

Neighborhood Based Planning & Development

“Putting
Residents
& Local
Institutions in
the Driver’s
Seat”



Today's Agenda

- Brief participant survey, and introductions
- History and structure of neighborhood-based planning & development
- New Jersey's urban paradox & the need for structural change
- La Casa de Don Pedro, Newark New Jersey
- The Alexander Hamilton & the City of Paterson
- Q & A

History of Neighborhood Planning

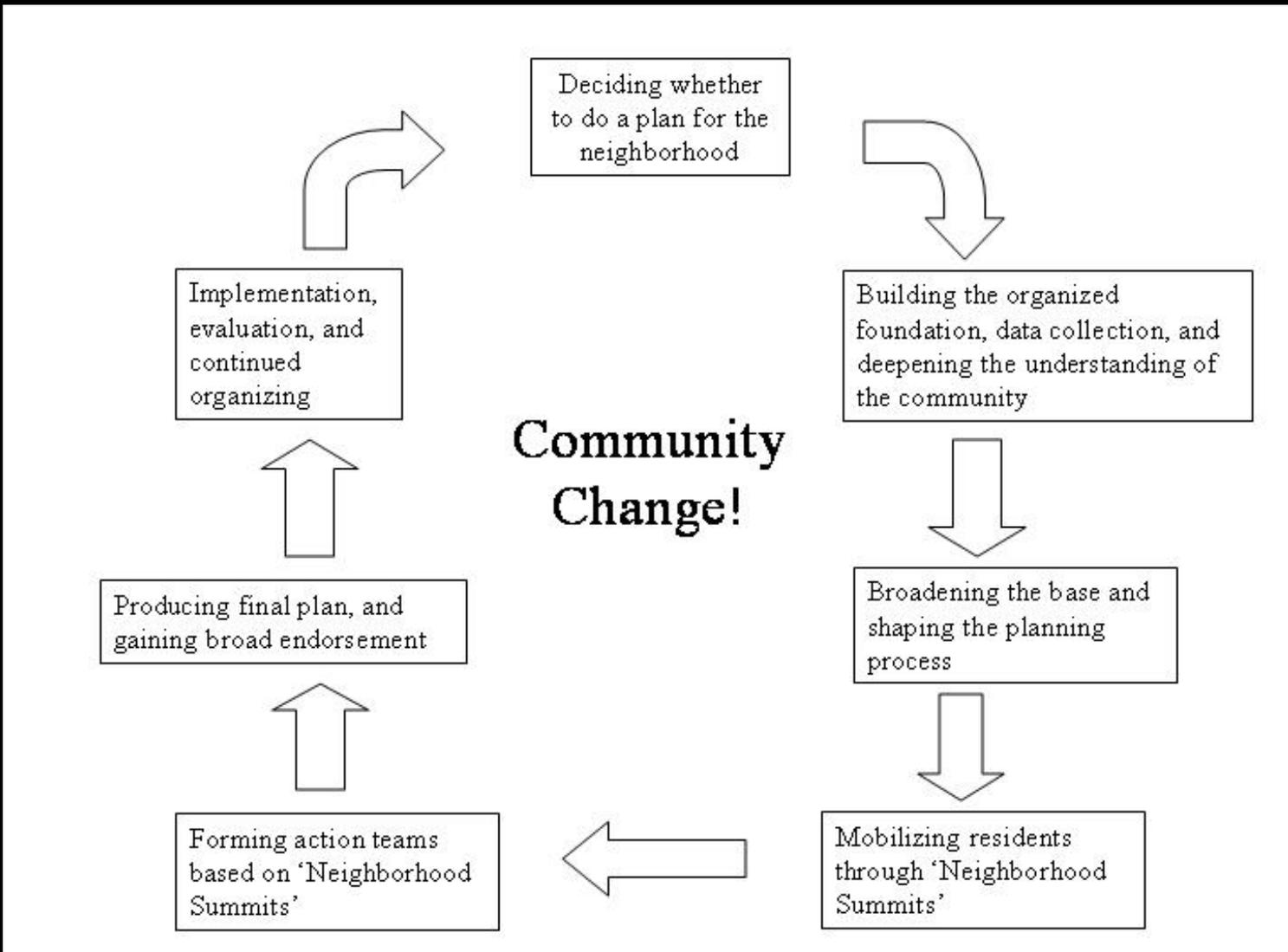
- Patrick Geddes
- Jane Adams
- Saul Alinsky
- John Kretzmann & John McKnight
- Paulo Freire
- Paul Davidoff



Notable Accomplishments

- Dudley Street Neighborhood Initiative (Streets of Hope)
- East St. Louis Action Research Project
- Southwest Chicago
- Lawrence Community Works
- Over 16 neighborhoods in New Jersey

Planning is the Management of Change



A Tale of Two States: NJ

- Development pressures and rising real estate prices are now the norm in cities across the state
- NJ is most densely populated state in the nation, both the top 5 richest and poorest municipalities under one cramped roof
- Between 1999 and 2003, when New Jersey as a whole was losing jobs, nearly half of the state's 30 older cities actually gained jobs
- While things in cities are improving many residents are being left behind—lower wages, overcrowding, lack of decent housing











