



Redevelopment Program

Newark Urban Transit Studio

Edward J. Bloustein School of Planning and Public Policy

Rutgers the State University of New Jersey

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Graduate Students:

Matthew Bell

Andras Holzmann

Michael Benson

Aimee Jefferson

James Clarkin

Michael Lawson

Elizabeth Derry

Benjamin Logue

David Dubovsky

Elizabeth Shulman

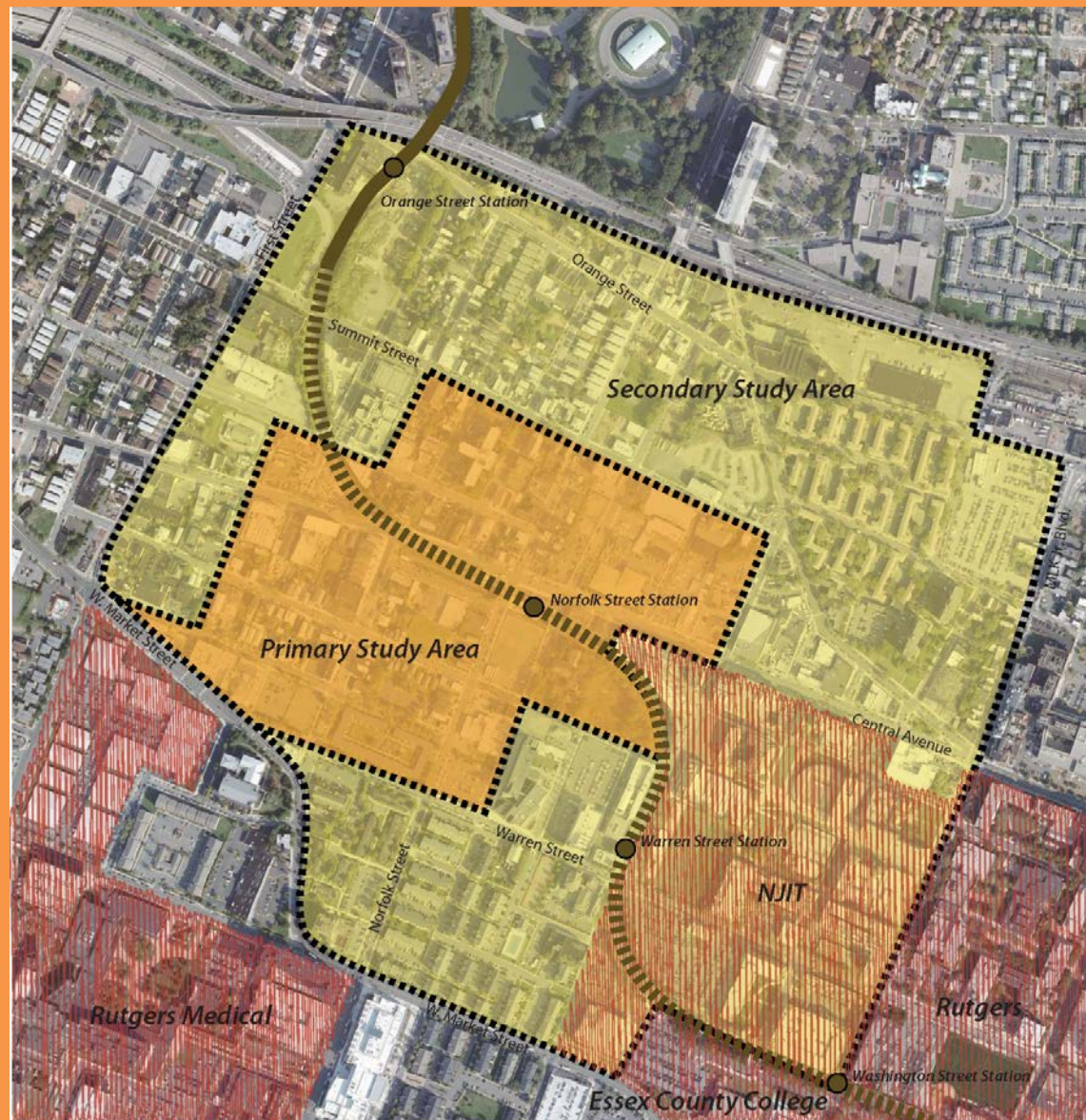
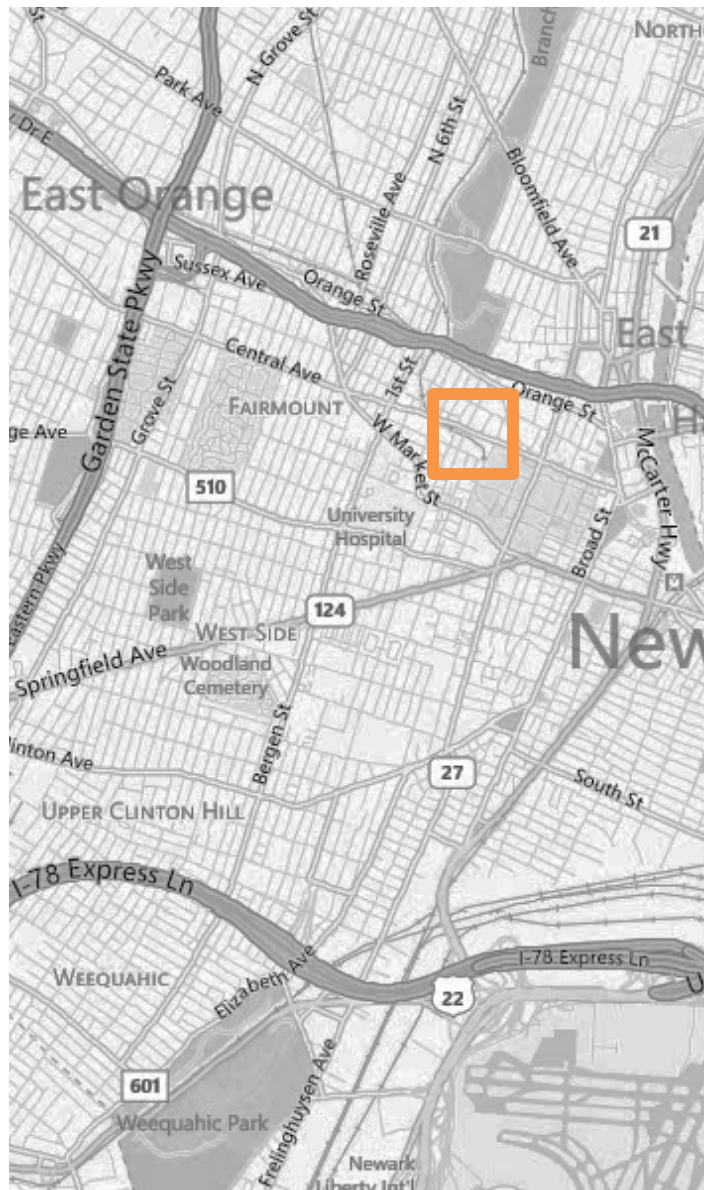
Francesca Giarratana

