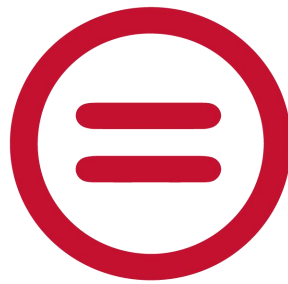


# 2021 FAIRMOUNT NEIGHBORHOOD NRTC PLAN

Prepared by

The Urban League of Essex County  
In Coordination with Various Partners and  
The Residents and Stakeholders of the Fairmount Neighborhood



Urban League of  
Essex County



Facilitated in part by



June, 2021



# FAIRMOUNT NEIGHBORHOOD NRTC PLAN

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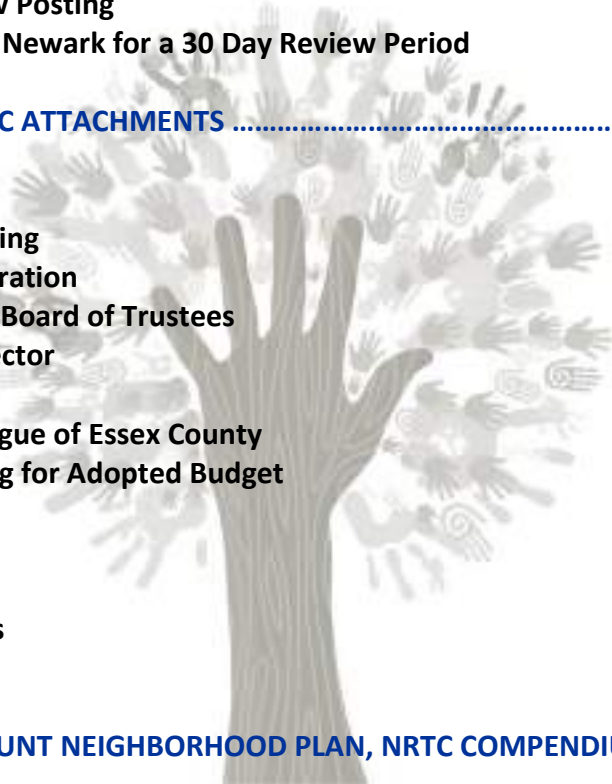
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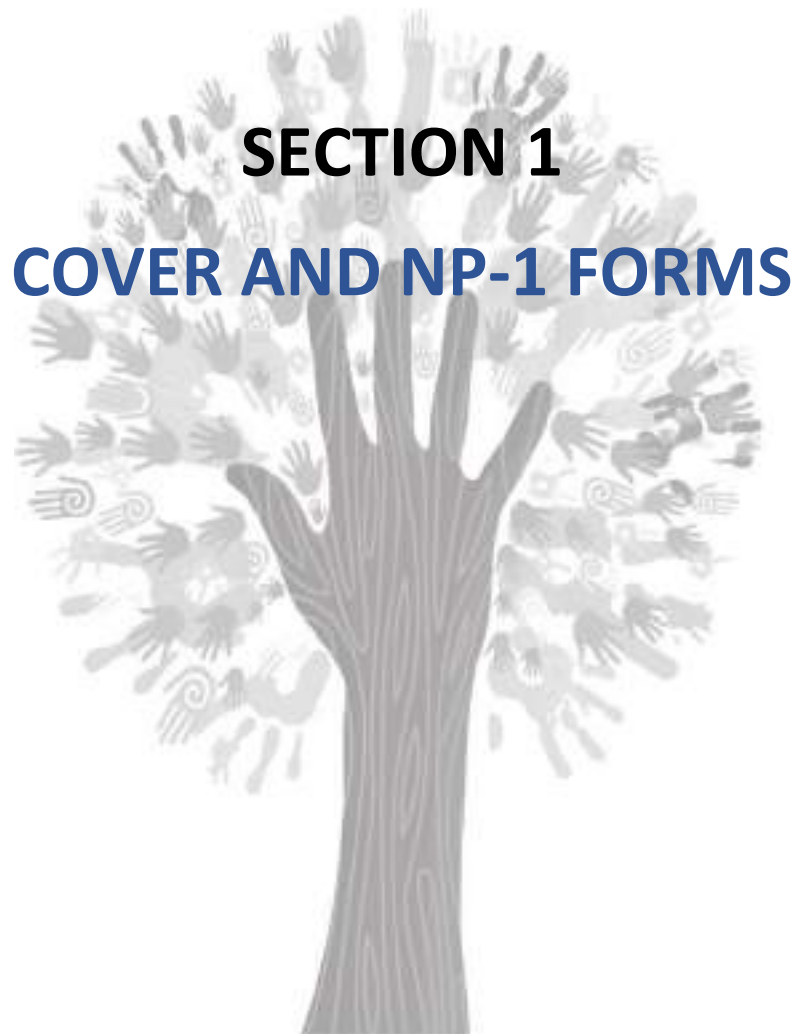
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# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**



## **SECTION 1** **COVER AND NP-1 FORMS**

**FORM NP-1, page 1: COVER PAGE FOR SUBMISSION OF A NEIGHBORHOOD PLAN**

Neighborhood:	<u>Fairmount</u>	NJ Legislative District:	<u>28</u>
Eligible Municipality:	<u>Newark</u>	Mayor:	<u>Ras Baraka</u>
Name of Applicant Organization:	<u>Urban League of Essex County</u>		
Name of CEO/Executive Director:	<u>Vivian Cox Fraser</u>		
Address:	<u>508 Central Avenue</u>		
City:	<u>Newark</u>	State:	<u>NJ</u> Zip Code: <u>07107</u>
NJ Charities Registration Number:	<u>CH0132300</u>		
Contact Person for this Application:	<u>Vivian Cox Fraser</u>		
Phone:	<u>(973) 624-9535</u>	E-Mail:	<u>vfraser@ulec.org</u>
Cellphone (optional):	<u></u>		
What is the time period for this Neighborhood Plan? (may not exceed Ten (10) years)	<u>10 Years</u>		
Did you partner with another organization to develop the Neighborhood Plan?	YES	<input checked="" type="checkbox"/>	(if YES, complete NP-1 Page 2)
	NO	<input type="checkbox"/>	

**Certification:** To the best of my knowledge and belief, the data in this application are true and correct. The governing body of the applicant has duly authorized the document.

**Annie Sneed Godfrey**  
Name

**Vice Chair**  
Title



**June 25, 2021**

**Signature of Board Chairperson**

**Date**

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: Triad Associates

Contact Person (including title): Stephen Kehs, Vice President

Contact Person's Address: 1301 West Forest Grove Road

City: Vineland State: NJ Zip Code: 08360

Phone: 856.690.9590 Cellphone (optional): \_\_\_\_\_  
skehs@triadincorporated

E-Mail: .com

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Provided consultant assistance in facilitating and writing the plan.

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Name of Partnering Organization: New Community Corporation

Contact Person (including title): Tony Tolles

Contact Person's Address:  
233 West Market Street  
Newark, NJ 07107

City: Newark State: NJ Zip Code: \_\_\_\_\_

Phone: 973-497-4416 Cellphone (optional): \_\_\_\_\_  
Ttolles@newcommunity.

E-Mail: org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Provided community input into the plan priorities.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: Partnership West Business Improvement District

Contact Person (including title): Cesar A. Vizcaino, Executive Director

Contact Person's Address: 4011 South Orange Avenue, 3rd Floor

City: Newark State: NJ Zip Code: 07106

Phone: 862 240-9555 Cellphone (optional): 973 604-7168

E-Mail: [cavizcaino@pwibid.org](mailto:cavizcaino@pwibid.org)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Partnership West will help bring the perspective of the retail businesses along the commercial corridors within the Fairmount neighborhood.

Name of Partnering Organization: 13<sup>th</sup> Avenue School – STEAM URBAN Program

Contact Person (including title): Fallon Davis

Contact Person's Address: 13<sup>th</sup> Avenue School; 359 13<sup>th</sup> Avenue

City: Newark State: NJ Zip Code: 07103

Phone: 973 733-7045 Cellphone (optional): 678 651-9778

E-Mail: [info@steamurban.org](mailto:info@steamurban.org)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

The STEAM URBAN program will provide connection to parents with children enrolled in the 13<sup>th</sup> Avenue elementary school in the Fairmount Neighborhood.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: City of Newark, Parks and Recreation/ St. John's Baptist Church

Contact Person (including title): Patrick Council, Paster

Contact Person's Address: 137 Fairmount Avenue

City: Newark State: NJ Zip Code: 07103

Phone: 973 733-5373 Cellphone (optional): 973 388-5116

E-Mail: councilp@ci.newark.nj.us

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Pastor Council has been working with the Urban League on the refurbishing of "Kaboom Park" as Director of Parks and Recreation for the City of Newark. In addition to his work as a city official, he is the Pastor of one of the anchor churches, St. John's Baptist Church, in Fairmount.

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Name of Partnering Organization: Fairmount Heights Neighborhood Association

Contact Person (including title): Sonja Dabney

Contact Person's Address: 43 4<sup>th</sup> Street

City: Newark State: NJ Zip Code: 07107

Phone:  Cellphone (optional): 862 754-9145

E-Mail: Sdabney15@gmail.com

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Ms. Dabney is a resident and member of the Neighborhood Association who has been working closely with the Urban League on a variety of community concerns and planning. In addition, she is a board member of the Urban League's development corporation, ULEC OC.

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**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: AKWAABA Gallery

Contact Person (including title): Laura Z. Bonas-Palmer

Contact Person's Address: 509 South Orange Avenue

City: Newark State: NJ Zip Code: 07103

Phone: 917 260-9122 Cellphone (optional): 917 991-2659

E-Mail: [akwaabagallery@gmail.com](mailto:akwaabagallery@gmail.com)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

As owners of the AKWAABA Gallery on South Orange Avenue and a resident of the Fairmount neighborhood, Ms. Palmer will be able to provide perspective from both a business owner and community resident.

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Name of Partnering Organization: New Community Corporation

Contact Person (including title): Tony Tolles

Contact Person's Address:  
233 West Market Street  
Newark, NJ 07107

City: Newark State: NJ Zip Code: \_\_\_\_\_

Phone: 973-497-4416 Cellphone (optional): \_\_\_\_\_

E-Mail: Ttolles@newcommunity.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Provided community input into the plan priorities.

Name of Partnering Organization: Central Assembly of God

Contact Person (including title): Paul Valarius - Pastor

Contact Person's Address:  
92 So. 6<sup>th</sup> Street, Newark, NJ  
07107

City: Newark State: NJ Zip Code: 07107

Phone: 973-420-8850 Cellphone  
(optional):

E-Mail: paul.valerius@yahoo.com

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Provided community input into the plan priorities.

Name of Partnering Organization: Blueberry Café, Zucchini Bar, and Aqua Phit Water Bar & Gym

Contact Person (including title): Rashena Burroughs - Business Owner

Contact Person's Address:  
547 Central Avenue,  
Newark, NJ 07107

City: Newark State: NJ Zip Code: 07107

Phone: 973-732-1711 Cellphone  
(optional): 973-666-4823

E-Mail: blueberryvegancafe@gmail.com

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Provided community input into the plan priorities.

Name of Partnering Organization: Refal Community Cultural Center

Contact Person (including title): Khasekem – Director

Contact Person's Address:  
269-271 South 9<sup>th</sup> Street  
Newark, NJ 07103

City: Newark State: NJ Zip Code: 07107

Phone: \_\_\_\_\_ Cellphone  
(optional): 862-231-1940

E-Mail: Refalglobalmedia@gmail.com

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Provided community input into the plan priorities.

Name of Partnering Organization: Essential Yours From The Heart

Contact Person (including title): Ramona Thomas - President

Contact Person's Address:  
269-271 South 9<sup>th</sup> Street  
Newark, NJ 07103

City: Newark State: NJ Zip Code: 07107

Phone: \_\_\_\_\_ Cellphone  
(optional): 862-571-0875

E-Mail: Monalisa1103@gmail.com

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

Provided community input into the plan priorities.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: Urban League of Essex County

Contact Person (including title): Vivian Cox Fraser

Contact Person's Address: 508 Central Avenue508 Central Avenue

City: Vivian Cox Fraser State: NJ Zip Code:  
07107

Phone: 973-624-9535 Cellphone (optional):

E-Mail: [vfraser@ulec.org](mailto:vfraser@ulec.org)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:  
Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: University Hospital

Contact Person (including title): Colette Barrow

Contact Person's Address: 150 Bergen Street150 Bergen Street

City: Colette Barrow State: NJ Zip Code: 07103

Phone: 973-972-3343 Cellphone (optional):

E-Mail: [barrowc1@uhnj.org](mailto:barrowc1@uhnj.org)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:  
Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: New Community

Contact Person (including title): Tony Tolles

Contact Person's Address: 233 West Market Street233 West Market Street

City: Tony Tolles State: NJ Zip Code: 07103

Phone: 973-497-4416 Cellphone (optional):

E-Mail: [ttolles@newcommunity.org](mailto:ttolles@newcommunity.org)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:  
Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: Greater Newark LISC

Contact Person (including title): Judith Thompson Morris

Contact Person's Address: 550 Broad Stret, Suite 201550 Broad Stret, Suite 201

City: Judith Thompson Morris State: NJ Zip Code:  
07102

Phone: 973-679-7935 Cellphone (optional):

E-Mail: [juditht@lisc.org](mailto:juditht@lisc.org)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:  
Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: L&M Development Partners

Contact Person (including title): Jonathan Cortell

Contact Person's Address:

City: Jonathan Cortell State: NJ Zip Code:

Phone: 845-222-6910 Cellphone (optional):

E-Mail: [jcortell@lmdevpartners.com](mailto:jcortell@lmdevpartners.com)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan: Developer and owner of Georgia King village. Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: Victoria Foundation

Contact Person (including title): Craig Drinkard

Contact Person's Address: 31 Mulberry Street, 5th Floor31 Mulberry Street, 5th Floor

City: Craig Drinkard State: NJ Zip Code: 07102

Phone: 201-486-0277 Cellphone (optional):

E-Mail: [cdrinkard@victoriafoundation.org](mailto:cdrinkard@victoriafoundation.org)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan: Philanthropic representative on the steering committee. Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: City of Newark

Contact Person (including title): Carina Pereira

Contact Person's Address: City Hall 920 Broad StreetCity Hall 920 Broad Street

City: Carina Pereira State: NJ Zip Code:

Phone: 973-792-9200 Cellphone (optional):

E-Mail: [pereiraca@ci.newark.nj.us](mailto:pereiraca@ci.newark.nj.us)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:  
City Representative on the planning committee. Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: NJ Community Capital

Contact Person (including title): Marie Mascherin

Contact Person's Address: 16-18 W Lafayette Street16-18 W Lafayette Street

City: Marie Mascherin State: NJ Zip Code:

08608

Phone: 609-393-9401 Cellphone (optional):

E-Mail: [mmascherin@njclf.com](mailto:mmascherin@njclf.com)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:  
Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.

**FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION**

Name of Partnering Organization: Type A Projects

Contact Person (including title): Jill Crawford

Contact Person's Address:

City: Jill Crawford State: NY Zip Code:

Phone: 917-912'5231 Cellphone (optional):

E-Mail: [crawford@typeaprojects.com](mailto:crawford@typeaprojects.com)

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:  
Developer is building projects in collaboration with University Hospital. Serves on the steering committee for the Fairmount Plan and also Building Healthy and Equitable Communities steering committee to integrate health and physical development in Fairmount.



# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

## **EXECUTIVE SUMMARY**



# **FAIRMOUNT NRTC PLAN EXECUTIVE SUMMARY**

## **OVERVIEW AND INTRODUCTION**

The Urban League of Essex County has been engaged in community revitalization for more than 90 years. The history of the League's involvement in neighborhood planning specifically for the Fairmount Neighborhood dates to the development of a 2011 Neighborhood Plan, facilitated through funding by the Wells Fargo Regional Foundation. Subsequent to that plan, the League participated in several NRTC funding rounds. The most recent NRTC Plan subsequently lapsed.

This 2021 NRTC Plan updates the goals and priority projects and funding strategies for both the 2011 Fairmount Plan and the lapsed NRTC Plan. It also involves a significant collaboration between several other principal stakeholders. Through *The Reinvestment Fund's* new "Building Healthier More Equitable Communities" (BHEC) Program, this NRTC Plan includes projects and programmatic goals for *L&M Developers*, *University Hospital*, and the *New Communities CDC* which are partners in the BHEC initiative. These organizations have participated in the planning process and been members of the NRTC Planning Committee. In addition, *New Jersey Community Capital*, in collaboration with *Habitat for Humanity* have also been engaged in this process, and have been involved particularly in coordinating strategic investments and initiatives along South Orange Avenue.

## **The Planning and Community Engagement Process**

The development of this NRTC Plan has involved a significant community engagement effort. There have been many meetings of the stakeholders, the planning committee, and community groups that have led to the identification of project and program priorities outlined in this document. A brief summary of the outreach effort follows.

Meetings to discuss a possible NRTC Plan began in early 2021. Discussions were held with each of the stakeholders on the BHEC planning team. Other ongoing projects in the neighborhood regarding the KaBoom Playground, Victoria Foundation initiatives, housing redevelopment and construction, a new community center, and other initiatives were also held. Following these discussions and a draft inventory of potential issues and projects, the Urban League hosted a Planning Committee Meeting on June 7, 2021 to review the framework of the plan and to formalize the community outreach process. As a result of this discussion and the impacts from the COVID Pandemic, it seemed appropriate to develop the NRTC Plan within the framework of "Social Determinants of Health." Neighborhood health

as it relates to housing, crime, access to medical and social services, recreation and other criteria was incorporated into the vision statement and the various strategies associated with this Plan. A survey was sent to residents and stakeholders in the neighborhood to prioritize the strategies. The plan was posted for public review and comment on June 22, 2021.

### **Planning and Project Priorities**

Based on the results of the Neighborhood Survey and guidance from the Planning Committee, the following NRTC Planning Priorities were identified. These are the priority issues with which the ULEC hopes to be engaged within the first five years of the NRTC Planning horizon, although the other projects and initiatives found in Section 7 of the Plan are also important. They are not listed in any sequential order.

#### **List of Priority Issue Areas**

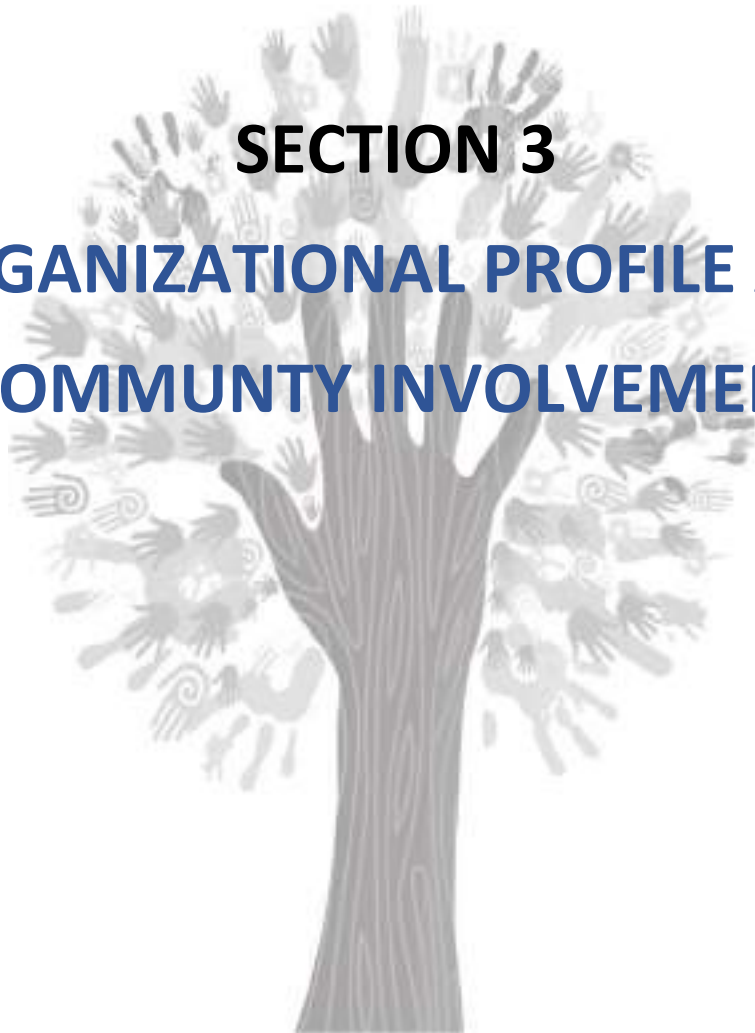
1. Develop the Fairmount Community Center on Cleaned up PSEG Site
2. Expand Health and Medical Services, including a New Clinic and “Drop-in” Mental Health Services
3. Expand Recreational Opportunities including the KaBoom Playground Redevelopment
4. Provide for Housing Rehabilitation and New Affordable Housing
5. Partnership West BID Projects on South Orange Avenue and New Retail Attraction
6. Invest in Security and Public Safety Improvements
7. Provide Job Training and Education Programs for Youth and Adults
8. Organize Neighborhood Clean-up Programs and Activities
9. Support New Model Block Initiatives
10. Invest in Tools to Enhance Community Building and Communication in the Neighborhood

### **NEXT STEPS**

It is important to stress, that this NRTC Plan is just the first step in a much more extensive planning process that will build on the 2011 Fairmount Neighborhood Plan and involve a significant public engagement process. This Plan provides the foundation for moving forward with some key partnerships and projects – most significantly the proposed Fairmount Community Center and our many new affordable housing projects. The involvement of our residents, partners and other stakeholders in this planning effort has enabled us to take these important first steps.

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

## **SECTION 3 ORGANIZATIONAL PROFILE AND COMMUNITY INVOLVEMENT**



## FORM NP-2: ORGANIZATION PROFILE (page 1)

### A. AGENCY INFORMATION

What was the organization's date of incorporation?

11/9/1917

What was the original purpose for which the organization was formed?

The purposes for which the Corporation is organized are to promote through interracial cooperation, the purpose of the Urban League movement, which is to aid in the development of a secure and exemplary American democracy by assisting communities to ameliorate conditions and solve problems arising out of racial inequities within the American community.

What is the organization's current mission statement?

The mission of the Urban League of Essex County is to assist African Americans and disadvantaged residents in the achievement of social and economic self-sufficiency. We deliver on our mission through quality programs and services in the areas of education, youth development, job readiness and employment assistance, financial education and coaching, housing counseling services and community building

Is the organization in "Good Standing" with the NJ Department of State?

YES

☒

NO

When did the organization file its current N.J. Charitable Registration and Investigation Act Report (CRI-300R)?

Date: 10/06/2020

Documents to be submitted as Attachment(s):

- "Certificate of Good Standing" certificate from State of New Jersey
- Copy of current NJ CRI-300R form

### B. BOARD OF DIRECTORS INFORMATION

Board Chairperson:

Sherkera Green

Date Elected:

04/01/2019

Term Expiration Date:

03/31/2022

Number of Authorized Board Members:

25

Number of Current Board Members:

17

How frequently does the Board meet?

Bi-Monthly (6 times per year)

Is the Board involved with fundraising activities?

YES

☒

NO

If YES, when was the last activity conducted, for what purpose, and how much was raised?

The 2021 R.E.D. Gala, April 29, 2021. Annual Fundraising event. \$238,000

Documents to be submitted as Attachment(s):

- *List of current members of the Board of Directors, as of January 1 of this year*

**FORM NP-2: ORGANIZATION PROFILE (page 2)**

**C. PERSONNEL – TOTAL AGENCY**

What is the current agency staffing level?

Full Time: 32  
Part Time: 4  
Volunteers: 0

Provide the following information regarding full-time staff employed by the organization in the past 5 years:

Year	Annual Employee Turnover Percentage	Leadership / Senior Staff Included?	
		YES	NO
2014	10	X	
2015	7	X	
2016	5	X	
2017	5	X	
2018	5	X	

For any year in which employee turnover percentage exceeded 20%, provide an explanation:

N/A

When was the Executive Director hired?

6/13/2003

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

## FORM NP-2: ORGANIZATION PROFILE (page 3)

### D. FINANCIAL INFORMATION

What is the organization's fiscal year?

Start Date: 1/1/2021

End Date: 12/31/2021

When was the organization's current year total budget approved by its Board of Directors?

02/05/2021

Did the organization incur a deficit at the end of its most recent fiscal year?

YES

☐

NO

☒ X

If YES, what is the amount, and how will the agency reduce/address the deficit?

N/A

When was Form 990 most recently completed and submitted to the IRS?

09/30/2019

When was the organization's most recent annual audit report (audited financial statement) completed?

August 30, 2020

What was the time period covered in the audit report:

January 1, 2019 – December 31, 2019

Were there any internal control or compliance findings from the organization's most recent annual audit report?

YES

☐

NO

☒ X

Documents to be submitted as Attachment(s):

- *Organization's total budget for the current year, with funding sources listed*
- *Copy of the minutes of the Board of Directors meeting at which the organization's current year total budget was approved*
- *Copy of the three (3) most recent annual audit reports for the organization*
- *Copy of the corrective action plan related to internal control or compliance findings from the organization's most recent annual audit report, if applicable*



### Section 3

## ORGANIZATIONAL PROFILE AND INFORMATION

### A. ORGANIZATION PROFILE

The NP-2 Forms attached to this narrative provide information on the Urban League's board of directors, personnel and financial issues. Also included are the profiles of the organization's including our consultant, which have been involved in assembling this NRTC Plan and are anticipated to assist in its implementation. As can be seen from these forms, the League has the depth of experience, the capacity, and the partnerships needed to advance the goals of the NRTC Neighborhood Redevelopment effort.

### B. FINANCIAL RESOURCES

The following table contains the principal sources of financial support received by the Urban League of Essex County. Specifically, it includes the New Jersey DCA grants received in the prior five-year period, 2016-2021.

This demonstrates not only a healthy financial picture for the Urban League, but also the range of collaborations and responsible initiatives in which the League has been engaged. The principal funding sources for the ULEC are outlined as follows.

#### Principal Funding Sources

Principal Funding Sources		Project or Initiative	
City of Newark		Housing Development	
Greater Newark LISC		Financial Opportunity Center & Construction	
Local Finance Board		Community Center	
National Urban League		Urban Seniors and Housing Counseling	
Prudential		Employment & Housing	
United Airlines		Workforce Development	
Wells Fargo Regional Foundation		Neighborhood Revitalization	
Year	List of New Jersey DCA Grants	Program Grant Name	Amount
2016	#: 2015-05136-0552	CSBG – Special Initiatives 2015	\$50,000.00
	#: 2016-02240-0357	Neighborhood Revitalization Tax Credit Project 16	\$783,725.00
2017	#: 2017-02360-0518	National Housing Trust Fund 2017	\$235,744.00
2018	#: 2018-02240-0339	Neighborhood Revitalization Tax Credit Project 18	\$985,000.00
2019	#: 2019-02240-0232	Neighborhood Revitalization Tax Credit Project 19	\$250,000.00
	#: 2019-05136-0553	CSBG – Special Initiatives 2019	\$75,000.00
2020	#: 2020-02240-0225	Neighborhood Revitalization Tax Credit Project 20	\$985,000.00
	#: 2020-05136-0842	CSBG – Special Initiatives 2020	\$100,000.00
	#: 2020-99902-0582	Neighborhood Revitalization Tax Credit Planning 20	\$50,000.00
2021	#: 2021-02240-0152	Neighborhood Revitalization Tax Credit Planning 21	\$328,687.50

Source: Urban League of Essex County



### **C. COMMUNITY INVOLVEMENT OF THE URBAN LEAGUE**

The ULEC has been a part of the NRTC Planning and Funding Programs since 2013. Our initial NRTC Plan was built around the work that we did in the Fairmount Neighborhood which culminated in a 2011 Fairmount Plan, initially funded and implemented through the Wachovia (later Wells Fargo) Regional Foundation. The Fairmount Neighborhood is one of the most distressed in the City of Newark where the needs range from housing to job training, employment opportunities and social services. The Urban League has been engaged in providing these and other services to the residents of Fairmount and other individuals throughout the region.

The ULEC has always relied heavily on participatory planning and resident engagement in its community building initiatives. The people living in the community help us set priorities, undertake projects, and identify new programs and initiatives that can help them and the community in which they live. This grass roots approach to resident engagement is accomplished through stakeholder outreach and engagement, community meetings, surveys, and social media. Resident participation has always been a part of our NRTC and Neighborhood Planning Projects. This is evident in a number of our more recent initiatives. Two of our priority projects, the Littleton Street and Fairmount Avenue Model Block Programs are direct results of our collaborative planning efforts.

