

# Newark<sup>360</sup>

shaping our city together



## Executive Summary

English

**Newark Citywide Master Plan**

September 2022

CITY OF **NEWARK**  
Mayor Ras J. Baraka



# Executive Summary

*Image: City of Newark*

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## Newark is....

### Newark is growing.

Newark is the largest and fastest growing city in New Jersey. Newarkers are concerned, though, that this growth may not be equitable.

### Newark is becoming more diverse.

Even in an already-diverse city, the past decade brought an increase in new residents, languages, and perspectives. Newarkers cite the diversity of cultures as the city's biggest strength.

### Newark is defined by its people and their neighborhoods.

Newarkers are unafraid to voice their concerns and their hopes for their city. They are also deeply rooted in their local communities: a majority of Newarkers surveyed would prefer to stay in their neighborhood.

## Newark360 is....

### Newark360 is built on Newark Forward and grounded in Health, Equity, and Resilience.

The 2018 Newark Forward plan charted the path for an equitable future. These themes underpin every page of this plan. Additionally, the principles of Health, Equity, and Resilience guided our understanding of what the plan must achieve for all Newarkers.

### Newark360 is voiced by our community.

We spent 12 months in 2021-22 talking to Newarkers from all neighborhoods and all walks of life, ensuring this plan meets our people where they are and is shaped by their voices throughout.

### Newark360 is our shared blueprint for equitable growth in our city across the next decade and beyond.



image: Newark Happening

# Framework:

## The time is now to shape our city together.

We have the opportunity to take stock of our city at a crucial juncture. Across the past decade, Newark has faced growth and immigration, flooding and climate change, increasing housing costs, a national reckoning around racial injustice, and a global pandemic.

Within all of these changes, the Newarkers who shaped this plan see much potential in their city and its people: they love their parks, their diversity, their arts and cultures, and their deep and proud history. They have strong and powerful visions for a brighter future. Newark360 is that shared vision that will guide development for the next decade of growth.

### Newark360 is the community-driven update to the City of Newark's Master Plan.

As a Master Plan, Newark360 is primarily concerned with actions that have implications for our city's physical form. The plan compiles actions around transportation, housing, utilities, our historic structures, and the underlying land use and zoning codes that underpin the legal framework for development.

The City of Newark will lead the way in implementing the actions described in the plan, but will rely on numerous community, civic, and business partnerships to do so. Above all, Newark360 relies on the voices of our people to shape our city together.



**A community-driven and actionable citywide Master Plan**



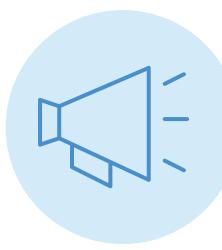
**Pillars, Goals, and Actions incorporating eight Plan Elements**



**A blueprint for the physical development of Newark for the next decade**

**I love the diversity of this city and its spirit. It's hard to name the sense of grit, determination, and pride that Brick City's people have in one word. I'm so excited to be a part of its present and future.**

-Newark360 Website feedback



## Community Voices

### The heart of Newark is its people and their diverse voices.

To truly understand what Newarkers needed from their Master Plan, we deployed a wide range of tools to reach voices in every neighborhood:

#### Virtual Outreach:

We used the [Newark360.org](http://Newark360.org) website to announce upcoming events, launch surveys and community mapping, and host draft documents for review. We also held 12 virtual citywide meetings via Facebook Live, reaching hundreds of Newarkers for each session.

#### In-person Workshops:

The heart of our engagement was our 10-workshop series held in partnership with community development corporations, where we collaboratively envisioned a brighter future with hundreds of Newarkers in all 5 Wards.

**You need to make spaces beautiful for people who already live here. And for people who have been here for generations and who deserve the space to look nice and clean.**

*(Ana Monteiro, 21 years old)  
Newark Story Bus event*

#### Citywide Survey:

We mailed residents across the city a survey and were able to verify a statistically-valid cross-section of responses, ensuring true representation from Newarkers who otherwise might not be involved in the planning process.