Alex Ward

Instructors:

Jeremy Colangelo-Bryan

Tom Schulze





A word cloud featuring various neighborhood names and assets. The words are arranged in a cluster, with 'Norfolk' being the largest and most central. Other prominent words include 'Branch Brook', 'Rutgers', 'NJIT', 'Light Rail', 'Penn Station', 'UMDNJ', 'Broad Street', 'Bethenny', 'University Heights', 'Brick City', 'ECC', 'Central Ward', 'New Hope', 'Baxter Park', 'Bio Trial', 'Society Hill', 'Churches', 'Redevelopment', and 'PATH'. The colors used for the text include shades of green, blue, orange, and yellow.

Branch Brook
Rutgers
NJIT
Light Rail
Norfolk
Penn Station
UMDNJ
Broad Street
Bethenny
University Heights
Brick City
ECC
Central Ward
New Hope
Baxter Park
Bio Trial
Society Hill
Churches
Redevelopment
PATH

1. Uneven cooperation between educational institutions, the local community, and the City
2. A surplus of underdeveloped and vacant lots which depresses land values and opportunities for housing and economic development
3. Norfolk light rail station is an underutilized asset within the community
4. Pedestrians, vehicles, and bicyclists conflict as a result of poor signage, sidewalks, amenities, and transit infrastructure
5. Insufficient green space, community amenities, and cultural attractions

1. Increase cooperation and **engage** educational stakeholders, the City, and local residents
2. Utilize urban design and programmatic incentives to revitalize vacant lots, encourage **housing and economic development** and bring a cohesive identity to the area
3. Develop Norfolk light rail **station** to create a vibrant hub
4. Mitigate pedestrian vehicle and bicyclist conflicts, improve **transportation** amenities to create a foundation for future developments
5. Increase the amount of **green space** in the community