In addition, a significant resident engagement enabled us to challenge a proposal by PSEG to develop an electric transmission facility in the Fairmount Neighborhood. This challenge resulted in a major contribution by PSEG which set aside a 4-acre site in Fairmount and a \$5 million dollar contribution toward one of the key projects in this NRTC Plan, which is the proposed Fairmount Community Center. Our work has also included the rehabilitation of 30 housing units and 16 homes completed or in progress throughout the Fairmount Neighborhood; the operation of a large pre-school program that enables our children to make a successful transition into a structured elementary school environment; remedial training for secondary school students and adults through pre-school and after school programs; on-site tutoring in the housing projects; and technology training in high-risk high schools. We provide direct assistance to residents to help them attain self-sufficiency through good jobs, home ownership, entrepreneurship, and financial literacy by offering seminars, study groups, job networking, remedial education, and technology training. Our Painter's Program and Mature Workers Program provide residents with new career skills that can help them achieve greater independence. We have also engaged residents recently



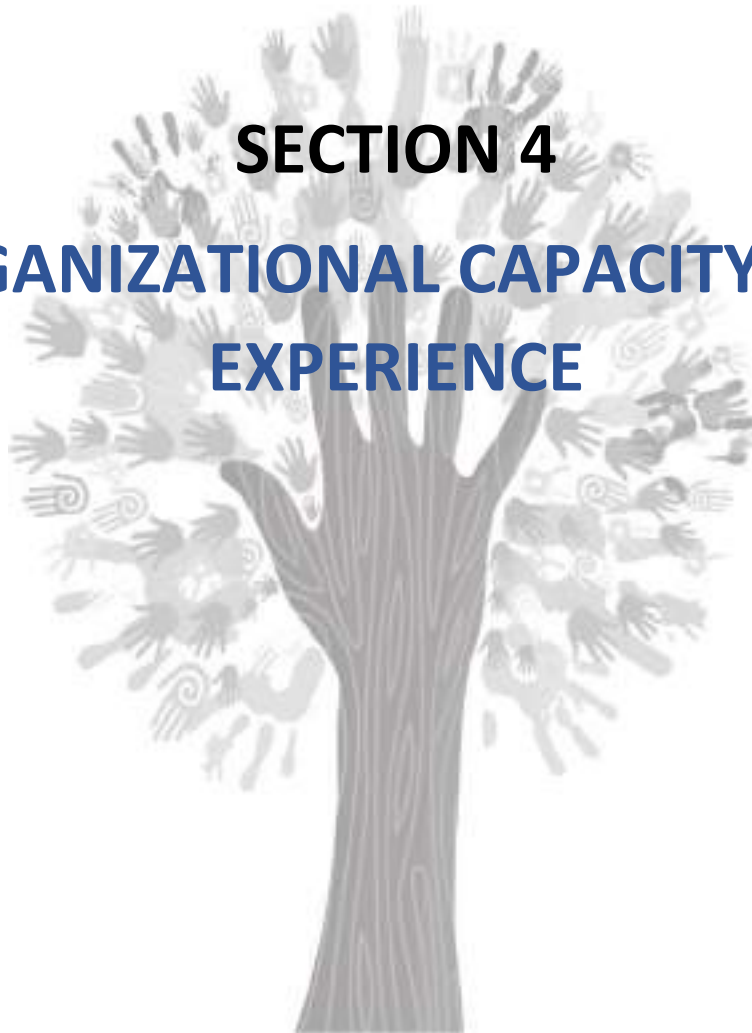
and are working with LISC in an effort to redevelop the “KaBoom” Playground and Neighborhood Park

Currently, we are also collaborating with the Rutgers Center on Law, Inequality and Metropolitan Equity (CLiME) to implement an equitable development plan for the City. The League is also working with the Victoria Foundation which launched an effort to deepen its impact by working with resident leaders and community stakeholders to target and leverage its investments in neighborhoods.

In addition to our Fairmount and other planning initiatives, and our work with NJ DCA on the NRTC Plan, we have worked closely with the City Planning Board, most recently on the newly adopted West Ward Redevelopment Study which impacts a portion of the Fairmount Neighborhood. We have collaborated with stakeholders such as New Jersey Community Capital, New Jersey EDA, U.S. HUD, the Essex County Workforce Development Board, Newark Public Works, PSEG, and many other organizations that have been integral to the projects and programs we have initiated and implemented over the years.

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

## **SECTION 4 ORGANIZATIONAL CAPACITY AND EXPERIENCE**



## Section 4

### ORGANIZATIONAL CAPACITY AND EXPERIENCE

#### A. ORGANIZATIONAL CAPACITY OVERVIEW

In our more than 90 years, the Urban League of Essex County has provided training, services, community and economic development leadership and direct assistance to thousands of people, businesses and stakeholders in the region. Throughout our proud history the ULEC has met new challenges and changing conditions with well-designed and pioneering programs that have helped people become independently productive. We have worked closely with a number of NJ DCA Programs including the NRTC Program, having had plans approved and NRTC funding received.

Specific examples of our achievements include the construction or rehabilitation of more than 100 housing units either completed or in progress throughout the Fairmount Neighborhood; the acquisition of a site from PSEG for a proposed Community Center; streetscape and landscaping enhancements in various locations; the acquisition and repurposing of 6,500 s.f. of previously vacant commercial space for use as program training hubs; and the operation of a large pre-school program that enables our children to make a successful transition into a structured elementary school environment. We also offer remedial training for secondary school students and adults through pre-school and after school programs; on-site tutoring in the housing projects; and technology training in high-risk high schools.

We help adults attain self-sufficiency through good jobs, home ownership, entrepreneurship, and financial literacy by offering seminars, study groups, job networking, remedial education, and technology training. Our Painter's Program and Mature Workers Program provide residents with new career skills that can help them achieve greater independence.

The capacity of the Urban League of Essex County is more deeply rooted than many other CDCs because we are part of a large, national network of partners. Our office has at its disposal, the resources and technical assistance of the national Urban League. That support represents a powerful coalition of individuals and agencies that can help advance the mission and agenda of our local office, enhance our capacity to manage and implement projects, and distinguish us as a premier community development agency.

Finally, the Urban League has a history that is rooted in the story of our nation. This story is not always a pretty one, but our history is always a powerful one. It is the history of a people and an organization that have overcome great obstacles. The story of the Urban League is one that is distinguished by virtue of its long journey; the magnitude of its challenges; and ultimately by the measure of its success. We want to build on that success and continue that journey. That experience and that ability to reach out, collaborate, and marshal the energy of the Fairmount community is particularly critical in light of current events. That is what makes this

NRTC Planning effort so important. That is why a new, revised plan is needed, and that's what makes us uniquely capable to manage the plan's development and implementation.

### **Staff Leadership and Organization**

Recognition of the leadership our programs have provided comes from both the City government and the national office of The Urban League. The City has encouraged us to take the lead in implementing not only the goals of our Fairmount Plan but also those of the adjacent Northern Fairmount Neighborhood. We have established a Fairmount Neighborhood Association to direct and coordinate this partnership in what has been an unprecedented initiative in the City of Newark. In addition, The National Urban League has recognized our capacity for community building and has awarded the Essex County office its highest recognition as a well-run and very effective organization.

Our greatest strength, however, lies in the commitment of the League's management to both the organization and the people we serve. Our leadership team is widely respected. Our President – Vivian Cox Fraser – serves on many local and regional boards, has gained national recognition, and is constantly being asked to participate as a partner in various programs and projects. Our Chief Administrative Officer – Darrin Sharif – is a former city councilman in Newark. He handles ULEC's project management and brings a large network of contacts to the League. We have a staff that manages programs and projects throughout the region. Currently, we have 35 full-time and 3 part-time employees. We are committing six (6) individuals to assist with the revision/update of the Fairmount NRTC Plan. We have an outstanding skill set on staff that includes an individual with a Master's Degree in Planning; a Real Estate Expert; staff who have dealt with economic development, project management, community outreach and engagement; and organizational leadership that has gained national recognition. Our team meets regularly with stakeholders; demonstrates a caring attitude; and is committed to the success of our clients. This leadership and the organizational culture it inspires helps the League to expand its reach and successfully fulfill its mission. We pledge this level of commitment and support to the NRTC Planning Process.

### **Financial Management and Administrative Systems**

The Urban League has a staff of 3 individuals as part of our Financial Management and Administrative Team. This includes our CFO, Gregory Ward, who is responsible for our day-to-day accounting, grants management, and the processing of income and expenditures. Audits of our organization have consistently demonstrated appropriate financial systems in place and have not documented serious or inappropriate lapses in the management of our fiscal resources or the administration of funds.



As part of our application for funding to prepare this NRTC Plan, we indicated that we would explore the acquisition of project management software to assist us in the prioritization and tracking of tasks associated with this Neighborhood Plan. That remains a commitment. We are currently working with the CFO and CAO to obtain cost estimates for the purchase of this software and training for its implementation. We will use the new software to track our projects as part of any subsequent NRTC project funding.

## **B. CURRENT ACTIVITIES**

Our current Fairmount Neighborhood Plan and the subsequently approved NRTC Plan stem from the collaboration of more than 1,000 community residents and stakeholders. The plans identify many neighborhood building initiatives; projects that empower residents; and proposals to improve the physical conditions of the neighborhood. These initiatives have been developed collaboratively with our partners and neighborhood stakeholders. That means we have considerable experience hosting neighborhood meetings, conducting door-to-door and electronic surveys, performing fieldwork to assess conditions on the ground, engaging businesses and employers, and securing commitments from our partners to help with plan facilitation and implementation. Section 6 of this plan further documents our involvement in neighborhood outreach and engagement. A brief outline of current activities follows.

### **Building Healthier and More Equitable Communities Initiative**

In early 2021, the Reinvestment Fund announced the launch of Building Healthier, More Equitable Communities (BHEC), a health and community development focused initiative that will work with cross-sector collaborative teams in four cities in New Jersey – one of which is Newark – to advance equity and well-being in targeted neighborhoods. BHEC is supported by the Robert Wood Johnson Foundation (RWJF) in this effort.



The Fairmount Neighborhood is the primary focus of the BHEC Program in Newark. The Urban League of Essex County, ULEC, is one of four partners in the Fairmount Neighborhood that is participating in this program. The other three partners are L&M Developers which is working with University Hospital on a 78-unit, mixed use housing project at the corner of West Market Street and Littleton Avenue, next to the Georgia King Village Complex. The other partner is the New Communities CDC which also has an affordable housing project also in the Littleton Avenue portion of Fairmount that is an additional cornerstone of the BHEC Program. The ULEC has indicated that its proposed Community Center at the site of the former Provision of Promise Church will be the principal project that is central to its work in this BHEC partnership.

### **Newark Equitable Development Plan**

In 2017 the City of Newark engaged with Rutgers Center on Law, Inequality and Metropolitan Equity (CLiME) to develop an equitable development plan for the City. The plan was undertaken in direct response to the increased development activities in downtown and the real concerns of resident displacement in the city. ULEC participated in this planning effort. Since the publication of the study, planning work in neighborhoods has continued through significant engagement with residents and businesses. Today, the "Littleton Model Block" (which was a project from our original Fairmount Plan) is recognized as a desirable neighborhood, with new sidewalks, decorative lighting and welcoming landscaping. Not only is the neighborhood off of the "crime hot spot" map but has one of the lowest records of reported crime for the entire area.

### **Victoria Foundation Capacity Building Initiative**

In 2017 we collaborated with the Victoria Foundation which launched an effort to deepen its impact by working with resident leaders and community stakeholders to target and leverage its investments in neighborhoods. With the intention of making a 7 to 10-year commitment, the Foundation is working with partners in Fairmount Heights and Upper Clinton Hill to identify priority projects and build civic capacity. The initiative is being carried out with Greater Newark LISC as an intermediary and the Rutgers-Newark Cornwall Center as a program evaluator. The initiative includes coaching for neighborhood associations, leadership development for residents, a mini-grants program, and support for residents in identifying and implementing projects to improve neighborhood quality of life.

### **Littleton Avenue Model Block Project**

The result of previous and ongoing NRTC investments is 12 refurbished housing units; new streetscape investments for Littleton Avenue; and an expansion of the Urban League's training programs that are directly tied to residential redevelopment. This project directed 100% of NRTC funding at housing and economic development activities and will provide significant revitalization and job development in this critical Newark neighborhood.

### **Fairmount Neighborhood Community Center Project**

In 2013 Public Service Electric and Gas ("PSE&G") proposed constructing the McCarter Electrical Switching Station on a site located at 29-53 Eleventh Avenue, 13-45 Littleton Avenue within the Fairmount Neighborhood. The proposed station was to be constructed on land previously owned by the Provision of Promise Church. After a successful challenge to the proposal, which resulted in the dedication of four (4) acres of the property to the Urban League and a promise of \$5,000,000 of a cash settlement with the City of Newark, one of the foremost projects that the Fairmount Neighborhood Association is working on now is a plan

for a Community Center on the site. This project is described in more detail in the Vision and Strategies Section of this Plan.

### **The KaBoom Playground Redevelopment (Partnership with LISC)**

Over the past few months, the Urban League has been working with LISC, Fairmount residents, and public safety officials on a strategy to revitalize the KaBoom Playground, located at the corner of South 9<sup>th</sup> Street and 12<sup>th</sup> Avenue. Meetings have been held to discuss the types of equipment and facilities desired at the playground; the design of the playground; and other issues of concern to neighborhood residents. We are in the process of securing design plans and we hope to hold community meetings where residents get to weigh in on a draft concept. We anticipate a design for this project later this year.

### **Scattered Site Housing Projects**

In conjunction with our previous NRTC Plan and the 2011 Fairmount Neighborhood Plan, we have been active in constructing and rehabilitating over 100 housing units in the Fairmount Neighborhood. In addition, we are providing home owner and renter training to help people gain the skills needed to meet their mortgage and rental obligations.

As part of this NRTC Planning process, we are working with RPM, University Hospital, L&M Developers, the New Communities Corporation, and Habitat for Humanity on a wide range of scattered site and affordable housing projects. These include Fairmount Commons, model block initiatives, the University Hospital Affordable Housing Project and others. We are planning or have in the pipeline over \$25,000,000 in affordable housing projects in which the Urban League is a direct partner.

### **Other Planning Efforts**

In addition to our Fairmount and other planning initiatives, and our work with NJ DCA on the NRTC Plan, we have worked closely with the City Planning Board, most recently on the newly adopted West Ward Redevelopment Study which impacts a portion of the Fairmount Neighborhood. We have collaborated with stakeholders such as New Jersey Community Capital, New Jersey EDA, the CDFI Program, U.S. HUD, the Essex County Workforce Development Board, Newark Public Works, PSEG, and many other organizations that have been integral to the projects and programs we have initiated and implemented over the years.

## **C. DEVELOPMENT AND SERVICE DELIVERY CAPACITY**

The Urban League has long been involved in a variety of funding and community planning initiatives. We have considerable experience both leading planning efforts and being an active partner with other agencies. These narrative documents our



experience with LISC, Robert Wood Johnson, the Victoria Foundation, NJ DCA, the City of Newark, University Hospital, Wells Fargo Foundation, and others.

### **Transferrable Skills and Abilities**

Based on our long-term experience with both planning, project development and implementation, the skills of our organization demonstrate both capacity and an ability to transfer these skills to the NRTC Plan and its implementation. Specifically, these skills and abilities include:

- **Community Outreach and Engagement.** Through our past NRTC and Neighborhood Planning efforts, as well as our ongoing work with housing, health, recreation, community facilities, and business development we have always involved residents and neighborhood stakeholders in our many projects and programs.
- **Collaborations and Partnerships.** The many past and current planning initiatives and neighborhood revitalization efforts with which we have been involved demonstrates our ability to work constructively and collaboratively with a wide range of groups and organizations.
- **Planning, Visioning and Project Development.** Obviously central to the NRTC Program is the ability of our organization to pull together an initiative that sets forth a resident and stakeholder driven plan, a creative vision for the neighborhood, and a well-defined and quantifiable strategy for project and program development and implementation. Our past experience demonstrates this ability.
- **Grant writing, Funding and Implementation.** We have been very successful over the years in preparing grants, working with organizations both public and private, and raising funds for our projects and programs. We have worked successfully with the Wells Fargo Regional Foundation, PSEG, the NRTC Program, NJ DCA, US HUD, the Victoria Foundation, The Reinvestment Fund, the City of Newark, Essex County, LISC, NJ Community Capital and many other organizations. We have worked diligently to

### **Staff and Consultant Recruitment and Partnerships**

The Urban League has a professional staff and a history of engaging successfully with consultants. We have used consultants in both the drafting and implementation of our plans and projects. We have engaged engineers and architects to assist us in designing our homes and other capital projects. Triad Associates has been our planning consultant in many of the Fairmount Neighborhood initiatives including the Wells Fargo Neighborhood Plan and various NRTC plans including this one.

As part of this planning process, we are delivering an NRTC Plan to NJ DCA and updating the 2011 Fairmount Neighborhood Plan through a compendium document

that will be submitted to NJ DCA following this NRTC Planning process. This will allow us to go beyond the limitations of the NRTC Planning guidelines to address other issues in the neighborhood that may not fit within the parameters of the NRTC page limitations or program priorities.

#### **D. CAPACITY OF PARTNERS**

##### **Projects and Programs with Partners**

As has already been demonstrated, the ULEC has considerable experience working collaboratively with many regional and national organizations. We have been the lead entity in some of these initiatives and a partner in others. Organizations such as LISC, NJ Community Capital, the New Communities CDC, the Victoria Foundation, the Wells Fargo Regional Foundation, and The Reinvestment Fund are clearly the types of organizations that have demonstrated the ability to manage and implement successful programs and projects. The NP-1 Forms included with this Plan documents the roles that our principal partners have played and will play in implementing the vision and projects that are part of this NRTC Plan.

##### **Supervisory Ability of ULEC to Manage Partner Programs**

We recognize that we have had some reporting issues in the past that have hindered our performance with grant management and implementation. These issues, however, have been few and sporadic. Nonetheless, we promise the NJ DCA that they are challenges we intend to address.

Toward that end, we are exploring a variety of project management software that will enable us to track funding, meet benchmarks, monitor staff, and coordinate assignments more effectively. We are looking at programs such as Monday.com; Smart Sheet; Wrike; Favro and others. Once funding is approved for our new Fairmount Plan, we will use the software to set benchmarks, track staff and consultant work, manage reporting schedules to NJ DCA and ensure that the planning process moves forward efficiently. The use of this software will be particularly critical in the plan implementation phase of the NRTC Program. When our plan is approved and we are able to pursue NRTC funds for designated projects, the software tool that we select will ensure that we can gauge partner performance, evaluate expenditures, and document a timely, efficient, and productive use of both DCA and NRTC funding.

#### **E. STATUS REPORT ON LAPSED NEIGHBORHOOD NRTC PLAN**

The Fairmount NRTC Plan lapsed in 2019. The following narrative provides the status of projects initiated during the previous NRTC Planning Periods and describes how they will continue to be important elements in the proposed NRTC Plan.

## **Priorities in Previous NRTC and other Plans**

As part of our previous NRTC Plan and funding applications, we focused primarily on our economic development initiatives and housing programs. Specifically, we sought funding and project implementation in four areas, as follows:

- Scattered Site Housing
- Littleton Avenue Model Block
- PSEG Switching Station (Related to Littleton Model Block)
- Job Training and Housing Counseling
- Thrift Store Development

## **Status of Projects from Previous NRTC Plans**

Scattered Site Housing, Phase 1. As noted previously, we have completed the construction or renovation of over 100 housing units in the Fairmount Neighborhood. NRTC funds were used to help fund this Scattered Site Housing effort which involved most recently, site acquisition and construction of six (6) new units. We are also working closely with existing residents and newcomers to the neighborhood to help them secure the appropriate housing counseling, regardless of their status as renters or prospective home owners.

*Status Update: 2 of the 6 units have been completed. The COVID Pandemic contributed to the delays in project completion. We anticipate completion of all projects in 2021.*

Home Owner and Renter Counseling. The Urban League has provided home owner and renter counseling programs for many years. Previous NRTC Funding was used to augment these programs, targeted specifically at the Fairmount Neighborhood and our collaboration with the Littleton Model Block and other residential units rehabilitated with NRTC and other funds.

*Status Update: NRTC Plan Goal complete. We have successfully met our housing counseling goals throughout the NRTC planning periods in which we have participated. Most recently, we met our 2020 goal of 450 individuals counseled in First Time Home Buyer Programs, rental assistance programs, foreclosure avoidance and other programs involving both home ownership and rental housing.*

Littleton Model Block. The Littleton Model Block Program is one of our most prominent achievements, stemming from previous NRTC Plans and funding. We have invested in new streetscape improvements, which includes:

- Landscaping
- Flower Boxes
- Decorative Sidewalks and Crosswalks
- Acquisition of a former commercial property for renovation

We have also focused a number of our new housing investments in this area. These investments have led to the Littleton Block Project Area being removed as a Neighborhood Hot Spot for crime.

*Status Update: We continue to expand investment in the Littleton Street and Fairmount Avenue Model Block Programs using NRTC and other funding programs.*



Job Training and Counseling. The Urban League used NRTC funding to promote job training and economic counseling for residents of the Fairmount Neighborhood. NRTC and other funding programs have been very successful with no lapse in program activity.

*Status Update: We continue to offer job training and counseling programs. Most recently our Family Independence Initiative has provided direct assistance with financial literacy workshops and one on one counseling so that individuals and families can become economically self-sufficient and better employment opportunities as well. Fifteen (15) families met on a monthly basis to support each other as they work on improving their financial outlook. We conducted 7 workshops (5 homeownership, 2 financial Literacy) to help individuals and families navigate the homebuying process and learn how to create and maintain family budgets. In addition, we provided training in construction trades partnering with J & E School of Construction for this grant. Working with J & E we recruited 19 participants, with 11 completing the training program, resulting in 7 participants gainfully employed.*

PSEG Switching Station and Opportunities for Site Redevelopment. For a long time, Fairmount Neighborhood residents have sought property for a new community and recreational center. During the NRTC planning period PSEG constructed a switching station at Littleton and Central Avenues. As part of that process, the company dedicated funding to the City of Newark, \$5,000,000 of which is targeted for a new community center that is one of the central project initiatives in this NRTC Plan.

*Status Update: In 2018 the City of Newark, the Urban League of Essex County and PSE&G unveiled the region's first-ever "Art Wall" project designed to beautify the protective façade of the electrical switching station. The work of 14 ethnically and racially diverse male and female artists is featured on the station's 48,000 square foot, 30-foot-high decorative wall. A four-acre piece of property adjacent to the switching station has been dedicated to the ULEC as a location on which to construct the Community Center. The NRTC and Fairmount Neighborhood Plans were essential elements in the negotiation with PSEG in the design, mitigation, and construction of the switching station.*

Thrift Store Development and Operation. The previous NRTC Plan provided funds the operation of a Neighborhood Thrift Store. This ThriftWorks Social Enterprise activity helped to create new jobs and provide training in retail operations in the neighborhood for residents. We had 14 participants cycle through our retail training program to gain work experience with 6 moving on to full-time jobs.

*Status Update: The ThriftWorks Project is ongoing and our goal is to have it remain as an integral element of our job training programs.*

## **SUMMARY AND REVISITING PRIORITY PROJECTS**

### **Steering Committee Engagement**

The NRTC Plan Steering Committee met as part of this planning process in addition to various stakeholder group meetings. These meetings which included BHEC stakeholders, KaBoom Playground Meetings, affordable housing project meetings, meetings with PSEG and the City of Newark regarding the community center site, occurred at various times over the course of the last six months. These meetings provided an opportunity for residents and stakeholders in the neighborhood to engage in the planning process, set an agenda for moving forward, affirm a vision for the neighborhood and outline some key priorities. The neighborhood survey aided in our effort to refine the goals, strategies and partnerships necessary to advance the plan.

### **Reassembling Priorities**

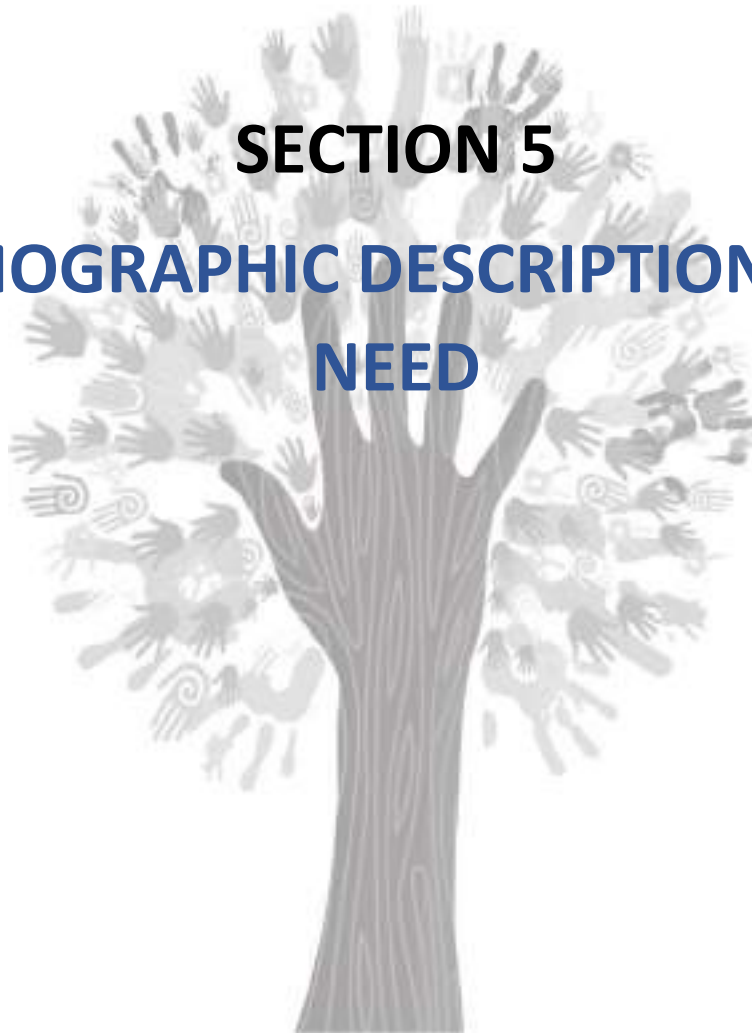
Previous NRTC Plans as well as the 2011 WFRF Fairmount Neighborhood Plan (the action strategy is attached to this binder) formed the basis for defining goals and strategies that are part of this 2021 NRTC Plan. Because NRTC Planning Grant Funds are being used not only to provide new NRTC Planning Projects but also to update the 2011 Fairmount Neighborhood Plan, we have provided a Fairmount Neighborhood Plan Compendium as part of this submission.

### **Building Healthy and Equitable Communities Program**

The Reinvestment Fund's Building Healthy and Equitable Communities Program (BHEC) is ongoing. The Urban League has included the major partners which are part of that program in this NRTC Planning effort and many of the projects and suggestions that are central to that program have been identified in this plan.

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

## **SECTION 5 DEMOGRAPHIC DESCRIPTION AND NEED**





## Section 5

### DEMOGRAPHIC DESCRIPTION AND NEED

#### A. NEIGHBORHOOD DESCRIPTION

The Boundaries of the Fairmount Neighborhood are approximately Central Avenue to the north and South Orange Avenue to the South. On the east, the area is bounded by Bergen Street, and on the west, Fairmount is bounded by Grove Street and the Newark/East Orange Border.

All figures in this section will be based off the total populations of the 7 block groups that comprise of Fairmount, parts of the block groups comprise of areas outside the designated boundaries. For the purposes of this analysis the figures are based on the entirety of the block group areas included except where noted. Those census tract block groups are: Essex County Census Tract 13.00, Block Group 1, Census Tract 14.00 Block Groups 1 and 2, Census Tract 15.00 Block Group 1, Census Tract 17.00 Block Group 2, Census Tract 18.00 Block Group 1, and Census Tract 19.00 Block Group 1.

**The Fairmount Neighborhood**





**Fairmount by Census Tract Block Group**



## **B. DEMOGRAPHIC ANALYSIS AND NEED FOR REVITALIZATION**

To gain a better understanding of the socio-economic make up of a neighborhood the following demographic factors will be discussed; population trends, household population trends, population by race, age, and household formation, and average household size. In addition, per capita income trends, median household income, as well as educational attainment will also be discussed.