JUNKY SHOP
REPAIRS & PARTS

HARDWARE
REPAIRS & PARTS

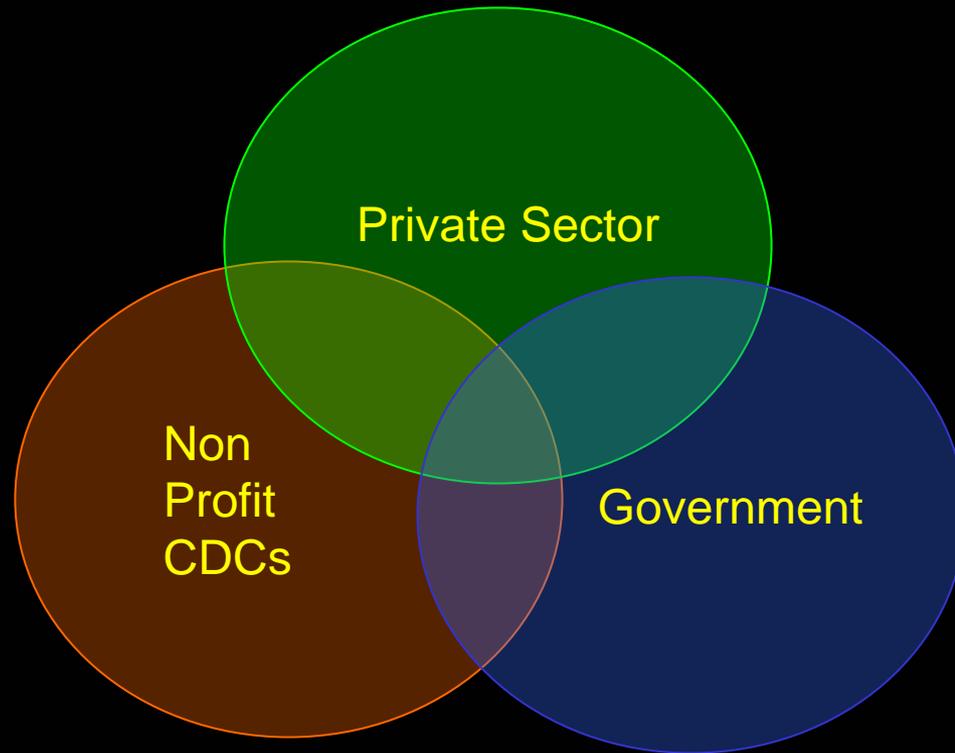
NO LEFT TURN

YIELD

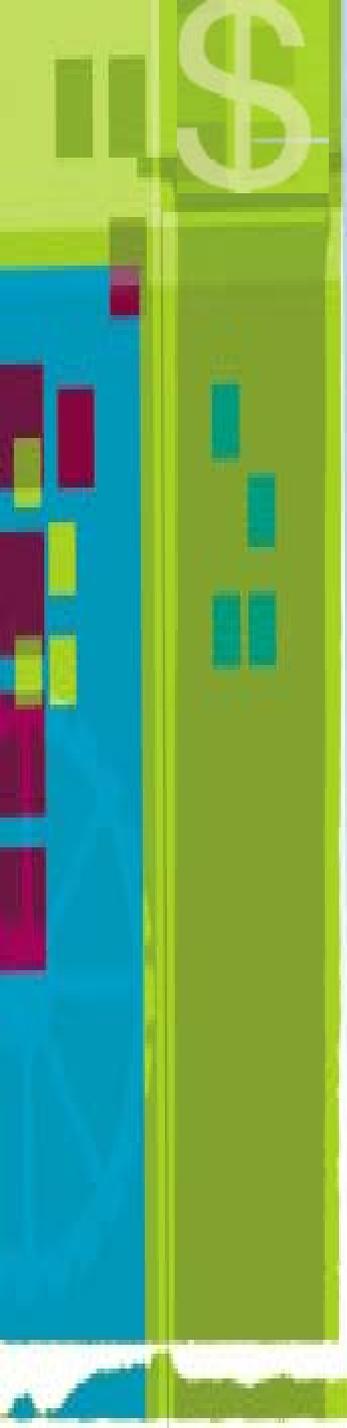




Linking Non-Profits, Government, and the Private Sector



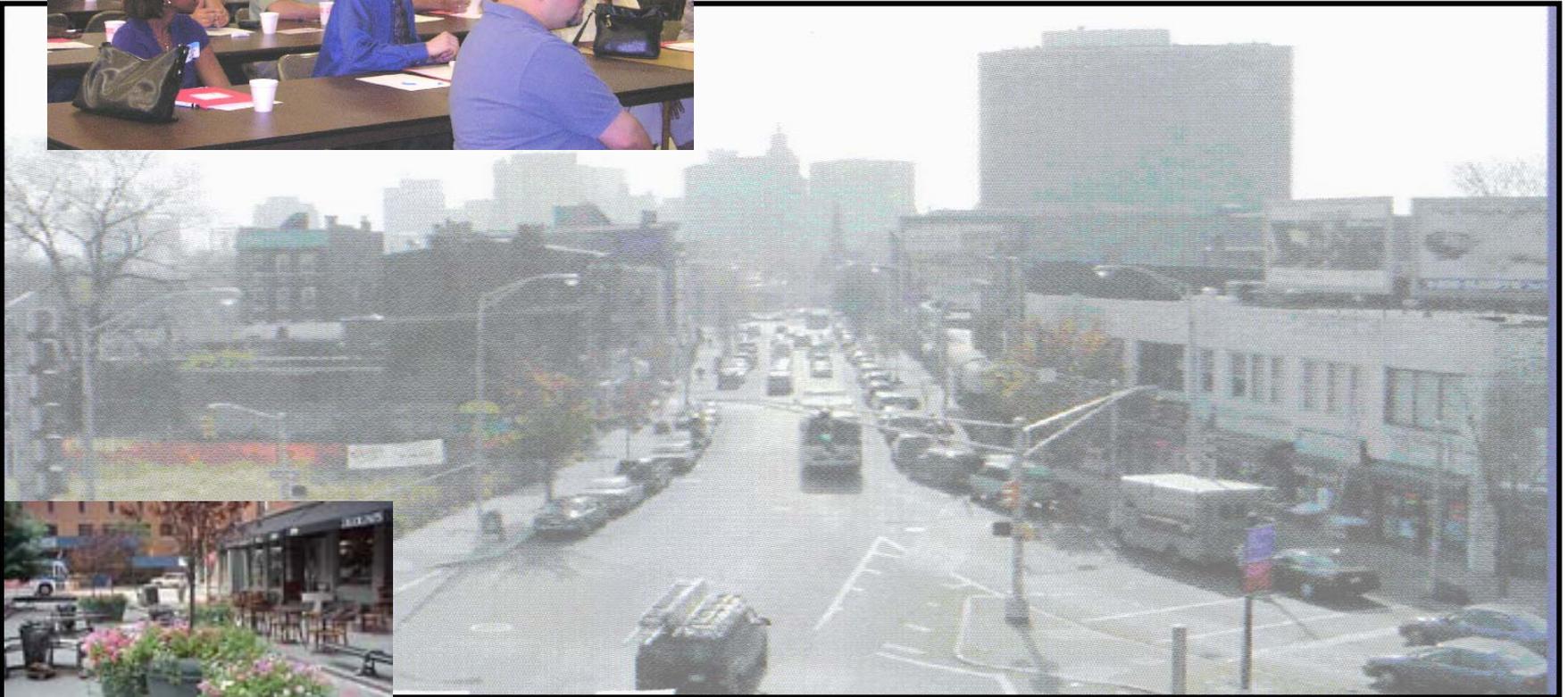
**Sustainable
Neighborhood
Revitalization**



What is the NRTC?

- The nation's first 100% state tax credit designed to revitalize distressed neighborhoods by leveraging private investments
- Stimulates revitalization through comprehensive, resident-led planning and implementation
- \$10 million per year is available in tax credits
- Up to \$1 million per corporation/year
- NRTC funds nonprofit organizations working to improve distressed neighborhoods

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.

