



Newark at the Crossroads

A 2032 Vision for the Newark Aerotropolis

EDWARD J. BLOUSTEIN SCHOOL OF
PLANNING AND PUBLIC POLICY
FALL 2017 DESIGN STUDIO

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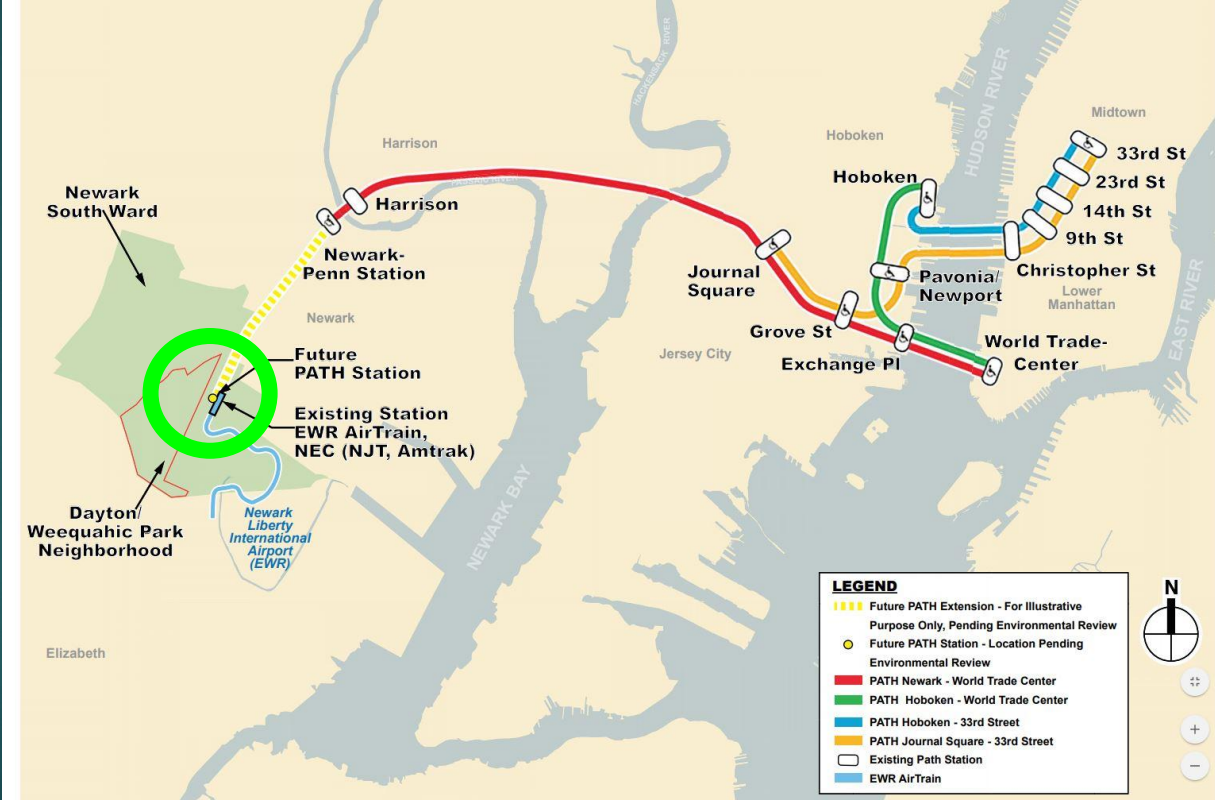
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Background

Background - PATH Extension

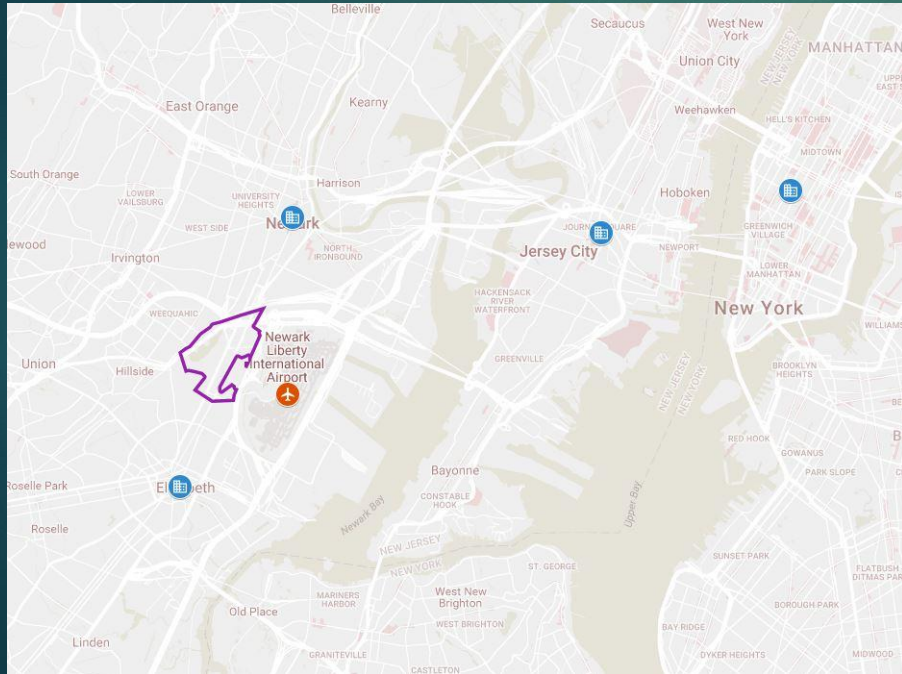


Background - Task and Client

- **Task:**
 - Leverage the proposed extension of the PATH station into transit-oriented redevelopment for the Dayton-Weequahic Park neighborhood.
- **Client:**
 - Upendra Sapkota, AICP, LEED AP, Acting Director of the City of Newark Office of Planning, Zoning, & Sustainability (OPZS)



Background - Study Area



Background - Goals and Objectives

Goal: An Aerotropolis New Town that connects to Newark and provides tangible benefits for the existing community.

Objectives:

- **Site Plan Objective:** Create a site plan and model that reimagines Newark's underutilized industrial land into a high density, mixed-use, multi-modal Aerotropolis.
- **Zoning Objective:** Craft a zoning ordinance and map that enables the development of a mixed-use Aerotropolis while empowering existing communities.
- **Transportation:** Reimagine the Frelinghuysen Avenue corridor as a multi-modal boulevard that leverages the new PATH station to reintegrate Dayton, Elizabeth, and downtown Newark.
- **Community Benefits Package:** Develop a community benefits agreement that ensures that the wealth and opportunity resulting from the new Aerotropolis extends to the Dayton community.

Background - Process

- Design charrette to develop design ideas on November 13



Background - Process

We conducted interviews with airport and transportation experts:

Benjamin DeCosta, Principal at DeCosta Consulting, LLC and former Aviation General Manager at the Hartsfield-Jackson Atlanta International Airport and Newark International Airport

Shelley Lamar, Executive Director of the Aerotropolis Atlanta Alliance and Director of Planning for the Atlanta International Airport

Adelee Marie Le Grand, AICP, Chief Strategy Officer/Vice President of Transdev, NORTA

Louis E. Prezeau Jr., Director of Community and Economic Development, La Casa de Don Pedro

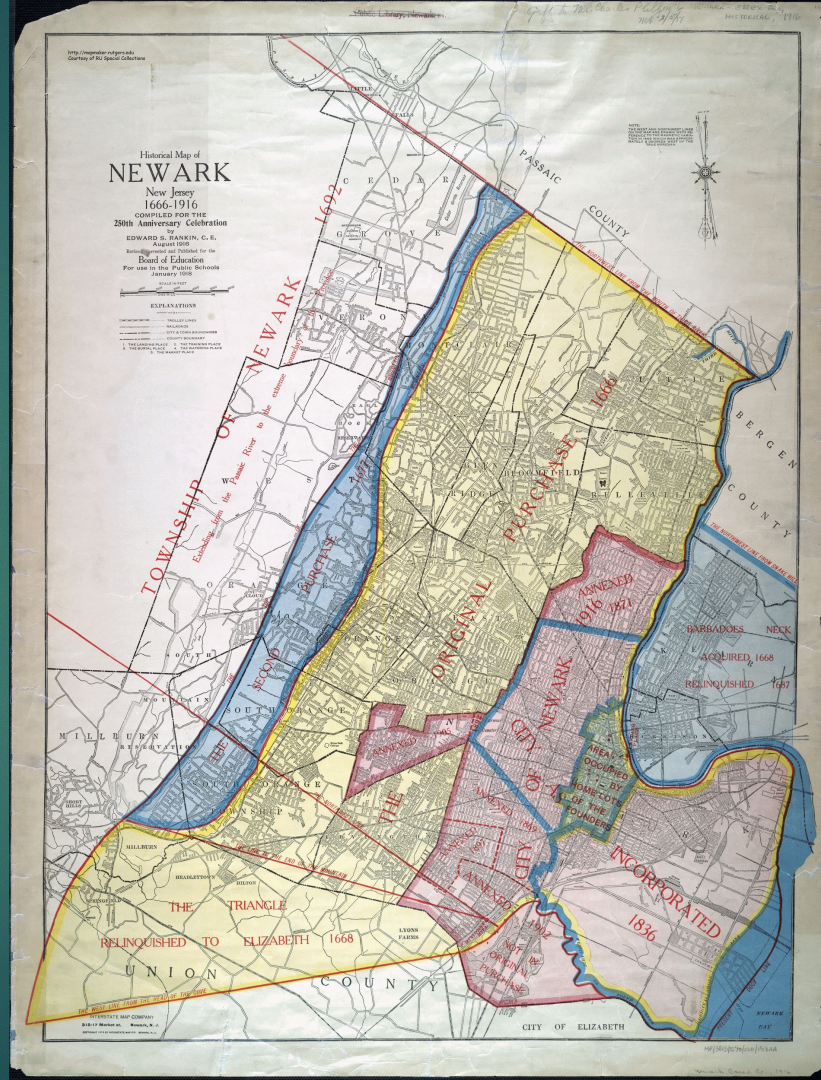




Existing Conditions

Existing Conditions - History

- Home to Seth Boyden Terrace, a public housing project developed in the 1930s that closed in 2012.
- Home of Weequahic Park, designed by renowned landscape architect Frederick Law Olmsted in 1905.
- Like other major U.S. cities, area experienced white flight and disinvestment following political upheaval and deindustrialization in the 1960s and 70s.