### **Population Trends**

Currently the population in the Fairmount Neighborhood, according to estimates from the 2015-2019 American Community Survey and PolicyMap is approximately 9,270. Since 2000



Fairmount's population has increased by a little over 500 residents or 6.22%. According to estimates by ESRI, the neighborhood's population is expected to stay relatively flat by 2025. Since 2000 Newark's population has also increased but by slightly less than Fairmount, at 2.74%, and an increase of approximately 7,500 residents from 2000 to 2019, with the 2015-2019 ACS putting the City's population at 281,054. The increase of population from 2000 to 2010 was the first decade of population growth in Newark since in over half a century, with the last decade of growth being 1940-1950. According to ESRI this population growth is expected to continue.

#### **Population 2000-2019**

	2000	2010	2019	% Change 2000- 2019
Fairmount	8,727	8,826	9,270	6.22%
Newark	273,546	277,140	281,054	2.74%

Source: Census, Policy Map

#### Population by Race

The majority of residents in Fairmount are Black, making up nearly 75% of the neighborhood's population, according to the 2015-2019 ACS. The Hispanic population of Fairmount comprises 21.06% of the population in the neighborhood. The neighborhood racial composition is rounded out by: White-10.59%, Asian-1.75%, Some other Race-8.47%, and Two or more races- 5.03%.

Please note, that the percentages are greater than 100% for each defined area because when people are two or more races, they are double counted, and the analysis done does not differentiate non-Hispanic by race. Since 2000 the Black population of Fairmount has declined by -16.98%, as in 2000 Black residents comprised of 89.81% of Fairmount's population. While the Hispanic population since 2000, has more than doubled in size increasing by 129.65%. A similar trend has been seen throughout the City of Newark in this time as well.

#### Population by Age/Household Composition

According to ESRI, in 2020 the median age within the boundaries of the Fairmount Neighborhood was 30.4, 29.4% of its population was under 18 and 13.48% was 60 and older. Of all households within Census Tracts within Fairmount according to the 2015-2019 ACS ,57% are headed by single females. Approximately 66.58% of all households with children

under 18 in the area are headed by single-females. In the City of Newark, the rate is lower at 48.73% of households with children under 18 are headed by single families. The fundamental issue of single women raising children alone and the breakdown of the family unit is a huge issue for many urban areas; however, it is especially evident in the Fairmount Neighborhood.

### **Income**

According to the ESRI the Median Household Income in the area in 2020 was \$31,044, by 2025 it is projected to rise minimally to \$33,565. Newark's Median Household income is \$37,464, approximately 20.68% higher than Fairmount's. Per capita income is a measure of how much money an individual receives in a given year. In 2020 Fairmount's per capita income was \$17,094, and Newark's was \$19,051, 11.45% higher than Fairmount. The poverty rate of Fairmount according to the 2015-2019 ACS is 33.06% of all individuals are living below the poverty line. The City of Newark's Poverty rate was slightly lower at 27.41% of individuals.

### **Employment**

The Bureau of Labor Statistics does not provide information regarding unemployment for individual neighborhoods, as of the most recently reported official unemployment rate Newark had a rate of 17% as of November 2020 down from pandemic high of 22.3% in June 2020. According to ESRI Fairmount's unemployment rates are more on par with the June data with an unemployment rate of 24.7%. Pre-pandemic figures according to the 2015-2019 American Community Survey gave Fairmount a 14.66% unemployment rate, and Newark as a whole an unemployment rate of 11.35%. Consensus shows that Fairmount generally has higher unemployment than Newark as a whole.

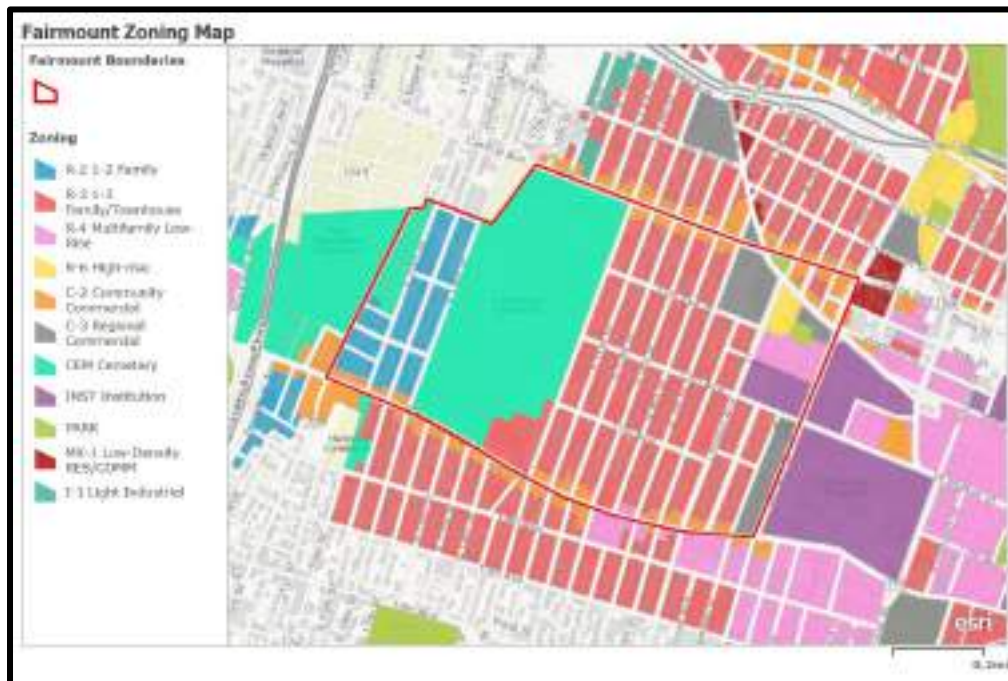
### **Education Attainment**

Educational attainment is a very important factor to analyze because it highly correlates with income and greater economic opportunity. Education has been a high priority topic of discussion for the City of Newark for many years. In fact, the state runs the education system in the City of Newark as a result of poor test scores and low high school graduation rates. However, despite these efforts, the rates did not improve significantly and poor high school graduation rates continue.

Approximately 21.24% of the population 25 and older did not complete high school in the Fairmount Neighborhood, compared to only 24.68% in Newark. Nearly twice as many people in Fairmount received a High School Diploma or the equivalency as 40.08% of Fairmount's population 25 and older are High School Graduates. Newark has a similar rate of High School Diploma efficiency at 39.21%. Just 9.87% of Fairmount's 25 and older population have a

Bachelor's Degree or more, which is the measurable where Fairmount lags behind the City as a whole where 15.27% of adults 25 and older have at least a Bachelor's Degree. Educational attainment is similar throughout the rest of the City of Newark, providing a broken framework that needs to be fixed before the city can move forward.

### Fairmount Zoning Map



### Housing Profile

The Fairmount Neighborhood has a housing stock rich in architectural quality and diversity. However, over the years with the evident poverty, many homes have become run down and left vacant.

The number of housing units in the neighborhood in 2019 was 4,068 according to 2015-2019 ACS, up from 3,878 in 2010 representing a 3.43% increase in housing units. Between 2010 and 2019, the Fairmount neighborhood captured approximately 5% of the of the residential growth that occurred in the City of Newark (5.05%) by adding 190 units of the 5,535 added in the City. Despite the increase in units over the last decade, the 22.49 percent vacancy remains relatively high compared to the 12.86 percent rate in the City of Newark. Vacant housing units continue to be a problem in the neighborhood since they are not only eye sores, but contribute to crime and home values in the neighborhood.

Currently over three quarters (75.52%) of households in Fairmount are renters, which is slightly lower than Citywide where 77.74% of households rent their home. Consequently

24.48% of Fairmount households own their home, slightly above the 22.26% homeownership rate city-wide in Newark.

In Fairmount 40.41% of housing was built prior to 1960. City-wide approximately 42.19% of units were built before 1960. A plurality of housing units in Fairmount were built from 2000 to 2009 when 36.16% of housing units were built. During the same period 13.5% of current housing in Newark was constructed. Approximately 9.59% of those new units built in Newark 2000-2009 were built in Fairmount. For context by population just 3.3% of Newark's population reside in Fairmount, therefore indicating disproportionately high amounts of new housing development in Fairmount since 2000.

#### **Year Structure Built in Fairmount**

<b>YEAR</b>	<b>#</b>	<b>%</b>
Built 2019-2010	52	1.28%
Built 2009-2000	1471	36.16%
Built 1999-1990	188	4.62%
Built 1989-1980	159	3.91%
Built 1979-1970	267	6.56%
Built 1969-1960	287	7.06%
Built 1959-1950	229	5.63%
Built 1949-1940	288	7.08%
Built 1939 and Before	1127	27.70%
<b>Total</b>	<b>4068</b>	

Source: 2015-2019 ACS

A majority of units in Fairmount are in apartment buildings, 53.86%, lower than 61.87% of units in Newark as a whole. With single family homes (attached and detached) comprising of 23.08%, higher than the 18.78% of single-family homes in Newark.

### **Fairmount Housing in 2019**

Type of Home	#	% of Units
Single family detached homes	527	12.95%
Single family attached homes	412	10.13%
2-unit homes and duplexes	930	22.86%
Units in small apartment buildings	1,872	46.02%
Units in large apartment buildings	319	7.84%
Mobile homes or manufactured housing	8	0.20%
Other types	0	0.00%

Source: 2015-2019 ACS

### **C. EVIDENCE OF NEIGHBORHOOD ELIGIBILITY**

According to the U.S Department of Housing and Urban Development, the seven block groups that comprise of the entirety of Fairmount have approximately 79.57% of its population comprising of low-mod residents. Low-mod is residents whose income fall below 80% of the area median income. Of Fairmount's residents, 67.14% are considered low-income meaning their incomes are below 50% of the area median income.

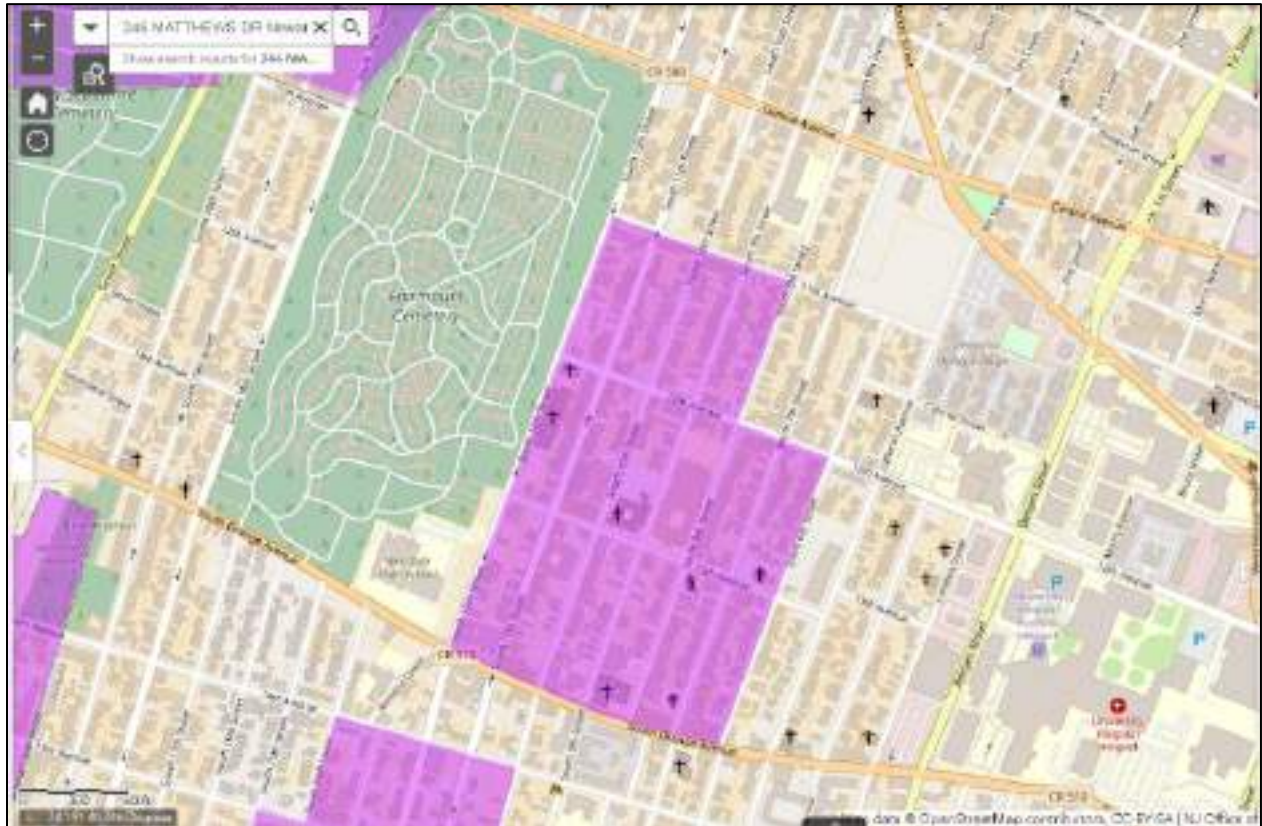
Tract	Blckgrp	Low	Lowmod	Total
001300	1	995	1205	1610
001400	1	1090	1175	1280
001400	2	1045	1265	1480
001500	1	1530	1640	1810
001700	2	790	1010	1515
001800	1	495	785	1050
001900	1	185	185	385
<b>Numbers</b>		<b>6130</b>	<b>7265</b>	<b>9130</b>
<b>Total %</b>		<b>67.14%</b>	<b>79.57%</b>	

Source: HUD, 2011-2015 ACS



#### **D. DESCRIPTION OF ADOPTED PLANS**

The Fairmount Neighborhood is part of the West Ward Neighborhood in Newark. The West Ward Neighborhood Plan provides a framework for development and redevelopment in the area. The 2011 Fairmount Plan was a catalyst in the framing of the West Ward Plan. In addition, a portion of the Fairmount Neighborhood is in a designated Opportunity Zone as shown on the map below.



The Fairmount Commons housing project and a number of other housing rehab and construction projects are targeted for the South Orange Avenue corridor. CDBG Annual Action Plans and Consolidated Plans also have been adopted and implemented in this area. Section 6 Assets and Involvement, provide more information regarding development and redevelopment plans and activities.

#### **E. SUMMARY AND LETTER OF SUPPORT FROM MAYOR BARAKA**

The Fairmount Neighborhood remains one with considerable economic and social distress. While much has been done to improve these conditions, and the many partnerships and projects underway and proposed by this plan will make a significance difference, NRTC funding is essential to advance the necessary projects and programs to realize a more

prosperous future for the neighborhood. The following offers a photo collage of ongoing distress in the neighborhood.





**RAS J. BARAKA**

**MAYOR  
NEWARK, NEW JERSEY**

June 23, 2021

**Ms. Vivian Cox Fraser  
CEO & President  
Urban League of Essex County  
508 Central Avenue  
Newark, NJ. 07107**

**Dear Ms. Cox Fraser:**

On behalf of the City of Newark, I am writing to congratulate you on a very successful completion of the New Jersey DCA NRTC Plan. I was happy to have individuals from City government participate in this planning process and appreciate their valuable insights. I also recognize that many organizations, interest groups and neighborhood residents were engaged to help formulate this plan for the Fairmount Neighborhood.

I am very supportive of your efforts to construct a community center on the land dedicated to the Urban League by PSEG. I am also pleased to see the emphasis that the plan places on healthcare, affordable housing and housing rehabilitation, workforce training, and education. The recent COVID Pandemic has illustrated the need for equitable access to healthcare and the importance of stressing community health in all aspects of program delivery and project development.

The plan also outlines many opportunities where the City and the ULEC can partner to enhance other services and improve the quality of life for neighborhood residents. We look forward to being part of job fairs, health events, neighborhood festivals, recreation programs, and other activities. In particular, I look forward to continuing our partnership on the Fairmount Commons Project, which is an exciting addition to the neighborhood.

I greatly appreciate the work that you and all the residents and businesses have done as part of this process. I also recognize that this is just the first step in a comprehensive effort to revitalize the Fairmount Neighborhood. I am asking the City's planning board to consider including this NRTC Plan as an addendum to the City's Master Plan.

Please keep me informed as you move into the implementation phase of the process, and we will do what we can to support your efforts.


Sincerely yours,

**Ras J. Baraka  
Mayor**





**Legend**

 Boundary



0 800 1,600  
Feet  
1 inch = 800 feet

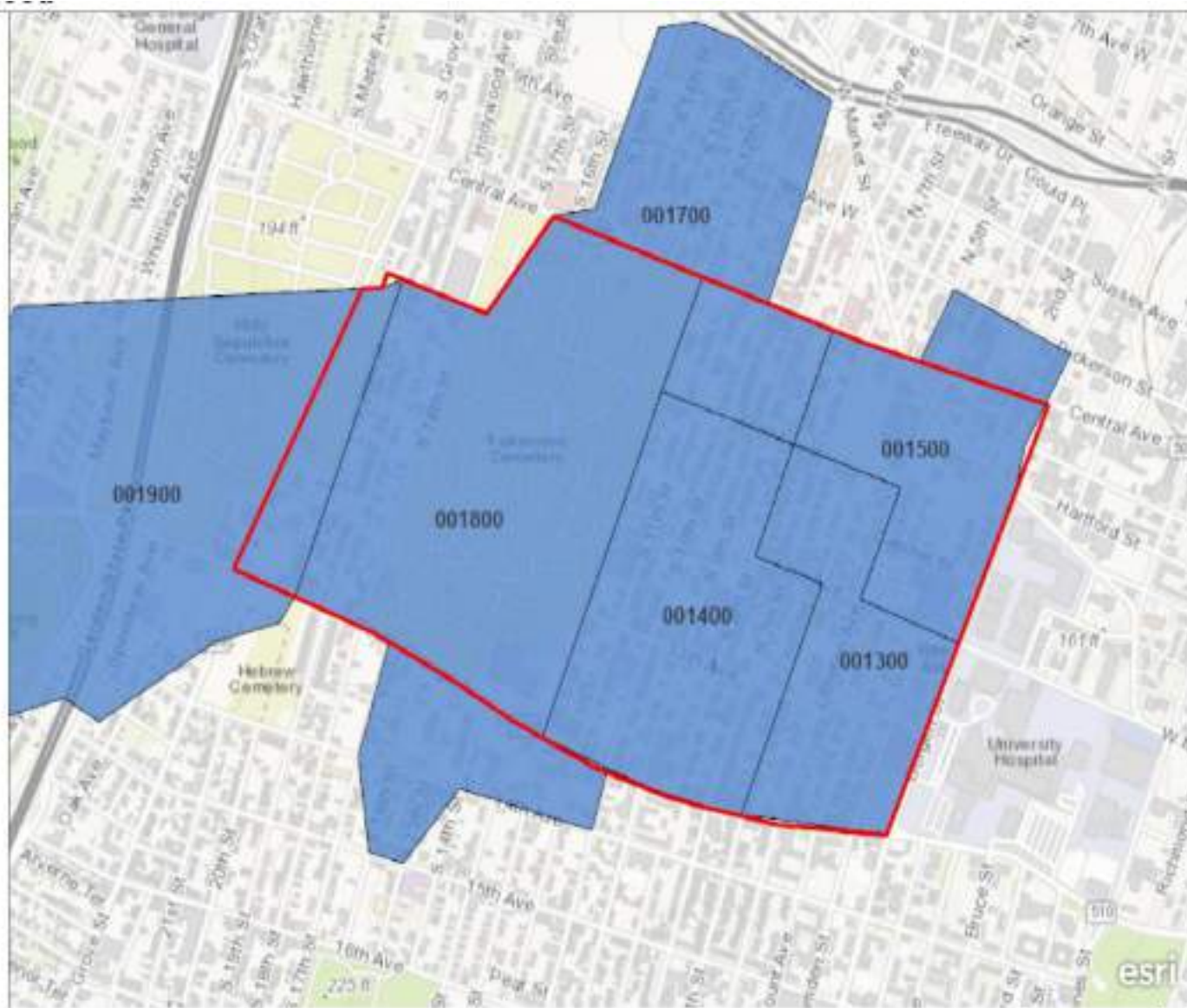
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community



**Fairmount Boundaries**



**Census Tracts, Essex County**

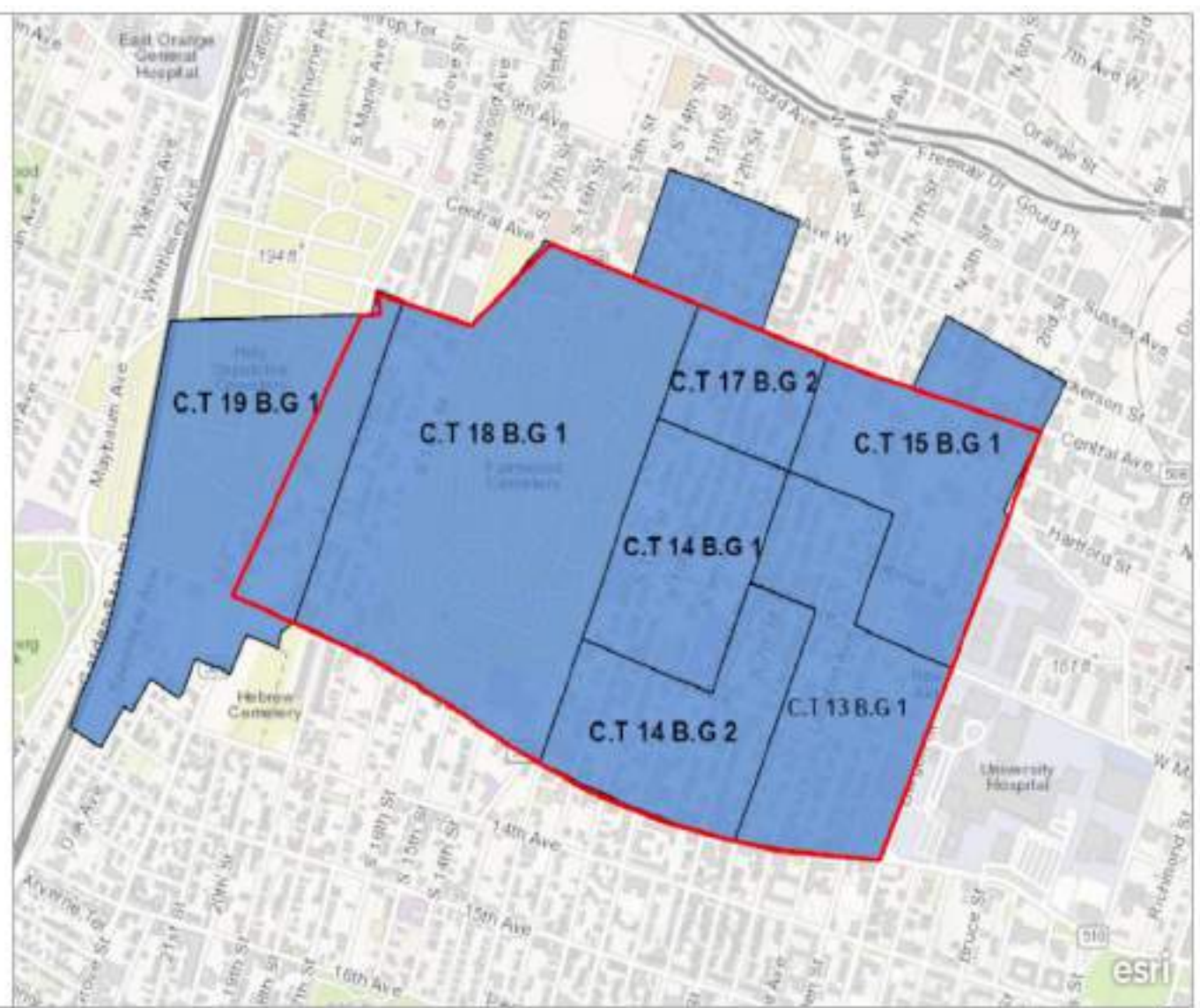


0.2mi

Fairmount Boundaries



Census Tract Block Group



0.2mi



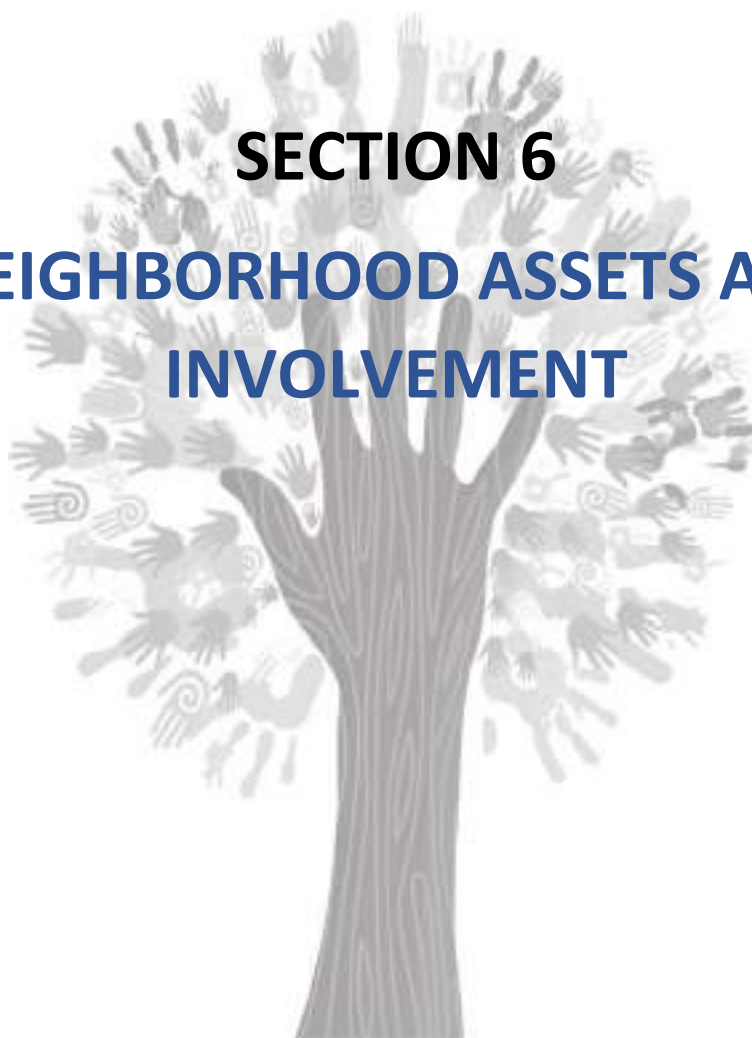
## Fairmount Neighborhood

Fairmount Parcels



# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

## **SECTION 6 NEIGHBORHOOD ASSETS AND INVOLVEMENT**



## Section 6

### NEIGHBORHOOD ASSETS & INVOLVEMENT

#### A. NEIGHBORHOOD ASSETS

Building Healthier, More Equitable Communities (BHEC) is a health and community development focused program of the Reinvestment Fund, with funding from the Robert Wood Johnson Foundation, that supports cross-sector collaborative teams in four cities in New Jersey including Newark to advance equity and well-being in targeted neighborhoods through built environment investments.

The Fairmount Neighborhood is the primary focus of Newark's BHEC Program. The Urban League of Essex County, ULEC, is the lead and one of four BHEC partners. The other three BHEC partners are New Communities CDC, L&M Developers, and University Hospital. ULEC's specific BHEC development project is a proposed Community Center at the site of the former Provision of Promise Church and next door to projects currently underway with other BHEC partners.

The BHEC steering committee, which has been integrated into the NRTC steering committee, comprises representatives from all four BHEC partners, Newark LISC, New Jersey Community Capital, local residents, the city of Newark, and the Victoria Foundation.

The Fairmount neighborhood is adequately positioned for future revitalization efforts based on existing assets and municipal revitalization activity in the area.

#### Community assets

Community assets listed below outline all eligible facilities in existence within the Fairmount neighborhood. These assets adequately position the neighborhood for future revitalization efforts. An Asset Map is found at the end of this Section.

