



**NEWARK PASSAIC
RIVERFRONT
REVITALIZATION**

Agenda

- 1. Presentation of Draft Plan (25 min)**
- 2. Discussion of North Ward (20 min)**
- 3. Discussion of Lower Broadway (20 min)**
- 4. Discussion of Downtown (20 min)**
- 5. Discussion of Ironbound (20 min)**
- 6. Conclusion & Next steps (15 min)**



1. Outreach & Programming



2. Capital Projects

3. Riverfront Development Framework

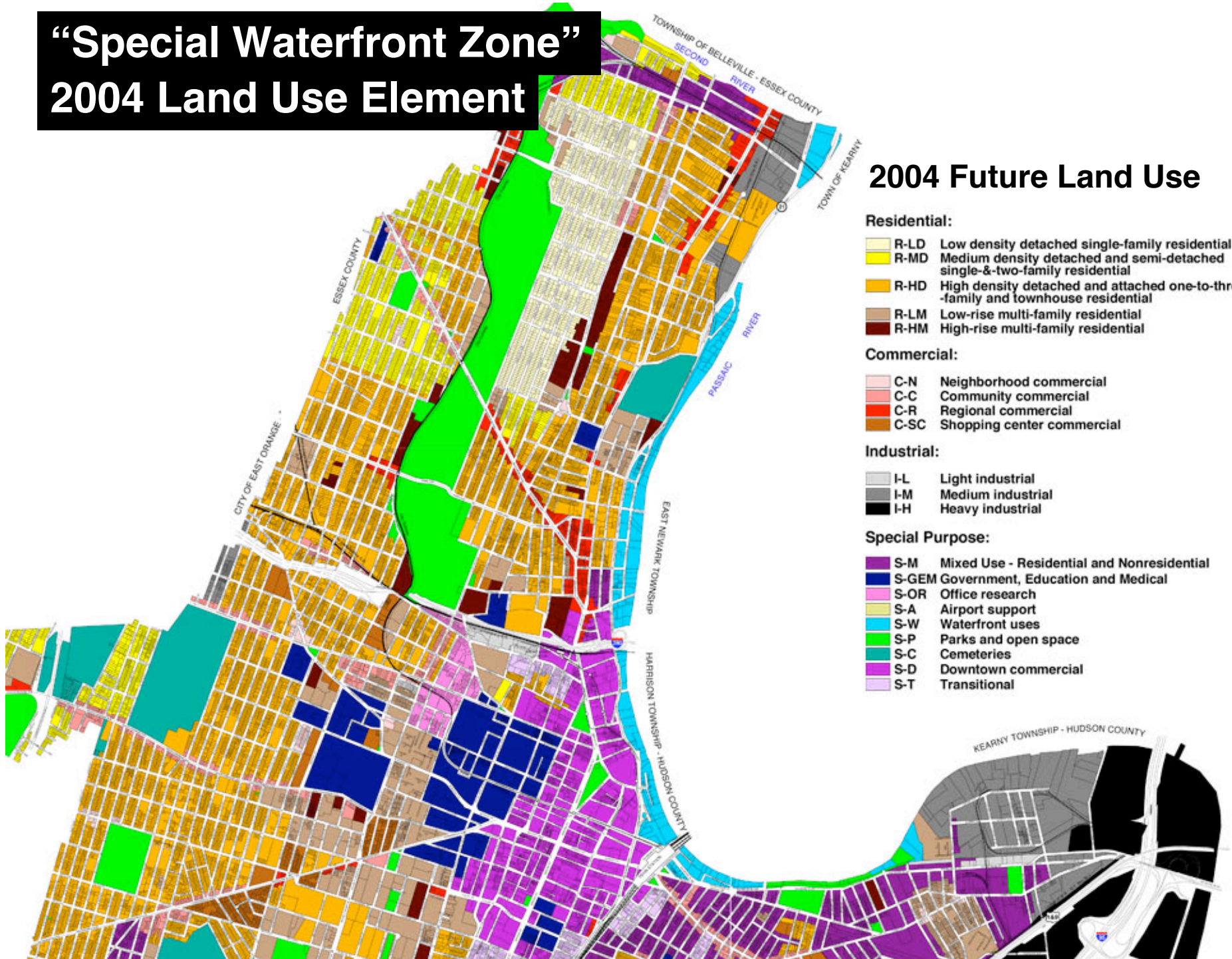
- + Articulates a long-term (20-year) vision of the future of the riverfront.**
- + Helps guide City and private actions to make the vision real**

Riverfront Development Framework

Project team

- + Division of Planning & Community Development**
- + HR&A Advisors, Real Estate Consultant**
- + WRT, Planning Consultant**

“Special Waterfront Zone” 2004 Land Use Element



2004 Future Land Use

Residential:

- R-LD Low density detached single-family residential
- R-MD Medium density detached and semi-detached single-&-two-family residential
- R-HD High density detached and attached one-to-three-family and townhouse residential
- R-LM Low-rise multi-family residential
- R-HM High-rise multi-family residential

Commercial:

- C-N Neighborhood commercial
- C-C Community commercial
- C-R Regional commercial
- C-SC Shopping center commercial

Industrial:

- I-L Light industrial
- I-M Medium industrial
- I-H Heavy industrial

Special Purpose:

- S-M Mixed Use - Residential and Nonresidential
- S-GEM Government, Education and Medical
- S-OR Office research
- S-A Airport support
- S-W Waterfront uses
- S-P Parks and open space
- S-C Cemeteries
- S-D Downtown commercial
- S-T Transitional

The Riverfront Development Framework will contain

- 1. A prioritized list of public investments**
- 2. Riverfront development guidelines**

Step 1

Newark Riverfront Principles

- 1 MAKE A PROUD IMAGE OF NEWARK**
- 2 BRING PEOPLE TOGETHER**
- 3 CREATE JOBS & BUILD OUR ECONOMY**
- 4 HEAL OUR ENVIRONMENT**
- 5 BE EASY AND SAFE TO VISIT**

Step 2 Study Area



Step 2

Study Area

Each segment
requires its own
tailored strategy.



Step 3

Generate and evaluate alternatives



7 Density

Current zoning imposes no guidelines as to density of future development.

Consider:

Should action be taken to set density guidelines?

If so, what density will best promote the vision of the area's future?



Other Ideas?

A. Existing / No change



LOWER BROADWAY

PRO: Maintains flexibility for future development
 PRO: _____

CON: Creates potential to overburden city services
 CON: _____

B. Medium Density



PRO: Creates uniform allowed density
 PRO: _____

CON: Limits development potential
 CON: _____

REQUIRED CITY ACTION

Zoning-
 Density controls

C. Density Steps Down to River



PRO: Creates sense of openness on riverfront
 PRO: _____

CON: Creates potential for "wall of buildings" between upland neighborhood and riverfront
 CON: _____

REQUIRED CITY ACTION

Zoning-
 Density controls

Step 3

Generate and evaluate alternatives

PUBLIC INVESTMENT



Acquisition

X acres
\$X million



Park Development

X acres
\$X million



Maintenance

\$X/year

PRIVATE INVESTMENT



Zoning– Use and Density Controls



Zoning– Public Space / Open Space Requirement

Step 3

Generate and evaluate alternatives



IN MAKING THE DECISIONS THAT INCLUDE THE BEST MIXTURE OF OPPORTUNITIES IN THE NORTH WARD?

NORTH WARD

Opportunities	Trade-Offs
<ul style="list-style-type: none"> 1. UNLIMITED RESIDENTIAL DEVELOPMENT 2. NEW "TEST PROJECT" BUILDINGS 3. IMPROVE ACCESS TO WATERFRONT 	<ul style="list-style-type: none"> 1. HIGH DENSITY INDUSTRIAL OR EMPLOYMENT USE 2. BALANCE OF INDUSTRIAL DEVELOPMENT TO CREW MARKET 3. PUBLIC DEVELOPMENT PROJECTS 4. IMPROVE ACCESS TO WATERFRONT

HOW CAN WE MAKE THE BEST MIXTURE OF OPPORTUNITIES IN THE LOWER BROADWAY AREA?

LOWER BROADWAY

Opportunities	Trade-Offs
<ul style="list-style-type: none"> 1. NEW MIXTURE OF RESIDENTIAL DEVELOPMENT 2. CREATE NEW PARKS & TRAILS 3. IMPROVE ACCESS TO WATERFRONT 	<ul style="list-style-type: none"> 1. BALANCE OF OPEN SPACE AND DEVELOPMENT 2. TARGET JOB MARKET OPPORTUNITIES 3. IMPROVE ACCESS TO WATERFRONT

IN MAKING THE DECISIONS THAT INCLUDE THE BEST MIXTURE OF OPPORTUNITIES IN THE DOWNTOWN AREA?

DOWNTOWN

Opportunities	Trade-Offs
<ul style="list-style-type: none"> 1. DEVELOP TRAIL & OPEN SPACE 2. CREATE TRAIL & OPEN SPACE 3. IMPROVE ACCESS TO WATERFRONT 4. IMPROVE ACCESS TO TRAILS 	<ul style="list-style-type: none"> 1. BALANCE OF DEVELOPMENT TO OPEN SPACE TRAIL 2. IMPROVE ACCESS TO WATERFRONT 3. TARGET JOB MARKET OPPORTUNITIES 4. IMPROVE ACCESS TO TRAILS

HOW CAN WE MAKE THE BEST MIXTURE OF OPPORTUNITIES IN THE IRONBOUND AREA?