Existing Conditions- Demographics and Economy

Dayton

- Unemployed- 31.1%
- <\$24,999 Household Income- 76.3%
- Median Household Income- \$12,028
- No Wage/Salary- 64.3%
- Per Capita Income- \$12,793
- Avg. Commute Time to Work- 56 min

Newark

- Unemployed- 18.4%
- <\$24,999 Household Income- 39.2%
- Median Household Income- \$33,139
- No Wage/Salary- 27.5%
- Per Capita Income- \$16,791
- Avg. Commute Time to Work- 34 min

Existing Conditions - Transportation

- Existing street network hosts long blocks and wide streets.
- Despite 66% transit mode share, limited public transit access today via NJ Transit buses. No access to the existing airport train station.
- Average commute of 56 minutes, nearly a half hour longer than Newark as a whole.

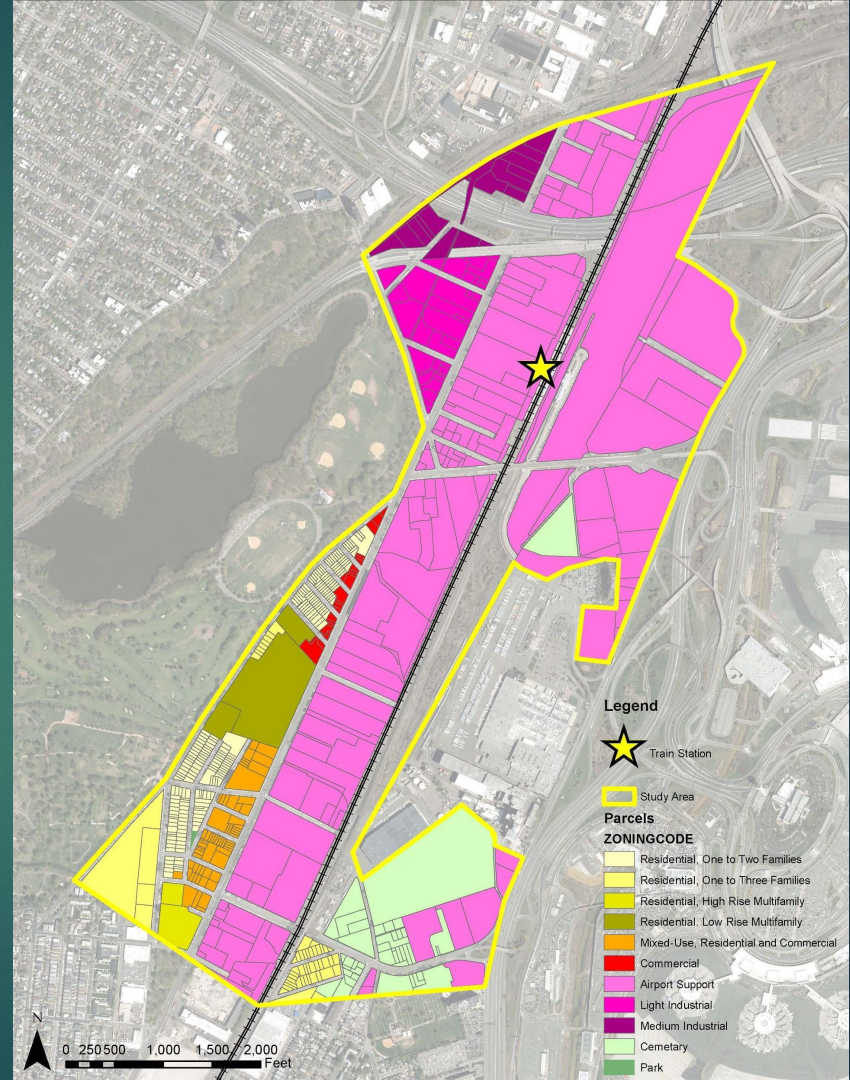


Existing Conditions - Transportation



Existing Conditions - Zoning

- Area around the proposed PATH station mostly zoned for light industry and commercial.
- Dayton area is largely zoned for low-density residential with some mixed-use and commercial zoning along Frelinghuysen Avenue.



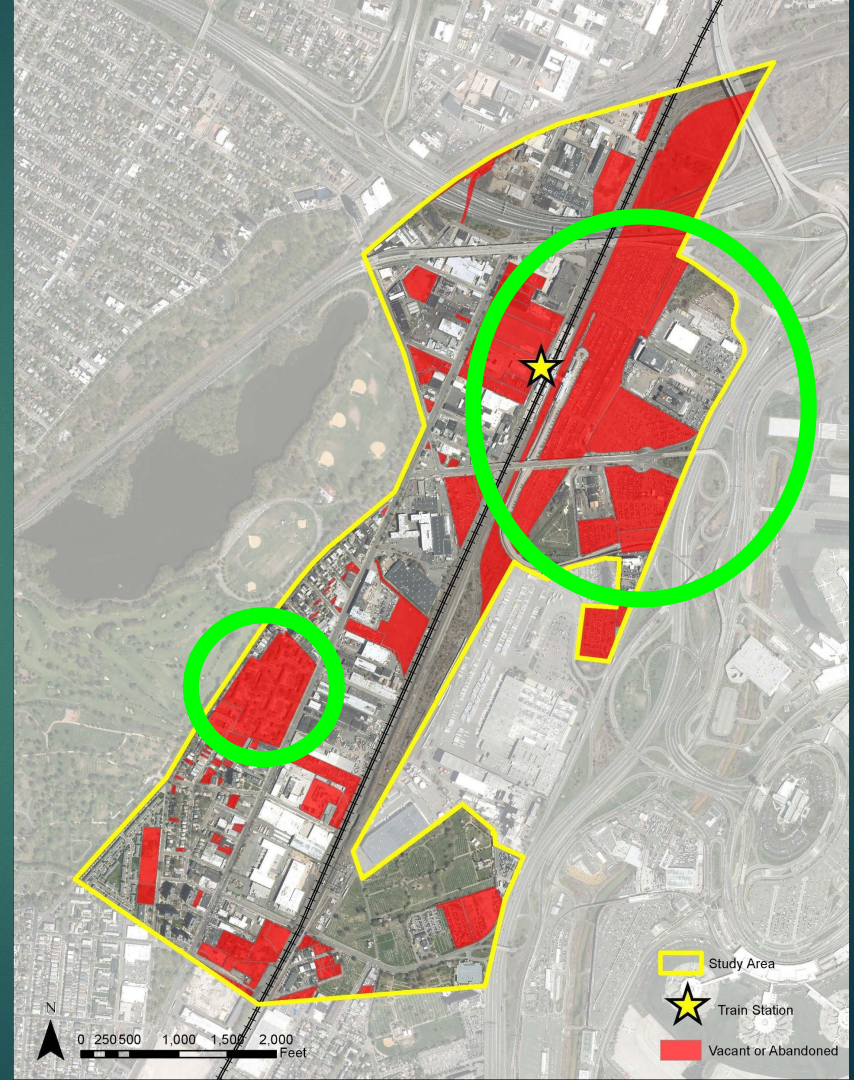
Existing Conditions - Frelinghuysen Ave

- Distressed streetscape
- Lined with vacant or abandoned development on most sections
- Sites main thoroughfare
 - Connection to Downtown Newark
- 100' Right-of-Way



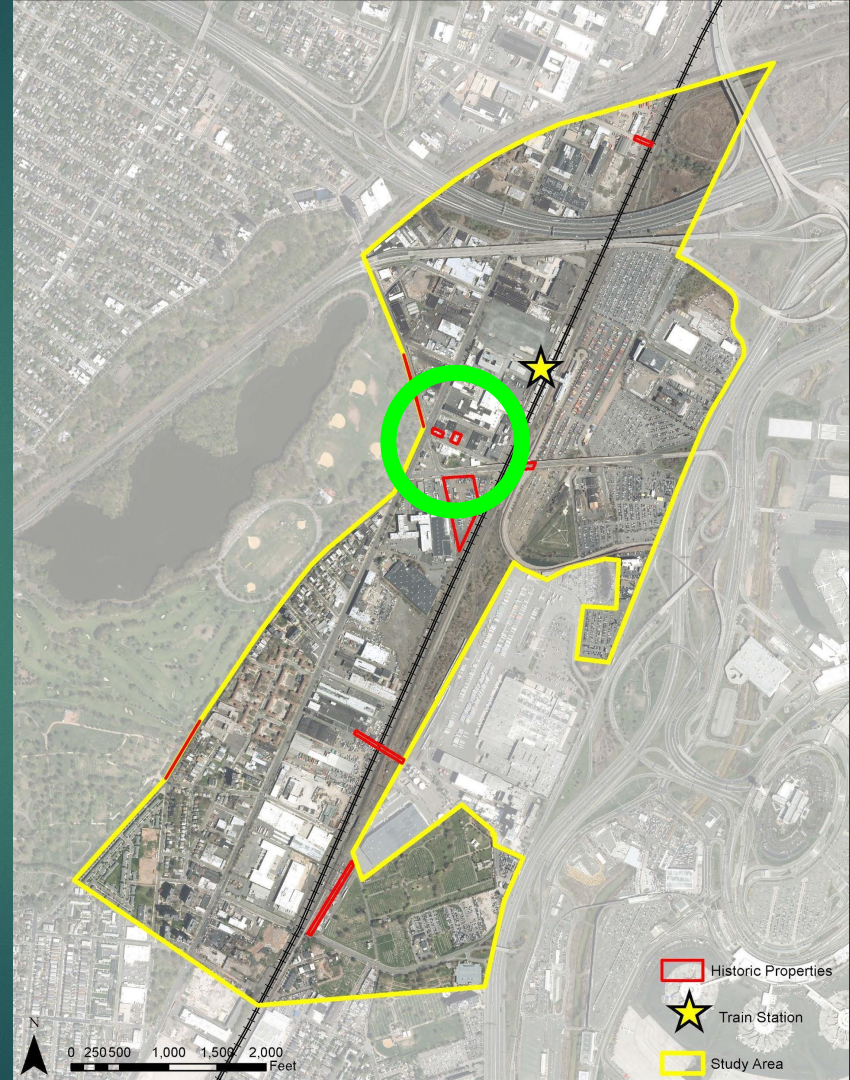
Existing Conditions - Vacant or Abandoned Properties

