

# EAST ORANGE...

## MASTER PLAN ELEMENTS

The 2006 East Orange Master Plan contains the following elements:

### Vision Statement

The Vision Statement identifies the goals and objectives of the community in order to provide an overall framework and basis for the future development of the City.

### Community Demographic Profile

The Community Demographic Profile provides a context for the 2006 East Orange Master Plan by describing "baseline" conditions of population characteristics, housing, employment and educational statistics based on the most current data available.

### Land Use Plan

This element describes the City's existing development pattern and changes that have occurred since the prior Master Plan. It describes the breakdown of residential, commercial, institutional, industrial and quasi-public land uses, as well as the redevelopment initiatives underway. The Element describes the current zoning districts, and sets forth recommendations to modify land use policy and zoning changes throughout the City.

### Economic Development

The Economic Development Plan Element discusses the existing conditions of the City, including educational attainment, employment and jobs. The Element describes the City's current economic development strategies, including the Urban Enterprise Zone and Central Avenue Business Improvement District, as well as recommendations to promote and enhance the business community, attract new and diverse businesses, and increase ratables.



### Housing

The Housing Element provides an overview of the City's population trends, household characteristics and occupancy status, a comparison of Census Tracts, an inventory of the affordable housing stock, and recent residential projects. It describes the Neighborhood Housing and Revitalization Division programs, the City's Rent Control Ordinance and overall recommendations to help improve property maintenance, home rehabilitation, and home ownership.

### Historic Preservation

This element provides an overview of the historic trends in the City's development and a description of the initiatives that would be undertaken by the proposed Historic Preservation Commission. It identifies the location of existing and potentially historically significant sites, and develops a strategic plan for preserving historical sites in the City.

### Circulation

The Circulation Element provides an inventory of the existing transportation network, signification "hot spot" accident locations, designated truck routes, and recommendations to improve the circulation network and parking.

### Community Facilities, Recreation and Recycling

This element provides an evaluation of the City's public schools, library, fire and police protection. It describes the City's parks and recreation inventory, the roles and responsibilities of the Public Work's Department, as well as the East Orange Water Commission.

### Policy Statement Indicating Relationship of Plan to Other State, County Planning Efforts

This element considers the relationship of the East Orange Master Plan to Plans of contiguous municipalities, County plans and the New Jersey State Development and Redevelopment Plan. The Policy Statement is intended to coordinate planning and land use activities among communities and to reduce potential conflicts.

### Action Plan

The Action Plan provides a summary of the recommendations by element, with a proposed time frame, and a potential funding source. The recommendations are prioritized and given short term (1 year), medium (2-3 years) and long term (4 years or longer) time frames.

## EAST ORANGE TOMORROW

While a Master Plan identifies existing conditions and current issues affecting a community, it also serves as a framework for land use policy change, economic development initiatives and general quality of life improvements. The intent of this newsletter is to highlight some of the strategies identified in the City's 2006 Master Plan and serve as an informational tool to interested developers, the business community, and existing and new City residents.

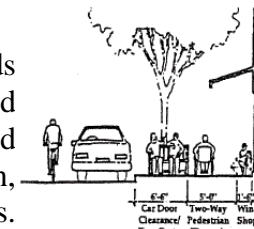
### Updated Zoning.

Given the age of the East Orange Land Development ordinance and procedures, and the changes that have occurred over the past decade, the City will be revisiting its zoning ordinance to better reflect the vision and goals of the community. This offers the City the ability to better guide development controls, ensure bulk standards and densities, establish design standards for both infill and new residential development, and guidelines for development on undersized lots. In many cases, residential development has occurred at higher densities and on undersized or nonconforming lots, generally too small or not able to support the buildings and adequate parking. By addressing these issues proactively, the City hopes to encourage more compatible and aesthetically pleasing development. Secondly, the new zoning provisions will create a streamlined and user friendly process for developers.