IRONBOUND

Opportunities	Trade-Offs
<ul style="list-style-type: none"> 1. CREATE OPEN SPACE FOR THE PARK, TRAIL, and WATERFRONT DEVELOPMENT 2. IMPROVE ACCESS TO WATERFRONT 3. IMPROVE DEVELOPMENT TO WATERFRONT 	<ul style="list-style-type: none"> 1. CITY BALANCE OF OPEN SPACE AND DEVELOPMENT 2. TARGET JOB MARKET OPPORTUNITIES 3. IMPROVE ACCESS TO WATERFRONT

Riverfront Development Framework

Public Process

July 16	Riverfront Advisory Group Meeting #1
October 13	Public meeting #1
October 20	Riverfront Advisory Group Meeting #2
December 8	Riverfront Advisory Group Meeting #3
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February 2010	Public meeting #3
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Second Quarter 2010	Submission to Central Planning Board Presentation to Municipal Council

Riverfront-wide Vision

- 1. Riverfront trail**
- 2. Access from neighborhoods**
- 3. New parks with maintenance and programming**
- 4. Appropriate density of development**
- 5. Appropriate land uses**
- 6. Riverfront-friendly design**

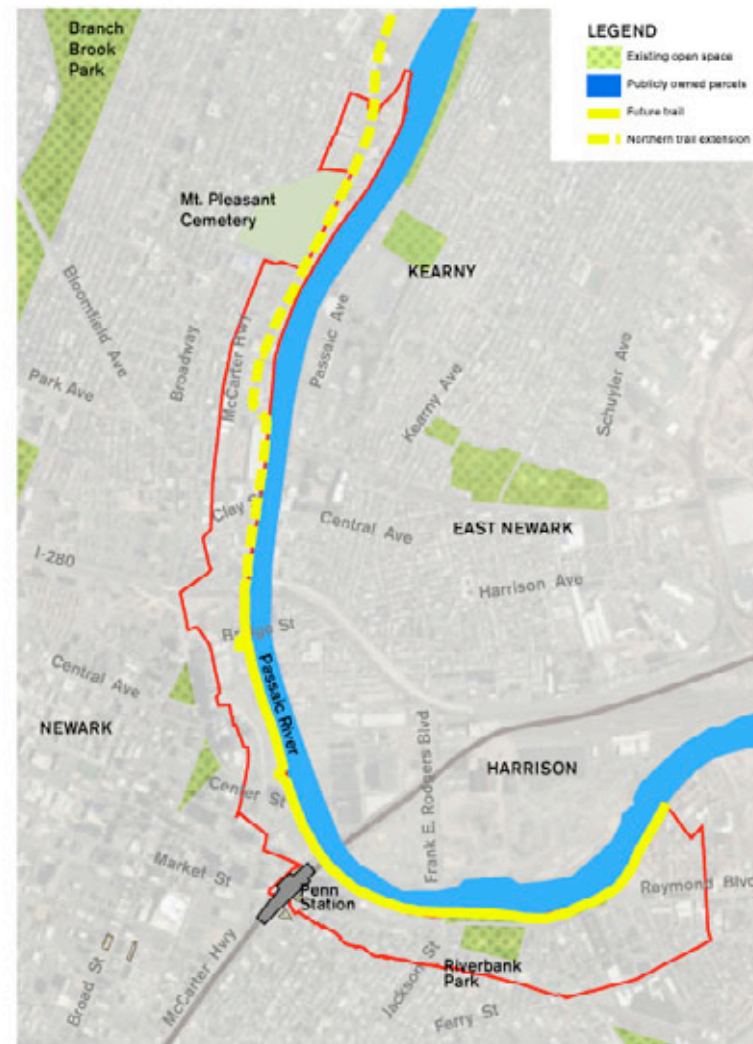
Continuous Riverfront Trail

Existing



Today, riverfront easements exist only in four isolated stretches.

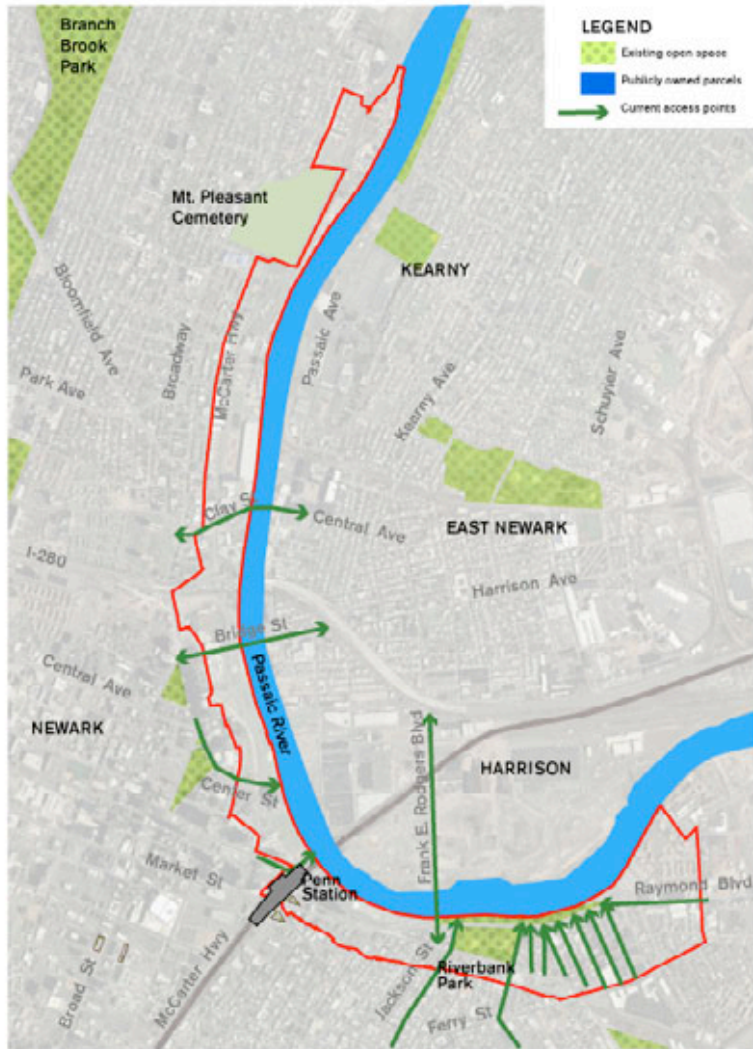
Contemplated



Strategic acquisitions and zoning requirements can create a continuous trail.

Regular Paths to the River

Existing



Apart from the East Ironbound, there are very few paths that connect the upland and the riverfront.

Contemplated



Through park creation and public access requirements, many more paths can be created.

New Riverfront Parks

Existing



Today, the only park at the riverfront is in the Ironbound.

Contemplated



Through public investment and public space requirements, a network of parks along a trail can be created.

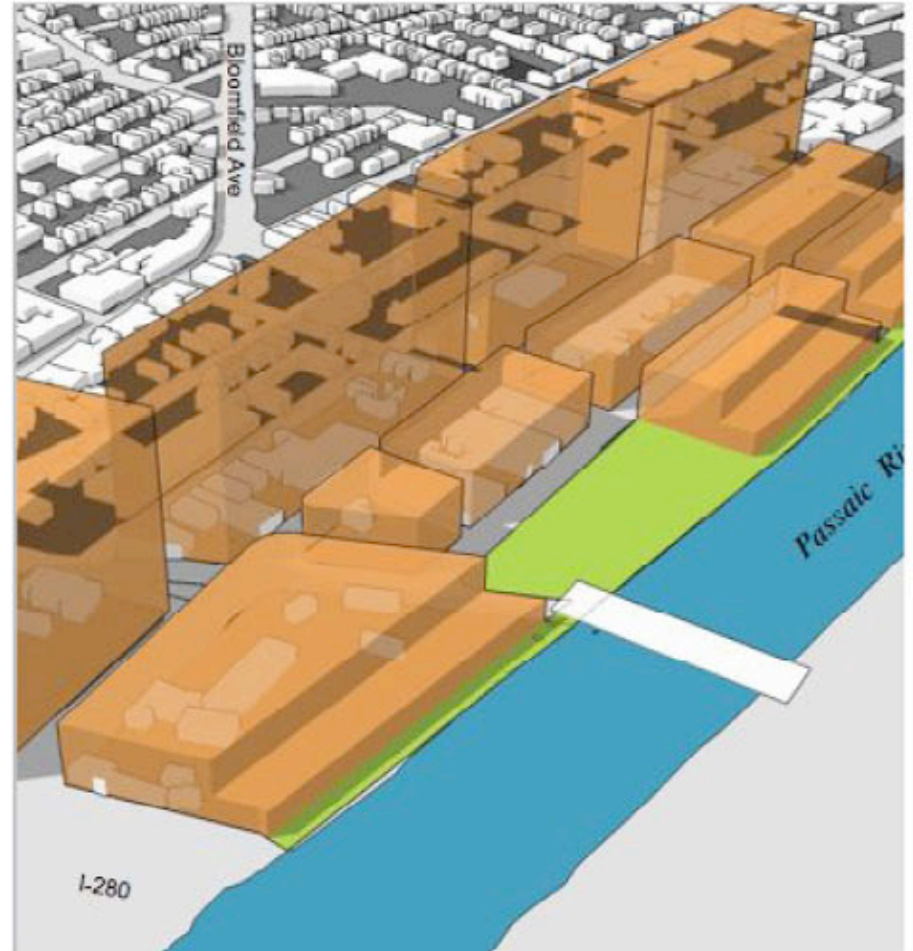
Density guidelines

Existing



View from the Ironbound towards the river.

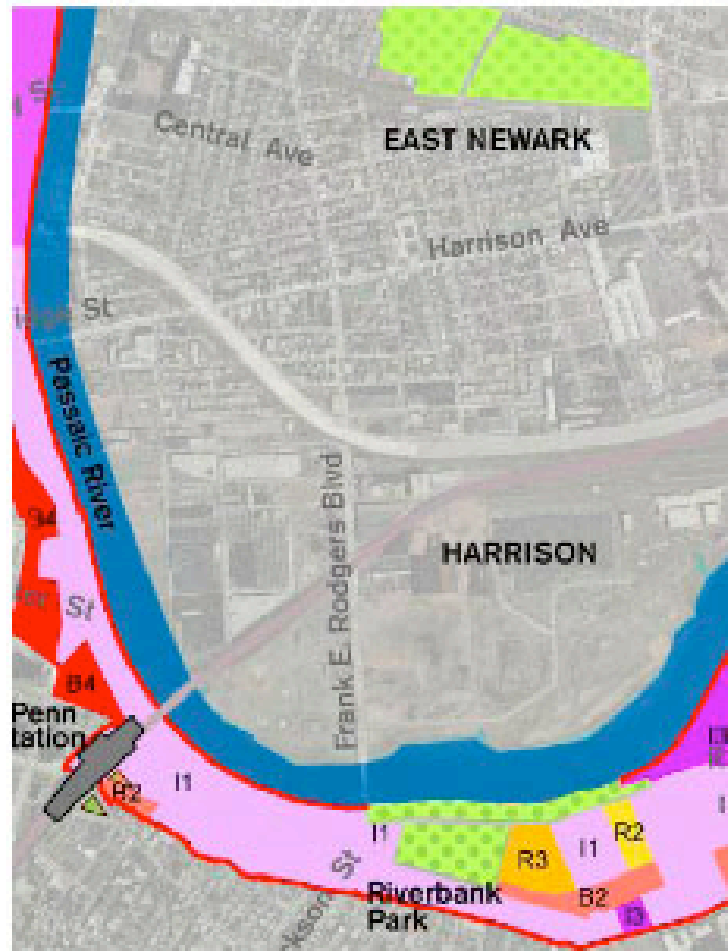
Contemplated



Potential arrangements of various building densities to preserve openness and views to the river.