#### Youth Engagement:

We were fortunate to partner with the City Planning Institute and the Newark Story Bus to engage our city's youth, too often left out of planning their city.



*image: Bloomberg Associates*

**7,000+**  
**Website Visits**

**10**  
**In-person Workshops**

**12**  
**Citywide Virtual Meetings**

**3**  
**Story Bus Appearances**

**38**  
**Thought Leader Interviews**

**510**  
**Citywide Survey Responses**

# Newark is a city of Prosperity:

## Connect Newark's neighborhoods:

Most of the city's mobility options bring Newarkers into downtown instead of directly connecting neighborhoods to each other.

- **Key actions:**

1.1.3 Add bus routes and other bus treatments to improve how Newarkers move around the city outside the downtown core.



*image: Bloomberg Associates*

## Build community wealth for all Newarkers:

Newarkers want more economic opportunities within their own neighborhoods and support for small businesses and entrepreneurs.

- **Key actions:**

1.6.1 Implement a startup micro capital fund aimed at neighborhood businesses.

1.7.1 Utilize the Land Bank to promote local non-institutional ownership of commercial property and increase homeownership.



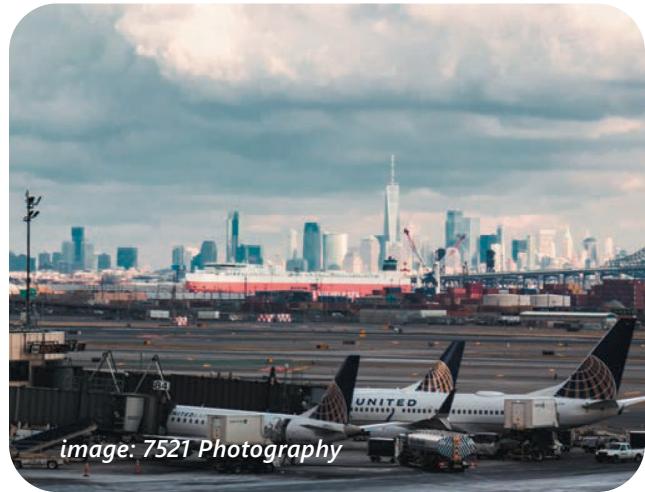
*image: City of Newark*

## Leverage Newark's role as an Airport City:

The Newark Liberty International Airport is one of the most heavily trafficked airports in the nation, and is a major economic engine for the region. The extension of the Light Rail system to the Dayton neighborhood could bring economic opportunities for residents.

- **Key actions:**

1.4.1 Enhance Newark's position as an Airport City with needed redevelopment and study.



*image: 7521 Photography*

# Newark is a city of **Culture:**

### Celebrate our Arts & Education Districts:

The 2022-designated Arts & Education District encompassing much of Downtown and its surrounding neighborhoods will bring together and support the many downtown arts and educational institutions, galleries, parks, public art, and restaurants that contribute to the city's cultural legacy and support for inclusive economic development.

- **Key actions:**

2.1.2 Support the vision of the Newark Arts and Education District.



image: Ed Murray - NJ Advance Media

### Encourage Newark to become a 24/7 City:

Historically, nightlife was essential to Newark's cultural identity and economic growth, but zoning currently restricts after-hours uses in many parts of the city. Establishing an Office of Nightlife to help shepherd zoning reforms can sensitively allow entertainment uses to be recentered in Newark again.

- **Key actions:**

2.1.5 Update the zoning code to allow and encourage Newark to be a 24/7 city for arts and entertainment.



image: Newark City Parks

# Newark is a city of Neighborhoods:

## "Upzone" along Newark's main commercial corridors:

Newark's commercial corridors are the backbone of our neighborhoods. Revisions to the zoning code should include broadening the city's Community Commercial zoning along key corridors, and other areas where increased density will not change the neighborhood's character.

### ● Key actions:

3.4.3 Upzone along key corridors and around transit hubs.



*image: Bloomberg Associates*

## Facilitate home-based businesses and microcommerce:

Given real estate costs and the shift toward hybrid work environments, the demand for greater mixed-use flexibility is expected to grow.