- A number of vacant (no development or surface parking) and abandoned properties are spread across the south.
- In Dayton, the most notable vacant site is the shuttered Seth Boyden Terrace facility
- 17% housing vacancy



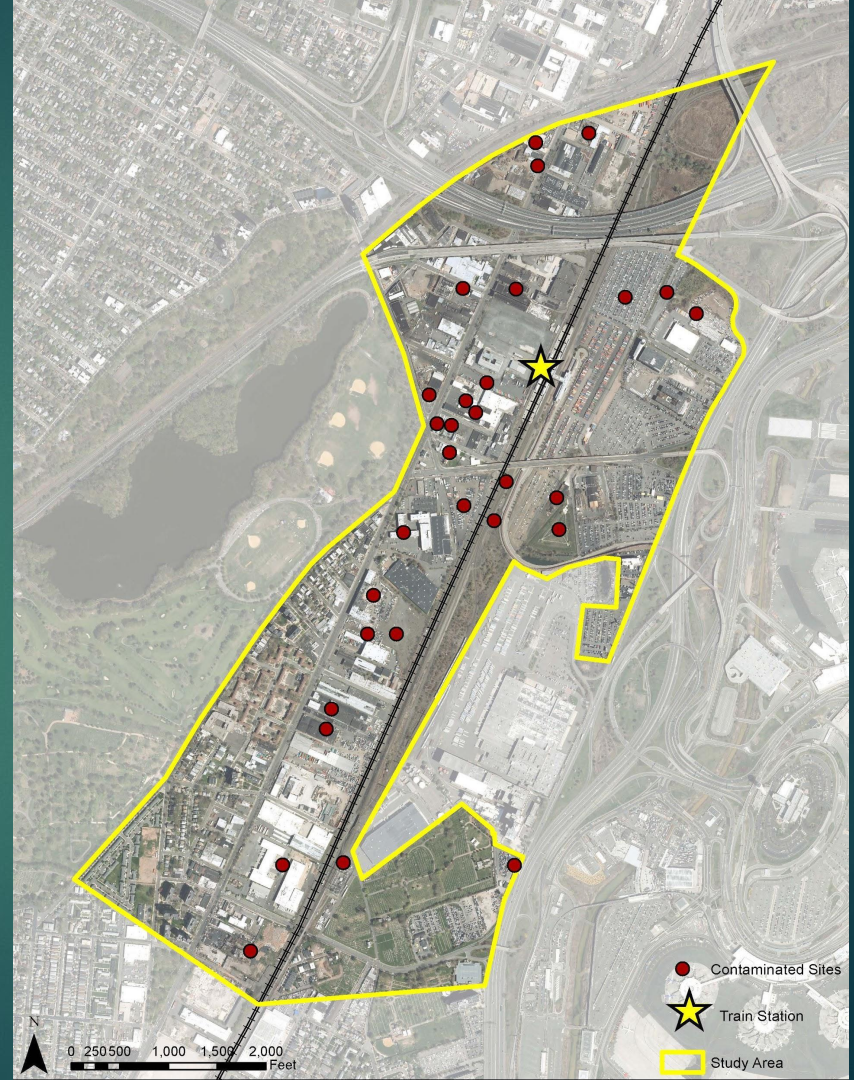
Existing Conditions - Historic Properties

- Historic properties include a historic firehouse, historic electrical and sewage facilities, and the historic Haynes Avenue bridge.
- Weequahic Park is also a historical site.



Existing Conditions - Contaminated Sites

- The Dayton-Weequahic Park neighborhood's history as an industrial corridor may pose challenges for redevelopment.
- Particularly east of Frelinghuysen Avenue, the neighborhood is home to multiple known contaminated sites.



Existing Conditions - Owner Occupied Homes

- Outside of NHA housing, we found surprisingly high rates of owner-occupied housing.
- This is a positive sign as it ensures that many existing residents will benefit as property values rise.



Existing Conditions - SWOT

SWOT Analysis:

- Strengths:
 - Situated at the intersection of major roads, rail networks, and a large and growing international airport
 - Significant support from local and regional leaders
Host to the Weequahic Park, designed by renowned landscape architect Frederick Law Olmsted
- Weaknesses:
 - Various known contaminated sites spread across the study area
 - Extremely limited transit access and poor street design with regard to walkability, despite relatively low levels of automobile use

Existing Conditions - SWOT

SWOT Analysis (Continued)

- Opportunities:
 - Substantial interest from developers and companies in developing and locating near the airport
 - Plentiful demand in the New York Metropolitan Area for new housing with ready transit access
 - Multiple vacant and/or abandoned properties that could be redeveloped without displacement
 - Opportunity to reposition Weequahic Park as a local “staycation” destination
- Threats:
 - Absent integration into the planning process and defined community benefits, local residents may resist new development
 - A lack of regional cooperation could undermine efforts to leverage the PATH extension into a new aerotropolis

