

## Best Front Forward Launched

### Facade Loan Program Debuts with 15% Grant Bonus

The brick and mortar beauty of Bethlehem's North by Northwest neighborhoods is in the details that compose the style of each home, be it Colonial Revival, Victorian Second Empire, Italianate, Four Square or another style that was prevalent when the homes were built. These buildings have withstood the test of time, they stand in testament to our City's heritage, and they are a big part of what makes our community unique today.

NbNW seeks to help homeowners discover, revive, and retain the original beauty of the façades of their homes. Best Front Forward, a low interest loan program, was launched in July, and as a sign-on bonus, the City of Bethlehem has made funding available, allowing a 15% grant in addition to the loan. For example, if you borrow \$30,000 for your façade rehabilitation, you also qualify for a \$4,500 grant towards project costs. An informational brochure and guidelines will be available to help guide you through the process.

To re-model or to re-muddle – that is the

question. Not all upkeep to homes in NbNW has been in keeping with the style of buildings. Many quick-fix "solutions" have masked or made worse problems. For example, a previous owner may have installed aluminum siding over brick instead of pointing the mortar, causing the masonry to retain moisture and spall (break loose the outer layer) over time. Or if a porch is changed with stock railings and uprights, rather than matching the style and materials, it upsets the continuity of the row of homes. Over time and across a neighborhood, the cumulative effect of such erosive changes lowers the value of all homes in a neighborhood – across the board.

Not sure what to do, but want to do something? Best Front Forward helps with free architectural advice. Restoring the details to the façade of the home is what this program is about. If you are interested in more information, call the office at 610-997-5732 to make an appointment to learn how it works. NbNW is ready to help you get started today.



#### Resources ...

[www.nbnw-bpa.org](http://www.nbnw-bpa.org)  
[www.bethlehem-pa.gov](http://www.bethlehem-pa.gov)  
[www.moviesgamesnmore.org](http://www.moviesgamesnmore.org)

#### In This Edition ...

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TreeVitalize is Greening NbNW Neighborhoods

MGM Season 2 - Pandas and Aliens!

Friendship Park Community Garden

Decorative Streetlights to Light-up Gateway

#### Upcoming Events ...

October - Halloween parade and celebration of the Broad Street Bridge

#### Next Issue ...

NbNW Potluck Suppers

### Graffiti Busters Fight Blight

According to the National Association of Realtors, the presence of graffiti in a neighborhood reduces the value of its homes by 15%, if the graffiti is hateful, 25%! Translation: if your house is worth \$200K it's a \$30,000 hit you are taking. For a few bucks worth of spray paint and Sharpies, a graffiti vandal is taking \$30 grand out of your pocket. **Graffiti pg. 3**



First Star Bank Volunteer Fights Blight

### Fairview & Friendship Parks Even Better for Gathering

A grant from the Greater Lehigh Valley Chamber Foundation has provided needed funds for four new tables in our neighborhood parks. The new tables with attached benches provide a place for neighbors to gather and for kids to do arts and crafts together. Two tables were placed in each of the NbNW parks, Fairview and Friendship further enhancing these public spaces as focal places for each neighborhood. A huge thank you to the Greater Lehigh Valley Chamber Foundation for matching NbNW funds and making this happen!

### Bethlehem NbNW Community Connections

As part of our mission, *connecting neighbors* the North by Northwest Neighborhood initiative has implemented Constant Contact, a software system that keeps us connected.  
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# Friendship Park Community Garden

## Neighbors Plant a Garden with Purpose

Community gardens are not just for flowers; the garden planted and maintained by the neighbors surrounding Friendship Park (aka Tank Park) is plowed with purpose. The raised wall on the north side of the park has provided the perfect place for local residents to bring their holistic concept to life: a garden of ornamental natives and delicious edibles!

On March 23rd, volunteers stripped, weeded, and tilled in compost, to prepare for seeds and seedlings. Children who joined in painted signs on donated wood. A local DJ entertained the group and made the work day more fun.

