

10/20/09



City of Newark

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

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

# Riverfront Initiatives & Benefits

Keep them in mind as you consider how the Framework might address particular areas of the riverfront.

#### THE FRAMEWORK

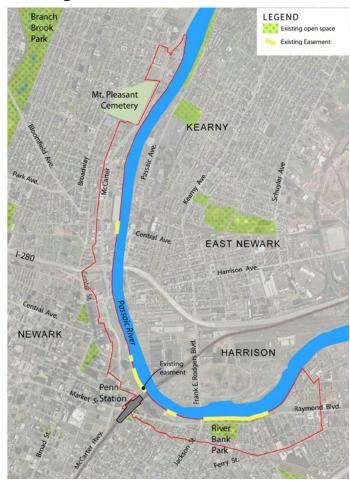
By recommending specific City actions including zoning changes and public investments, the Riverfront Development Framework will deliver public benefits and a clear and predictable framework for future private development.

Many of the potential benefits that the City of Newark might receive from its riverfront require riverfront-wide perspective and action. For example, the vision of a continuous riverfront trail is not achievable if significant gaps in the trail are allowed to occur.

The following pages describe eight concrete ways that the legal actions and public investments recommended by a Riverfront Development Framework can benefit Newarkers. Keep them in mind as you consider how the Framework might address particular areas of the riverfront.

# 1. Continuous Riverfront Trail

#### Existing



Today, riverfront easements exist only in four isolated stretches.

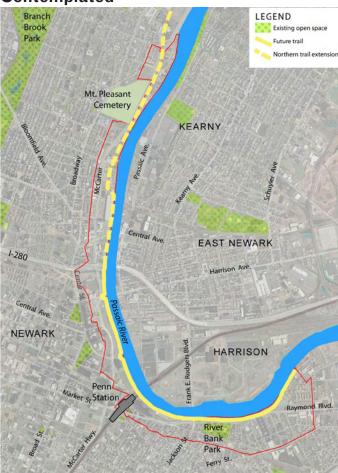
#### **QUICK FACTS**

A continuous riverfront trail and promenade (parallel to the river) has been supported by many past riverfront plans and discussions, at least in the Ironbound and Downtown.

Today, while many stretches of riverfront are owned by public agencies, most will require significant investment and construction to provide welcoming riverfront access.

Many stretches of the riverfront are private land, and no framework has been in put in place that requires the provision of riverfront access.

#### **Contemplated**



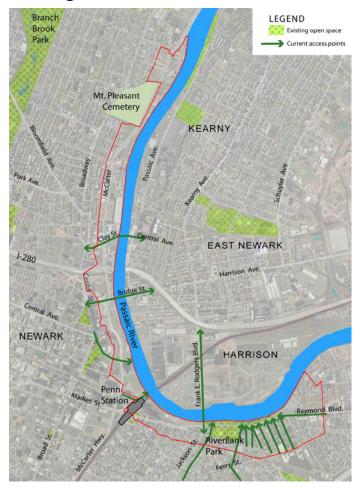
Strategic acquisitions and zoning requirements can create a continuous trail.

#### WHAT YOU NEED TO KNOW

If a continuous riverfront trail is a priority for Newark, the Riverfront Development Framework must require it—a single gap would make the trail discontinuous. Public investment must prioritize the construction of the access.

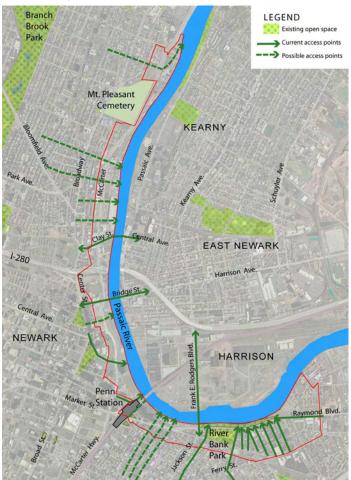
# 2. Regular Upland Access

#### **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.

#### **QUICK FACTS**

A continuous riverfront trail and promenade is not worth much if it is not well-connected to the rest of Newark.

Today, the public streets and sidewalks that lead to the riverfront are few and far between.

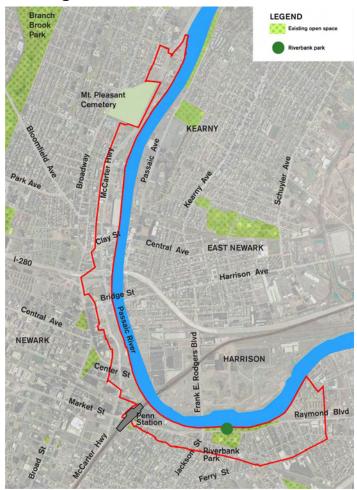
Regular upland access refers to the creation of frequent paths that bring people to the riverfront from the city.

#### WHAT YOU NEED TO KNOW

The Riverfront Development
Framework must set a standard
for the provision of upland public
access to the riverfront—how
streets and sidewalks might
be extended, and how private
property owners should be
required to provide passages
across their property for
riverfront access.

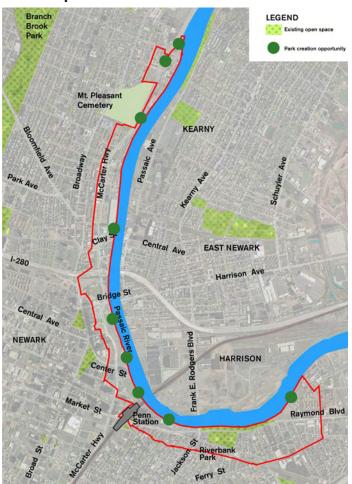
# 3. New Riverfront Parks

#### **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.

#### **QUICK FACTS**

All past plans and discussions of Newark's riverfront have included ideas for new public open spaces.

The City of Newark and Trust for Public Land are well on the way to realizing Newark's first true riverfront park near the Jackson Street Bridge.

#### WHAT YOU NEED TO KNOW

The Riverfront Development Framework must set out a vision of riverfront open spaces, and must prioritize how they are developed, whether through public construction or through private development projects.

# 4. Density Controls

#### **Existing**



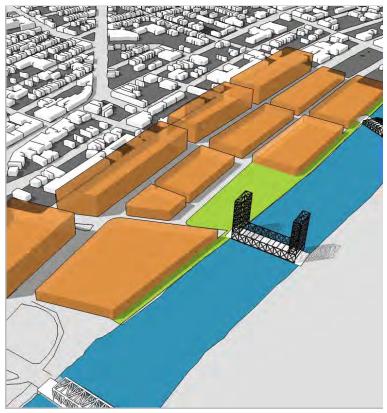
View from the Ironbound towards the river.

#### **QUICK FACTS**

Beyond the creation of public riverfront access and park spaces, the Riverfront Development Framework will set the guidelines for future private developments on and near the riverfront.

These guidelines will address the allowable density of future developments and set out which areas present the best opportunities for more intense development–like areas near major transportation facilities–and which should be targeted for lower-scale construction.

#### **Contemplated**



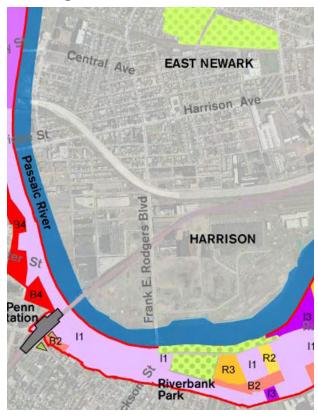
Zoning can help control the urban fabric by prescribing the intensity of development, the transparent boxes represent an illustration of the type of zoning envelope that could be adopted through this plan.