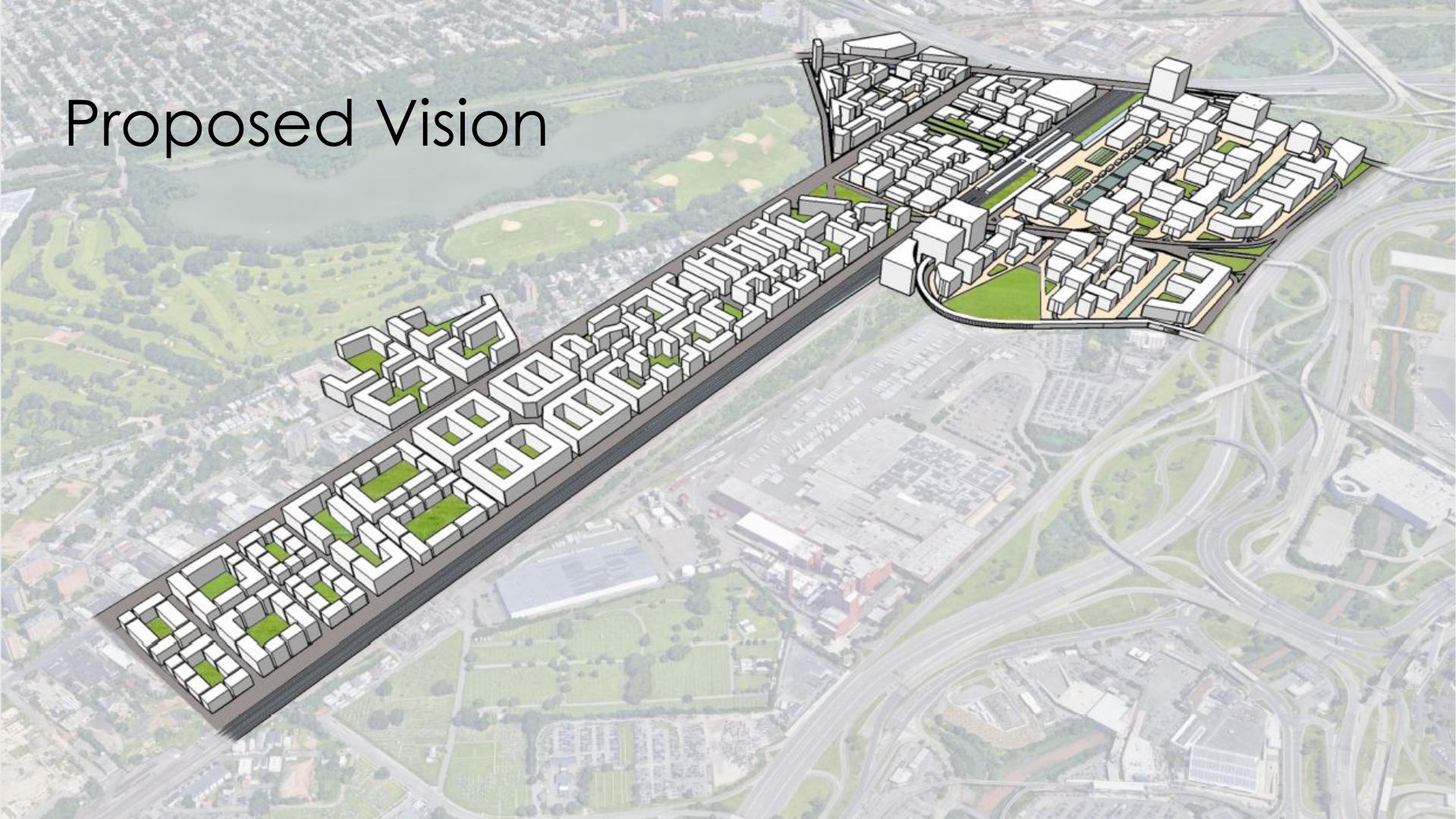
Proposals

Proposals

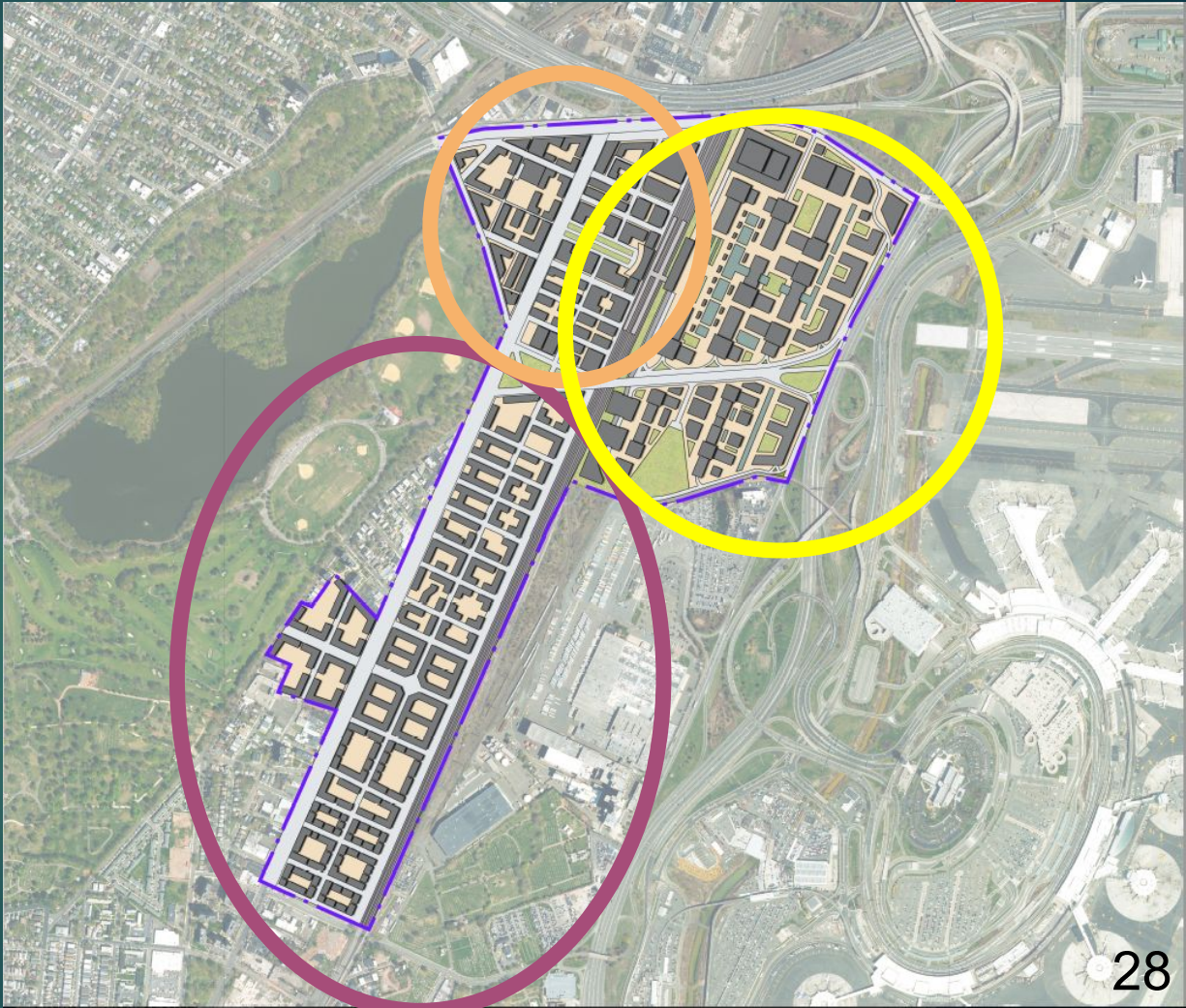
Six major components:

1. Zoning Reform
2. Frelinghuysen Avenue Redesign
3. Frelinghuysen Junction Redevelopment
4. Frelinghuysen Industrial Corridor and Seth Boyden Terrace Redevelopment
5. Airport Parking Redevelopment
6. Community Benefits Agreement

Proposed Vision



Site Plan

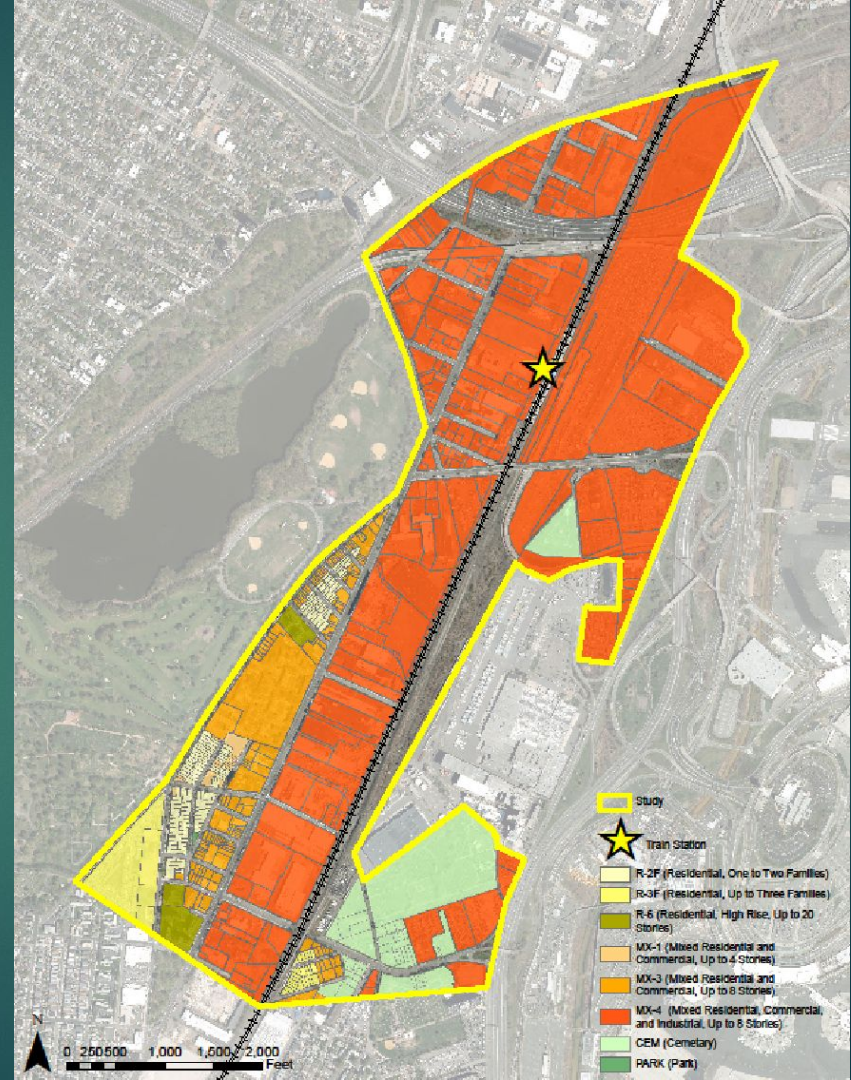


Proposals - Zoning Reform

- **Goals:**
 - Integrate reform into Newark's existing zoning ordinance.
 - Maximize flexibility within the range of possible aerotropolis uses.
 - Set out a zoning code that can accommodate new transit-oriented development.

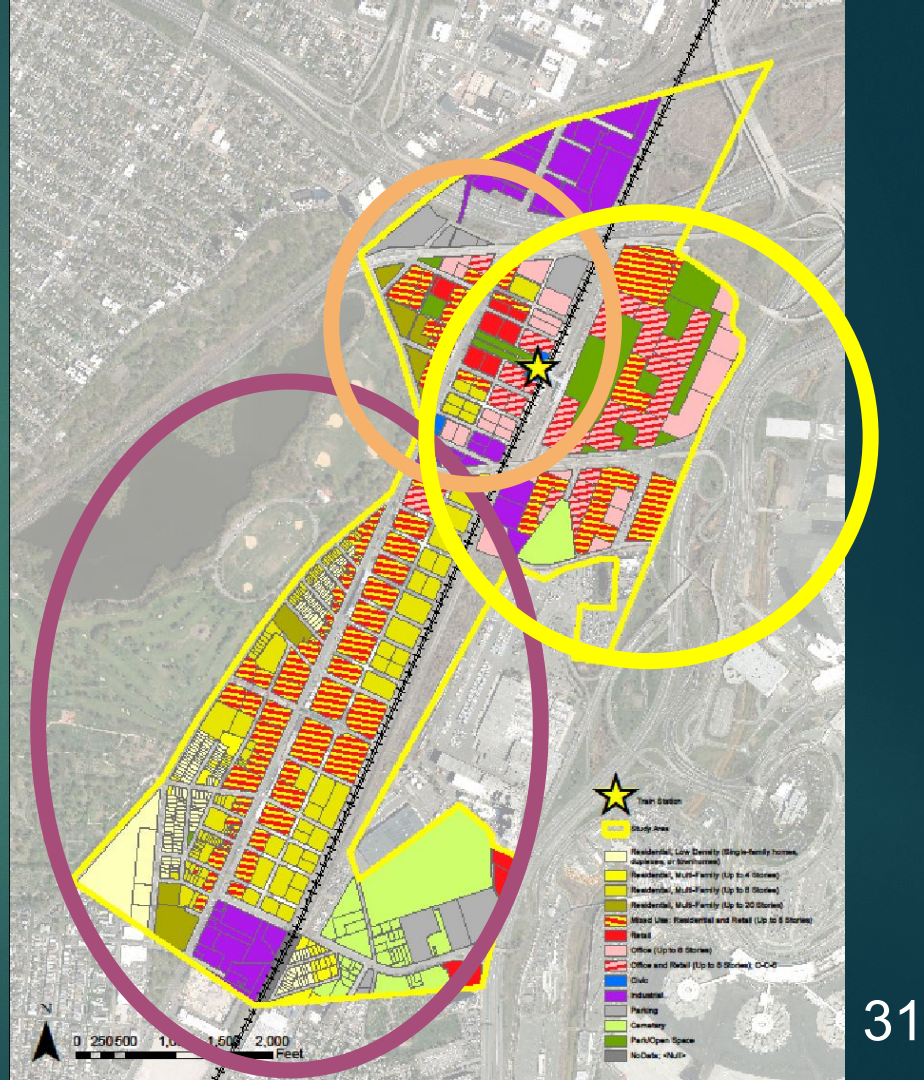
Proposals - Zoning Reform

- **Major changes:**
 - EWR zones have been converted to MX-3 and MX-4, accommodating a mixture of uses up to 8 storeys.
 - Upzoning along Frelinghuysen Avenue, Meeker Avenue, and Dayton Street.



