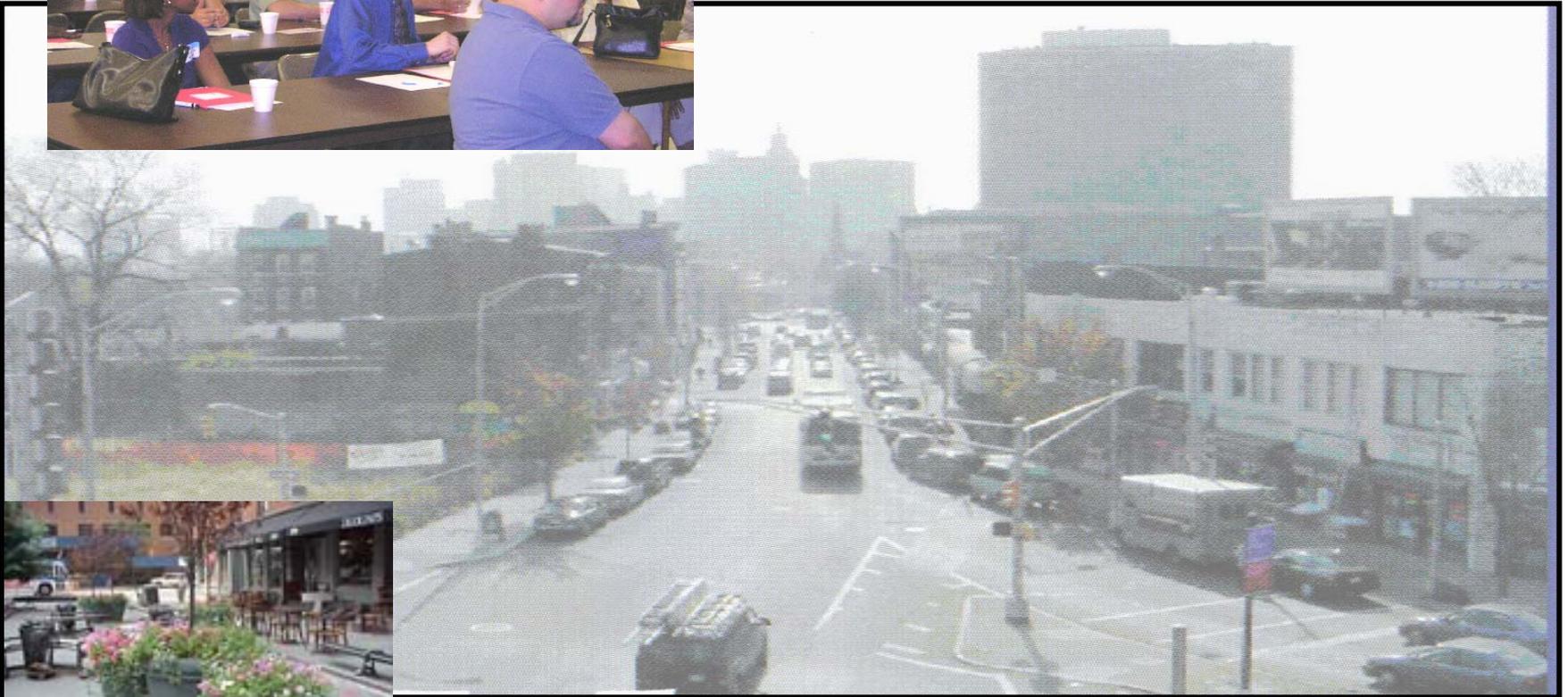


Lower Broadway Community Plan



La Casa de Don Pedro

Lower Broadway Community Plan



- Community Participation is central to Community Planning.



Lower Broadway Community Plan

Community Planning:

Planning involves three principal tasks:

1. a needs assessment, identifying and establishing priorities for the issues and concerns most immediate to the neighborhood,
2. a capacity assessment, identifying available strengths and resources; and
3. Define action agenda.

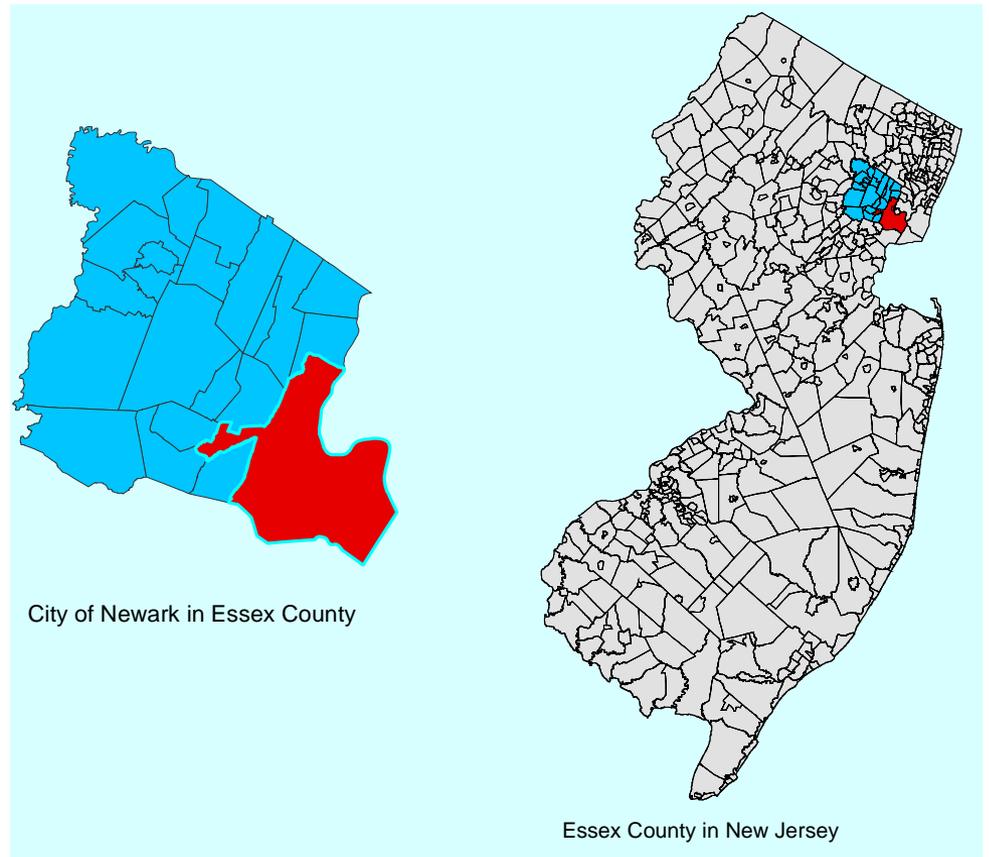
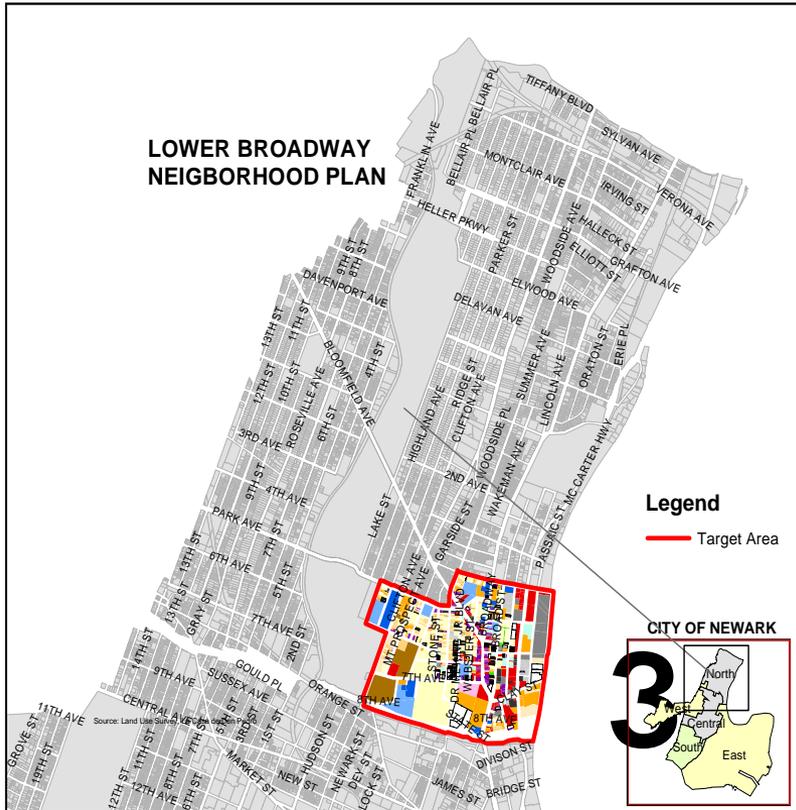