### ● Key actions:

3.4.2 Examine opportunities for mixed-use zoning approaches that can accommodate hybrid business models.



*image: Newark Social/Afro Beat Fest*

## Ensure affordable housing for all income levels & increase supply:

Affordable housing is the most pressing need identified by Newarkers, and solutions should be tailored to each neighborhood.

### ● Key actions:

3.5.1 Allow and promote accessory dwelling units for single-family households to add density without full redevelopment.

3.5.2 Support Land Bank efforts to preserve affordable housing.



*image: Cesar Melgar*

# Newark is a city of Families:

### Deploy Vision Zero and Complete Streets to keep Newarkers safe:

Many Newarkers rely on bus, bike, and walking connections to get around the city, but our primary corridors are car-oriented and can feel dangerous.

#### ● Key actions:

- 4.3.1 Create, adopt, implement, and enforce a Vision Zero policy and plan.
- 4.3.3 Implement and enforce Complete Streets projects on major corridors.
- 4.3.4 Support the expansion of NewarkGo - the bike and scooter micromobility program.

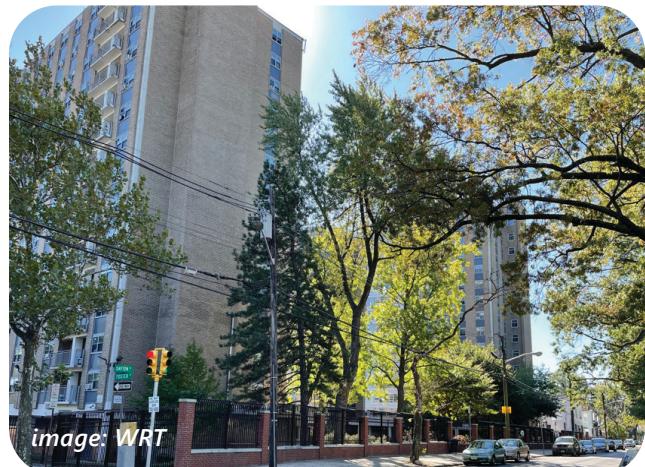


### Significantly expand Newark's tree canopy:

The city's low tree canopy and high impervious surface coverage makes it one of the hottest in the nation. A citywide tree planting campaign will help mitigate heat and stormwater issues by planting trees in areas with low canopy coverage.

#### ● Key actions:

- 4.4.1 Develop and support a citywide tree canopy initiative.



### Implement the Mayor's Affordable Housing Goals:

The city must strengthen the enforcement of its development agreements and Inclusionary Zoning Ordinance, as well as implement and track Mayor Baraka's Housing Goals.

#### ● Key actions:

- 4.1.1 Operationalize Mayor Baraka's Housing Goals.



# Newark is a city of **Strength:**

## **Manage stormwater equitably with a stormwater fee:**

Flooding from intense storm events has impacted Newarkers all over the city, but primarily in the East Ward, downhill from the rest of Newark. Instituting a citywide stormwater fee will help more equitably distribute the burden of flood risk to protect our most vulnerable.

### ● **Key actions:**

- 5.2.1 Create a phased stormwater fee and utility to fund stormwater infrastructure upgrades.



## **Establish "Green Zones" to address environmental injustice:**

Newark has a long and proud history of fighting for environmental justice. Establishing "Green Zones" in environmentally affected legacy communities can create a way to provide resources for those Newarkers who have been most impacted by environmental harm.

### ● **Key actions:**

- 5.1.1 Initiate a Green Zone designation process for communities.
- 5.1.2 Expand city programs and resources to support Green Zone communities.