#### WHAT YOU NEED TO KNOW

Density controls can help connect neighborhoods to the river by creating a continuous urban fabric or by helping channel development to where it is most productive. While dense uses can help create vibrant and dynamic places, they are not well suited for all locations. The Riverfront Development Framework must set a vision for the density of future development for decades

# 5. Use Controls

#### **Existing**



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

#### **QUICK FACTS**

Along with density, the Riverfront Development Framework will set the guidelines for the uses that will be allowed in future private development on and near the riverfront. Today, the great majority of the riverfront has few guidelines for allowed uses.

While the determination of future uses in many areas might best be left to their developers, in some areas there may be significant benefits to strong guidelines.

#### **Contemplated**



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

#### WHAT YOU NEED TO KNOW:

## Use guidelines can help:

- + Create a dynamic, well-used, public riverfront by requiring "destination" uses.
- + Capitalize on unique opportunities for regional retail.
- + Phase out uses that are in conflict with the future vision of a community.
- + Require specific levels of affordability for future housing development.

# 6. Design Controls

#### **Existing**



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

#### **QUICK FACTS**

Many existing buildings on Newark's riverfront turn a blank face to the river. If future riverfront developments are to contribute to a welcoming and vibrant public realm, drawing people from the city to the river, a strong vision of basic design principles can help.

For example, design controls can encourage buildings that promote activity on both their river side and on city side, buildings that sit close to streets instead of pull away into privacy, or buildings that prioritize pedestrians instead of vehicles.

#### Contemplated



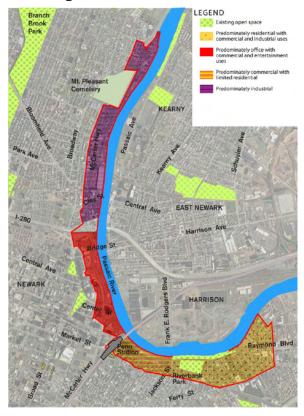
Riverfront design controls in Pittsburgh required the Alcoa building to provide a public riverfront esplanade.

#### WHAT YOU NEED TO KNOW

The Riverfront Development Framework must set a vision for the public realm on and near the riverfront and translate its ambitions into clear and predictable design controls.

# 7. Opportunities for New Development

#### **Existing**

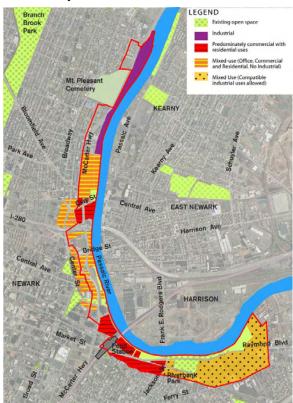


There is significant vacant land on the riverfront.

#### **QUICK FACTS**

There are over 100 acres of vacant and underutilized parcels within the study area.

#### Contemplated



With a clear vision of how new development can support the goals of riverfront revitalization, the City can foster new investment in strategic locations.

#### WHAT YOU NEED TO KNOW

These vacant parcels represent a great opportunity for new developments that capitalize on a waterfront location.

# 8. Things to Do

#### **Existing**

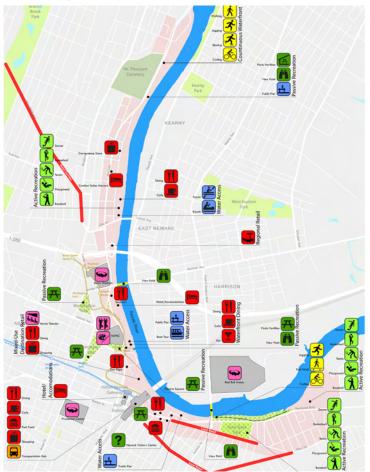


Today there are not enough reasons large numbers of people to venture to the Newark Riverfront.

#### **QUICK FACTS**

Although the City of Newark has five miles of riverfront that border a number neighborhoods, many city residents are unaware that they are only a few miles from the edges of the Passaic River.

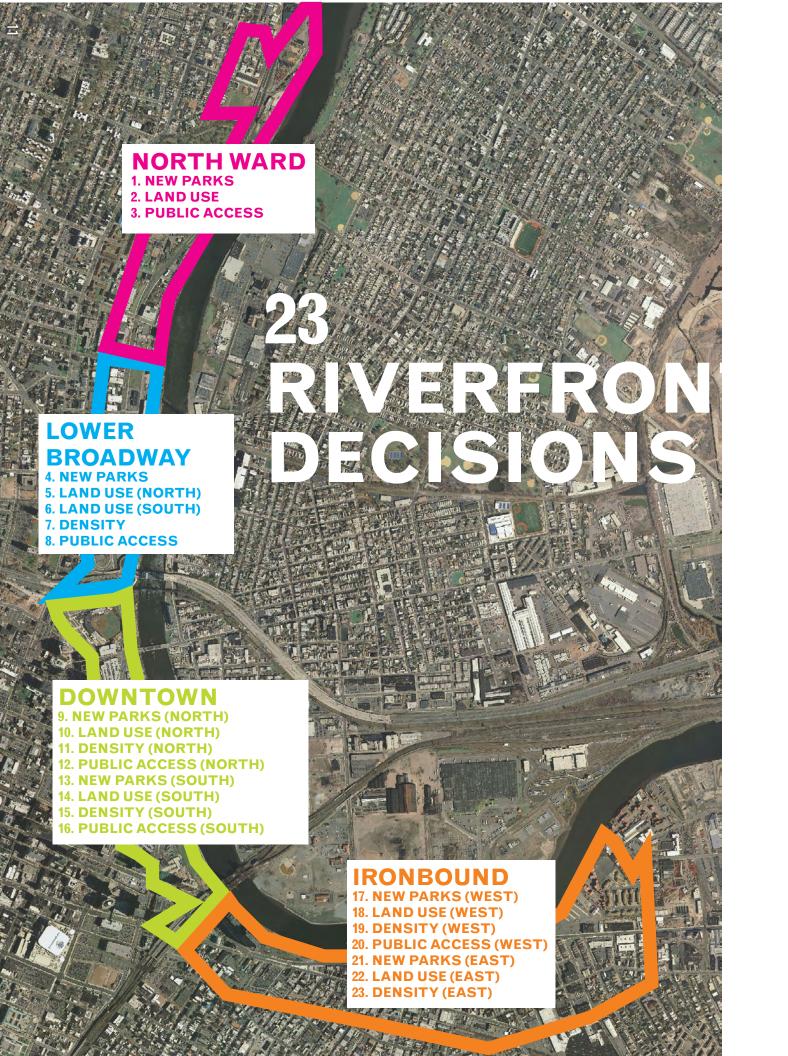
#### Contemplated



A successful riverfront requires more activity and more people. Through public programs and partnerships, ways must be found to increase the life along and in the river, which will fortify public and private investment.

#### WHAT YOU NEED TO KNOW

Many cities across the country have been successful in turning their waterfronts into dynamic destinations through programs and events that target a broad spectrum of residents and visitors.