Lower Broadway Community Plan

- physical, social, and economic profile of the neighborhood
- strengths and challenges in community according to the residents and other stakeholders
- civic and social services needs to foster and support the social and economic character
- development opportunities to maximize/build the assets within the Lower Broadway commercial area and the residential neighborhood
- public and private actions necessary to make the neighborhood more viable
- potential resources to meet the goals and objectives

Lower Broadway Community Plan

Location Context

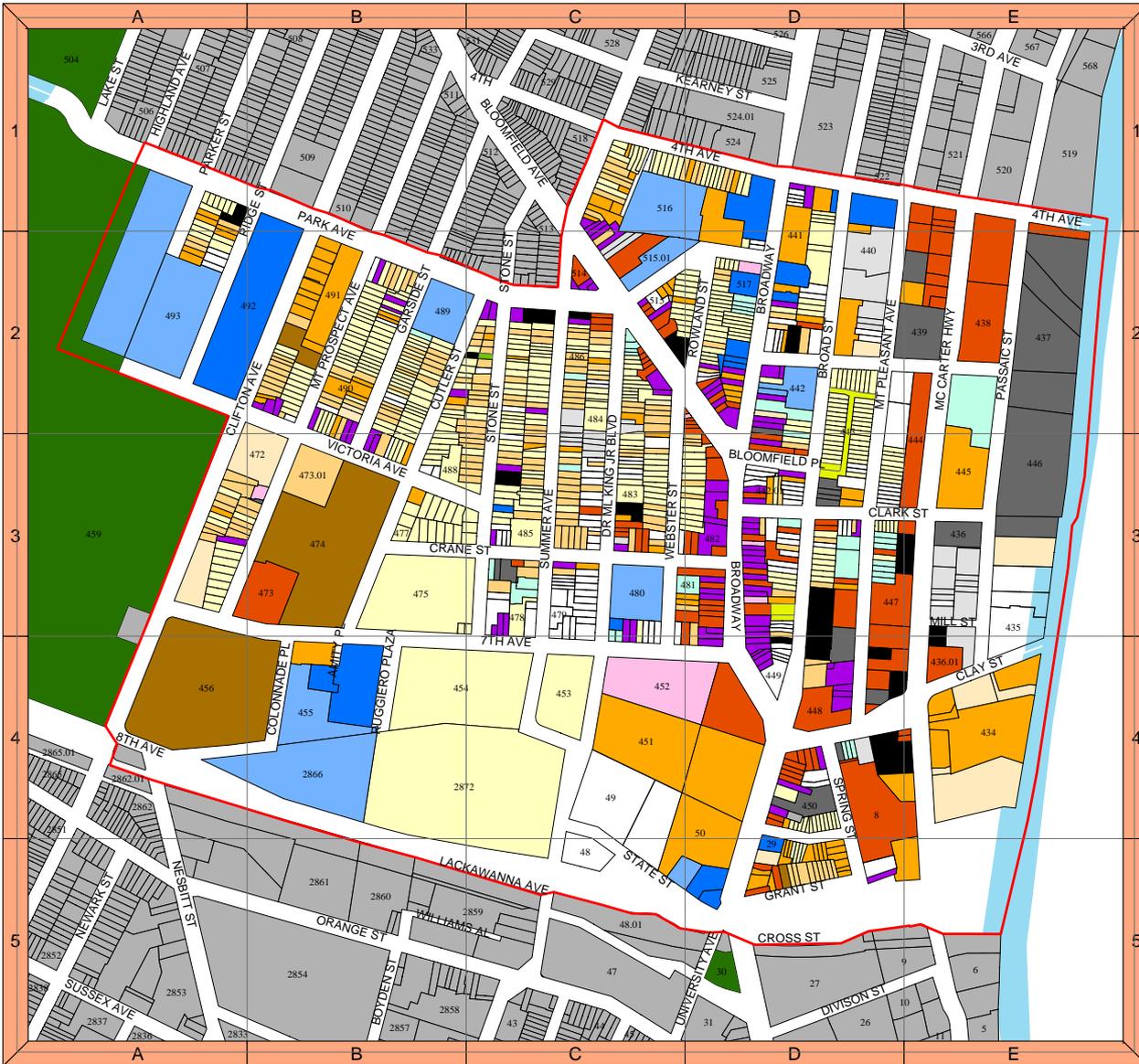


North End with Newark

LOWER BROADWAY NEIGHBORHOOD PLAN

Existing Land Use

- Legend**
- Updated Target Area
 - Green Spaces
 - Other Parcels
- LAND USE**
- Vacant Lot
 - Parking
 - Accessory Lot
 - Park
 - Playground
 - Single/Two family Residential
 - More than Two family walkup
 - More than Two family elevator
 - Commercial/Retail
 - Offices
 - Manufacturing
 - Warehouse/Storage
 - Automotive
 - Public School
 - Religious Institution
 - Other
 - Mixed Use