Use guidelines

Existing



Today, a majority of the riverfront is in the I-1 Industrial Zone (shown here in lavender), which allows basically any use.

Contemplated



Destination uses like restaurants and retail, like those in Baltimore's Inner Harbor, might be created through use controls.

Design guidelines

Existing



This Newark riverfront building, with few windows and a large setback, resembles a bunker.

Proposal



Riverfront design controls in Pittsburgh required the Alcoa building to provide a public riverfront esplanade.

Newark's Riverfronts

1. North Ward
2. Lower Broadway
3. Downtown
4. Ironbound



North Ward

1.1 miles riverfront 72 acres

East Newark



North Ward neighborhoods



North Ward Riverfront

North Ward Riverfront Modern Industrial Waterfront

**Support industrial job growth and
provide unique open space
experiences.**



Job-intensive industry



Neighborhood parks



Rails & trails



North Ward Land Use Recommendations

+ Preserve and support job-intensive industrial uses



North Ward Land Use Recommendations

+ Preserve and support job-intensive industrial uses

+ Allow upland residential development where appropriate



North Ward Land Use Recommendations

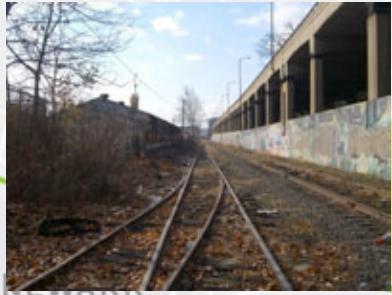
+ Preserve and support job-intensive industrial uses

+ Allow upland residential development where appropriate

+ Fund and develop unique, small-scale public access opportunities



RAILS WITH TRAIL



North Ward Access & Open Space Recommendations

+ Explore “Rails with Trails” for trail to continue from the south



North Ward Access & Open Space Recommendations

+ Explore “Rails with Trails” for trail to continue from the south

+ Provide riverfront access point at Chester Avenue and trail access at Third Avenue

+ Fund and develop small-scale open space near Chester Avenue



Lower Broadway

.55 miles riverfront 53 acres

3461 ft

40°45'33.78" N 74°09'40.11" W

Image © 2008 Sanborn

© 2008 Tele Atlas

Streaming ||||| 100%



Lower Broadway neighborhoods



Lower Broadway Riverfront

Lower Broadway Riverfront Mixed-use District

A mixed-use neighborhood with housing, retail, and industry.



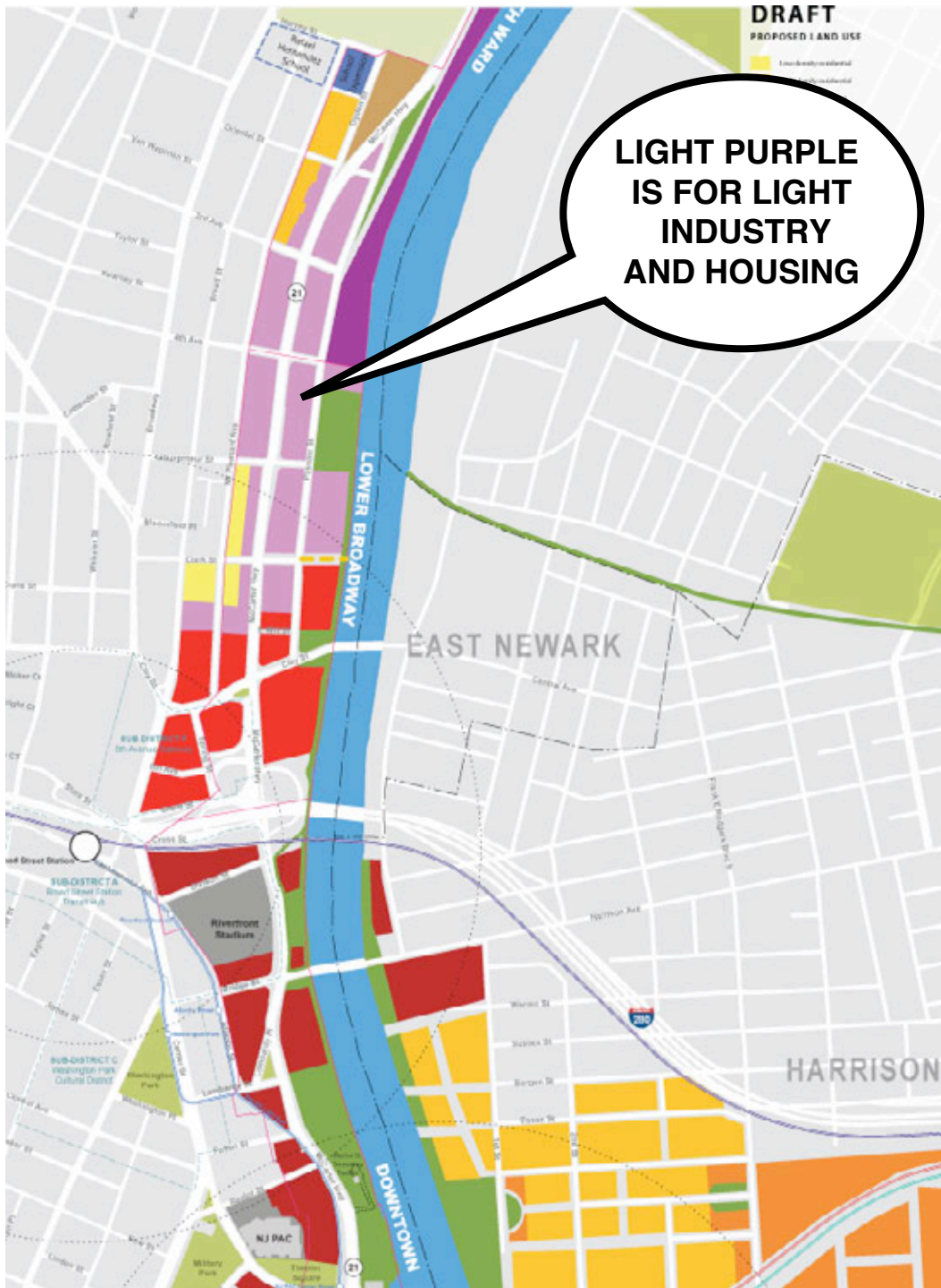
Residential development



Retail destination



Neighborhood parks



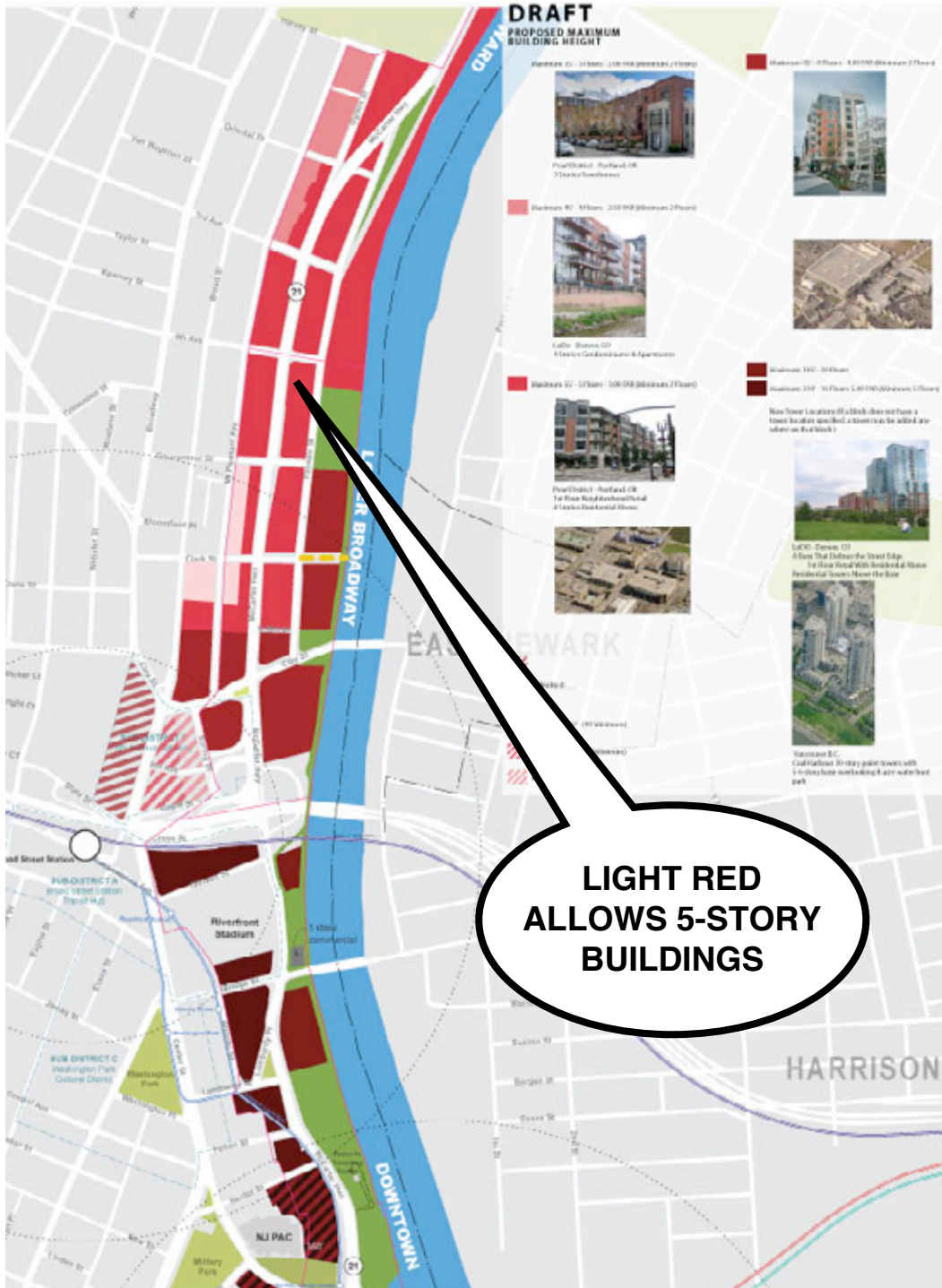
Lower Broadway Land Use Recommendations

- + Preserve and encourage job-intensive light industrial uses
- + Allow residential development between McCarter and riverfront with accompanying open space



Lower Broadway Land Use Recommendations

- + Preserve and encourage job-intensive light industrial uses
- + Allow residential development between McCarter and riverfront with accompanying open space
- + Encourage destination retail near Clay St, while allowing other uses



