchor program will be heavily promoted within South Orange and Maplewood, but also throughout the county with special attention to neighboring communities in Newark, Irvington, East and West Orange, Montclair, and Millburn. The goal of Hola Fest is to celebrate Hispanic Heritage Month by highlighting Irvington Avenue businesses as well as partnering with regional arts and dances groups to showcase a multi-cultural family-friendly food-centric event. Food trucks, performances, local business promotions and partnerships will continue. NPP Cost: \$20,000. Sponsors, and In-kind donations: \$5,000. Municipal support: \$5,000. – Economic, Social and Place Value.
- **Bloom Seton Village + Community Shed** – Bloom Seton Village will work on writing and implementing a long-range plan for clean-up, beautification, flower and tree planting, community garden installations, a Community Shed, and educational programming within the district. NPP Cost: \$5000. Municipal and other support: \$2500. – Social, Civic and Place Value.
- **Carter Park Sunshade + Flower Boxes** – Additional sunshades to cover seating at Carter Park will be purchased and installed. Additionally, the installation of raised flower beds and landscaping upgrades will continue throughout 2023. NPP Cost: \$17,000. – Place Value.
- **Seasonal and Café Lighting** – Tree wrapping, lighting, and seasonal decorations will continue along Irvington Avenue with the additional of café lighting to the Riggs Place and Irvington Avenue corner for the Spring and Summer months. NPP Cost: \$7,000. Other municipal match and in-kind support: \$2,500. – Place Value
- **Vincent Monella Community Center Programming + CCN Progress** – Seton Village NPP will continue to program outside the community center in 2023 including Outside Yoga, community block parties and flea markets, outside movies, seasonal events, and collaborations with Bloom Seton Village. As the building repairs are completed, additional community use sessions and programming will occur inside the community center as well as programming the Annex portion of the building for municipal and community meetings. NPP Cost: \$4000. Sponsorships: \$1000. Municipal match: \$1500. – Social, Place and Civic Value.
- **Seton Hall University Partnerships** – Seton Village NPP will continue to partner with campus student groups and faculty as well as prepare materials and business promotions for students and faculty with special

attention to SHU Fall orientation, Family Week and graduation. NPP Cost: \$0. Municipal: \$1500. – Social, Place and Civic Value.

- **Advertising, design, subscriptions & copying** – Fees for domain and web hosting, online advertising, graphic design and copying needs for events and district activities. NPP Cost: \$2500.

Administration:

- **NPP Coordinator** – The Township of South Orange will employ a Part-time NPP Coordinator for all NPP projects/programming. NPP Cost: \$10,000. Municipal match: \$25,000.

## BUDGET

	<b>NPP</b>	<b>Municipal Money</b>	<b>OPM</b>
ArtBender + Public Art Project	7000	0	2000
Bloom Seton Village	5000	2500	2500
Community Center Programming	4000	1500	1000
Façade and Business Mentoring	5000	0	1000
HOLA Fest	20000	5000	5000
Seasonal and Cafe Lighting	7000	2500	0
Irvington Avenue Clean Up + Maintenance	23000	4000	0
NPP Coordinator	10000	25000	0
Subscriptions & Copying	2500	0	0
Sunshade + Flower Boxes	17000	0	0
Tree Well Construction	24500	5000	0
<b>CATEGORY TOTALS</b>	<b>125000</b>	<b>45500</b>	<b>11500</b>
<b>TOTAL</b>			<b>183500</b>



## SELECT PHOTOS & PRESS:



Vincent Monella Community Center Photo: Matt Peyton



HOLA Fest 2022 Photo: Matt Peyton



2022 ArtBender Community Garden Photo: Sally Unsworth



2022 ArtBender Ward Place Mural Photo: Morgan Triska



2022 ArtBender Ward Place Mural Photo: Morgan Triska



Yoga Outside at Vincent Monella Photo: Sally Unsworth





Seasonal Lighting along Irvington Ave Photo: Sally Unsworth



Vincent Monella Comm Center Groundbreaking Photo: SU



Vincent Monella Comm Center Groundbreaking Photo: SU



Vincent Monella Comm Center Groundbreaking Photo: SU



Seton Village Bulb Planting Photo: SU



Gingerbread House Making Photo: SU



Seasonal Planters Photo: Sally Unsworth



**TAG: SETON VILLAGE NEIGHBORHOOD PRESERVATION PROGRAM (NPP)**



ARTS & CULTURE ♦ SOUTH ORANGE

**Hola Fest Success—Seton Village Hispanic Heritage Celebration and Food Truck & Craft Beer Event Merge**

The Village Green

October 17, 2022 [f](#) [t](#) [@](#) [e](#)

From Seton Village Neighborhood Preservation Program (PPP): South Orange, NJ – Hola Fest 2022..



COMMUNITY ♦ GOVERNMENT ♦ SOUTH ORANGE

**POSTPONED: South Orange Groundbreaking for ADA Improvements at Fr. Monella Community Center**

The Village Green

September 29, 2022 [f](#) [t](#) [@](#) [e](#)

UPDATE September 29, 2022: Due to anticipated rain, Saturday's groundbreaking event and CCR's Integrated..



BUSINESS ♦ SOUTH ORANGE

**Seton Village Business Profile: Ornella Williams of Chamberi Boutique**

By Seton Village Neighborhood Preservation Program (NPP)

August 16, 2022 [f](#) [t](#) [@](#) [e](#)

Meet Ornella Williams from Chamberi Boutique at 253 Irvington Avenue, courtesy of the Seton Village Neighborhood..





ARTS & CULTURE ◊ COMMUNITY ◊ SOUTH ORANGE

## After a Mural Was Lost, Seton Village & ArtBender Saw an Opportunity

The Village Green

July 1, 2022 [f](#) [t](#) [@](#) [e](#)

One year after a beloved mural at Ward Place and Irvington Avenue was mistakenly...



ARTS & CULTURE ◊ COMMUNITY ◊ EVENTS ◊ SOUTH ORANGE

## ArtBender Is Back! June 4, 9 AM – 5 PM, Seton Village in South Orange

By Seton Village Neighborhood Preservation Program (NPP) And South Orange Village

June 2, 2022 [f](#) [t](#) [@](#) [e](#)

Seton Village Neighborhood Preservation Program (NPP) and South Orange Village: South Orange, NJ – Seton Village Neighborhood...