3

Source: City Parcel Maps and La Casa de Don Pedro Survey

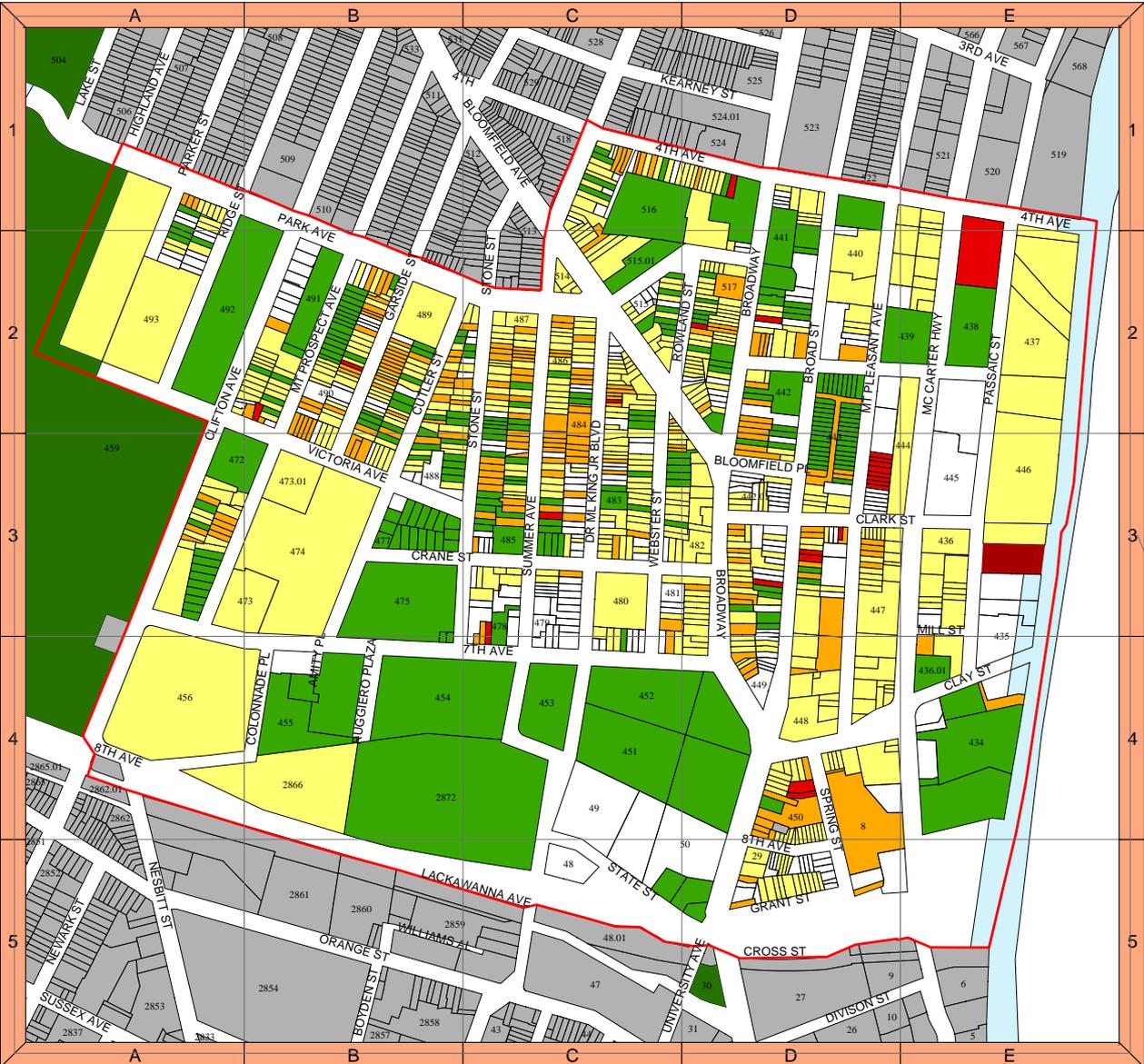


LOWER BROADWAY NEIGHBORHOOD PLAN

Existing Building Condition

Legend

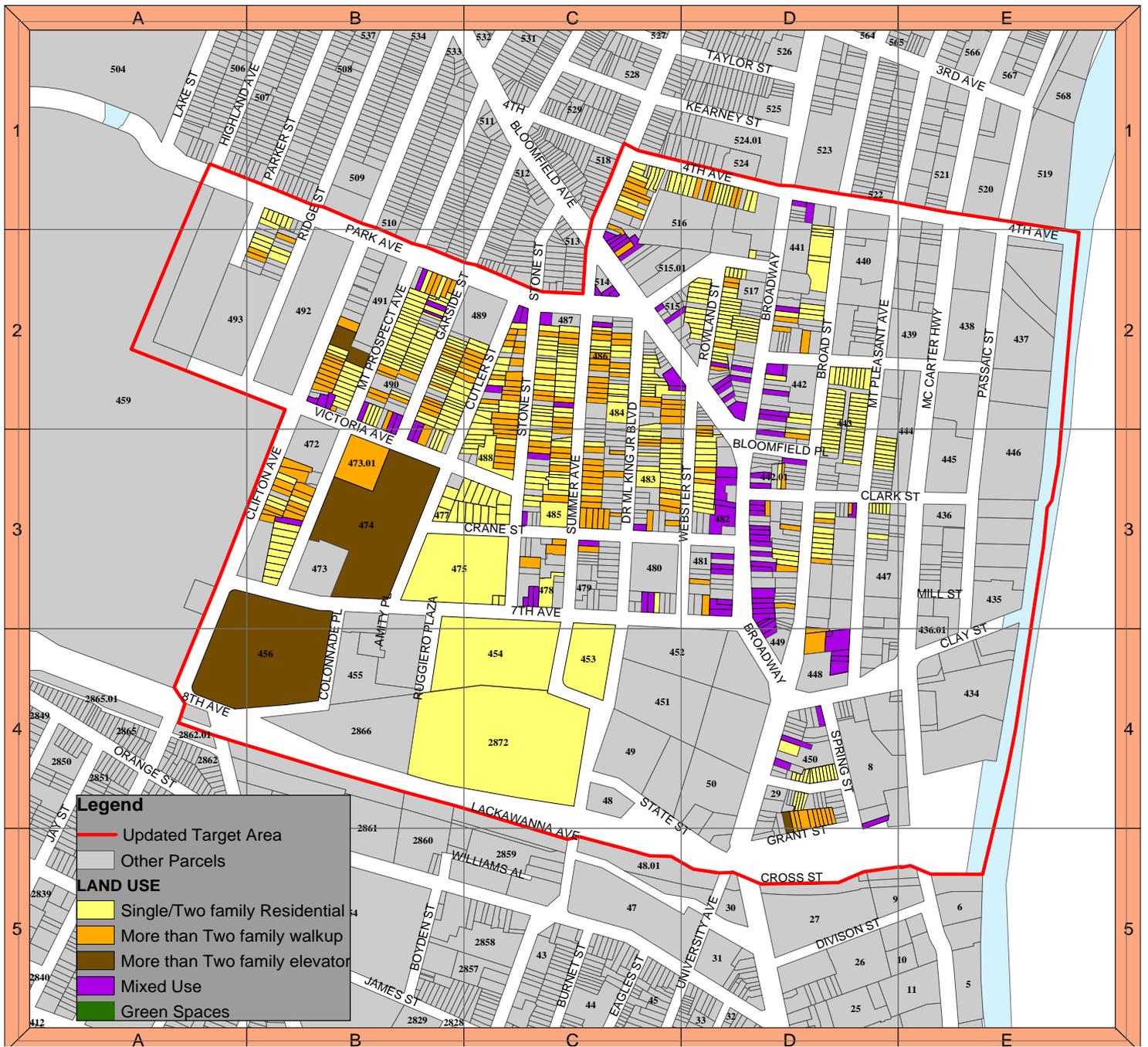
- Target Area
- Other Parcels
- Critical
- Excellent
- Fair
- Good
- N/A
- Poor



3



Source: City Parcel Maps and La Casa de Don Pedro Survey



Legend

- Updated Target Area
- Other Parcels

LAND USE

- Single/Two family Residential
- More than Two family walkup
- More than Two family elevator
- Mixed Use
- Green Spaces