The goals of this project are many: to keep the Friendship Park kids focused on a positive project; to encourage neighbors to come outside and socialize; to beautify

Bethlehem; to remind people that Friendship Park can be a gathering place for this diverse and wonderful community; and to provide healthy food to residents and local soup kitchens.

**Want to plant a Garden with Purpose in your neighborhood? Here's a list of plants that have successfully grown in Friendship Park so far:**

### Edibles

Mixed Greens, Snap Peas, Green Beans, Tomatoes, Peppers, Nasturtiums, Cucumbers, Watermelon, Zucchini, Onions, Raspberry, Sunflower, Herbs: Parsley, Marjoram, Cilantro, Basil,

### Native Ornamentals

Joe Pye Weed, Echinacea, Black-eyed Susan, & Fern.

### Non-native Ornamentals

Hosta

A neighborhood family came up with the concept and found support through NbNW to bring their vision of a cleaner, greener park to reality. They are happy to report that negative treatment of the park is tossed out along with the crabgrass. The garden has fostered a positive community spirit for this public space.

Friendship Park is making a comeback, as more and more, families spend time there to enjoy all it has to offer: basketball courts, a playground and swings, picnic tables, the garden, and outdoor movies. This park truly lives up to its name, and is a welcoming place for neighbors.

## MGM Season 2

### Pandas & Aliens!

Season 2 of Movies, Games & More is underway. Friendship Park was the scene of *Madagascar 2* after two rain postponements.

The Lehigh Valley Zoo joined the fun, bringing some of their critters along; hissing cockroaches, a snake, a falcon, and more - they were a huge hit! Miles Kwiatek created his own Pennies for Penguins table

to help the zoo raise funds. He will continue through the MGM season, so bring your pennies to upcoming screenings and see Miles' display.

The Rose Garden came alive with Honey Honey, Super Trouper, SOS and other songs from *Mamma Mia*. The

Nitschmann Middle School Cheerleaders did a great job with the Snack Shack so be sure to see them at the next couple screenings at the Rose Garden.

*Mamma Mia* was so popular that NbNW is considering an encore performance; look for the reprise either in fall or spring. *Get Smart* was shown at Fairview Park and the neighborhood

was "Loving it". And Bethlehem Police's Cops -N- Kids program distributed free books to kids and adults.

Friendship Park became Po's Village for *Kung Fu Panda*. Lanterns, scrolls, umbrellas, fans and more made the park look like

**MGM** pg.3



## Tree Welcoming Walks

### NbNW Neighbors Get the Arboreal Facts

One aspect of our environment that makes Bethlehem a most livable city is the abundance of trees. In May and June, NbNW sponsored two entertaining and informative Tree Welcoming Walks with Penn State Forester Julianne Schieffer. Numerous neighbors joined the first walk on May 21, on the

West side during which Ms. Schieffer introduced new species, such as the European Hornbeam, and the Paperbark Maple, and described the perils faced by urban trees. The second walk took place on June 17, when neighbors gathered at Friendship Park to explore the more complex arboreal environment

of the surrounding neighborhood. Ms. Schieffer pointed out very large, older varieties favored nearly 100 years ago, like horse chestnuts, and compared them to newly planted varieties like the

Swamp Oak. Neighbors who attended these events were excited by the impact of new street trees on

the streetscape. North by Northwest volunteers Scott and Natalie Arnold produced a "North by Northwest Treewalk Guide" that provides details on new species and an index by street. This helpful guide is available on the NbNW web site.



# TreeVitalize is Greening, Softening and Shading NbNW Neighborhoods

Pennsylvania Department of Conservation and Natural Resources' TreeVitalize program recently awarded NbNW a grant that paid for planting 48 trees. This grant, earmarked for the Lehigh County portion of NbNW, enabled the greening of the "Avenues" specifically 4th, 5th, 6th, and Prospect, where street trees were planted in Spring.

Also funded in part by PA DCNR's TreeVitalize program, trees will be planted in the Northampton County side of NbNW in the next planting season. Combining this grant with funding from other sources will allow filling-in on major streets such as Union, Main, New, Center, and Linden with the next planting as well.