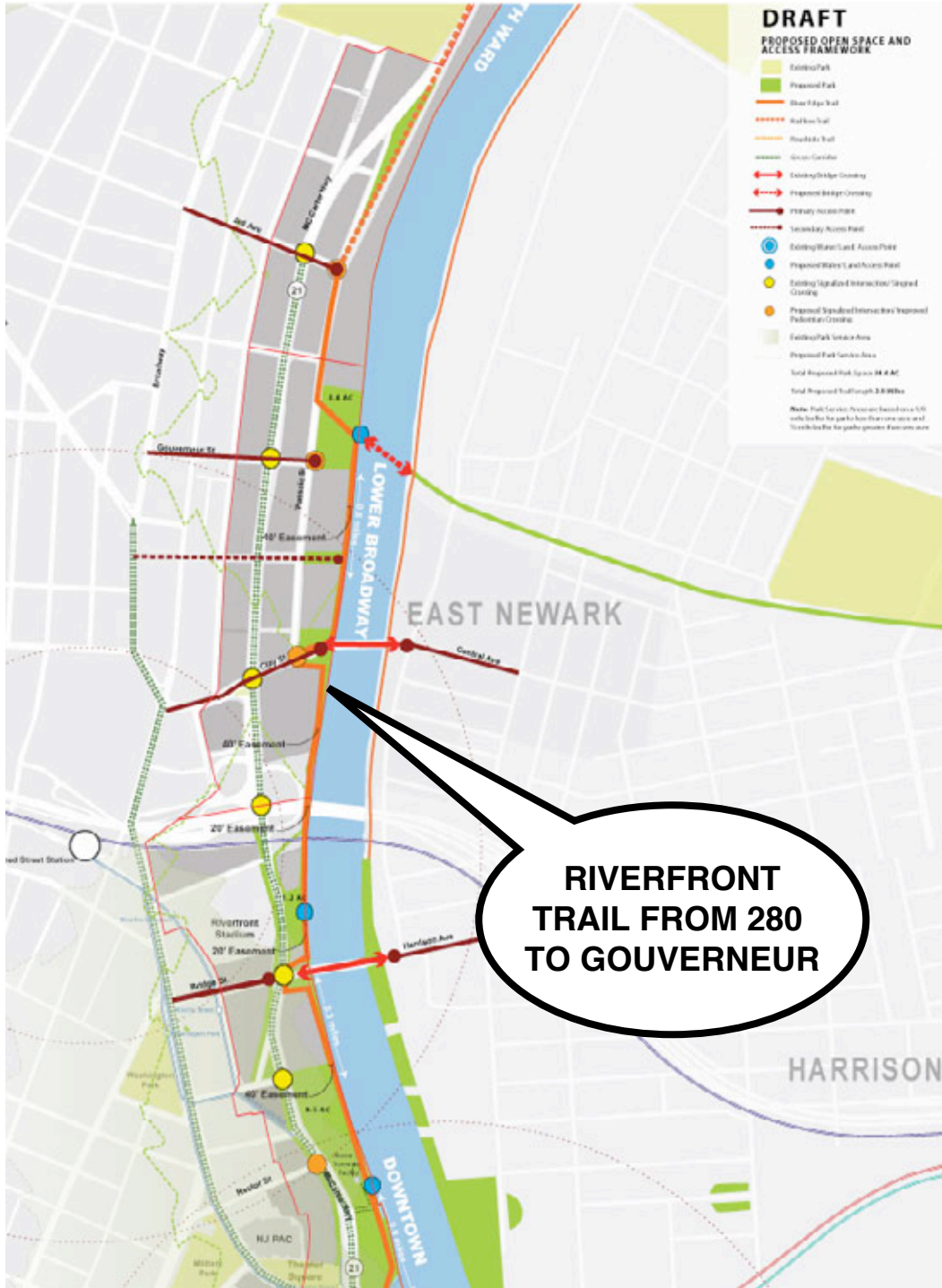
Lower Broadway Height Recommendations

+ Allow 5 floors in majority of area north of Clay and west of Passaic



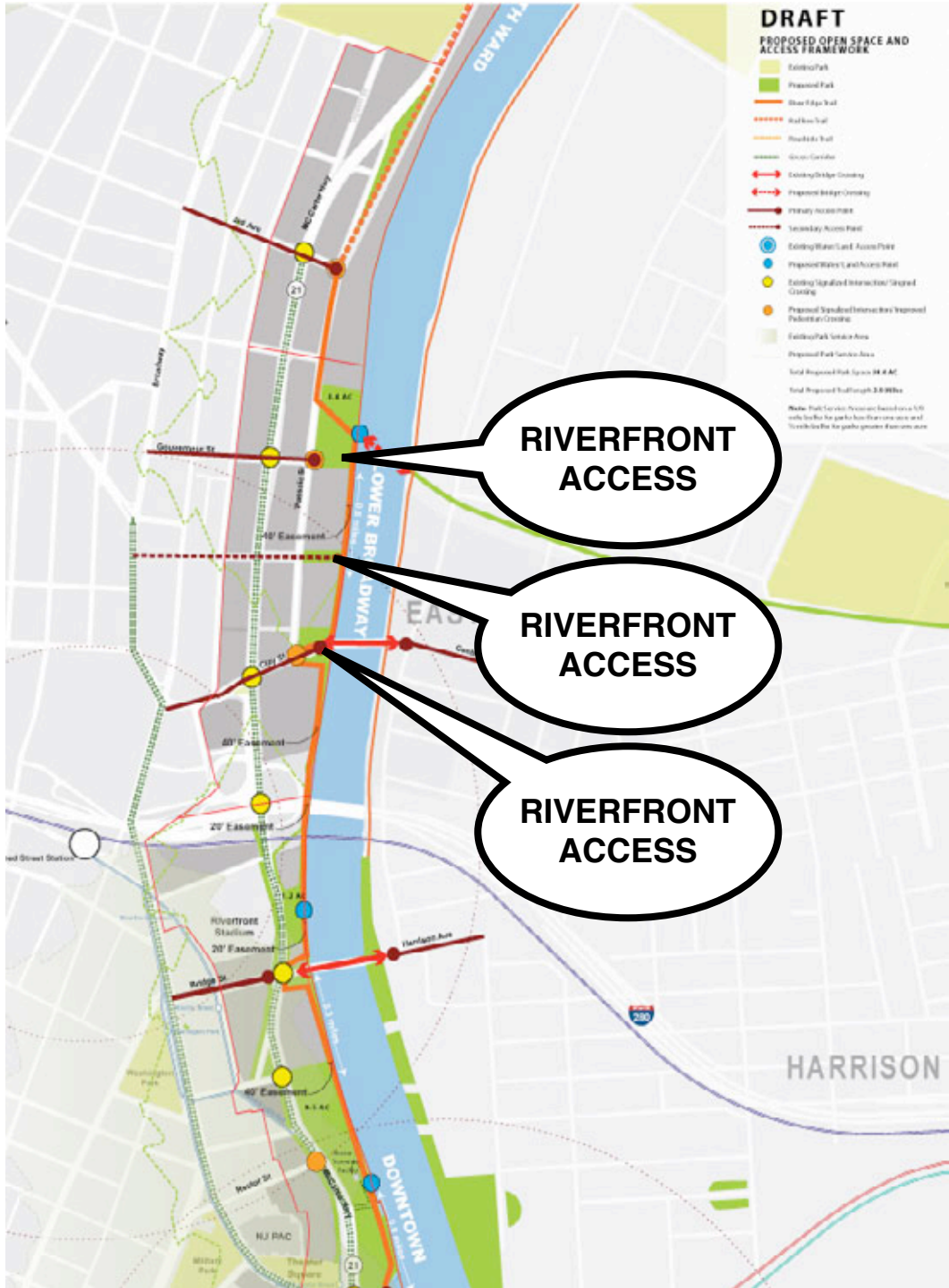
Lower Broadway Height Recommendations

- + Allow 5 floors in majority of area north of Clay and west of Passaic
- + Allow 8 floors near 280 and Broad Street station



Lower Broadway Access & Open Space Recommendations

+ Riverfront trail beneath 280 and north to Gouverneur



Lower Broadway Access & Open Space Recommendations

- + Riverfront trail beneath 280 and north to Gouverneur
- + Require 3 access points from neighborhood to river



Lower Broadway Access & Open Space Recommendations

- + Riverfront trail beneath 280 and north to Gouverneur
- + Require 3 access points from neighborhood to river
- + Negotiate open space creation as part of private redevelopment