- Medical
  - Jewish Renaissance Medical Center (**359 13<sup>th</sup> Avenue**)
  - Rutgers (Community) Health Center (**274 S. Orange Avenue**)
  - RCHC Mobile Medical Unit (**65 Bergen Street**)
  - Mary Eliza Mahoney Health Center (**140 Bergen Street**)
  - Rutgers University Behavioral Health Center (**183 S. Orange Avenue**)
  - Family Service Bureau of Newark (**274 S. Orange Avenue**)
  - Restoration Center (**284 S. 12<sup>th</sup> Street**)
  - Health Resources and Referral Services (**393 Central Avenue**)
  - Newark Renaissance House Inc. (**50 Norfolk Street**)
- Transportation
  - Bus: Approximately 16 bus stops within the Fairmount neighborhood
    - Routes 44 & 24 (**Central Avenue**)
    - Route 90 (**Bergen Street**)



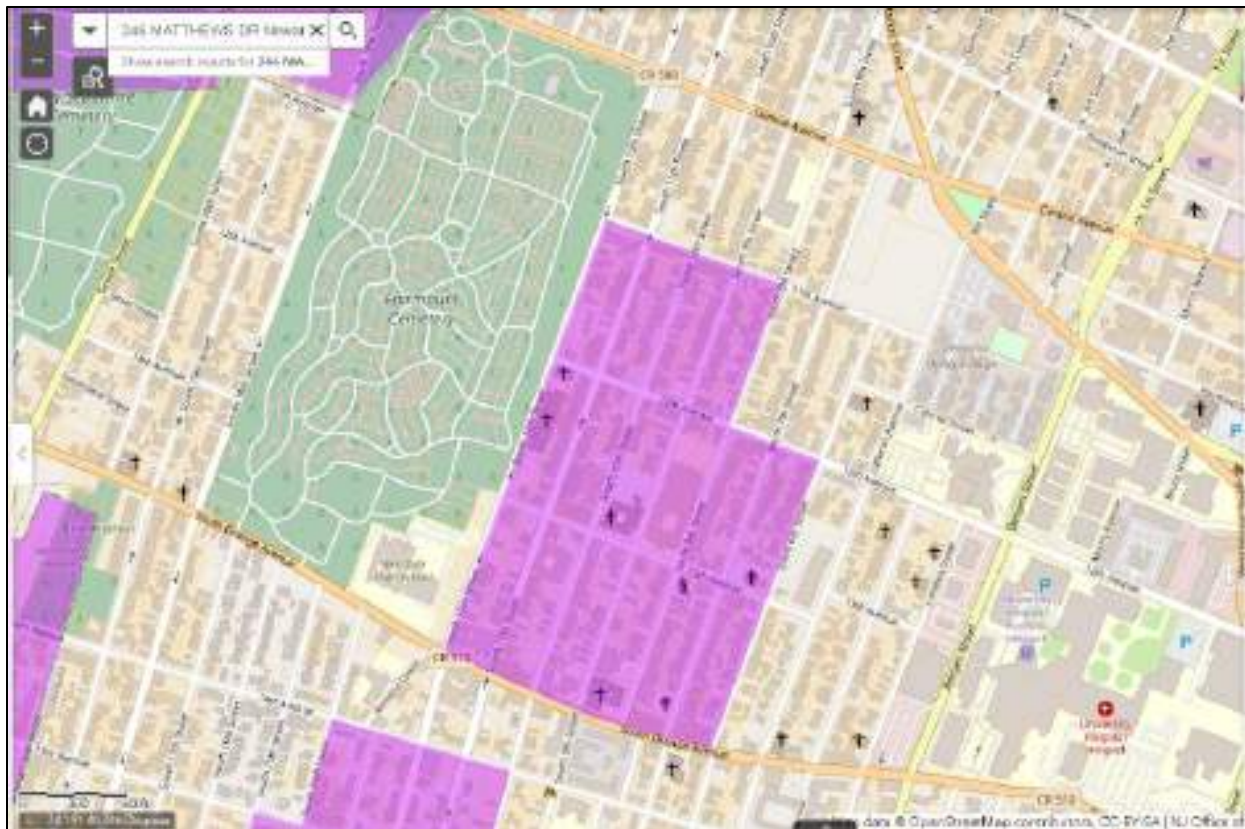
- **Route 31 (S. Orange Avenue)**
    - Train/Rail: No train or rail stops in the Fairmount neighborhood
- Educational
  - John F. Kennedy School (**311 S. 10<sup>th</sup> Street**)
  - Clara Muhammad School (**257 S. Orange Avenue**)
  - The Chad School Organization, Inc. (**308 S. 9<sup>th</sup> Street**)
  - West Side High School (**403 S. Orange Avenue**)
    - Newark Vocational High School
  - Full Gospel Christian Academy (**531 S. Orange Avenue**)
  - 6,500 s.f. vacant commercial space for use as program training hub (**Address**)
  - Provision of Promise Academy (**33 Littleton Avenue**)
  - KIPP Newark Collegiate Academy (**129 Littleton Avenue**)
- Parks/Recreation
  - KaBoom Playground (**corner of South 9<sup>th</sup> Street & 12<sup>th</sup> Avenue**)
- Community
  - Proposed Community Center (**29-53 Eleventh Avenue, 13-45 Littleton Avenue**)
  - Green Community Garden (**114 S. 8<sup>th</sup> Street**)
  - Garden of Hope (**7 Fairmount Avenue**)
  - Liberty Park (**4<sup>th</sup> Street, Central Avenue, & W. Market Street**)
  - Essex Valley Visiting Nurse Association, Inc. (**274 S. Orange Avenue**)
  - New Community Health Care, Inc. (**266 S. Orange Avenue**)
  - OKU Omega Omega Scholarship Foundation (**110 Bergen Street**)
  - Foundation for Pediatric Neurosurgery, Inc. (**90 Bergen Street**)
  - University Physician Association of New Jersey, Inc. (**30 Bergen Street, Room 1202**)
  - Urban League of Essex County (**508 Central Avenue**)
  - Partnership for Children of Essex, Inc. (**Central Avenue & S. 12<sup>th</sup> Street**)
  - House of Love Soup Kitchen (**589-595 Central Avenue**)
  - Redeemus Social Services Community Corporation (**218 S. 8<sup>th</sup> Street, Floor 1**)
- Celebrations/Events
- Fire/Police Stations
  - There are no police or fire stations directly within the Fairmount neighborhood boundary. However, Engine 11 & Ladder 11 Fire Station is just south of S. Orange Avenue 345 S. 9<sup>th</sup> Street. There is also Fire Department 7 Engine just east of Bergen Street at 241 W. Market Street.
- Retail/Commercial Corridor
  - Fabrics R Us (**550 Central Avenue**)

### Regional assets

- University Hospital (**150 Bergen Street**)
- Akwaaba Gallery (**509 S. Orange Avenue**)
- Rutgers Biomedical and Health Sciences (**65 Bergen Street**)

### Special Designations

The Fairmount Neighborhood is also blanketed by a number of special designations including Neighborhood Preservation Areas, Opportunity Zone designations, Urban Enterprise Zones, Areas in Need of Redevelopment and Areas in Need of Rehabilitation. The Opportunity Zone boundaries encompass a part of the neighborhood as shown below.



These designations are too comprehensive to show coherently on a single map, but can be easily seen on the DCA Asset Navigator Tool at: <https://njdca.maps.arcgis.com/apps/webappviewer/index.html?id=96ec274c50a34890b23263f101e4ad9b>

In addition, the City has invested heavily in the West Ward Redevelopment Plan which includes the Fairmount Neighborhood. Further evidence of City support for Fairmount is evident by the public showcase event for the Fairmount Avenue Model Block Program hosted by the League and attended by the DCA Assistant Commissioner, the Mayor and other dignitaries.



### Additional Municipal Revitalization Priorities

Alongside that economic distress and need, the City of Newark has recently established a new redevelopment plan for the Fairmount Neighborhood. The redevelopment area consists of two blocks between S. Orange Avenue & 13<sup>th</sup> Avenue, from S. 11<sup>th</sup> Street to West Side High School & Fairmount Cemetery. The redevelopment plan was completed in the fall of 2019 with pro bono support from the Urban Planning team at Bloomberg Associates and from the Urban Planning and Architecture team at Interboro Partners. On the local level, residents, neighborhood businesses, and institutions, including West Side High School, provided vital input during the preparations to the redevelopment plan to ensure it met the community's needs.

### Recent Investment

The Littleton Avenue Model Block Project is the result of previous and ongoing NRTC investments with 12 refurbished housing units; new streetscape investments for Littleton Avenue; and expansion of the Urban League's training programs that are directly tied to residential redevelopment. This project directed 100% of NRTC funding at housing and economic development activities and will provide significant revitalization and job development in this critical Newark neighborhood.



*The Littleton Model Block initiative has reduced crime significantly and has created a template for the revitalization of other blocks throughout the Fairmount Neighborhood*

In addition, recent renovations to the Georgia King Village Apartments at the corner of Littleton Avenue & W. Market Street have shown promise to increase neighborhood

appearance and safety. L+M Development Partners and Prudential have invested \$9 million in the low-income complex since the property was purchased in 2016 for \$20 million. At least 200 security cameras, a perimeter fence, and 24-hour security have been put in place at the complex; additionally, the management company has created a children's library, renovated 90 units & the outdoor recreation spaces, and provided free Wi-fi to all apartment residents.

## **B. NEIGHBORHOOD INVOLVEMENT**

The current Fairmount Neighborhood Plan and the subsequently approved NRTC Plan stem from the collaboration of more than 1,000 community residents and stakeholders. The plans identify many neighborhood building initiatives; projects that empower residents; and proposals to improve the physical conditions of the neighborhood. These initiatives have been developed collaboratively with our partners and neighborhood stakeholders. The proposed plan will continue the following ongoing projects and support efforts for future revitalization, community organization, and resident participation.

### **Community organization effectiveness**

**The Heights on Fairmount Avenue.** The Fairmount Avenue Model Block project is a strategic effort of the Urban League of Essex County (ULEC) to economically stimulate, increase the safety of, and improve the environment of Fairmount Heights. The idea is to use the block of Fairmount Ave between 13th Ave and South Orange, if it is successful, as a template for every block in Fairmount Heights. We hope to recreate what was done on Fairmount Ave on every block in Fairmount Heights, beginning with Fairmount Ave, then Camden St, and so on.

The program consists of two programs, the affordable homeownership program, and Fairmount Ave streetscape improvement program. ULEC homes are subsidized with federal grant funds and, therefore, the United States Housing and Urban Development Department (HUD) puts a cap on how much income a potential home buyer can make annually. Thus, the program is exclusively for first dash time low dash 2 moderate income homebuyers. For example, for a household size of two E dot G, the home buyer plus one dependent), the maximum income is \$62,800 annually (please see FY 2021 HUD Income Limits). Our homes are also deed-restricted for fifteen-to-thirty years to maintain affordability for future homebuyers. The program is composed of three separate phases of home building: Phase I; Phase IIA; And Phase IIB, which is our "Workforce Housing" phase.

New homes will also be constructed in four different model types (please see table 1.1 ). Phase I is currently in process until early 2021. It consists of the construction of seven homes, two of which are rehabilitations and the remaining five are new construction. Of the two rehabilitations, one is complete, and the other is still under construction. Of our five new homes, two are complete, and three are still under construction (please see table 1.2 ). We will begin phase IIA around December 2021 or March 2022. This phase will consist of four new homes of which will be two or three family homes (please see table 1.3). Phase IIB, will

be Model Block Camden Street. This phase consists of 6 new homes (please see table 1.4 ). All of our homes are affordable and sustainable, equipped with metal seam roofing, fiber cement siding, certified Energy Star appliances, central air conditioning, off street parking, and hardwood floors or ceramic tiles. Although our properties are under construction or renovation, we are preselling from plans.

**The Fairmount Avenue Streetscape Improvement (FASI).** The Fairmount Ave Streetscape Improvement (FASI) program is a strategic effort of ULEC to dramatically improve the environment, aesthetic appeal, and safety of Fairmount Avenue. We are providing new fencing, yard lighting, porous concrete sidewalk replacements, façade improvements, and rain gardens to qualified homeowners at no cost to them. Using Crime Prevention Through Environmental Design (CPTED) principles, we hope to increase the aesthetic appeal of Fairmount Avenue and discourage any potential criminal activity. CPTED is the theory that by implementing landscape designs such as low bushes, LED lighting, and improving the aesthetics of an area that it will discourage criminal activity while also improving the ecosystem of that area. We're bringing CPTED principles to Fairmount Ave in hopes of creating a safe environment for new and existing residents of Fairmount Ave. We've been able to sign up and provide this service for 60% of the homes on this block. Of that 60% we have provided sidewalks for 50%, including the properties we own.



This was no easy undertaking as only 34% of homeowners make their property on Fairmount Ave as their primary residence. We just provided precast sidewalks for 16 homes with another 5 coming this month. We also just received construction documents and landscape designs for the raingardens we will be installing hopefully by early May after awarding a contractor with the project. We expect for the rain garden installations to be complete in October and begin tree plantings with the New Jersey Tree Foundation and New Renaissance Trees Program in November. Only homes that have approval for homeowners, not tenants, are eligible for this program. This program has no requirements other than homeowner's consent. All modifications are free of charge to the homeowner and tenants.

*Fairmount Avenue properties have also benefitted significantly from NRTC and other investments.*

## **In the Pipeline**

**The Fairmount Commons (ULEC & RPM):**<https://www.newarknj.gov/news/mayor-baraka-announces-two-development-teams-to-implement-fairmount-commons-redevelopment-plan>

**Fairmount Heights Community Center & PSE&G Site:** Currently, performing environmental inspections as there is an issue with underground water at site. Transfer of ownership to happen there after inspections.

**South 10th Street Model Block:** Proceeding after Fairmount Ave and then Camden Street, is South 10th Street which is a residential street.

## **Community support and engagement**

Based on neighborhood initiatives and priorities, partners have obtained direct input from residents through focus groups, door-to-door surveys, and community meetings. From a community development lens, we utilized Success Measures to collect primary survey data from residents and evaluate impact of our work.

The establishment of the Newark Resident Leadership Academy (NRLA) in partnership with LISC Greater Newark in 2020 is a proven success for the Fairmount Neighborhood's ability to organize effective community leaders. NRLA is a six-month training program that focuses on building and enhancing resident's leadership skills so they can be active and effective participants in improving the quality of life in the neighborhood. Residents participate in a series of monthly workshops and are organized into teams that work together on developing community improvement projects to implement at the end of the training series. Teams have the opportunity to qualify for a mini-grant of \$2,000 to support the implementation of their community improvement projects.

Additional programs & initiatives to make tangible changes to the community have led to deepened relationships with community residents. Block association beautification efforts have transformed street and landscaping of the neighborhood; the community garden at South 8<sup>th</sup> Street & Central Avenue; the neighborhood Adopt-a-Lot program; and the Green Space Initiative in partnership with the Greater Newark Conservatory are just a few of many more tangible and beneficial programs and initiatives within the Fairmount neighborhood.

These projects have allowed the doors to open to meaningful connections with Fairmount residents and sets up the potential for future revitalization based on the strength of this participation and engagement. Given a history of empty promises to revitalize the neighborhood, residents are rightfully wary of any organization's ability to truly redevelop Fairmount in the ways that would satisfy resident needs. As a result of physical changes within the community, residents are increasingly open to participating and engaging with ULEC's projects and programs.

## **Neighborhood Housing Value Trends & Distress Index**

Since the development of the 2011 Fairmount Neighborhood Strategic Plan, housing values and certain trends within the housing market in general have significantly changed. We believe that these trends have been influenced by the work carried out by the Urban League in the Fairmount Neighborhood. In 2019 the Fairmount median household income was \$33,544. Assuming that the standard of no more than 30% of annual household income is spent on housing (i.e. mortgage or rent payments), a residence with the median household income in \$33,544 should spend no more than \$840 monthly on their home.

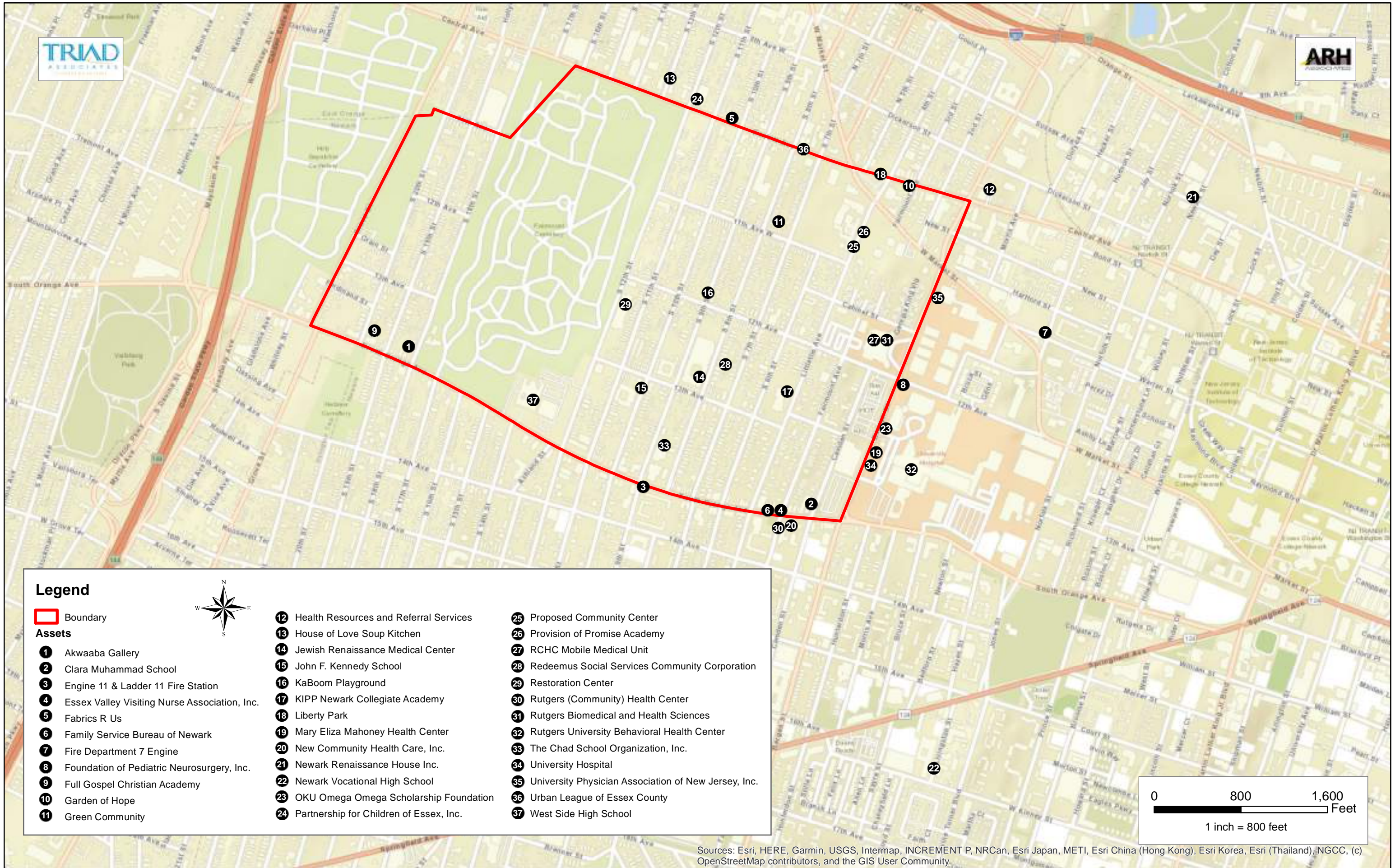
However, it is typical that rental payments are calculated at a rate between 0.8% to 1.1% of a home's value. Given that the average home value for the Fairmount neighborhood in 2019 was \$218,057 this would require, at minimum, a rental payment rate of \$1,745 per month; this is more than twice the recommended payment given the median household income of the Fairmount neighborhood. According to the 2015-2019 ACS Census Survey data, for homeowners spending their income on a monthly mortgage, more than 58% of those residents were spending 30% or more of their income on housing alone. For renters spending their income on gross rent, nearly 62% of those residents were spending 30% or more of their income on housing alone.

Furthermore, certain homes in the Fairmount neighborhood have risen to more than \$350,000 which presents an increasingly difficult housing market for neighborhood residents to afford. Comparatively in 2019, the median household income in Essex County was \$61,510 and the median home value was \$420,000. Given this inequality in housing values and the neighborhood's median household income we can see that the neighborhood is sufficiently distressed to require NRTC investment.

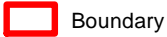
### **C. DCA HOUSING DISTRESS INDEX**

It is acknowledged that the NJ DCA NRTC Program will conduct its own analysis of housing value trends and distress. The information provided in this narrative offers an overview of those characteristics.





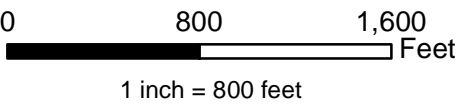
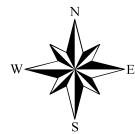
**Legend**



Boundary

**Assets**

- |                                                 |                                            |                                                         |
|-------------------------------------------------|--------------------------------------------|---------------------------------------------------------|
| 1 Akwaaba Gallery                               | 12 Health Resources and Referral Services  | 25 Proposed Community Center                            |
| 2 Clara Muhammad School                         | 13 House of Love Soup Kitchen              | 26 Provision of Promise Academy                         |
| 3 Engine 11 & Ladder 11 Fire Station            | 14 Jewish Renaissance Medical Center       | 27 RCHC Mobile Medical Unit                             |
| 4 Essex Valley Visiting Nurse Association, Inc. | 15 John F. Kennedy School                  | 28 Redeemus Social Services Community Corporation       |
| 5 Fabrics R Us                                  | 16 KaBoom Playground                       | 29 Restoration Center                                   |
| 6 Family Service Bureau of Newark               | 17 KIPP Newark Collegiate Academy          | 30 Rutgers (Community) Health Center                    |
| 7 Fire Department 7 Engine                      | 18 Liberty Park                            | 31 Rutgers Biomedical and Health Sciences               |
| 8 Foundation of Pediatric Neurosurgery, Inc.    | 19 Mary Eliza Mahoney Health Center        | 32 Rutgers University Behavioral Health Center          |
| 9 Full Gospel Christian Academy                 | 20 New Community Health Care, Inc.         | 33 The Chad School Organization, Inc.                   |
| 10 Garden of Hope                               | 21 Newark Renaissance House Inc.           | 34 University Hospital                                  |
| 11 Green Community                              | 22 Newark Vocational High School           | 35 University Physician Association of New Jersey, Inc. |
|                                                 | 23 OKU Omega Omega Scholarship Foundation  | 36 Urban League of Essex County                         |
|                                                 | 24 Partnership for Children of Essex, Inc. | 37 West Side High School                                |

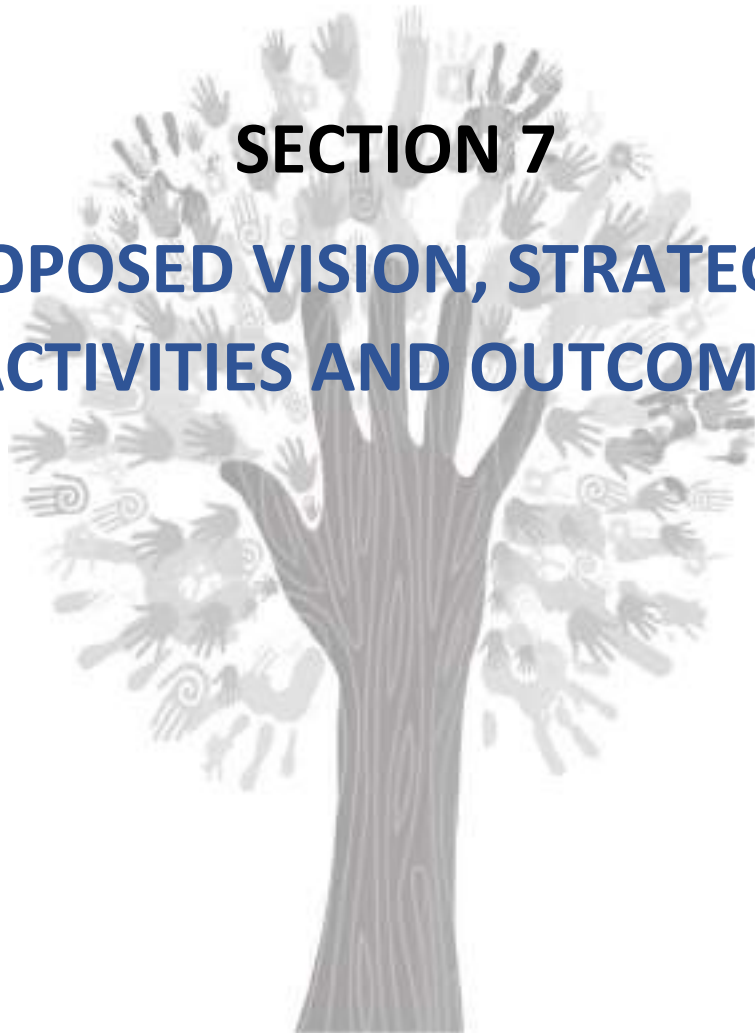


Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community



# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

## **SECTION 7 PROPOSED VISION, STRATEGIES, ACTIVITIES AND OUTCOMES**



## Section 7

### **PROPOSED VISION, STRATEGIES, ACTIVITIES AND OUTCOMES**

#### **A. INTRODUCTION AND VISION STATEMENT**

This 2021 NRTC Plan is the culmination of more than a decade of planning, community building, and project development. While this plan is a renewal of a lapsed NRTC Plan, it integrates many of the goals and strategies from past planning work.

In 2011 a comprehensive, Fairmount Neighborhood Plan was developed through a very collaborative process of resident and stakeholder engagement. There were multiple steering committee and neighborhood meetings. A comprehensive neighborhood survey was conducted by the Urban League as part of the Wells Fargo Regional Foundation funded planning effort. There was input from the City Planning Office, the Newark School District, faith-based organizations, the business community and other stakeholders.

From this 2011 comprehensive planning process, a vision statement was written by the steering committee and endorsed at a neighborhood meeting. Steering Committee participants who were part of the 2021 NRTC process amended the vision statement to encompass Social Determinants of Health as a key reference. They want to see a neighborhood that is safe, friendly and one that is the recipient of investments and interaction to improve the full range of facilities and services.

#### **VISION FOR THE FAIRMOUNT NEIGHBORHOOD**

*We envision a Fairmount neighborhood where all people of all ages can live rewarding and healthy lives, with access to: affordable and quality housing, good and safe schools, economic opportunity, quality healthcare, efficient public transportation, and safe and healthy recreational opportunities.*

#### **The Social Determinants of Health**

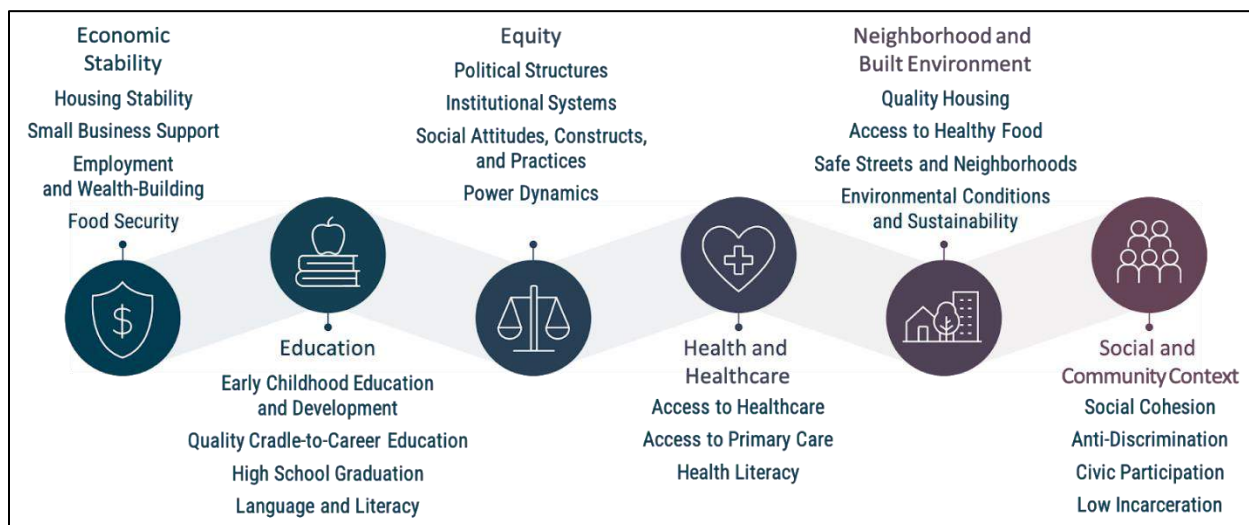
Given the impacts of the COVID19 Pandemic of the past 18 months and the obvious inequity that was apparent in access to healthcare and health related services, the Urban League and the Fairmount Steering Committee for this NRTC Plan decided that building the plan around the Social Determinants of Health, (SDOH), was an idea that made a lot of sense.

In order to reframe the plan to reflect SDOH, the goals and initiatives in the 2009 Fairmount Plan and the subsequent NRTC Plans were mapped to reflect the following breakdown of the SDOH and associated goals. These goals are broken down further into strategies and outlined in NP-3 and NP-4. The full range of strategies encompasses that remain important from the 2009 Fairmount Plan as well as a continuation of many initiatives that were part of previous NRTC Plans.