Proposals - Zoning Reform

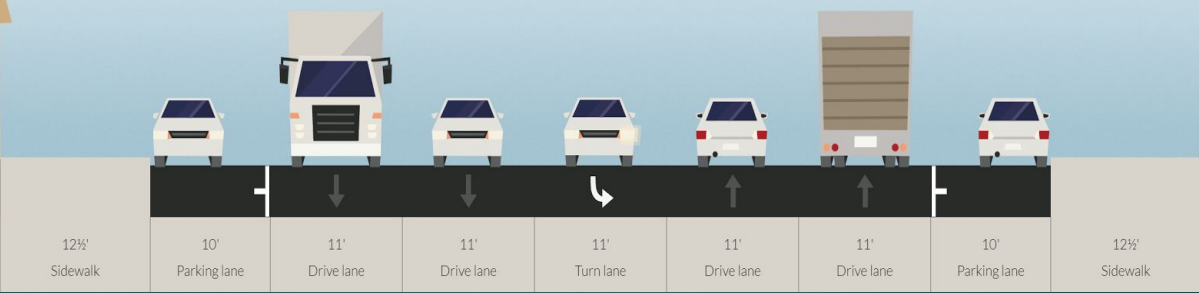
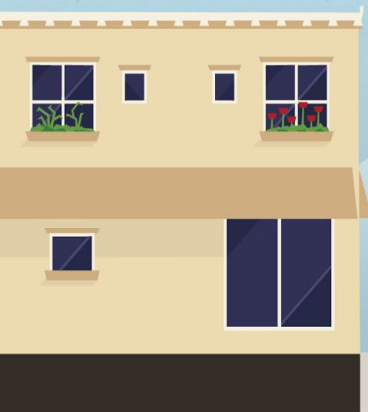
- **Major land users:**
 - Office space catered to international businesses
 - Residential for PATH commuters and local residents
 - Ground floor retail to leverage new foot traffic, particularly around the station
 - Continuing light industrial and airport-support activities



Proposals - Frelinghuysen Avenue Redesign

- Expand Right-of-Way from 100 feet to 150 feet
- Create a more pedestrian and bicyclist friendly corridor
 - Addition of a protected two bike lane
 - Create wider and more landscaped sidewalks
- Create a new street design that creates options for new modes of Public Transit
 - Implementation of a Bus-Rapid-Transit-System
 - New autonomous vehicle (AV) system
- New Transit system will connect Dayton neighborhood and new Industrial Corridor to Frelinghuysen Junction and new PATH Station, as well as to Downtown Newark
- Implement a bike-share system, shuttle bus, and shared car systems to create accessibility and flow throughout the site.

Frelinghuysen Avenue - Before



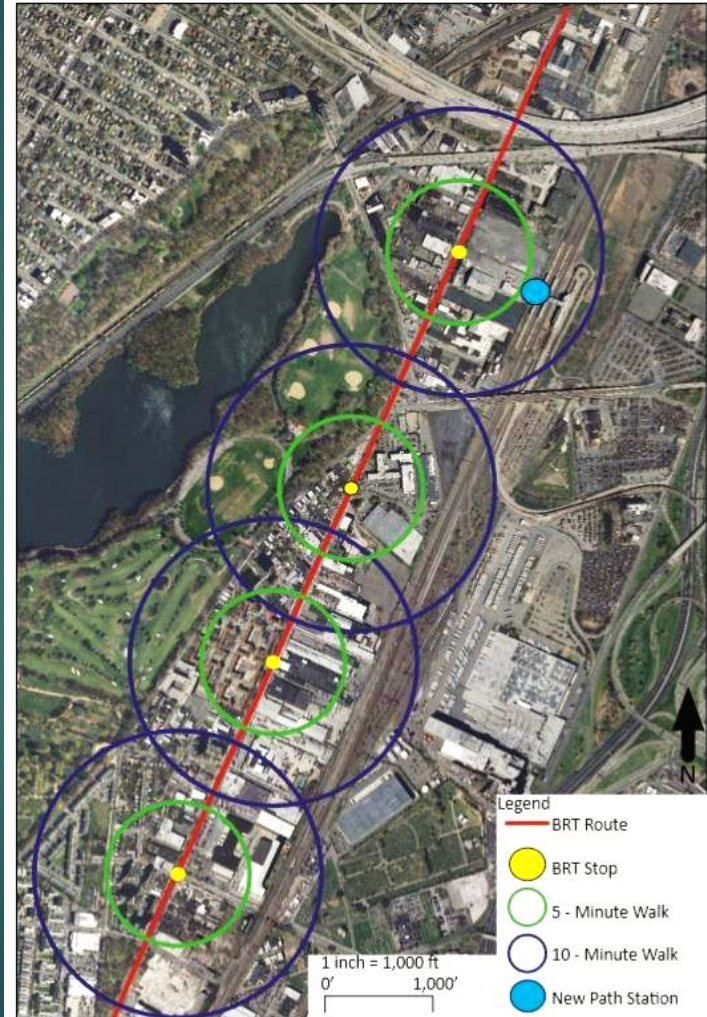
Frelinghuysen Avenue - After



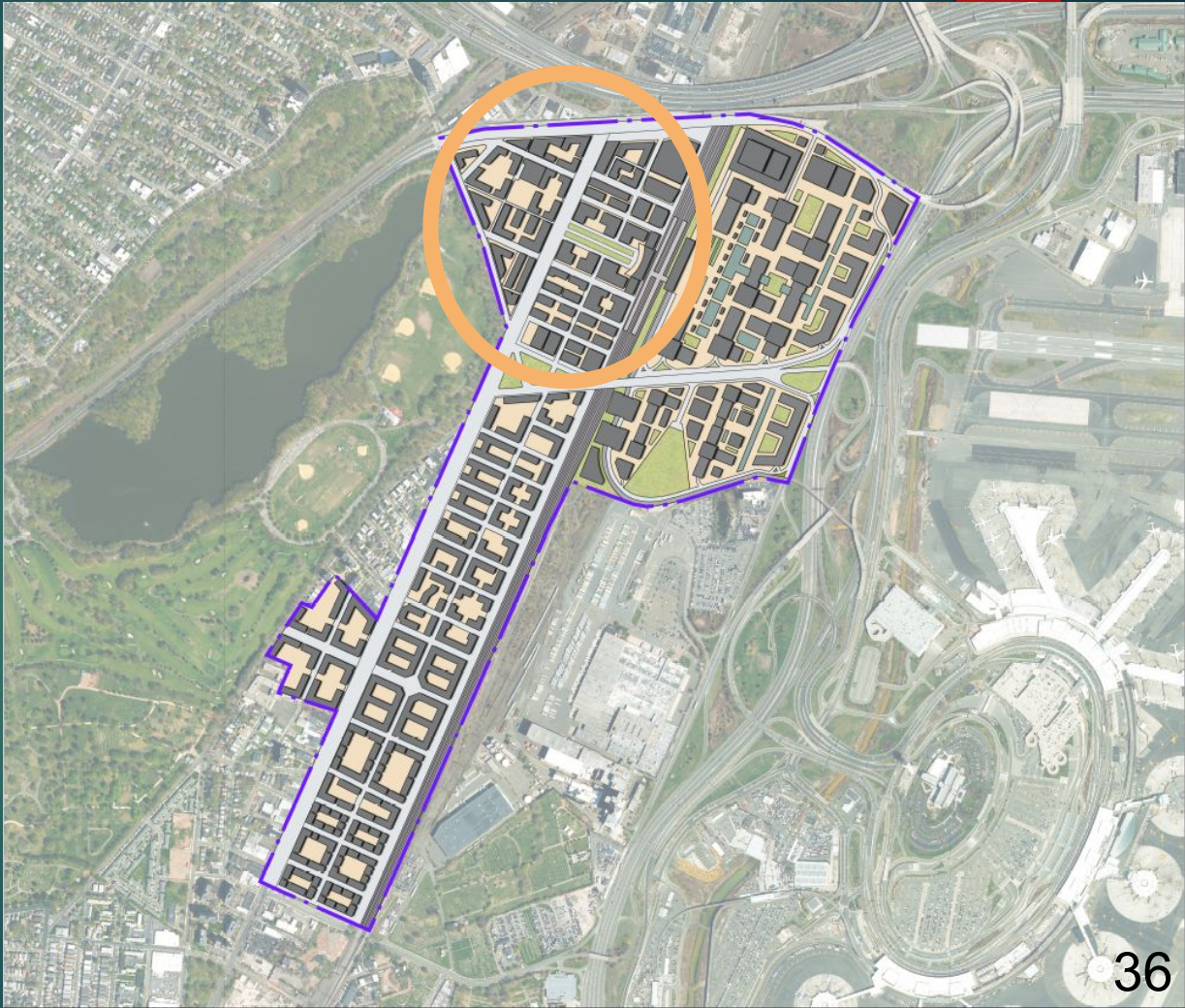
Proposals- Frelinghuysen Avenue Development

- Connecting Dayton Neighborhood to New PATH Station, Downtown Newark
- Same bus route can be filled with autonomous vehicle system
- All stops accessible by 10 minute walk or less
- Airport Parking development zone connected by ride-share or bike-share system
- Stops will induce redevelopment along the corridor