# NORTH WARD

# **Opportunities**

- 1 JOB-INTENSIVE INDUSTRIAL DEVELOPMENT
- Support Existing Industry
- Reuse City-owned property
- 2 NEW "VEST POCKET" PARKS Open spaces connected to upland neighborhoods
- 3 IMPROVE ACCESS to riverfront from neighborhoods

# Trade-Offs

- 1 REQUIRED INDUSTRIAL VS UNSPECIFIED USE?
- 2 BALANCE OF INDUSTRIAL DEVELOPMENT VS OPEN SPACE?
- **3 PUBLIC INVESTMENT TARGETS?**
- Access from neighborhoods?
- Open space development and maintenance?
- Incentives for industrial development and job production?



# **NORTH WARD**

The North Ward contains some of Newark's stateliest homes and some of its most crowded neighborhoods. It is marked by rugged terrain and steep hills.

While the North Ward contains Branch Brook Park, a jewel of Newark's park system, the topography of the neighborhood makes it difficult to reach the park for all but its closest neighbors.

Like many Newark neighborhoods, the North Ward is in need of accessible job opportunities for residents. The North Ward is a diverse area in need of open space and job opportunities. The riverfront can play a role in meeting these needs.



# NORTH WARD RIVERFRONT

At the river, the North Ward contains a mix of active industrial uses, vacant land, and picturesque views.

Among the industrial uses are well-established facilities like asphalt plants that serve Newark and surrounding municipalities and construction companies. There are also more recent developments like a biofuel facility and a light industrial development being undertaken by the Brick City Development Corporation.

Some of the industry takes advantage of water-based transportation and the nearby rail line to Paterson, which is also used as an outdoor graffiti museum.

Across McCarter Highway, there are pockets of housing as well as significant vacant land.

We propose that
the North Ward
Riverfront be
supported as
an industrial
area, especially
accommodating
job-intensive green
businesses that take
advantage of
water- and rail-based
transportation,
along with limited
but unique park
opportunities.

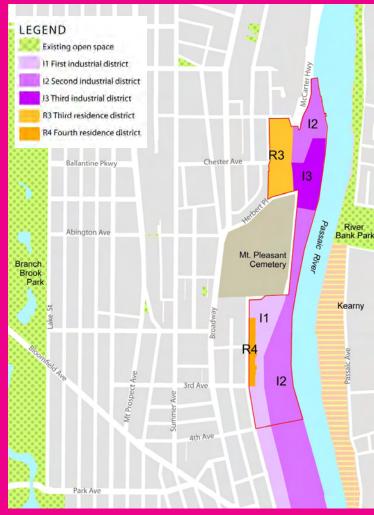






# NORTH WARD EXISTING CONDITIONS





PLANNING CONTEXT

**EXISTING ZONING** 

WHAT YOU NEED TO KNOW

- + TOPOGRAPHY & HIGHWAY SEPARATE RESIDENTIAL NEIGHBORHOOD
- + LIMITED RIVERFRONT ACCESS
- + NEW INDUSTRIAL INVESTMENT
- + NARROW LAND PARCELS
- + SIGNIFICANT UNDERUTILIZED LANDS
- + NEAR LOWER BROADWAY

WHAT YOU NEED TO KNOW

EXISTING ZONING IS EXCLUSIVELY INDUSTRIAL ALONG THE RIVERFRONT WITH UPLAND RESIDENTIAL.

### 1 New Parks

While topography and the street grid present challenges to creating useful parks in this section, other cities have succeeded in providing limited open spaces amidst active industrial riverfronts. We have identified several opportunities that could be pursued through public acquisitions or by developing publicly-owned land as small parks.

#### **Consider:**

Other Ideas?

Is a public investment in open space in this stretch of riverfront a worthwhile investment? If so, which opportunities are most promising?

#### A. No New Parks



#### **NORTH WARD**

industrial uses
PRO
CON No new open space for North
Ward residents
CON

#### B. Series of parks



# PRO Unique opportunity for neighborhood open space in the midst of active industry

PRO .	-		

# CON Too inaccessible to be well-used CON Eliminates further industrial development

CON			

#### **REQUIRED CITY ACTION**







### 2

# **Land Use**

For the most part, the existing zoning supports the current uses—exclusively industrial uses to the east of McCarter and mixed uses, including residential to the west.

#### **Concerns:**

Should action be taken to further regulate this boundary by dedicating land to the west of McCarter to residential uses?

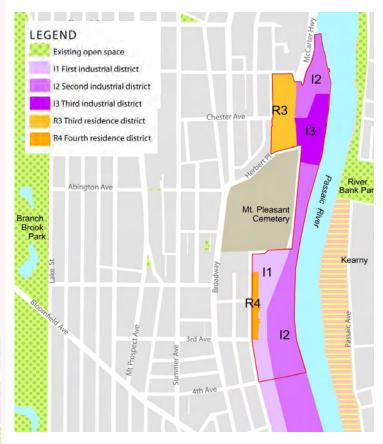


Existing Land Use

#### Other Ideas?

outer rucus.	

#### A. Existing



#### B. Industrial E. of McCarter / Residential W. of McCarter



#### **REQUIRED CITY ACTION**

Zoning-Use controls

#### **NORTH WARD**

PRO Supports existing industrial

uses and allows for flexibility near

McCarter Highway.

PRO \_

-	
-	
uses t	Allows potentially conflicting o be developed in I-1 zones and industry at Chester Street.
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### 3 Public Access

While topography and the street grid present challenges to creating both parallel and perpendicular access to the riverfront, limited opportunities exist. First, private property owners might provide "street-end" open spaces, small areas at the ends of streets where people can reach the river. Second, a riverfront trail might be extended in-land, sharing space with an existing railroad track.

Other Ideas?

#### A. Existing / No requirements



#### **NORTH WARD**

	Very low probability of any ac-
cess l	being well-used
PRO	
acces	Denies North Ward residents as to riverfront

#### B. Rail line public access requirement



#### REQUIRED CITY ACTION





**Public investment** 

- + Easement from Railroad
- + Construction of trail with rail
- + Maintenance of trail

DDO Estada sinaforattasil
PRO Extends riverfront trail PRO
CON May conflict with commercial use of rail



# LOWER BROADWAY

# **Opportunities**

- 1 NEW RETAIL & RESIDENTIAL DEVELOPMENT
- 2 CREATE NEW PARKS & TRAILS
- 3 IMPROVE ACCESS FROM NEIGHBORHOODS

# Trade-Offs

- 1 REQUIRED OR UNSPECIFIED USE?
- 2 BALANCE OF OPEN SPACE/TRAIL AND DEVELOPMENT?
- 3. TARGETS FOR PUBLIC INVESTMENT?
- Incentivize retail and residential development?
- Open space development and maintenance?







### **LOWER BROADWAY**

Lower Broadway is a busy neighborhood near important transportation routes: Route 280, Bloomfield Avenue, and Broad Street Station.

Lower Broadway has a strong Latino character, clearly reflected in local businesses. Like the North Ward, it is near Branch Brook Park, but steep hills make it hard to reach from much of the area.

In recent years, a wide variety of uses have developed near McCarter Highway, ranging from three-family houses to strip malls to motels. At times, this has produced conflict. Lower Broadway
is a bustling area
in need of open
space that also
holds development
potential for a
regional base.

# LOWER BROADWAY RIVERFRONT

At the river, Lower Broadway contains a mix of active industrial uses and vacant land.