## B. NRTC GOALS AND STRATEGIES

The overall goals for the proposed revitalization continue to build on those outlined in the Fairmount Plan. Given that the community is emerging from a pandemic that has profoundly impacted communities like Fairmount that have been historically disinvested and underinvested, we feel the timing is right to apply a new framing to our Fairmount work using the Social Determinants of Health (SDOH). SDOH are the conditions in which people live, learn, work, and play. As shown in the figure below, SDOH are often described in six buckets: Neighborhood and Built Environment; Economic Security/Mobility; Health and Healthcare; Education; Social and Community Context; and Racial and Health Equity.



In addition, ULEC is one of four partners in the Newark **Building Healthier and more Equitable Communities (BHEC)** initiative, a program of the national CDFI Reinvestment Fund with funding from the Robert Wood Johnson Foundation, and the Fairmount neighborhood is the primary focus of the Newark BHEC program. The BHEC and NRTC program goals are very much aligned, and the SDOH framing allows us to leverage both programs together. Therefore, we have organized our goals for the proposed revitalization work, in service to advancing the Fairmount Plan, to reflect the SDOH framing as follows:

**GOAL 1:** Promote Economic Development and Expand Employment and Small Business Opportunities

**GOAL 2:** Improve Access to Healthcare and Health Services and Increase Health Literacy

**GOAL 3:** Invest in Education and Job Training for Young People and Adults

**GOAL 4:** Invest in Quality Housing Options, Safer Streets, and More Parks and Recreational Opportunities

**GOAL 5:** Promote Social Equity and Community Building Initiatives

**GOAL 6:** Invest in Local Leadership and Community Building through Neighborhood Associations and Organizations

Likewise, we apply the SDOH framework to organize our NRTC strategies. It is important to note that SDOH categories are not mutually exclusive, rather strategies may impact multiple SDOH. For easy organizing, however, we assign each strategy to a primary SDOH.

### **Goal 1: Economic Security/Mobility: Promote Economic Development and Expand Employment and Small Business Opportunities**

As part of this goal, we have identified four strategic approaches to implementing this goal. They are:

- Attract more retail businesses and services to the neighborhood
- Provide better access to fresh foods
- Provide services that support small businesses and entrepreneurs
- Coordinate commercial corridor improvements with the Partnership West Business Improvement District

These strategies are explained in greater detail as part of the NP-3 Form. They are all important components necessary to expand economic development opportunity in the Fairmount Neighborhood.

### **Goal 2: Health and Healthcare: Improve access to Healthcare and Health Services and increase Health Literacy and Food Security**

ULEC will work with University Hospital and LISC to expand Community Health Workers in Fairmount. This will both improve access to Health Services and increase Health Literacy. Community Health Workers serve as a bridge between the community and the health care, government and social service systems. They have deep roots in the community and an established trust with residents because of their shared lived experience.

The Community Health Outreach Strategy would empower Community Health Workers to: help residents develop their capacity and access to resources, including health insurance, food, housing, quality care and health information; facilitate communication and resident empowerment in interactions with healthcare/social service systems; help UH, the BHEC partners, and the city better understand the culturally relevant needs of Fairmount residents and respond accordingly; help residents understand their health condition(s) and develop strategies to improve their health and well-being; help to build understanding and social capital to support healthier behaviors and lifestyle choices; make home visits to chronically ill patients, pregnant women and nursing mothers, individuals at high risk of health problems and the elderly; and many other services.

Specific strategies include:

- Expand Access to Health Care and Health Services
- Create “Drop-in” Mental Health Clinics
- Expand Information about Health and Related Community Services

- Develop a Fairmount App that will help people access services and facilities
- Promote development of the new health clinic that is to be constructed in coordination with the University Hospital Affordable Housing Project.

### **Goal 3: Education: Invest in Education and Job Training for Young People and Adults**

Fairmount community members on the steering committee have emphasized the importance of supporting youth in the neighborhood. Empowering people means providing them with the tools they need to succeed. Particularly critical are access to education and job training. These include summer job opportunities for young people, mentoring and internships with area employers, job training programs for adults and GED opportunities for those individuals who have dropped out of high school. All of these initiatives are inherent in helping to increase the human capital in the Fairmount Neighborhood.

### **Goal 4: Neighborhood and Built Environment: Invest in quality housing options, safer streets, and more parks and recreational opportunities**

The NRTC Steering Committee and BHEC partners have identified the built environment and quality housing options, particularly homeownership opportunities, new affordable housing, and community recreation as investment priorities. Currently, the ULEC is working with RPM, University Hospital, L&M Developers, the New Community Corporation, NJ Community Capital and the City of Newark on multiple projects, including Fairmount Commons, scattered site housing, and other initiatives that will bring tens of millions of dollars of new investment to the neighborhood and provide hundreds of new units of affordable housing for neighborhood residents.

Developing a Fairmount Community Center has been a long-standing desire of neighborhood residents. Through ULEC's negotiation with PSEG and the City of Newark, this project is finally in reach and is a first-tier priority of this NRTC Plan.

In addition, we have developed partnerships and strategies to address additional issues relevant to this goal:

- Create a Crime Watch Program
- Expand Police Protection in the Neighborhood
- Improve Community Infrastructure
- Enhance Access to Transportation
- Provide more Affordable Housing and Rehab Existing Housing
- Invest in Parks and Greenspace
- Promote a Cleaner Neighborhood
- Expand the Littleton and Fairmount Model Block Programs

**Community Gardens Strategy:** During 2020 the Fairmount Neighborhood Association's initiative called Friends of Fairmount Green Spaces partnered with LISC and ULEC to develop

the “Everyone Gets a Garden” program - an effort to ensure that anyone in Fairmount could access fresh foods during the pandemic. Building on this program, LISC is working with the Friends of Fairmount Green Spaces to activate residents as stewards of the Pocket Park as well as create community gardens in converted vacant space that can serve as community hubs, address food security, and empower residents to eat healthy foods. This initiative is also important in providing access to fresh foods, as noted in Goal 1.

LISC is also working with the Urban League to revitalize the KaBoom Park. This is an important asset in the neighborhood where there is very little green space and limited access to playgrounds and parks. Partnership with gyms and fitness centers are also envisioned as ways to enhance equitable access to recreation.

### **Goal 5: Social and Community Context: Promote Social Equity and Community Building Initiatives.**

In partnership with the Fairmount Neighborhood Association and LISC, ULEC is working to build leadership capacity with residents. This includes providing coaching to residents as they create new block clubs and initiatives focused on crime reduction, green spaces, youth engagement, and more. The leadership cohorts connect with each other and with the ULEC and LISC staff to understand the spectrum of engagement and how their voices can shape the future of Fairmount. To facilitate additional engagement and community building, the new Community Center at the site of the former Provision of Promise Church is essential, (see Goal 4.) Other strategies to implement this goal include:

- Attracting more resources to fund the initiatives in the Fairmount Neighborhood. This is a critical strategy given the increase in Federal funding that will be forthcoming. It is essential that we find a way to ensure that Fairmount receives its fair share of that funding.
- Promote housing counseling
- Invest in more recreational programs for youth that can bring people and neighborhood blocks together

### **Goal 6: Racial and Health Equity: Invest in local leadership and community building through neighborhood associations and organizations**

ULEC embeds a race and health equity lens in all of its work. The Fairmount Plan, and the NRTC and BHEC goals, reflect the residents’ priorities in response to decades of disinvestment and underinvestment that disproportionately impacts this historically underserved community. By prioritizing investments in Fairmount, ULEC is addressing systemic racism and discrimination which are root causes of poverty and poor health. Keeping this lens at the forefront of our work ensures that we are working with the community, supporting community voice, supporting community building, and checking the power dynamics that might oppress residents’ ability to live the rewarding and healthy life that ULEC envisions for Fairmount.

- Create Block Clubs and Associations
- Invest in Affordable WiFi to enhance community and neighborhood interaction
- Provide greater access to information about neighborhood activities and services, including the creation of a Fairmount Neighborhood App
- Continue the Fairmount Heights Neighborhood Association
- Sponsor Cultural and Ethnic Festivals and Events

### **C. NRTC INVESTMENT AND MEASURABLE CHANGE**

We are excited about this new phase in our NRTC work to advance the Fairmount Plan, and believe that with the added BHEC initiative and SDOH framing, our work will have even more measurable impact. While building our implementation strategy will take time, we are considering a wider range of metrics that include residents' self-reporting on health and wellbeing in addition to the number of dollars invested and number of square feet developed.

For example, we are eager to work with LISC on a measurement tool for community engagement to understand how residents are advancing along a spectrum from interest to full participation. We also expect residents to self-report improvements on how safe they feel in the neighborhood, and how healthy they are based on a range of factors including the SDOH. In addition, we will track data available from sources to see measurable changes in reduced crime, better health, increased graduation rates, increased employment, and stronger local business activity - all of which we expect to see as a result of our investments. ULEC will continue to serve as the community quarterback for the NRTC work. Furthermore, we are hoping that our SDOH framing will allow us to engage new investors and funders from the health and healthcare sectors and others with a vested interest in SDOH. The BHEC assets in the neighborhood will greatly enhance our ability to To enhance our project management and oversight capacity, and as noted in our NRTC planning application, we will invest in new project management software that will help us manage multiple projects and coordinate staff time and community support.

### **D,E. THE NP-3 AND NP-4 FORMS**

The following pages provide the required NP-3 and NP-4 Forms which are integral to explaining program implementation information and establishing tentative budgets and timelines. These forms reflect the broad policy goals and strategies outlined in this section. They have also been prioritized to reflect the most important initiatives as defined by neighborhood residents and stakeholders. These priorities, which are noted on the NP-3 and NP-4 Forms will serve as the foundation for the first phase (Years 1-5) of the NRTC Plan. **Over 95% of the estimated project and program funding** has been targeted at housing and economic development activities and community infrastructure.



**FAIRMOUNT NEIGHBORHOOD NP-3 FORM OUTLINING NRTC PLANNING INITIATIVES**

This form highlights the programs and initiatives identified and prioritized by neighborhood residents and stakeholders during the NRTC Planning Process. The NRTC priorities that will be the subject of the initial five year NRTC planning horizon are highlighted in blue.

Goals and Strategies	Activities	Projected Outcomes	Evaluation	Data Source
<i>Identify the strategies to foster preservation &amp; revitalization of the neighborhood.</i>	<i>Describe the specific activities to be followed to implement each strategy and achieve the outcome. There may be multiple activities for each strategy.</i>	<i>Identify the projected outcome to be achieved for each activity within the timeframe of the Neighborhood Plan.</i>	<i>Describe the methodology for assessing progress of each activity during the time-period of the Neighborhood Plan. (How will you know whether or not you have achieved the projected outcome? What indicators will you be measuring?)</i>	<i>Identify information sources used to support the progress indicators described above (e.g. Census data, survey of residents, neighborhood canvas).</i>
<b>GOAL 1: PROMOTE ECONOMIC DEVELOPMENT AND EXPAND EMPLOYMENT AND SMALL BUSINESS OPPORTUNITIES</b>				
<b>Attract More Retail Businesses and Services to the Fairmount Neighborhood</b>	Identify vacant and abandoned commercial parcels n the neighborhood	Preparing an ongoing inventory of those parcels by block and lot number and securing an estimated cost for acquisition	Work with the City to market sites and attract new businesses and services to the Fairmount Neighborhood. Metrics will include evidence of marketing program and numbers of lots transformed.	Inventory of sites marketed and subsequently occupied by new businesses. City and ULEC records on file.
<b>Provide Better Access to Fresh Foods</b>	Develop a Fairmount Fresh Food Marketing Program	Prepare literature that locates fresh food opportunities in and around the Fairmount Neighborhood	The success of the program will be measured by the numbers of flyers prepared and distributed to residents	Documentation will be kept on file at the ULEC Offices
	Create a Fairmount Farm Market and Expand Community Gardens Program	Work with the City of Newark and planning partners to host a Fairmount Farm market monthly during the summer and add at least one community garden in the neighborhood	Implementation of the Fairmount Farm Market Program will be measured by the number of successful monthly events	Documentation will be kept on file at the ULEC Offices
<b>Provide Services that Support Small Businesses and Entrepreneurs</b>	Develop a Fairmount Small Business Assistance Center	Identify an existing facility to host business assistance programs	Site selection will be coordinated through the offices of the Urban League	Documentation will be kept on file at the ULEC Offices
		Invite program providers from SBA, NJ Business Action Center and others to offer training programs for small business	Success will be measured through the number of small business seminars and training programs held throughout the NRTC Planning and funding cycle	Documentation will be kept on file at the ULEC Offices
	Create a Fairmount Merchants Association	Work with Partnership West BID and neighborhood businesses to foster a Fairmount Merchants Association	The creation of the Merchants Association	Partnership West businesses participating in the Association
	Prepare information about small business grant and loan assistance programs	Develop in coordination with City and other partners information on loan and grant programs for small business	Work with the Fairmount Heights Neighborhood Association and Partnership West BID	Measured by numbers of flyers and literature distributed to local businesses
<b>Coordinate Commercial Corridor Improvements with the BID</b>	Help the Partnership West Business Improvement District advance project development. Explore commercial kitchen possibilities in Opportunity Zone.	Identify and secure funding to advance projects and programs sponsored by the BID	Develop a funding matrix of projects, programs and funding opportunities and apply for grants and loans	The number of successful grant and loan applications funded on record with ULEC and BID
<b>GOAL 2: IMPROVE ACCESS TO HEALTHCARE AND HEALTH SERVICES AND INCREASE HEALTH LITERACY</b>				
<b>Expand Access to Health Care and Health Services, including support for the proposed health clinic in the University Hospital Affordable Housing Project</b>	Provide Health Fairs and Health Seminars in the Fairmount Neighborhood	Work with healthcare partners to provide two health fairs or health seminars annually	Target 100 Fairmount residents for participation in annual events	Documentation will be kept on file at the ULEC Offices
	Develop a “Virtual Health Helpline” and Increase access to healthcare workers in the Fairmount Neighborhood	Make virtual health evaluations more accessible for Fairmount residents Work with LISC on self-reporting measurement tools	Fund the development and marketing of the Virtual Health Helpline and make it accessible to 500 family appointments annually	Records maintained by the Virtual Health Program
<b>Create “Drop-in” Mental Health Clinics</b>	Recruit Mental Health Professionals to open clinics in the Fairmount Neighborhood	Work with University Hospital to provide Drop in or Pop-up Mental Health Clinics in the neighborhood	Target 100 mental health treatments for walk in patients annually	Records with Mental Health service providers
<b>Expand Information about Health and Related Community Services</b>	Provide Healthcare information on the Fairmount Website	Provide a webpage that illustrates healthcare access points in and around the Fairmount Neighborhood	Track the number of “hits” on the new webpage over the course of the NRTC Planning Horizon	Database maintained by the ULEC website
	Work with City, County and Healthcare service providers to make healthcare literature available in the neighborhood	Prepare and distribute literature at health fairs and seminars	Distribute 500 healthcare information brochures at public events and other locations annually	Documentation will be kept on file at the ULEC Offices
	Hold health literacy seminars aimed at health education and service access	Work with healthcare providers and partners to sponsor health education seminars to enhance health access and improve resident health	Target 200 families annually for literacy seminars and training programs	Documentation will be kept on file at the ULEC Offices

Goals and Strategies	Activities	Projected Outcomes	Evaluation	Data Source
<b>GOAL 3: INVEST IN EDUCATION AND JOB TRAINING FOR YOUNG PEOPLE AND ADULTS</b>				
<b>Provide Job Training Programs for Young People including Summer Job Opportunities</b>	Mentoring programs with area employers	Create new mentoring programs with 2 new employers annually	Work with labor force partners, local colleges and others to engage 25 young people annually in summer jobs	Documentation will be kept on file at the ULEC Offices
	Explore U.S. DOL and other program possibilities such as YouthBuild to advance job opportunities	Apply for funding to create at least three (3) new job programs for youth in the Fairmount Neighborhood	Target 100 youths annually in new job training and summer job programs	Documentation will be kept on file at the ULEC Offices
<b>Offer Job and Entrepreneurial Training for Adults</b>	Continue ULEC Job Training Programs	Fund the ongoing ULEC Construction Program for Adults	Training for 25 unemployed Fairmount adults annually	Documentation will be kept on file at the ULEC Offices
	Engage Newark and Essex County Workforce Development Boards to target job training and Entrepreneurial Programs for Fairmount residents	Identify two (2) programs for job and entrepreneurial training for Fairmount residents	Host two (2) job and entrepreneurial training and job development programs in the Fairmount Neighborhood annually	Documentation will be kept on file at the ULEC Offices and with program sponsors
<b>Provide Access to GED Programs for Adults</b>	Engage WDBs and area colleges to provide GED Programs for residents	Sponsor GED Programs and target program access for neighborhood adults	20 GED Program participants annually	WDB records and numbers of successful GED “graduates”
<b>GOAL 4: INVEST IN QUALITY HOUSING OPTIONS, SAFER STREETS, AND MORE PARKS AND RECREATIONAL OPPORTUNITIES</b>				
<b>Develop a Fairmount Community Center</b>	Secure title to a clean site from PSEG	Proof of site cleanup on PSEG property provided to ULEC	Record in ULEC files	NJ DEP and City of Newark property records
	Fund an architectural rendering and design specifications for the new community center	A complete design and cost estimate for the construction of the new Fairmount Community Center	RFP/RFQ distributed to architectural and engineering firms seeking to bid on the project	Documentation will be kept on file at the ULEC Offices
	Work with the City and partners to secure site plan and other permitting for the new center	Site plan approval for the construction of the new community center	Site plan development and approval within the first two years of the NRTC Planning Horizon	Records on file at Newark City Planning Office
	Construction and Implementation of programs at the Community Center	A new Fairmount Neighborhood Community Center on the former PSEG site	Ribbon cutting and grand opening of the Center on or before Year 5 of the NRTC Planning Horizon	Field observation and records at ULEC offices
<b>Create a Crime Watch Program</b>	Work with City Police, LISC and other partners to develop program	Activate crime watch hot line and reporting protocols	Initiate crime watch program on or before Year 5 of the NRTC Planning Horizon	Newark City Police Department records and program monitoring
<b>Expand police protection in the neighborhood</b>	Work with the Newark Police Department designate four police officers to walk and patrol the Fairmount Heights Neighborhood	New bicycle and walking patrols introduced to the Fairmount Neighborhood	Greater collaboration among police and Fairmount residents	Newark City Police Department records and program monitoring
<b>Expand Policing Services in the Neighborhood</b>	Secure funding for more police patrols in the Fairmount Neighborhood	Increase police patrols by 15% over the next three years	Crime reduction in Fairmount and greater collaboration among police and Fairmount residents	Newark City Police Department records and program monitoring
<b>Create Safer Streets by Investing in Infrastructure Improvements</b>	Install Security Cameras in the Fairmount Neighborhood	Work with the Partnership West BID and Fairmount Heights Neighborhood Association to install 25 new security cameras	Promote a reduction in crime in targeted locations in and around the Fairmount Neighborhood	Newark Police Department records and field identification of camera installation
	Lighting improvements	Work with the Partnership West BID and Fairmount Heights Neighborhood Association to install 25 new streetlights at targeted locations	Safer streets and a reduction in crime in the Fairmount Neighborhood	Fieldwork to document new street lighting
<b>Help Connect People to Transportation</b>	Promote ride sharing for residents of the Fairmount Neighborhood	Prepare a Ride Sharing Guide in collaboration with transit partners in the region	Distribute ride sharing information to 500 Fairmount Households and post on Fairmount website	Documentation will be kept on file at the ULEC Offices
	Enhance transit access and education	Work with NJ Transit and the City of Newark to produce a Fairmount Neighborhood Transit Guide	Distribute ride sharing information to 500 Fairmount Households and post on Fairmount website	Documentation will be kept on file at the ULEC Offices
<b>Provide More Affordable Housing Opportunities</b>	Support the development of new affordable housing projects in the Fairmount Neighborhood including Fairmount Commons, NCC, NJCC, Habitat for Humanity, RPM and those where the ULEC is a direct partner. Also possible mixed use project to be explored in the neighborhood Opportunity Zone.	Collaborate with University Hospital, RPM, the NCC Program, Habitat for Humanity and the Fairmount Heights Neighborhood Association to target existing residents needing new affordable housing along South 10 <sup>th</sup> Street and South 12 <sup>th</sup> Street (Fairmount Commons and Fairmount Avenue Model Block Program, Phase II)	Significant increase in the affordable housing available to Fairmount residents Greater coordination and cooperation among partners and housing providers Increase in home ownership and pride in the Fairmount Neighborhood	Field observation Construction documents at ULEC and partners ACS data
	Continue scattered site housing rehab and construction	Advance the construction and/or rehabilitation of 39 homes and 102 new affordable housing units including acquisition of a 100-unit rental project with RPM	More affordable rental housing for Fairmount residents Rehabilitation of existing buildings and structures	Field observation Construction documents at ULEC and partners ACS data



Goals and Strategies	Activities	Projected Outcomes	Evaluation	Data Source
<b>Invest in Green Space, Park and Playground Development</b>	Develop a new Playground for Fairmount Youth	Construct KaBoom Playground in partnership with LISC	Fund the development of the KaBoom Playground and open the playground for neighborhood youth	Documentation will be kept on file at the ULEC Offices
	Develop a new pocket park in the Fairmount Neighborhood	Work with the City to design and construct a new pocket park	Pocket park development completed within the five (5) year NRTC time horizon	Field observation
	Develop a new Fairmount Neighborhood Park	Work with the City Planning Department to identify properties for acquisition	Site identification and acquisition within the first three years of the NRTC Program	City Planning and Recreation Department records
		Design the new Fairmount Neighborhood Park through a collaboration with the City of Newark and local residents	Design plan completed and approved	City Planning and Recreation Department records
		Construction of a new Neighborhood Park	Opening and dedication of the new park by Year 10 of the NRTC Planning Horizon	City Planning and Recreation Department records
<b>Promote a cleaner Fairmount Neighborhood</b>	Clean up Events	Host two (2) Neighborhood Clean-up events annually	Cleaner streets and healthier neighborhood	Photographic records of before and after clean up events
	Install new trash receptacles at key locations in the neighborhood	In coordination with Fairmount residents and the Partnership West BID, install 30 new trash receptacles in the Neighborhood	Work with the City Public Works Department to ensure an ongoing collection and disposal of collected trash	City Public Works Department Records and field observations
	Promote more consistent Code Enforcement	Work with the City of Newark to cite code violations in the Fairmount Neighborhood	Increase enforcement by 10% annually over the course of the NRTC Plan	Code Enforcement Office records
<b>Expand Model Block Initiatives on Littleton and Fairmount Avenues</b>	Continue investment in housing and other improvements along Littleton and Fairmount Avenues	New homes, landscaping and safer neighborhood blocks	Expansion of the Littleton and Fairmount Model Block Programs by one or more city blocks	Field observations and ULEC records on file
<b>GOAL 5: PROMOTE SOCIAL EQUITY AND ADVANCE COMMUNITY BUILDING INITIATIVES</b>				
<b>Attract More Funding and Resources to the Fairmount Neighborhood</b>	Grant writer and Neighborhood Advocate	Hire a grant writer and neighborhood advocate to assist with NRTC Plan implementation and funding coordination	Apply for a minimum of 10 new funding applications in the first five (5) years of the NRTC Program	ULEC Records and Grant Implementation documents
	American Recovery Program	Work with the City of Newark to advocate for ARP funding for projects and programs in Newark	Document ARP funding for the neighborhood by project and program	City of Newark ARP funding records
	City and County Advocate	Collaborate with City and County officials to make them aware of Fairmount Project and Program Priorities	Identify three priority projects in Fairmount for which to target funding and technical assistance	Fieldwork and funding of priority projects and records in ULEC offices
<b>Expand Recreational Opportunities for Teens and Youth</b>	Create scholarship programs for youth and families	Work with LA Fitness and other area gyms and recreational facilities to provide programs for Fairmount youth and families	Target 100 youth and family members annually for fitness and recreation scholarships	Gym and fitness memberships on file with program providers
<b>Provide Housing Counseling and Access to Home Ownership</b>	Continue Housing Counseling Programs	Target 50 families annually for housing counseling programs	Home ownership increase in the Fairmount Neighborhood over the first five years of the NRTC Program	Records on file with ULEC and Census date estimates of home ownership
<b>GOAL 6: INVEST IN LOCAL LEADERSHP AND COMMUNITY BUILDING THROUGH NEIGHBORHOOD ASSOCIATIONS AND ORGANIZATIONS</b>				
<b>Create Block Clubs and Associations</b>	Work with LISC to organize block clubs and promote memberships	Target the creation of five (5) new block clubs in the Fairmount Neighborhood	Engage 50 residents in block clubs and promote their collaboration in shared events and activities	LISC and ULEC records of engagement and participation
<b>Invest in Affordable WiFi and Internet Access</b>	Identify WiFi Hot Spots where internet access is limited	Work with Comcast, Verizon and other providers to develop WiFi connections in the neighborhood	Target complete internet accessibility in the Fairmount Neighborhood by Year 5 of the NRTC Program	WiFi provider records and neighborhood testimonials
<b>Provide Information about Activities in the Fairmount Neighborhood</b>	Continue to provide updates about neighborhood activities and programs on the Fairmount Website	Ensure regular monthly updates to the website listing new activities and programs	Provide a feedback link on the webpage to promote better access to Neighborhood Information	Feedback link records in ULEC Offices
	Ongoing newsletter	Develop a quarterly newsletter to promote activities, information and events	Distribute 500 newsletters to families and households quarterly	ULEC Office files
	Create a Fairmount Neighborhood App	Engage an App Technician to create a Fairmount App with an inventory of information and program access	App downloads by 500 or more Fairmount residents	App files and records
<b>Continue the Fairmount Neighborhood Association</b>	Recruit new members and support ongoing meetings and social events	Ensure the ongoing meetings and activities of the Fairmount Heights Neighborhood Association	Keep records of regular Fairmount Neighborhood Association Meetings	Association and ULEC Records
<b>Offer Neighborhood Ethnic and Cultural Events</b>	Host cultural events and activities	Promote two (2) new neighborhood festivals annually	Engage 100 residents at each of the new neighborhood festivals	Field observations, photographs and ULEC records

## FORM NP-4 2021 FAIRMOUNT NEIGHBORHOOD NRTC PLAN BUDGET

This matrix represents the integration of project concepts and budgets from projects in the 2011 Fairmount Neighborhood Plan and the current 2021 NRTC Plan. While all of these projects are important initiatives, the proposed activities shaded in **blue** represent the top priorities for the initial, five-year phase of the NRTC Program based on input from residents and Fairmount Neighborhood stakeholders.

