



The Riverfront That Newark Wants Progress Report: 2009–2010

City of Newark

Mayor Cory A. Booker

Stefan Pryor, Deputy Mayor for Economic & Housing Development

Damon Rich, Urban Designer and Waterfront Planner

June 2010



the Newark Riverfront

5 miles
77 property owners

Newark, NJ

Image © 2008 Sanborn

© 2007 Google™

2010–Vacancy





2010—Environmental legacy

**CAPPED SITE OF DIAMOND SHAMROCK FACTORY,
PRODUCER OF AGENT ORANGE AND DIOXIN**

Long history of unrealized visions





**NEWARK
RIVERFRONT
REGENERATION**

Launched in 2009 to regenerate Newark's riverfront to bring concrete benefits to the City of Newark and its residents.

2010–Unrealized Potential



But upland, there are



- + Children that need open space**
- + People who need jobs**
- + Neighborhoods that are full of life
but not connected to the river**

Newark's Passaic Riverfront

Revitalization Initiatives
2008–2010

Super
Neighborhood
River Walks

New Riverfront Park

Young Riverfront Planners Project

Public Floating Dock

High School Boating Program

An acupunctural approach
of modest winnable projects



Newark Riverfront Regeneration 2008—2010

Major activities

1. Organizing
2. Building
3. Planning



Organizing to build a strong constituency for Newark's riverfront

Public tours & programs

Neighborhood information sessions

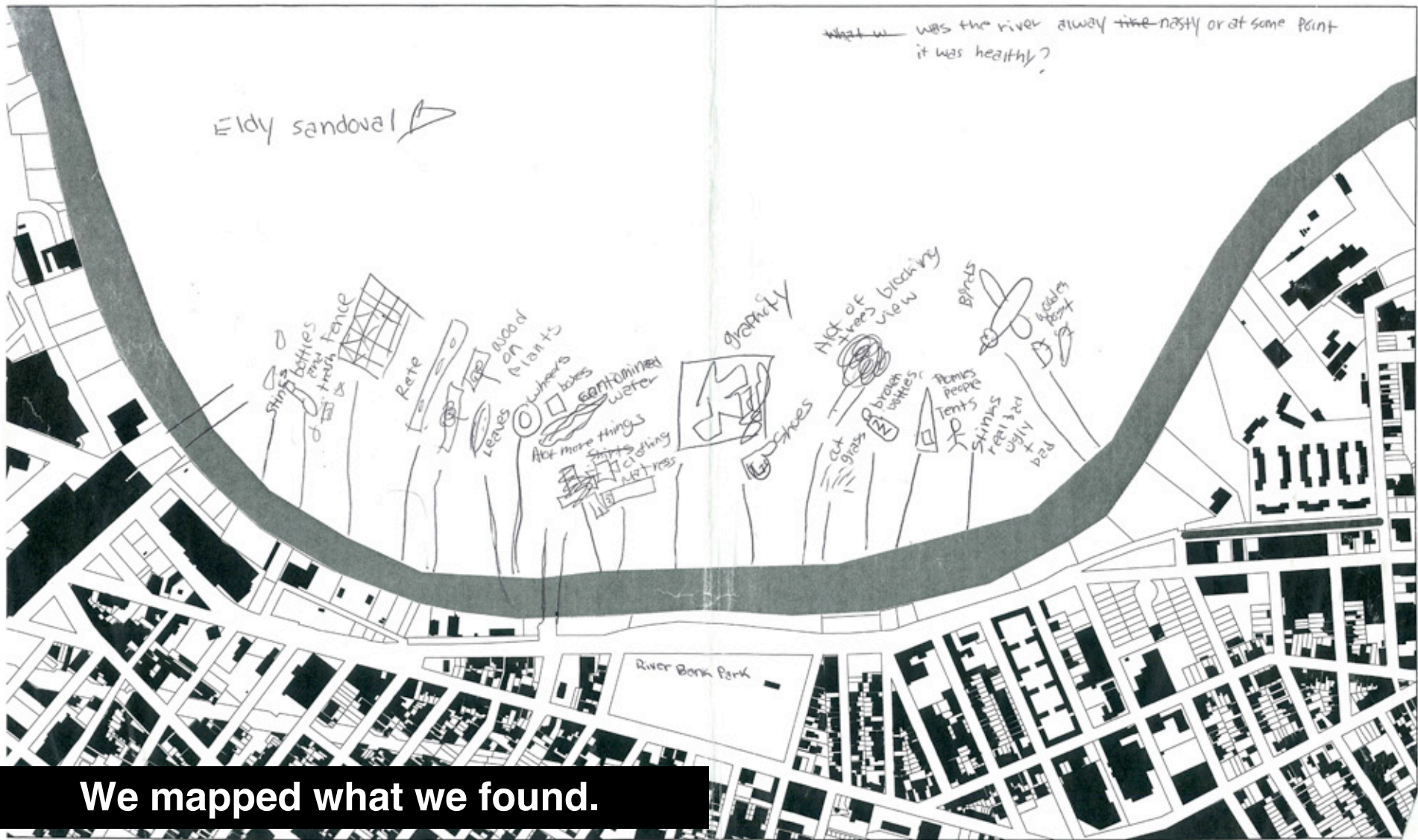
Youth education programs

Our goal: Two cents from two percent.

Over three years, we want to involve two percent of Newarkers (5600 people) in reimagining and remaking their riverfront through workshops, tours, exhibitions, and clean-ups.



For its first project, NRR worked with Newark students who lived near the river their entire lives but were never allowed to explore it.

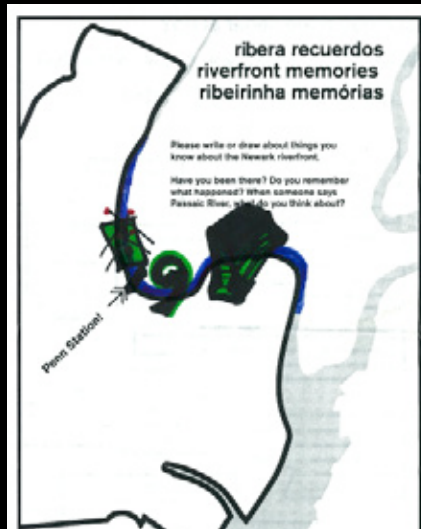
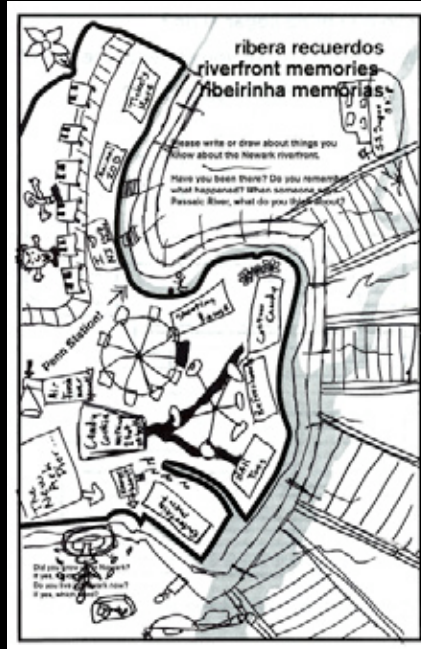


We mapped what we found.

1/20/2022 1/2/22



We studied documents and interviewed real estate developers, ecologists, and community organizers.



We developed our own visions for the future of the riverfront.

