

Introduction

Reclaiming underutilized parcels of land for public use and redeveloping them with incremental, low-cost, high impact uses are a building trend to breath new life into a space as well as stimulate community ties. The SDA and Tidewater parcels, both vacant lots in the East Ferry Street neighborhood in Newark, NJ, are ideal for this kind of transformative agenda. The Conrail site, an un-utilized, abandoned railway spur that divides the study area between SDA and Tidewater also presents a variety of opportunities to reconnect people across the site and change the visual character of the site.

The plan focuses its initiatives on these three sites because of their logical adjacency and potential impact as a unit. Planning for these lots together - considering how users may move through and activate the whole site - will improve overall project viability, revitalization impact and deepen the neighborhood experience, creating a richer, more dynamic public resource.

Process

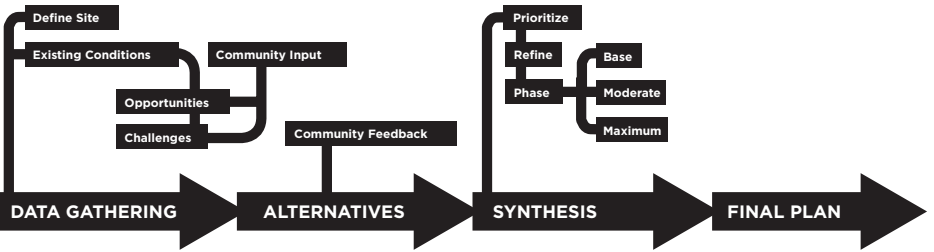
Re-envisioning the under-utilized area into an engaging neighborhood asset involved a multi-step process in which community input and feedback was critical throughout.

The planning process, diagrammed to the right, was conducted in three phases that culminated in a final vision for the area. Community workshops helped guide and shape the plan, from defining major issues at the outset, to refining and prioritizing strategies and actions in the final stages. Tabulated, below, are the major priorities voiced for the site. Fundamentally, this plan is the vision statement of community needs, desires, and aspirations for the study area.

Retail	Supplies
Thrift / Jewelry / Clothing / Art / Antiques / Furniture	Tables; outdoor or indoor space; electricity optional
Retail Pop-up	Tables; indoor space; electricity optional; can operate with the least square footage
Small Scale Agriculture	Supplies
Garden	Sunshine; water; clean soil (20 inch depth)
Food & Drink	Supplies
Farmers / Produce Market	Tables; outdoor space
Micro / Craft brewery	Tables; chairs; outdoor or indoor space; liquor license; refrigeration / ice
Café / Coffee shop	Tables; outdoor space; water; electricity
Restaurant	Tables; chairs; outdoor space; water

Summer Recreation	Short Term Supplies	Long Term Supplies
Soccer Field	Net, Paint, Storage	Net, Turf, Maintenance,
Tennis / Basketball Court	Net, Paint, Storage	Posts, Nets, Hard-court,
Passive Recreation	Short Term Supplies	Long Term Supplies
Movie Space	Projector, Speakers	Projector, Speakers
Performance Space	Clear Space	Clear Space
Dog Run	Fence	Fence, Bag dispensary, Mulch
Urban Agriculture	Bins, soil, water,	Bins, soil, rain-water retention

Process Diagram



Plan Outline

The plan aims to transform the SDA site into a flexible market, open to a rotating group of vendors. Pop-up shops, cafes, food carts, art spaces and green markets will help generate brand awareness for local businesses, as well as create a vital, event-like atmosphere to the site that will establish the SDA site as a new center of energy and activity for the neighborhood.

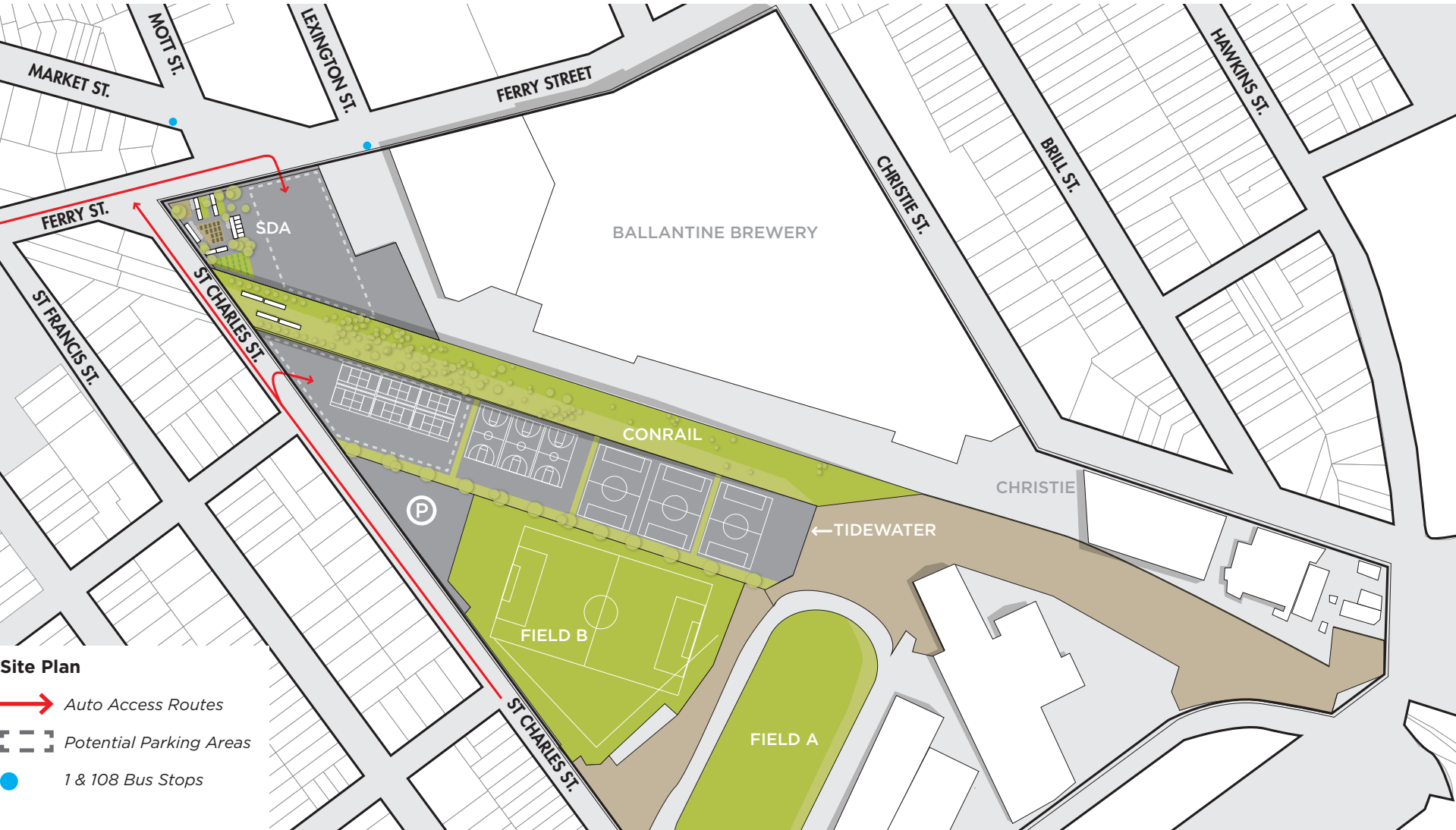
Building on community feedback, the plans for the Tidewater site proposes to bolster neighborhood recreational facilities, especially those for younger participants as well as less competitive users, allowing the existing Field B and Ironbound Recreational Center to continue to accommodate the neighborhood’s more formal athletic needs.