Housing Variety



Single Family



Single Family
Converted to Multiple

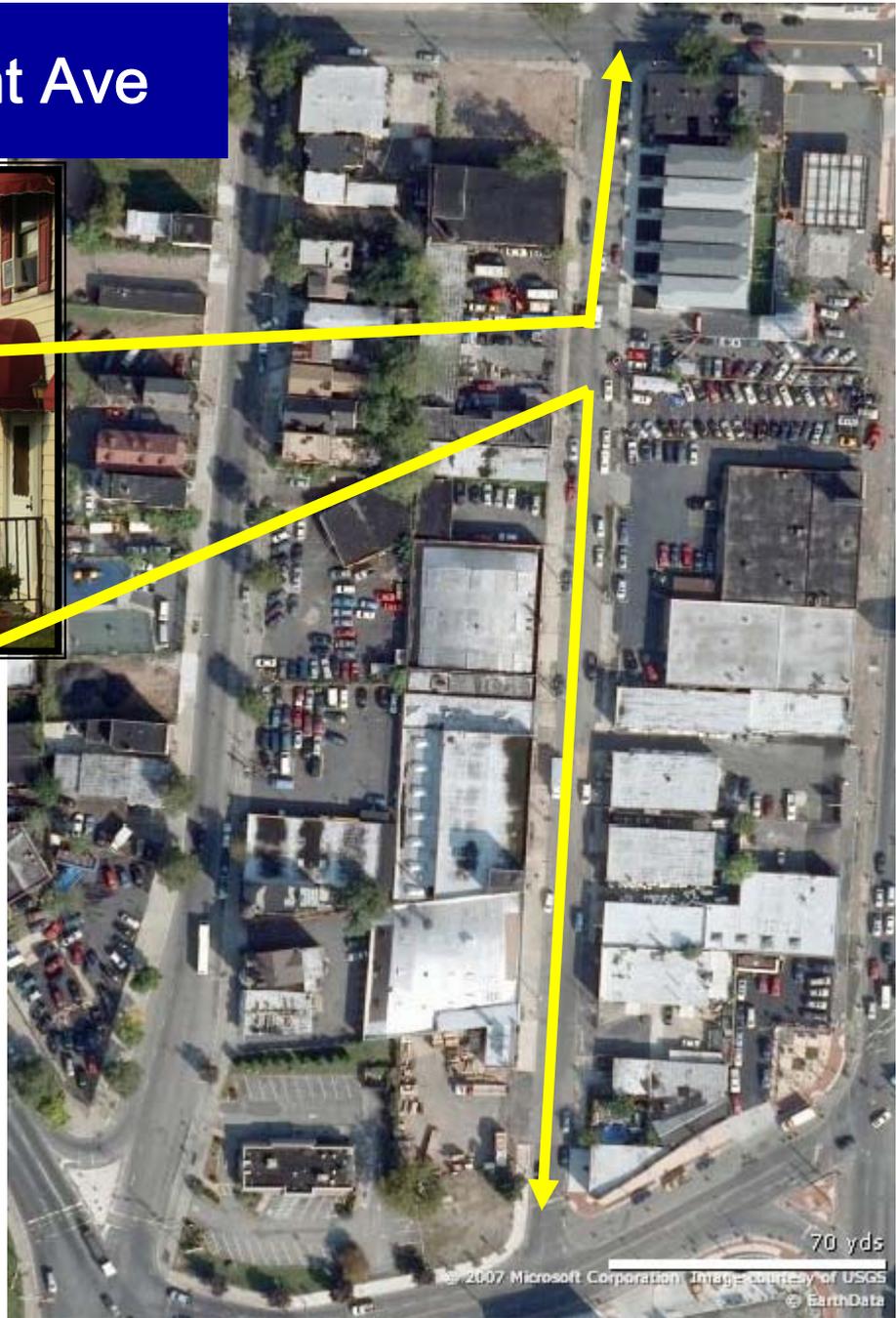


Townhouse

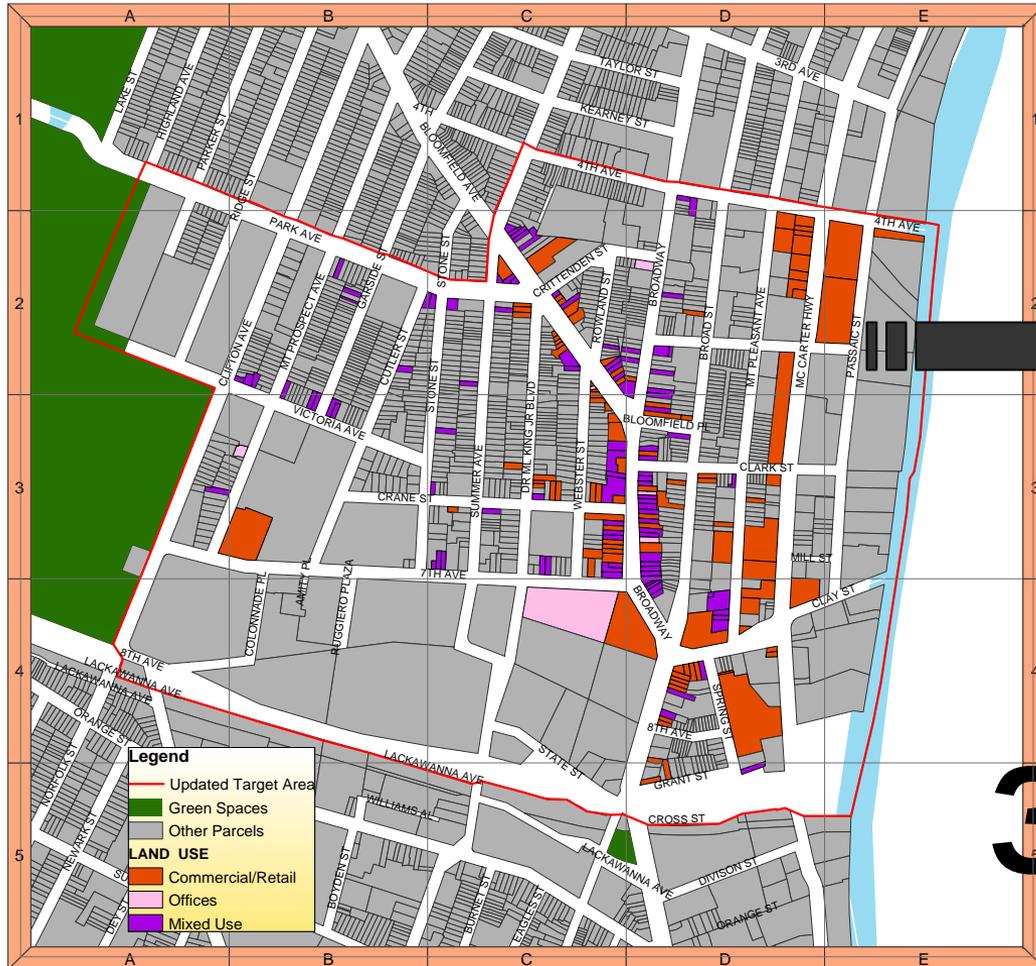


Apartment House with and without Commercial

Mixed Uses on Mt. Pleasant Ave



Lower Broadway Commercial District



3



Lower Broadway Commercial District

Current Conditions



- Vacant Buildings - Unimproved Land - Non Conforming Uses
- Absentee Investment Ownership / Minimum Re-Investment
- Scattered City-Owned Properties
- Older business community - stagnation
- Concentration of low budget furniture / Ignores convenience needs of market