Downtown

1.1 miles riverfront 98 acres



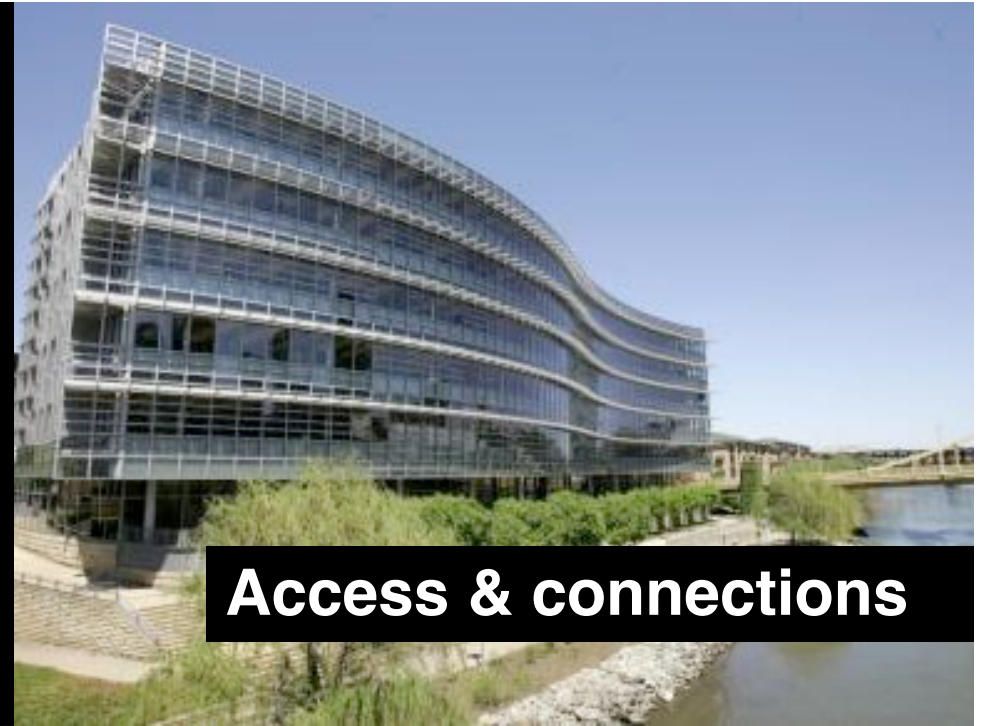
Downtown districts



Downtown Riverfront

Downtown Riverfront Civic Destination

**A civic destination with dense
development and programmed
open space.**



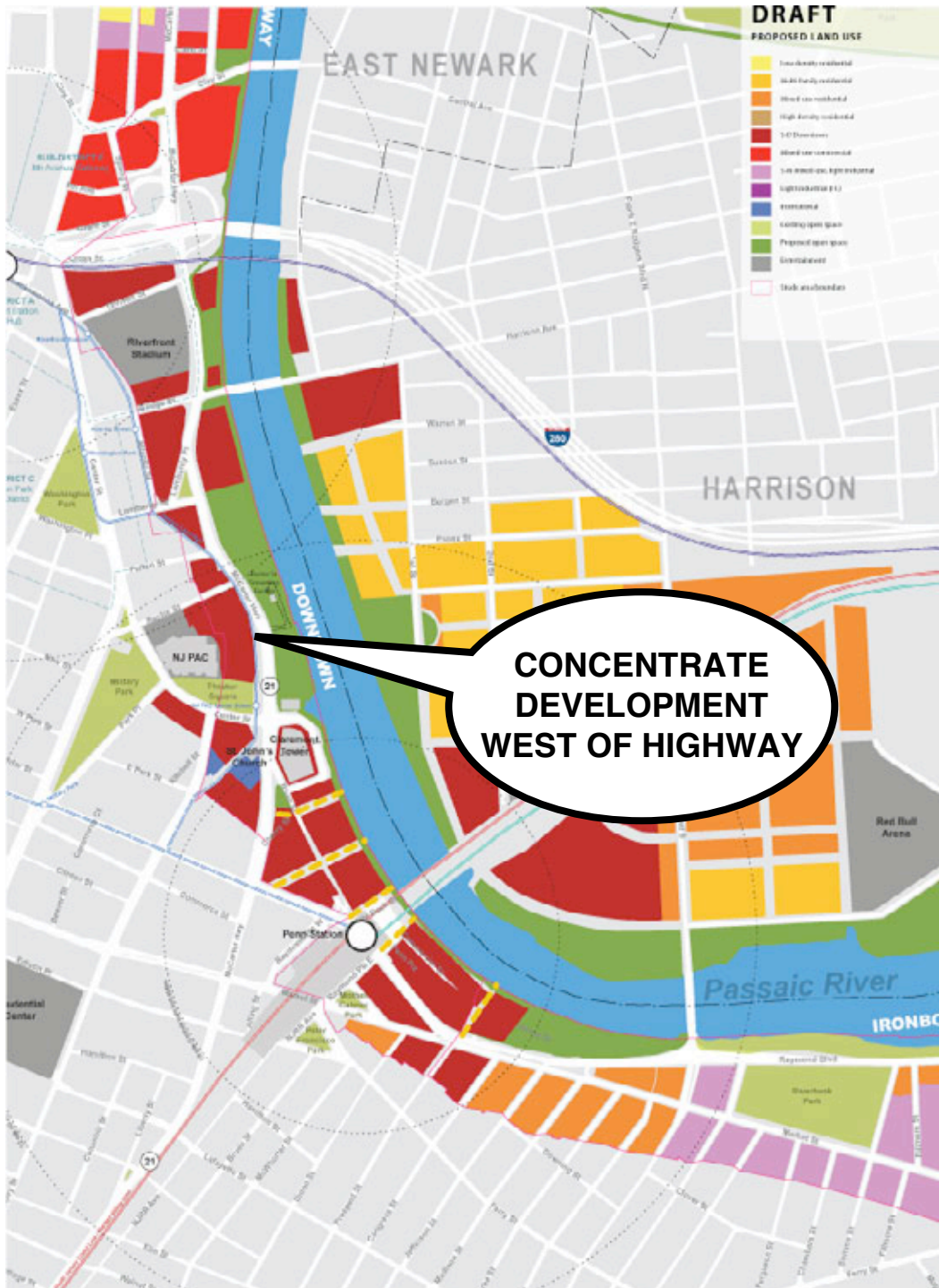
Access & connections



Citywide destinations & events



Concentrate development



Downtown Land Use Recommendations

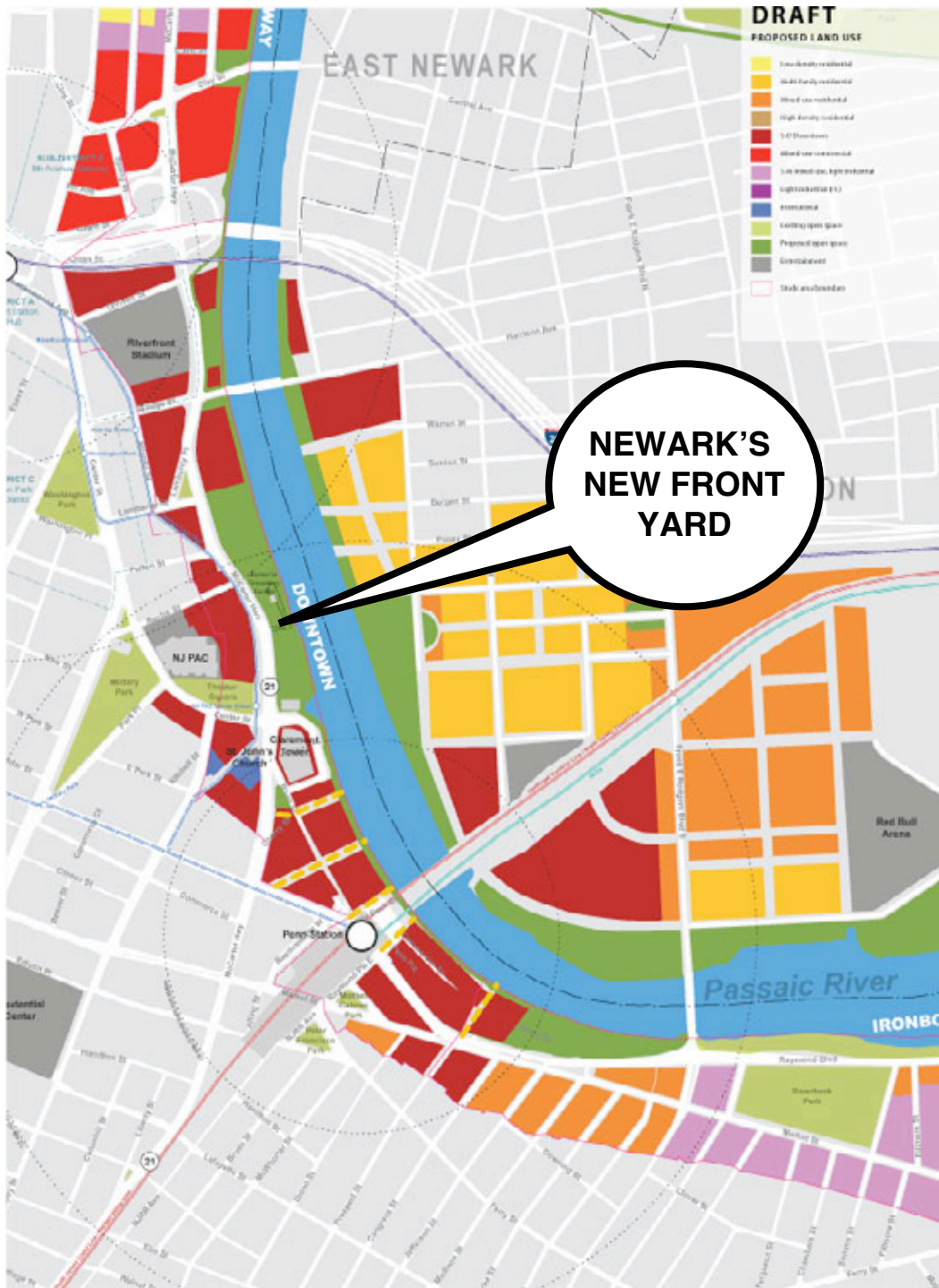
+ Concentrate development on upland side of McCarter Highway



Downtown Land Use Recommendations

+ Concentrate development on upland side of McCarter Highway

+ Allow office, residential, and retail uses



Downtown Land Use Recommendations

- + Concentrate development on upland side of McCarter Highway
- + Allow office, residential, and retail uses
- + Signature 8.5 acre open space