The plan proposes that the Conrail site , at minimum, contribute a strong iconographic feature to the site, whether it is new signage for the site or vibrant landscaping. The plan also ambitiously proposes a future where public access to the portions of the Conrail site may explicitly connect people across the study area. Finally, each plan proposal emphasizes the importance of providing increased shade and green space to the area - softening the site’s appearance as well as mitigating several environmental issues - by planting trees, foliage, lawns, and gardening planters.

Site Access

The site is well served by public transit. The 1 and 108 bus routes stop at Ferry/ Lexington Street and Market/Mott Street (see Site Map, below), both just feet from the proposed SDA market and Tidewater rec area. For visitors driving to the site, potential on-site parking on SDA, just off Ferry Street, will make the new destination readily accessible. What is more, flexible parking on the Tidewater site, just off St Charles, will accommodate occasional events that require more space. Red arrows on the site plan below display driving paths to the site, while dotted outlines show potential parking areas. Finally, with proposed cycling routes along St Charles, Ferry, Lexington, and Rome Street, biking to the site should be a safe and convenient option in the future, as well.

Conceptual Site Plan



Tidewater Recreation & Greening

Overview

The Tidewater site is a gravel parcel forgotten between the un-utilized, elevated Conrail spur and a new turf field (Field B). Transforming the site into a flexible, multi-use recreational zone, complete with a variety of athletic fields, spectator seating, and lush vegetation, will not only bring activity to the lifeless space, but alleviate some of the overcrowding on the adjacent field and provide new physical and visual connections across the site. Treating Tidewater as more than a pocket park, but a bridge between Field A, Conrail, and SDA will transform the whole block into a vibrant community destination rather than a collection of isolated

Given its physical prominence in the study area, it is vitally important that planning include strategies to re-position the unused portion of the Conrail spur that sits between the Tidewater site and the SDA site. Strategies include a simple cleanup, re-planting with visually appealing landscaping, the installation of iconic signage or public art, urban agriculture, or a longer-term vision that imagines the spur as a publicly accessible open space amenity. Ultimately, the Conrail spur could become a fresh new community amenity that serves as an active and accessible link from Tidewater to the proposed market space on the SDA site.

Uses

At just over 145,000 square feet, or three acres, the Tidewater site can accommodate several types of active and passive recreation. Its long and narrow shape, however, restricts some sprawling uses, such as league football, 11-side soccer, and baseball/softball. The adjacent fields meet these larger, more competitive recreational needs. Tidewater is better suited to accommodate a host of smaller recreational uses, which can be programmed according to season, time of day, or community desire. Neighborhood visioning revealed high demand for:

- Volleyball
 - Movies
 - Dog Run
 - Roller skating / hockey
 - Senior Activity
- Table games
 - Tennis
 - Soccer
 - Basketball
 - Urban Agriculture

A flexible mixed-use design for Tidewater that combines affordable hardscape surfaces that can be used for a variety of uses with soft lawns can allow the site to accommodate all of these uses. For example: tennis nets can be swapped to accommodate volleyball; basketball courts can be flooded in the winter for ice skating or hockey; five-a-side soccer fields can be cleared for evening movie viewings; and so on. If flexibility is built within the site and equipment, many configurations and activities are possible. The versatility of the recreational spaces also reflects the spirit of the proposed SDA market, which due to its impermanent design can adapt to changing community needs.

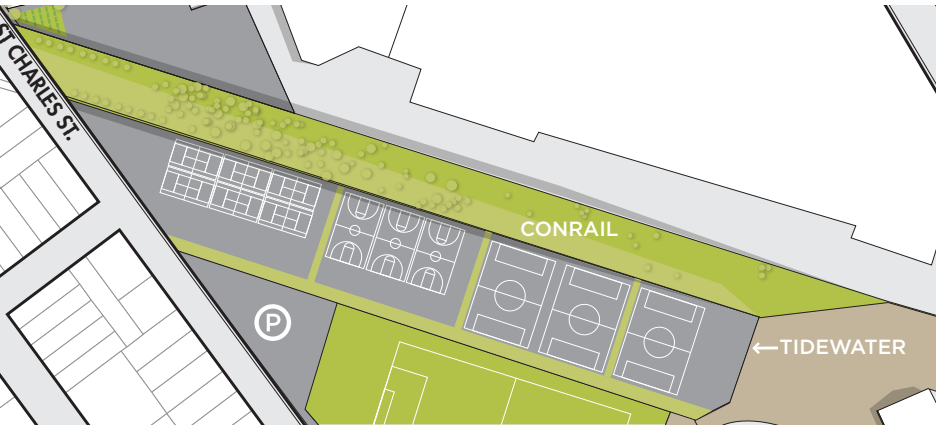
Plan

The plan has been designed to illustrate three options; *Base*, *Moderate*, and *Maximum* that can be implemented over time based on available funds and community priorities.

