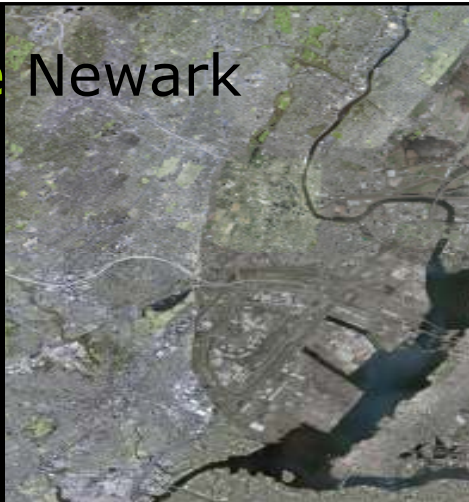


Sustainable Newark

*Planning for
Growth, Choice &
Economic
Sustainability*



a presentation by Toni L. Griffin
City of Newark

Clean, Green & Working
NJ Environmental Conference 2009



Newark will set
a national standard for urban transformation
by marshalling its tremendous resources to achieve security,
economic abundance and an environment that is nurturing and
empowering for families.

Cory A. Booker
Mayor

Newark as a Sustainable City

High Density

Newark's a dense city, which permits efficiency in heating and cooling

Intermodal Transport of People and Goods

Newark's extensive network gives residents a low-carbon option for many trips and the consolidation of the transport of goods throughout the region

Energy Consumption

The Metro Area is already does better than the nation as a whole in terms of their carbon footprint:

- Transportation: the NY metro area has the lowest per capita emissions in the nation
- Residential energy usage: the NY metro area has the highest ranking east of the Mississippi

Economic Competitiveness

Ports, and industrial sites can provide opportunities for attracting green businesses and jobs

Education, Cultural and Medical Institutions

Baby Boomers and Millennial are seeking environments where convenient and even walkable access to these facilities is desired

Government Leadership

The purchasing and operations practices of local City, County and Federal campuses can contribute significantly to the green economy and tangible climate change impacts

A sustainable city must supporting resident advancement

A utilized workforce, instead of:

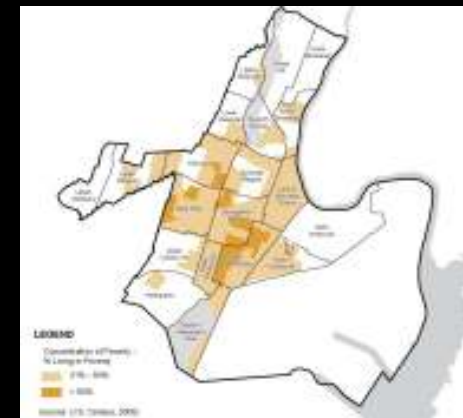
- An unemployment rate (13%) double that of the region

Income diversity, instead of:

- Over 30% of residents living in extreme poverty neighborhoods

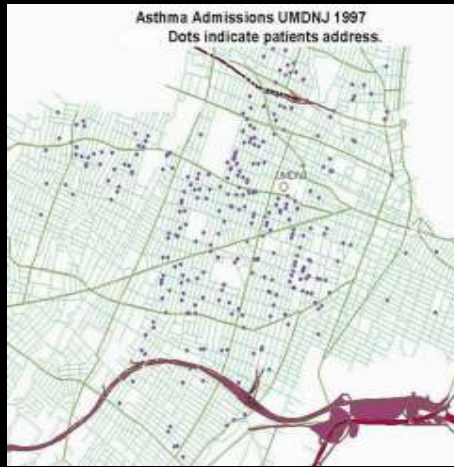
Wealth creation, instead of:

- A homeownership rate (25%) that ranks among the lowest in State



...and increase the quality of life that contributes to the many social implications of achieving a sustainable city

- Access to quality foods
- Access to recreation spaces
- Walkable streets and access to public transportation
- Air quality conditions caused by adjacent industrial uses and congestions



Shifting|Forward 2025

Master Plan Re-Examination Priorities

1

JOB'S FOR RESIDENTS

1. Maximize growth at Air and Sea Ports
2. Recapture Newark's share of regional retail spending
3. Retain land for job producing uses
4. Improve mobility

2

HEALTHY & SAFE NEIGHBORHOODS

1. Provide quality and diverse housing choices
2. Increase access to parks and recreation spaces
3. Provide quality community facilities and public services
4. Provide safe and attractive streets