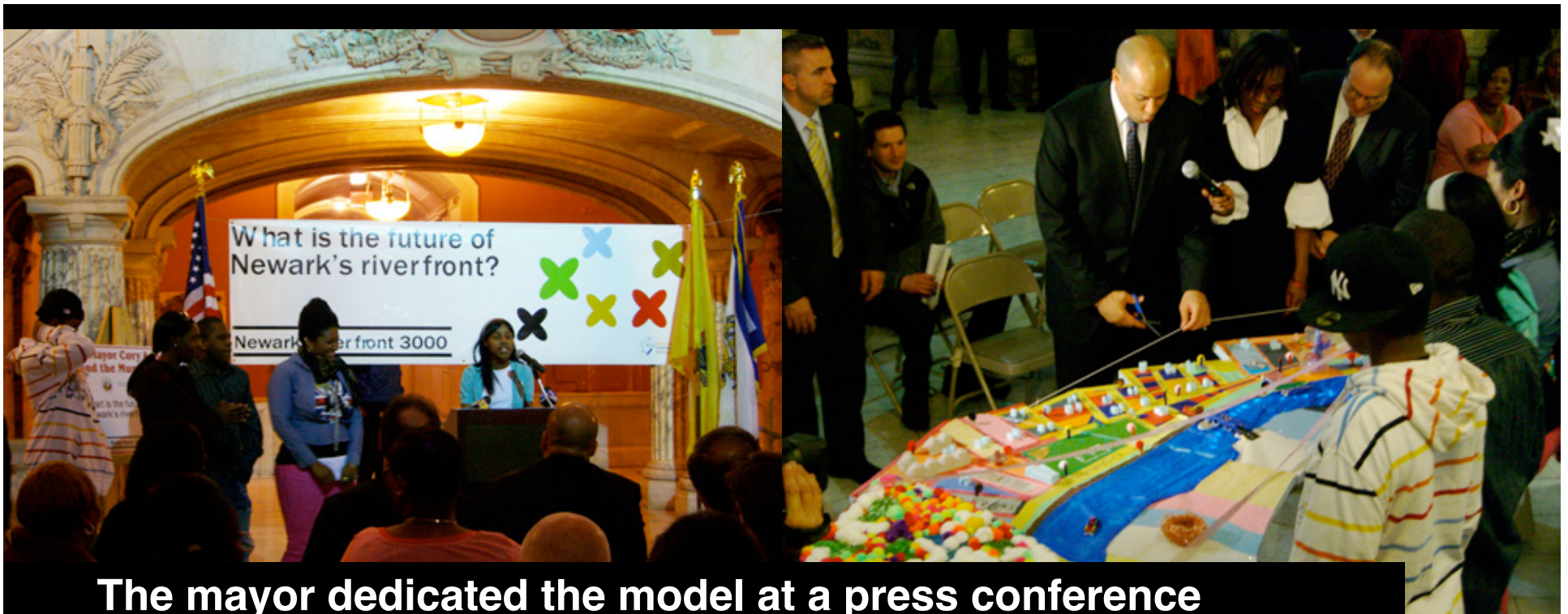
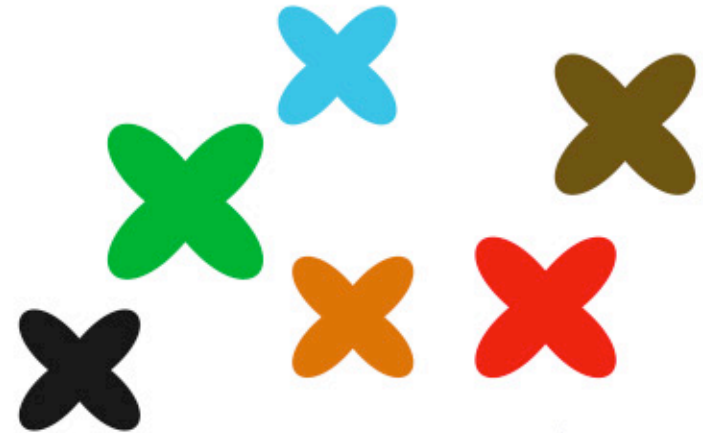


Then we built a model of the riverfront in the year 3000.



What is the future of Newark's riverfront?

Newark Riverfront 3000



The mayor dedicated the model at a press conference launching the public work of Newark Riverfront Regeneration.

And it was installed at the public entrance to City Hall for three months, piquing the interest of passersby.



NEWARK VUELVE AL RIO!
PASEO GRATIS EN BOTE Y
PASEO EDUCACIONAL POR LA
ORILLA DEL RIO!

NEWARK

FREE BOAT TOURS
AND WALKSHOPS!

GOES BACK TO THE RIVER

INFAMOUS DESIGNS | 908.635.6518



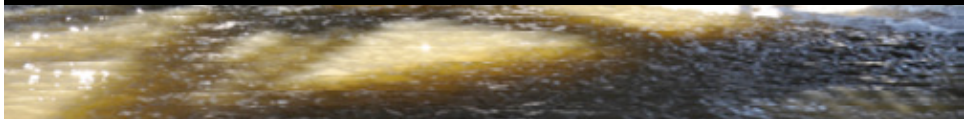
The National Endowment for the Arts awarded NRR funding to organize a series of boat tours and walkshops.



We used email and palmcards to get the word out.

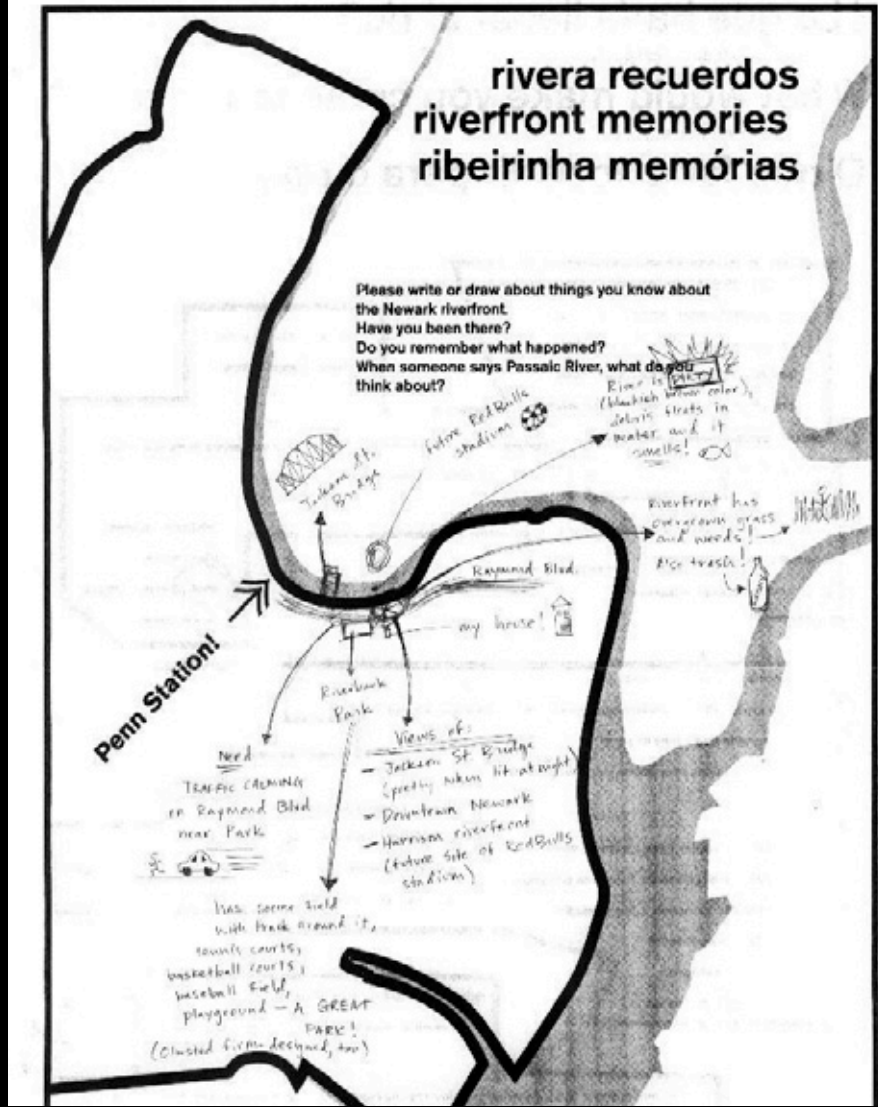


Over the summer of 2009, 200 Newarkers rode the river.