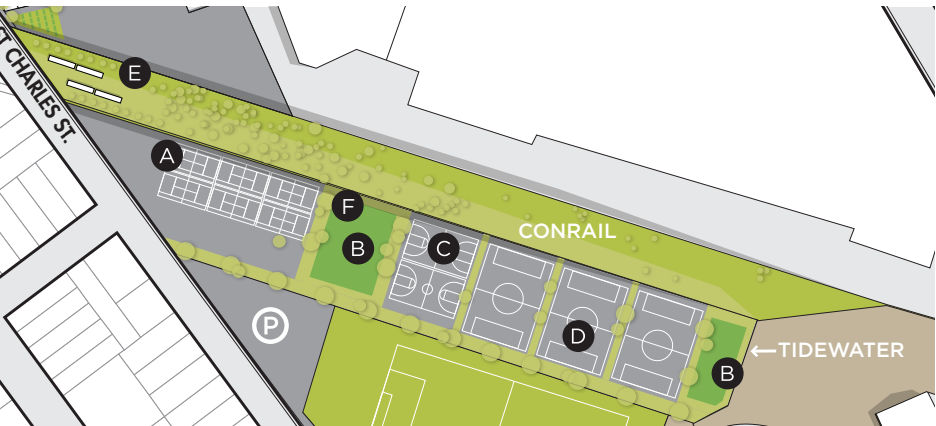
As well, this incremental development allows the neighborhood to acclimate to the new public space gradually, while giving development time to refine future phases according to apparent successes and failures.



Option 1 - *Base*
Tidewater Recreation

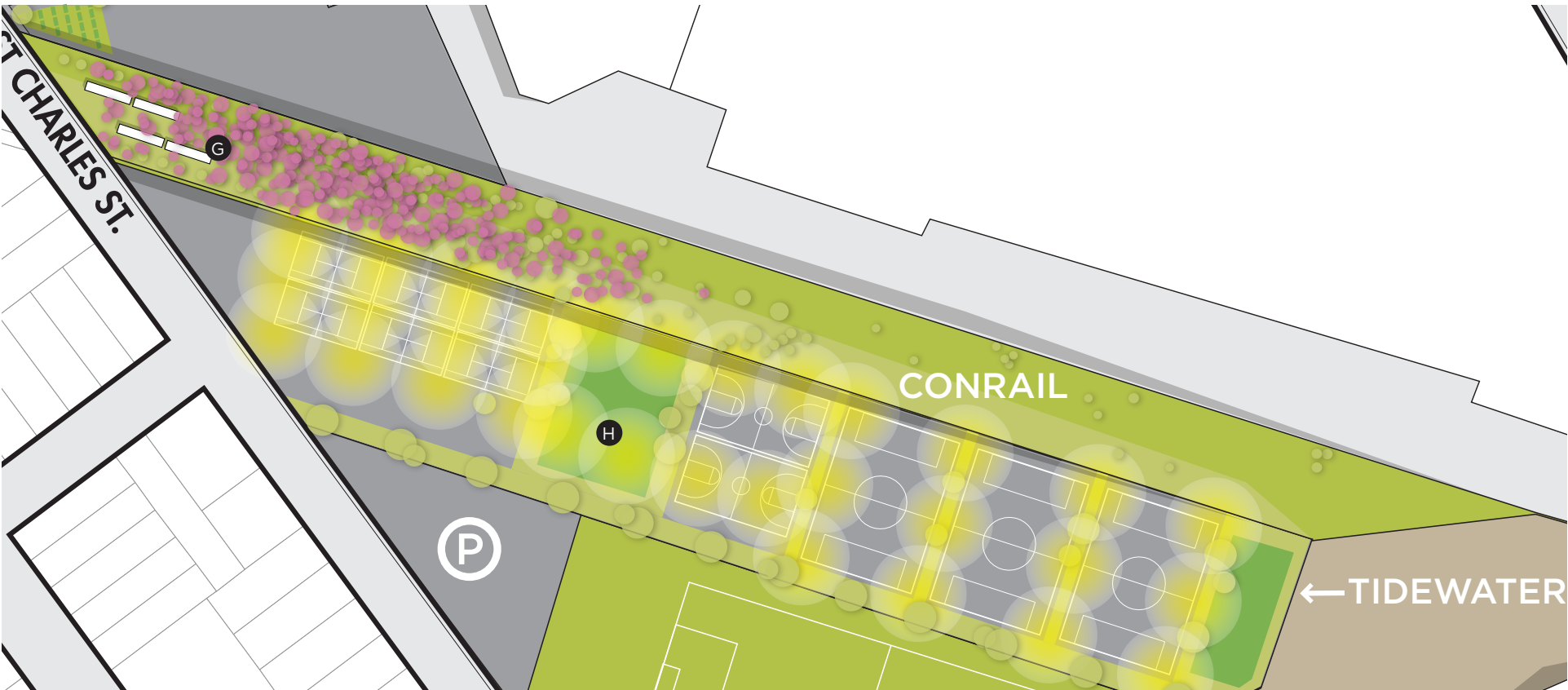


Option 2 - *Moderate*
Tidewater Greening & Conrail Visual Landmark



- Ⓐ Tennis Courts/Movies in the park
 - Ⓑ Lawns
 - Ⓒ Basket Ball Courts
- Ⓓ Soccer Pitches
 - Ⓔ Iconographic Feature
 - Ⓕ Tot Lot

Option 3 - *Maximum*
Tidewater Lighting & Potential Conrail Access



- Ⓖ Rose Garden
 - Ⓗ Lighting

Option 1 – Base

The *Base* plan of the Tidewater and Conrail site focuses on providing the basic infrastructure for recreation. Mapped on the previous page, this phase will repave Tidewater, painting tennis, basketball, and soccer grounds on the surface. Anticipating future phases – which may introduce utility infrastructure – a 780 foot belt of grass will run the whole southern edge of the site, while three perpendicular 160 foot strips of grass will run between each asphalt recreational space.

