



NEWARK'S EMERGING DEVELOP- MENTS

2011



City of Newark

CORY A. BOOKER, *MAYOR*

STEFAN PRYOR, *DEPUTY MAYOR*

FOR ECONOMIC AND HOUSING DEVELOPMENT

NEWARK'S EMERGING DEVELOPMENTS



ATTRACTING & GROWING BUSINESS

TO DATE

The City assisted in enabling the construction of the **AMB Liberty Logistics Center** in the South Ward, and then successfully helped attract two logistics companies, Pitney Bowes and Mimeo.com, to move major operations there.

In June 2010, **Pitney Bowes**, a global mail services company, opened an International Mail Distribution Center in Newark that brought 180 jobs to a new 76,000 square foot facility. To date, Pitney has hired 31 Newarkers - and counting - through a partnership with NewarkWORKS.

Mimeo.com's 75,000 square foot data center and print production and distribution center employs more than 25 people.



In 2008, BCDC assisted global banking leader **Standard Chartered Bank** on the opening of an office in 2 Gateway Center. The move brought 300 jobs to downtown Newark. On February 22, the bank announced plans to expand its Newark presence by taking over 12,000 additional square feet of office space for more than 100 additional employees.

Following outreach efforts in Portugal, the City and BCDC helped **CGC Genetics** move a new corporate presence and research laboratory to Newark in 2010. CGC established its U.S. base in Newark's University Science Park complex.



Audible.com, the Internet's leading provider of audio books, moved to Newark in 2007, establishing its headquarters at One Washington Park. The company has hired dozens of Newark residents since its move to the city.

COMING YEAR



The City and BCDC have attracted **Bartlett Dairy**, a leading food distribution company, to the South Ward Industrial Park. Bartlett will begin with 175 employees, and will increase its presence to 400 jobs over the next five years.



Wakefern, the supplier for ShopRite supermarkets around the region, will open an 180,000 square foot, temperature-controlled distribution center that will create 90 jobs. This project will be developed by Forem Facility Management.



Manischewitz, the largest manufacturer of processed kosher food in the nation, is moving its headquarters to Newark.

Audible.com will add 25,000 additional square feet to its office, bringing its total footprint to 75,000 square feet, and rapidly expand its Newark-based workforce.

Panasonic Corporation of North America has signed a lease to move its headquarters to Newark. Panasonic will bring 1,000 jobs to our city. A new office tower will be built adjacent to Penn Station and along the Passaic River. In alignment with Panasonic's "eco" mandate, the facility will be constructed in accordance with green building principles.

And more businesses are in the pipeline and on the way.

NEWARK'S GROUNDBREAKING DEVELOPMENTS

Panasonic Corporation of North America
McCarter Highway & Raymond Boulevard
Corporate Headquarters

Wakefern
88 Cornelia Street
Food Distribution Center



ENHANCING QUALITY OF LIFE

TO DATE

PARKS
Working with partners like the **Trust for Public Land**, the City has built or renovated more than 45 acres of park land in over 15 parks throughout Newark's five wards.

The Newark Public Art Program has created twelve murals across Newark that celebrate the City's history and culture.

AFFORDABLE HOUSING
The Booker administration has doubled the City's rate of affordable housing production and created **over 1,200 units of affordable and public housing** for Newark residents.



The City's **West Ward pilot program** is acquiring and rehabilitating abandoned and vacant structures in a targeted 12 block area.

Roseville Commons provides 50 units of affordable housing, including 20 apartments for formerly homeless Newarkers. Two apartments will be reserved for the blind and visually impaired. This project, developed by RPM and NCC, has received LEED-platinum certification.

NEW RESIDENTIAL DEVELOPMENTS
The Newark Housing Authority opened **Montgomery Heights** in September, an 80-unit family development in the Central Ward.

The **Button Factory**, once an abandoned plant in the Ironbound, has been transformed into 15 urban loft apartments and office space. The Sumei Multidisciplinary Art Center is integrated into the facility.

FRESH FOOD ACCESS
Phase I of BCDC's **Fresh Foods Program** has provided micro-grants to small grocers to help them source, carry, and sell fresh produce through the installation of refrigeration equipment, Point of Sale equipment, and exterior signage with the goal of increasing the availability of fresh, healthy fruits and vegetables for Newark families.

OFFICE OF SUSTAINABILITY
The City began a comprehensive **municipal energy savings program** using federal and state grant funds to perform energy audits, upgrade lighting and mechanical systems, curtail energy use, and make operational improvements - actions expected to save approximately \$400,000 annually. Additional improvements and savings will follow through the continued use of stimulus funding.

The newly launched **Newark Green Team**, an inter-departmental initiative, will make City operations more sustainable, generate revenue, and support green job and business expansion.

CITY STREETSCAPE PROGRAM
The City's Streetscape Program, partly funded by the Urban Enterprise Zone program, has completed work to improve streetscape on Ferry Street in the East Ward and Broad Street downtown.