Frelinghuysen Ave Bus Rapid Transit



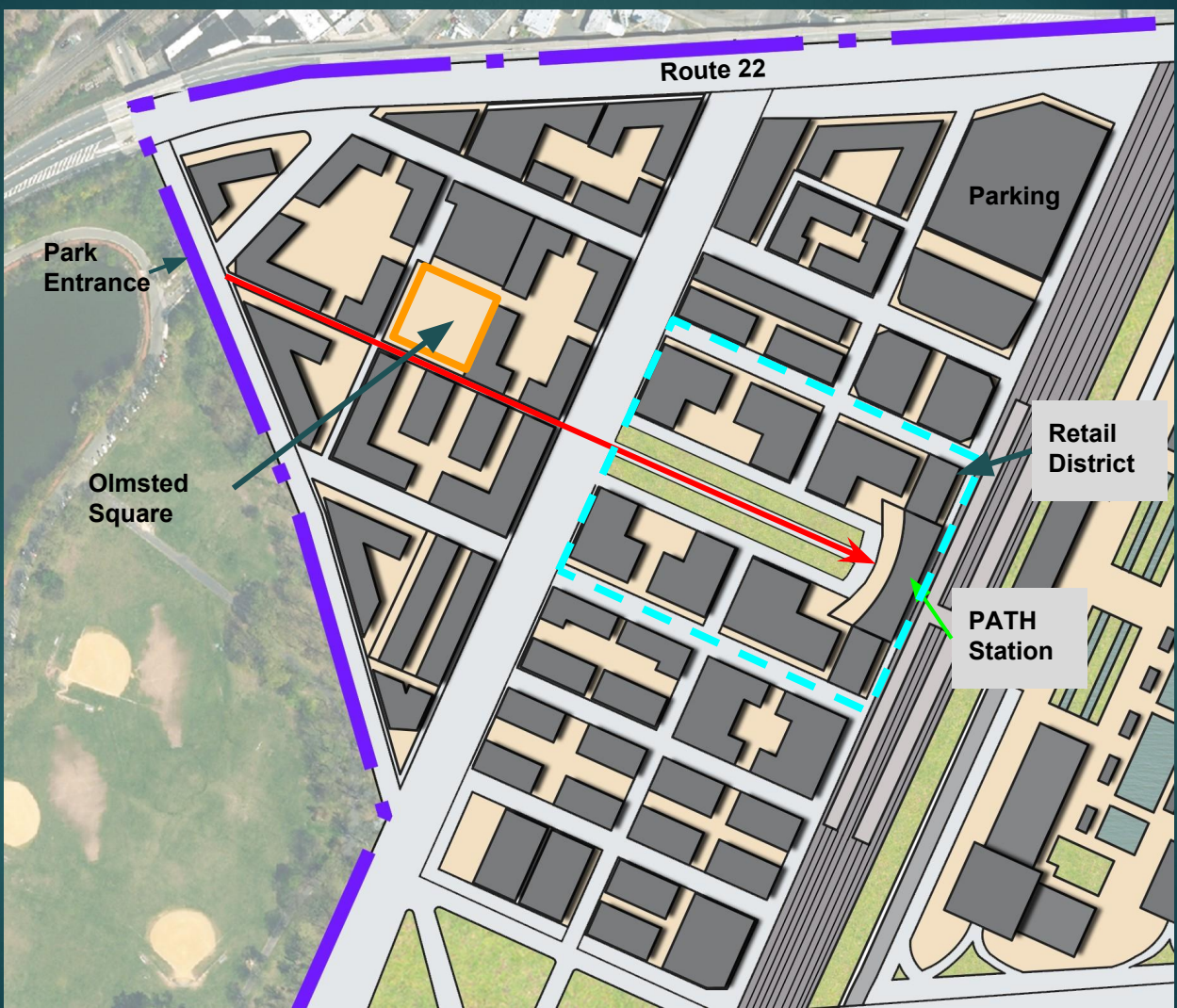
Frelinghuysen Junction Site Plan



Proposals - Frelinghuysen Junction Redevelopment

Principles of Redesign:

- Improve Frelinghuysen Avenue into a multi-modal corridor, incorporating dedicated bus lanes, bike lanes, and wider sidewalks.
- Ensure easy access to the PATH station for South Ward residents west of Weequahic Park.
- Develop a design that treats the new station as the focal point.
- Created a mixed-use pedestrian-oriented shopping area immediately adjacent to the PATH station.







Frelinghuysen Industrial Corridor and Dayton Site Plan



Proposals - Frelinghuysen Industrial Corridor and Dayton Redevelopment

Principles of Redesign:

- Create a street grid that integrates into the existing Dayton grid and ensures comfortable walkability and land-use flexibility.
- Create a new central public space to the east of the revitalized Seth Boyden Terrace at the site of a proposed BRT station.
- Reorient the community toward its two major assets: Weequahic Park and the PATH station.