Another 150 attending walkshops, where we explored and discussed the past, present, and future of what we saw.



¿Lo que haría llegar al río?
 círculo todos como quiera!
 What would make you come to the river?
 circle as many as you like!
 O que faria você vir para o rio?
 círculo como muitos como você gosta!

play basketball / jugar basquetbol / jogar o basquetbol
 play baseball / jugar baseball / jogar béisbol
 play soccer / jugar fútbol / jogar futebol
 play cricket / jugar críquet / jogar críquet
 play volleyball / jugar voleibol / jogar voleibol

sunbath / tomar el sol
 dance / dança / dança

board games or cards / boardgames / jugar ou cartões / jogos de mesa o tarjete
 sit and relax / sentar e relaxar / sentarse y relajarse

kayak / caiaque
 rent a boat / alugar um barco / alquilar un barco
 rollerblade / fazer rollerblading

skateboard / patinete
 bike / bicicleta
 stroll / passear / passear
 canoe / canoa

outdoor movie screenings / resinas do cinema ao ar livre / proyecciones de cine al aire libre
 community mural wall / comunidade mural muro / comunidad mural de pared
 dog area / cachorro área / zona de perro
 hot air balloons / balões de ar quente / globos aerostáticos

concerts / conciertos / concertos
 local market / swap meet / mercado local
 community meeting / comunidade reunião / reunião de la comunidad
 car show / feria de coches

garden flowers / jardim flores / Jardim de flores
 garden food / Jardim alimentar / Jardim de alimentos
 read or study / ler ou estudar / leer o estudiar
 buy food / comprar alimentos
 sell food / vender alimentos

barbecue / churrasco / barbecue

religious service / serviços religiosos / servicios religiosos
 family reunion / reunião familiar / reunión de la familia

run model cars or boats / assoute modelo carros ou barcos / ejecutar el modelo de coches o barcos
 rallies for sports teams / corréios de equípes desportives / reunión de equípes deportivos

Historia de Newark

All the while, we attended community meetings to understand people's river memories and visions - what would get them out of the house and down to the river?

It be nice have their benches are needed. needs CLEANING!

2 cents from 2 percent

Progress: 2009

Park design meetings: 260

Development Framework meetings: 200

Neighborhood meetings: 180

Boat tours: 200

Walking tours: 180

School presentations: 120

Riverfront 3000 exhibition: 750

TOTAL = 1890 (34%)



In Spring 2010, students from Greater Newark Conservancy Junior Rangers and St. Vincent Academy helped design the postcards for this year's events.



Building public improvements
to bring life to the riverfront



Over the last ten years, the Army Corps of Engineers has been rebuilding the bulkhead along Newark's riverfront as part of their Joseph G. Minish project.



MAYOR CORY A. BOOKER AND THE NEWARK MUNICIPAL COUNCIL



THE FUTURE OF NEWARK'S RIVERFRONT IS YOURS.

The Division of Planning & Community Development invites you to join the discussion about making the rules for the development of the Newark Riverfront.

WHAT
For decades, Newarkers have discussed visions of their waterfront, including a riverfront trail, new parks, and opportunities for development. At this meeting, you will learn about what it will take to make these visions into reality, and the rules that are proposed to guide the development of the riverfront, from the North Ward to the waterfront.

WHEN
Tuesday, December 15, 6:30-8:30 pm

WHERE
City Hall Basement Rooms, 220 Broad Street
(Use the entrance on Green Street.)

Please RSVP to newarkriverfront@gmail.com.

RESERVED SEATING WILL BE SERVED

MAYOR CORY A. BOOKER AND THE NEWARK MUNICIPAL COUNCIL



HELP DESIGN NEWARK'S FIRST RIVERFRONT PARK!

The Division of Planning & Community Development and The Trust for Public Land invite residents to learn about and discuss ideas for creating Newark's first Riverfront Park.

WHAT

Building on the City of Newark's commitment to create beautiful parks along Newark's Passaic Riverfront, the City of Newark and The Trust for Public Land have entered into a partnership to complete a design for 7 acres between Jefferson and Oxford Streets along Newark's Passaic Riverfront. This discussion will provide an opportunity to meet the project team, share preliminary thoughts, and offer your knowledge and opinions as the design process begins.