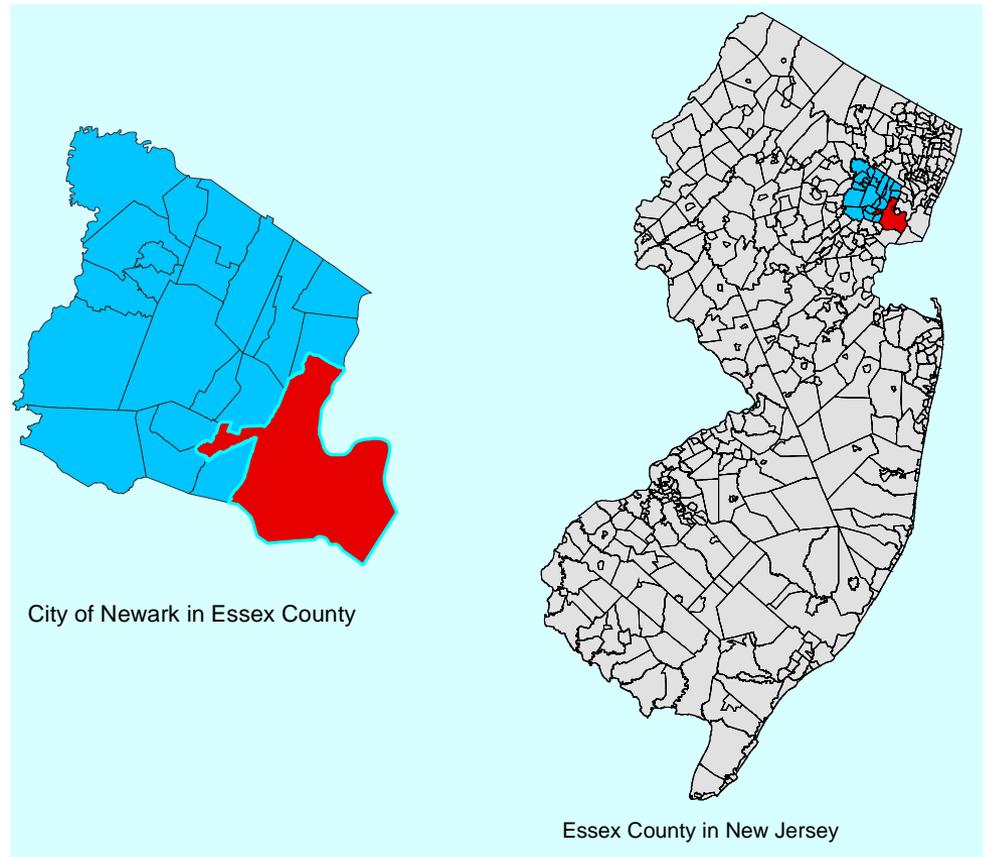
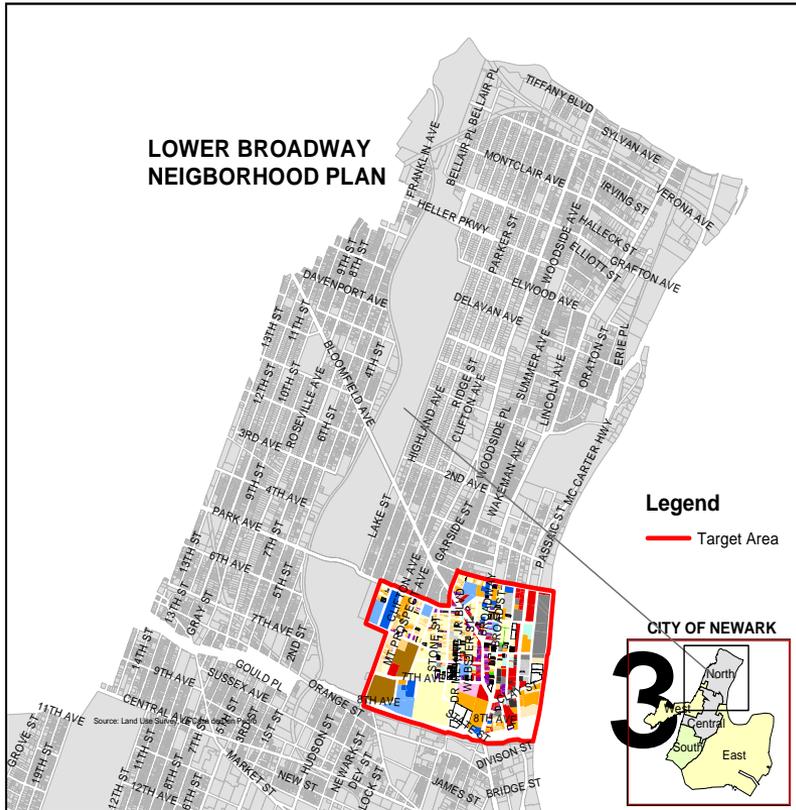