To Train Station



- Study Area
- Proposed Buildings
- Existing Buildings

To Train Station



- Study Area
- Proposed Buildings
- Existing Buildings

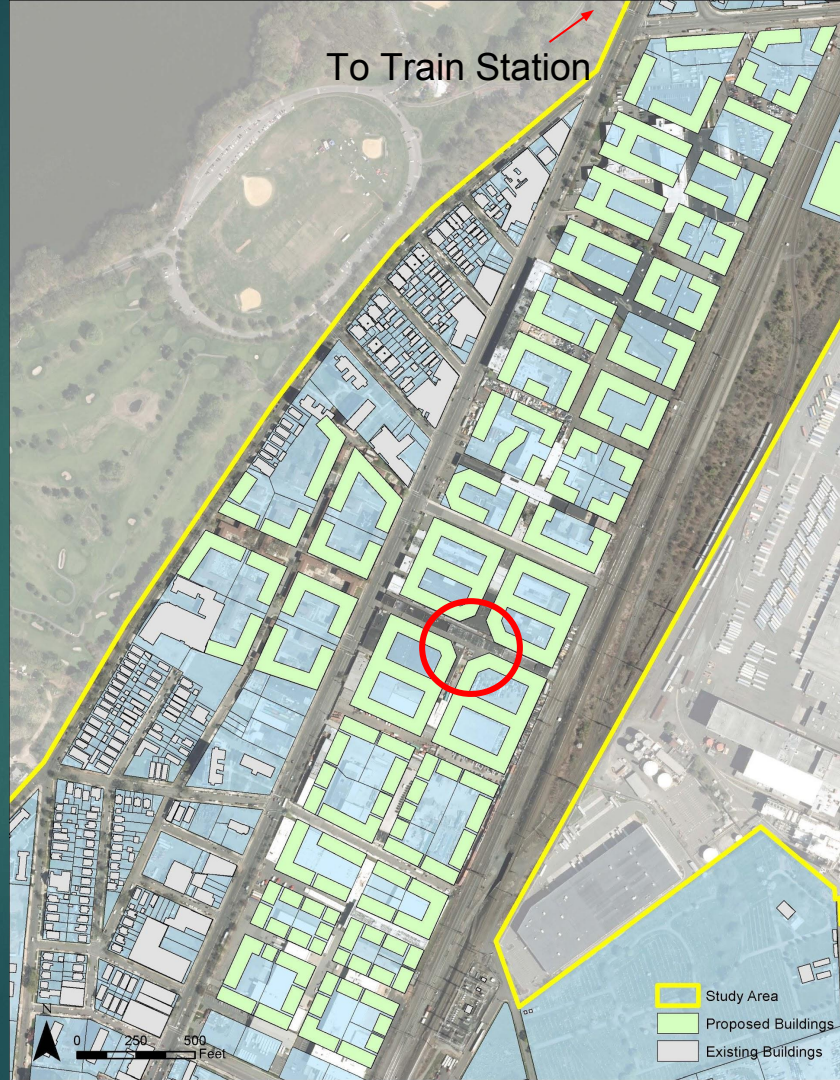
To Train Station

Seth Boyden
Terrace

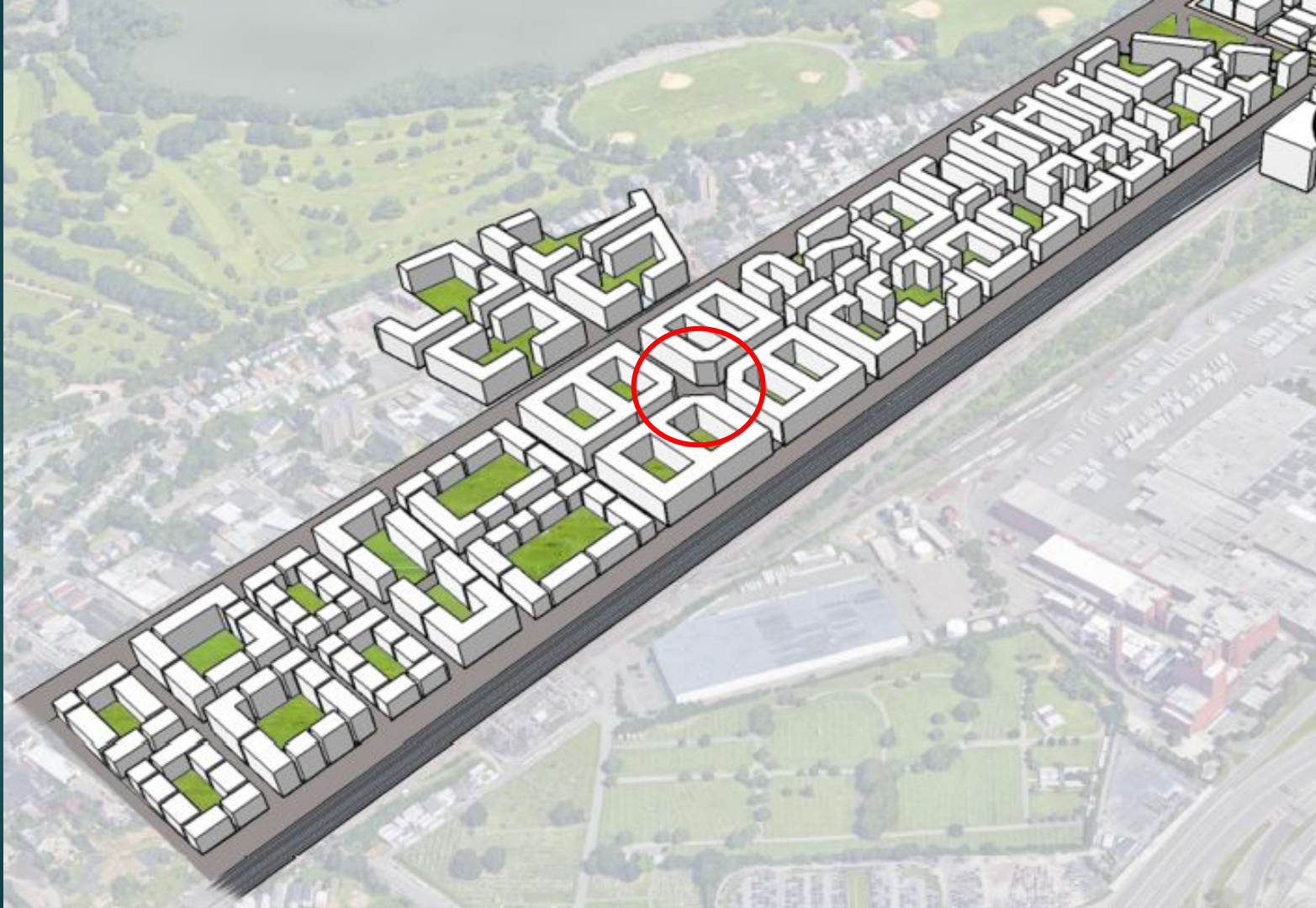


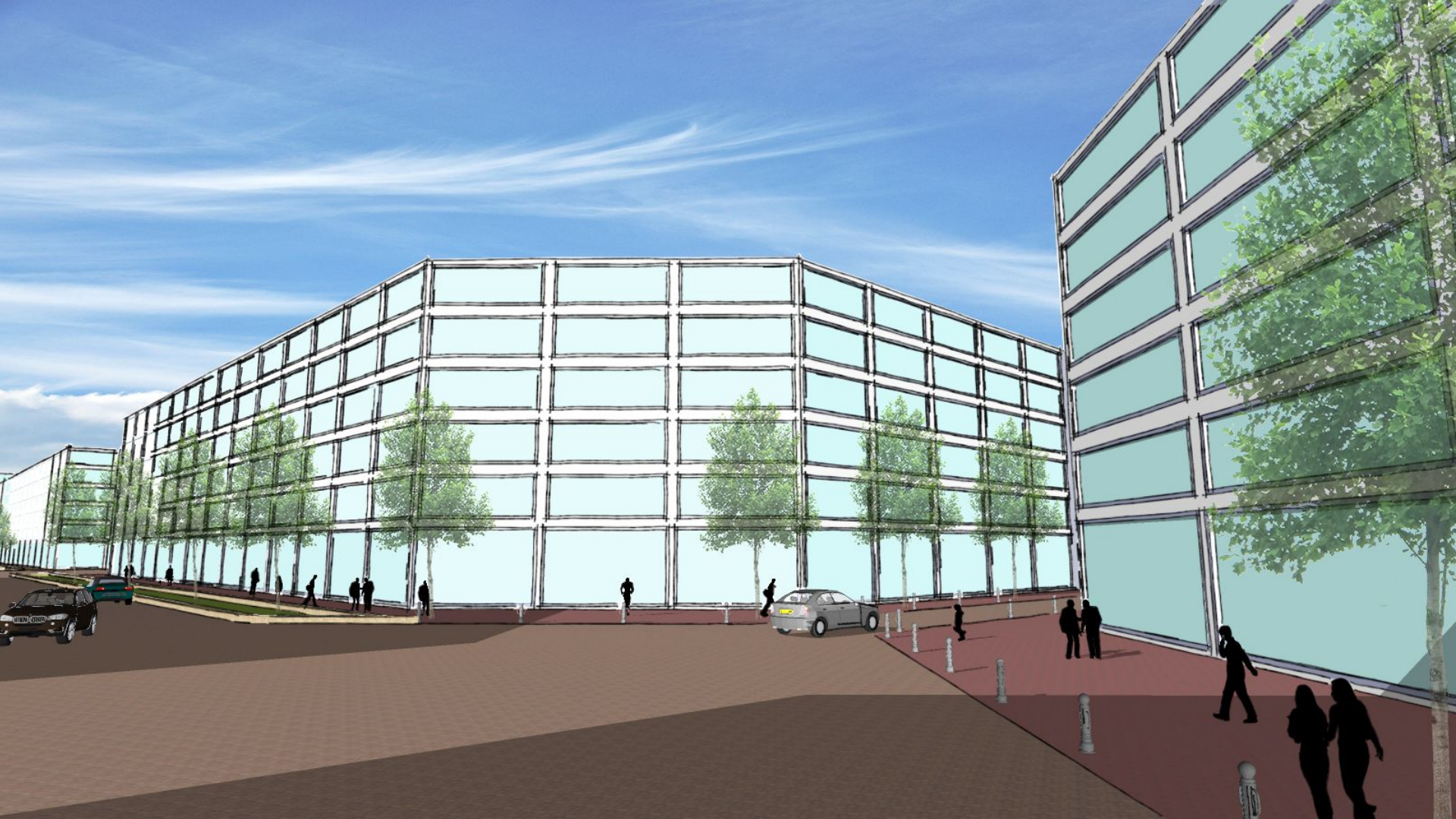
- Study Area
- Proposed Buildings
- Existing Buildings