WHEN

Tuesday, March 10, 2009, 6:30-8:30 pm

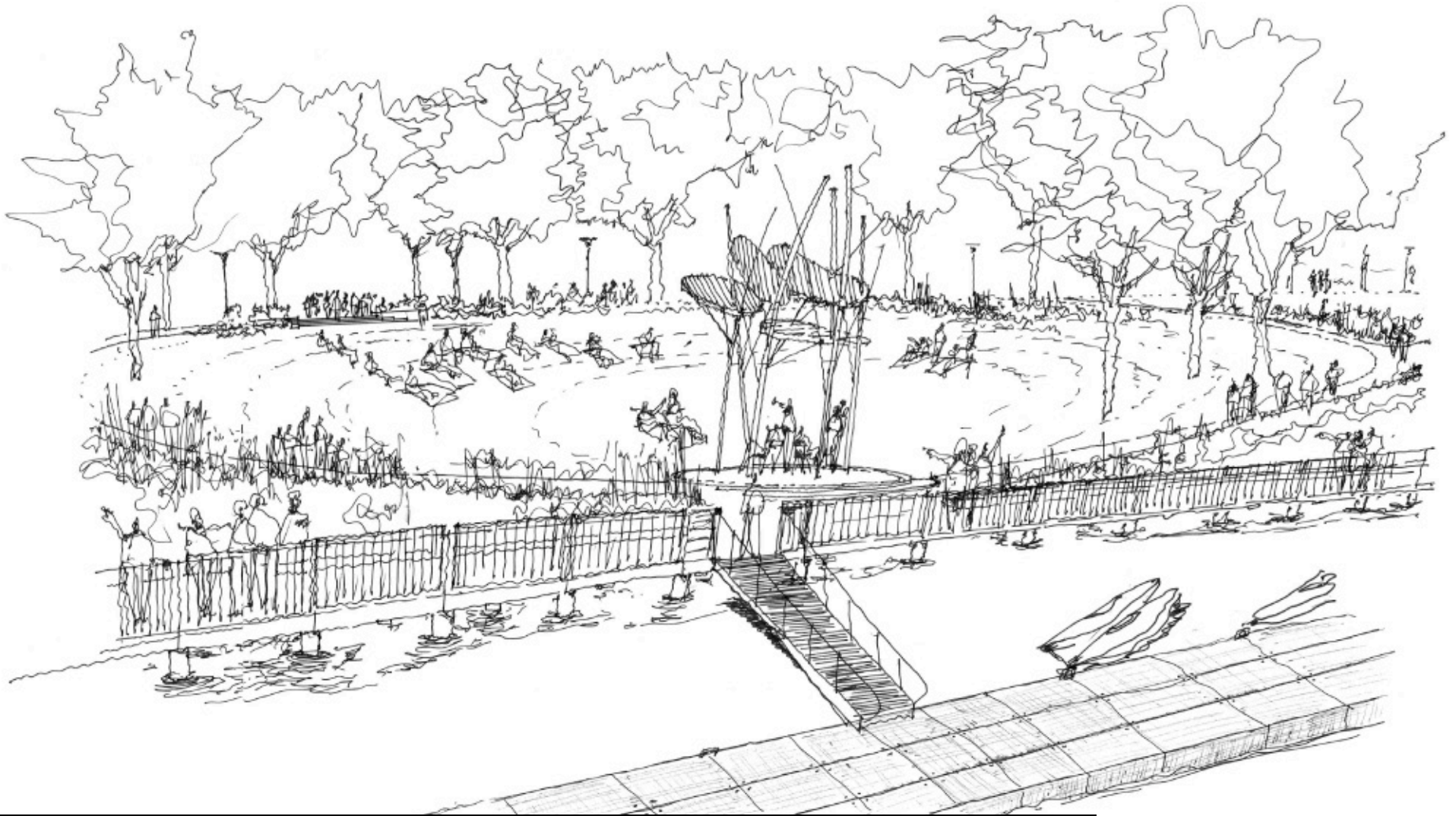
Street

NEWARK
Public Development

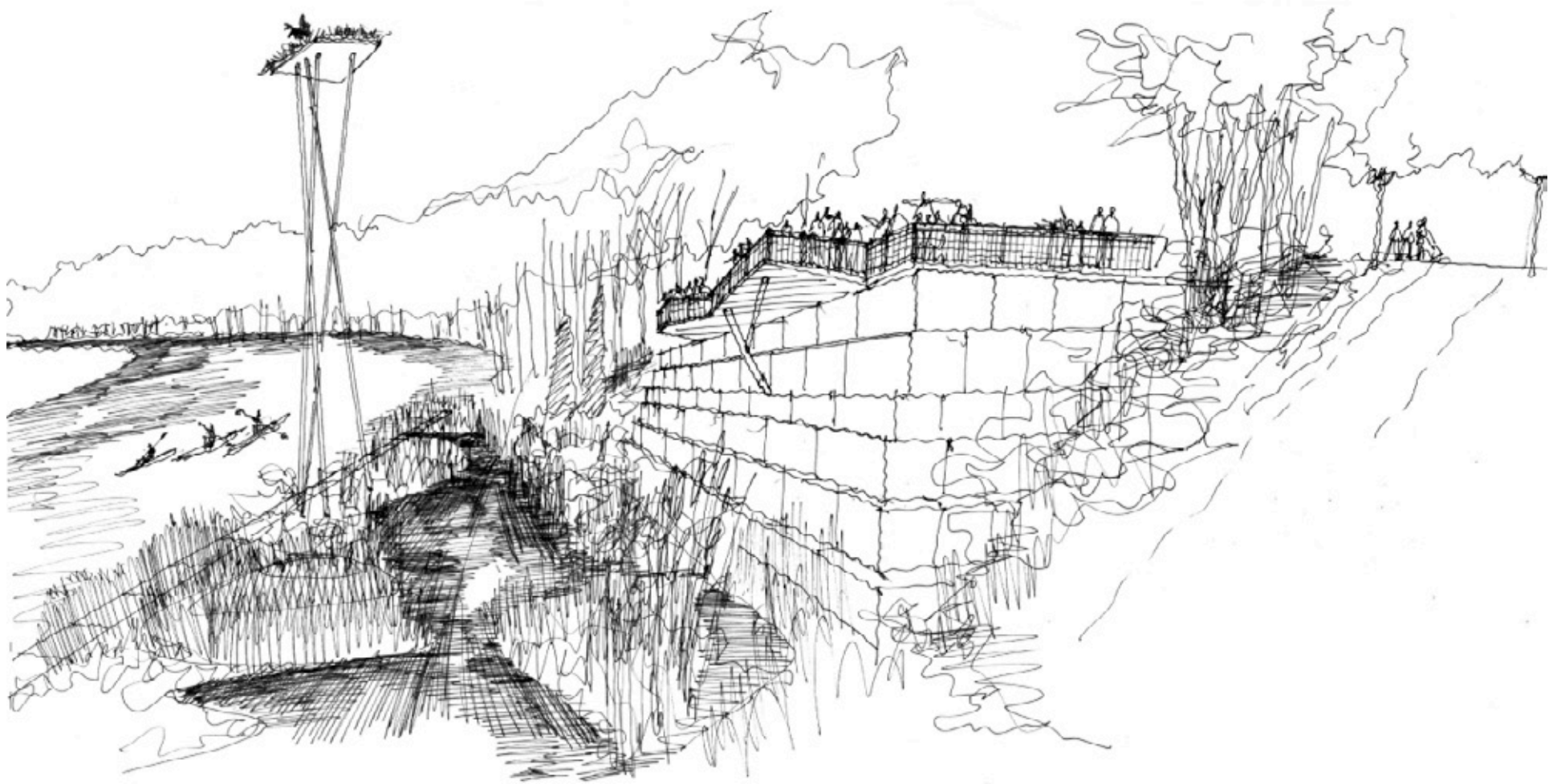
In the spring of 2009, the City of Newark partnered with the Trust for Public Land and the County of Essex to begin design on Newark's first true riverfront park.



Using a site owned by the City, the County, and the State, Lee Weintraub Landscape Architects and Hatch Mott MacDonald Engineers helped develop a 7-acre plan based on resident's ideas and desires. Secured funding sources include the Urban Enterprise Zone, NJDEP Green Acres and HDSRF Program, Essex County Open Space Trust Fund, NJDOT I BOAT NJ Program, NY/NJ Baykeeper, and private sources.



The plan includes a walkway/bikeway, lawns for relaxing, a boardwalk, and a floating boat dock.



It emphasizes environmental education with features like this overlook and osprey rook. The first piece will begin construction in 2010.



Planning a long-term vision for public and private improvements.