Lower Broadway Community Plan

- 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

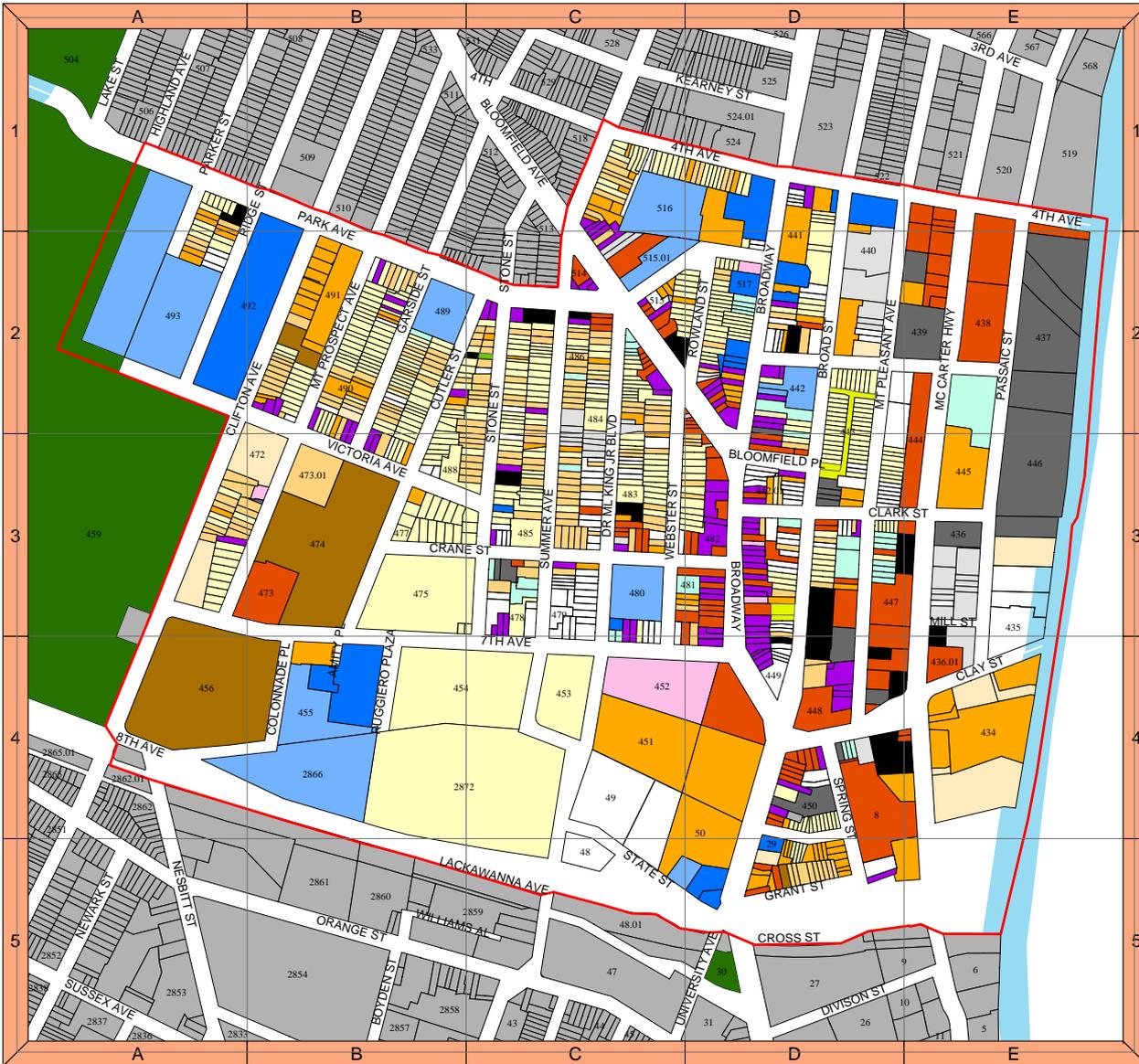


North End with Newark

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