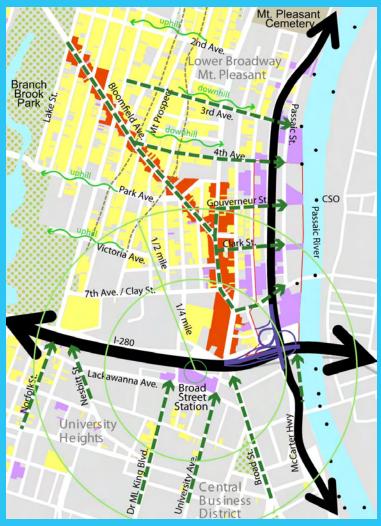
Also, significant properties have been assembled, creating the potential for a larger scale, more transformative development in the future.

While some of the industrial uses create significant quality jobs for Newark residents, other uses do not take full advantage of the possibilities presented by their excellent access to regional transportation networks.

We propose that the Lower Broadway riverfront develop as a mixed-use district with new housing, regional retail, and open space.



# **LOWER BROADWAY**EXISTING CONDITIONS



11 First industrial district Lower Broadway Mt. Pleasant 12 Second industrial district 84 Fourth commerical district. R4 R4 Fourth residence district 4th Ave Gouverne Passaic East Newark River Clark St. Victoria Ave. 11 12 Branch Brook Park Central Ave. 7th Ave. / Clay St. 1-280 Lackawanna Ave Broad Street BridgeSt Station University Heights Central Business District

Mt. Pleasant Cemetery

PLANNING CONTEXT

WHAT YOU NEED TO KNOW

- + REGIONAL TRANSPORTATION ACCESS
- + NEAR BLOOMFIELD AVENUE
- + TOPOGRAPHY SEPARATES
  RESIDENTIAL NEIGHBORHOOD
- + STRONG STREET GRID
- + LARGE ASSEMBLAGE

WHAT YOU NEED TO KNOW

LEGEND

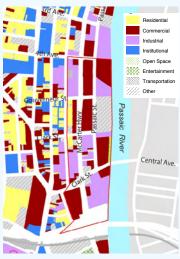
Existing open space

EXISTING ZONING IS EXCLUSIVELY INDUSTRIAL ALONG THE RIVERFRONT. UPLAND THERE ARE FEW RESTRICTIONS.

#### 4 New Parks

With no publicly-owned riverfront land in the area and few existing roads that connect upland neighborhoods to the riverfront, Lower Broadway presents few opportunities for new riverfront parks.

At the same time, with large-scale development possible in the coming decades, new open spaces could be created as part of the redevelopment process.



Existing Land Use

#### Other Ideas?

#### A. No New Parks



#### B. New Park



#### REQUIRED CITY ACTION



#### **LOWER BROADWAY**

PRO Preserves flexibility for future

development plans

PRO
CON Denies Lower Broadway
residents access to riverfront
CON
-
PRO Creates an open space gateway at the Newark side of the Clay Street Bridge
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gateway at the Newark side of the Clay Street Bridge PRO  CON May constrain future development potential.

# **Land Use** (North of Clay)

**Current zoning allows** only industrial uses on the riverfront. To implement the proposed vision will require permitting residential uses here. Are there any other use allowances or requirements that will bolster this area?

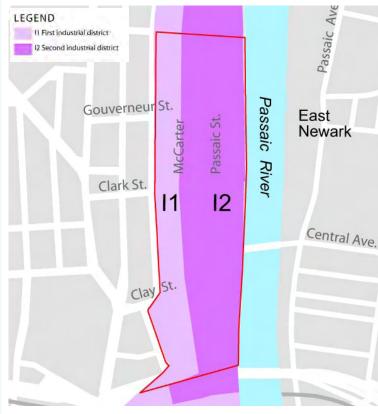


Existing Land Use

Other Ideas
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		-

#### A. Existing / No change



#### **LOWER BROADWAY**

uses	
PRO	
CON	Precludes residential
	Precludes residential
devel	Precludes residential opment on the riverfront
devel	

#### B. Mixed-use residential, commercial and some types of compatible light

4th Ave.		Passaic
Gouverneur St Clark St.	McCarter Hwy	Passaic River
		GEND Proposed open space Dedicated mixed-use (Residential and commercial uses)

#### **REQUIRED CITY ACTION**



	termine uses
PRU	
-	
CON	Phases out existing industrial

PRO Allows flexibility to developers

CON Phases out existing industria	ιl
uses that may not be compatible	
with residential uses	
CON	

## 6

# Land Use (South of Clay)

Current zoning supports the current use of the area for solid waste service and a concrete plant.

#### **Consider:**

Should action be taken to take best advantage of regional transportation by requiring retail use on this parcel when it is redeveloped?

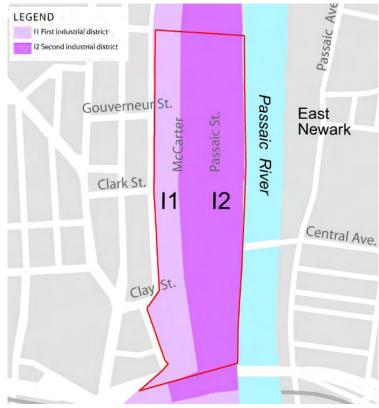


Existing Land Use

#### **Other Ideas?**

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#### A. Existing / No change



#### **LOWER BROADWAY**

uses	
PRO	
PRU	
near uses.	Limits development potential major transit hub to industrial
near	major transit hub to industrial
near uses.	major transit hub to industrial
near uses.	major transit hub to industrial
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#### B. Retail on riverfront with mixed-use around Broad Street

LI	EGEND	- MANA		1	Pas
	Proposed open s	pace			
	Dedicated retail				
St.	Dedicated mixec (Residential and uses)	commercial r St.	McCarter Hwy Passaic St.	Passaic River	Central Ave.
	Broad Street Station	入 入	V.		Bridge St.

#### REQUIRED CITY ACTION

?	Zoning-
<u>; ; ;</u>	Use controls

PRO	

ling major industrial facility.	_
	_
	_
	_

# **Density**

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

#### **Consider:**

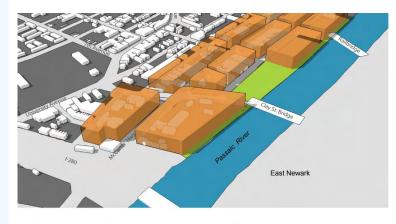
Should action be taken to set density guidelines?

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



Existing Land Use

#### A. Existing / No change



## PRO Keeps density in line with sur-

**LOWER BROADWAY** 

round neighborhood. PRO \_\_\_\_\_

CON Does not allow density appropriate to proximity of rail line. CON \_\_\_\_\_

#### **B.** High Density on Riverfront

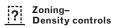


CON Scale of development exceeds that of adjacent neighborhoods CON Creates potential for "wall of buildings" between upland

neighborhood and riverfront CON\_\_\_\_\_

PRO Maximizes riverfront develop-

#### **REQUIRED CITY ACTION**



#### **Other Ideas?**



#### C. Density Steps Down to River



**REQUIRED CITY ACTION** 

Zoning-Density controls

#### PRO Maintains scale of adjacent neighborhoods

PRO \_\_\_\_\_

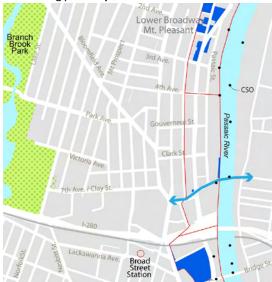
ment PRO \_\_\_

CON Limits development potential

# 8 Public Access

If significant redevelopment were to occur in the future, a zoning requirement for parallel and perpendicular public access could ensure that any plans accommodate paths along and to the riverfront, and also provide developers with predictable regulatory framework for City and State approvals.