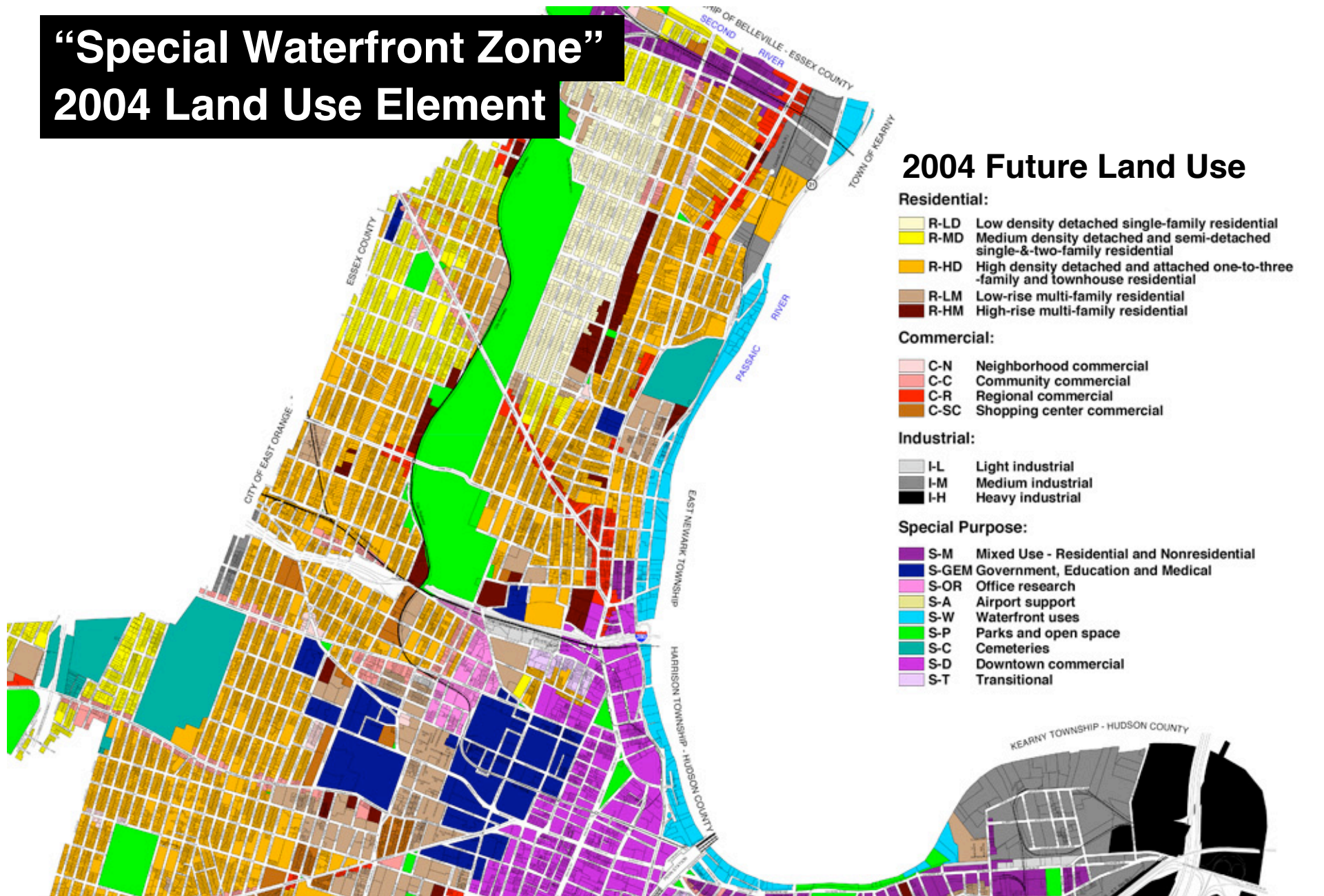
Regulate private development

Prioritize public investment

Goals of the Riverfront Development Framework

- + Articulate a long-term (20-year) vision of the future of the riverfront.
- + Adopt new zoning for ~200 acres of riverfront land.
- + Set public investment priorities.
- + Guide City and private actions for implementation.

“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 most recent official land use action designated a “Special Waterfront Zone,” but did not make any specific rules for building there.

Our planning process began with five simple 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**



We treated the riverfront in four pieces to address the unique conditions and opportunities of each.

For each stretch, we tried to understand the needs and opportunities of upland neighborhoods as well as those of the river's edge.



Lower Broadway neighborhoods



Lower Broadway at the riverfront



Downtown districts



Downtown at the riverfront



Ironbound Neighborhoods



Ironbound at the riverfront

To catalyze public discussion, we boiled down the decisions faced by the City into 24 basic questions.



Newark Riverfront Development Framework

10/20/09

NEWARK PASSAIC RIVERFRONT REVITALIZATION

City of Newark
Department of Economic & Housing Development
Division of Planning & Community Development

In Consultation With:
IHD&A Advisors, Inc. and
Wallace Roberts & Todd

IN MAKING THE DECISIONS THAT FOLLOW, HOW CAN NEWARK BEST SEIZE THE OPPORTUNITIES OF THE NORTH WARD RIVERFRONT?

NORTH WARD

<p>Opportunities</p> <ul style="list-style-type: none"> 1. RE-INTENSIFY INDUSTRIAL DEVELOPMENT <ul style="list-style-type: none"> - Support Existing Industry - Revitalize City-owned property 2. NEW "POCKET" ZONES <ul style="list-style-type: none"> - Open spaces connected to adjacent neighborhoods 3. IMPROVE ACCESS to waterfront from neighborhoods 	<p>Trade-Offs</p> <ul style="list-style-type: none"> 1. REQUIRED INDUSTRIAL OR UNDESIRABLE USE? 2. BALANCE OF INDUSTRIAL DEVELOPMENT TO OPEN SPACE? 3. PUBLIC INVESTMENT TARGETING <ul style="list-style-type: none"> - Access from neighborhoods? - Open space development and maintenance? - Incentives for industrial development and job production? 	
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IN MAKING THE DECISIONS THAT FOLLOW, HOW CAN NEWARK BEST SEIZE THE OPPORTUNITIES OF THE LOWER BROADWAY RIVERFRONT?

LOWER BROADWAY

<p>Opportunities</p> <ul style="list-style-type: none"> 1. NEW RETAIL & RESIDENTIAL DEVELOPMENT 2. CREATE NEW PARKS & TRAILS 3. IMPROVE ACCESS FROM NEIGHBORHOODS 	<p>Trade-Offs</p> <ul style="list-style-type: none"> 1. REQUIRED OR UNDESIRABLE USE? 2. BALANCE OF OPEN SPACE, TRAIL, AND DEVELOPMENT? 3. TARGETING FOR PUBLIC INVESTMENT? <ul style="list-style-type: none"> - Access from retail and residential development? - Open space development and maintenance? 	
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IN MAKING THE DECISIONS THAT FOLLOW, HOW CAN NEWARK BEST SEIZE THE OPPORTUNITIES OF THE DOWNTOWN RIVERFRONT?

DOWNTOWN

<p>Opportunities</p> <ul style="list-style-type: none"> 1. DEVELOP UNIQUE CITYWIDE DESTINATIONS 2. CREATE TRAILS & OPEN SPACES 	<p>Trade-Offs</p> <ul style="list-style-type: none"> 1. BALANCE OF DEVELOPMENT VS OPEN SPACE/TRAILS 2. REQUIRED TRAILS VS UNDESIRABLE USE? 	
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HOW CAN NEWARK BEST SEIZE THE OPPORTUNITIES OF THE IRONBOUND RIVERFRONT?

IRONBOUND

<p>Opportunities</p> <ul style="list-style-type: none"> 1. CREATE OPEN SPACE for the parks, trails, and cultural uses, including a trail 2. IMPROVE ACCESS from 	<p>Trade-Offs</p> <ul style="list-style-type: none"> 1. TRAIL & BALANCED Mixed-Use Development? 2. WHAT MIX OF SOFTWARE INVESTMENT? 	
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These questions were outlined in a series of Riverfront Development Workbooks used at community forums and available online.

7 Density

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

Consider:

Should action be taken to set density guidelines?

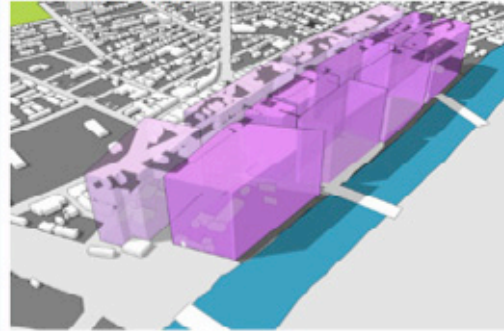
If so, what density will best promote the vision of the area's future?



Existing Land Use

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



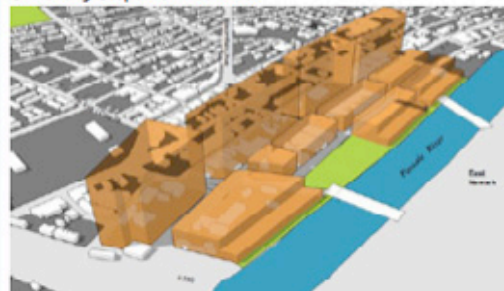
PRO Creates uniform allowed density
PRO

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

Each decision was illustrated with 2 to 4 alternatives to prompt discussion of the pros and cons of each.