Outreach

Site Visits

Identifying Problems

Analysis

Case Studies

Recommendations



Source: Elizabeth Derry

NORF●LK CENTRAL

Partnership

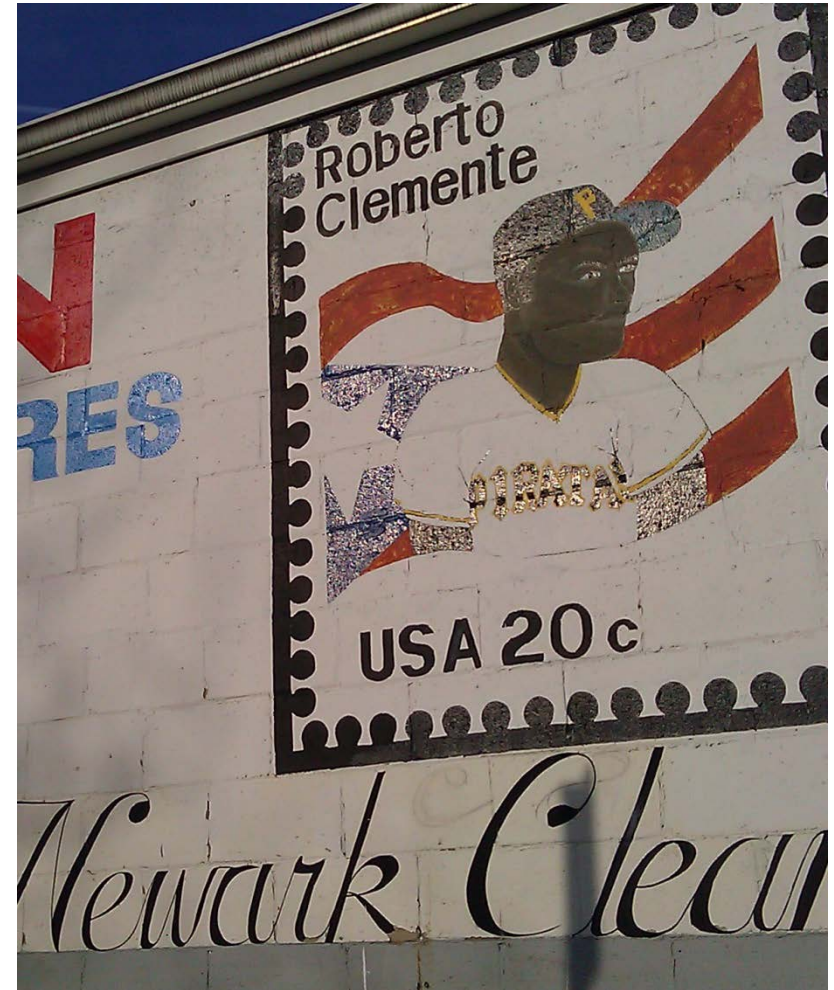
No champion for the neighborhood

Area is dominated by large scale institutional land uses that isolate the neighborhood

Lack of institutional leadership and cooperation

No active community advocacy groups

No Push/Pull Factor



Source: Elizabeth Derry

Create Partnerships

“Build organizational capacity for planning among universities and neighborhood residents to address the larger educational and economic development needs of the City” (Newark Master Plan, 2012)

Initial Steps

1. Public outreach campaign and survey
2. Identify stakeholders from the community
3. Organize planning committee
4. Explore funding opportunities
5. Determine community organizational structure

Benefits of Partnership

- Growing information & collaboration
- Sharing resources
- Increased information & credibility

Partnership Examples

- Special Services District
- Business Improvement District
- Special Improvement District
- Community Development Corporation



