Bringing the People to the Water…

... And the Water to the People

Waterfront Plan for the City of Newark
December 17, 2008
Presented by: Beth Bingham, Liz Eisenberg & James Ratner
Introduction

Steps to Reconnect Newark to the Passaic River

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Newark Waterfront Plan

3 Areas:
- North Shoulder
- Central Business District
- Down Neck

3 Concerns:
- Working Waterfront
- Access
- Open Space
Access

Existing Conditions
Citywide Initiatives

Starved for Open Space

- 52% of Newark’s children do not live within walking distance of a safe park or playground
- 3 acres of parkland per 1,000 Newark residents (half the national average for high-density cities)

Source: Trust for Public Land
Citywide Initiatives

Build on Political Momentum

“We believe that parks, playgrounds, and new public open spaces can play a vital role in sustaining livable neighborhoods and building the city’s economic future” - Mayor Cory Booker

To date, the City of Newark has pledged $20 million of capital funds which are expected to be matched by private donors…

Source: Moving Newark Forward
History of Newark & the Waterfront

Relationship to Passaic River

Newark, 1881

Source: Rutgers

Source: southbergenite.com
History of Newark

Bustling Waterfront Activity

Working waterfront, ca. 1875

Source: Ushistoricalarchive.com

ca. 1910

Source: NYPL
Regional Objectives

Passaic River Opportunities

Recreation:
Connect to Region-wide Water Trail

Transportation:
Connect to Region-wide Blue Highways

Destination:
Create Waterfront places for visitors and residents to enjoy
City Objective

Recognizing Proximity to Waterfront

Newark Neighborhoods within 1 Mile:
- 7th Avenue
- Central Business District
- Forest Hill
- Lincoln Park
- Lower & Upper Roseville
- Mt. Pleasant/Lower Broadway
- North & South Ironbound
- North Broadway
- Springfield/Belmont
- University Heights

Source: NYC DOT, not to scale
“In a community where folks have traditionally been maligned, you have to give them reasons to believe in things…”

- Majora Carter, speaking about the South Bronx Greenway in City of Water
Community Objective

Public Participation

Give Newark residents the opportunity to contribute in the planning of the waterfront

Design for neighborhood-specific use of waterfront spaces
# Implementation Matrix for Phased Interventions

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Working Waterfront</th>
<th>Activated Waterfront</th>
<th>Accessible Waterfront</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support and enhance water-based uses</td>
<td>Bring Newark residents to waterfront</td>
<td>Provide direct access to the Passaic River</td>
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<td>Retain industrial uses</td>
<td>Create waterfront destinations</td>
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<td>Preserve industrial &amp; water-based jobs with zoning</td>
<td>Organize Farmer’s market Summer streets Build Soccer fields and encourage vendors Science barge Develop Public / Private partnerships Natural environment for educational uses</td>
<td>Build public boat launches Reconfigure Raymond Blvd &amp; McCarter Hwy to allow for additional crossings Build network of open spaces</td>
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Working Waterfront

Objective

Support and enhance water-based uses

Strategies

Retain industrial uses

Encourage boat use for transportation of people and freight

Recommendations

Preserve industrial & water-based jobs with zoning

Create green jobs by building green streets

Reconfigure Raymond Blvd & McCarter Hwy to shift freight transport from street to water
Working Waterfront Strategy

Retain and enhance industrial use
Working Waterfront Strategy

Encourage boat use for transportation of people and freight
Working Waterfront Recommendations
Working Waterfront Recommendations

Preserve industrial & water-based jobs with zoning

Provide residential deed restrictions that recognize nearby industrial users and prevent lawsuits

Transfer of development rights to preserve industrial businesses & safeguard future water-dependent use

Allow maritime easements for maritime use

Source: Metropolitan Waterfront Alliance
Working Waterfront Recommendations

Create green jobs by building green streets
Working Waterfront Recommendations

Reconfigure transportation corridors to shift transport from street to water
Activated Waterfront

Objective

Bring Newark residents to waterfront

Strategies

Create waterfront destinations
Create educational opportunities

Recommendations

Organize
Farmer’s market
Summer streets

Build
Science barge
Soccer fields and encourage vendors

Develop
Natural environment for educational uses
Public / Private partnerships
Activated Waterfront Strategy

Create waterfront destinations
Activated Waterfront Strategy

Create educational opportunities
Activated Waterfront Recommendations
Activated Waterfront Recommendations

Develop seasonal and interim attractions

Before After

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Activated Waterfront Recommendations

Soccer fields and food vendors
Activated Waterfront Recommendations

Public / Private partnership opportunities

- Bears Stadium
- NJPAC
- NJ Transit (Penn Station)
- Ironbound Community Corporation
- Red Bull Arena
- Greater Newark Conservancy
Accessible Waterfront

Objective

Provide direct access to the Passaic River

Strategies

Improve land connections

Accommodate recreational boat use

Recommendations

Build public boat launches

Reconfigure Raymond Blvd & McCarter Hwy to allow for additional crossings

Build network of open spaces
Accessible Waterfront Strategy

Improve land connections
Accessible Waterfront Strategy

Accommodate recreational boat use

Accessible Waterfront Recommendations
Accessible Waterfront Recommendations

Build public boat launches

Before

After

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Accessible Waterfront Recommendations

Create additional crossings

Return human scale of historic street grid in vicinity of waterfront attractions
Accessible Waterfront Recommendations

Build network of open spaces

Connect open spaces to waterfront with Green streets

Green streets example in Ironbound neighborhood
# Phasing

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Urban Design</th>
<th>Transportation</th>
<th>Pedestrian Circulation/Open Space</th>
<th>Sustainability</th>
<th>Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor Intervention</td>
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<tr>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Plant trees &amp; vegetation</td>
<td></td>
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<tr>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Improve Riverbank Park – add passive recreating, make open space more inviting</td>
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<tr>
<td>x</td>
<td></td>
<td>x</td>
<td>Encourage vendors to locate near new recreational activities</td>
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<td></td>
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<td>x</td>
<td>Summer streets along McCarter Hwy, Raymond Blvd (NYC as model)</td>
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<tr>
<td>Medium Intervention</td>
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<tr>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Green streets – permeable pavers, vegetated swales, landscaping</td>
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<td>x</td>
<td>x</td>
<td>x</td>
<td>Park space under Penn Station – add greenery, street furniture</td>
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<td>x</td>
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<td>x</td>
<td>x</td>
<td>Create farmer’s market</td>
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<td>x</td>
<td>Outdoor theater/band shell for concerts (partner with NJPAC)</td>
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<td>x</td>
<td></td>
<td>Preserve industrial and water dependent uses north of I-280</td>
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<tr>
<td>Major Intervention</td>
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<tr>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>Public dock for Newark residents to rent boats &amp; access the waterfront</td>
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<td>x</td>
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<td></td>
<td>Improve/install bike lanes</td>
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From Disconnection to Destination

Next Step: Newark Reclaims its Front Yard

Dear Honorable Mayor Booker,

These are the three things I want to do on the waterfront that I can’t do now:

1. __________________________
2. __________________________
3. __________________________

I support Newark’s efforts to make the waterfront accessible to all residents. Let me know if you need my help!

Signed: __________________________
Address: __________________________
Phone: __________________________

Honorable Mayor Cory Booker
%: Damon Rich
City of Newark
Division of Planning & Community Development
920 Broad Street - Room 407
Newark, NJ 07102

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