Proposed Activity	Estimated Cost	Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
<i>Develop business management course for local business owners.</i>	<i>\$10,000 per week</i>	<ul style="list-style-type: none"> <li>Area Colleges &amp; Universities</li> <li>DCA's NRTC</li> <li>Local employment training programs</li> </ul>	<ul style="list-style-type: none"> <li>Engagement of partners &amp; stakeholders</li> <li>Scheduling, oversight &amp; implementation of course</li> <li>Acquisition of course materials</li> </ul>	<ul style="list-style-type: none"> <li>Lead: Program development &amp; oversight</li> <li>Partner: Management &amp; implementation</li> <li>Partner: Outreach to prospective students (businesses)</li> </ul>	<i>Medium</i>
<b>GOAL 1: PROMOTE ECONOMIC DEVELOPMENT AND EXPAND EMPLOYMENT AND SMALL BUSINESS OPPORTUNITIES</b>					
<b>Attract More Retail Businesses and Services to the Fairmount Neighborhood</b>	\$10,000 per year to coordinate outreach with Newark Community & Economic Development Corporation	<ul style="list-style-type: none"> <li>Newark Community Economic Development Corporation</li> <li>City of Newark CDBG Program</li> <li>NJ Business Action Center</li> <li>NJ DCA NRTC Funding</li> <li>U.S. American Rescue Plan</li> <li>The Reinvestment Fund</li> <li>LISC</li> <li>NJ Redevelopment Authority</li> </ul>	<ul style="list-style-type: none"> <li>Develop and maintain an inventory of vacant and available lots and properties in the Fairmount Neighborhood for investment by new businesses</li> <li>Work with the City of Newark, the N.J. Business Action Center, the Newark Economic Development Corporation and the Partnership West BID to market and attract new businesses to the Fairmount Neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>The Newark Community &amp; Economic Development Corporation will be asked to take the lead in coordinating this program with other partners</li> <li>The Urban League of Essex County will monitor and provide oversight</li> </ul>	Ongoing, Short Term to Long Term 1-5+ Years
<b>Provide Better Access to Fresh Foods</b>	\$100,000 annually after 5 Years to organize and facilitate operation of the Farm Market	<ul style="list-style-type: none"> <li>The Reinvestment Fund</li> <li>U.S.D.A. Urban Agriculture Grant Program</li> <li>LISC</li> </ul>	<ul style="list-style-type: none"> <li>Prepare informational flyers about locations in and around the Fairmount Neighborhood where fresh food is available</li> <li>Develop a Fairmount Farm Market</li> <li>Expand the Fairmount Community Gardens Program</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League of Essex County will lead these initiatives</li> <li>LISC and other funding partners will assist in organizing and supporting the efforts</li> </ul>	Long Term 5+ Years
<b>Provide Services that Support Small Businesses and Entrepreneurs</b>	\$5,000 per year to coordinate outreach with Newark Community & Economic Development Corporation	<ul style="list-style-type: none"> <li>NJ Business Action Center</li> <li>NJ Small Business Assistance Center</li> <li>NJ Department of Labor &amp; Workforce Development</li> <li>Partnership West BID</li> </ul>	<ul style="list-style-type: none"> <li>Host small business seminars and training program</li> <li>Provide grant programs and loan initiatives to expand and retain existing businesses and spur additional investment in the Fairmount Neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>The Newark Community &amp; Economic Development Corporation will be asked to take the lead in coordinating this program with other partners</li> <li>The Urban League of Essex County will monitor and provide oversight</li> </ul>	Ongoing, Short to Long Term 1-5+ Years
<b>Coordinate and Fund Commercial Corridor Improvements with the BID</b>	\$75,000 for coordination with BID, grant applications and project implementation	<ul style="list-style-type: none"> <li>NJ EDA</li> <li>NJ DCA NRTC Funding</li> <li>NJ DOT Streetscape Enhancement Grant</li> <li>Partnership West BID</li> </ul>	<ul style="list-style-type: none"> <li>Invest in lighting improvements in the BID</li> <li>Fund façade and signage improvements</li> <li>Install additional security cameras in key shopping corridors</li> </ul>	<ul style="list-style-type: none"> <li>Partnership West BID will be the lead entity</li> <li>Fairmount Heights Neighborhood Association, the City of Newark, and the Urban League will be partners in helping to coordinate and fund projects</li> </ul>	Medium to Long Term 3-5+ Years
<b>GOAL 2: IMPROVE ACCESS TO HEALTHCARE AND HEALTH SERVICES AND INVEST IN HEALTH LITERACY</b>					
<b>Expand Access to Health Care and Health Services</b>	\$200,000 per year to establish and implement the Virtual Health Helpline	<ul style="list-style-type: none"> <li>Robert Wood Johnson Foundation</li> <li>TRF BHEC Program</li> <li>The Kresge Foundation</li> <li>NJ Health &amp; Human Services</li> <li>U.S. Health &amp; Human Services Grants</li> </ul>	<ul style="list-style-type: none"> <li>Funding will be used to sponsor health seminars and hold health fairs</li> <li>New information on health services and new approaches to health access including a virtual health helpline will be developed</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will be the lead organization</li> <li>Partners in the BHEC Program, particularly The Reinvestment Fund will assist in securing funding and providing technical help</li> </ul>	Short to Medium Term 1-5 Years
<b>Create “Drop-in” Mental Health Clinics</b>	\$250,000 annually after Year 3 to implement Drop-in Mental Health Clinics and LISC Self-Reporting Tools	<ul style="list-style-type: none"> <li>The Horizon Foundation</li> <li>NJ Health &amp; Human Services</li> <li>SAMSHA Grant Program</li> <li>University Hospital</li> <li>U.S. Health &amp; Human Services Grants</li> </ul>	<ul style="list-style-type: none"> <li>Pop up Mental Health Clinics will be created at scattered sites in the neighborhood as facility space is available</li> <li>Information on mental health services will be placed on the ULEC Website and the Fairmount App</li> <li>New health self-reporting tools for neighborhood residents</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will be the lead organization</li> <li>Partners in the BHEC Program, particularly The Reinvestment Fund will assist in securing funding and providing technical help</li> </ul>	Medium to Long Term 3-5+ Years
<b>Expand Information about Health and Related Community Services</b>	\$5,000 per year for new literature and website updates	<ul style="list-style-type: none"> <li>The Horizon Foundation</li> <li>NJ Health &amp; Human Services</li> <li>SAMHSA Grant Program</li> <li>University Hospital</li> </ul>	<ul style="list-style-type: none"> <li>Website information provided</li> <li>Fairmount App to include health services information</li> <li>New literature campaign distribution</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will be the lead organization</li> <li>Partners in the BHEC Program, particularly The Reinvestment Fund will assist in securing funding and providing technical help</li> </ul>	Short to Medium Term, 1-3 Years

Proposed Activity	Estimated Cost	Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
<b>GOAL 3: INVEST IN EDUCATION AND JOB TRAINING FOR YOUNG PEOPLE AND ADULTS</b>					
<b>Provide Job Training Programs for Young People including Summer Job Opportunities</b>	\$10,000 per year to facilitate programs with partners	<ul style="list-style-type: none"> <li>NJ Department of Labor &amp; Workforce Development</li> <li>Newark Workforce Development Board</li> <li>West Side High School Entrepreneurial Training Program</li> <li>Corporate Donations and Internships</li> <li>Urban League of Essex County</li> </ul>	<ul style="list-style-type: none"> <li>Create Mentoring Programs for youth created with area employers</li> <li>Create new summer job programs for youth in the Fairmount Neighborhood</li> <li>Market program opportunities to neighborhood youth</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will take the lead in establishing and marketing these programs</li> <li>The ULEC will partner with WDB, educational and training organizations, the NJ Department of Labor &amp; Workforce Development to fund and implement the programs</li> </ul>	Medium Term 3 to 5 Years
<b>Offer Job and Entrepreneurial Training for Adults</b>	\$50,000 per year to continue job training programs and expand work with partners	<ul style="list-style-type: none"> <li>Essex County Workforce Development Board</li> <li>NJ Department of Labor &amp; Workforce Development</li> <li>Urban League of Essex County</li> </ul>	<ul style="list-style-type: none"> <li>Continue the ULEC Construction and other Trades Programs</li> <li>Work with WDB to bring new job training programs to the Fairmount Neighborhood</li> <li>Market program opportunities to eligible adults</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will take the lead in establishing and marketing these programs</li> <li>The ULEC will partner with WDB, educational and training organizations, the NJ Department of Labor &amp; Workforce Development to fund and implement the programs</li> </ul>	Short to Long Term 1-5+ Years
<b>Provide Access to GED Programs for Adults</b>	\$10,000 per year to facilitate and advertise GED opportunities	<ul style="list-style-type: none"> <li>Newark Workforce Development Board</li> <li>West Side High School</li> <li>Essex County Community College</li> </ul>	<ul style="list-style-type: none"> <li>Partner with high school and community college programs to offer GED certification for high school drop outs</li> <li>Market opportunities for GED training</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will take the lead in establishing and marketing these programs</li> <li>The ULEC will partner with WDB, West Side High School, The Community College to implement</li> </ul>	Short to Long Term 1-5+ Years
<b>GOAL 4: INVEST IN QUALITY HOUSING OPTIONS, SAFER STREETS, AND MORE PARKS AND RECREATIONAL OPPORTUNITIES</b>					
<b>Develop a Fairmount Community Center</b>	\$7,500,000 to acquire clean project site, design and construct the Community Center	<ul style="list-style-type: none"> <li>NJ DCA NRTC Funding</li> <li>PSEG Grant of Funding &amp; Land to the ULEC</li> <li>City of Newark</li> <li>Various grant programs for activities and events</li> </ul>	<ul style="list-style-type: none"> <li>Secure clean site and title of land from PSEG</li> <li>Advertise for architect/engineering firm</li> <li>Develop architectural rendering and site plans of Community Center</li> <li>Gain permits, approvals and construct the center</li> <li>Funding for programs and activities</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will oversee the design, development and implementation of the Fairmount Community Center</li> <li>PSEG, the City of Newark, and various program providers will assist in funding and implementing the project</li> </ul>	Short to Long Term 1-5+ Years
<b>Create a Crime Watch Program</b>	\$50,000 annually for Newark Police Department	<ul style="list-style-type: none"> <li>City of Newark Police Department</li> <li>U.S. Justice COPS Program</li> </ul>	<ul style="list-style-type: none"> <li>Work with police department and resident organizations to design and fund the project</li> <li>Secure grant application and funding from COPS Program to support the effort</li> </ul>	<ul style="list-style-type: none"> <li>The Newark Police Department will lead this initiative in partnership with the Urban League</li> <li>The Fairmount Heights Neighborhood Association, the BID and other partners will be involved</li> </ul>	Long Term 5+ Years
<b>Provide Designated Police Officers in the Fairmount Neighborhood</b>	\$500,000	<ul style="list-style-type: none"> <li>City of Newark Police Department</li> <li>NRTC Funding</li> <li>Private Sector Funding</li> <li>COPS Grants</li> <li>American Rescue Plan</li> </ul>	<ul style="list-style-type: none"> <li>To dedicate four police officers to walk and patrol Fairmount Heights and to work with residents, businesses and stakeholders</li> <li>To assist in coordinating additional police and community policing services</li> </ul>	<ul style="list-style-type: none"> <li>The Newark Police Department will lead this initiative in partnership with the Urban League</li> <li>The Fairmount Heights Neighborhood Association, the BID and other partners will be involved</li> </ul>	Long Term 5+ Years
<b>Expand Policing Services in the Neighborhood</b>	\$100,000 annually to provide more police patrols in the neighborhood	<ul style="list-style-type: none"> <li>City of Newark Police Department</li> <li>U.S. Justice COPS Program</li> </ul>	<ul style="list-style-type: none"> <li>Work with police department and resident organizations to design and fund the project</li> <li>Secure grant application and funding from COPS Program to secure additional police to support the effort</li> </ul>	<ul style="list-style-type: none"> <li>The Newark Police Department will lead this initiative in partnership with the Urban League</li> <li>The Fairmount Heights Neighborhood Association, the BID and other partners will be involved</li> </ul>	Long Term 5+ Years
<b>Create Safer Streets by Investing in Infrastructure Improvements</b>	\$1,250,000 for infrastructure improvements in the BID and at sites within the neighborhood	<ul style="list-style-type: none"> <li>NJ DOT Safe Streets to Schools Program</li> <li>NJ DOT Safe Streets to Transit</li> <li>NJ DCA NRTC Funding</li> <li>City of Newark Public Works</li> <li>City of Newark CDBG Funding</li> <li>American Jobs Plan Act Funding</li> </ul>	<ul style="list-style-type: none"> <li>Work with the Partnership West BID and neighborhood employers to prioritize infrastructure investments</li> <li>Prepare grant applications to fund streetscape, façade, cameras, signage and other improvements</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League in partnership with the Partnership West BID and area businesses will coordinate the prioritization process</li> <li>The Urban League will provide grant work to secure funding to help implement the priorities</li> </ul>	Short to Medium Term 1-5 Years
<b>Help Connect People to Transportation</b>	\$5,000 for agency coordination	<ul style="list-style-type: none"> <li>NJ Transit</li> <li>North Jersey Transportation Authority</li> </ul>	<ul style="list-style-type: none"> <li>Develop a Fairmount Ride Sharing Program</li> <li>Provide and distribute NJT transit guides for Fairmount Residents</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will lead this effort</li> <li>Essex County, NJ Transit and other providers will help to set up the ride sharing and transit guides</li> </ul>	Medium to Long Term 3-5+ Years
<b>Provide More Affordable Housing Opportunities</b>	\$26,600,000 for housing construction and	<ul style="list-style-type: none"> <li>NJ Community Capital</li> <li>NJ DCA NRTC Funding</li> </ul>	<ul style="list-style-type: none"> <li>Acquire available sites for scattered site housing projects</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will lead this effort</li> </ul>	Short to Long Term 1-5+ Years

Proposed Activity	Estimated Cost	Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
<b>Affordable Housing, (Continued)</b>	rehabilitation of 39 homes for sale (102 units) and a 30-unit rental building, including partnership with RPM on 100-unit rental. \$50,000 annually to help Fairmount residents gain access to more affordable housing	<ul style="list-style-type: none"> <li>University Hospital and L&amp;M Developers</li> <li>HUD Affordable Housing Programs</li> <li>NCC and other Housing Providers</li> <li>City of Newark</li> <li>Area Banks</li> </ul>	<ul style="list-style-type: none"> <li>Acquire available sites for scattered site housing projects (S. 10<sup>th</sup> Street and S. 12<sup>th</sup> Street – Fairmount Commons)</li> <li>Build and/or rehabilitate housing in the Fairmount Neighborhood (Fairmount Commons and Fairmount Ave – Phase II)</li> <li>Collaborate with University Hospital, L&amp;M Developers and other affordable housing providers to secure units for eligible residents of Fairmount who need affordable housing</li> <li>Market housing opportunities and fund home ownership training</li> </ul>	<ul style="list-style-type: none"> <li>Key partners in the neighborhood, including RPM the New Community Corporation, University Hospital, Habitat for Humanity, LISC and the City of Newark will partner in funding and providing technical assistance</li> </ul>	Short to Long Term 1-5+ Years
<b>Invest in Green Space, Park and Playground Development</b>	\$750,000 for a new Fairmount Community Park	<ul style="list-style-type: none"> <li>NJ Green Acres Program</li> <li>KaBoom/LISC</li> <li>NJ DCA NRTC Funding</li> <li>City of Newark Recreation Department</li> </ul>	<ul style="list-style-type: none"> <li>Acquire land for the development of a new Fairmount community park</li> <li>Work with the City to design and construct the park and provide a maintenance commitment</li> </ul>	<ul style="list-style-type: none"> <li>The City of Newark Public Works (Recreation) Department will be asked to lead the new park effort</li> <li>Urban League to provide guidance and implementation for the new park project</li> </ul>	Medium Term to Long Term 1-5+ Years
	Work with LISC to Rehabilitate the KaBoom Playground	<ul style="list-style-type: none"> <li>LISC</li> <li>NJ DCA NRTC Funding</li> <li>ULEC</li> </ul>	<ul style="list-style-type: none"> <li>Design the new playground</li> <li>Construct the playground and invest in new equipment</li> <li>Monitoring and maintenance</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League will work with LISC to oversee design and construction</li> <li>LISC will provide technical assistance and funding</li> </ul>	Short to Medium Term 1-3 Years
<b>Host Neighborhood Clean-up Programs</b>	5,000 per year	<ul style="list-style-type: none"> <li>City of Newark Public Works</li> <li>City of Newark CDBG Program</li> <li>NJ DCA NRTC Funding</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor Neighborhood Clean up Days</li> <li>Provide Neighborhood Clean Block Award Programs, (also see Codes and Ordinances)</li> </ul>	<ul style="list-style-type: none"> <li>Urban League will sponsor and facilitate Clean up Days</li> <li>Neighborhood Association and stakeholders will partner to coordinate</li> </ul>	Short to Long Term 1-5+ Years
<b>Expand Model Block Initiatives on Littleton and Fairmount Avenues</b>	\$1,000,000 for model block infrastructure and improvements	<ul style="list-style-type: none"> <li>NJ Community Capital</li> <li>NJ DCA NRTC Funding</li> <li>HUD Housing Programs</li> <li>Area Banks</li> <li>Home Buyers</li> <li>City of Newark</li> </ul>	<ul style="list-style-type: none"> <li>Acquire available sites for scattered site housing projects on additional blocks</li> <li>Build and/or rehabilitate housing in Littleton and Fairmount Model Block Corridors</li> <li>Collaborate with NJ DCA NRTC Program Funding</li> <li>Market housing opportunities and fund home ownership training</li> </ul>	<ul style="list-style-type: none"> <li>The Urban League of Essex County will continue implementation of its successful model block program</li> <li>Partnerships with various funding providers and the City of Newark will be needed to facilitate the effort</li> </ul>	Short Term to Long Term 1-5+ Years
<b>GOAL 5: PROMOTE SOCIAL EQUITY AND ADVANCE COMMUNITY BUILDING INITIATIVES</b>					
<b>Enforce Codes and Ordinances</b>	\$50,000 for Code Enforcement Reporting Program	<ul style="list-style-type: none"> <li>City of Newark Code Enforcement Division</li> <li>Urban League of Essex County</li> <li>Clean Communities Program</li> <li>NJ DCA NRTC Program</li> <li>City of Newark CDBG Program</li> </ul>	<ul style="list-style-type: none"> <li>Identify problem locations</li> <li>Work with the City to cite landlords and property owners for a protocol for reporting violations</li> <li>Purchase and locate new trash receptacles in the neighborhood and along key shopping corridors</li> <li>Implementing the “Step up” Clean block awards program</li> </ul>	<ul style="list-style-type: none"> <li>City of Newark Code Enforcement Division will be asked to take the lead</li> <li>The Urban League of Essex County will monitor along with the Fairmount Heights Neighborhood Association</li> <li>Urban League will implement the Step-Up Clean Block Awards Program</li> </ul>	Short to Long Term 1-5+ Years
<b>Expand Recreational Opportunities for Teens and Youth</b>	\$50,000 per year for memberships to area gyms and for KaBoom Playground Administration	<ul style="list-style-type: none"> <li>LA Fitness and Area Gyms</li> <li>NJ DCA NRTC Funding</li> <li>TRF BHEC Program</li> </ul>	<ul style="list-style-type: none"> <li>Provide with area gyms and YMCA to offer scholarships for neighborhood youth</li> <li>Redevelop the KaBoom Playground</li> </ul>	<ul style="list-style-type: none"> <li>Urban League will organize and implement the scholarship program</li> <li>Urban League will coordinate redevelopment of the KaBoom Playground</li> </ul>	Short to Medium Term 1-5 Years
<b>Provide Housing Counseling and Access to Home Ownership</b>	\$25,000 per year	<ul style="list-style-type: none"> <li>Urban League of Essex County</li> <li>NJ DCA NRTC Program</li> <li>City of Newark CDBG Funding</li> <li>U.S. HUD</li> </ul>	<ul style="list-style-type: none"> <li>Continue housing counseling programs offered by the Urban League</li> <li>Continue first time home buyers’ program</li> </ul>	<ul style="list-style-type: none"> <li>Urban League will continue its home buyers and related counseling programs</li> <li>The ULEC will work with housing partners to expand information about home owner access</li> </ul>	Medium Term 3-5 Years
<b>GOAL 6: INVEST IN LOCAL LEADERSHIP AND COMMUNITY BUILDING THROUGH NEIGHBORHOOD ASSOCIATIONS AND ORGANIZATIONS</b>					
<b>Invest in Affordable WiFi and Internet Access</b>	\$100,000 to set up WiFi Hot Spots	<ul style="list-style-type: none"> <li>Comcast Corporation</li> <li>Verizon Corporation</li> <li>National Telecommunication and Information Administration</li> </ul>	<ul style="list-style-type: none"> <li>Invest in infrastructure in schools and other facilities in the neighborhood to create hot spots that strengthen WiFi signals and provide better internet access</li> </ul>	<ul style="list-style-type: none"> <li>Urban League will lead the project to work with internet providers to identify potential locations for WiFi enhancements</li> </ul>	Medium to Long Term 3-5+ Years



Proposed Activity	Estimated Cost	Sources of Funding	Uses of Funding	Role of Lead Organization and Partners	Timetable Short (1-2 years) Medium (3-5 years) Long (5+ years)
WiFi Investment, (Continued)		<ul style="list-style-type: none"><li>U.S. Department of Education Broadband and Internet Grant</li><li>NJ Department of Education</li></ul>	<ul style="list-style-type: none"><li>Partner with the schools to ensure that neighborhood youth have the tablets and other computer hardware needed to compete in school projects</li></ul>	<ul style="list-style-type: none"><li>School District and the League will work to assess the needs of school children and use NRTC funding to replace or purchase computer hardware</li></ul>	
Provide Additional Access to Information about Activities in the Fairmount Neighborhood	\$50,000 for the Fairmount App and distribution of Neighborhood Information	<ul style="list-style-type: none"><li>Urban League of Essex County</li><li>Fairmount Heights Neighborhood Association</li><li>City of Newark</li></ul>	<ul style="list-style-type: none"><li>Prepare RFP for creation of the Fairmount Neighborhood App</li><li>Work with consultant to identify the information to be included in the App</li><li>Develop and introduce the App to Fairmount residents and stakeholders</li><li>Distribute hard copies of information and enhance website</li></ul>	<ul style="list-style-type: none"><li>The Urban League will lead the expansion of information about services and support in the neighborhood</li><li>The League will work with its partners to ensure that their information about projects and programs are included</li></ul>	Medium to Long Term 3-5+ Years
Continue the Fairmount Heights Neighborhood Association	\$10,000 per year for facilitation and administration	<ul style="list-style-type: none"><li>Urban League of Essex County</li><li>Fairmount Heights Neighborhood Association</li><li>West Ward Community Coalition</li></ul>	<ul style="list-style-type: none"><li>Ongoing support for the Fairmount Heights Neighborhood Association</li><li>Implementation of the LISC initiated Block Clubs Program</li></ul>	<ul style="list-style-type: none"><li>The ULEC will continue to foster meetings and support events sponsored by the Fairmount Neighborhood Association</li><li>LISC will work with the League to implement the Fairmount Block Clubs</li></ul>	Short to Long Term 1-5+ Years
Offer Neighborhood Ethnic and Cultural Events	\$20,000 per year for facilitation and administration	<ul style="list-style-type: none"><li>Urban League of Essex County</li><li>Fairmount Heights Neighborhood Association</li><li>West Ward Community Coalition</li><li>City of Newark</li></ul>	<ul style="list-style-type: none"><li>Host Neighborhood Festivals and Events</li><li>Develop Calendar of Events and have it posted on the Fairmount Website</li></ul>	<ul style="list-style-type: none"><li>Urban League will help to schedule and organize Fairmount Neighborhood festivals and events</li><li>Partners will include Fairmount Heights Neighborhood Association and other community groups and stakeholders</li></ul>	Medium to Long Term 3-5+ Years

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**



## **SECTION 8**

### **PARTICIPATORY PLANNING REQUIREMENTS**

## **Section 8**

### **PARTICIPATORY PLANNING PROCESS**

#### **OVERVIEW OF THE PLANNING PROCESS**

The Urban League of Essex County is no stranger to participatory planning or community engagement. Those functions are part of its historic mission. As documented on a number of occasions in this plan, the Urban League has been involved in many community outreach efforts centering on many projects – some of which occurred in the past, but are still relevant, and others which have happened recently. Examples include the following:

#### **The First Fairmount Neighborhood Plan**

In 2011 the Wells Fargo Regional Foundation (previously the Wachovia Regional Foundation) funded the development of the first Fairmount Neighborhood Plan. This plan culminated in the engagement of hundreds of residents, businesses and other individuals who identified over 75 suggestions for improvements to the neighborhood. This plan formed the basis for the first of several NRTC Plans that were submitted and subsequently funded.



#### **The History of the PSEG Transmission Station**

Shortly after the 2009 Fairmount Plan was adopted, PSEG proposed constructing a large transmission station in the neighborhood at Littleton Avenue and Market Streets. The property was purchased by PSE&G in July 2012 as the site of a future electric switching station that will improve electric system reliability for residents of the region. The Urban League was instrumental in engaging residents to oppose the construction of the station, which ultimately led to a negotiated settlement which included a cash contribution to the City of Newark. Particularly relevant to this NRTC Plan is PSEG's dedication of a 4-acre site adjacent to the switching station to the Urban League for the construction of a Community Center. (The construction of this Center is one of the major project priorities in this plan.)



#### **The NRTC Planning History**

The first NRTC Plan for the Fairmount Neighborhood was approved in 2016. This plan and subsequent plans helped to fund important projects in the neighborhood, including scattered site housing, the Littleton Avenue and Fairmount Avenue Model Block projects, job training programs, Thrift Store development, and streetscape improvements. The NRTC Plan's successes are documented further in Section 4 Organizational Capacity.



### **The KaBoom Playground Redevelopment**

The Urban League has been hosting a number of meetings over the past six months in coordination with LISC to redevelop the KaBoom Playground located at the corner of 9<sup>th</sup> Street and 12<sup>th</sup> Avenue. This effort has brought together dozens of individuals to help plan the reconstruction of this playground. Additional information about community engagement for recreational and other neighborhood projects is found in Section 6 of this Plan.

### **The BHEC Planning Program**

BHEC is “Building Healthier & Equitable Communities.” In April 2021, the Urban League became a formal participant in this process along with other partners such as L&M Developers, University Hospital, Habitat for Humanity, and the New Communities CDC. A number of meetings occurred prior to this formal NRTC Planning Process, but also as a function of NRTC Plan outreach. Dates and a summary of these meetings, a planning timeline, and related documents can be found in the Appendix of this Plan. One of the key outcomes of these meetings was the suggestion that the Fairmount NRTC Plan be developed around “Social Determinants of Health.” This planning effort has also led to a number of important capital projects being included in the NRTC Plan such as the large affordable housing project depicted in the artist’s rendering.

### **Fairmount Commons and Affordable Housing**

The Urban League has been involved for the past two years with the City and other development organizations in an exciting project called ‘Fairmount Commons.’ This project, located in the heart of the Fairmount Neighborhood between South Orange Avenue and 13<sup>th</sup> Avenue from 11<sup>th</sup> Street to the West Side High School. This project has involved multiple community and stakeholder meetings with which the ULEC has participated and that will result in a project, central to the NRTC Plan. In addition, the ULEC is working with a number of other partners on multiple affordable housing projects as well as scattered site housing. We have been meeting with stakeholders at NJ Community Capital, the New Community Corporation, LISC, RPM, University Hospital, L&M Developers and the City of Newark on these projects. These have also engaged stakeholders, residents and organizations in the neighborhood. (The proposed University Hospital Project is pictured above. A rendering of the Fairmount Commons Project is found on the following page of this narrative.)





### **This NRTC Planning Process**

In accordance with NJ DCA NRTC Guidelines, the Urban League of Essex County sent a letter to Newark City Hall notifying the appropriate city officials of the League's intent to prepare an NRTC Neighborhood Plan. The planning process was concluded with a similar letter which also triggered the start of the 30-day public comment period. Evidence of the receipt of these documents is included as an attachment to the final plan.)

The development of this NRTC Plan has involved a significant community engagement effort. There have been many meetings of the stakeholders, the planning committee, and community groups that have led to the identification of project and program priorities outlined in this document. A brief summary of the outreach effort follows.

The in-house planning team met on Zoom on March 10, 2021 to discuss the process and define the next steps in assembling the NRTC Plan. Identification of potential Neighborhood Planning Committee members began shortly after that in-house meeting, representing a very diverse group of residents, neighborhood stakeholders and partners. Two meetings of the planning committee were held between March and June of 2021.

Planning Committee Members represent the following groups and organizations:

- The Urban League of Essex County
- New Communities CDC
- L&M Developers
- University Hospital
- The Fairmount Heights Neighborhood Association
- The West Ward Neighborhood Association

- The Partnership West BID
- Residents of the Fairmount Neighborhood
- Businesses in the Fairmount Neighborhood

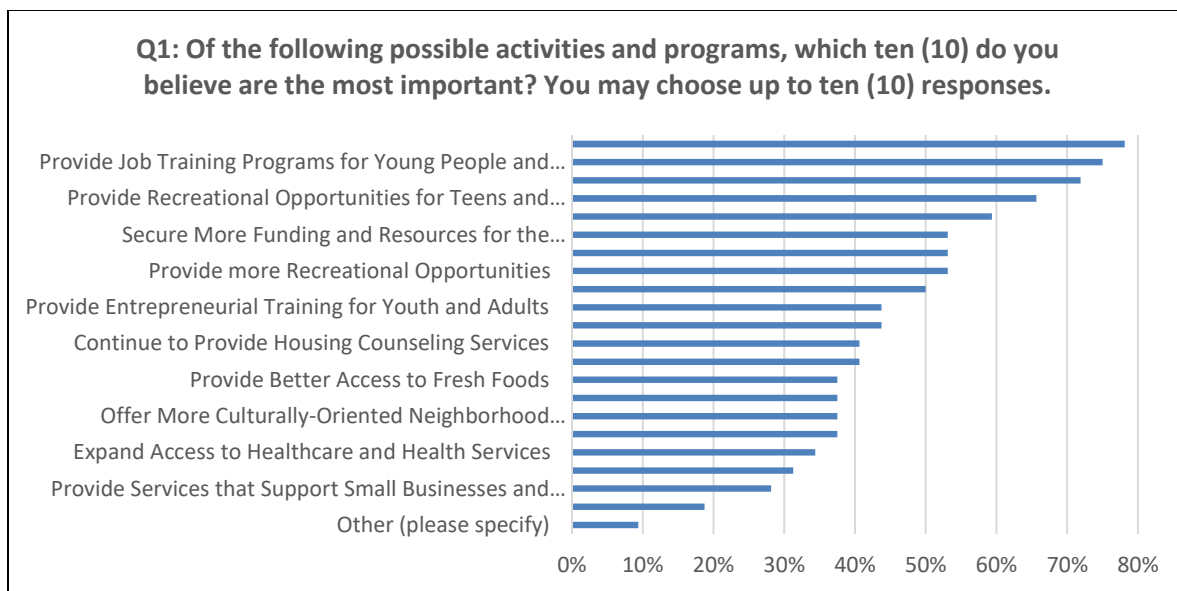
### Additional Stakeholder Meetings

April-June 2021 Initial Planning Meetings with BHEC Partners to discuss their engagement in the planning process and participation on the Planning Committee.