Source: Elizabeth Derry





Insufficient housing choices at varying income levels



Underperforming business corridors along Central Ave and Norfolk Street



Abundant underutilized and unimproved lots

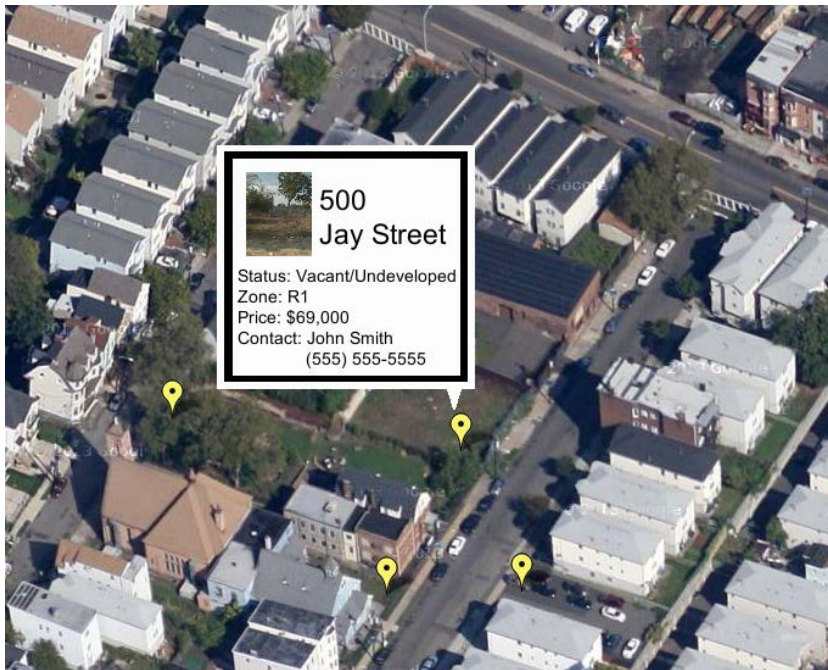


Lack of cohesive urban design



Little awareness of business, housing, and economic incentives

Empty Lots



Source: Google Maps & Alex Ward

Conduct a neighborhood-wide survey of the abandoned / unimproved properties for use in an easy-to-find and easy-to-use database marketed to those interested in developing in Newark.

BEFORE

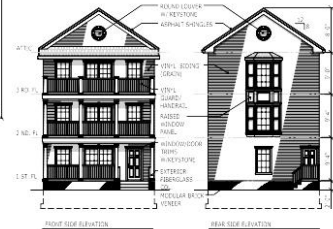
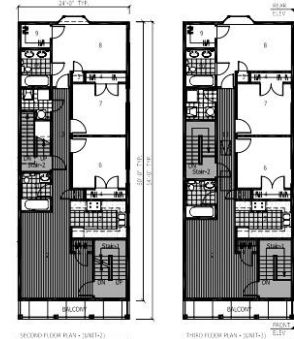
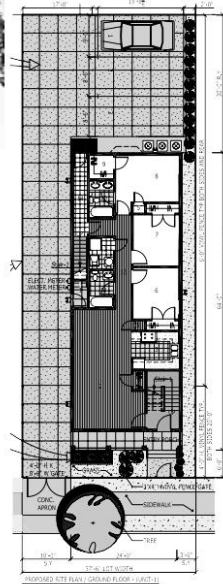
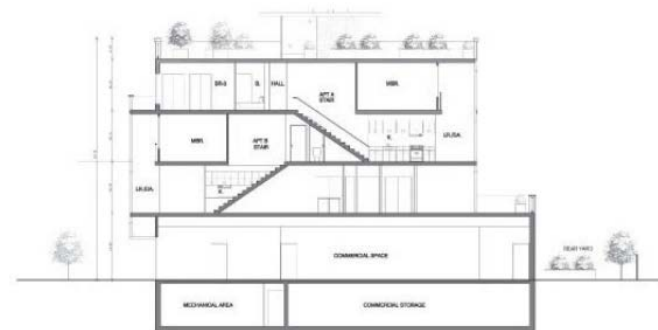


AFTER

Source: Google Maps & Alex Ward

Better advertise existing programs and formulate new strategies like the "Adopt-A-Lot" program that seek to utilize the land temporarily.

Housing



Housing & Economic Incentives

- Extend the Brick City Development Corporation's College Town Incentive Program to include our study area
 - Provides rental subsidies and grants for renovating existing structures
- University Grants/ Incubator
 - Housing Grants for University Employees
- Science, Technology, Engineering, Mathematics Sector
 - Similar to those found in Washington , Massachusetts, & Florida
- City, County, State, and Federal Tax Credits & Programs
 - Community Development Block Grants, Brownfields Economic Development Initiative , Urban Transit Hub Tax Credit , New Markets Tax Credits , Urban Enterprise Zone, Business Employment Incentive Program

Urban Design

- Make improvements consistent with a Complete Streets Plan and Beyond the Box Guidelines
 - Traffic Calming
 - Sidewalk Amenities
- Follow new Master Plan guidelines on zoning and development possibilities