HELP USA
638 Clinton Avenue
Residential



COMING YEAR

PARKS
Partnering with the County of Essex and the Trust for Public Land, the City will construct the first section of **Newark Riverfront Park** along the Passaic River in the Ironbound. When completed, the three acre park will feature walking and biking trails, a floating boat dock, a riverfront boardwalk, and green space.

AFFORDABLE HOUSING
The Newark Housing Authority will break ground on **Baxter Park South**, a pair of mid-rise developments with a combined 90 units of housing and 4,000 square feet of street-level retail space.

The City will maintain its **doubled rate of affordable housing production**, creating hundreds of additional units that will stabilize neighborhoods and provide cost-effective homes.

HELP USA and the City will construct the **Clinton Avenue Homes**, a 56-unit, LEED platinum affordable rental housing development for veterans and working families. The project includes a rooftop vegetable garden and community center.

Project Live is working with the City on the creation of 21 units of housing for residents with mental illnesses.

The Housing Authority will open a rehabilitated **Millennium Way** on Elizabeth Avenue in the South Ward, producing 56 units. The development will feature solar panels.

Studebaker Lofts: This LEED certified project will bring 68 units - half of them market-rate and half of them affordable - to the northern edge of downtown.

Episcopal Community Development will create 24 units of multigenerational housing: 10 units for seniors, 10 units for seniors taking care of grandchildren, and 4 units for special needs seniors.

Signatory contractors with **Laborers Local 55** will be employing Newark residents on the rehabilitation of 10 formerly abandoned homes in the South, Central, and West wards.

NEW RESIDENTIAL DEVELOPMENTS
Teachers Village, an RBH Group project, will transform the downtown Halsey Street corridor by creating 224 units of workforce housing targeted at Newark teachers, 65,000 square feet of retail space, over 100,000 square feet for three charter schools, and a daycare center.

A former car dealership at Broad and East Kinney Streets is being converted into **Packard Lofts**, creating over 30 apartments, 20,000 square feet of office space, and ground level retail.

An abandoned building on northern Broad Street is being rehabilitated into the **Apartments at Harmony Square** by M&M Development, creating 16 new units of housing, 10 of which are for people with special needs.

FRESH FOOD ACCESS
The next phase of BCDC's **Fresh Foods Program** will cultivate new supermarkets with a commitment to offering fresh fruits and vegetables in Newark neighborhoods. Key Foods will open on Springfield Avenue and provide healthy food options in the heart of the South Ward.

OFFICE OF SUSTAINABILITY
The Office of Sustainability will oversee the development of a **Sustainability Action Plan** that will set meaningful targets for greenhouse gas emissions, energy use, asthma-associated air pollution, water management, and waste management.

CITYWIDE STREETSCAPE & FACADE PROGRAM
The UEZ Streetscape & Facade program will reach into commercial corridors of all five wards: Clinton Avenue in the South, Mt. Prospect Avenue in the North, South Orange Avenue in the West, Lower Broadway in the Central, and Ferry Street in the East.

Studebaker Lofts
368 Broad Street
Residential



POSITIONING NEWARK AS A DESTINATION

TO DATE

CONVENTION & VISITORS BUREAU
The Greater Newark Convention and Visitors Bureau: Attracting National Events to Newark



NFL Alumni Association: The National Football League Alumni Association moved to Newark to continue its mission of supporting youth-oriented charities and advocating for former professional football players.

The Nets: New Jersey's NBA team currently plays its home games at The Prudential Center.

Dodge Poetry Festival: From poet laureates to local slam poets, downtown was converted into a "poetry village" when Newark hosted North America's largest poetry event and brought thousands of scholars, students, critics, and poets to our City.



ENTERTAINMENT
Newark Screens: The City helped to rescue this movie theater on Springfield Avenue by attracting a private developer/operator, Boraie Development in partnership with Newark native Shaquille O'Neal - enabling residents to remain in Newark to view the latest films.

Bartlett Dairy
802 Bergen Street
Food Distribution Center

Newark Screens
360 Springfield Avenue
Movie Theater

Manischewitz
80 Avenue K
Corporate Headquarters

Baxter Park South
Sussex Avenue and James Street
Residential

Courtyard by Marriott
Broad and Lafayette
Hotel and Retail

COMING YEAR



Newark will build its first downtown hotel in 39 years - a 150-room **Courtyard by Marriott**, adjacent to the arena. The Marriott, a Tucker Development Corporation project, will create over 120 jobs in the construction phase, and the hotel and retail spaces will provide 60 permanent jobs in the operations phase.

MAJOR EVENTS
The WNBA's **New York Liberty** will call Newark and the Prudential Center home for 2011, 2012, and 2013.

In June, Newark will host Commissioner David Stern, all 30 NBA teams, and the world's basketball stars of the future for the annual **NBA draft**.



March Madness comes to Newark when the Prudential Center will host this year's **NCAA East Regional Round**.

Newark Peace Education Summit: His Holiness the Dalai Lama together with international and national peacemakers, community leaders, and dedicated citizens will convene in Newark to discuss best practices for fostering peace and implementing those best practices, particularly in the field of education.