3

A CITY OF CHOICES

1. Encourage a living Downtown
2. Make the Passaic River a regional asset
3. Promote historic and cultural resources
4. Promote Newark as a City of Learning
5. Promote a sustainable city

industrial
heritage



**GENERAL PLAN FOR THE
CITY OF NEWARK
1915**

STUDY AREA



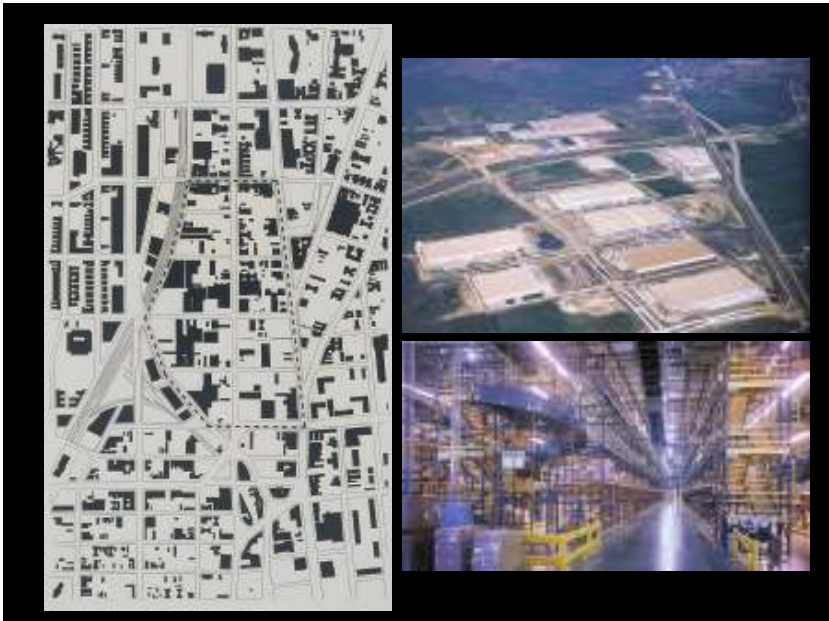
**MASTER PLAN
CITY OF NEWARK
1964**

STUDY AREA



EXISTING LAND USE

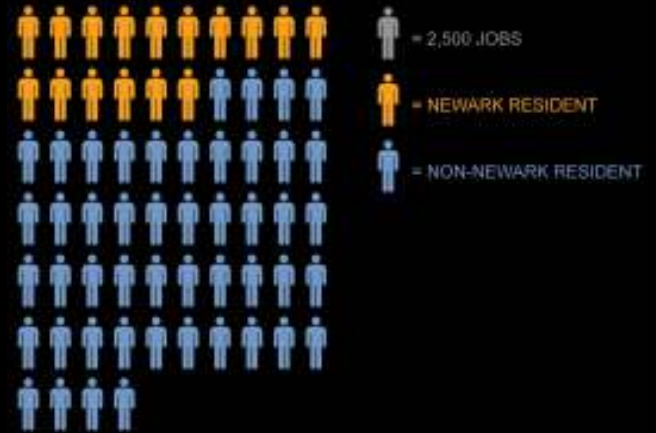
- Education
- Governmental
- Industrial
- Mixed Use
- Office
- Open Space/Recreation
- Parking
- Religious
- Retail
- High Rise
- Small Mid-Rise
- Single/Two Family
- Vacant



challenges

Workforce Mismatch

Out of the city's 160,000 jobs, only 25% of Newark jobs are currently held by Newarkers



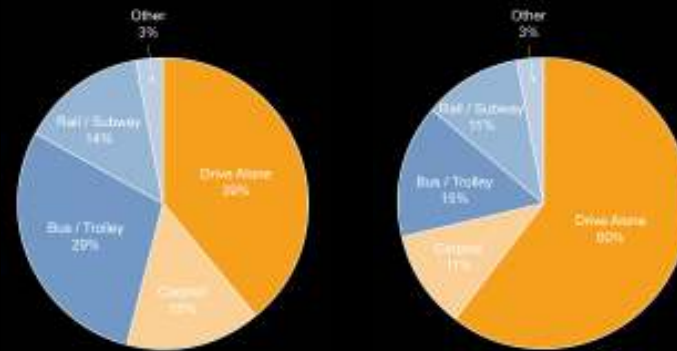
Workforce Mobility

Majority of Newark residents commute outside of the city for work



How We Commute

Suburban job and amenity migration has increased the use of the car



Access to Labor

Currently, 9,000 Newark residents (8% of the city's workforce) are employed in the Port/Airport facility and support area