# Call to Action:

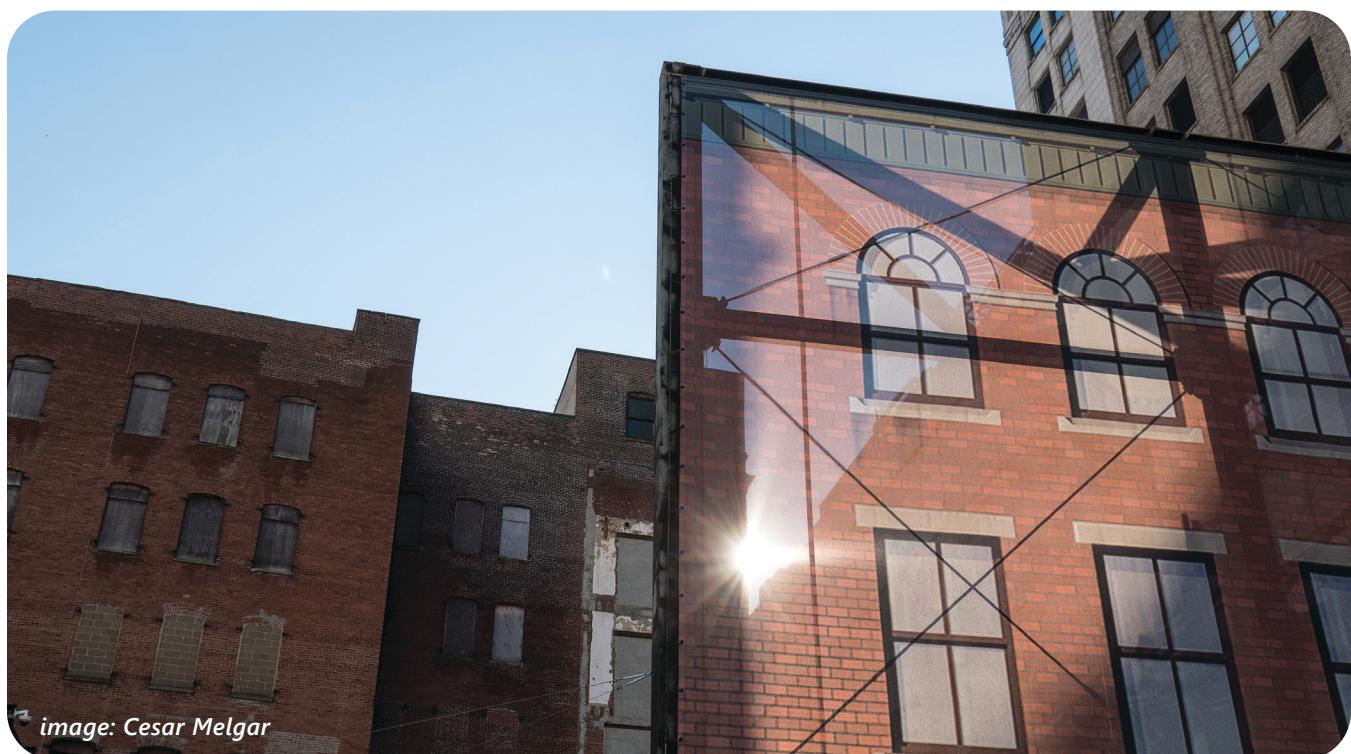
## Implementing the Vision:

This plan is culminating at a time when federal and state governments are eager to invest in Newark. These investments build equity platforms into much-needed social, physical and civic infrastructure. It supports broadly the larger Newark community who have experienced both a pandemic and a racial reckoning during the formation of this renewed vision. Strong and effective governance systems are needed to shepherd the Newark360 Master Plan through implementation.

- The city should invest in technological and data management systems across government agencies that allow for consistent and rapid sharing of information between departments.

- The city should update procurement rules and streamline contracting to take full advantage of private sector expertise to serve the city and its citizens.
- Newark's government should be expanded so as to align with the city's unique strengths and challenges – housing, mobility, infrastructure, parks, public works, economic/workforce development, and arts & culture.

This is a call to action for city government to capitalize on insights gained from the pandemic and apply them to serving Newarkers today.





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[newark360.org](http://newark360.org)

image: Bloomberg Associates