Given that the area is paved, the front section of the site can be opened to cars for parking when occasional events require extra space (see dotted outline on Site Plan, page 1).

Finally, Option 1 proposes that the overgrowth on the currently unkempt Conrail be cleaned up.

Simple, quick, and inexpensive interventions prioritizing feasibility and immediacy are the goal for Option 1.

Option 2 - Moderate

The second option for the Tidewater and Conrail site emphasizes greening and visual impact. With the *Base* plan fulfilling essential recreational infrastructure, Option 2 proposes to improve the space by planting trees and foliage as well as landscaping portions of lawn between the asphalt recreational sites, all of which will work to soften the area, providing areas for rest and relaxation, while reducing its ambient temperature and mediating stormwater runoff. For the Conrail site, Option 2 proposes the introduction of some visual pop. A strong iconographic feature can be instrumental when announcing the new look and feel of a site. This can be accomplished by parking two or three re-painted freight cars to overlook both the Tidewater site and the SDA site (see illustration below). More vibrant still, one community member suggested the Conrail site could be improved by simply be planting a field of flowers, creating a striking punch of color to the otherwise bleak area.

Option 3 - Maximum

With the third option for the Tidewater and Conrail site, lighting and drainage utility infrastructure is the focus. Creating good lighting will extend the site’s hours of activity into the evening while also increasing the feeling of neighborhood security.

Another consideration for Option 3 would be creating public access to Conrail, should the site be made available for lease or acquisition. In order to proceed with leasing or acquiring the space, a few key steps need be considered. With acquisition the first step is a due diligence, including zoning analysis, environmental status, and historic uses. Following this, the next step is to engage in a dialogue with the owner in order to (1) determine interest in selling, and (2) secure an option agreement while research and negotiations continue. Next, a Phase 1 environmental assessment will need to be completed, which will determine whether a Phase 2 and/or remediation is required. A title search, appraisal, and survey should follow. With appraisal, there is a special valuation process for rail, which typically looks at adjacent land uses to determine the highest and best use for the rail property. Finally, before negotiating an price, a few important Conrail specific contingencies should be noted: (1) priority is given to government sale; Conrail must remain free of any environmental liability; and (3) any sale must be fair market value.

For leasing the site, much of the approach is the same, with a few modifications. One key difference is that a leasing agreement will need to outline both party’s degree of responsibility regarding (1) liabilities, (2) terms of use, (3) maintenance, (4) improvements, (5) monetary or other compensation. Crucially, when leasing, it is important to identify whether Conrail is the sole titleholder, ensuring that there are no wedges of land owned by other entities.

In either scenario, the Conrail site might be planned as a passive, community agricultural area, ideally suited to seniors, gardeners, leisure-goers, and spectators.

Cost

The tables to the right outline potential costs for each plan option. Costs are based on recent comparable projects and are intended to be used for conceptual planning purposes and to illustrate the potential relative increase in expenses from one option to the next. A true accounting of the costs of these proposals will require further development of each of the proposed concepts as well as the services of a professional cost estimator. Costs do not include any potentially required remediation which would need to be quantified based on the results of an environmental investigation as described above.

Tidewater Site

Example of Movies in the Park



Option 1 - <i>Base</i>	Units		Unit Cost	Total Cost
Sitework				
Sodded Lawn	26,000	sf	\$1.00	\$26,000.00
Site Paving and Construction				
Asphalt	100,882	sf	\$6.00	\$605,292.00
Site Furnishings				
Trash Baskets	12	ea	\$610.00	\$7,320.00
Bicycle Rack	2	ea	\$1,600.00	\$3,200.00
Bench	8	ea	\$1,190.00	\$9,520.00
Subtotal				\$651,332.00
Contingency	15.0%			\$97,699.80
General Condition	7.7%			\$48,849.90
Overhead & Profit	10.0%			\$65,133.20
Bonds & Insurance	2.5%			\$16,283.30
Total				\$879,298.20
Soft Costs	20%			\$175,859.64
Grand Total				\$1,055,157.84

Option 2 - <i>Moderate</i>	Units		Unit Cost	Total Cost
Sitework				
Trees	34	ea	\$850.00	\$28,900.00
Shrubs	52	ea	\$27.00	\$1,404.00
Sodded Lawn	45,000	sf	\$1.00	\$45,000.00
Site Paving and Construction				
Asphalt	100,882	sf	\$6.00	\$605,292.00
Site Furnishings				
Trash Baskets	12	ea	\$610.00	\$7,320.00
Bicycle Rack	2	ea	\$1,600.00	\$3,200.00
Bench	8	ea	\$1,190.00	\$9,520.00
Conrail Iconographic Signage				\$25,000.00
Subtotal				\$725,636.00
Contingency	15.0%			\$108,845.40
General Condition	7.7%			\$54,422.70
Overhead & Profit	10.0%			\$72,563.60
Bonds & Insurance	2.5%			\$18,140.90
Total				\$979,608.60
Soft Costs	20%			\$195,921.72
Grand Total				\$1,175,530.32