ENTERTAINMENT
Newark Screens will be revitalized, with the number of theaters increased from six to twelve, the introduction of two 3-D theaters, and stadium seating.

Teachers Village
Halsey Street
Residential, Retail and Schools

Lincoln Park Village
65 Lincoln Park
Residential

Harmony Square Apartments
102 Broad Street
Residential

Packard Lofts
1002 Broad Street
Residential and Retail

Millennium Way
Elizabeth Avenue and Vanderpool Street
Residential

BUILDING WORK & WEALTH

TO DATE

OFFICE OF REENTRY
The **Newark Prisoner Reentry Initiative** offers job readiness training, active case management, and real economic opportunity for Newarkers returning home from prison. The Office of Reentry has enrolled over 1,400 participants and placed 806 formerly incarcerated people in jobs. Participant recidivism rate is less than 10%, compared with the state average of more than 60%. Of participants placed in jobs, 71% have retained their employment for six months or longer. In a partnership with the Greater Newark Conservancy, 256 NPRI participants received transitional employment through our **Clean and Green** initiative.

SMALL BUSINESS ASSISTANCE
BCDC has provided over \$11 million in **small business loan financing** to Newark businesses.

WORKFORCE DEVELOPMENT
NewarkWORKS placed 800 Newarkers in jobs in 2009-2010. Having failed to meet multiple federal benchmarks four years ago, Newark is now meeting or exceeding all adult performance benchmarks.

NEIGHBORHOOD STABILIZATION PROGRAM
HUD's **Neighborhood Stabilization Program** is facilitating the purchase and rehabilitation of foreclosed and abandoned homes in targeted Newark neighborhoods. Newark has received a total of approximately \$18 million through three rounds of NSP funding that will result in over 280 units of rehabilitated housing.

FINANCIAL EMPOWERMENT
Bank on Newark has partnered with 10 local banks and credit unions all over the City to encourage residents to open free or low-cost checking accounts. Bank on Newark saves "unbanked" Newarkers hundreds of dollars per year in check cashing fees and helps them build credit. Newark's **Financial Empowerment Center** continues to help connect thousands of residents to millions of dollars in tax credits, while helping many of those very same families build assets, plan for the future, improve their credit histories, and build strong financial futures. Other services include linking Newarkers to job opportunities, resume writing assistance, benefit access, and access to responsible bank accounts.

For the second straight year, the **Financial Helpline** offered free financial advice from finance professionals and trained volunteers on personal finance topics ranging from mortgages and investing to credit cards and debt management.

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Packard Lofts
1002 Broad Street
Residential and Retail

Ironbound Film Studios
164 Delancy Street
Film Studio

COMING YEAR

OFFICE OF REENTRY
The Office of Reentry will serve an additional 800 individuals through active case management, place 500 participants in permanent jobs, and provide 300 formerly incarcerated individuals with identification documents such as birth certificates and state IDs. Through an **expanded Clean and Green program**, 150 of these Newarkers will be placed in 3-month transitional jobs in horticulture and landscaping, beautifying neighborhoods by maintaining lots and plantings throughout the City. We will also launch an innovative program to provide 150 young adults identified as most at-risk for committing a violent crime with intensive job and personal development services.

SMALL BUSINESS ASSISTANCE
BCDC's 2011 Business and Technical Assistance Program will aim to empower entrepreneurs by providing increased specialized assistance, funding, and support for small, women, and minority-owned business enterprises.

BUSINESS PERMITTING
The City is planning a **business permitting initiative** that will reduce the burden on business owners navigating the City's application processes. A pilot program to automate the restaurant license renewal process has launched, representing the first phase of this initiative.

WORKFORCE DEVELOPMENT
NewarkWORKS is on pace to exceed last year's job placement numbers. Again in 2010-2011 NewarkWORKS will meet all adult federal performance benchmarks, and will exceed the majority of those benchmarks for the first time.

FINANCIAL EMPOWERMENT
Newark's financial empowerment push builds upon successful programs such as Bank on Newark and involves the roll out of new initiatives. **Save USA**, launched this year in partnership with Newark's EITC/VITA campaign, will provide a 50% match for Newark residents who save part of their 2010 tax refunds for every dollar up to \$1,000. The City will host its first **Financial Planning Day**, which will offer free financial advice from experts targeted at individuals in tandem with the Financial Helpline.

SOCIAL VENTURES
A startup called **Pest@Rest Newark** combines principles of for-profit companies and mission-driven non-profits. The venture operates as a pest management company catering to clients in Newark and the surrounding region, while also providing apprenticeships leading to state certification for formerly incarcerated Newarkers. The City will help to launch new ventures in coming years.

liveops
LIVE OPS
The City is pursuing partnerships with 21st century employers that can provide flexible and accessible work options to Newark residents. One potential partner is **LiveOps**, a virtual call center that enables individuals to work from home via phone and Internet.

Episcopal Community Development
725 Springfield Avenue
Residential





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NANCY PEREZ

Future Prospects:
BEYOND 2011

**New NJPAC-anchored
Neighborhood**



**Military Park
Renovation**



**New Hotel
810 Broad Street**