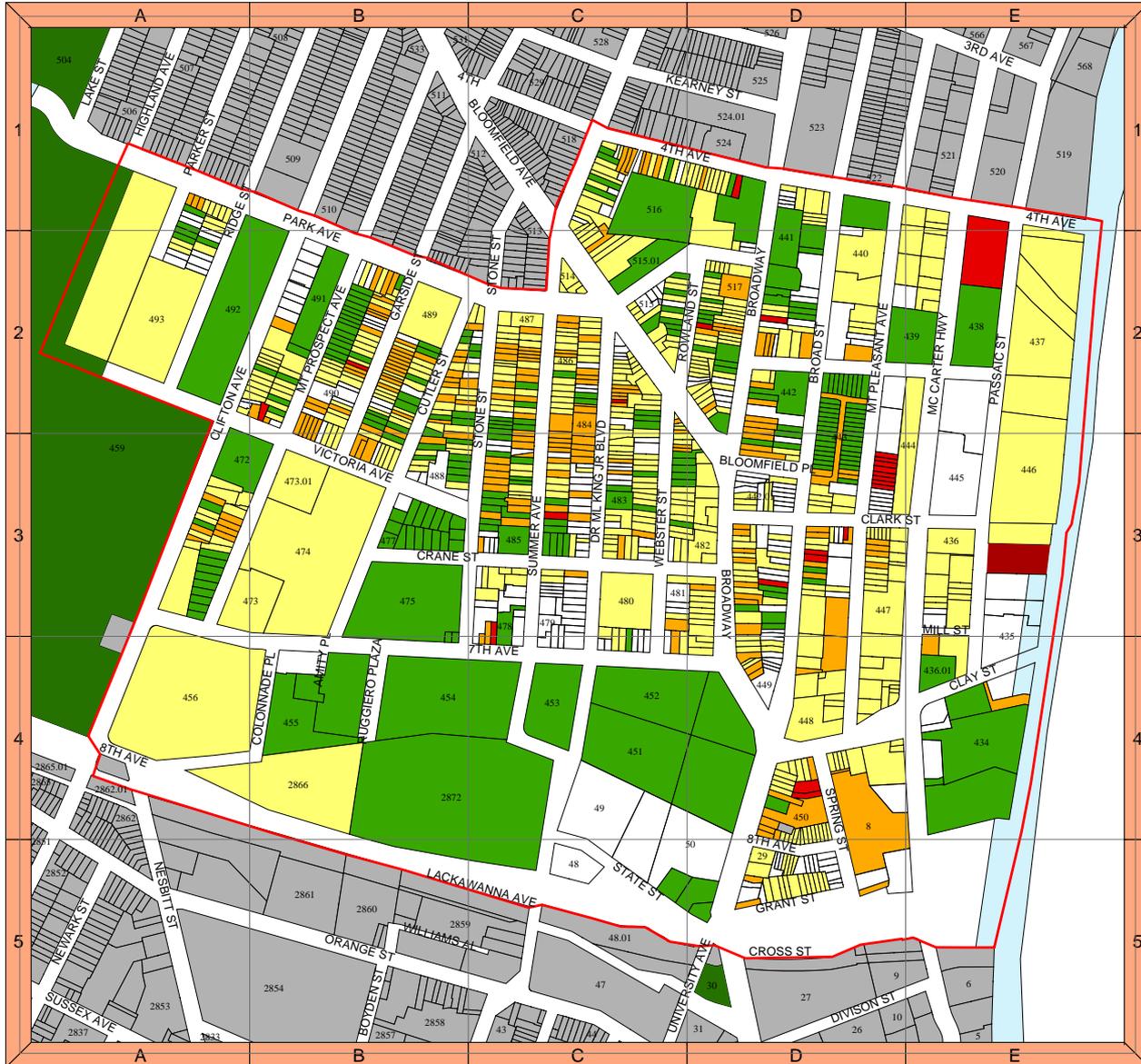


LOWER BROADWAY NEIGHBORHOOD PLAN

Existing Building Condition

Legend

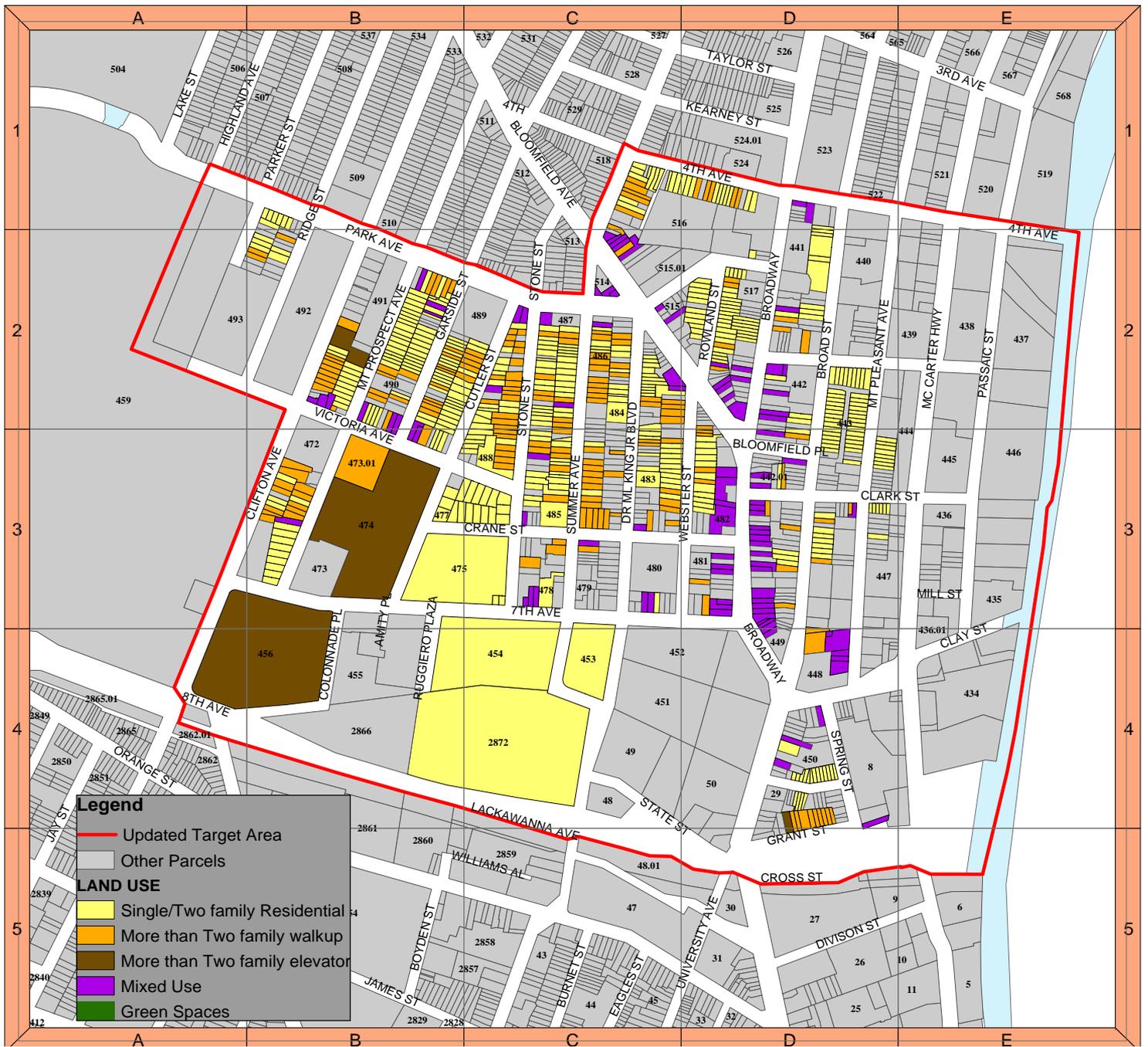
- Target Area
- Other Parcels
- Critical
- Excellent
- Fair
- Good
- N/A
- Poor