Option 3 - <i>Maximum</i>	Units		Unit Cost	Total Cost
Sitework				
Trees	34	ea	\$850.00	\$28,900.00
Shrubs	52	ea	\$27.00	\$1,404.00
Sodded Lawn	45,000	sf	\$1.00	\$45,000.00
Conrail Landscaping				\$100,000.00
Site Utilities				
Site Plumbing	100,882	sf	\$0.23	\$23,203.00
Site Draining	100,882	sf	\$1.17	\$118,032.00
Path Light	32	ea	\$1,832.00	\$58,624.00
F1-16’ Pole	32	ea	\$1,132.00	\$36,400.00
Underground Wire and Conduits	1,020	lf	\$20.00	\$20,400.00
Site Paving and Construction				
Asphalt	100,882	sf	\$6.00	\$605,292.00
Site Furnishings				
Trash Baskets	12	ea	\$610.00	\$7,320.00
Bicycle Rack	2	ea	\$1,600.00	\$3,200.00
Bench	8	ea	\$1,190.00	\$9,520.00
Conrail Iconographic Signage				\$25,000.00
Subtotal				\$1,082,119.00
Contingency	15.0%			\$162,317.82
General Condition	7.7%			\$81,158.91
Overhead & Profit	10.0%			\$108,211.88
Bonds & Insurance	2.5%			\$27,052.97
Total				\$1,460,860.38
Soft Costs	20%			\$292,172.08
Grand Total				\$1,753,032.46

Conrail Site

Iconographic Feature



SDA Market & Garden

Overview

Situated at the corner of St. Charles and Ferry Street, the SDA may not be out of sight, but it is certainly out of mind. Transforming the site into an authentic, multi-use public space with a rich mixture of shopping, food, drink, leisure, event, and work-sell spaces will not only revitalize what is now fallow land but also create a new community resource and destination.

Temporary, pop-up markets around the country have begun to use shipping containers to shape the look and feel of a place as well as accommodate a dynamic, rotating group of local vendors. Container architecture is a quicker, lighter, cheaper option to a conventional construction, offering wonderful programmatic and design flexibility. Beer gardens and festivals might dominate the summer scene, but be less of an attraction in the winter. Furniture vendors might bring about crowds in the daytime, whereas film screenings might do so in the evening. Container architecture has the ability to modulate and align with community wishes and aspirations.

Plan

The plan for the SDA site is to create three loosely defined sections, or nodes of activity (diagramed, below).
Section A: the *Plaza*, located at the corner of the site, will function as the primary entrance. Furnished with moveable chairs, tables, and planters, and defined at its edges by containers containing a café or food service, this section will be an intimate public space, designed to be enjoyed throughout the day. The *Plaza* will announce to neighbors and passers-by that the SDA site is a comfortable place to enjoy with friends and family alike.

Section B: the *Living Room* is the heart of the SDA markets space. Stacked shipping containers – repurposed to accommodate a variety of temporary vendors not only activate the space, but shape it to create an outdoor living room. The space will be large enough to accommodate a cluster of 15 to 20 picnic tables – perfect for people to meet and exchange ideas, socialize, eat, drink, relax, strengthen community ties. These picnic tables can be designed to be flexible, capable of rolling off the site to accommodate occasional activities that need more space, such as theater and musical performances, dancing, or movie showings.

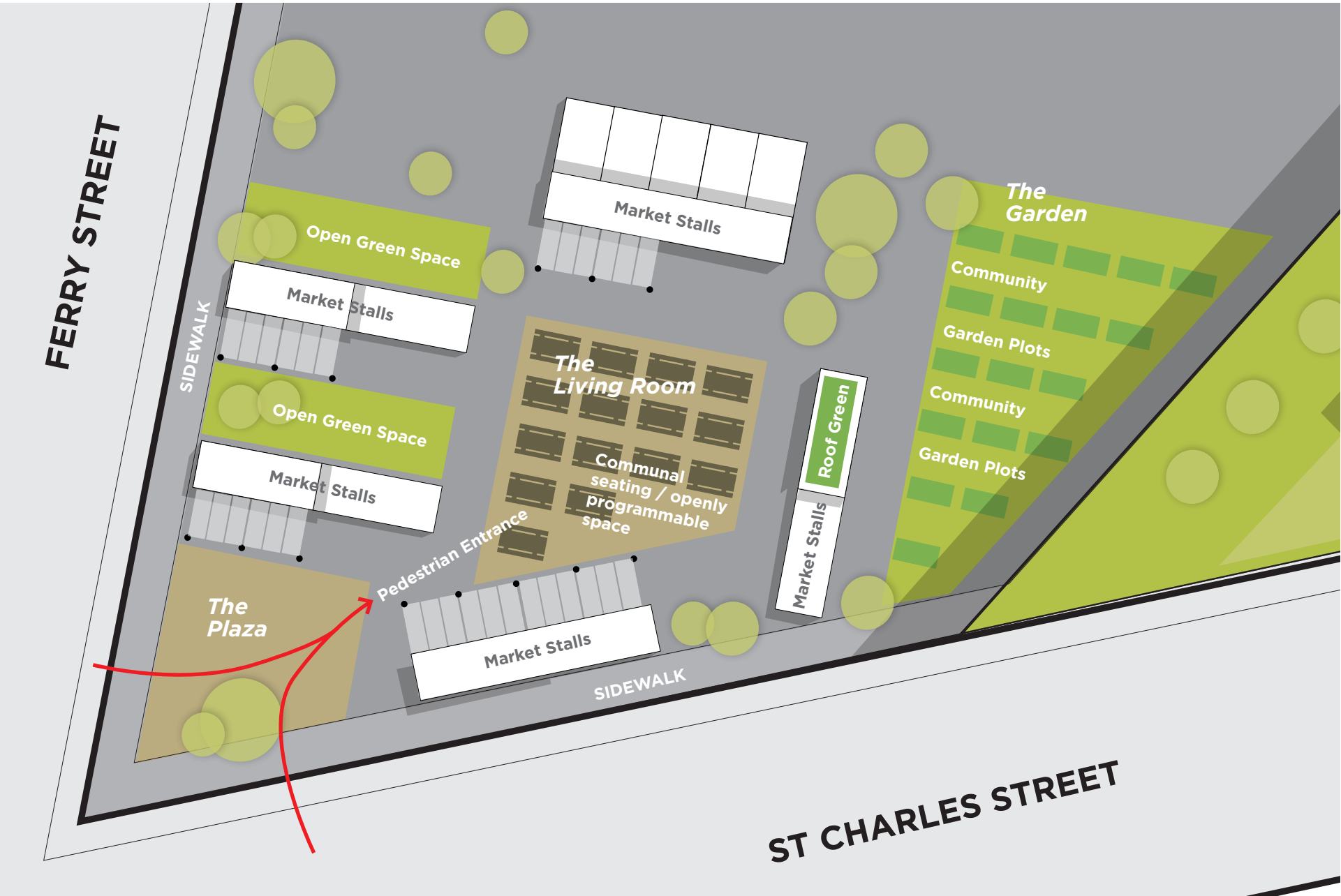
Finally, Section C: the *Garden* is a community garden located at the rear of the space, pressed against the Conrail site. Organized into multiple rows of planters, this community gardening area will attract local visitors on a regular basis – whether it is as gardeners, patrons, or simply leisure-goers. Communally maintained and organized, what the gardens will produce will be limited only by the imagination of the gardeners. As a deeply collaborative space, these gardens will help build community ties while strengthening a connection to the environment. Flowers and fresh produce may be gardened communally and shared, or sold in the adjacent market. Finally, community members suggested that the planters be raised, to accommodate seniors



