



An Introduction to Newark's Master Plan

A manual for our city, our future

For decades, Newark has lacked a unified vision of its future. The last comprehensive update of its Master Plan was in 1990, and the city's zoning code has been amended in a piecemeal, often haphazard fashion since its adoption in 1957. This has created a difficult regulatory framework in which to manage growth and guide appropriate investments in communities.

Over the past few years, the City has been building towards a new Master Plan. In 2009, *Shifting Forward 2025: The Newark Master Plan Re-Examination Report* ("Re-Exam") offered a critical review of the City's most recent planning document, the 2004 Land Use Element. The Re-Exam found an immediate need for an inclusive, citywide dialogue that – for the first time in 20 years – will lead to a comprehensive revision of the Master Plan, and it identified critical challenges facing Newark and established broad principles to be used during the planning process. A revised Housing Plan was also released that same year.

The Re-Exam laid the foundation upon which the new Master Plan recommendations will be developed. The Master Plan will tie all past efforts together to establish a vision for Newark's future, as well as a plan, or blueprint, for how to get us there.

Visit www.ci.newark.nj.us to download the full Re-Exam Report.

What is in a master plan, and how does it relate to land use and zoning?

Generally, a master plan will contain a set of recommendations or policies related to the physical realm of a place – whether it's a strategy to create new affordable housing, preserve a neighborhood's unique quality, or incentivize business development. These ideas not only serve as a guidebook for elected officials and government agencies but also become, to the extent possible, codified into law in the form of a zoning ordinance, which sets the rules for how land is ultimately used, developed, and preserved.

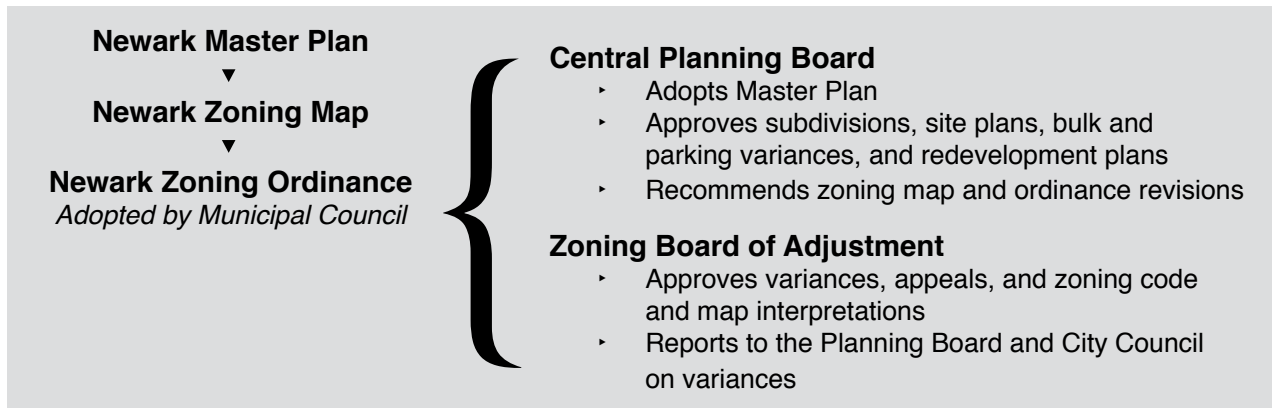
Similarly, Newark's Master Plan will not only communicate a strategy for government agencies and elected officials to coordinate and prioritize decision-making. It will also serve as a legal tool that manages and supports private development and preservation activities that are consistent with Newark's ultimate vision for itself.

What is the Newark Master Plan "vision"?

The Re-Exam envisioned Newark as a "model for urban transformation" and, based on the city's unique set of challenges, set three key goals that the Master Plan should address:

1. Jobs for Residents
2. Healthy and Safe Neighborhoods
3. A City of Choice

But there is an additional goal – Good Governance. The Master Plan should be a living and transparent document that holds citizens and elected officials accountable for achieving measurable and agreed upon goals and actions.





NEWARK'S MASTER PLAN

How do we get there?

The Newark Master Plan will address 11 different topic areas within the city. These include:

- ▶ **Land Use**
What types of physical investments do we want, and where do we want them?
- ▶ **Neighborhoods**
How can the Master Plan principles be applied to and benefit each of Newark's neighborhoods?
- ▶ **Sustainability**
How do we manage growth while promoting a more livable, healthy city?
- ▶ **Urban Design**
What is the best design framework for implementing Master Plan policies and actions?
- ▶ **Utility Services & Infrastructure**
How do we leverage infrastructure networks to improve the environment and support job creation?
- ▶ **Circulation & Mobility**
How do we improve access to employment centers while promoting safe and attractive streets?
- ▶ **Housing**
How do we provide quality and diverse housing options without displacing long-time residents?
- ▶ **Business & Industry**
How do we realize Newark's potential as an economic hub in a way that yields high-quality jobs for local residents?
- ▶ **Public & Community Facilities**
How do we ensure every neighborhood is well served by the facilities that we depend on, and which provide opportunity?
- ▶ **Historic & Cultural Resources**
How do we grow while protecting and enhancing the value of Newark's rich cultural history?
- ▶ **Open Space & Natural Resources**
How do we increase residents' access to parks and recreation?

Community engagement and participation

The City has developed a community engagement process that, at its core, will build on the extensive and exciting planning work that is already underway in Newark's communities. Ultimately, the goal of this process is to:

1. Work with residents to ensure the Master Plan is consistent with existing community-based planning efforts
2. Identify additional challenges and opportunities to inform the content and direction of the Master Plan
3. Empower Newarkers to participate in and monitor the implementation of the strategies and actions that they have articulated

The process will consist of four rounds of meetings, two of which will be neighborhood-specific.

- ▶ **Round 1**
Nine Community meetings where we will communicate what we've learned so far about each neighborhood and gather additional firsthand information, ideas, and inspiration.
- ▶ **Round 2**
Citywide working group meetings focused on citywide policy topics, such as transportation or housing.
- ▶ **Round 3**
We return to the communities for another round of nine meetings, in which we report back and come together to agree on potential strategies and solutions to neighborhood-specific problems.

Phase	Goal	Meeting Type	Outcome
Round 1 <i>July 2011</i>	Input	Neighborhood Workshops	Ideas, Inspiration
Round 2 <i>Fall 2011</i>	Inform	Topic Working Groups	Real Strategies
Round 3 <i>Winter 2011</i>	Feedback	Neighborhood Workshops	Solutions, Agreement
Round 4	Agree	Citywide Event	Celebrate