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

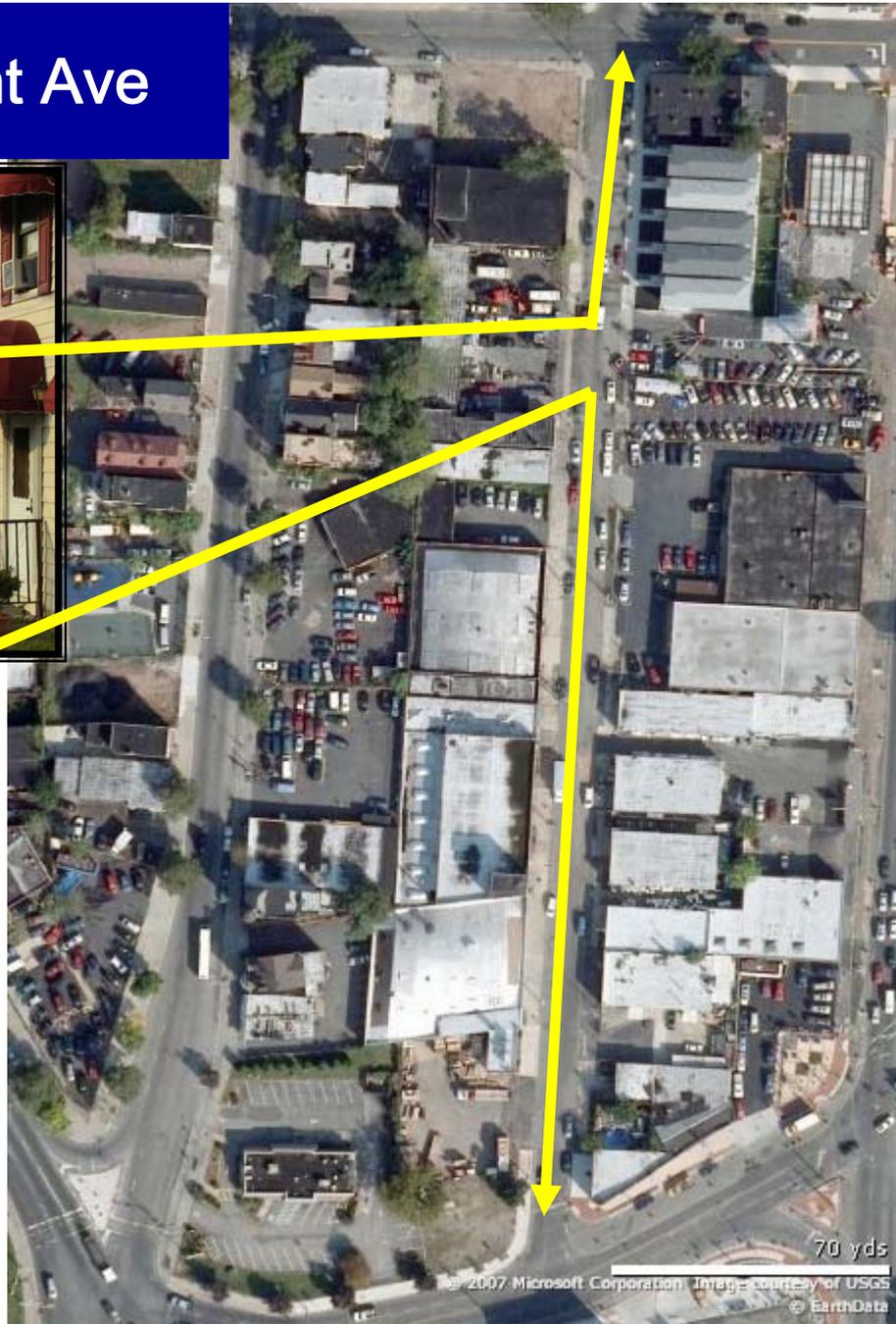


Townhouse

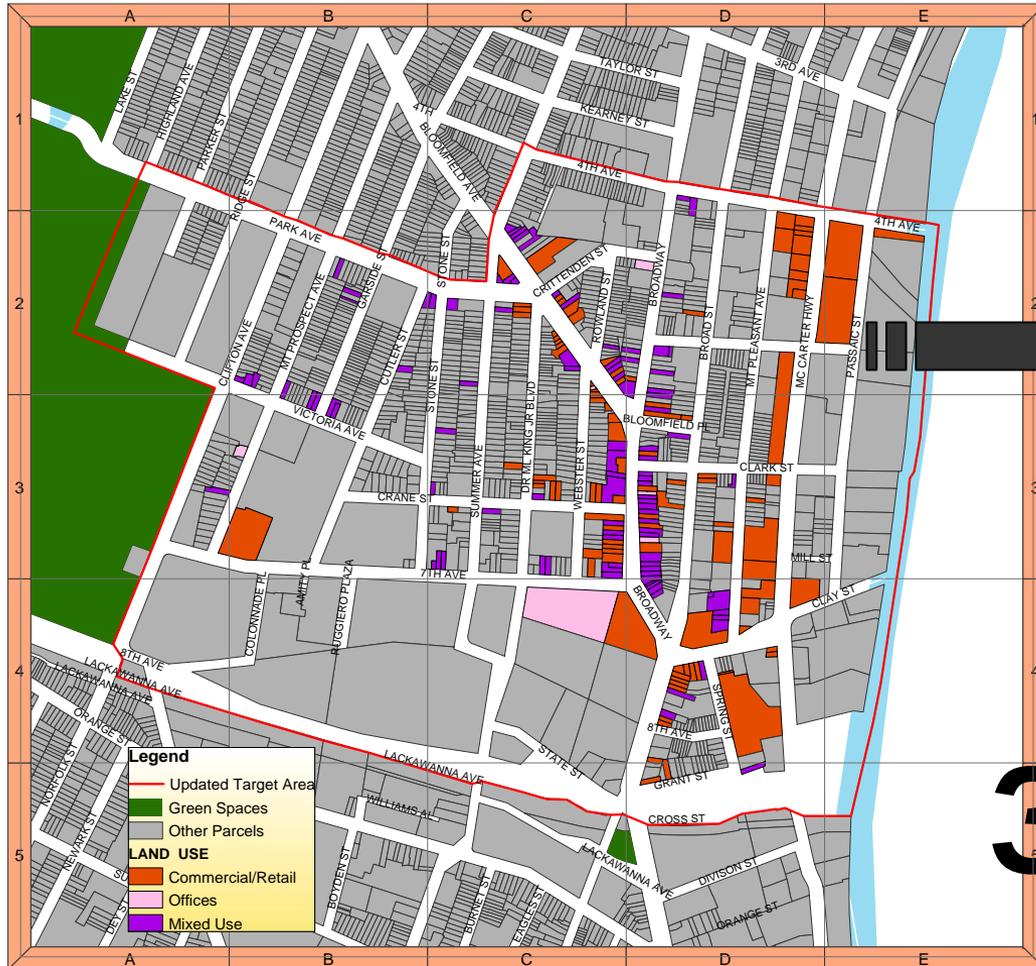


Apartment House with and without Commercial

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

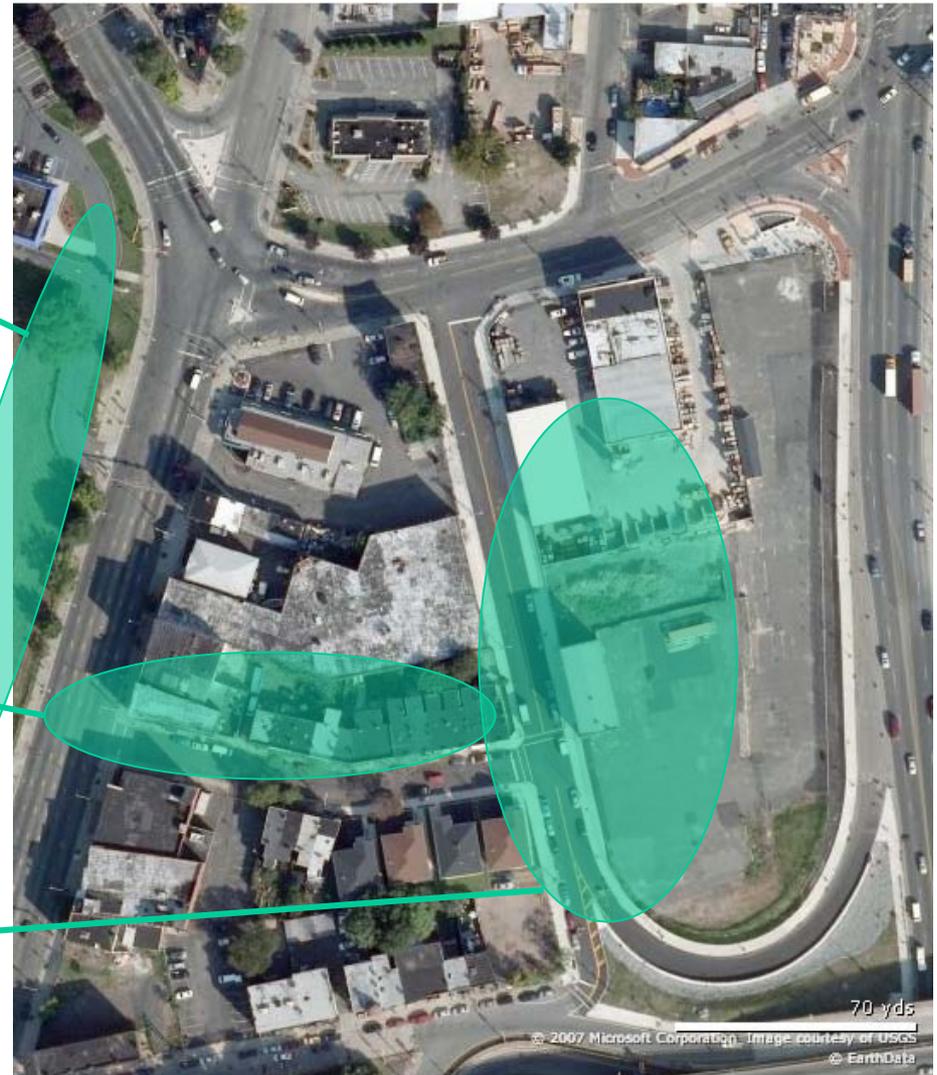
Inconsistent Street-Level Use



Smaller development Low-Density Residential

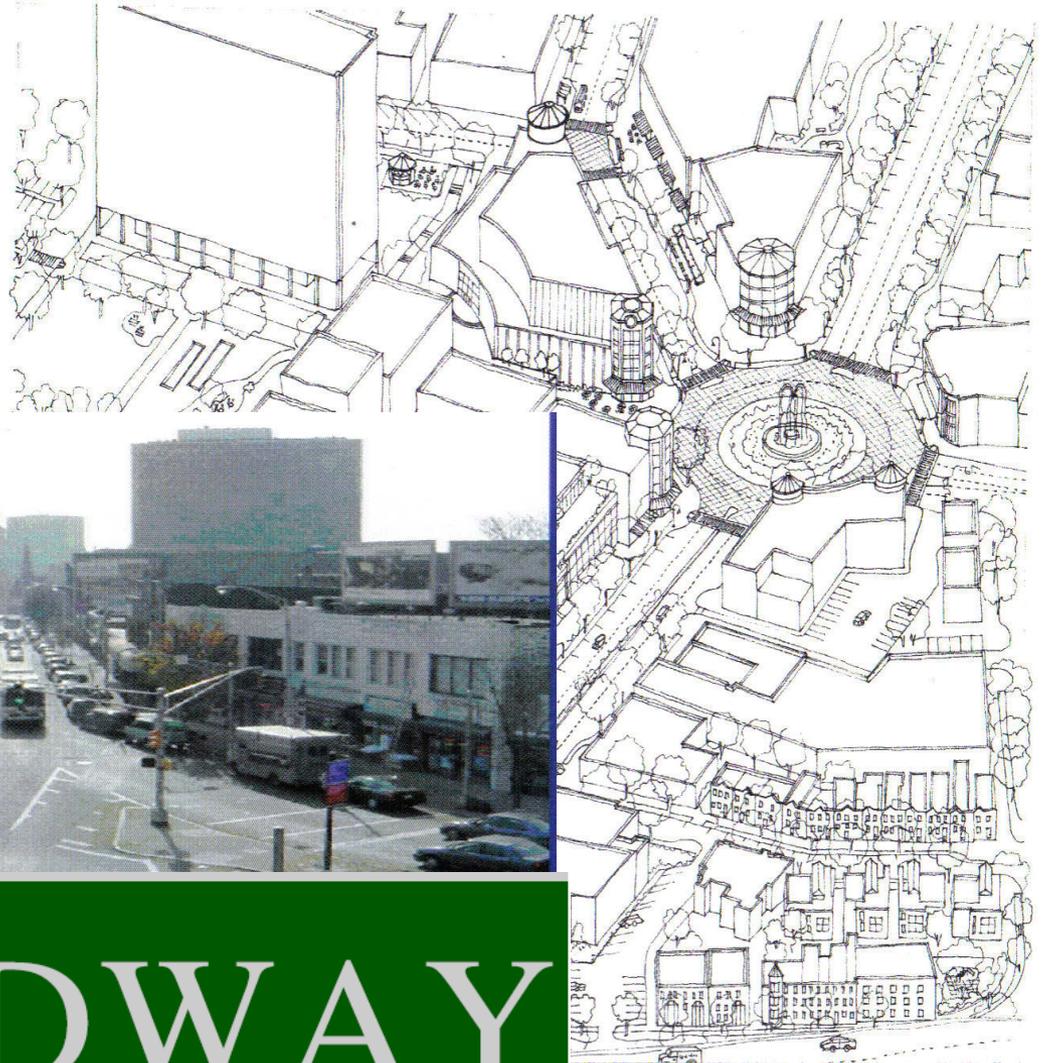