SDA
Illustrative Rendering



SDA
Site Plan



and disabled gardeners, improving the inclusivity of the space. Of the three sections proposed, the *Garden* is likely the most immediately implementable.

The SDA market plan is proposed to be implemented in phases. Each phase introduces an added layer of infrastructure and investment. Elements of each plan option can be mixed and matched depending on available funds and community priorities.

The *Minimum* phase establishes the basic framework for the site, and activates the important corner at St Charles and Ferry Streets. The plan includes eight container structures basically outfitted for vendors, several trees and shrubs, and some graphic, eye-catching signage. The *Moderate* phase adds lawn and mulch to ground surfaces in addition to six more containers for visual impact, space definition, and increased vending square footage. Finally, the *Maximum* phase is the most complete option. Drainage and lighting utilities are introduced. Also, the containers include high-end finishings, including custom façades and superior interior treatments.

Christie and Rome Street Parcels

Building on the proposals of the previous planning effort to reinvent the Ballantine Brewery as a neighborhood green jobs center, the project team believes that the industrial sites on Christie and Rome street, with relatively modest building improvements, could be easily positioned to capture a supply constrained market for multi-purpose, flexible, green light industrial spaces. These spaces, located near the services and amenities of the vibrant Ironbound neighborhood would be attractive to employers and employees alike. Additionally, some of the programs, uses, and activities discussed for the SDA market can also be incorporated within the Rome and Christie parcels – reflecting the ideas we generated for those sites in the Green Manufacturing proposal. Both the SDA plan and the Green Manufacturing plan share a goal to create a vibrant sense of place and generate community excitement by establishing neighborhood green markets, flea markets, and various food and drink festivals. As such, the SDA market might use the Christie and Rome Street sites as potential secondary or auxiliary indoor venues for its vendors and flexible market programs (ideally during the winter season).

Vendors

The DeKalb Market – Downtown Brooklyn’s own multi-use, container-based market – is a good case study to help us visualize how the SDA site might be shaped and organized by containers, as well as consider what vendors might populate the space and what equipment these vendors need to operate. At DeKalb different vendor types have different needs for the containers but all of them share certain characteristics. All containers are outfitted with heat and electricity, and most configurations have the ability to close and be locked-in with a metal door. Access to water is possible for those that need it. At DeKalb Market, these exist in two configurations and are used primarily by the food vendors: 5-gallon tanks and 75-gallon tanks. After use, the water is captured in a wastewater tank behind the container and disposed of by the vendor. In the table below, specific vendor types are outlined by the characteristics and needs of each to operate, though some of these elements (such as tables) may or not be supplied by the operators of the market. Other uses are possible and can overlap with these longer-term uses. At DeKalb Market this includes a flexible event space (4500 sq feet) as well as the area used for eating, which also can be used for events. This space has hosted music performances and is available for uses by the owner or by rent, including film screenings, meetings, food, fashion, private parties, and retail events.

Cost

Site. The tables to the right outline potential site cost for each plan phase. Costs are based on recent comparable projects and are intended to be for conceptual planning purposes only. A true accounting of the cost of these proposals will require further development of each of the proposed concepts.

Operation. In addition to capital costs, it is important to consider and manage potential operating costs to ensure the long-run viability of the project. Operational considerations for the SDA market include:

Market manager. Manages the operation of the market, assigns and leases space to vendors and growers (finding and ensuring a good mix of tenants), collects and accounts for fees, directs the maintenance of premises and records, and performs related duties as required. Ultimately, the market manager is crucial to ensure quality control and the long-term success and viability of the space. Because a good manager is critical for long-term success of a market, finding a dedicated, capable person for this role is paramount.

Security person. To ensure that vendors and visitors abide by the rules and regulations of the market

Maintenance person. Responsible for the general custodial duties, including cleaning trash, replacing furniture and site features, removing water tanks.

Volunteers. Finding passionate volunteers of all ages is important for the continued success of the market and to strengthen its relationship and connection with the community. Young children, teens, and adults should be engaged to participate in the development and growth of the market.

Marketing materials. Promotion and advertising is essential both to draw visitors during the warmer months when people enjoy being outside, as well as maintain interest during the colder off-season. Creating ample signage and developing a strong web-presence are key ways to ensure that visitors know when the market is open and what activities are scheduled.

Other operational considerations include: lease on site (if applicable); garbage collection; utilities, including electricity (via generators) and water (via water tanks); and liability insurance.