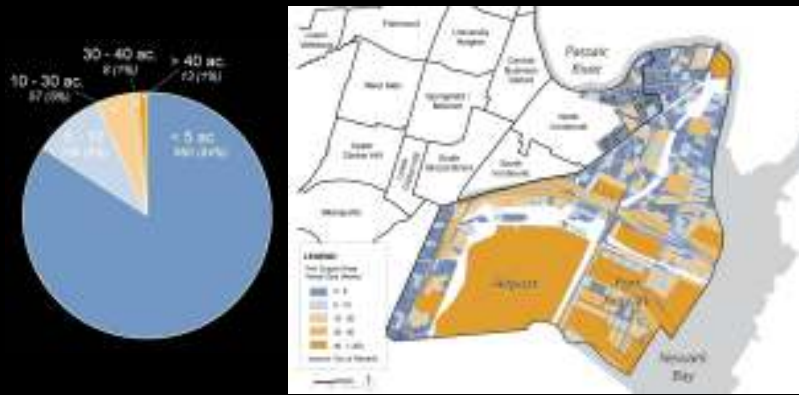
Job Access

Today's the city's transit system fails to provide efficient access to growing jobs at the Ports



Parcel Fragmentation

- 600 owners in 1200 parcels, 84% of parcels less than 5 acres
- Modern small warehouse/distribution facilities average 15 acres
- Modern large warehouse/distribution facilities average 75 acres



Job Densities

Compared to other strong port areas, Newark's port area currently has a low number of jobs per acre

The 7,200 acres of land in the Port Area employ approximately 5.5 people per acre – whereas comparable cities employ 10 to 15 people per acre.



Environmental Health

Undesirable environmental conditions, both human and spatial, dot the city's landscape

- The industrial legacy of the City has left 567 known contaminated sites and Superfund sites.
- Some neighborhoods like the Ironbound rank among the most polluted in the nation.
 - State's largest garbage incinerator
 - Former agent orange factory one of nation's most contaminated sites
- Essex County has the highest asthma related mortality rates in the state



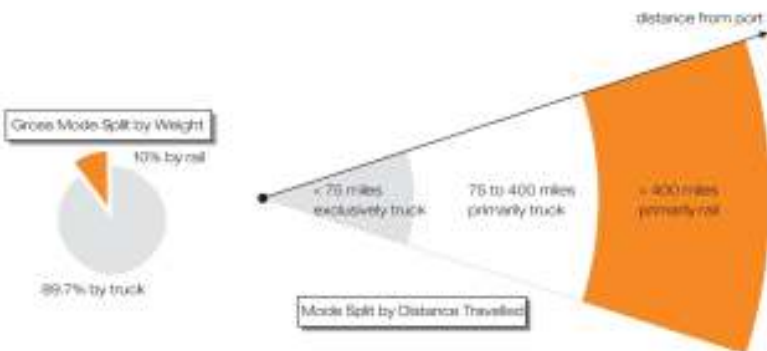
Impacts of Growth

Projected cargo growth of 7% at Port of New York and New Jersey (10.0 TEU by 2016)

- How to accommodate cargo growth - with all the economic benefits - and protect the environment, specifically air quality
- Distribution of greenhouse gas survey shows 37% attributed to Heavy Duty Diesel Vehicles



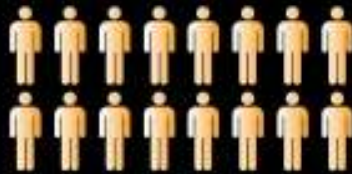
MODE SPLIT OF PORT CARGO



strategies

By 2025, Newark must cut the city's unemployment rate of 13% in half. This would require:

16,000
↑



New Jobs for
Residents in 2025

Redevelopment Actions

Identify opportunities for development of high job-density uses, such as wholesale trade and transportation



Potential Redevelopment Parcels:	177 Acres
Vacant	310 acres
Conrail	180 acres
NHA	28 acres
Private Relocated	44 acres
Private for Sale:	96 acres

TOTAL: 804 acres*

* Total excludes vacant and private for sale parcels when they overlap with potential redevelopment parcels.