June 3, 2021 – Planning Committee Meeting to discuss vision and strategies for the plan and outline the issues to be included in the neighborhood survey.

### The Neighborhood Survey

A survey of neighborhood residents and stakeholders was distributed during the first two weeks of June 2021. The survey asked respondents to identify the issues facing their neighborhood and to prioritize them, (as shown below.) Complete survey results are found in Tab 11 of this plan.



The survey results were used to build the strategies that are included in Section 7 of the Plan and to identify the key initiatives that will be central to the implementation of the NRTC Program over the coming five years. Survey results are found in the appendix of this Plan.

Project and program priorities are shown on the NP-3 and NP-4 Forms that are part of Section 7 of this plan. These priorities reflect those indicated by the Planning Committee and local residents.

### Partnership Meetings and Findings

Meetings were held with BHEC Partners throughout the planning process. Partners indicated their support for the NRTC Plan and outlined what they felt were priorities for the

Fairmount Neighborhood. Copies of minutes are attached to the final plan. Highlights of these meetings are as follows:

NJ Community Capital. NJCC has done a considerable amount of work in that area. Currently it has one two-family project in development at 62 North 6<sup>th</sup> Street. We expect the TDC to be around \$310,000 and the project should be completed late summer/early fall. We are also providing construction management services for several units owned by the Urban League. They should have that information but let me know if you want me to pull that together as well.

On the lending side, NJCC has financed many scattered-site, 1-4 family projects in the neighborhood over the years for many Borrowers. Currently, there are a two-family property and a three-family property under development by a NJCC borrower. The total development budget is \$631,000 with a one-year timeline.

LISC KaBoom Park/Playground Collaboration. KaBoom Park is located at the corner of S. 9th Street and 12<sup>th</sup> Avenue. This playground fell into severe disrepair with broken play equipment and overgrown vegetation making it an unsafe space for kids to play.

While the community tries to conduct regular clean ups and kids still try to play on the broken equipment, the location also is a magnet for illicit activities. LISC and ULEC will be working with Newark Public Safety Collaborative at Rutgers University to track crime data to help demonstrate impact. LISC anticipates working with the ULEC on more investment in community gardens in the neighborhood.

New Community Corporation. The NCC has been a long-time partner and collaborator with the Urban League in its efforts to revitalize the Fairmount Neighborhood. Currently NCC has a number of projects underway including the following.

- Two family homes are 427,429, 471,473 15th Avenue
- The 9% deal Is Homes Court 250-300 Morris Avenue, just outside of the Fairmount Neighborhood

University Hospital and L&M Developers. The primary project that is central to this collaboration is the planned affordable housing project and medical clinic located in the southeastern quadrant of the neighborhood. This project will provide new medical and housing opportunities for neighborhood residents and will greatly enhance access to these services.

Partnership West Business Improvement District. The Partnership West Business Improvement District is working on a number of projects throughout the city and neighborhood. These include the following.

- Flowerpots throughout the city
- A new cleaning team begins in September/October

- Christmas decorations and a tree for the small park in the NE corner of the neighborhood
- Security cameras for businesses – he requires that they incorporate a feed to the Newark Police
- Helps with funding outdoor seating areas for restaurants throughout the pandemic
- Working with PSE&G to erect a few temporary murals

Specifically, the BID suggests the following for the Fairmount NRTC Plan:

- Façade improvements: He estimated the funding need to be approximately \$150,000-\$200,000 with the BID prepared to match approximately \$10,000.
- Banners: One of the projects they have planned is for pole-mounted banners, unique to each neighborhood. They currently have banners throughout the city, so the apparatuses to hang them are already in place: the funding would be for the design and manufacture of the banners. He estimates the cost for the Fairmount banners to be less than \$10,000.

### **SUMMARY AND ATTACHMENTS**

The ULEC has facilitated a significant public outreach process through meetings, surveys, and small stakeholder/partnership meetings. These collaborations have resulted in the projects and programs outlined in this NRTC Plan.

Beyond this immediate work, the ULEC has engaged regularly with the foundations, funders, city officials, the DCA and other partners that have been long-standing supporters of neighborhood revitalization. The original Fairmount Neighborhood Plan, (the Action Agenda is attached to this NRTC Plan), illustrates a comprehensive neighborhood engagement effort resulting in many of the initiatives that remain relevant in this Plan.

This collaborative work will continue as we move to implement the programs and project priorities that are outlined. We look forward to continuing our engagement and the completion of the work to improve the neighborhood and provide more opportunities for Fairmount residents.

The attachments required by the NRTC Plan Guidelines are included in this section as follows:

Evidence of Community Outreach

Meeting Notes and Agendas (including power point presentation)

Notice to the City of Newark of the intent to prepare the NRTC Plan

Letters of Support

Evidence that the Plan was made available for public review

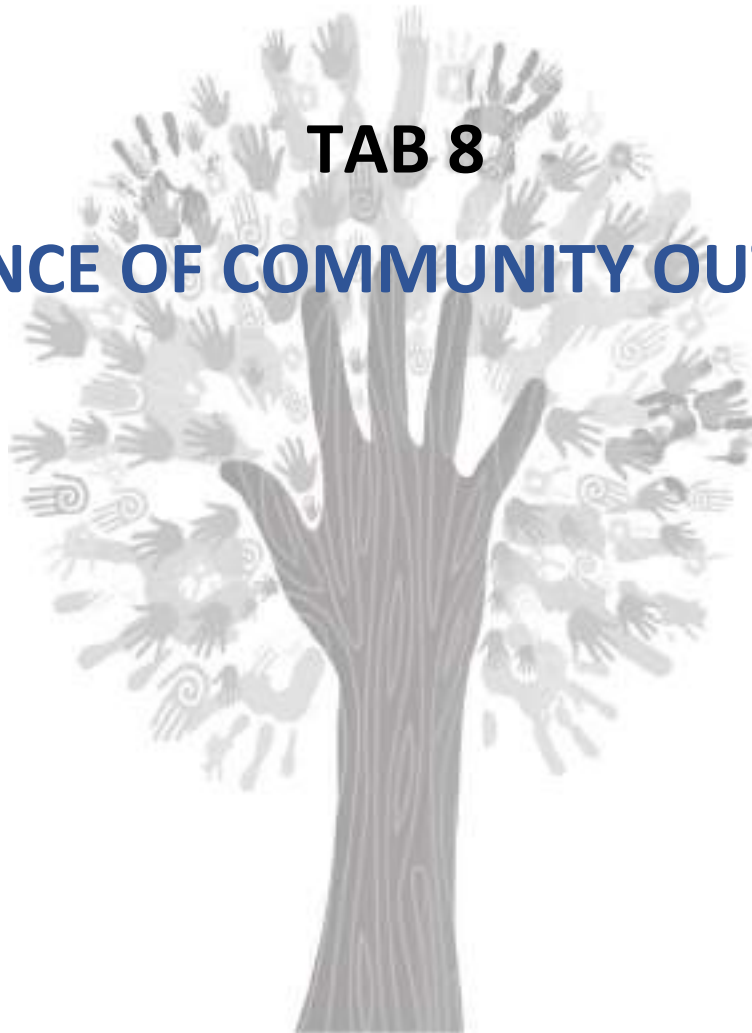
Evidence that the final plan was submitted to the City for a 30 day review



# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

**TAB 8**

**EVIDENCE OF COMMUNITY OUTREACH**



# FAIRMOUNT NEIGHBORHOOD, NEWARK, NEW JERSEY

NEIGHBORHOOD REVITALIZATION TAX CREDIT PLAN

PLANNING COMMITTEE PRESENTATION

JUNE 3, 2021



# FAIRMOUNT NRTC PLAN

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## WELCOME AND INTRODUCTIONS

- Vivian Fraser, President/CEO and Staff of the Urban League
- Steering Committee Introductions
- Consultant Team Introductions

**URBAN LEAGUE OF  
ESSEX COUNTY**



# WHAT IS NRTC AND WHY A PLAN?



- **NRTC stands for Neighborhood Revitalization Tax Credit**
- **It is a New Jersey Program that provides private companies and corporations with a way to offset their tax obligation by contributing funds to organizations such as the Urban League to revitalize neighborhoods**
- **The Fairmount NRTC Plan will identify potential issues, programs and projects that are eligible for such funding**
- **It is our job – residents, stakeholders, and participants in the planning process – to identify those key projects and priorities**

# PAST SUCCESSES

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- ❖ Model Block Investments on Littleton Avenue
- ❖ New Affordable Housing Projects on Sites around the Neighborhood
- ❖ Construction Trades Job Training Programs
- ❖ Renovation of Existing Homes
- ❖ Housing Counseling Programs
- ❖ Site Acquisition for New Community Center
- ❖ Thrift Store Retail Center
- ❖ Computer Technology Center





# FAIRMOUNT NRTC PLAN

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## The Fairmount Neighborhood Today

The Boundaries of the Fairmount Neighborhood are Central Avenue to the north and South Orange Avenue to the South. On the east, the area is bounded by Bergen Street, and on the west Fairmount is bounded by Grove Street and the Newark/East Orange Border.



# GOALS AND OBJECTIVES

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**A Primary Goal of the NRTC Plan is to agree on a Vision for  
The Fairmount Neighborhood**

**We want our neighborhood to be the best it can be, where neighbors help each other, and where there are good and safe schools, jobs, businesses, housing, transportation and recreation for every person who lives here.**



# Social determinants of health (SDOH)

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Conditions in which we live, learn, work, play, and pray

## Economic Stability/Mobility

- Poverty
- Employment and wealth building
- Small business
- Housing Instability
- Food Insecurity

## Education

- Early Childhood Education and Development
- Enrollment in Higher Education
- High School Graduation
- Language and Literacy
- Job training

## Equity

- Political structures
- Institutional systems
- Social attitudes, constructs, and practices
- Power dynamics
- Community building and organizing

## Health and Healthcare

- Access to Health Care
- Access to Primary Care
- Health Literacy

## Neighborhood and Built Environment

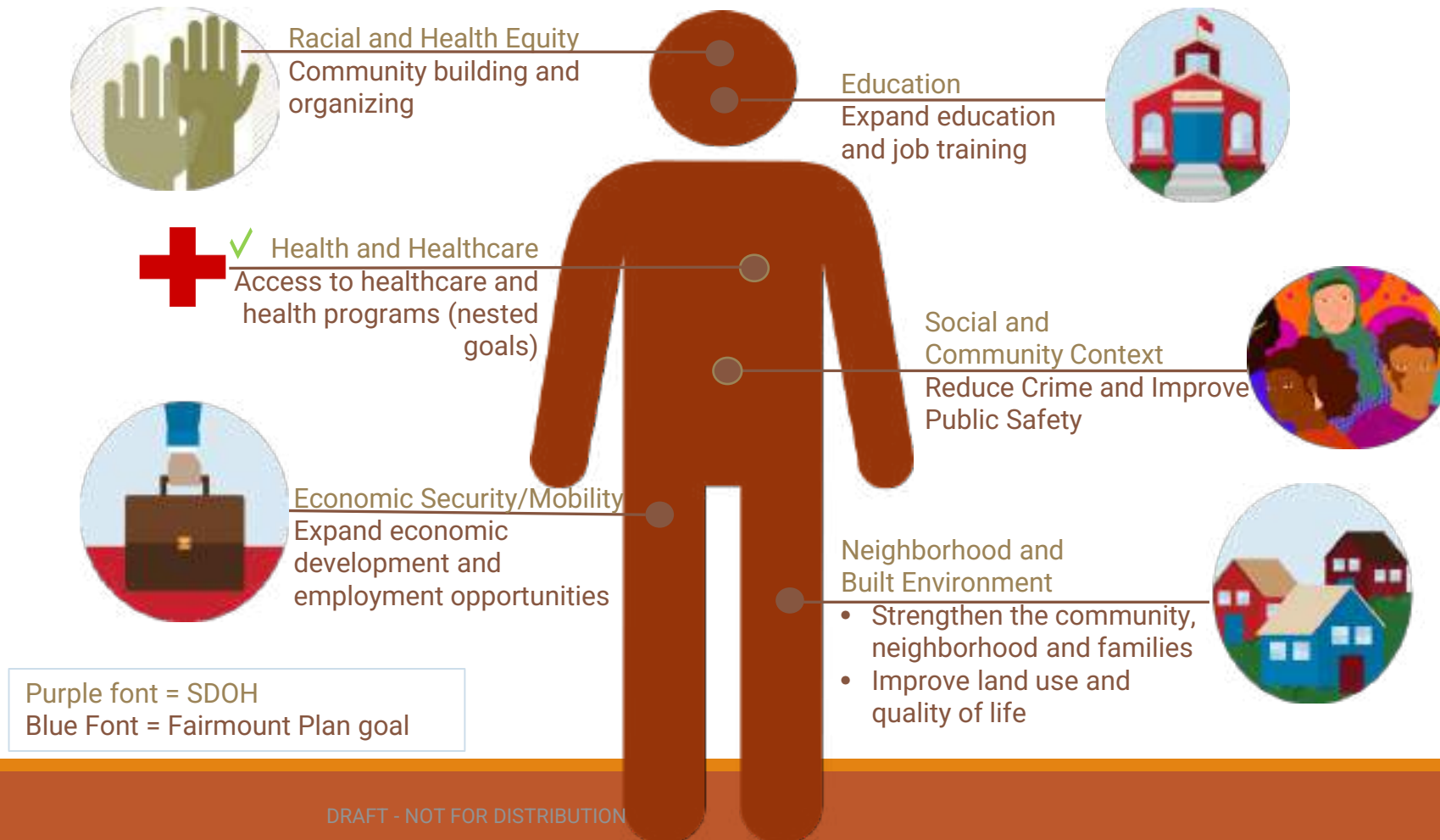
- Quality of Housing
- Access to Healthy Food
- Crime and Violence
- Environmental Conditions
- Transportation

## Social and Community Context

- Discrimination
- Civic Participation
- Incarceration
- Social Cohesion



# Mapping Fairmount plan to sDoh



# SETTING PRIORITIES



- ☐ Provide Better Street Lighting
- ☐ Install Street Cameras
- ☐ Create a Crime Watch Program
- ☐ Develop a Community Center
- ☐ Provide Affordable Housing
- ☐ Redevelop Vacant Properties
- ☐ Enforce Codes and Ordinances
- ☐ Offer More Festivals and Events
- ☐ Promote Job Training and Education
- ☐ Provide Services for Businesses
- ☐ Keep Residents Informed
- ☐ Provide Summer Jobs for Youth
- ☐ Provide Access to Medical Services

- ☐ Offer Housing Rehab Loans and Grants
- ☐ Attract More Businesses and Retail
- ☐ Provide More Recreation
- ☐ Other Ideas?





# NEIGHBORHOOD OUTREACH

COMMUNITY SURVEY

COMMUNITY MEETING(S)

INTERVIEWS

**TIMELINE: June 30, 2021**

## **Urban League of Essex County and the *Moving Fairmount Forward Initiative***

The Urban League of Essex County (ULEC) works within communities on issues of equality, education and empowerment. They aim to help members of Essex County communities stand on their own feet and to obtain better and safer living, educational and working environments.



# NEXT STEPS

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- ❖ Reaching out to Residents and Stakeholders
- ❖ Prioritizing Issues, Projects and Programs
- ❖ Holding a Second Steering Committee Meeting
- ❖ Hosting a Fairmount Neighborhood Meeting
- ❖ Submitting a Draft NRTC Plan to the NJ DCA
- ❖ Securing Funding and Support to Implement the Plan
- ❖ 5 Years with an Opportunity to Renew



## URBAN LEAGUE OF ESSEX COUNTY

### NRTC STEERING COMMITTEE

#### List of Steering Committee members

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1. Sonja **Dabney** – Fairmount Heights Neighborhood Association Member. Contact number: 862 (**confirmed**) 754-9145 [sdabney15@gmail.com](mailto:sdabney15@gmail.com)
2. Laura Z. Bonas **Palmer** – Small Business Owner; AWAABA Gallery (917) 991-2659 (**confirmed**) [akwaabagallery@gmail.com](mailto:akwaabagallery@gmail.com)
3. Rashena Burroughs – Small Business Owner. Contact number: 973 666-4823 (**confirmed**) [Blueberryvegancafe@gmail.com](mailto:Blueberryvegancafe@gmail.com)
4. Paul Valarius – Pastor of church in Fairmount Heights. Contact number: 973 420-8850 (**confirmed**) [paul.valerius@yahoo.com](mailto:paul.valerius@yahoo.com)
5. Patrick **Council** – Pastor of church (St. Johns) in Fairmount Heights and City of Newark Recreation Director. Contact number: 973 388-5116 (**confirmed**)
6. Chris Watson – City of Newark Planning Office
7. Khasekem – Director of Refal Community Center, Fairmount Heights. Contact number – 862 231-1940 (**confirmed**) [refalglobalmedia@gmail.com](mailto:refalglobalmedia@gmail.com)
8. Ramona Thomas – Georgia King Village Resident Leadership Program - 862 571-0875 (**confirmed**) [monalisa1103@gmail.com](mailto:monalisa1103@gmail.com)
9. Fallon **Davis** – 13<sup>th</sup> Avenue School, Urban STEAM Program - 678 651-9778 (**confirmed**) [info@steamurban.org](mailto:info@steamurban.org)
10. Cesar A **Vizcaino**, Partnership West Improvement District (B.I.D.) cell 973.604.7168 (**confirmed**) [cavizcaino@pwibid.org](mailto:cavizcaino@pwibid.org)
11. Staff (V. Fraser, P. Sermon, D. Sharif, L. Robbins)  
BHEC Team Members
12. Collette barrow – University Hospital
13. Judith Thompson Morris – LISC
14. Jonathan Cortell – L & M
15. Craig Drinkard – Victoria Foundation
16. Carina Pereira – City of Newark
17. Marie Mascherin – NJ Community Capital



Urban League of  
Essex County

You are cordially invited to the

## Fairmount Avenue Model Block Showcase

Celebrating our Affordable Housing, Neighborhood Revitalization  
and Environmental Impact

Special Guests:

Lieutenant Governor Sheila Y. Oliver

Mayor Ras J. Baraka

**Monday, June 28 at 2 pm**

231 Fairmount Avenue, Newark, New Jersey

**Event Registration – Click [HERE](#)**

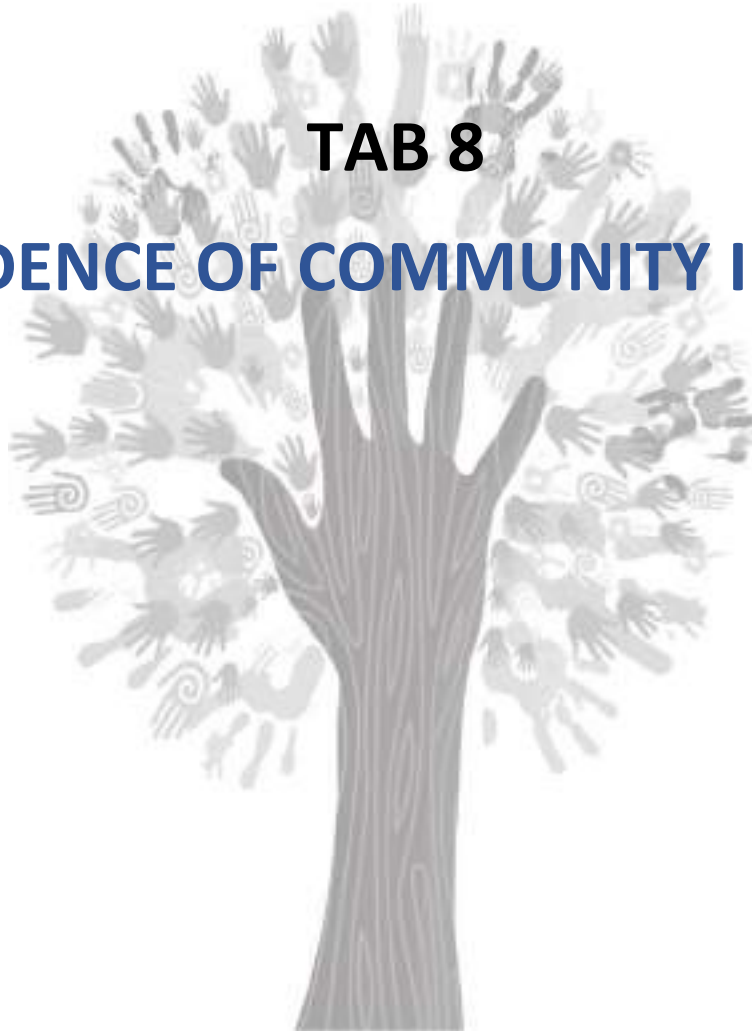
**SOCIAL DISTANCING AND MASKS OBSERVED**

For more information: [info@ulec.org](mailto:info@ulec.org)

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

**TAB 8**

**EVIDENCE OF COMMUNITY INPUT**





# Urban League of Essex County

June 3, 6pm

## **Zoom Meeting Attendance:**

- Steve Kehs
- Scott Armato
- Colby Dailey
- Vivian Fraser
- Rashena Burroughs
- Mona Thomas
- Laura Bonas Palmer
- Judith Morris
- Jonathan Cortell
- Fallon Davis
- Darrin Sharif
- Cesar Vizcaino
- Tony Tolles
- Leonard Robbins

## **Vision Statement Discussion**

- Add “health” to Vision Statement
- Add “neighborhood of choice” to Vision Statement – that Fairmount should become a place where residents want to stay, not leave

## **Additional Plan Priorities**

- Community Policing
- Invest in teens/youth
- Summer jobs for teens/youth – continuing education, paid-to-learn
- Culturally oriented festivals (raise self-esteem)
- Beautify the neighborhood – Cleanup, additional garbage cans
- Affordable WiFi/available hotspots
- Spaces for “kids to hang and be” (green spaces and recreation)
- Façade, Signage and other Improvements to Business Corridors
- Mental health accessibility (drop-in mental health clinics)
- Entrepreneurial training
- Secure more funding for Fairmount

## **Short Pitch**

“The Urban League of Essex County is working to develop a neighborhood plan for Fairmount, identifying the projects and programs with the highest priority to our residents. We’re asking for residents’ input, feedback, and ideas, and you can help by participating in this short survey.”

## **Other Notes**

- Attendees recognized the need for more face-to-face engagement in the community
- There was a decent amount of discussion about including *health* as one of the plan’s goals
- Cesar Vizcaino of the Business Improvement District noted that his organization is prepared to help meet some of the smaller goals right now.
- Cesar also committed to donating a children’s playground to the 13<sup>th</sup> Ave. School.

## NOTES FROM FAIRMOUNT STAKEHOLDER MEETINGS

**06 09 2021**

Interviews to-date: LISC, L&M Developers, New Community Corporation, NJ Community Capital

1. Do you describe your work as addressing social determinants of health?
  - a. LISC uses the SDOH lens. LISC has it integrated into their work. NJCC has a separate “health” focus. L&M focuses on housing.
  - b. NCC has never thought of their work as addressing SDOH before, although they do.
  - c. NJCC knows their work is addressing SDOH but doesn’t talk about it that way
2. What do you see as the major issues/challenges facing the Fairmount Neighborhood related to SDOH?
  - a. Housing - stable and ownership
  - b. Community safety
  - c. Economic mobility and wealth building
  - d. Community engagement
3. Do you have specific SDOH priorities for your own work/investments in the Fairmount neighborhood to address these challenges?
  - a. LISC is invested in all of these challenges
  - b. The others invest primarily in housing and partner with ULEC
4. Tell me about your past, current, and/or planned projects in the Fairmount neighborhood, as relates to the SDOH.
  - a. L&M sees a strip mall in the neighborhood that could be developed. They are a LIHTC developer which has a set of challenges. They see their role in BHEC as engaging UH.
  - b. LISC has made about \$2.5 million in housing investments. Committed to investing with ULEC.
  - c. NCC has some Fairmount-adjacent properties.
    - i. \$13 million rehab of two senior centers
    - ii. Developing two family homes
    - iii. Looking at a 9% LIHTC project right next to UH
  - d. NJCC has some projects in mind through CAPC - I have an email out to them to get a better sense of these projects.
5. Do you use a set of indicators to track and measure your impact?
6. What input from the community - community meetings, etc. - have you already collected?

- a. The folks at Georgia King Village are against another LIHTC project next door (the UH project) because they feel it further concentrates poverty. L&M and UH have been talking with GKV residents.
- b. LISC engages with the community through the Fairmount Neighborhood Association and Block Hubs, and works to develop leadership capacity with community members. Resident-led efforts like a pocket park are results of that work.
- c. NCC and NJCC rely on ULEC's engagement strategies

### **COMMUNITY ASSET PRESERVATION CORPORATION**

Here is a summary of our current activity in Newark's Fairmount Neighborhood.

CAPC has done a considerable amount of work in that area. Currently CAPC has one two-family project in development at 62 North 6<sup>th</sup> Street. We expect the TDC to be around \$310,000 and the project should be completed late summer/early fall. We are also providing construction management services for several units owned by the Urban League. They should have that information but let me know if you want me to pull that together as well.

On the lending side, we've financed many scattered-site, 1-4 family projects in the neighborhood over the years for many Borrowers. However, I think that the only ones active right now are a two-family property and a three-family property under development by a NJCC borrower. The total development budget is \$631,000 with a one-year timeline.

### **LISC AND THE KABOOM PARK REDEVELOPMENT**

ULEC is a partner with LISC in this park revitalization effort.

The KaBoom Park is located at the corner of S. 9th Street and 12th Avenue.