PUBLIC INVESTMENT



Acquisition

X acres
\$X million



Park Development

X acres
\$X million



Maintenance

\$X/year

PRIVATE INVESTMENT

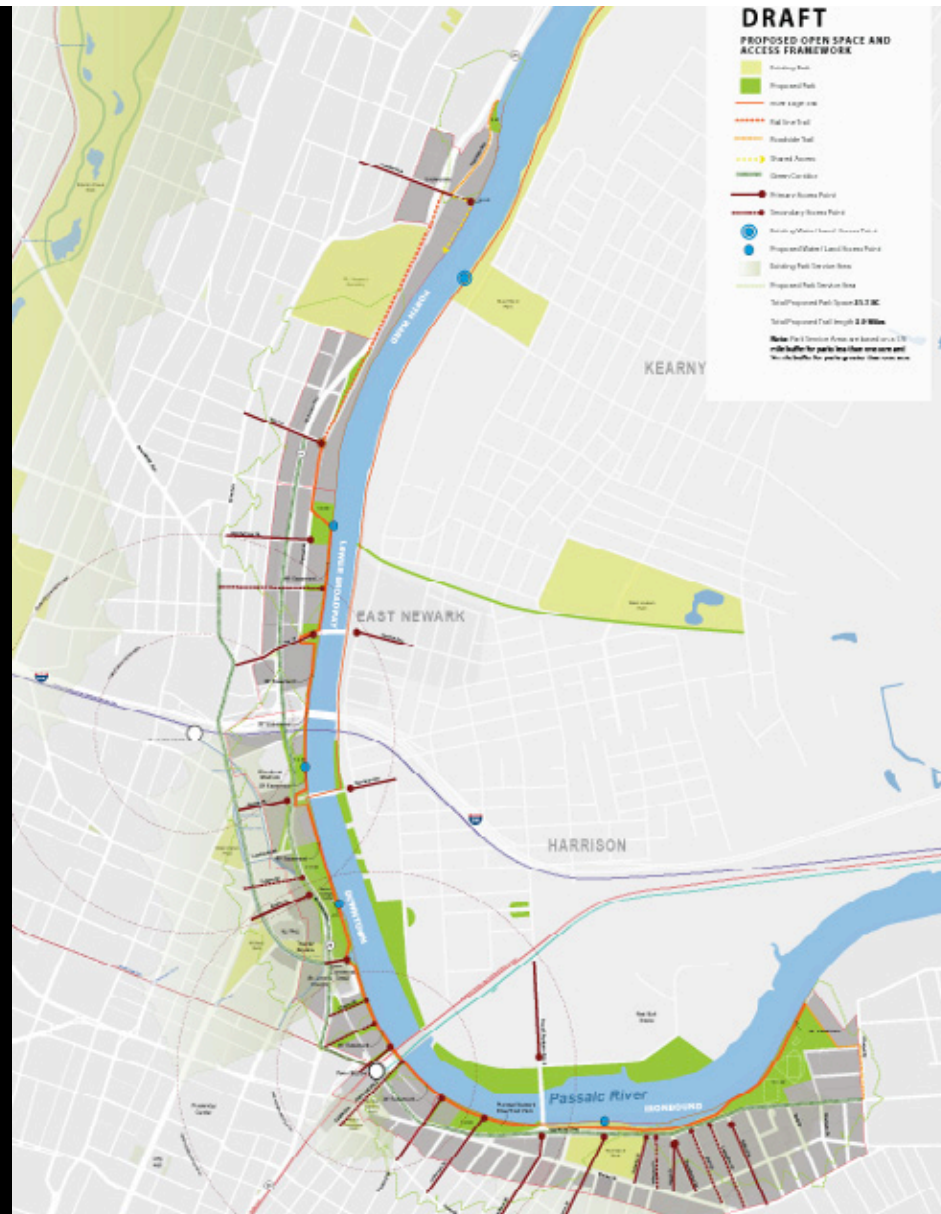


Zoning– Use and Density Controls



Zoning– Public Space / Open Space Requirement

Importantly, each decision was tied to specific City actions that would be required to make it real.



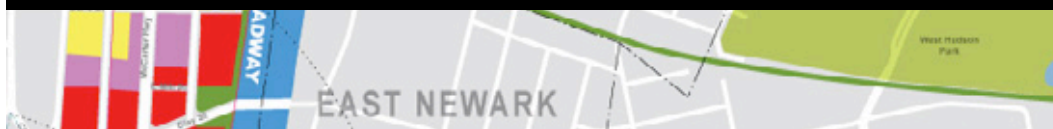
After discussion and study, we prepared a draft vision for the riverfront, beginning with what people cared about most: a system of trails to provide access to and along the water's edge.

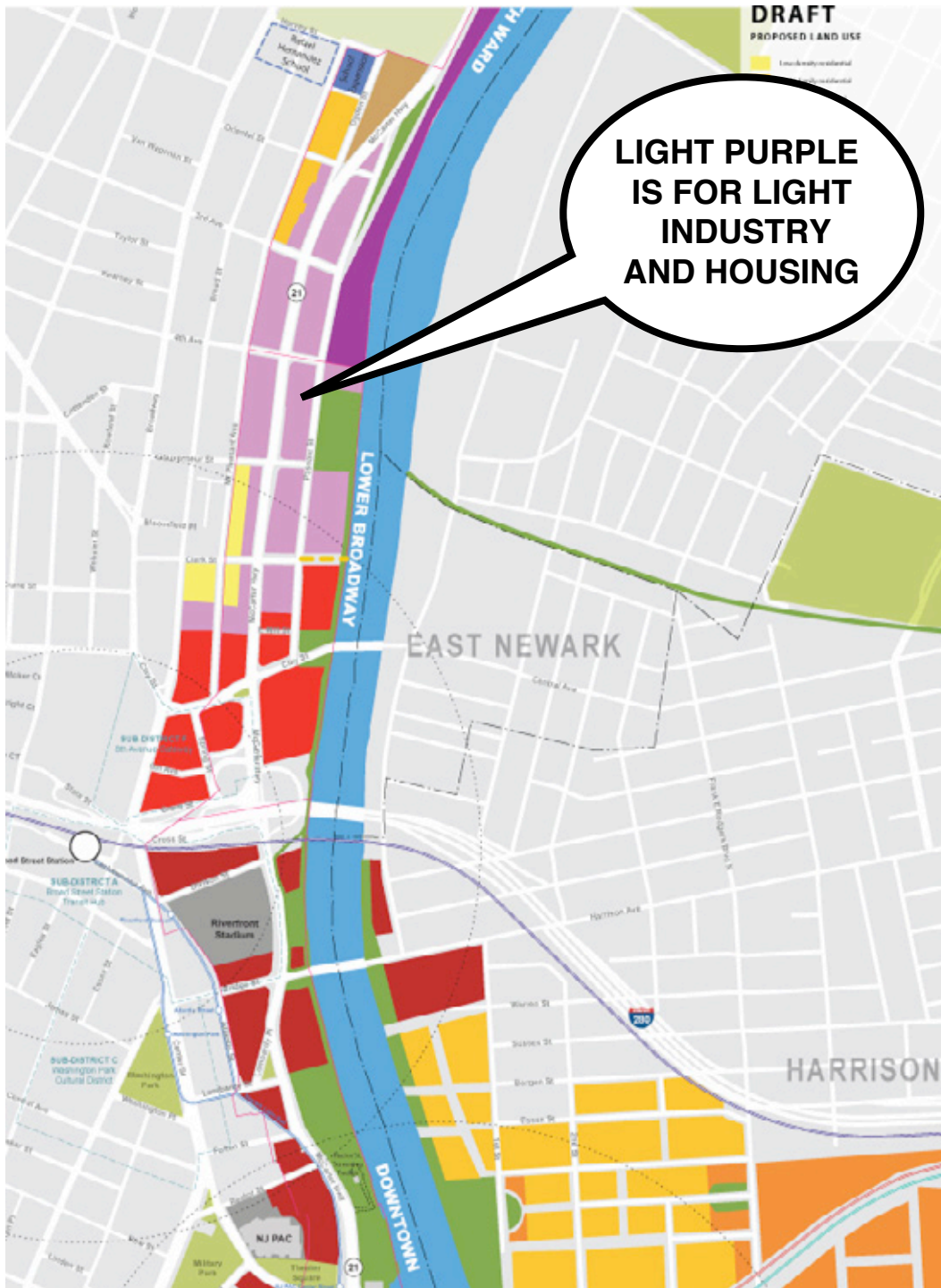


North Ward Land Use Recommendations

+ Preserve and support job-intensive industrial uses

We also prepared a vision for development regulation.