Phase 1 - <i>Minimum</i>	Unit Count		Unit Cost	Total Cost
Sitework				
Trees	4	ea	\$850.00	\$3,400.00
Shrubs	6	ea	\$27.00	\$162.00
Site Furnishings				
Trash Baskets	2	ea	\$610.00	\$1,220.00
Bicycle Rack	1	ea	\$1,600.00	\$1,600.00
Picnic Bench	15	ea	\$295.00	\$4,425.00
Signage				\$50,000.00
Container Architecture				
20' Container	6	ea	\$2,000.00	\$12,000.00
40' Container	2	ea	\$3,500.00	\$7,000.00
Connectors	8	ea	\$75.00	\$600.00
Windows	5	ea	\$275.00	\$1,375.00
Doors	6	ea	\$1,250.00	\$7,500.00
Paint	9	ea	\$495.00	\$4,455.00
Subtotal				\$93,737.00
Contingency	15.0%			\$14,060.55
General Condition	7.7%			\$7,030.28
Overhead & Profit	10.0%			\$9,373.70
Bonds & Insurance	2.5%			\$2,343.43
Total				\$126,544.95
Soft Costs	20.0%			\$25,308.99
Grand Total				\$151,853.94

Phase 2 - <i>Moderate</i>	Unit Count		Unit Cost	Total Cost
Sitework				
Trees	10	ea	\$850.00	\$8,500.00
Shrubs	12	ea	\$27.00	\$324.00
Sodded Lawn	5,100	sf	\$1.00	\$5,100.00
Cypress Mulch	1,850		\$0.49	\$907.00
Site Furnishings				
Trash Baskets	4	ea	\$610.00	\$2,440.00
Bicycle Rack	1	ea	\$1,600.00	\$1,600.00
Picnic Bench	15	ea	\$295.00	\$4,425.00
Signage				\$50,000
Container Architecture				
20' Container	9	ea	\$2,000.00	\$18,000.00
40' Container	5	ea	\$3,500.00	\$17,500.00
Connectors	12	ea	\$75.00	\$900.00
Windows	7	ea	\$275.00	\$1,925.00
Doors	10	ea	\$1,250.00	\$12,500.00
Paint	14	ea	\$495.00	\$6,930.00
Subtotal				\$131,051.00
Contingency	15.0%			\$19,657.58
General Condition	7.7%			\$9,828.79
Overhead & Profit	10.0%			\$13,105.05
Bonds & Insurance	2.5%			\$3,276.26
Total				\$176,918.18
Soft Costs	20.0%			\$35,383.64
Grand Total				\$212,301.81

Phase 3 - <i>Maximum</i>	Unit Count		Unit Cost	Total Cost
Sitework				
Trees	19	ea	\$850.00	\$16,150.00
Shrubs	17	ea	\$27.00	\$459.00
Sodded Lawn	5,100	sf	\$1.00	\$5,100.00
Cypress Mulch	1,850		\$0.49	\$907.00
Site Utilities				
Site Plumbing	18,662	sf	\$0.23	\$4,292.00
Site Draining	18,662	sf	\$1.17	\$21,835.00
Path Light	14	ea	\$1,832.00	\$25,648.00
F1-16' Pole	14	ea	\$1,132.00	\$15,848.00
Underground Wire and Conduits	231	lf	\$20.00	\$4,620.00
Site Furnishings				
Trash Baskets	4	ea	\$610.00	\$2,440.00
Bicycle Rack	2	ea	\$1,600.00	\$3,200.00
Picnic Bench	15	ea	\$1,190.00	\$4,425.00
Signage				\$50,000
Container Architecture				
20' Container (High-end)	9	ea	\$12,800.00	\$115,200.00
40' Container (High-end)	5	ea	\$25,600.00	\$128,000.00
Subtotal				\$398,123.00
Contingency	15.0%			\$59,718.50
General Condition	7.7%			\$29,859.25
Overhead & Profit	10.0%			\$39,812.33
Bonds & Insurance	2.5%			\$9,953.08
Total				\$537,466.46
Soft Costs	20.0%			\$107,493.29
Grand Total				\$644,959.75

Potential Funding Sources

Private Funding Sources

The following is a list of foundations and organizations that may support the development of plan proposals:

Dodge Foundation

Focus on projects that deal with critical sustainability issues in New Jersey, specifically those related to education, art, and environment. The foundation is especially inclined to proposals that are built on a collaborative, community-driven process.

Web: <http://www.grdodge.org/>

Phone: (973) 540-8442

Fax: (973) 540-1211

Email: info@grdodge.org

Victoria Foundation

Focus on projects that: [1] improve the lives of families and young people in Newark; and [2] protect, preserve, and enhance water and open space resources statewide.

Web: <http://www.victoriafoundation.org/>

Address: 946 Bloomfield Avenue

Glen Ridge, New Jersey 07028

Phone: (973) 748-5300

Fax: (973) 748-0016

Grants Manager

Linda White

Email: lindawhite@victoriafoundation.org

The Horizon Foundation

A division of Horizon Blue Cross Blue Shield of New Jersey, the Horizon Foundation focuses its efforts on improving the health, well-being and quality of life for all New Jersey residents.

Web: <http://www.horizon-bcbsnj.com/foundation>

Address: The Horizon Foundation for New Jersey

Three Penn Plaza East, PP-15V

Newark, New Jersey 07105-2200

Email: Foundation_Info@horizonblue.com

Helen & Mazer Foundation

Established to maintain or improve social, educational, and other charitable activities serving the common benefit of New Jersey residents.

Linda Berkowitz

Address: PO BOX 542

Berkeley Heights, NJ 07922-0542

Kresge Foundation

Aimed at promoting human progress by helping to improve the lives of poor and low-income young people and adults, particularly those living in underserved urban and rural areas.

Web: <http://www.kresge.org/>

Phone: 248-643-9630

Email: point to URL: <http://www.kresge.org/contact-us/email-us>

Prudential Foundation

Invests in efforts that support the revitalization of communities and support community engagement efforts. Bolstering education, economic development, and arts & civic infrastructure are some strategies of focus.

Web: <http://www.prudential.com/view/page/public/12373>

PSEG Foundation

The PSEG Foundation invests in programs that support education, the environment, and community and economic development.

Phone: 973-430-7842

Email: Marion.Oneill@pseg.com

Public Funding Sources

The following sources are public funding sources that may be available to support the development of plan proposals:

Green Acres

One of the primary state funding sources for open space preservation is Green Acres. Their mission is to create, preserve, and enhance New Jersey's natural environment and public resources by protecting its systems of open space.