### Commercial District Enhancements.

The City will also be addressing the commercial districts' standards and permitted uses in order to compliment the redevelopment and development activities, to encourage a greater mix of upscale and diversified uses, to encourage business attraction and retention, ultimately increasing employment opportunities and tax ratables. Unified design standards to improve the overall appearance and aesthetics of the downtown, with upgraded signage, murals, streetscape and façade standards will be part of the revitalization strategy to target new developers, while creating a coordinated theme for the existing business corridors. Funding mechanisms to help improve the commercial districts and promote stabilization in the downtown include the Urban Enterprise Zone (UEZ) and the Central Avenue Business Improvement District (BID). The UEZ funding has helped pay for streetscape improvements, policing initiatives, and façade improvements. The Central Avenue BID, which includes 117 properties along Central Avenue, funds additional security, and marketing for the area.



### Stabilizing Residential Neighborhoods.

Two-thirds of the City's housing stock is comprised of multi-family development and 75 percent is renter-occupied. One of strategies identified in the 2006 Master Plan has been to promote ongoing residential rehabilitation and increased home ownership efforts. The City is also working to expand its single-family bedroom community, and maintain housing for all ages especially for young professionals and seniors.



Infill development is the process of developing vacant or underutilized parcels within existing residential areas that are already largely developed. As part of the overall zoning ordinance revisions, residential rehabilitation and infill design standards will encourage better controls for infill and new development- including type of materials, building height, and compatibility with existing neighborhoods. New infill design standards will address setbacks, building massing, architectural features, open space, landscaping, building lines, and façade treatment.



### Untapped Commercial Market.

The 2003 US Census reported there were almost 500 businesses located in East Orange employing over 9,000 people. Major employers include the Health Care and Social Assistance, Retail Trade, and other Service related industries. Recent studies indicate that East Orange residents frequent retail shops, grocery stores, and restaurants, as well as clothing shops and items for the household; however East Orange lacks the "pull factor" and most residents shop outside the City.

As a result, the City is looking to attract new commercial development and develop business retention strategies. For example, along Central Avenue and Dr. Martin Luther King, Jr. Boulevard, permitted uses should include more diversified uses, including cafes, bookstores, restaurants, artist galleries, and pedestrian-oriented uses.



### Arts / Civic Connection.

Recently, the City received a Smart Growth Grant to help revitalize Lower Main Street now known as Dr. Martin Luther King, Jr. Boulevard via the designation of a redevelopment area. Future uses planned for this area include a performing arts district with mixed use, artist housing/studios, sidewalk improvements, and murals. Also included as part of the Lower Main Street initiative is the new Cicely Tyson School of Fine and Performing Arts, a \$115 million community school which will accommodate 1,300 students from pre-Kindergarten through 12th grade and offers two performing arts spaces, a 400-seat theater and an 800-seat theater.



Another major economic development initiative identified in the 2006 Master Plan involves creating a connection between the civic buildings (i.e. City Hall, Post Office, police offices, libraries), the arts hub (Performance Arts Theater) and the City's commercial corridors. The City can now market itself as a cultural and artist designation, which can spearhead economic development into downtown, attract new residents and businesses to the area and help balance the City's tax ratables.



### Transit Village Strategy.

One of the City's major assets is its location, especially in proximity to New York City, Hoboken, Newark Airport, NJ/NY Ports and other major employment destinations. East Orange has a strong public transportation system, with two rail stations - the Brick Church and the East Orange stations - which provide access to designations outside of the City, in addition to servicing the higher density mixed use development created in part by the Upper and Lower Main Street Redevelopment areas.



One of the strategies in the 2006 Master Plan included creating an overlay to help promote and facilitate Transit Village mixed use development in proximity to the train stations. Through the Transit Village designation, East Orange can stimulate additional commercial and mixed use growth, offer new employment opportunities, encourage a diversified tax base, seek funding for parking lot maintenance and sidewalk improvements, and establish balanced housing opportunities~ including senior development. As an incentive, the City can offer developers higher density development and reduced parking requirements based upon the greater use of public transportation and decreased reliance on the automobile. Transit Villages also offer enhanced public safety and air quality, and neighborhood improvement.

**Inter-relationship between Institutional Uses and Economic Development.** Approximately 50 percent of the City's total assessed value is comprised of residential land uses. In addition, nearly half of the City's property is exempt from taxation. Currently, the City is undergoing a property tax revaluation process to account for land value changes.

One of the ways the City can create a more balanced tax base is through building and expanding its institutional base, i.e. hospitals and rehabilitation centers. Indirect benefits in working with the institutional uses and understanding their long term strategies include encouraging professional housing opportunities for developers and encouraging greater employment opportunities for city residents.