Industrial and Parking



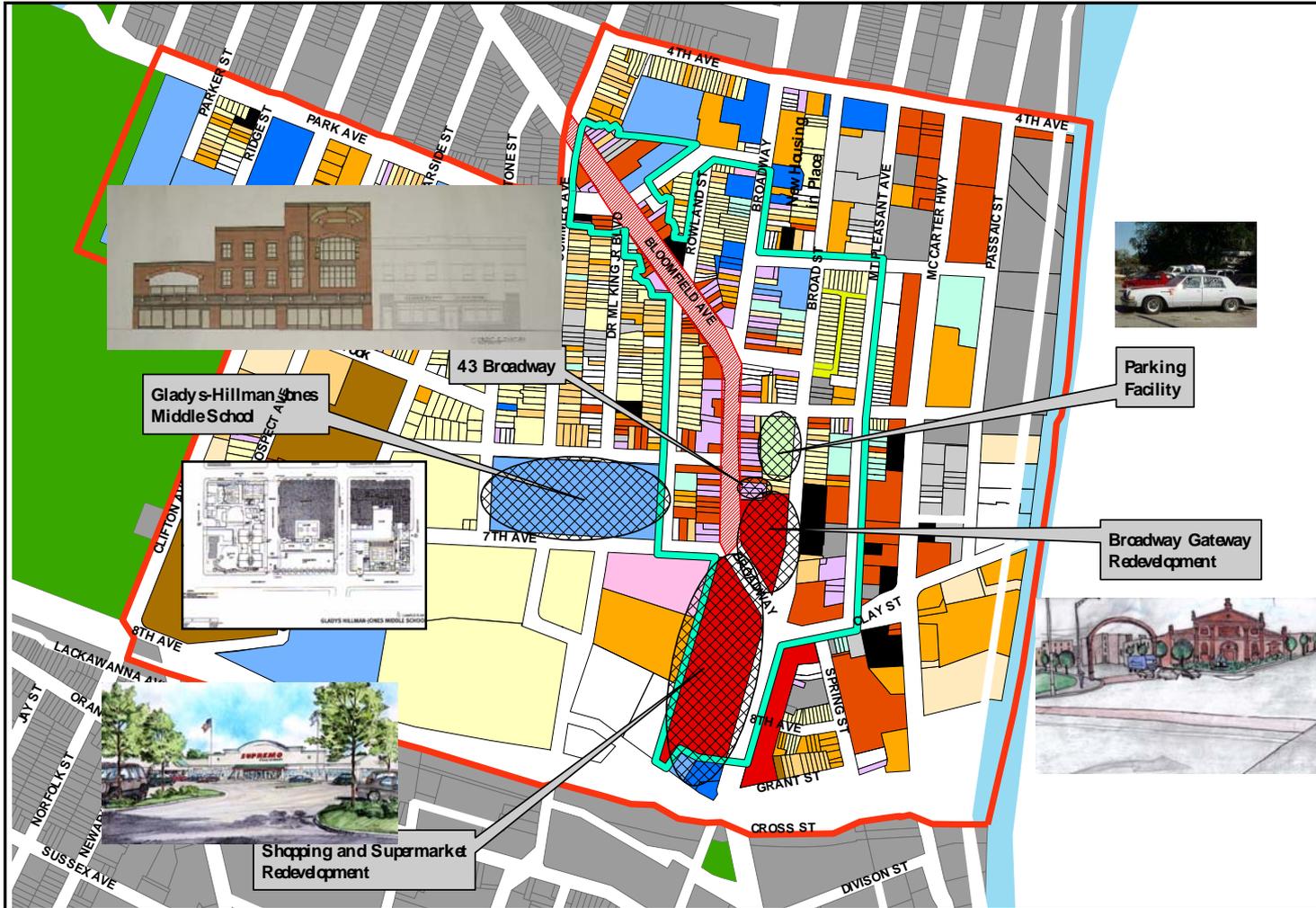
Lower Broadway Community Plan

A Comprehensive Approach
to Community Revitalization...



LOWER
BROADWAY
NEIGHBORHOOD PLAN

Lower Broadway Community Plan

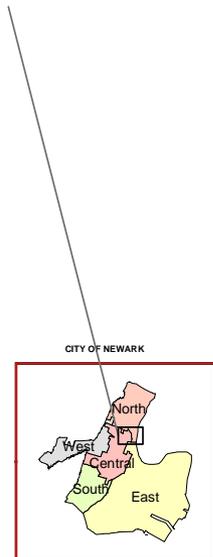


LOWER BROADWAY NEIGHBORHOOD PLAN

Proposed Projects

Legend

- ▬ Target Area
- ▨ Proposed Facade Improvement
- ▨ Area in need of Redevelopment