#### A. Existing / No requirements



#### B. Riverfront trail + limited perpendicular access



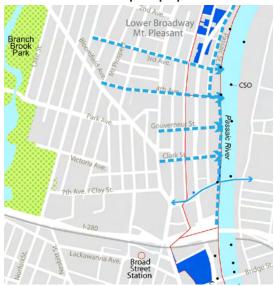
#### **REQUIRED CITY ACTION**



#### **Other Ideas?**



#### C. Riverfront trail + frequent perpendicular access

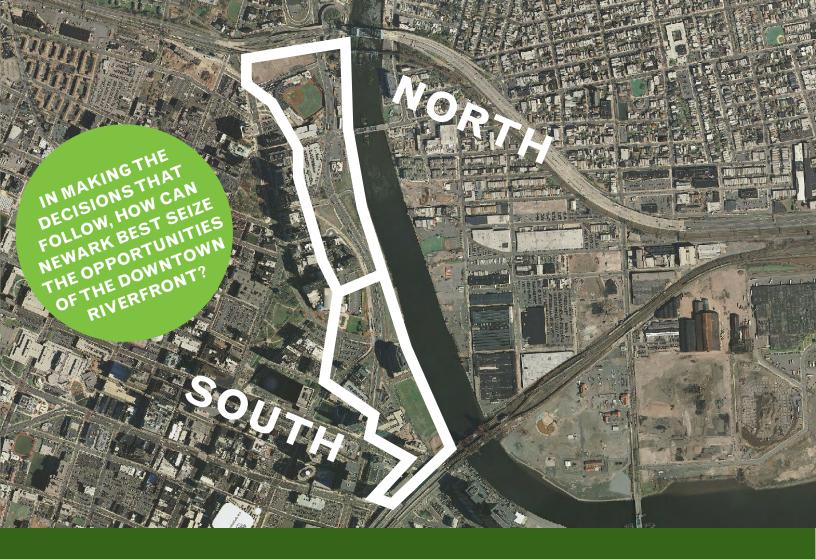


#### **REQUIRED CITY ACTION**



#### **LOWER BROADWAY**

PRO Preserves flexibility for future
development
PRO
CON Limits extension of waterfront trail
PRO Ensures future riverfront access between Clay Street and 4th Avenue. PRO
CON Creates potential for significant stretch of trail without upland access CON
PRO Creates parallel access and frequent perpendicular access to upland
PRO
CON Places certain design/
construction burdens on future
development.



# DOWNTOWN

# **Opportunities**

- 1 DEVELOP UNIQUE CITYWIDE DESTINATIONS
- 2 CREATE TRAIL & OPEN SPACES
- 3 IMPROVE ACCESS TO RIVERFRONT
- 4 BRING NEWARK EVENTS TO THE RIVER

## Trade-Offs

- 1 BALANCE OF DEVELOPMENT VS OPEN SPACE/TRAIL?
- 2 REQUIRED USES VS UNSPECIFIED USE?
- 3 TARGETS FOR PUBLIC INVESTMENT?
- Connections from Downtown?
- Open space development and maintenance?
- Incentivize development?







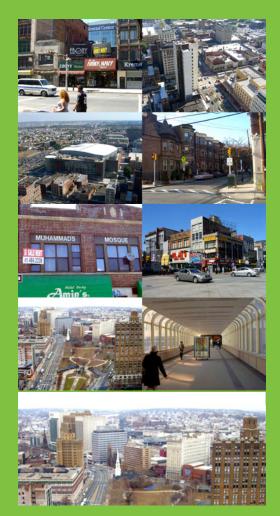
# **DOWNTOWN**

Newark's downtown serves the city and the region. It is the home of civic open spaces like Military Park, institutions like the Newark Museum, and the busiest bus stops in the state.

A remarkable variety of people, cultures, and uses come together downtown, albeit in a fragmented and segregated way. At the same time, Downtown holds vast promise for increased future use and vitality.

Recently, the City has identified the areas near Broad Street Station and surrounding Four Corners as targets for new development.

Newark's downtown hosts a bewildering variety of uses and people in need of a shared civic space. It holds vast redevelopment potential.



# DOWNTOWN RIVERFRONT

Significant portions of the Downtown riverfront are vacant and in public ownership, creating tremendous flexibility and potential for public initiative.

Major assets located near the water include NJPAC, Bears Stadium, and Penn Station.

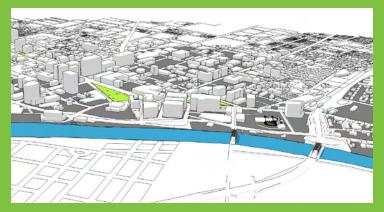
At the same time, the existing street grid does not facilitate easy connection to the riverfront.

The riverfront holds some of the most potentially desirable land for development in Newark, although the city has already dedicated itself to channeling development towards Broad Street Station and Four Corners.

We propose that the Downtown Riverfront should be a civic destination with dense urban development and programmed open space.



# NORTH DOWNTOWN EXISTING CONDITIONS



#### **PERSPECTIVE**

#### WHAT YOU NEED TO KNOW

- +TRANSPORTATION ACCESS
- + 50,000 **WORKERS**
- + UNIVERSITY DISTRICT WITH 50,000 PEOPLE
- + ENTERTAINMENT VENUES
- + BROAD STREET RETAIL
- + MCCARTER HIGHWAY
- + SIGNIFICANT UNDERUTILIZED LANDS



11 Bridge St. Washington Washington Lombard New Residential Development and Planned Fulton 9 Mixed Use Development Rector **B**4 **HARRISON** Military Park LEGEND Existing open space **B**4 11 First industrial district 11 **B4** Fourth commerical district

PLANNING CONTEXT

ZONING

# **New Parks**

3.2 acres of riverfront land are currently designated for future park development.

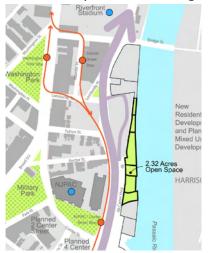
#### **Consider:**

Other Ideas?

Is this too much open space, requiring too much public investment and forfeiting valuable developable land?

Where can future Downtown riverfront parks play the most vital role in the overall evolution of the area?

#### A. EXISTING / Green Acres designation



#### **REQUIRED CITY ACTION**



Acquisition 3.2 acres



Development 3.2 acres \$4.9 million



Maintenance \$57,000/year

#### B. Green Acres designation + extension of Theater Square



#### **REQUIRED CITY ACTION**



Acquisition .6 acres \$850,000



Development 3.9 acres \$5.9 million



Maintenance \$68,000/year

#### C. Series of smaller open spaces



#### **REQUIRED CITY ACTION**



Acquisition .6 acres \$850,000



Development 3.1 acres \$4.7 million



Maintenance \$54,000/year

#### **NORTH DOWNTOWN**

PRO Large contiguous open space. PRO
CON May not support a vibrant waterfront. CON Fails to leverage development value of downtown.
CON
PRO Extends NJPAC district to the river. PRO
CON Creates significant management burden. CON
PRO More manageable size. PRO Extends NJPAC district to the river and allows activation of adjacent parcels. PRO
CON Requires de-designation of Green Acres parcels.

## 10 Land Use

The existing zoning is extremely permissive regarding uses.

#### **Consider:**

Should action be taken to require particular uses, either at the ground floor or throughout any new development?