To Train Station

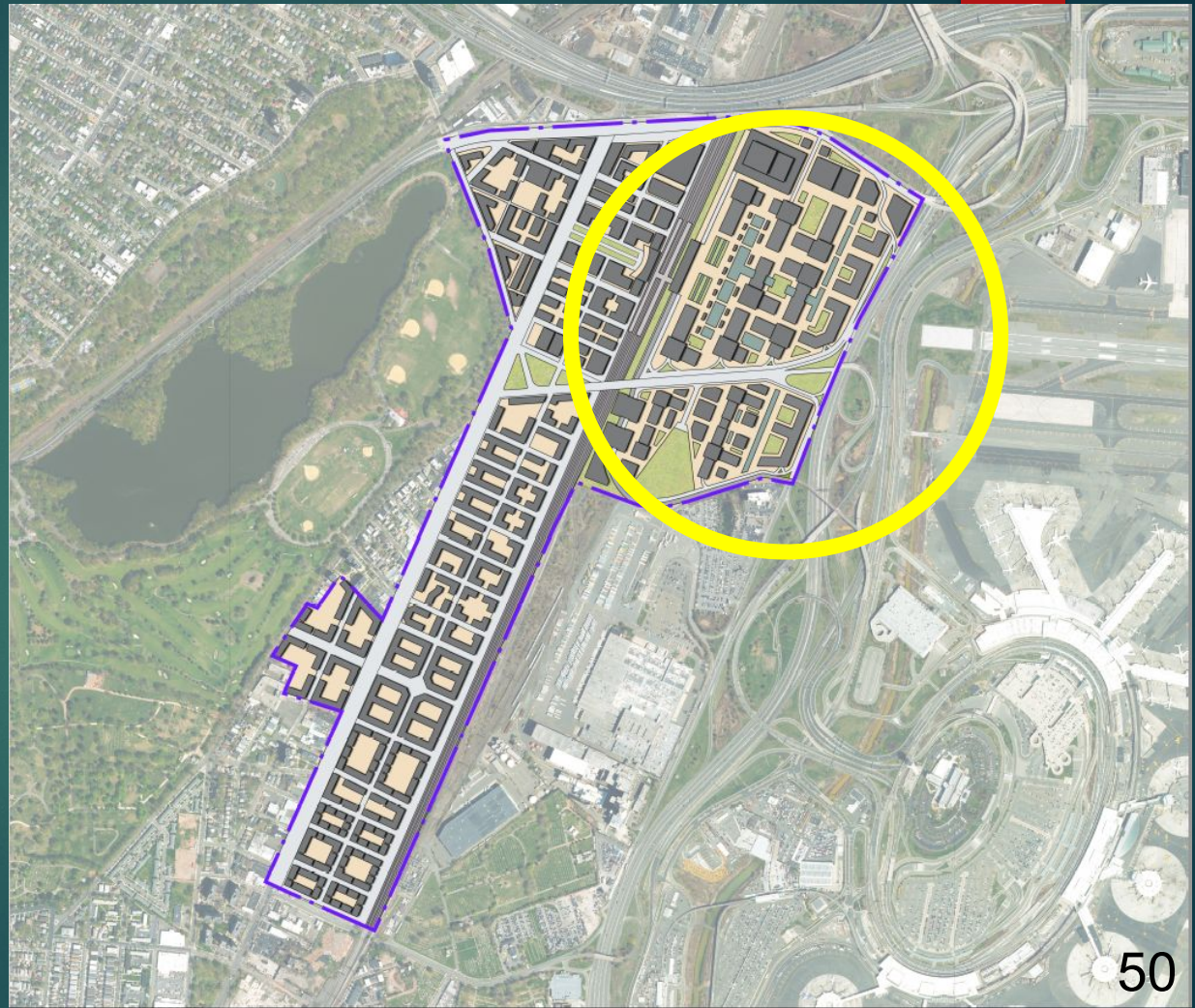


- Study Area
- Proposed Buildings
- Existing Buildings





Airport Parking Redevelopment



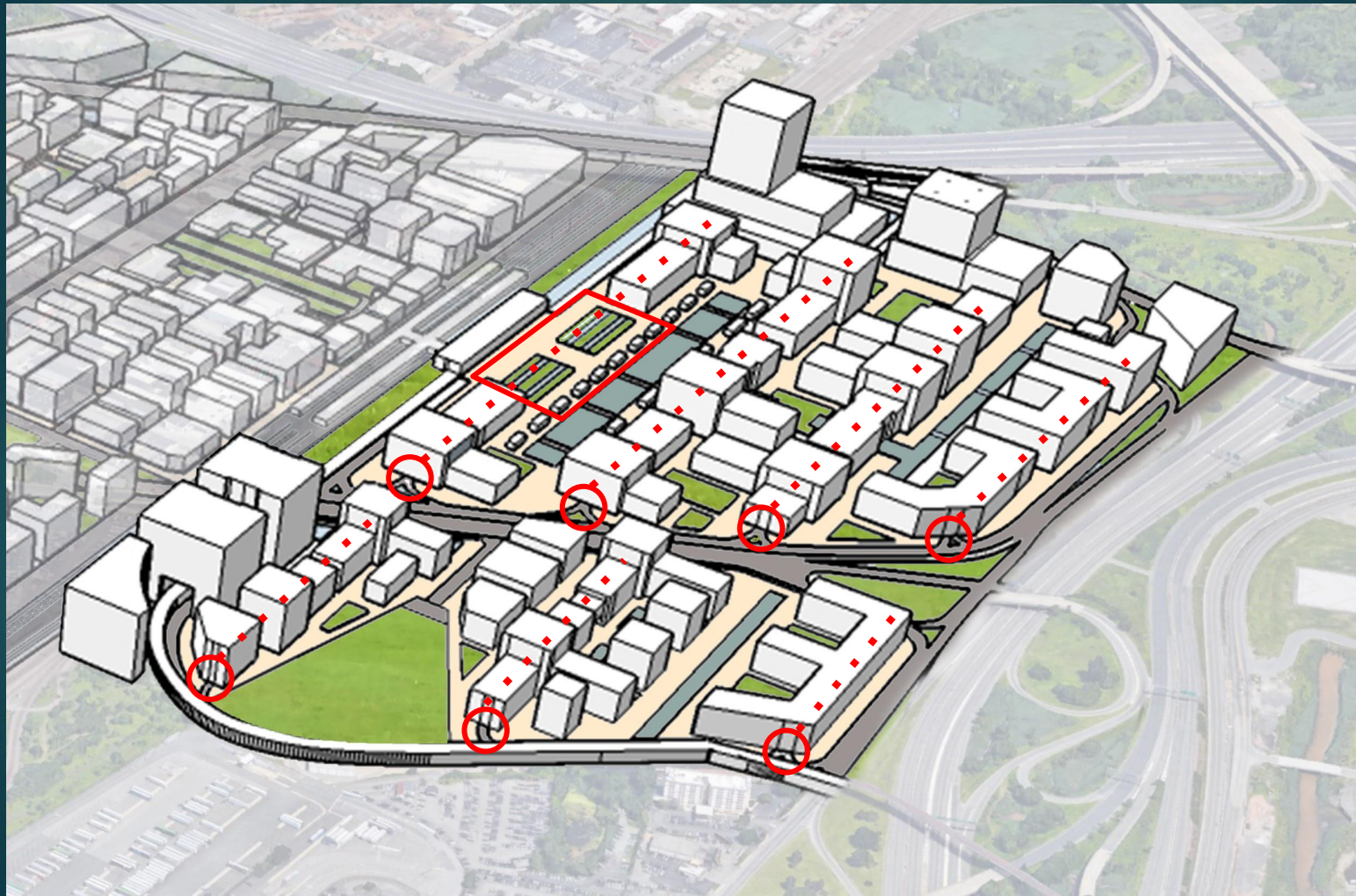
Proposals - Airport Parking Redevelopment

Principles of Redesign:

- Create a pedestrian friendly mixed-use development with a presence of commercial activity throughout.
- Build highest around the train station area with larger offices and residential buildings to the north of the site.
- Strong use of contemporary architecture and landscape architecture with an abundance of open water and green leafy spaces throughout.
- Use a variety of building shapes and heights to add a greater sense of scale and depth to the site.





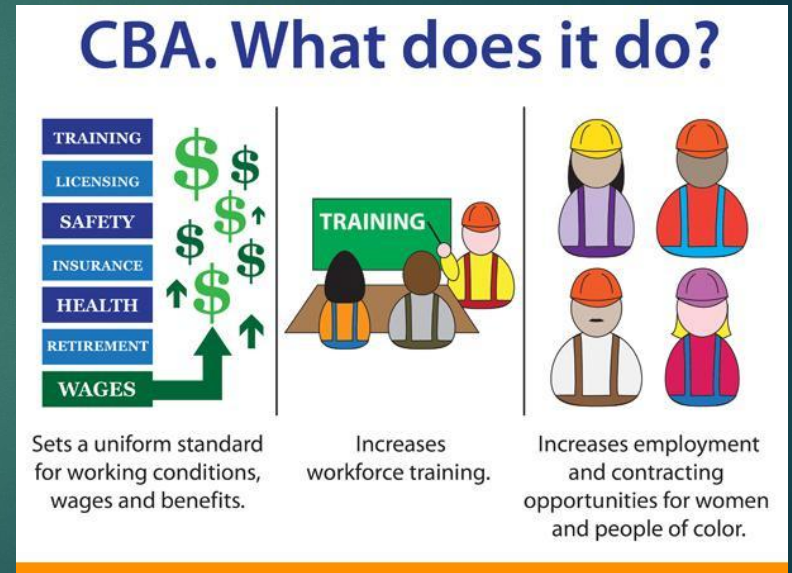




Proposals - Community Benefits Agreement

Goals for Dayton-Weequahic Park CBA

1. Create job opportunities with increased wages
2. Workforce training and financial literacy training
3. Improvement of existing services
4. Provide more affordable housing opportunities
5. Improve means of residential transportation
6. Neighborhood and contaminated site cleanup



Proposals - Community Benefits Agreement

Potential Groups to form Dayton's Coalition

- Local community development corporations
- Existing community service organizations
- Trusted religious leaders
- Prominent figures in the community
- Long-standing residents
- Elected officials
- Stakeholders



Proposals - Community Benefits Agreement

Existing Effective CBAs

1. LAX Airport (California)
2. Atlantic Yards (New York)
3. Ballpark Village (Missouri)
4. Staples Center (California)
5. Baltimore City (Maryland)



Proposals - Community Benefits Agreement

Creating Jobs

- Employment opportunities in Business Improvement District
- Retail district in Frelinghuysen Avenue industrial corridor
- First source and minority hiring
- Approximately 70% of jobs created will pay livable wages (\$14.45/hr)



Proposals - Community Benefits Agreement

Workforce Training

- Local trade school located in the office and retail district
- Training in technology, industry, retail and transportation services
- Newark Port Authority to train residents
- Integrate residents within 30 days of completing the program
- Neighboring hiring program exclusive to Dayton residents
- Small wage offered to individuals to attend the trade school



Training Recreation Education Center 55 Ludlow St, Newark, NJ 07114

Proposals - Community Benefits Agreement

Affordable Housing

- Down Payment Assistance to increase homeownership
- 30% of residents income to pay rent
- Yearly reevaluation of income taxes for subsidy adjustments
- Provide tax breaks to landlords who keep rent rates low
- Annual funds given to apartment owners to cover damages from general wear and tenant abuse
- Fixed tax rates for owner-occupied units to avoid property tax increases



Proposals - Community Benefits Agreement

Transportation Services

- Job site shuttles
- Bus vouchers
- Internal transit (BRT)
- Bike share
- Car pool
- Zip car



Proposals- Community Benefits Agreement

Transportation Services (con't)

- Expanding sidewalk along southern region of Dayton Street
- Clean up overhanging shrubs



278 Dayton Street, Newark, NJ 07114

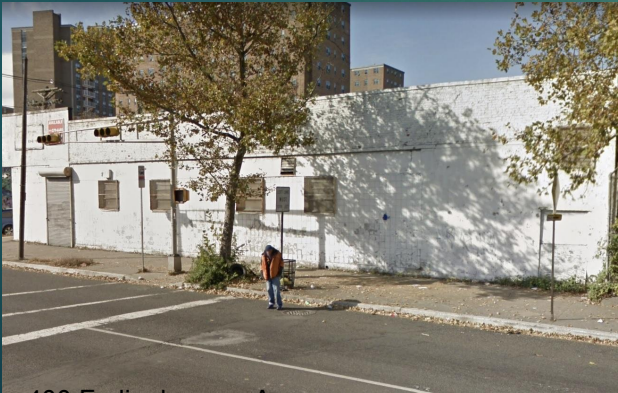


238 Dayton Street, Newark, NJ 07114

Proposals- Community Benefits Agreement

Transportation Services

- Bus stop revitalization
 - Adequate seating
 - Covering
 - Trash cans
 - Weekly sanitation services



400 Frelinghuysen Ave



Intersection of Frelinghuysen Ave. and McClellan St.

Proposals - Community Benefits Agreement

Neighborhood Cleanup

- Provide developer incentives such as tax credits or lower financing options for cleaning and developing at contaminated sites
- Non-hazardous areas can be helped by local community development corporations
- Community service projects
- Cleaning as a disciplinary action versus juvenile incarceration



Proposals- Community Benefits Agreement

General Community Enhancement Ideas:

- Community sponsored youth workshops within walkable distance
- Completion of service programs, or taking on leadership roles leading to scholarships
- Localize grocery stores and provide livable wages and benefits for employees
- Opening more entries to Weequahic Park along Broad Street
- Job fair events hosted at Weequahic Park by Newark Airport and Business Improvement District
- Child-care services to allow single parents time to work
- Funds for soundproofing affected schools and residents
- Joint Development Authority (Newark, Elizabeth, Hillside, etc...)

Proposals - Community Benefits Agreement

Potential Areas of Funding

- The Department of Economic Development
- Training and Employment of Essex County
- Newark's Urban Enterprise Zone (UEZ)
- Workforce New Jersey
- HUD's Capital Fund Education and Training Community Facilities Program
- Public and Private Donations
- NJ Economic Development Authority (NJEDA)
- NJ Redevelopment Authority (NJRA)
- Greater Newark Local Initiatives Support Corporation (LISC)
- NJ Community Capital (NJCC)
- NJ Department of Labor
- United States Veterans Administration (VA)

Action Plan

Action Plan - Timeline

- **2017 to 2022:**
 - Zoning reform
 - Development and implement CBA elements
 - Coordinate with regional partners to establish aerotropolis working group
 - Redevelop Seth Boyden Terrace
- **2022 to 2027:**
 - Estimated PATH station completion
 - Frelinghuysen Avenue improvements
 - Construct the Newark-Elizabeth BRT/Implement av system
- **2027 to 2032:**
 - Recreate the grid as development proposals come in
 - Gradually build out a world-class Newark aerotropolis

Conclusion



**A once-in-a-generation
opportunity**