Lower Broadway Commercial District

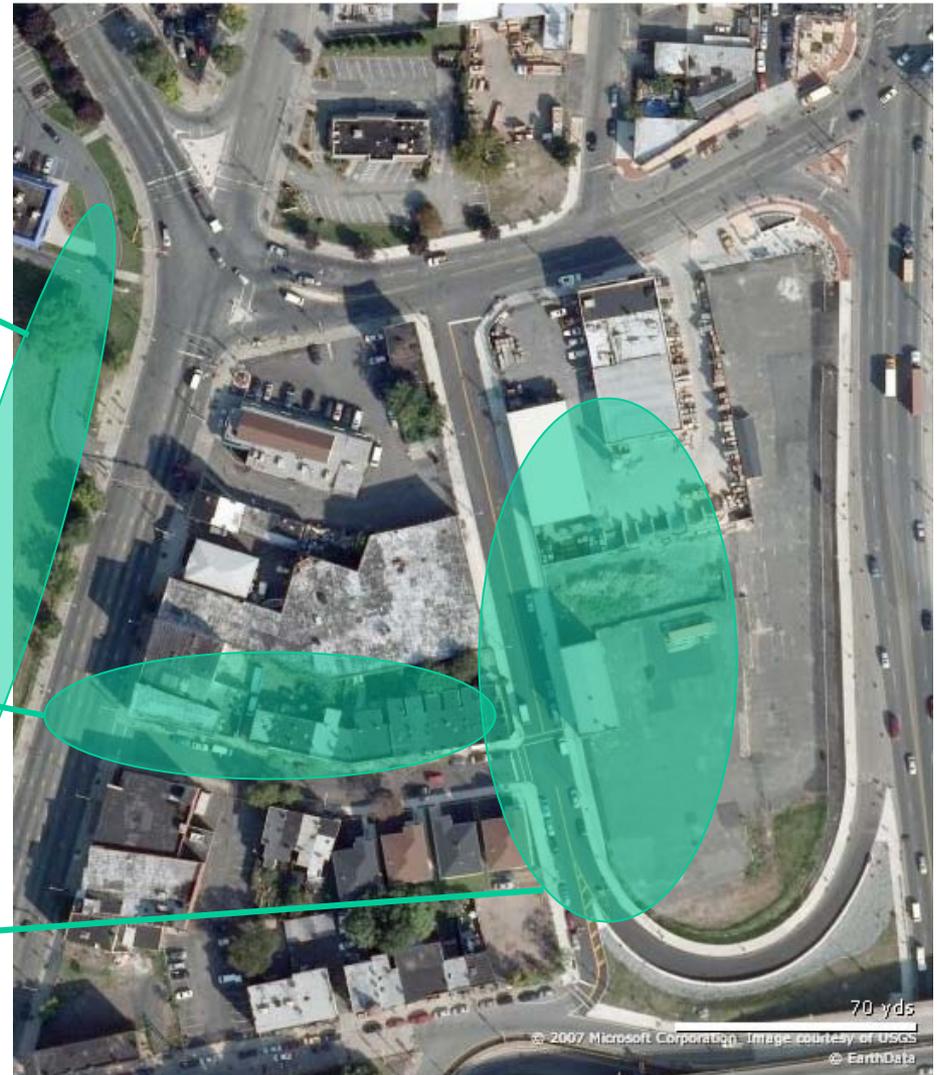
Inconsistent Street-Level Use



Smaller development Low-Density Residential

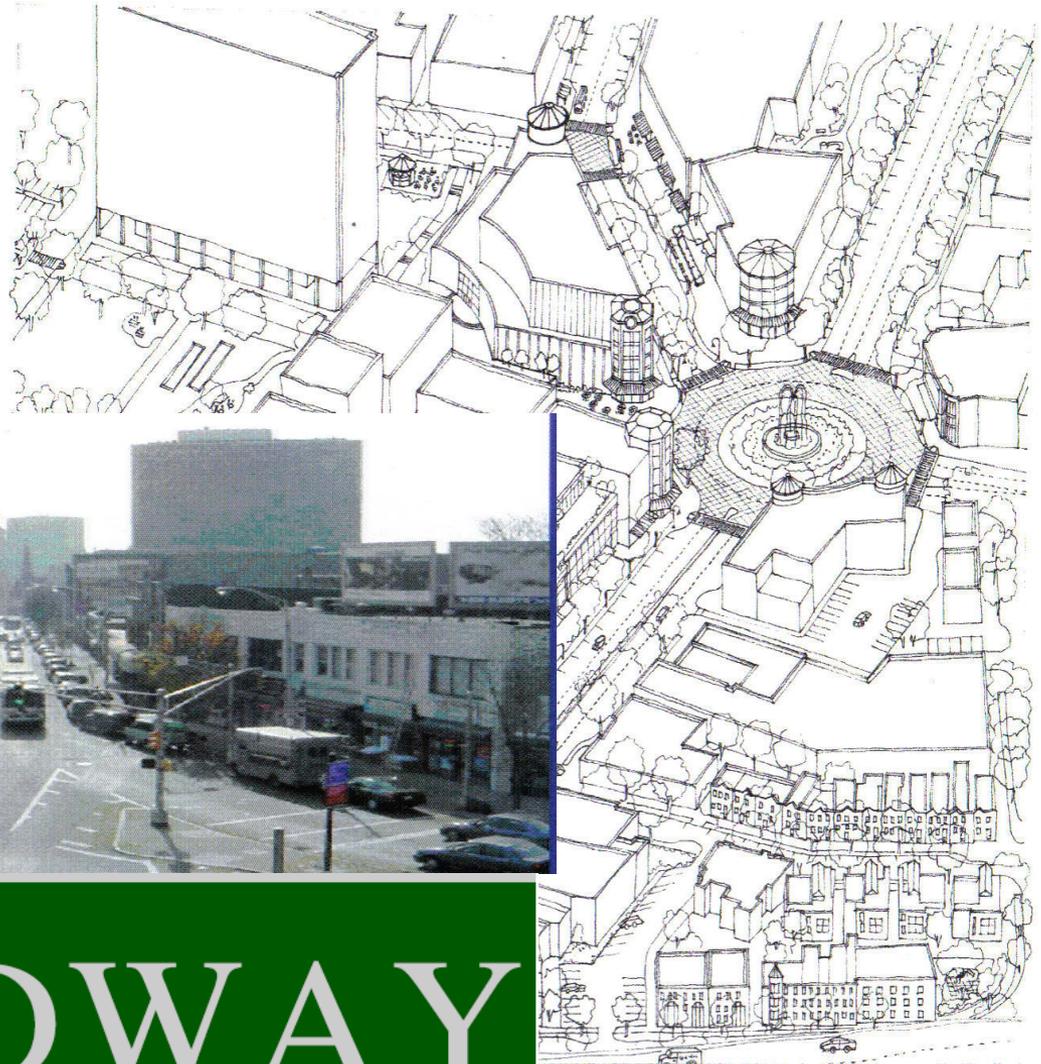


Industrial and Parking



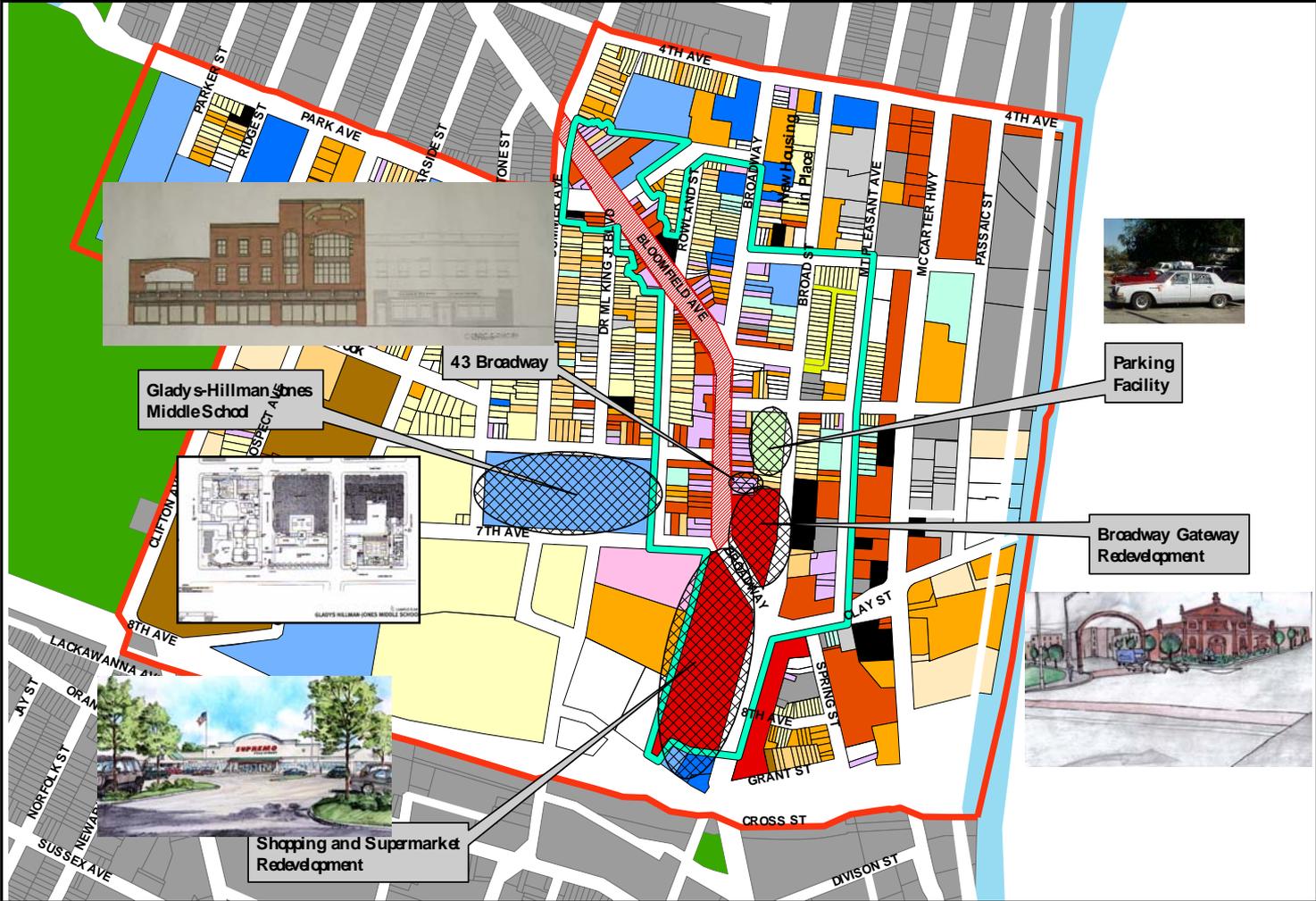
Lower Broadway Community Plan

A Comprehensive Approach
to Community Revitalization...



LOWER
BROADWAY
NEIGHBORHOOD PLAN

Lower Broadway Community Plan

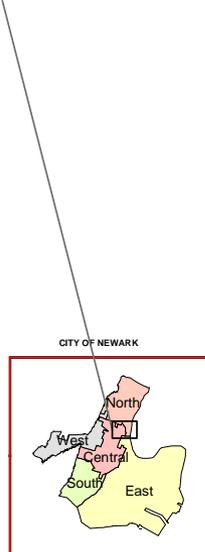