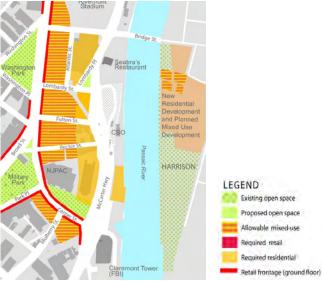


Existing Land Use

#### A. EXISTING / No change



#### B. Residential with retail / entertainment at ground fl.



#### REQUIRED CITY ACTION



#### Other Ideas?

#### C. Required predominantly residential



#### **REQUIRED CITY ACTION**



#### **NORTH DOWNTOWN**

PRO Preserves flexibility for future development. PRO
CON Risks forfeiting critical uses to activate riverfront.
PRO Supports downtown residential community. PRO
CON Use restrictions potentially hinder development if residential demand is not sufficient.
PRO Supports downtown residen-

1110	Supports	UUVVIILUVVII	residen-
tial co	ommunity.		
DDO	D-4-:1		2 24 5 24 2

PRO Retail requirements activate riverfront.

1110			

CON Residential demand may not be sufficient.

CON Market might not support retail in these locations.

CON			

## 11 Density on Riverfront

Current zoning along the river allows development of unlimited height.

#### **Consider:**

Other Ideas?

Should this condition be maintained or is there justification for setting controls on the height of future developments?

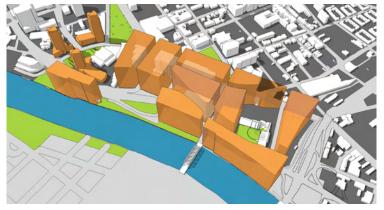
#### A. EXISTING W/ZONING ENVELOPES



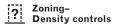
#### **NORTH DOWNTOWN**

	Preserves openness near front.
PRC	)
(()	Does not allow high-density
	elopment on central, high-value
land	, ,
CON	•
COI	·

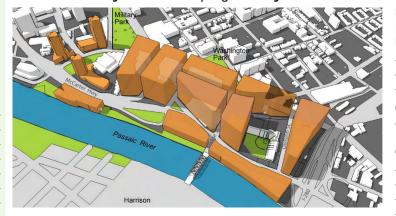
#### **B.** High Density



#### **REQUIRED CITY ACTION**



#### C. Medium density on Riverfront / High density on Route 21



#### **REQUIRED CITY ACTION**



Zoning-Density controls

## 12 Public Access

While a continuous riverfront walkway through Downtown has been a feature of many plans, achieving it will require that riverfront access is either acquired by public easement or required by zoning.

#### **Consider:**

Other Ideas?

To reach the riverfront trail, how many perpendicular access points can be afforded to acquire?

Or, should access be a zoning requirement even though it means waiting for significant private development for implementation?

#### A. Existing / No requirements



#### **B.** Minimal pedestrian access



#### REQUIRED CITY ACTION



Acquisition



#### C. Maximum pedestrian access



#### **REQUIRED CITY ACTION**



Acquisition





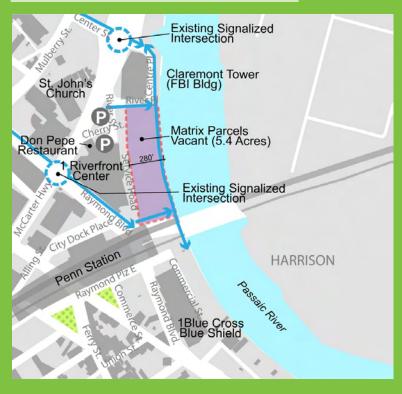
#### **NORTH DOWNTOWN**

PRO Preserves maximum flexibility

for future development.

oaralle	Does not secure continuous el access.	6
PRO ( access PRO _	Creates continuous parallel 3.	
CON I	nfrequent perpendicular	
access ootent	nfrequent perpendicular s is inconvenient and ially unsafe.	
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PRO Eperper	Ensures parallel access and dicular access.  Places certain burdens on development.	1
PRO Eperper	Ensures parallel access and dicular access.  Places certain burdens on development.	1
PRO E PERO _	Ensures parallel access and dicular access.  Places certain burdens on development.	1

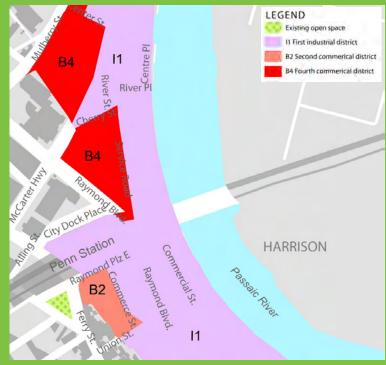
# SOUTH DOWNTOWN EXISTING CONDITIONS

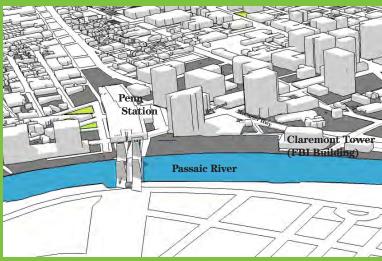


#### WHAT YOU NEED TO KNOW

- +TRANSPORTATION ACCESS
- + 50,000 WORKERS
- + UNIVERSITY DISTRICT WITH 50,000 PEOPLE
- + ENTERTAINMENT VENUES
- + BROAD STREET RETAIL
- + MCCARTER HIGHWAY
- + SIGNIFICANT UNDERUTILIZED LANDS

#### PLANNING CONTEXT





**PERSPECTIVE** 

ZONING

### 13 **New Parks**

In this stretch, the land along the riverfront is entirely in private ownership, although the City does hold a 40-foot-wide easement along the river.

#### **Consider:**

Should the open space in future developments be left to the developer to determine, or is there a greater benefit obtained by having a public space requirement as part of the zoning?

How high of a priority is the improvement of the existing easement?

#### Other Ideas?



#### A. Existing Easement / No change



#### **REQUIRED CITY ACTION**



#### B. Series of small open spaces



#### REQUIRED CITY ACTION



#### C. Public park surrounded by new development



#### **REQUIRED CITY ACTION**

Zoning- Open Space
Requirement

#### D. Public park adjacent to Penn Station



#### **REQUIRED CITY ACTION**



CON Does not allow development immediately adjacent to Penn Station.

development.

CON	

PRO Open space directly visible and accessible from Penn Station and Gateway Center.

SOUTH DOWNTOWN

PRO Preserves maximum flexibility

CON Infrequent perpendicular

PRO Creates frequent perpendicular

CON Limits potential programming

PRO Provides central open space to

CON Not visible from Penn Station or downtown, and may be seen

as exclusively for users of new

anchor new development. PRO \_\_\_\_\_

access is inconvenient and

potentially unsafe.

CON \_\_\_\_\_

access.

PRO \_\_\_

CON Constrains future

development.

of public parkland. CON \_\_\_\_\_

for future development. PRO \_\_\_\_\_

PRO Allows for a contiguous devel-

### 14 Land Use

The existing zoning is extremely permissive regarding uses.

#### **Consider:**

Other Ideas?

Should action be taken to require particular uses, either at the ground floor or throughout any new development?

#### A. Existing / No change



#### B. Office or residential with retail/entertainment at ground floors



Zoning-Use controls

#### C. Required predominantly residential





#### **SOUTH DOWNTOWN**

PRO Preserves maximum flexibility

for future development. PRO
CON Risks forfeiting critical uses to
activate riverfront.  CON
PRO Preserves flexibility for future development while ensuring minimum of public and activating uses.
PRO
CON Potentially burdens future development, depending on market. CON
PRO Supports a "Living Downtown" PRO
CON Potentially burdens future
development, depending on market.

