Lower Broadway Community Plan
Community Participation is central to Community Planning.
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
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

Residential

Industrial
• 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 Community Plan

Proposed Projects

Legend
- Target Area
- Proposed Facade Improvement
- Area in need of Redevelopment

August 5th, 2004
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
Active Project: Fired Damage & Now Vacant building offer opportunity to recast the commercial corridor and expand community facility space.
Undeveloped & underdeveloped land for earlier redevelopment effort, with no clear development parameters or meaningful restrictions.
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.
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.
Site Recommendations:
Permanent location for area surface parking to accommodate local merchants, patrons, La Casa personnel and clientele.