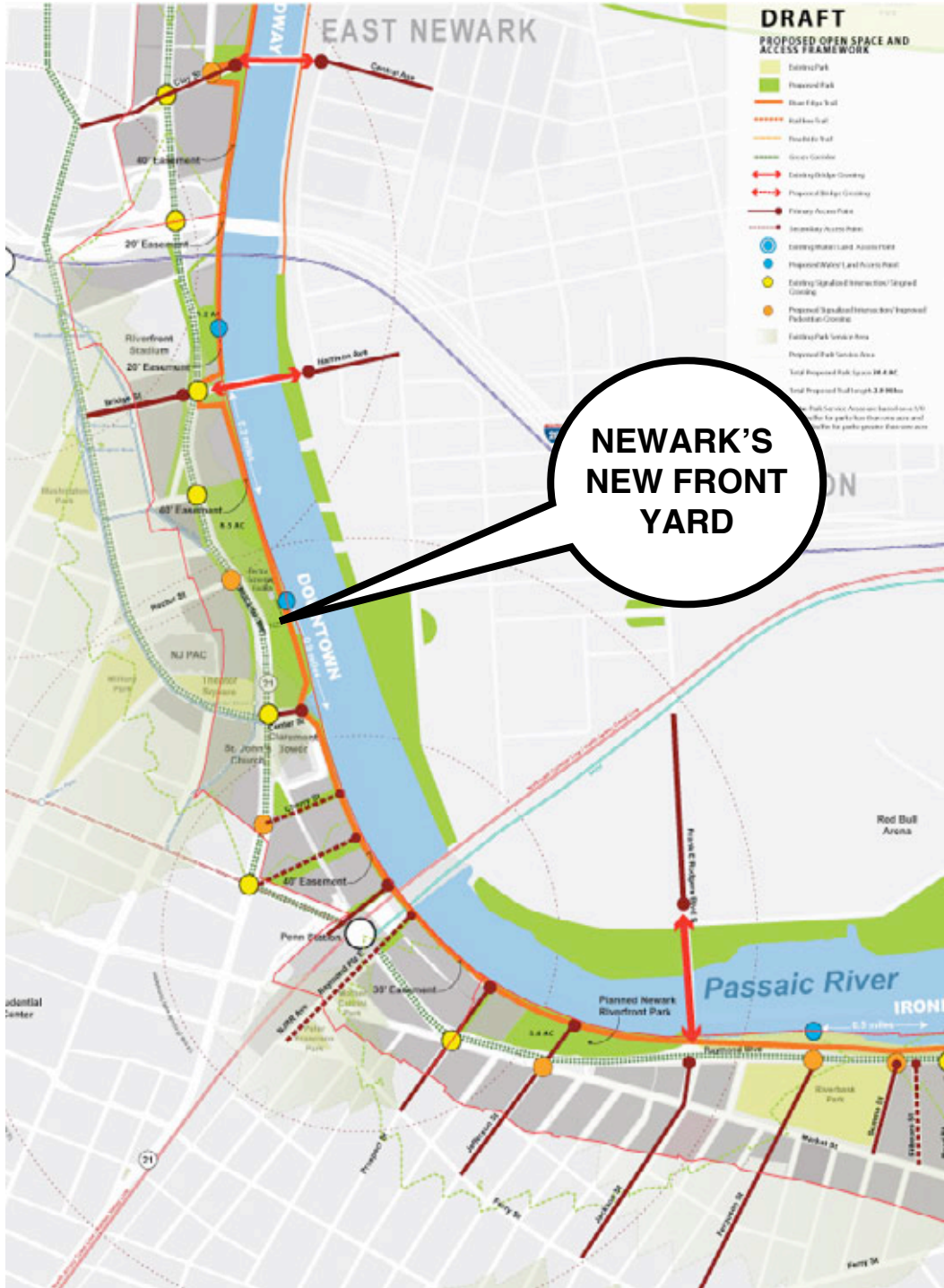
Downtown Height Recommendations

+ Unlimited height near Penn Station



Downtown Height Recommendations

- + Unlimited height near Penn Station
- + Dense height limits elsewhere to encourage continuous, connected urban form



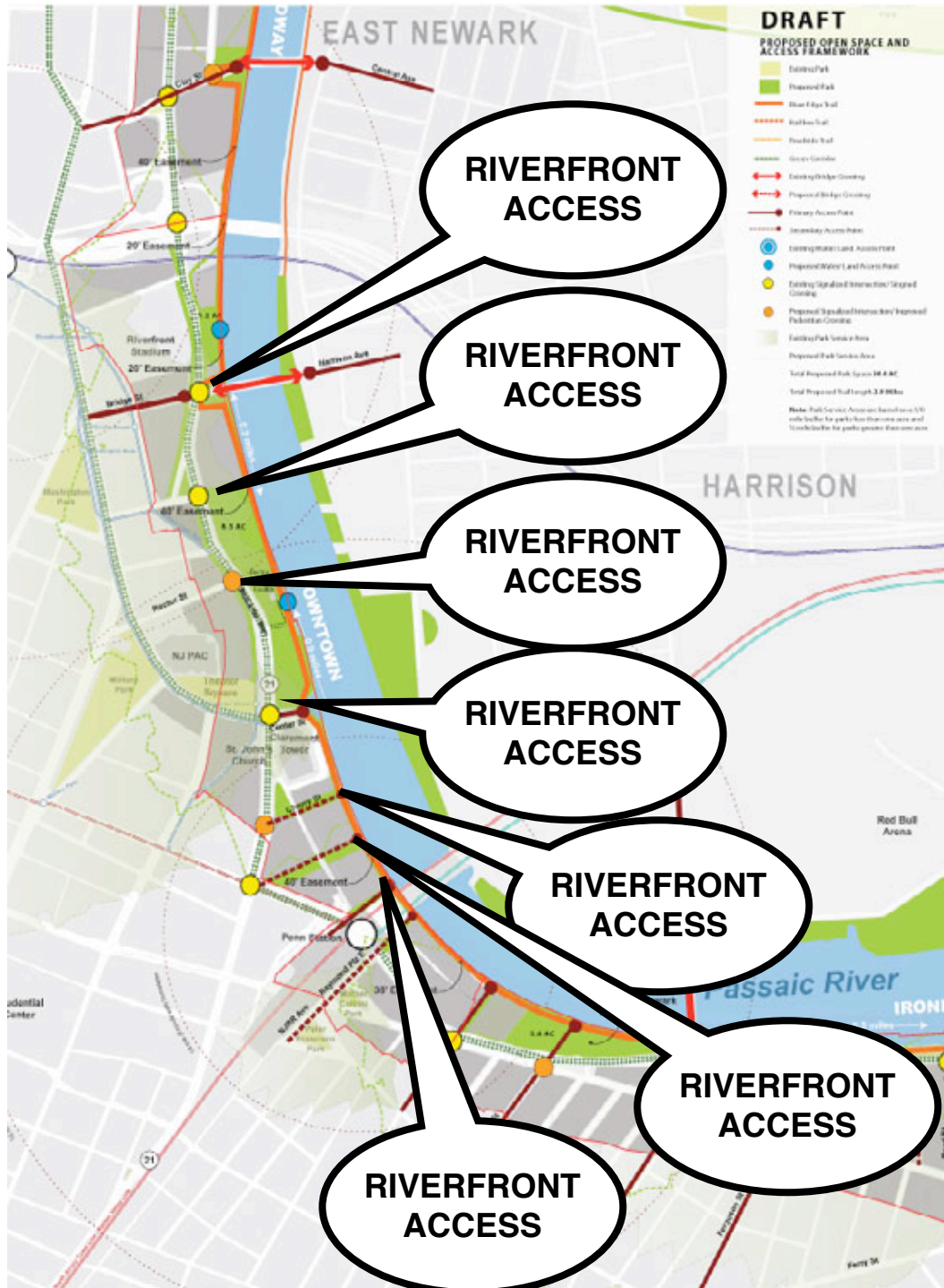
Downtown Riverfront Access & Open Space Recommendations

+ Signature 8.5 acre open space



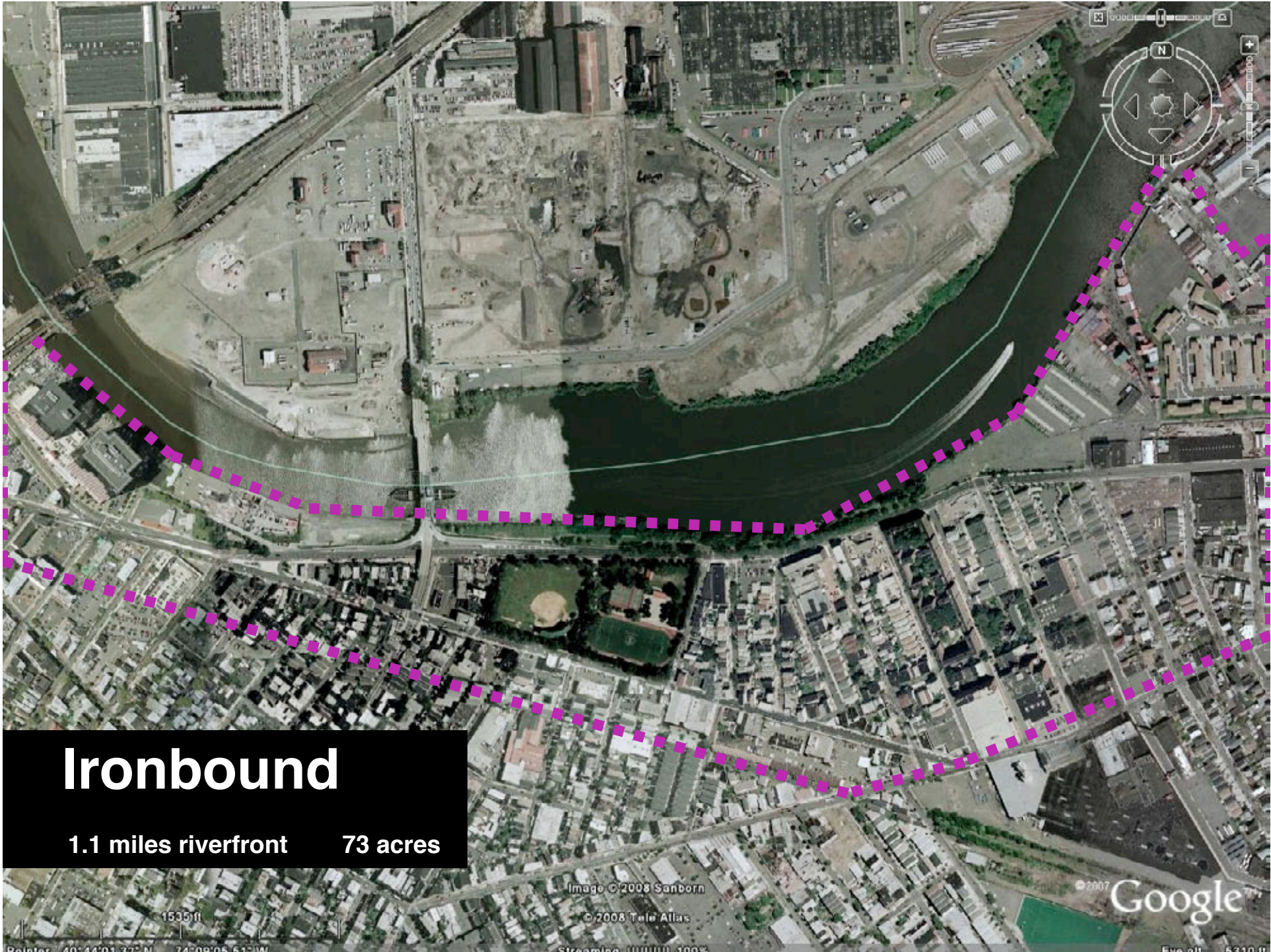
Downtown Riverfront Access & Open Space Recommendations

- + Signature 8.5 acre open space
- + Continuous riverfront walkway



Downtown Riverfront Access & Open Space Recommendations

- + Signature 8.5 acre open space
- + Continuous riverfront walkway
- + Create or improve 7 access points from upland



Ironbound

1.1 miles riverfront 73 acres



Ironbound Neighborhoods



Ironbound Riverfront

Ironbound Riverfront Community Resource

A primarily recreational waterfront with limited development nodes designed to sustain neighborhood development.