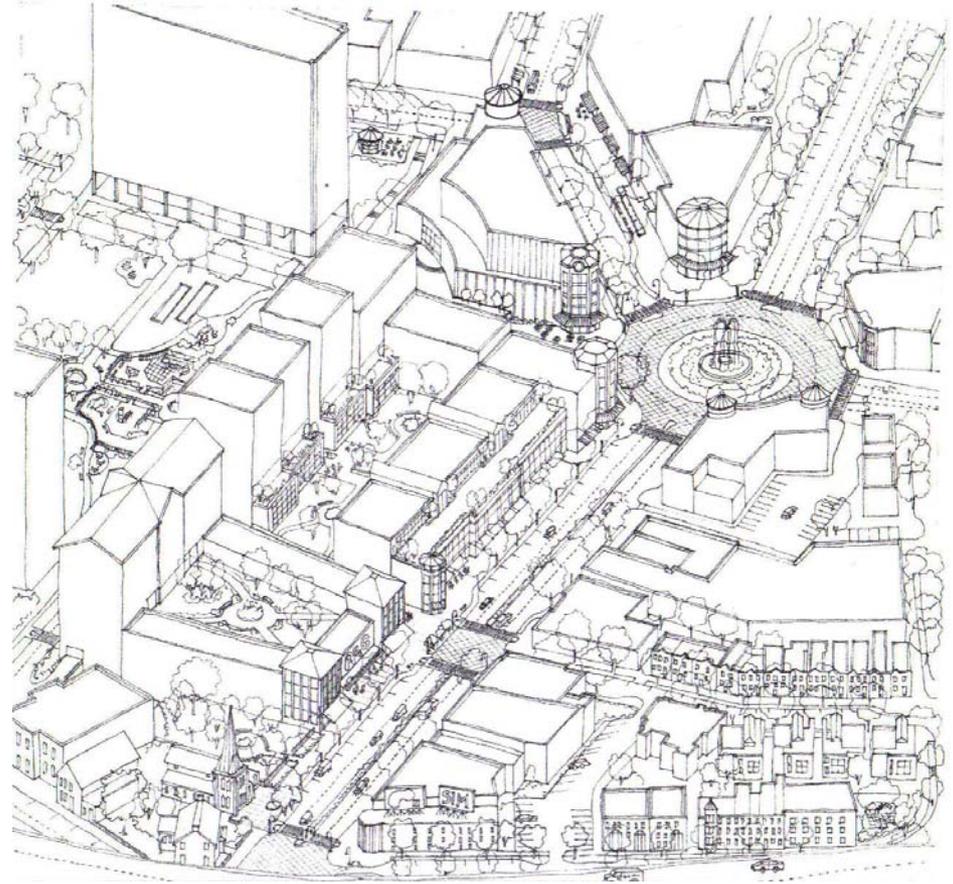
La Casa de Don Pedro

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

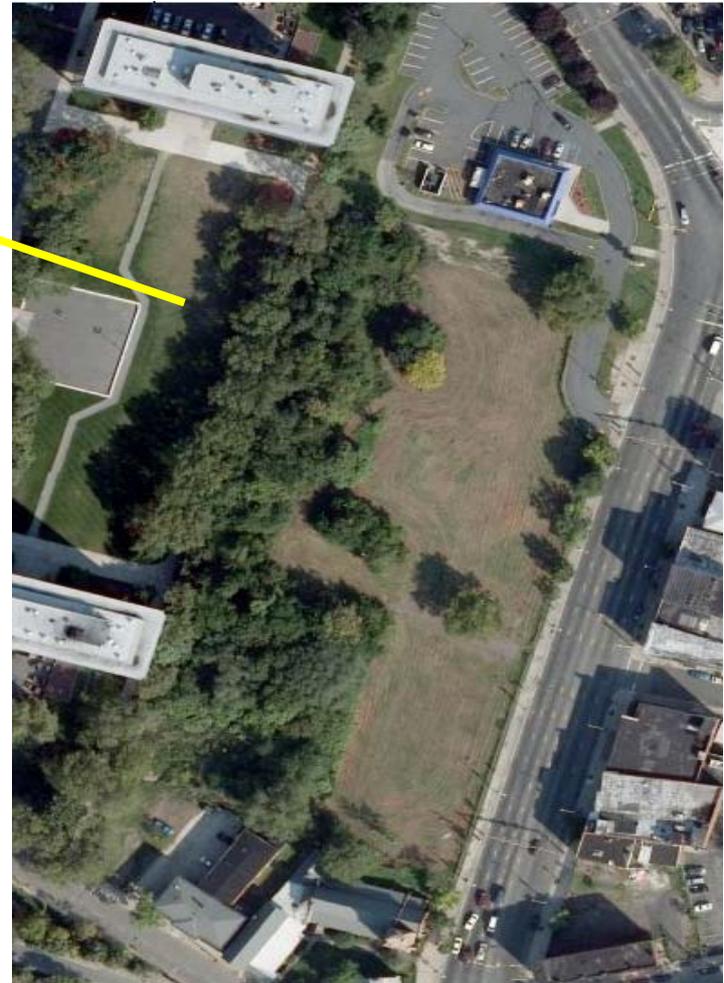


Lower Broadway Commercial District

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

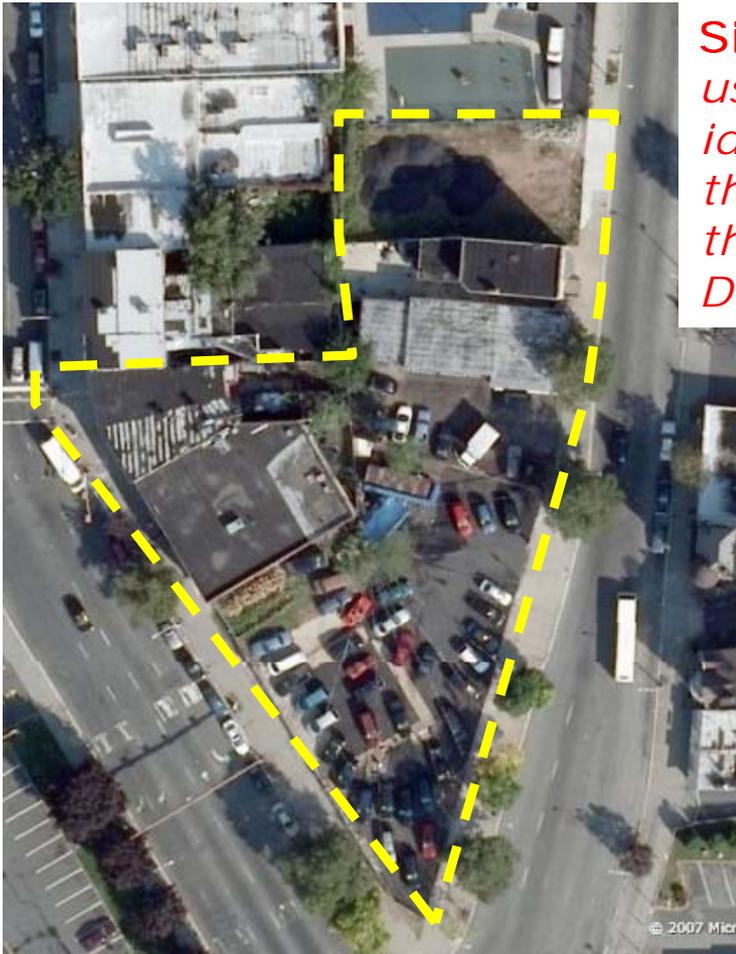
Suggested Broad Street Plaza Development

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.

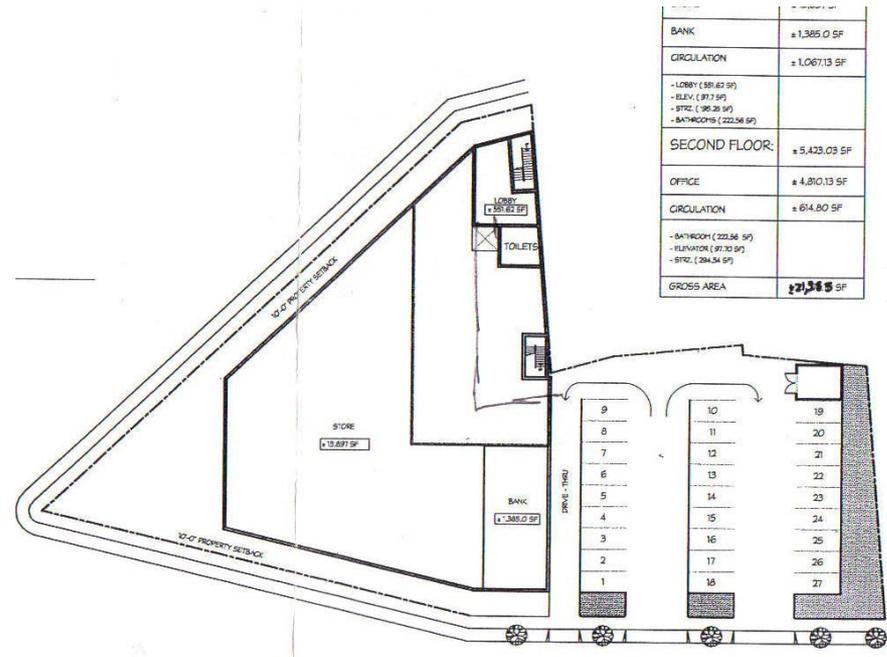


Lower Broadway Commercial District

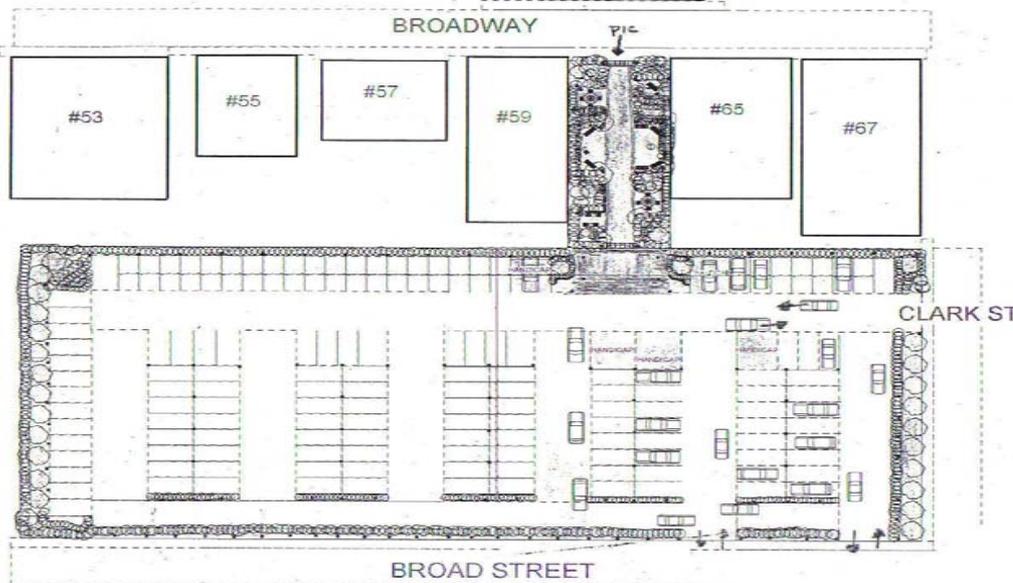
Suggested Broadway Gateway Development



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.



Suggested 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



La Casa de Don Pedro









COMMUNITY DEVELOPMENT MANAGEMENT
Paterson
Urban Youth Corps

AMERICORPS
USA
Freedom Corps



+ 8 = 10



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New Publication!

Residents At The Center:
A Handbook on Community-
Based Planning for Distressed
Neighborhoods

Developed By:
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of New Jersey



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