# ...A CITY ON THE MOVE

# CITY OF EAST ORANGE

## MASTER PLAN REQUIREMENTS

A Master Plan provides a comprehensive guide for the future development of a community. It serves as a comprehensive approach to planning issues and considers many factors impacting a community's economic development needs.

The Municipal Land Use Law, N.J.S.A. 40:55D-1, require that a municipality periodically reexamine and update its Master Plan, at a minimum every 6 years. The last time the City of East Orange prepared a Master Plan was in 1990. Subsequently, a Master Plan Reexamination report was prepared in 2004, which recommended the need for a new comprehensive Master Plan.

The City's 2006 Master Plan includes the following elements:

- Vision Statement
- Demographics and Community Profile
- Land Use Plan
- Economic Development
- Housing
- Historic Preservation
- Circulation
- Community Facilities, Recreation & Open Space
- Policy Statement indicating Relationship of Plan to other State, County planning efforts
- Action Plan

The Plan gives the community the legal basis for control over future development, as well as land use planning policy and zoning changes. Most changes are implemented in the form of zoning amendments and land development ordinances.

## MASTER PLAN PROCESS

The City of East Orange initiated this process in the beginning of 2005. As part of the planning process, a Master Plan Advisory Committee (MPAC) was established to help guide the plan and provide coordination with City boards, departments, and constituents.

Agenda Master Plan Advisory Committee (MPAC) Meeting	
Meeting called by:	Mayor
Meeting held on:	10/12/05
Meeting held at:	City Council Chambers
Meeting called for:	10/12/05
Meeting held at:	City Council Chambers
Meeting called by:	Mayor
Meeting held on:	10/12/05
Meeting held at:	City Council Chambers

Informational meetings were held with key public officials and East Orange staff members. Also included was a significant public outreach effort, whereby informational meetings were held in each Ward to identify key issues, both at the discrete Ward level and at the City-wide level. A meeting was held with the Business Community specifically to obtain additional feedback and input. Key discussion items included retaining and upgrading existing businesses, while promoting the downtown and encouraging more diverse uses and specialty stores. A community survey was distributed also as part of the public outreach effort.

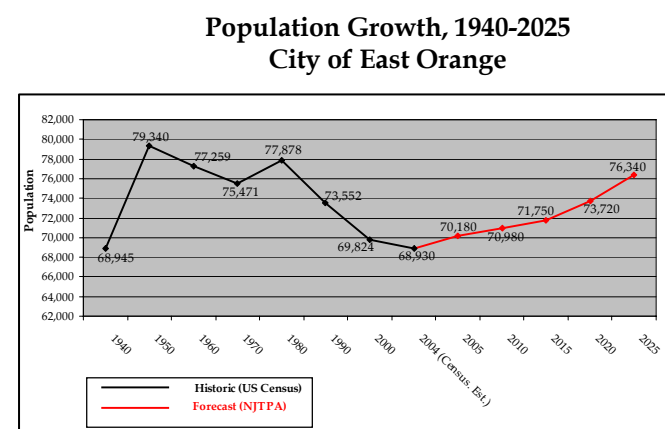
During the process, draft elements of the Master Plan were presented to the MPAC, the public, the Planning Board and their Executive Committee for their review and feedback. Upon completion, the Master Plan was presented to the Planning Board at two separate meetings, and additionally to the City Council for their review.

## TRENDS AND CHANGES

Prior to the suburban exodus, the City of East Orange was a viable, affluent bedroom community for New York commuters. Over the past several decades, the City has made, and is making great strides to redevelop itself. The following provides a snapshot of key City-wide demographic indicators with their respective ramifications.