Access & connections



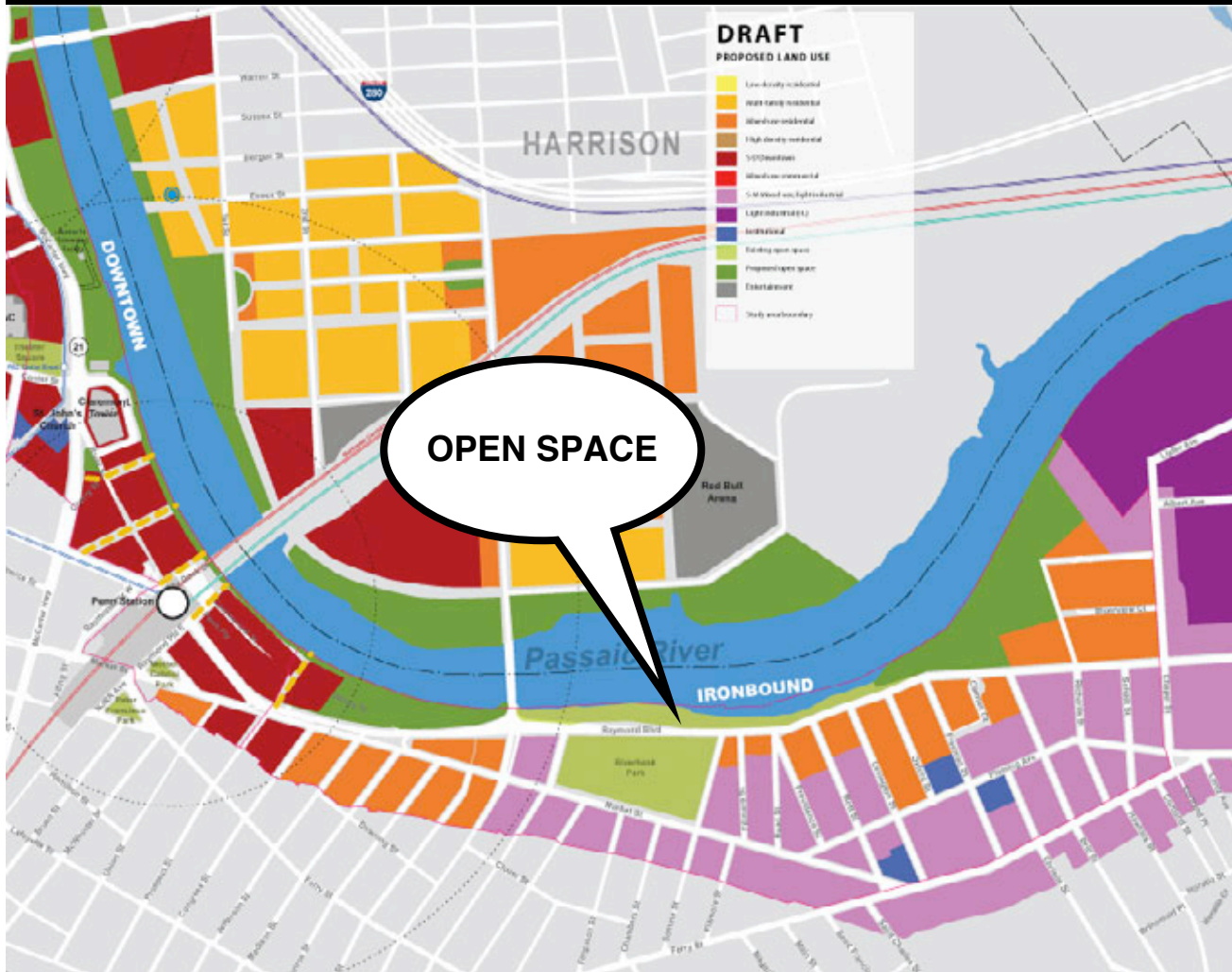
**Grow the neighborhood
to the river**



Active & passive parks

Ironbound Land Use Recommendations

+ Dedicate riverfront to open space



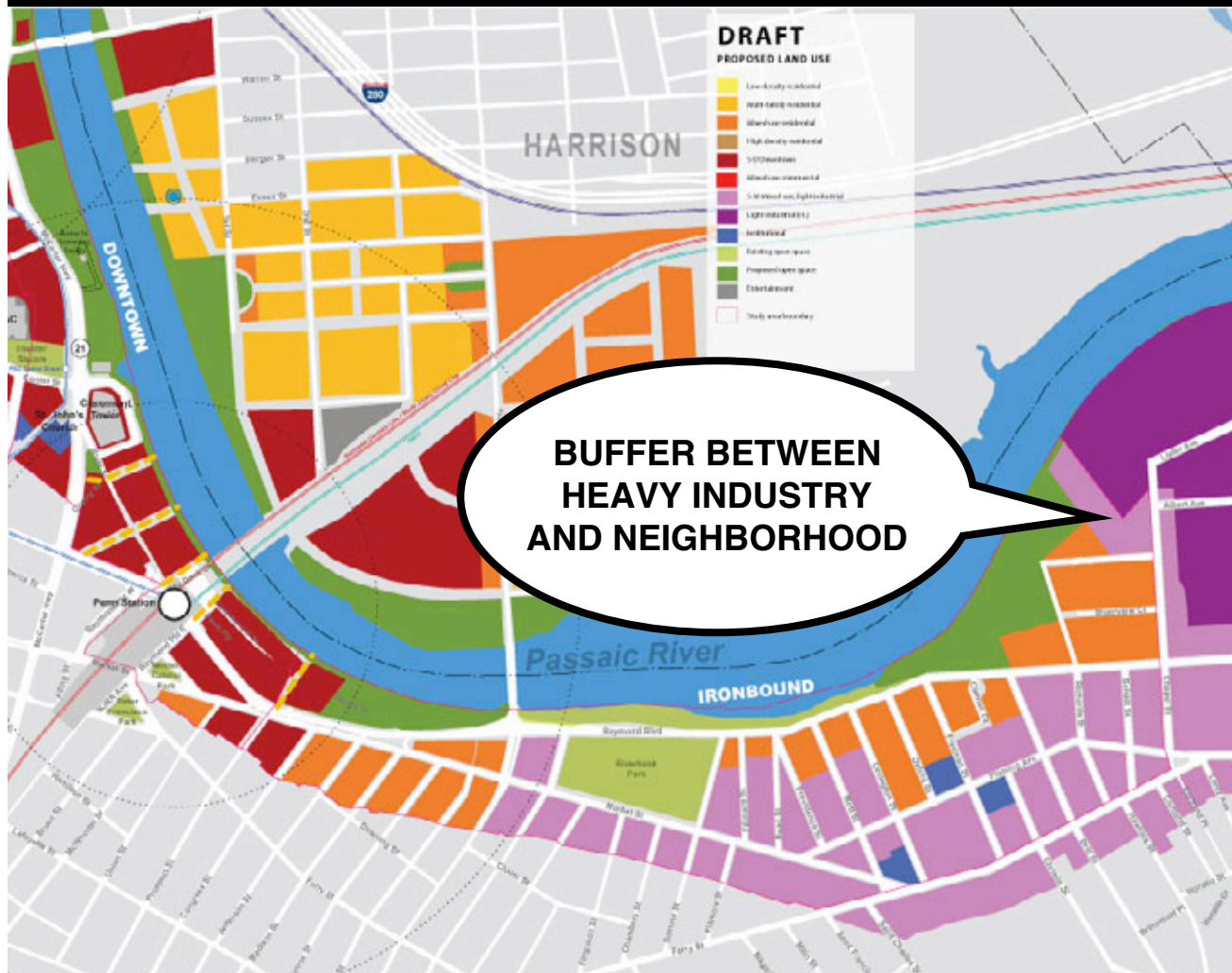
Ironbound Land Use Recommendations

+ Dedicate riverfront to open space

+ Preserve diverse present uses



Ironbound Land Use Recommendations

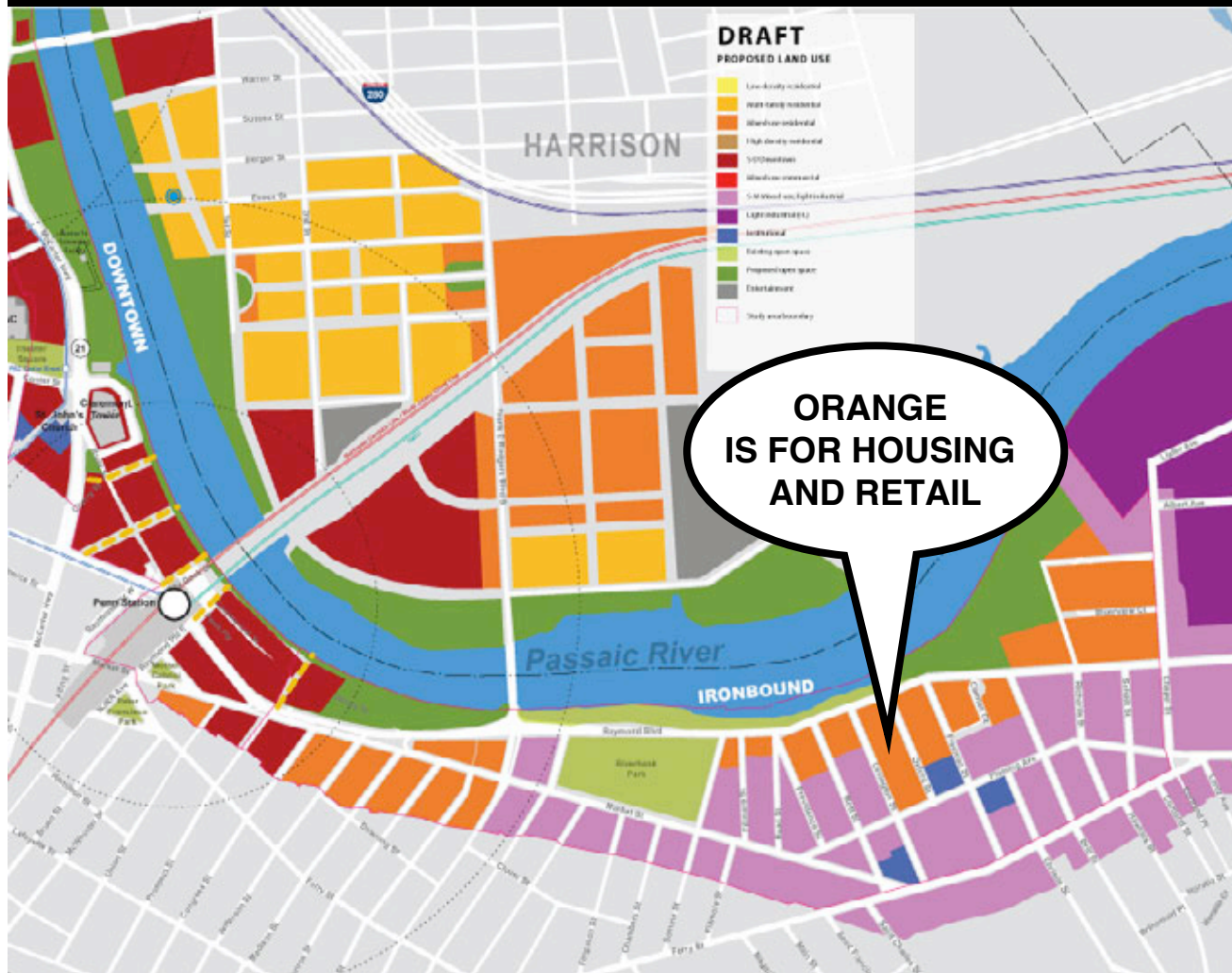


+ Dedicate riverfront to open space

+ Preserve diverse present uses

+ Buffer between neighborhood and heavy industry to the east

Ironbound Land Use Recommendations



+ Dedicate riverfront to open space

+ Preserve diverse present uses

+ Buffer between neighborhood and heavy industry to the east

+ Housing and retail on Raymond Blvd

Ironbound Land Use Recommendations



+ Dedicate riverfront to open space

+ Preserve diverse present uses

+ Buffer between neighborhood and heavy industry to the east

+ Housing and retail on Raymond Blvd

+ Housing, offices, and retail near Penn Station

Ironbound Height Recommendations

+ Preserve low upland scale



Ironbound Height Recommendations

+ Preserve low upland scale

+ 5-story buildings allowed along Raymond Blvd



Ironbound Height Recommendations

+ Preserve low upland scale

+ 5-story buildings allowed along Raymond Blvd