Source: njbikeped.org



Source: njbikeped.org





NORF●LK CENTRAL

Station



Source: NJ Transit

Source: NJTRANSIT

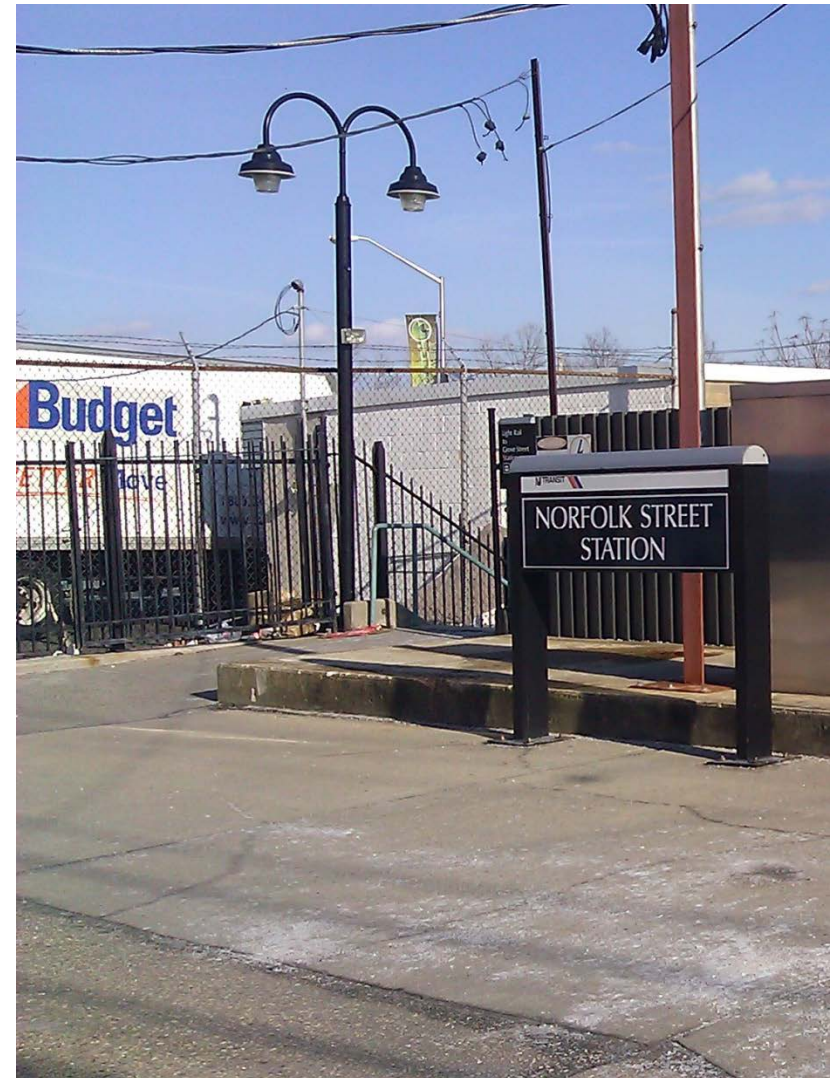
Poor visibility

Insufficient lighting and other safety concerns

Poorly designed reception plaza, deficient of appropriate amenities

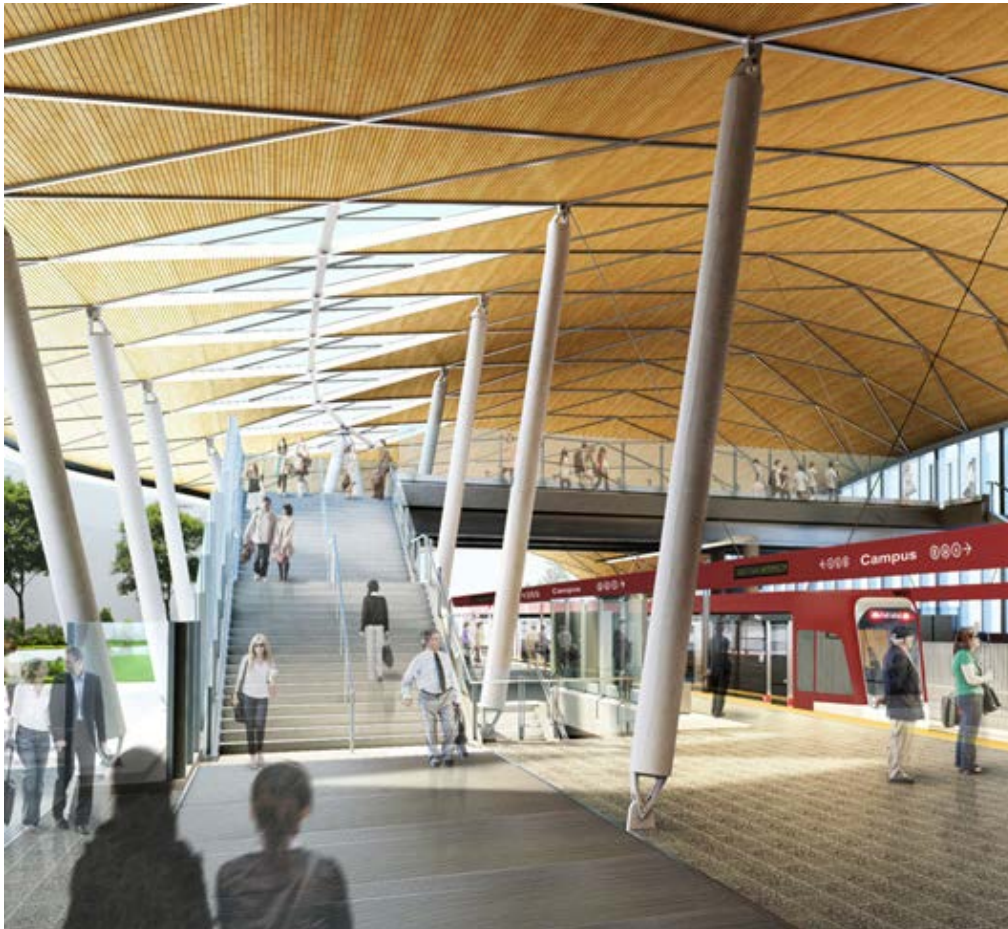
Not ADA compliant

Dilapidated station facilities