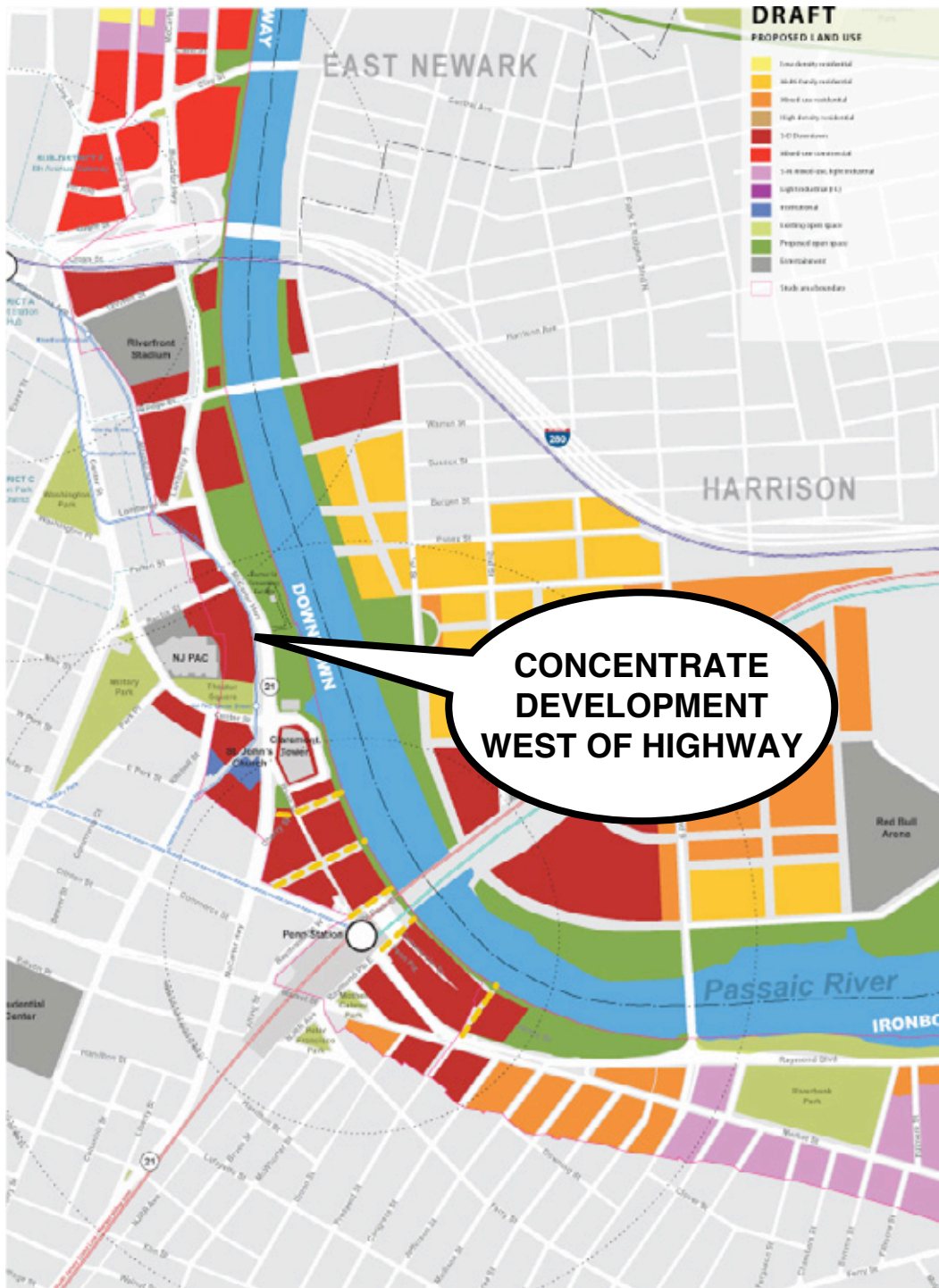
Lower Broadway Land Use Recommendations

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



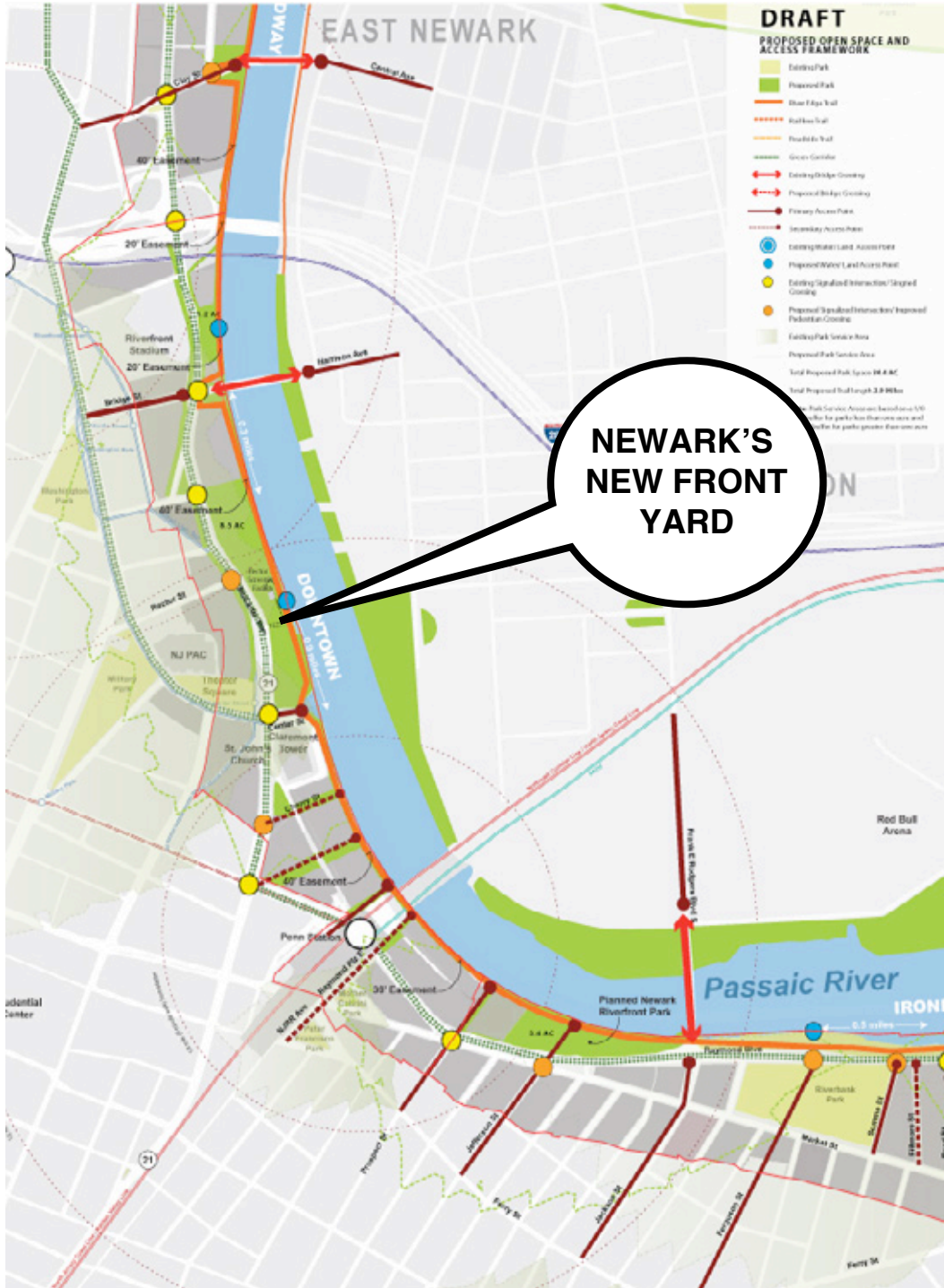
Lower Broadway Land Use Recommendations

- + 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



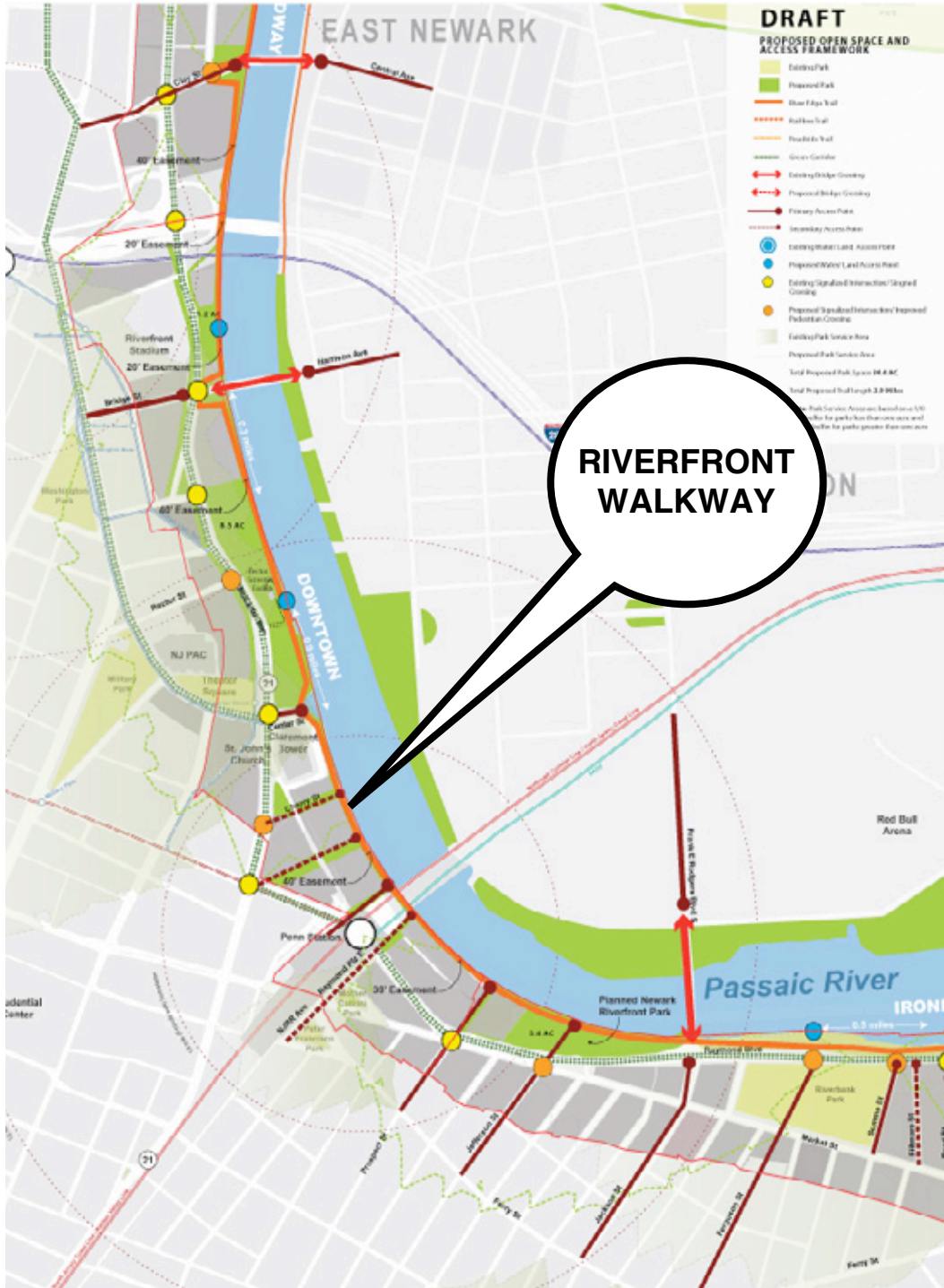
Downtown Land Use Recommendations

+ Concentrate development on upland side of McCarter Highway



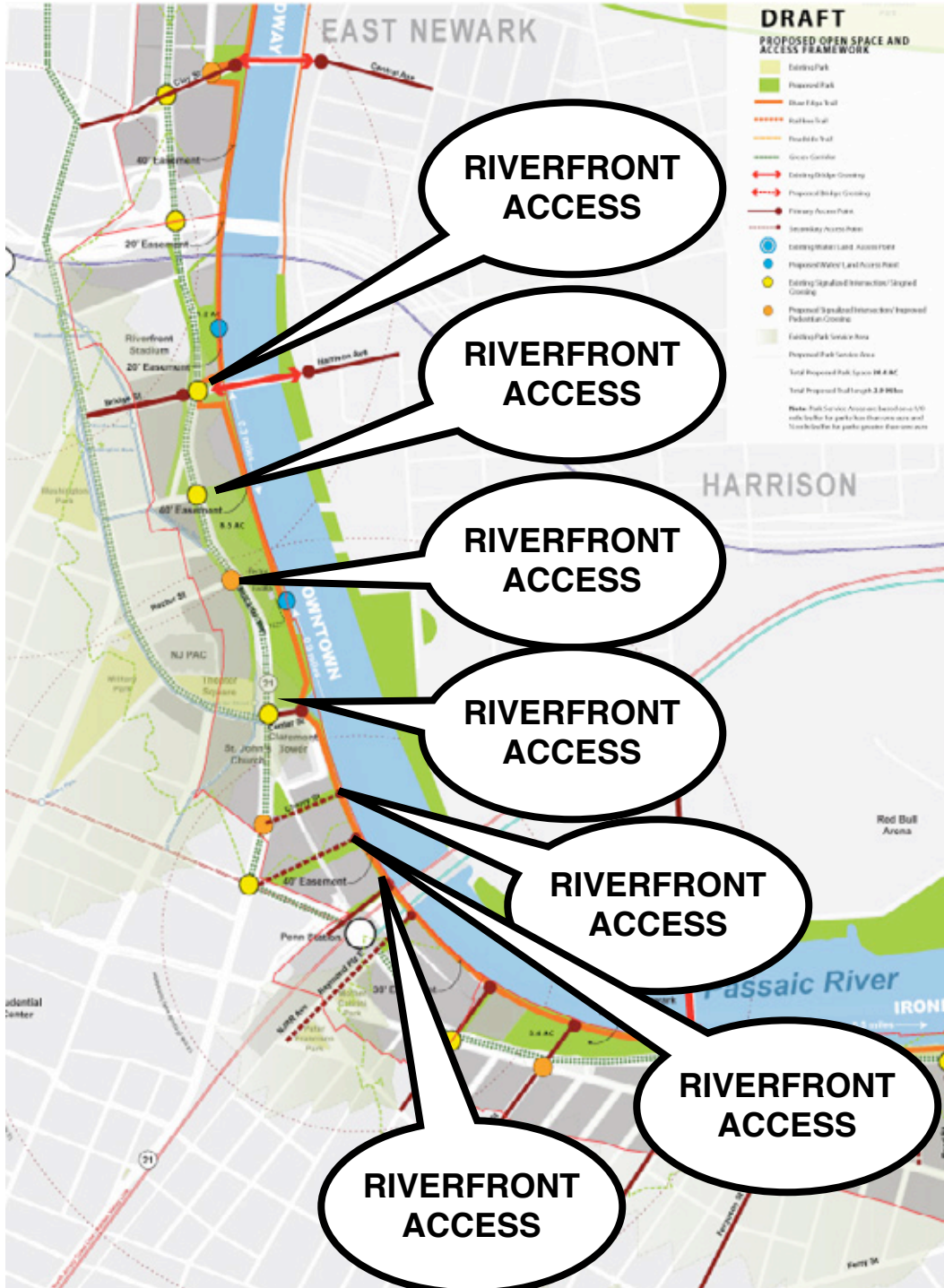
Downtown Riverfront Access & Open Space Recommendations

+ 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

Next steps: Riverfront Development Framework

- + Translate draft vision into full regulation proposal for public review**
- + Adoption by Central Planning Board**
- + Adoption by Newark Municipal Council**

We will only succeed with mass support!
Get involved!

- + **Contact Damon Rich, Urban Designer and Waterfront Planner at (973) 733-5918 or richda@ci.newark.nj.us.**
- + **Visit www.newarkriver.wordpress.com for updates and public information.**
- + **Sign up for Newark Riverfront newsblasts by writing to newarkriverfront@gmail.com.**

Thank you.

