



ROBERT D. PARISI
Mayor

TOWNSHIP OF WEST ORANGE

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Beautification Project Enhances Downtown Streetscape

July 9, 2013 – West Orange, NJ -- Mayor Robert D. Parisi announced this week that a new downtown beautification project has been completed by the Downtown West Orange Alliance (DWOA). The project was partially funded through a Community Development Block Grant (CDBG) grant.

The \$25,000 CDGB grant was applied for and obtained by the DWOA. It was then matched by the Alliance with reserve money saved over the past three years.

A total of 160 new planters have been strategically placed in front of stores and along the Main Street corridor. Existing older pots were also reseeded and replanted. The planters offer an attractive setting to local businesses, citizens and visitors.

“This huge project was the brain child of DWOA board member John Bober and was a coordinated effort of our board, council members, Department of Public Works employees and volunteers from the community,” DWOA Executive Director Megan Brill said.

“As we were out and about, store owners and residents stopped us to comment on how beautiful the pots were. All of the business owners wanted a planter in front of their store. We are really making an impact.”

Parisi stated that applying for and receiving the CDBG grant is yet another way the Township can provide better service and reduce costs.

“These improvements are integral to the revitalization of our downtown district. As home to the Thomas Edison National Historic site, tens of thousands of visitors come to West Orange each year. We need to start thinking of our town as a tourist destination and we need to support our downtown businesses to draw more people to the Main St. corridor,” Parisi said.

For more information about the Downtown Alliance or to volunteer with the organization, please contact Megan Brill at 973-325-4109 or email downtown@westorange.org.

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