Source: Elizabeth Derry

Station Improvements



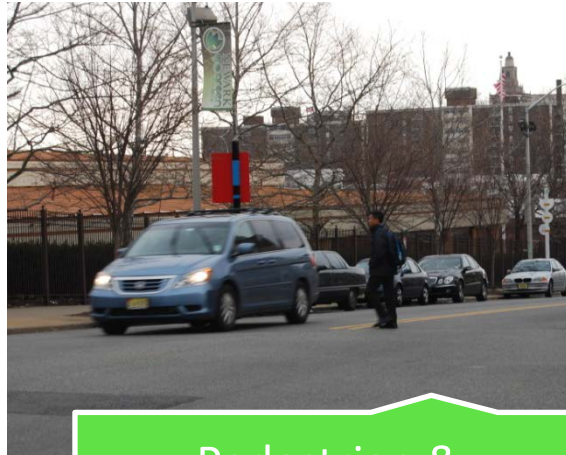
- Modernize the station
- Improve visibility
- Protection against the elements
- Safety
- Improve entrances and add landscaping
- Consider a small park near the station

NORF●LK CENTRAL

Transportation



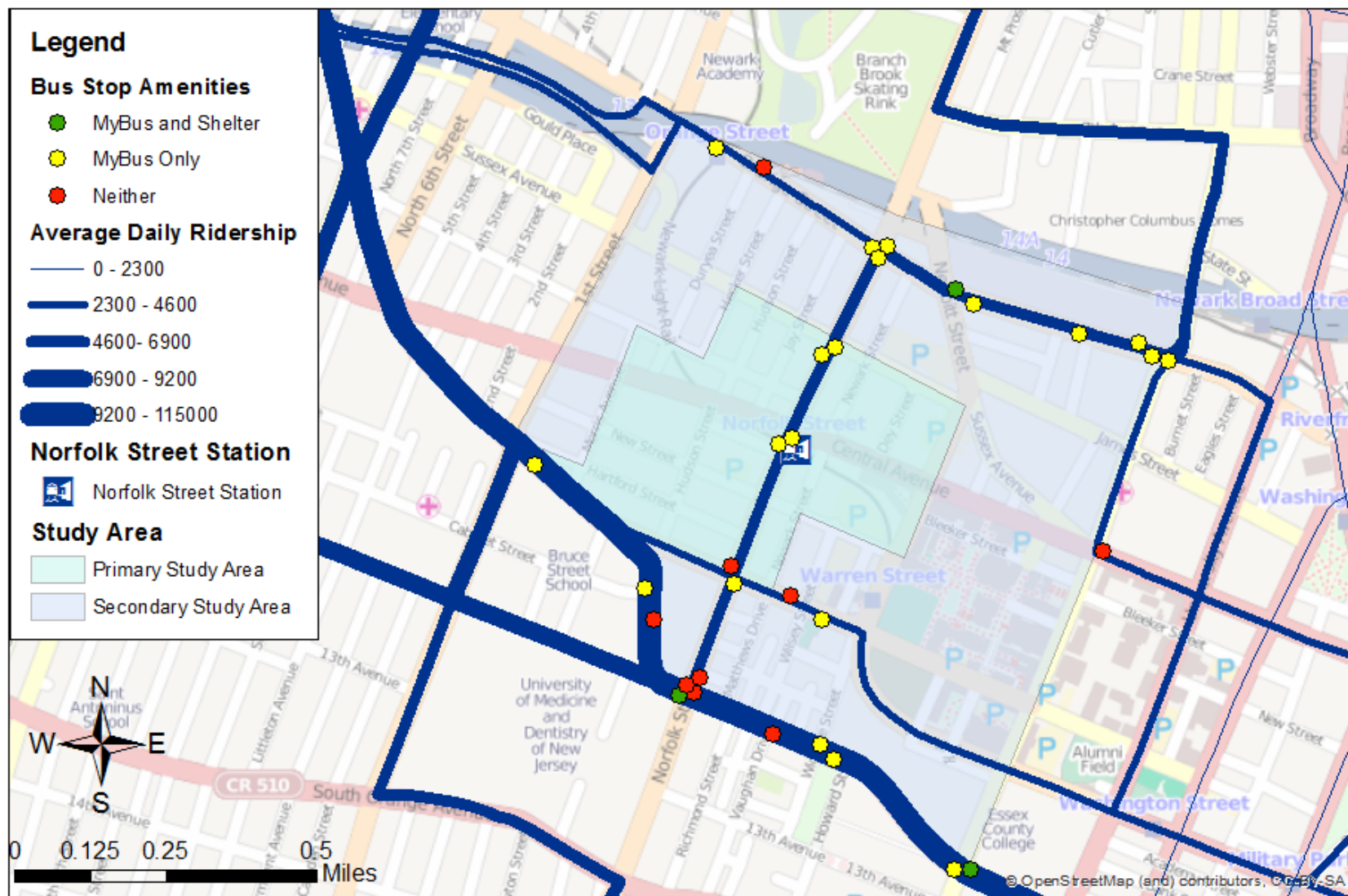
Need for additional signage and amenities