Land Use

Recent zoning amendments create bulk standards of mixed-use industrial districts



Economic Development *Green Jobs*

Harnessing the Economic Opportunities in the Climate Change Challenge

- 2008 New Jersey Energy Master Plan sets aggressive targets for energy efficiency, renewable energy, demand response
- The \$33 billion of investment into the NJ energy infrastructure stemming from the 2008 EMP is estimated to result in the creation of over 20,000 jobs between now and 2020
- At peak creation, approximately 8,300 will come from installation and construction jobs; another 7,400 in operations and maintenance jobs and over 4,000 in ancillary jobs.

Economic Development *Green Jobs*

September 27th National Green Jobs Day Meeting creates Newark's Green Jobs Coordinating Committee

- *Yielding Results:*
 - *NJ ISJ develops Brownfields Job Training*
 - *UEI develops Solar Installation & Maintenance Training*
 - *Cool Roofs Demonstration*

Economic Development *Job Access and Training*

Newark Port Career and Business Development Center (NPC&BDC)

- Collaborating with BCDC and Newark Works
- Developing regional and global working relationships with employers & agencies
- Identifying job opportunities, creating industry specific training and establishing funding
- Notifying residents through a comprehensive community outreach program
- Providing access to specific occupational training, direct job placement and business opportunities incentives
- Ensuring a strong relationship with organized labor
- Cultivating support systems with employers to facilitate job opportunities for ex-offenders

Economic Development *Green Business Attraction*

BCDC creates Green Business Attraction and Assistance to support the growth and retention of existing businesses

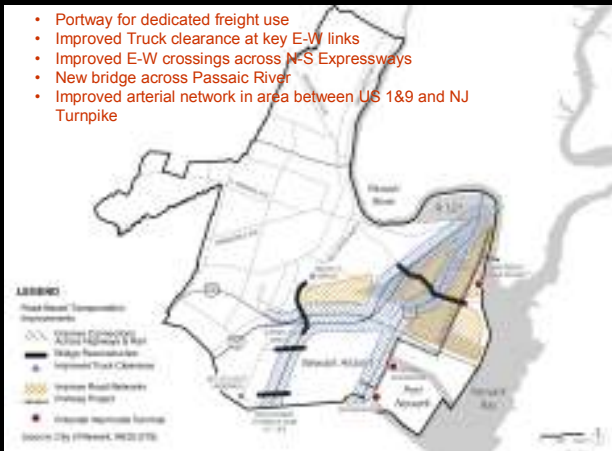
Developing **Good and Green** business recognition and assistance program addressing 4 key areas:

1. local hiring
2. local buying
3. energy efficiency
4. resource conservation

Mobility

Support new projects that address roadway inefficiencies

- Portway for dedicated freight use
- Improved Truck clearance at key E-W links
- Improved E-W crossings across N-S Expressways
- New bridge across Passaic River
- Improved arterial network in area between US 1&9 and NJ Turnpike

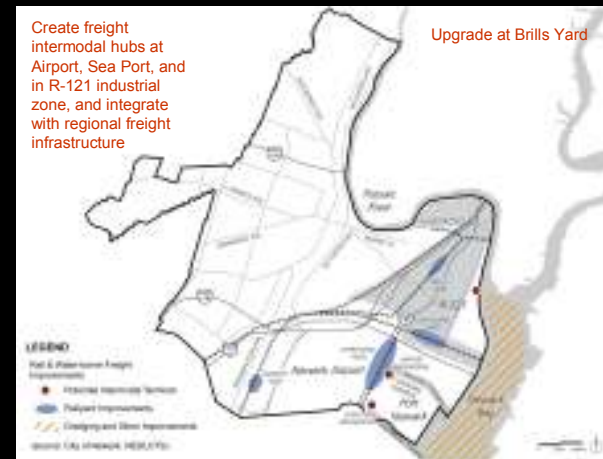


Mobility

...as well as improvements that will expand the utility of Newark's rail infrastructure

- Create freight intermodal hubs at Airport, Sea Port, and in R-121 industrial zone, and integrate with regional freight infrastructure