LOWER BROADWAY NEIGHBORHOOD PLAN

Proposed Projects

Legend

- █ Target Area
- █ Proposed Facade Improvement
- █ Area in need of Redevelopment

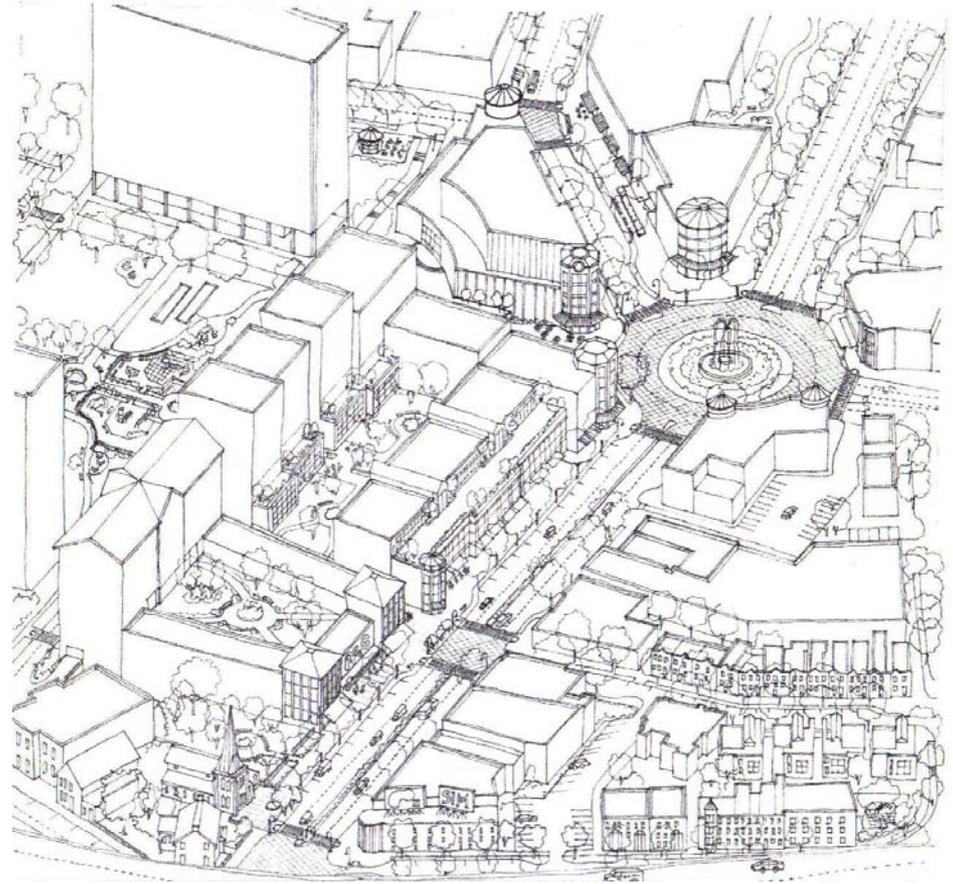


Lower Broadway Community Plan

VISION

For Commercial Corridor

- 1) Develop the Lower Broadway as "Gateway" District to North Newark
- 2) Attract goods and services to meet local neighborhood demand
- 3) Ease parking and traffic congestion
- 4) Improve the visual quality of the Commercial District