+ 8-story buildings allowed near Penn Station and east of Riverfront Park



Ironbound Height Recommendations



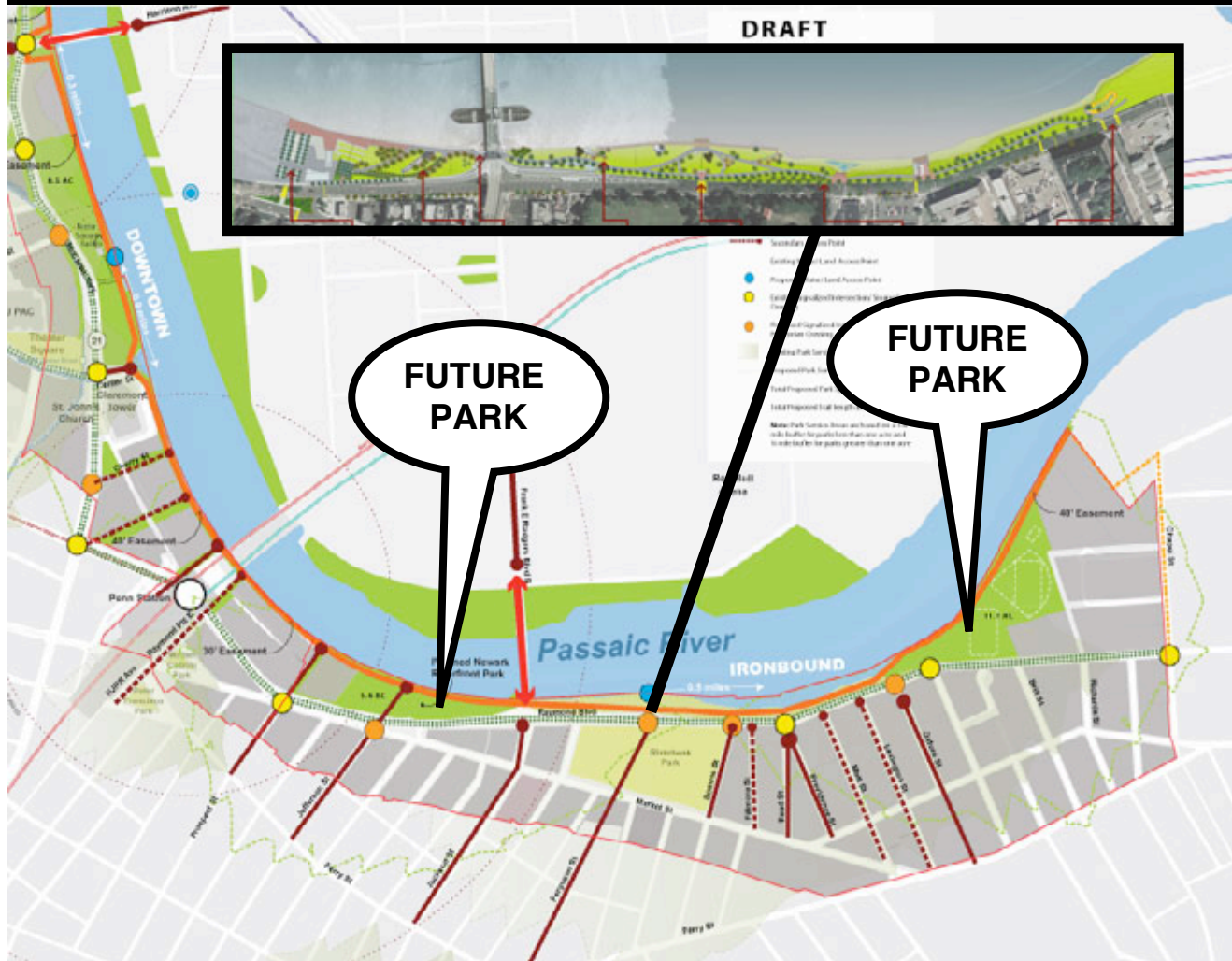
+ Preserve low upland scale

+ 5-story buildings allowed along Raymond Blvd

+ 8-story buildings allowed near Penn Station and east of Riverfront Park

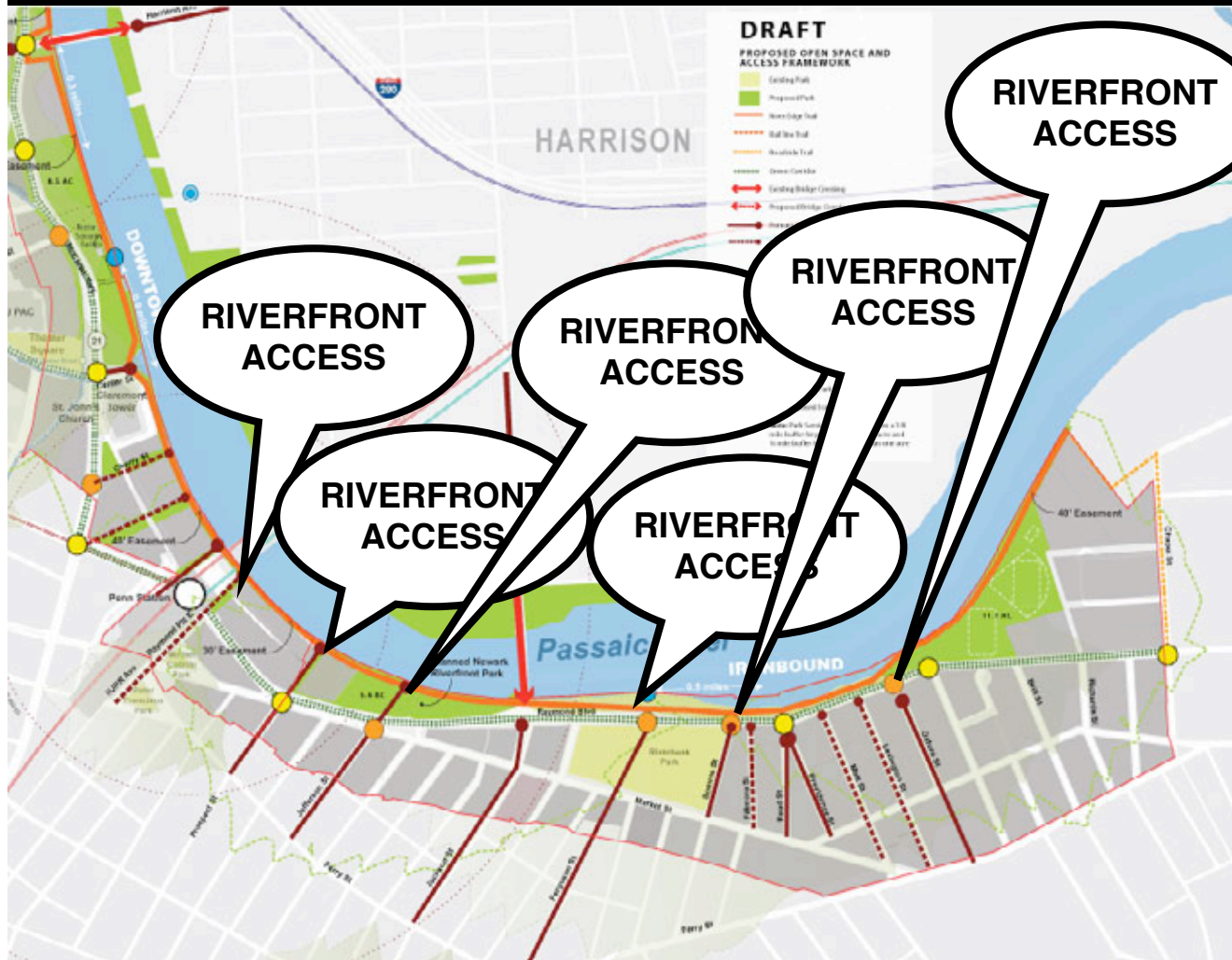
+ Unlimited height adjacent to Penn Station

Ironbound Access & Open Space Recommendations



+ Preserve riverfront for open space

Ironbound Access & Open Space Recommendations



- + Preserve riverfront for open space
- + Create or improve 12 access points from the neighborhood
- + Increase pedestrian safety and comfort in crossing Raymond

Riverfront Development Framework Public Process

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March 2010	Plan available for public comment
Second Quarter 2010	Submission to Central Planning Board Presentation to Municipal Council

Next steps:

- 1. Incorporate feedback to produce final plan**
- 2. Create implementation tasks and schedule**

Get involved

- + **Contact Damon Rich, Waterfront Planner**
(973) 733-5918
richda@ci.newark.nj.us
- + **Leave your email and address on sign-in sheet.**
- + **Please fill out comment sheets!**
- + **Visit www.newarkriver.wordpress.com to learn what's up down by the river!**