Upgrade at Brills Yard



Mobility

Introduce intermodal transit hubs



possible futures

NEWARK, Contested City to City of Choice (Goals & Objectives)

1. ECONOMIC DEVELOPMENT ...Empower Newarkers in Newark

Objectives

Workforce development, retention, attraction

Create green collar jobs
Living wages, City green college model

Cluster Development
Share labor force skills, technology transfer, industry knowledge, allow business activities

12% Development
2x Multicultural Day

Black or African origin
Women with children under 6
65+ citizens, low housing



1/3 new high school ratings

1/4 of population + 19



Green Economy Sectors



2. NEW IDENTITY ...Improve Quality of Place

Objectives

Attract and retain skilled workforce
Place local location as center for talent

Eliminate and create amenities

Create iconic, positive images for city
Image of innovation, cluster development

Green industry

Negative Environmental Impact



Misrepresentation New York Airport



3. SUSTAINABILITY ...Create Network

Objectives

Green industry

Cluster development to attract supply chain and reduce food miles traveled

Renovate brownfields

Eliminate contamination
500+ brownfields
Industry waste remediation



Urban Heat Deserts



NEWARK, Contested City to City of Choice (An Urban Food System)

South Ironbound Food District

Brooklyn Park, 4th Fl



Workers Housing, Delivery Facilities, Community Garden and Early Childhood Education Center

South St. Edison Street/Highway Restaurant Row

Region's Urban Food Innovation Center and Hub

New York Southbound Express



Existing	Proposed	Anticipated
Industrial	Residential	Residential
Community Services	Community	Community
Business	Business	Business
Public	Public	Public

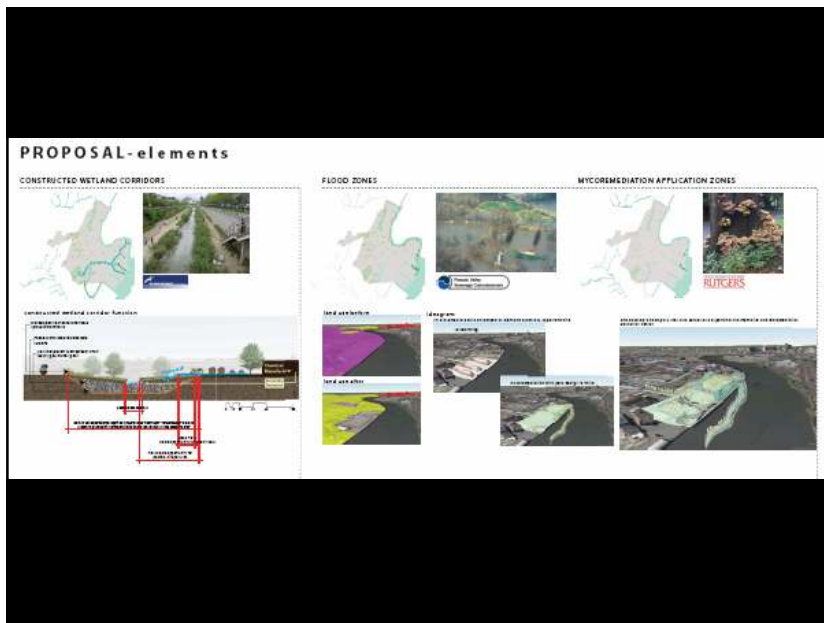
Urban Food System



Special South Ironbound District



Residential Conversion District
High, mid-to-high rise residential. Weekend parking.
Commercial/Community District
Encourages parking for organic producers and reduces grocery miles to provide a 100% access. Required ground floor retail.
Residential/Urban
Requires performance light, industrial. Must be small scale. No open storage. 5 stories maximum residential.
What Can't Be Done
Residential only allowed. If mixed use building with high parking. Must be high rise. Must be mixed scale. No open storage.
Open Space/Industrial/Residential
No open storage. Must be high rise. No residential.



Newark as a Sustainable City

By 2025, Newark must achieve sustainable measures in environmental health

- Number of neighborhood green street corridors created ↑
- Number of trees planted and green spaces created ↑
- Number of people going to clinics for respiratory problems. ↓
- New cases of lead poisoning and asthma. ↓
- Pollution of watershed. ↓
- Number of Newark green buildings and businesses ↑
- Energy cost per tax dollar. ↓
- Number of Newark residents in green jobs. ↑