Tree planting will be continued along NbNW smaller streets in the future. Here, spaces will be filled-in along W. Market, North, parts of 5th on the West Side, and Ettwein, Garrison, and North on the North Side. The street tree-planting program will reach out again to property owners who refused trees during the first round, in hopes there'll be a change of heart.



**In Other Tree News:** NbNW has nearly completed the GPS tree inventory. Many may have been struck with curiosity when seeing someone standing by a tree with a funny yellow device; these volunteers are entering important data into these devices. Collecting details like the GPS coordinates, address, species, size, condition, notes on the overhead wires, and the condition of sidewalks, will help in formulating future planting plans, and completing grant applications.

**Calling All Tree Tenders:** If you are interested in trees, plan on attending NbNW's next Tree Tender Training in September. To learn more about this session, visit: [www.pennsylvaniahorticulturalsociety.org](http://www.pennsylvaniahorticulturalsociety.org) and click "Tree Tender Training". Also, to stay current on NbNW tree events and information, you can join our email list by going to the NbNW website [www.nbnw-bpa.org](http://www.nbnw-bpa.org), enter your email address in the space provided and click subscribe.

**Note:** Neighbors, you may notice some of the new street trees aren't quite making it; don't fret, the planting contractor is obligated to replace plantings that don't survive a year. Street trees that were planted last fall will be evaluated shortly.

## Graffiti (con't from pg. 1)

Graffiti is present in our neighborhoods on traffic signs, in the parks, even on private property - garage doors and the like. Join NbNW Graffiti Buster volunteers to help spot graffiti, identify the vandals, document the incidents, and remove graffiti as soon after it happens as possible. In Allentown, a graffiti vandal was recently convicted and is serving time in jail; this individual had perpetrated so many incidents of graffiti, the charges mounted to a felony offense; justifiably considering the \$30K hit to net worth the vandal put on each homeowner of the neighborhoods that were marked! Call the office 610-997-5732, join the Graffiti Buster email list and check out the NbNW calendars, the website, or Facebook site to find out when the next meeting and training session of NbNW Graffiti Busters will take place!

## MGM (con't from pg. 2)

a scene in the movie. Tai Chi and Tae Kwon Do were demonstrated by Kim's Black Belt Academy, and there was a fireworks table by Celebration Fireworks. Adding to the festivities were demonstrations and displays by friends from China studying at Lehigh University, including a "Learn Chinese" station, a calligraphy demonstration, and a dumpling making station. David Schoneveld, a Nazareth native who is now working for Disney, joined us by phone to talk about his work on the film. Friendship Park was the place to be on July 8th; what a great night - and passports weren't required!

A flying saucer landed and aliens took over Fairview Park for *Mars Attacks*. The saucer, courtesy of Dave Godiska from Northampton Gallery of Pianos was



lifted high in the air thanks to our friends at the Armory on 2nd Avenue - thank you to the local U.S. Army Reserve! They also showed the kids their Humvees - what a riot! Dr. Gary DeLeo from Lehigh presented *Mars: Fact and Fiction* with the help of the Alien Ladies from Underwired, Girlfriends Boutique, and the Happy Hooper team. Thanks also to Stephanie Faerber and

Lux Salon for the help with their makeup and hair. The Martian Tourism Bureau distributed info on vacations on Mars but there was some controversy over their claims of beautiful sand beaches, fresh air and cool water. There was even a 1/6th-scale working replica of the Mars Rover: Spirit and Opportunity. It was used to look for intelligent life but sadly none was found amongst the crew ;).

## Broad Street Bridge Centennial (1909-2009)

NbNW will commemorate the 100<sup>th</sup> anniversary of the Broad Street Bridge with celebratory activities and display of memorabilia. Stay tuned via our web page and Facebook.