## 15 Density

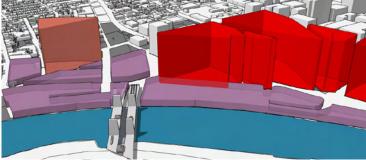
Current zoning along the river allows development of unlimited height.

#### **Consider:**

**Other Ideas?** 

Should this condition be maintained or is there justification for setting controls on the height of future developments?

#### A. Existing



#### **SOUTH DOWNTOWN**

PRO Preserves openness at riverfront. PRO
CON Does not allow dense development on valuable land.  CON

PRO Allows dense development on

CON Risks creating a "wall" of development between the city and

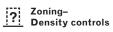
high-value land PRO

the river.

#### B. Stepped down towards river



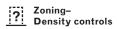
#### **REQUIRED CITY ACTION**



#### C. Medium



#### **REQUIRED CITY ACTION**



PRO Potentially creates a smooth	other
connection between future rive	rfront
development and rest of downto	own
PRO	

CON	Significantly limits
devel	opment potential on
high-	value land

CON			

#### 16 Pedestrian Access

The City currently holds a 40-foot-wide riverfront easement.

#### **Consider:**

Other Ideas?

Would the construction of a walkway in this easement provide adequate public access or should zoning regulations be used to require perpendicular public access across this site?

#### A. Existing easement / No requirements



#### **REQUIRED CITY ACTION**



#### B. Required perpendicular pedestrian access



#### **REQUIRED CITY ACTION**



Trail development \$2.5 million



#### **SOUTH DOWNTOWN**

for future development.
PRO
CON Infrequent perpendicular
access is inconvenient and
potentially unsafe.
CON
PRO Ensures frequent perpendicular access PRO
lar access
lar access PRO
lar access PRO  CON Places certain design burdens on future development.
lar access PRO  CON Places certain design burdens on future development.



## IRONBOUND

#### **Opportunities**

- 1 CREATE OPEN SPACE for the passive, active, and educational uses, including a trail
- 2 IMPROVE ACCESS from neighborhood
- 2. FOSTER DEVELOPMENT
- Residential and commercial
- Grow neighborhood to the river

#### Trade-Offs

- 1 IT'S A BALANCE!
  More Trails means Less
  Development?
- 2 WHAT SHOULD NEWARK INVEST IN?
- Public realm?
- Open space development and maintenance?
- Public programs?
- Incentives for development?





#### **IRONBOUND**

The Ironbound is a densely populated, dynamic mixed-use community. It is a regional destination for its Spanish, Portuguese, and Brazilian restaurants.

Because the Ironbound has also become a destination for immigration, it is known for its distinct cultural flavor, seen in its civic associations, festivals, and local businesses.

The built environment of the Ironbound is marked by its industrial history, when people often lived very near to the factories where they worked. The Ironbound is a vibrant & active neighborhood.

The Riverfront can build on its successes while continuing its tradition of a diverse, mixed-income population.



## RIVERFRONT

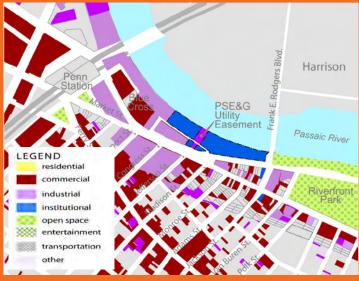
At the River, between Newark Penn Station and the Jackson Street bridge, the riverfront is either used for parking or is vacant and fenced. East of Jackson Street Bridge, there is an open green space that leads down to a decayed bank, as well as fenced vacant land. Across the river in Harrison, the new Red Bulls stadium is under construction.

Across the difficult-to-cross Raymond Boulevard, one finds gas stations, car washes, and more parking lots. There are also many small-scale homes. A bit beyond that is Ferry Street, the commercial main street of the neighborhood. We propose that the Ironbound Riverfront be a primarily recreational riverfront.

It should support some opportunities for continued development and promoting density near Penn Station.



# WEST IRONBOUND EXISTING CONDITIONS



PLANNING CONTEXT



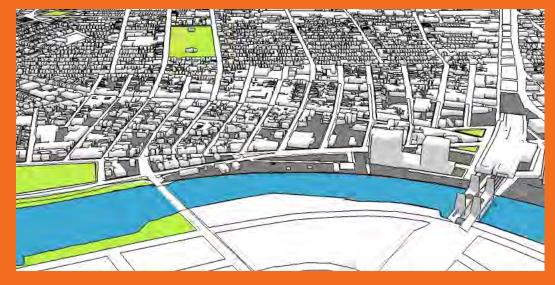
WHAT YOU NEED TO KNOW

- + RESIDENTIAL NEIGHBORHOOD, UNDERSERVED BY PARKS
- + STRONG COMMERCIAL CORRIDORS
- + SIGNIFICANT UNDERUTILIZED LANDS ALONG RIVERFRONT
- +RAYMOND IS GATEWAY TO NEWARK, BUT BARRIER TO RIVER
- **+AMBITIOUS PLANS IN HARRISON**

WHAT YOU NEED TO KNOW

CURRENT ZONING IS PRIMARILY INDUSTRIAL WITH FEW REQUIREMENTS.

#### **ZONING**



### **New Parks**

Much of the riverfront land between the Jackson Street Bridge and Prospect Street is in public ownership and is currently designated for park development. But this area also holds great development potential.

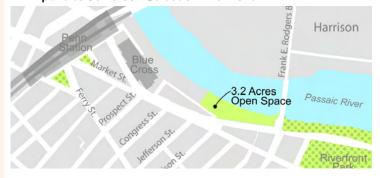
#### **Consider:**

Other Ideas?

How much park can we afford?

What size park provides a useful public space without being oversized?

#### A. Expand to Jefferson Street on riverfront



#### REQUIRED CITY ACTION



\$4.8 million



#### B. Expand to all public land on riverfront

	Harrison Harrison
4.63 Acres Open Space	Passaic River
Constitution St.	Riverfront Park

#### **REQUIRED CITY ACTION**



Park Development 4.6 acres \$6.9 million



#### C. Expand to all public riverfront + eastern half of Jersey tri-



#### **REQUIRED CITY ACTION**



Acquisition .56 acres \$500,000



Park Development 5.2 acres \$7.8 million



#### **WEST IRONBOUND**

PRO Creates medium-sized park while preserving land for significant future development PRO
CON Space is currently not visible from neighborhood due to topography and street grid

PRO Capture majority of West Iron-
bound riverfront for park
PRO

CON	Access to space depends
great	y on future of Jersey Triangle
CON	

PRO	Maximizes recreational op-	
portu	ınities	
PRO		

CON Limits waterfront developme	ent
potential	
CON	

	_

#### 18 Density

In the main, the current zoning for most uses in this area sets no height limitations. While the Ironbound is known as a predominantly low-rise neighborhood, allowing some areas of greater density can provide both an incentive for development to grow the neighborhood to the riverfront as well as provide revenue to maintain open space, especially near major transportation hubs like Penn Station.

#### **Consider:**

How should the City set the rules to encourage beneficial new development while maintaining the important qualities of the neighborhood?