Pedestrian & automobile conflicts



Poor pedestrian connectivity



Maintenance

- Replace damaged trees
- Resurface sidewalks
- Clear trash



Science Park

- ↑ Branch Brook Park
- ↑ Boys Park
- ➔ University Heights

- ↑ Norfolk Street Station
- ↑ Broad Street Station

Legend

Suggested Wayfinding Locations

- Directions and Map
- Directions Only

Priority Improvement Corridors

- Road Safety
- Maintenance

Pedestrian Corridors

- Key Pedestrian Corridors
- Other Pedestrian Corridors

Norfolk Street Station

- Norfolk Street Station



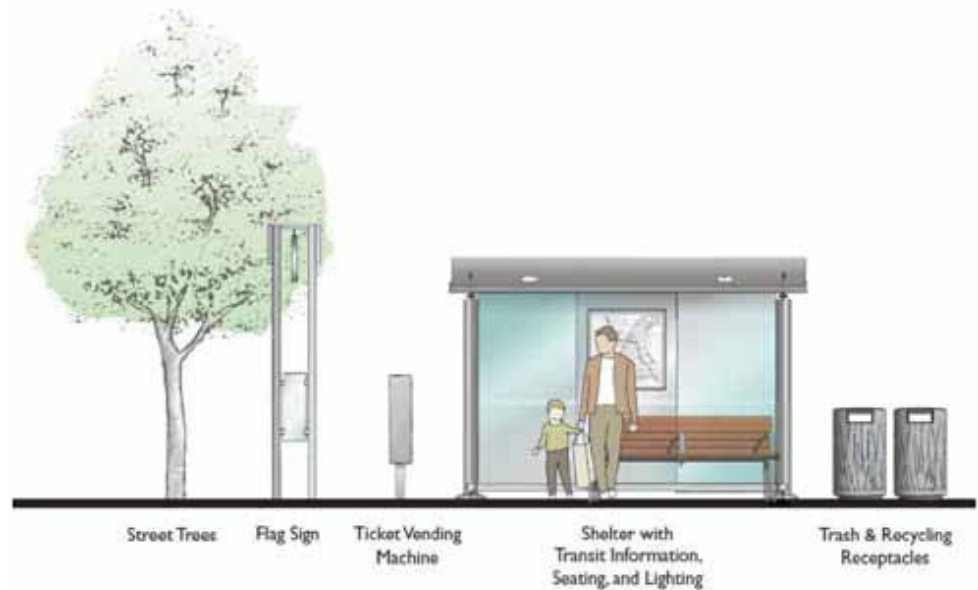
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Road Safety

- Additional signalized crossings
- Improved crosswalk markings
- Clearer road markings

Update Amenities and Signage

- Install bus shelters
- Improve visibility and signage
- Enhance personal security of people waiting at stops:
 - Improve lighting
 - Installing cameras
 - Installing help points