# You're in Constant Contact

## NbNW Updates Delivered to Your Email Inbox

Keep in touch. You can receive email updates about your neighborhood by subscribing to NbNW. Go to [www.nbnw-bpa.org](http://www.nbnw-bpa.org), scroll to the Join Our Email List box found on the bottom right sidebar; type in your email address, then click "subscribe"; you will then be guided through a short series of prompts. You can join a list for specific information and updates on matters that mean the most to you; there are currently 20 to choose from. NbNW uses the popular software, Constant

Contact to help manage email lists and email blasts. You can modify your lists at any time or opt out very easily. Plus, you can send feedback to NbNW, quickly and directly. So, what are you waiting for? Updates are as close as your desktop, laptop, or hand-held mobile device.

**Check the Bethlehem North by Northwest website [www.nbnw-bpa.org](http://www.nbnw-bpa.org) for a complete, downloadable listing of Neighborhood Block Watch Groups**

# Lighting Up the Gateway

## Hometown Streets for Rt. 378 City Entrance

Recommended in the Bethlehem North by Northwest Plan, decorative acorn-style streetlights will be placed along West Broad Street from 1st to 3rd Avenue. This cohesive streetscape element will light the way into the neighborhood and Downtown Bethlehem. NbNW has been successful in cobbling together resources to beautify NbNW neighborhoods, including street tree planting, and a home façade program. For the gateway

project, NbNW plans have been submitted to PennDOT's Hometown Streets grant program. Bethlehem's Public Works department is also requesting PennDOT funding to pave West Broad Street from the Bethlehem city limit at Club Avenue eastward toward downtown. This will greatly improve the appearance of the corridor, and will make travel along West Broad smoother! Look for these projects to start next Spring.

## About BETHLEHEM North by Northwest

A Pennsylvania Elm Street Project, the North by Northwest Neighborhood Initiative encompasses a number of improvement projects. The target area encompasses part of West Bethlehem and part of the North side east of the Monocacy. Background information on the program and the plan can be found at [http://www.bethlehem-pa.gov/dept/planning\\_Zoning\\_Permits/elmstreet/index.htm](http://www.bethlehem-pa.gov/dept/planning_Zoning_Permits/elmstreet/index.htm). To date the project has funded the neighborhood infrastructure and neighborhood development projects described in this newsletter.



Laura Burtner [laura\\_burtner@hotmail.com](mailto:laura_burtner@hotmail.com)  
**Newsletter Editor**

Julie Hughes [fourhughes@rcn.com](mailto:fourhughes@rcn.com)

Anne Connors [AConnors@pahouse.net](mailto:AConnors@pahouse.net)

**Neighborhood Committee Co-Chairs**

Robin Spilner [walkabout1@gmail.com](mailto:walkabout1@gmail.com)

Martha Cox [popicoh@rcn.com](mailto:popicoh@rcn.com)

**Design Committee Co-Chairs**

Christine Roysdon [cmr@lehigh.edu](mailto:cmr@lehigh.edu)

**Task Force Chair**

A. G. Pitsilos [apitsilos@bethlehem-pa.gov](mailto:apitsilos@bethlehem-pa.gov)

**North by Northwest Neighborhood Manager**

**Facebook: North by Northwest Neighborhood Initiative**

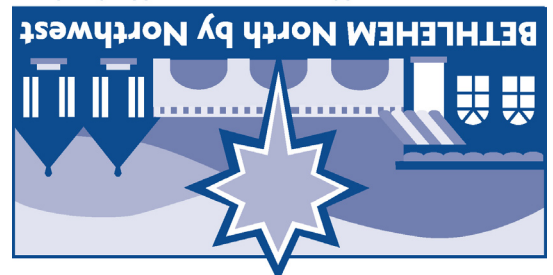
**Website: <http://www.nbnw-bpa.org/>**

## Information & Contacts

BETHLEHEM North by Northwest is a citizen-lead movement to renew interest in living in Bethlehem's neighborhoods. A variety of activities are generated from this initiative including community organizing, fun family events in parks, and neighborhood beautification. Benefiting from support of the City of Bethlehem and the Commonwealth of Pennsylvania's Elm Street Program; it is to become a self-sustaining, non-profit organization.

## BETHLEHEM North by Northwest

*Connecting Neighbors, Renewing Neighborhoods*



City of Bethlehem  
 10 E. Church St.  
 Bethlehem, PA 18018