Web: <http://www.nj.gov/dep/greenacres>

Phone: 609-984-0500

Fax: 609-984-0608

Essex County Open Space Trust Fund

Improving residents' quality of life by creating open space for passive recreation, maintaining parks, and preserving local history are the goals of Essex County's Open Space Local Aid Program.

Phone: (973) 268-3517

Joseph N. DiVincenzo, Jr.

Essex County Executive

Email: joedi@admin.essexcountynj.org

Grassroots Funding Sources

Kickstarter

Crowd sourcing can be a vital way to generate some project buzz as well as fund a portion or phase of the proposed plan. Kickstarter, the world's largest funding platform for creative projects, is new type of commerce and patronage. Project creators present their idea or plan to an online community of potential investors, but unlike typical investment, project creators maintain full ownership and control over their work. Instead, project creators offer products and experiences that are unique to each project in exchanges for individual pledges.

Importantly, a project must reach its funding goal before time runs out or no money changes hands, which protects both sides against risk.

Web: www.kickstarter.com

A compilation of potential funding sources based on comparable projects







FERRY STREET

SIDEWALK

Open Green Space

Market Stalls

Open Green Space

Market Stalls

The
Living Room

Communal
seating / openly
programmable
space

Market Stalls

Roof Green

Market Stalls

The
Plaza

Pedestrian Entrance

Market Stalls

SIDEWALK

The
Garden

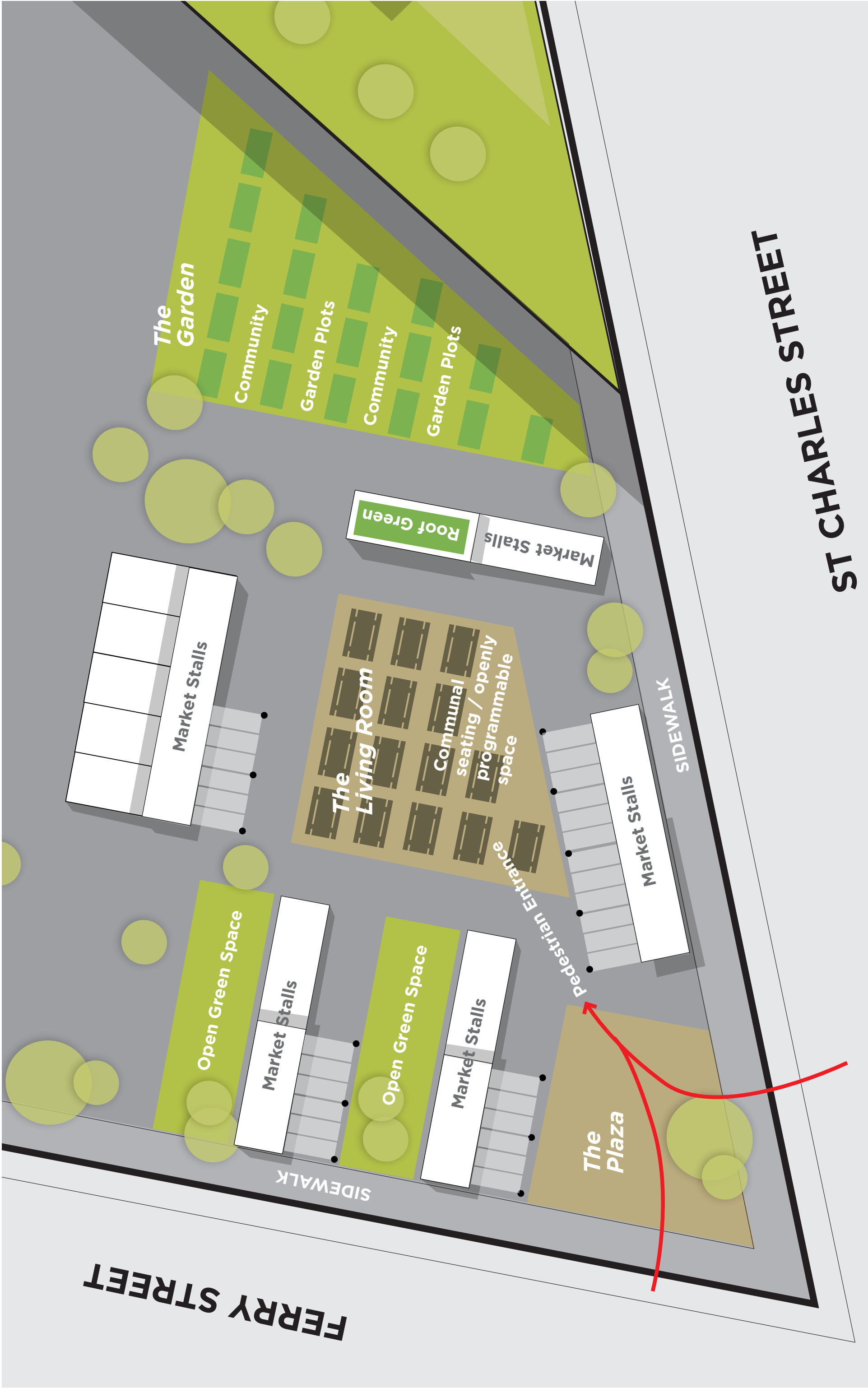
Community

Garden Plots

Community

Garden Plots

ST CHARLES STREET



Tidewater
Precedent Imagery



Volley-ball courts



Movie theatre



Tennis courts



Basketball courts



Soccer fields for youths

SDA
Precedent Imagery



Farmers Market



Container-top Greenhouse



Local Restaurants & Cafes



Library & Book share



Art & photo gallery



Clean-up



Tidewater Lawns



Seating Area & Table Games



Gardens & Agriculture



Trees & Shade



market (via ballantine green proposal)



market (via ballantine green proposal)



market (via ballantine green proposal)

Conrail
Precedent Imagery



Create visual landmarks



Create visual landmarks