# Other Ideas?

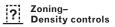
#### A. Low Existing



#### B. Mostly low with high near Penn Station and medium on Raymond Boulevard frontage



#### **REQUIRED CITY ACTION**



#### C. Mostly low with high near Penn Station and medium between Raymond Boulevard and Market Street



#### REQUIRED CITY ACTION

?	Zoning-
<u>; ; ;</u>	Density controls

#### **WEST IRONBOUND**

PRO Preserves low-rise character of neighborhood. PRO
CON Low density fails to leverage value of Northeast Corridor.  CON

PRO Maintains low-rise neighborhood character with denser areas in strategic locations.

PRO \_\_\_\_\_

CON Limits future development potential in Ironbound core.

CON \_\_\_\_

PRO Maintains low-rise neighborhood character with denser areas in strategic locations.

PRO \_\_\_\_\_

CON Limits future development potential in Ironbound core.
CON

#### 19 Zoning/Use

The Ironbound is known for its mixed and interspersed uses: houses next to factories next to stores.

#### **Consider:**

Should this type of development be encouraged to continue?

Should the City set a goal of creating more homogenous residential development in the future, perhaps with an inclusionary requirement?

Or, should only certain ground floor uses be required to encourage an active and lively public realm?



**Existing land use** 

#### Other Ideas?



#### A. Mixed-use / Existing



#### B. Mixed-use with required ground-floor retail



#### **REQUIRED CITY ACTION**



#### C. Predominately residential with mixed use near Penn Station



#### **REQUIRED CITY ACTION**



#### D. Mixed-used with inclusionary requirement for housing



#### **REQUIRED CITY ACTION**



#### **WEST IRONBOUND**

CON	Does not	support a	ınv
	cular visio		,
CON			

## PRO Supports neighborhood character of ground-floor retail. PRO \_\_\_\_

CON Potentially burdens future		
development.	*	

#### PRO Encourages dynamic public realm

reami
PRO Leverages value of Northeast
Corridor

PRO			

CON Use requirements constrain development; competes with Ferry Street

-	

PRO	Supports	а	mixed-income
comn	nunity.		

PRO			

## CON Potentially burdens future development, depending on market. CON \_\_\_\_\_

## **Public Access**

In this area, the street grid for the most part ends at **Raymond Boulevard and** does not carry one to the riverfront.

#### **Consider:**

What type of perpendicular access should be required across private land?

Likewise, between Jersey Street and Penn Station, what width and type of easement will provide an adequate pedestrian connection between the **Ironbound and Downtown?** 

#### A. Existing/no requirement



#### **WEST IRONBOUND**

PRO Preserves maximum flexibility
for future development.
PRO
CON Door not coours continuous

CON Does not secure continuous parallel access.

CON \_\_\_\_\_

#### **B.** Minimal public access requirements



PRO Allows public to reach the PRO

CON Does not create continuous riverfront trail. CON \_\_

#### REQUIRED CITY ACTION







Zoning -Public Access Requirement

#### C. Maximum public access requirement



PRO Ensures parallel access and frequent perpendicular access. PRO

CON Places certain design burdens on future development. CON \_\_\_\_\_

#### **REQUIRED CITY ACTION**









Zoning -Public Access Requirement



# EAST IRONBOUND EXISTING CONDITIONS



PLANNING CONTEXT



WHAT YOU NEED TO KNOW

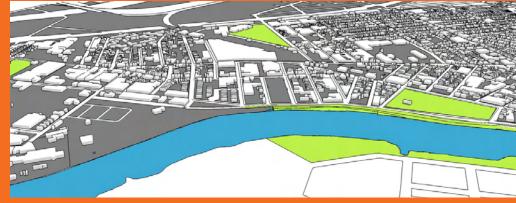
- + RESIDENTIAL NEIGHBORHOOD, UNDERSERVED BY PARKS
- + STRONG COMMERCIAL CORRIDORS
- + SIGNIFICANT UNDERUTILIZED LANDS ALONG RIVERFRONT
- +RAYMOND IS GATEWAY TO NEWARK, BUT BARRIER TO RIVER
- **+AMBITIOUS PLANS IN HARRISON**



WHAT YOU NEED TO KNOW

CURRENT ZONING IS A MIX OF EXCLUSIVELY INDUSTRIAL ZONES WITH OFFICE AND RESIDENTIAL ZONES. A LARGE PORTION OF THE AREA IS ZONE I-1, NEWARK'S MOST PERMISSIVE ZONE.

**ZONING** 



PERSPECTIVE

#### 21 Park Space

In a neighborhood starved for open space (with less than .5 acre per 1000 residents), past plans sponsored by community-based organizations have identified riverfront land that is vacant or used primarily for vehicles as opportunities for creating open space for active recreation. These spaces are adjacent to the site of the planned Newark Riverfront Park, and would require public investment for acquisition and park development.

#### **Consider:**

Should the City commit to a limited or maximum open space expansion on the eastern part of the Ironbound riverfront?

#### A. Limited Open Space Expansion



#### REQUIRED CITY ACTION







#### **EAST IRONBOUND**

PRO Less required acquisition and

addi	Provides limite	facilities.
CON		

#### **B. Maximum Open Space Expansion**



PRO Accommodates more recreational facilities

CON More public investment required for acquisition and development and greater maintenance burden CON

#### **REQUIRED CITY ACTION**



Acquisition 10.3 acres 15.4 million





Other Ideas	?	

#### 22 Land Use

The Ironbound is known for its mixed and interspersed uses: houses next to factories next to stores.

#### **Consider:**

Should this type of development be encouraged to continue?

Or should the City set a goal of creating more homogenous residential development in the future?



Other Ideas?			

#### A. No change / Mixed use



#### B. Residential with commercial corridors

Frank E. Rodgers	
Passaic River	(NHA) IS Albert Ave
Rivertront Park	Senting of State of S
REQUIRED CITY ACTION	LEGEND Existing open space
Zoning- Use controls	Proposed open space  Required: retail  Required residential
	Commercial corridors

#### **EAST IRONBOUND**

PRO Supports the mixed character of the Ironbound.

PRO Allows for industrially-related jobs to be developed near working people.

PRO		

CON Industrial uses can create				
nuisances for residents.				
CON				

PRO Supports growth of strong residential community.
PRO Allows landowners to realize higher land value of residential use.

CON Undermines traditional mixeduse character of the Ironbound. CON Eventually eliminates potential job-producing uses.

CON		

## **Density**

The current zoning of this area allows a variety of densities, although most uses in most places have no height limitations.

While the Ironbound is known as a predominantly low-rise neighborhood, allowing some areas of greater density can provide both an incentive for development to grow the neighborhood to the riverfront as well as provide revenue to maintain open space.

#### **Consider:**

How should the City set the rules to encourage beneficial new development while maintaining the important qualities of the neighborhood?

#### Other Ideas?

#### A. Existing



#### **EAST IRONBOUND**

PRO Preserves low-rise character	of
neighborhood PRO	
	_
CON Fails to leverage value of park and riverfront.	(S
CON	

#### B. Low



PRO Creates uniform allowable heiaht. PRO

CON Does not maximize value of open space creation.

CON \_\_\_\_\_

#### **REQUIRED CITY ACTION**

REQUIRED CITY ACTION

Zoning-Density controls



Zoning-Density controls

#### C. Low with medium along Raymond Boulevard



PRO Leverages value of park and transit to generate development value.

PRO \_\_\_\_\_

CON New development could threaten neighborhood character

#### and income mix. CON

#### D. Low with medium between Raymond and Market



PRO Leverages value of park and transit to generate development value.

PRO \_\_

CON New development could threaten neighborhood character and income mix.

CON \_\_\_\_\_

#### **REQUIRED CITY ACTION**



Density controls