NJTPA Guidelines





NORF●LK CENTRAL

Green Space

Limited local
parks and green
space

Access to
Branch Brook
Park needs
improvement

Local schools
lack recreation
space



Essex County Jail Site



Oldest public
building in
Essex County



Plan to
demolish
building
rejected



Owned by
Newark



\$50,000 New
Jersey
Historic
Grant

Essex County Jail Site

Historical
Landmark
Park



Park with
existing
structures



Brand
New Park



No Park

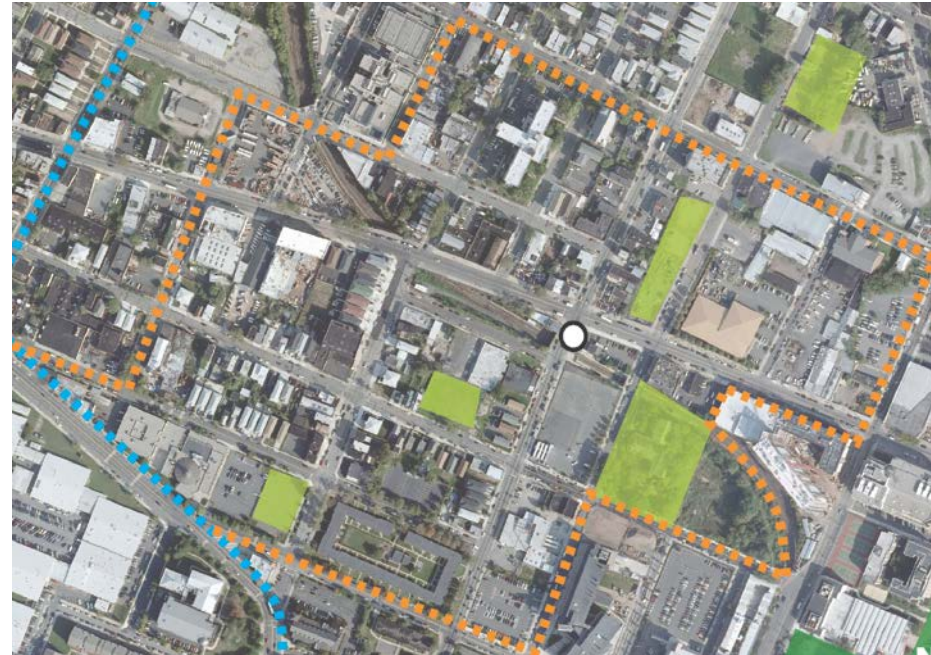


Additional Green Space

- Redevelop the jail site
- Start community gardens on vacant lots
- Clean up garbage and debris
- Improve connections to Branch Brook Park

Potential Funding Sources

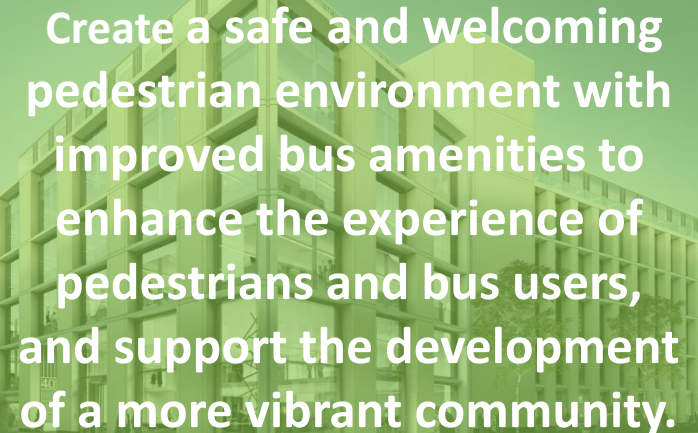
- Trust for Public Land, Green Acres, Essex County Open Space Trust Fund



Long Term Vision



**Activate community partnership
to develop a comprehensive
vision of a vital neighborhood**



**Create a safe and welcoming
pedestrian environment with
improved bus amenities to
enhance the experience of
pedestrians and bus users,
and support the development
of a more vibrant community.**



**Transform the station
into an attractive
community identifier
to meets everyone's
transportation needs**



**Increase the
amount of
green space in
the community**



**Utilize urban design and
programmatic incentives
to revitalize vacant lots,
encourage housing and
economic development**

David Antonio
Vivian Baker
Roger Black
Jeanette Brummel
Rich Cammerieri
Chanda Dawadi
Michele Delisfort
Neal Fitzsimmons

Perris Straughter
Beth Tanzosh
Judith Thompson
Monique Viehland
Gene Vincente
Ralph Waller
Cyrenthia Ward
Jeffrey Wenger