



# Newark: Live, Learn, Work, and Play

Creative Placemaking & Economic Impact  
Together North Jersey  
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# Placemaking

- **Project for Public Spaces:** Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community. Strengthening the connection between people and the places they share, Placemaking refers to a collaborative process by which we can shape our public realm in order to maximize shared value...Placemaking facilitates creative patterns of use, paying particular attention to the physical, cultural, and social identities that define a place and support its ongoing evolution.

# Newark is a place to live

- Growing our downtown residential population from 4,000 to 12,000
- More people will spur retail openings and create a 24/7 atmosphere
- New buildings coming online
  - Teachers Village 206 units
  - Hahne's 160 units
  - One Theater Square 245 Units
  - Verizon Building 267 Units
  - One Riverview 169 units
  - Bears Stadium 1400 units
  - Kislak 48 units



# Newark is a place to learn

- University building boom
  - Rutgers
    - 15 Washington
    - Honors College
    - Express Newark
  - NJIT
    - Central King Building
    - Life Sciences Building
    - Events and Wellness Center
- Rutgers and NJIT are reengaging with the streetscape and community after decades of walling themselves off



# Newark is a place to work

- Old style of stand alone buildings connected via skyways is over. Skyways are BANNED in Downtown's redevelopment plan.
- New office buildings come online with ground floor retail.
  - Prudential garage wrapped in retail
  - Ironside will have retail opening on a 3 acre park
- Office employees active public spaces during the day when residents are away at work.



# Newark is a place to play

- Public space is critical – Downtown is its own neighborhood but it's also a place where every city resident should feel welcome.
- Riverfront Park
  - Reclaiming the river after a century of neglect. 15 acre park with amenities including dog runs, volley ball, rock climbing, boat house, beach and more.
- Mulberry Commons
  - 3 acre park born out of a public/private partnership. Connections to Penn station platforms will help connect Ironbound and Downtown
- Private spaces
  - Hahne's Grand Arcade is a destination that connects to the city and acts as a covered street.





Questions?

# Newark is a place for everyone

- Newark is a place for residents, workers and visitors.
- Good streetscape design that takes into account the pedestrian view makes a place inviting and vibrant.
- Our partners help to activate our spaces with festivals and events.
  - NDD – Farmers Market
  - Halsey Street Festival
  - St. Patrick’s Day Parade
  - Military Park Partnership
- Community feedback is vital. If the community doesn’t like walking down a street, that street will suffer.

