

NbNW Community Connections
(con't from pg. 1)

NbNW has Properties of Merit

The Properties of Merit program aims to "reward and recognize property owners that maintain their properties in an outstanding fashion, encouraging them to continue high levels of property maintenance and inspiring other property owners to do the same." In 2008, Properties of Merit included residential properties in their program and selected the North by Northwest Target Area for nominations.

Volunteers from the neighborhoods coordinated the nominating process and went door to door in search of deserving properties. Residential nominees from the North by Northwest areas included the following addresses: 234 E. North

St. (People's Choice Award), 240 E. North St., 202 E. Goepf St., 266 W. Fairview St., 57 W. Fairview St., 639 Fourth Ave (People's Choice Award), 623 Fifth Ave and 438 Second Ave. The Café, and the Bethlehem Gallery of Floors (People's Choice Award), both businesses in the NbyNW area, were also recognized. For more information on Properties of Merit, visit www.mypom.org.

Luminaria Night Lights Up NbNW

On Saturday, December 13, 2009 South Bethlehem's New Bethany Ministries www.newbethanyministries.org held its 11th annual Luminaria Night. Throughout the Bethlehem area, streets were lined with 59,240 illuminated white bags - a breathtaking sight! The event raised \$54,000 to support homeless families living in Bethlehem and throughout the Lehigh Valley.

NbNW has been working to increase

neighborhood participation in Luminaria Night, focusing this year on the near-westside. Regional and block captains were established to canvas the neighborhoods for participants. The Fairview Park blockwatch lined the hundreds of feet outlining the park. Several churches participated, including West Side Moravian, Bethany UCC, Sts. Simon & Jude, and Holy Trinity Lutheran Church on Third Avenue, who provided cookies and beverages to volunteers and neighborhood strollers.

Luminaria Night 2009 is Saturday, December 12th.

Many thanks to all who participated in each of these events!



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. To date the project has funded the neighborhood infrastructure and neighborhood development projects described in this newsletter.



BETHLEHEM North by Northwest
Connecting Neighbors, Renewing Neighborhoods

is a citizen-lead movement to renew interest in living in Bethlehem's neighborhoods. A variety of activities are generated from this initiative including neighborhood 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.

Information & Contacts
Website: <http://www.nbnw-bpa.org/>
Facebook: North by Northwest Neighborhood Initiative
North by Northwest Neighborhood Manager
A. G. Pitsilos Apitsilos@bethlehem-pa.gov
Task Force Chair
Christine Royds cmr@lehigh.edu
Design Committee Co-Chairs
Martina Cox PopichakPopichak@rcn.com
Robin Spilner walkabout21@gmail.com
Neighborhood Committee Co-Chairs
Anne Connors aconners@papaiousenet.com
Julie Hughes fourhughes@rcn.com
Newsletter Editor
Laura Burtner laura.burtner@hotmail.com

City of Bethlehem
BETHLEHEM North by Northwest
10 E. Church St.
Bethlehem, PA 18018



North by Northwest News

March 2009 Issue 1



Resources . . .

www.nbnw-bpa.org
www.bethlehem-pa.gov

In This Edition . . .

250 Trees
Toward *Bicycle Heaven*
Bethlehem
Cameras in the Parks

Spring 2009 Events . . .

Saturday, April 18th
Cleanups: Fairview Park,
Friendship Park, & Rt 378
Interchange

Sunday, April 19th
Graffiti Buster Team
Training: Fairview Park

Saturday, April 25th
Neighborhood Yarrd Sale:
Friendship Park

Upcoming Events . . .

www.moviesgamesmore.org

North by Northwest Needs You!

North by Northwest has big plans for 2009, all of which require volunteers. We need volunteers who can spare a few hours here and there to help out with one of the park yard sales, or help out with the anti-graffiti squad. We also need volunteers who are seeking more in-depth involvement organizing events such as tree walks and neighborhood architecture walks. The popular Movies in the Park program needs a lot of volunteer help. Writers, photographers and chroniclers are needed for our newsletter and our web site. Those with gardening interests can meet others interested in establishing community garden plots. **Volunteers** pg. 2

250 Trees Line Streets & Bring Shade

This past fall the NbNW Neighborhood Initiative completed the first of many tree planting projects in the target area with a planting of 250 trees. Streets included in this first planting were:

E. Union Blvd., High St., New St., Center St., Goepf St., E. and W. Fairview Sts., 2nd Ave., 3rd Ave., and 5th Ave. More streets will be added to future plantings.

Residents of the target area were sent a letter regarding the tree plantings and most opted to benefit from this opportunity to add green in front of their homes. This reinforces a renewed interest and appreciation for the tree-lined street. The first tree, a maple, was planted near the corner of 5th Ave. and Broad St. Street. Tree varieties were chosen based on location and species suitability. There are more than 30 varieties, including ones such as Queen Elizabeth Hedgemaple and European Hornbeam. Cindy Smith, Urban Forester for the city of Bethlehem, is available for advice and information about the trees. ismith@bethlehem-pa.gov and 610-865-7050.

The value of trees is more evident than ever. They help absorb harmful carbon dioxide and provide cooling in the hot summer, important considerations at a time when the world is more



and more aware of our need to conserve energy and protect our environment. In addition, studies have shown that trees project a friendly and relaxed atmosphere translating into thriving neighborhoods, beneficial for all property owners.

Tree Vitalize, a PA DCNR funded program, recently offered residents training to become Tree Tenders who are now certified to help with the care and maintenance of these trees. Anyone interested in becoming a Tree Tender can contact NbNW manager, AG Pitsilos for more information apitsilos@bethlehem-pa.gov or 610-997-5732.

The NbNW Design Committee, an Elm Street steering committee composed of volunteers dedicated to improving the landscape of Bethlehem's neighborhoods, has been working diligently for over

2 years. Members have walked the streets of the North by Northwest area in all seasons and have gathered information to develop a plan to add to the beauty, character, and charm of Bethlehem.

Interesting websites for tree enthusiasts:

www.treelink.org
www.treesaregood.com
www.arborday.org

Cameras Focus on Bad Behavior at Fairview & Friendship Parks

If you are over at Friendship and/or Fairview Park this spring, take a look up. You should be able to see the new cameras that the NbNW Neighborhood Initiative are installing to help the Bethlehem Police Department monitor the parks. These cameras are able to pan/tilt and zoom in and the signal is recorded. The parks close at a certain hour and this will help with keeping people out of the parks after hours as well as help ensure the safety of our kids while using these parks.

NbNW Community Connections

As part of our *connecting neighbors* mission, the North by Northwest program has promoted neighborhood involvement in several projects that transcend our boundaries. read more pg. 4