Lower Broadway Commercial District

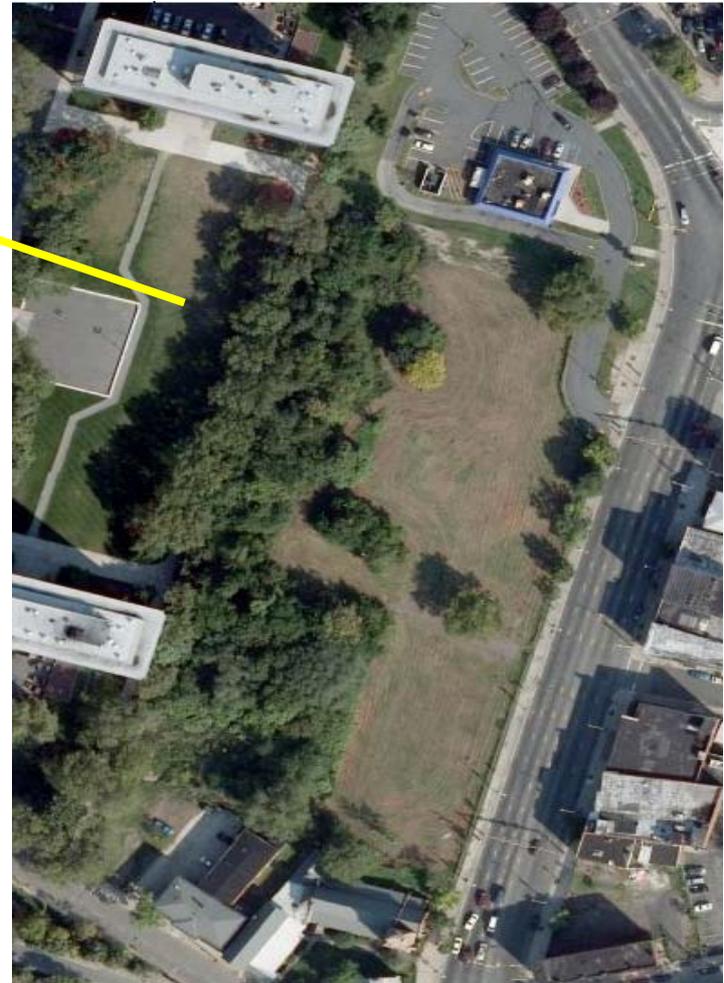
Active Project: Fired Damage & Now Vacant building offer opportunity to recast the commercial corridor and expand community facility space.



Lower Broadway Commercial District



Undeveloped & underdeveloped land for earlier redevelopment effort, with no clear development parameters or meaningful restrictions



Lower Broadway Commercial District

Suggestive Broad Street Plaza Development

Site Recommendations: Highest and best use; ideal site for high density mixed use development, incorporating mixed-income housing, a supermarket, neighborhood retail and a parking deck to accommodate both patrons and area commuters.

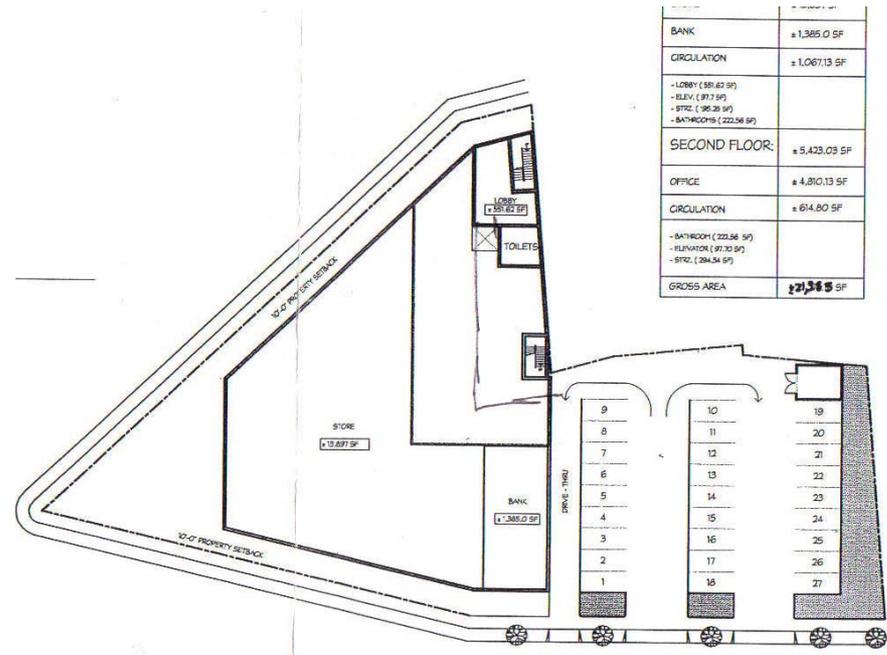


Lower Broadway Commercial District

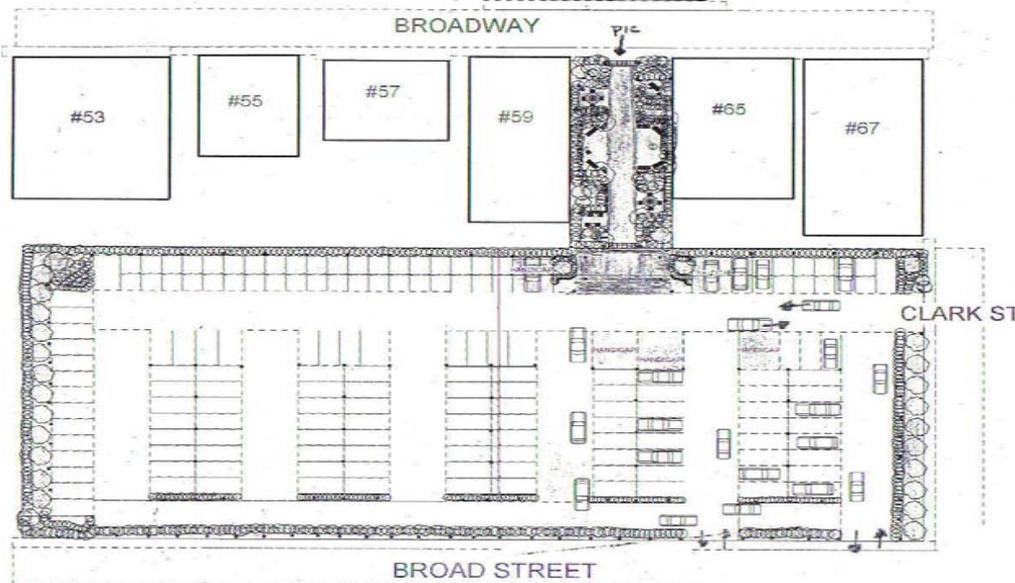
Suggestive Broadway Gateway Development



Site Recommendations: Highest and best use of commercial space and open space; ideal site for marquee landmark signifying the entrance into Newark's North end from the Newark Downtown Commercial District.



Suggestive Broad Street Parking Facility



Site Recommendations:
Permanent location for area surface parking to accommodate local merchants, patrons, La Casa personnel and clientele.

Lower Broadway Community Plan