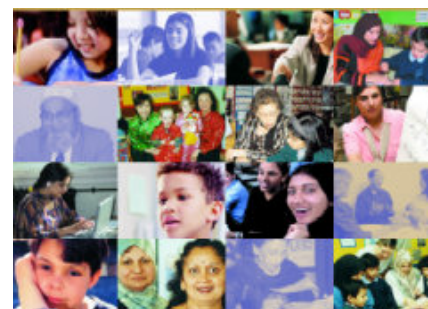


In 2004, the US Census population estimate was 68,930. The greatest rate of growth occurred between 1940 and 1950 when the population increased 15 percent from 68,945 to 79,340. Although the decade between 1990 – 2000 posted a slight decrease in population of five percent, the North Jersey Transportation Planning Authority (NJTPA) forecasts



continued growth to the year 2025 with East Orange reaching a population of 76,340, an increase of over 6,000 people, *keeping in mind that this may not be reflective of the redevelopment initiatives and their population projections.*

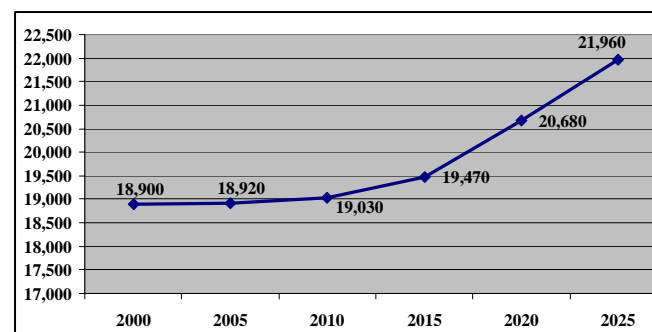
While the recent development trends continue to spin off additional population, the racial and ethnic composition of East Orange continues to increase in diversity. Over the past decade, the number of East Orange residents who were foreign-born increased by 30 percent. More specifically, residents of West Indian ancestry, people of Barbadian, British West Indian, Haitian, and Jamaican ancestry grew by at least 10 percent. *This trend in East Orange's demographic composition provides an opportunity for new ethnic goods and services targeted towards an untapped market.*



Of the City's total housing stock, 67 percent consists of multi-family units. Single-family homes account for almost one-fifth of the total housing stock, with the average age of housing being over 50 years old. In addition, East Orange's housing consists primarily of rental units; only 1 of 4 homes is under private ownership. *East Orange seeks to reestablish its single-family, bedroom community by promoting increased home maintenance, rehabilitation and ownership.*

The US Census reported that in 2003, there were 492 businesses employing 9,047 people. Since 1998, the number of businesses increased by 25 businesses and the number of employees increased by 1,844 people. Health Care and Social Assistance, Retail Trade, and Other Services were the top three industries, accounting for over half of the total establishments. The NJTPA forecasts that by 2025, East Orange will grow by 16 percent (3,060 jobs).

**East Orange Employment Projections,  
2000 to 2025**



Source: North Jersey Transportation Authority

*It should be noted that these employment projections do not account for any projected jobs created as a result of the 10 redevelopment projects, the Black Box Theater, the Hollywood Movie Theater, and the new Performing Arts Center that will be built.*

## VISION OF EAST ORANGE



The Municipal Land Use Law requires that every municipal master plan contain a statement of Goals and Objectives that serves as the basis for the community's comprehensive master plan. The Goals and Objectives set forth the 2006 Master Plan outline the vision for what the City of East Orange hopes to achieve over the

next 10 to 15 years. The following goals are developed as an overall framework for the development of the City:

- To guide the nature, intensity and location of future development with respect to a mix of residential, commercial, recreational, and institutional uses that best furthers the city's physical, economic and social well-being and planning environment.
- To advance efforts to provide quality designed, decent, and safe housing for all East Orange residents.
- To emphasize high quality jobs and businesses, collaborative partnerships, and enhancement of the local tax base, while respecting the commercial character of the community and creating a stronger and more diverse economy.
- To improve roadway, transit use and facilities management to promote safety, efficient traffic circulation and neighborhood preservation and to identify responses to local and regional transportation issues.
- To encourage the preservation of buildings, districts, sites, objects and structures that reflect the cultural, social, economic and architectural history of the city, as well as, promoting historical significance.
- To improve range, quality and cost-effectiveness of community services and facilities.
- To enhance solid waste collection and disposal, water supply and distribution, management of sanitary and storm water effluent.
- To provide for the active and passive recreational needs of residents and visitors to the city.
- To provide pedestrian and bicycle linkages among parks, recreation areas, and neighborhoods and between neighborhoods and commercial areas.
- To increase recycling levels and awareness in the city.