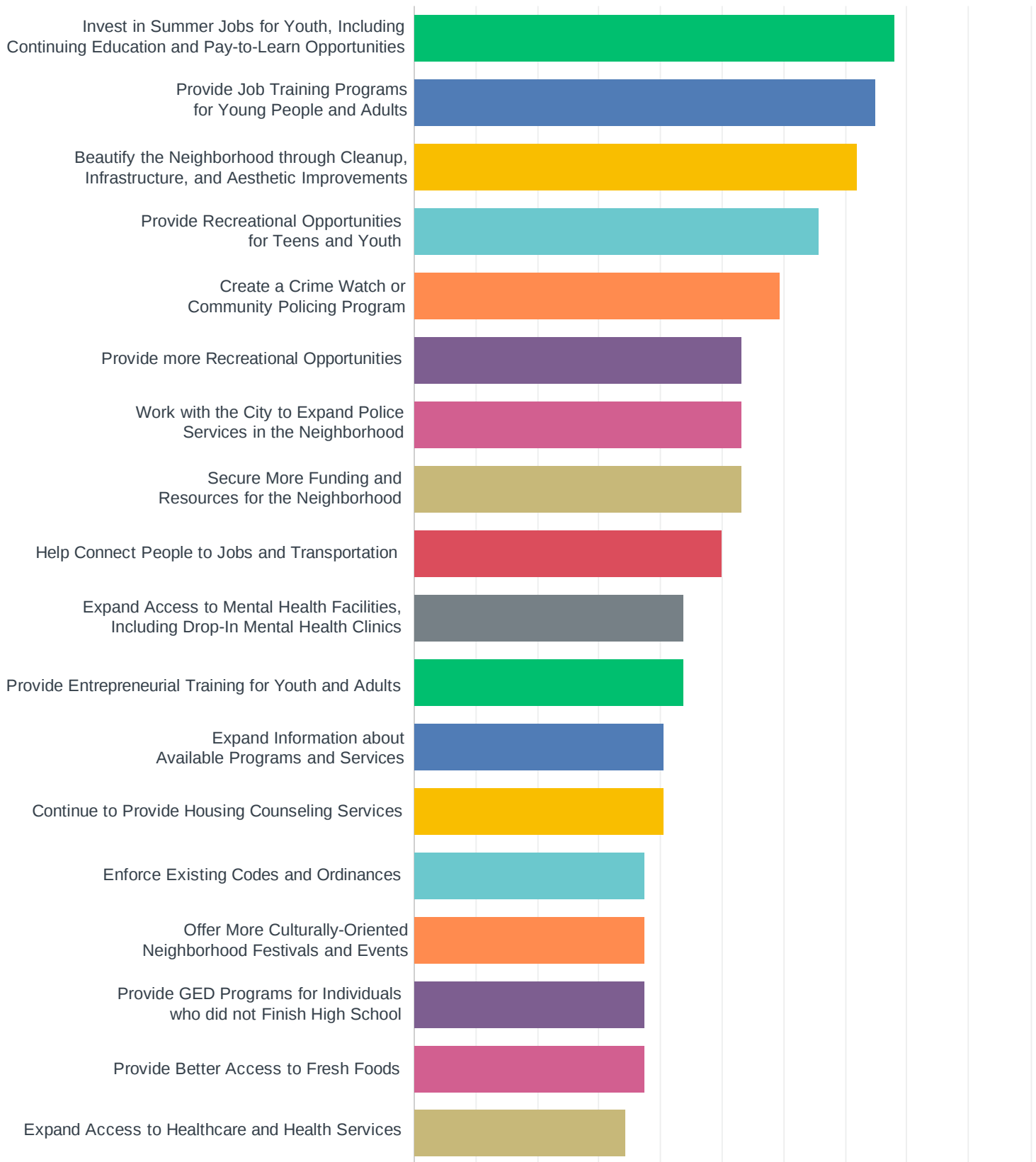
This location was a "KaBOOM" playground however it fell into severe disrepair with broken play equipment and overgrown vegetation making it an unsafe space for kids to play.

While the community tries to conduct regular clean ups and kids still try to play on the broken equipment, the location also is a magnet for illicit activities.

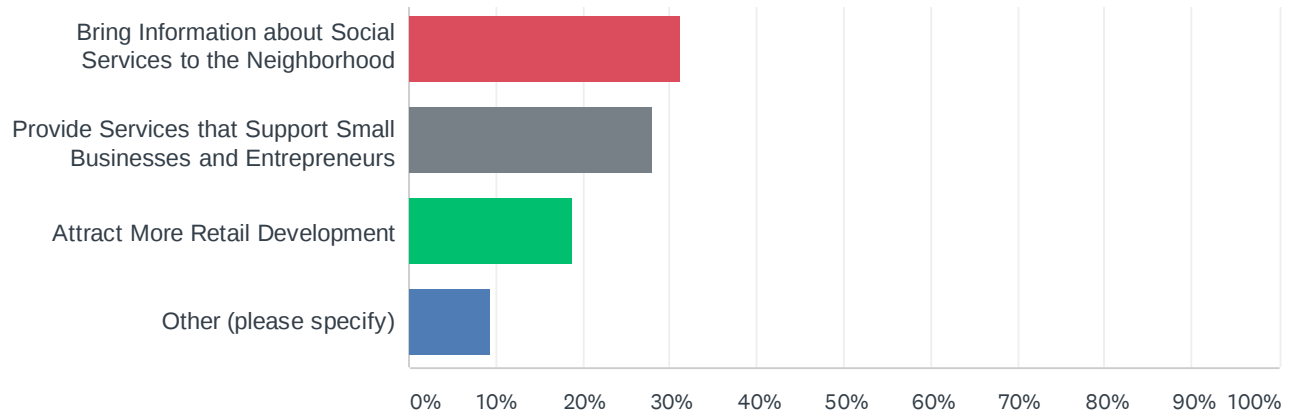
We will be working with Newark Public Safety Collaborative at Rutgers University to track crime data to help demonstrate impact. At this time no plans to invest in another pocket park but rather more investment in community gardens in the neighborhood.

Q1 Of the following possible activities and programs, which ten (10) do you believe are the most important? You may choose up to ten (10) responses.

Answered: 32 Skipped: 0



## Fairmount Neighborhood Survey



ANSWER CHOICES	RESPONSES	
Invest in Summer Jobs for Youth, Including Continuing Education and Pay-to-Learn Opportunities	78.13%	25
Provide Job Training Programs for Young People and Adults	75.00%	24
Beautify the Neighborhood through Cleanup, Infrastructure, and Aesthetic Improvements	71.88%	23
Provide Recreational Opportunities for Teens and Youth	65.63%	21
Create a Crime Watch or Community Policing Program	59.38%	19
Provide more Recreational Opportunities	53.13%	17
Work with the City to Expand Police Services in the Neighborhood	53.13%	17
Secure More Funding and Resources for the Neighborhood	53.13%	17
Help Connect People to Jobs and Transportation	50.00%	16
Expand Access to Mental Health Facilities, Including Drop-In Mental Health Clinics	43.75%	14
Provide Entrepreneurial Training for Youth and Adults	43.75%	14
Expand Information about Available Programs and Services	40.63%	13
Continue to Provide Housing Counseling Services	40.63%	13
Enforce Existing Codes and Ordinances	37.50%	12
Offer More Culturally-Oriented Neighborhood Festivals and Events	37.50%	12
Provide GED Programs for Individuals who did not Finish High School	37.50%	12
Provide Better Access to Fresh Foods	37.50%	12
Expand Access to Healthcare and Health Services	34.38%	11
Bring Information about Social Services to the Neighborhood	31.25%	10
Provide Services that Support Small Businesses and Entrepreneurs	28.13%	9
Attract More Retail Development	18.75%	6
Other (please specify)	9.38%	3
Total Respondents: 32		



## Q1 "Other" responses.

Answered: 3   Skipped: 0

**#3**   Secure services to reduce substance abuse.  
Secure services to assist Re-Entry programs.

**#6**   Entrepreneurship is the key to economical survival and it should be taught to every young person.

**#26**   Identify people who want to come up and those that want to stay down. In other words given the opportunity to change you get 3 answers Yes, Maybe & No... Put most of the time and resources into the yes and maybes

## Fairmount Neighborhood Survey

Q2 Your responses to the previous question are below. Please rank them in order of importance to you, #1 being the most important, #10 being the least important.

Answered: 29 Skipped: 3



# Fairmount Neighborhood Survey

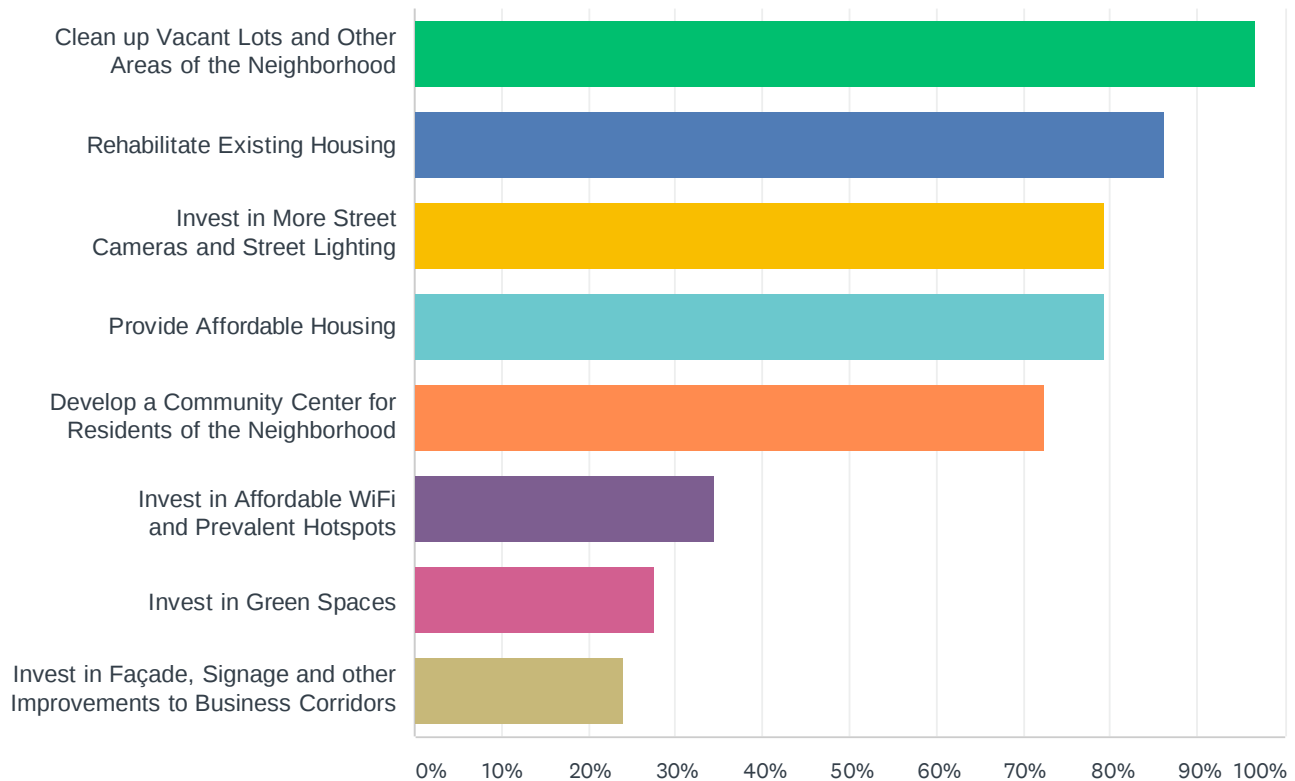
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	TOTAL	SCO
[Insert text from Other]	33.33% 1	66.67% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	3	21.33
Provide GED Programs for Individuals who did not Finish High School	16.67% 2	8.33% 1	25.00% 3	0.00% 0	25.00% 3	16.67% 2	8.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12	19.08
Secure More Funding and Resources for the Neighborhood	14.29% 2	21.43% 3	14.29% 2	7.14% 1	14.29% 2	7.14% 1	0.00% 0	7.14% 1	7.14% 1	7.14% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	14	18.64
Expand Access to Healthcare and Health Services	10.00% 1	0.00% 0	20.00% 2	40.00% 4	0.00% 0	10.00% 1	10.00% 1	0.00% 0	10.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	10	18.50
Work with the City to Expand Police Services in the Neighborhood	20.00% 3	13.33% 2	6.67% 1	13.33% 2	6.67% 1	6.67% 1	0.00% 0	20.00% 3	6.67% 1	6.67% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	15	18.20
Provide Better Access to Fresh Foods	16.67% 2	8.33% 1	16.67% 2	16.67% 2	0.00% 0	16.67% 2	0.00% 0	8.33% 1	0.00% 0	16.67% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12	18.17
Continue to Provide Housing Counseling Services	9.09% 1	0.00% 0	27.27% 3	18.18% 2	0.00% 0	27.27% 3	0.00% 0	0.00% 0	0.00% 0	18.18% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11	17.91
Expand Information about Available Programs and Services	16.67% 2	8.33% 1	8.33% 1	8.33% 1	16.67% 2	8.33% 1	0.00% 0	16.67% 2	8.33% 1	8.33% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12	17.83
Expand Access to Mental Health Facilities, Including Drop-In Mental Health Clinics	0.00% 0	15.38% 2	15.38% 2	7.69% 1	30.77% 4	0.00% 0	7.69% 1	7.69% 1	7.69% 1	7.69% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13	17.77
Create a Crime Watch or Community Policing Program	11.76% 2	5.88% 1	11.76% 2	11.76% 2	11.76% 2	11.76% 2	11.76% 2	11.76% 2	0.00% 0	11.76% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	17	17.71
Enforce Existing Codes and Ordinances	18.18% 2	9.09% 1	9.09% 1	0.00% 0	9.09% 1	9.09% 1	18.18% 2	9.09% 1	9.09% 1	9.09% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11	17.64
Help Connect People to Jobs and Transportation	14.29% 2	14.29% 2	0.00% 0	7.14% 1	14.29% 2	7.14% 1	0.00% 0	28.57% 4	14.29% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	14	17.57
Invest in Summer Jobs	13.04% 3	8.70% 2	4.35% 1	8.70% 2	8.70% 2	4.35% 1	26.09% 6	17.39% 4	4.35% 1	4.35% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	23	17.48

## Fairmount Neighborhood Survey

for Youth, Including Continuing Education and Pay-to-Learn Opportunities																								
Beautify the Neighborhood through Cleanup, Infrastructure, and Aesthetic Improvements	15.00% 3	10.00% 2	10.00% 2	5.00% 1	5.00% 1	15.00% 3	5.00% 1	10.00% 2	10.00% 2	15.00% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20	17.45
Provide Job Training Programs for Young People and Adults	9.09% 2	9.09% 2	9.09% 2	13.64% 3	9.09% 2	4.55% 1	13.64% 3	9.09% 2	9.09% 2	13.64% 3	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	22	17.32
Provide more Recreational Opportunities	0.00% 0	18.75% 3	18.75% 3	6.25% 1	0.00% 0	12.50% 2	12.50% 2	0.00% 0	6.25% 1	25.00% 4	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	16	17.13
Provide Recreational Opportunities for Teens and Youth	0.00% 0	15.00% 3	0.00% 0	15.00% 3	10.00% 2	10.00% 2	15.00% 3	5.00% 1	25.00% 5	5.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	20	16.80
Provide Entrepreneurial Training for Youth and Adults	7.69% 1	0.00% 0	15.38% 2	0.00% 0	7.69% 1	7.69% 1	23.08% 3	7.69% 1	15.38% 2	15.38% 2	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	13	16.46
Bring Information about Social Services to the Neighborhood	0.00% 0	0.00% 0	0.00% 0	12.50% 1	25.00% 2	12.50% 1	12.50% 1	12.50% 1	12.50% 1	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	16.25
Offer More Culturally-Oriented Neighborhood Festivals and Events	0.00% 0	9.09% 1	0.00% 0	9.09% 1	9.09% 1	9.09% 1	18.18% 2	0.00% 0	36.36% 4	9.09% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	11	16.00
Provide Services that Support Small Businesses and Entrepreneurs	0.00% 0	0.00% 0	0.00% 0	0.00% 0	12.50% 1	25.00% 2	0.00% 0	37.50% 3	12.50% 1	12.50% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	8	15.50
Attract More Retail Development	0.00% 0	0.00% 0	0.00% 0	20.00% 1	0.00% 0	0.00% 0	20.00% 1	0.00% 0	40.00% 2	20.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	5	15.20

### Q3 Of the following possible projects, which five (5) do you believe are the most important? You may choose up to five (5) responses.

Answered: 29 Skipped: 3

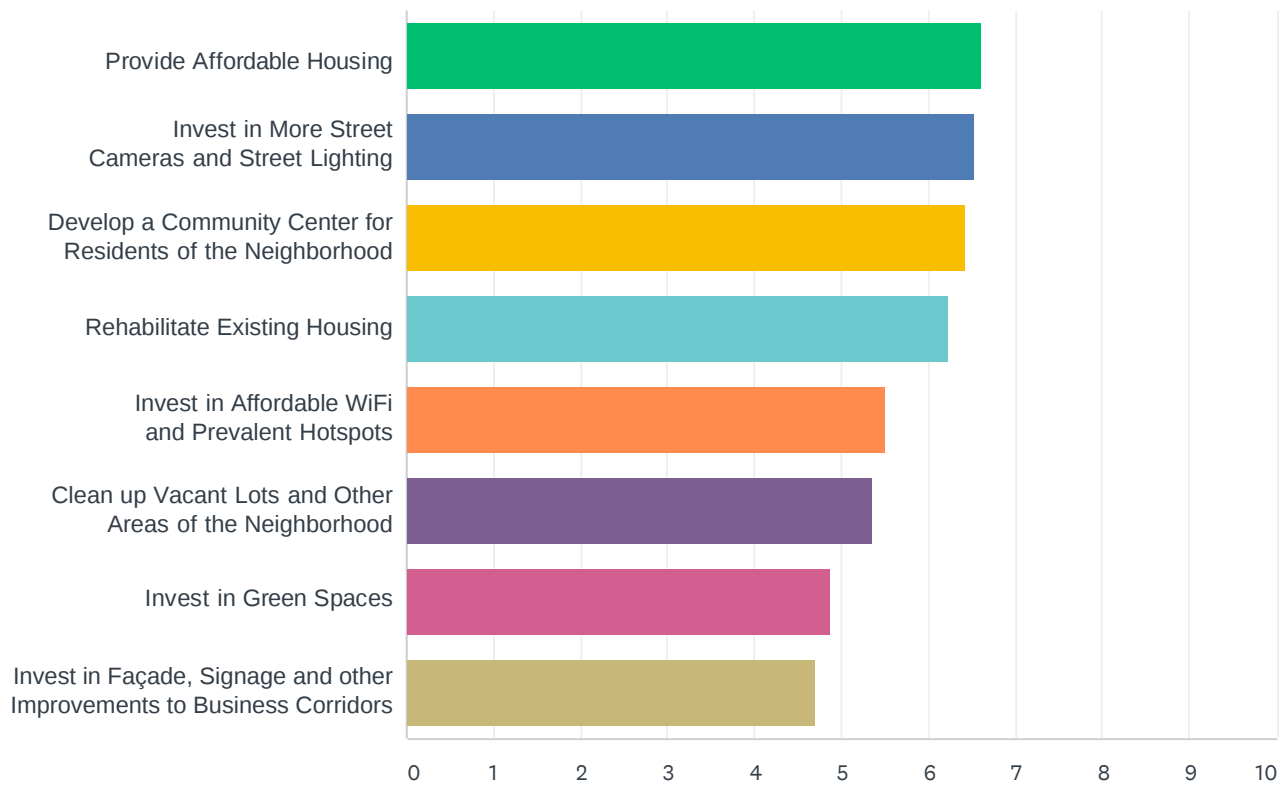


ANSWER CHOICES	RESPONSES	
Clean up Vacant Lots and Other Areas of the Neighborhood	96.55%	28
Rehabilitate Existing Housing	86.21%	25
Invest in More Street Cameras and Street Lighting	79.31%	23
Provide Affordable Housing	79.31%	23
Develop a Community Center for Residents of the Neighborhood	72.41%	21
Invest in Affordable WiFi and Prevalent Hotspots	34.48%	10
Invest in Green Spaces	27.59%	8
Invest in Façade, Signage and other Improvements to Business Corridors	24.14%	7
Total Respondents: 29		



**Q4 Your responses to the previous question are below. Please rank them in order of importance to you, #1 being the most important, #5 being the least important.**

Answered: 29 Skipped: 3



	1	2	3	4	5	6	7	8	TOTAL	SCORE
Provide Affordable Housing	26.09% 6	26.09% 6	34.78% 8	8.70% 2	4.35% 1	0.00% 0	0.00% 0	0.00% 0	23	6.61
Invest in More Street Cameras and Street Lighting	43.48% 10	17.39% 4	8.70% 2	8.70% 2	21.74% 5	0.00% 0	0.00% 0	0.00% 0	23	6.52
Develop a Community Center for Residents of the Neighborhood	23.81% 5	33.33% 7	19.05% 4	9.52% 2	14.29% 3	0.00% 0	0.00% 0	0.00% 0	21	6.43
Rehabilitate Existing Housing	16.00% 4	32.00% 8	24.00% 6	16.00% 4	12.00% 3	0.00% 0	0.00% 0	0.00% 0	25	6.24
Invest in Affordable WiFi and Prevalent Hotspots	10.00% 1	20.00% 2	10.00% 1	30.00% 3	30.00% 3	0.00% 0	0.00% 0	0.00% 0	10	5.50
Clean up Vacant Lots and Other Areas of the Neighborhood	10.71% 3	7.14% 2	17.86% 5	35.71% 10	28.57% 8	0.00% 0	0.00% 0	0.00% 0	28	5.36
Invest in Green Spaces	0.00% 0	0.00% 0	25.00% 2	37.50% 3	37.50% 3	0.00% 0	0.00% 0	0.00% 0	8	4.88
Invest in Façade, Signage and other Improvements to Business Corridors	0.00% 0	0.00% 0	14.29% 1	42.86% 3	42.86% 3	0.00% 0	0.00% 0	0.00% 0	7	4.71

## URBAN LEAGUE OF ESSEX COUNTY

### Scope of Work for Addressing the Goals of the “Building Healthier, More Equitable Communities Program” as an element of the Neighborhood Revitalization Tax Credit Plan

March 3, 2021

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#### BACKGROUND

The Reinvestment Fund announced the launch of Building Healthier, More Equitable Communities (BHEC), a health and community development focused initiative that will work with cross-sector collaborative teams in four cities in New Jersey – one of which is Newark – to advance equity and well-being in targeted neighborhoods. BHEC is supported by the Robert Wood Johnson Foundation (RWJF) in this effort.

The Fairmount Neighborhood is the primary focus of the BHEC Program in Newark. The Urban League of Essex County, ULEC, is one of four partners in the Fairmount Neighborhood that is participating in this program. The other three partners are L&M Developers which is working with University Hospital on a 78-unit, mixed use housing project at the corner of West Market Street and Littleton Avenue, next to the Georgia King Village Complex. The other partner is the New Communities CDC which also has an affordable housing project also in the Littleton Avenue portion of Fairmount that is an additional cornerstone of the BHEC Program. The ULEC has indicated that its proposed Community Center at the site of the former Provision of Promise Church will be the principal project that is central to its work in this BHEC partnership.

#### LINKING BHEC GOALS TO NRTC PLANNING EFFORT

In 2020, the Urban League applied for and received a planning grant from the NJ Department of Community Affairs’ Neighborhood Revitalization Tax Credit Program. The grant was provided to prepare an update to the previous NRTC Plan that had lapsed and to integrate goals from the Fairmount Neighborhood Plan into the document.

Many of the goals for the NRTC Program are very compatible with those of the BHEC Program. We anticipate health issues and citizen equity to be key elements of the NRTC Plan. Consequently, it makes sense to combine the two programs into one collaborative planning process. The following outline describes how the integration of these two programs will occur.

#### THE 100 DAY BHEC ACTION PLAN

The BHEC Action Plan has a three-year horizon for the identification and implementation of BHEC Program initiatives. Proposed actions are broken down into four Action Areas, as follows:

Action 1: Finalize Norms and Values of the Collaborative including Roles and Meeting Schedule. The ULEC will accomplish this through the initiatives listed below.

- The ULEC will ensure that L&M Developers, University Hospital, and New Communities CDC are part of the NRTC Planning Committee;

- Separate Meetings will be held with the partners in the BHEC Program to determine the specific goals and objectives that the partners have for health-related initiatives in and around the Fairmount Neighborhood
- Resident and Stakeholder Equity will be one of the key elements of the NRTC Plan in order to provide access to the programs and projects stemming from the plan for all Fairmount residents
- There will be at least three (3) meetings of the NRTC Planning Committee between March and August 2021 that will provide for input from the stakeholders in the BHEC Program as well as opportunities for resident and stakeholder comments.

**Action 2: Develop Project Coordination Job Description and Scope of Services.** In addition to a collaboration in the NRTC Plan as noted in Action 1, the ULEC will work with its BHEC Partners to ensure the integration and coordination of proposed projects stemming from the NRTC Plan. This will include:

- Creating a protocol to share information on health services and resources to serve the new housing projects being proposed;
- Identifying other sources of funding to enhance health services and programs stemming from the NRTC Plan in which the BHEC Partners can play a supporting role;
- Coordinating job descriptions and funding resources for any new health services personnel identified as priorities in the NRTC Plan.

**Action 3: Conduct an Inventory of each Organization's Projects and Complementary Services and Link to Specific Determinants of Health.**

- The NRTC Plan will define health determinants that affect the Fairmount Neighborhood as an element of Neighborhood Characteristics and Background;
- The NRTC Plan will include an outline of each BHEC partner's ongoing projects and services as they relate to the provision of health services in the Fairmount Neighborhood and environs;
- The NRTC Plan will make recommendations on how services can be provided; how collaborations among partners can be more effective; and how needed services can be funded and expanded as necessary.



**Action 4: Evaluate the Financing Needs of Each Project in the Pipeline and Prioritized Projects.**

- The NRTC Plan will identify key health related projects as part of a priority project inventory;
- A project and funding matrix will be included in the NRTC Plan that is inclusive of BHEC Projects both existing and proposed, along with health-related programs that are identified by BHEC partners and neighborhood stakeholders.

## **IMPLEMENTATION AND EVALUATION**

A requirement of the NRTC Program is a breakdown of Near-Term, Mid-Term and Long-Term projects and programs. This breakdown will be inclusive of the BHEC projects and programs, a timeline, and a distribution of responsibilities among the partners for implementing the projects and any subsequent

program funding. Metrics for measuring success will be identified and coordinated by the BHEC Program Partners.

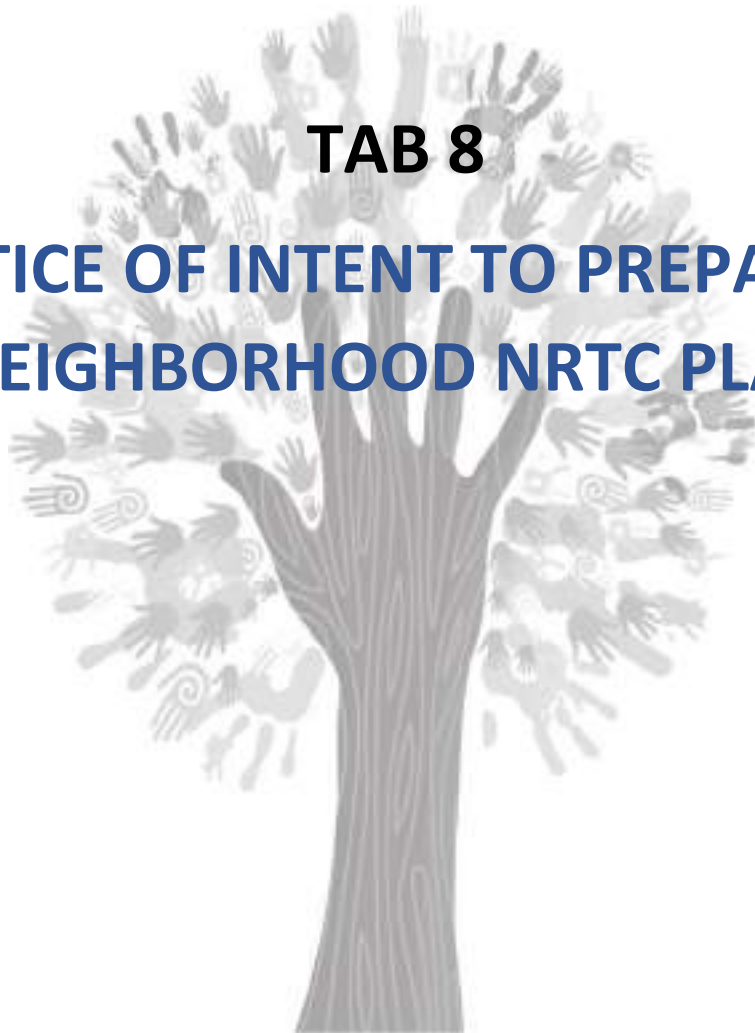
#### **Priorities for Next Steps**

1. The ULEC will create the NRTC Planning Committee and begin working on the new NRTC Plan and Fairmount Neighborhood Update. The Committee will include the BHEC Partners.
2. An initial meeting of the Planning Committee will be held (virtually) in March 2021 to discuss ways that the NRTC goals and BHEC goals can be coordinated.
3. The ULEC will schedule meetings with the BHEC Program partners to get an update on existing and projected projects and programs specifically relate to health services and citizen equity, but that will also focus on projects and programs that serve the Fairmount Neighborhood.

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

**TAB 8**

**NOTICE OF INTENT TO PREPARE A  
NEIGHBORHOOD NRTC PLAN**





CITY CLERK'S OFFICE  
NEWARK, N.J.  
ROOM 306

2021 JUN 22 A 10:27



Urban League of  
Essex County

508 Central Avenue  
Newark, NJ 07107  
(973) 624-9535 Tel  
(973) 624-9597 Fax  
[www.ulec.org](http://www.ulec.org)

*Empowering Communities.  
Changing Lives.*

February 19, 2021

Mr. Kenneth Lewis  
Newark City Clerk  
Room 306, City Hall  
920 Broad Street  
Newark, NJ. 07102

Dear Mr. Lewis:

Pursuant to the Guidelines for Developing a Neighborhood Plan, prepared by the New Jersey Department of Community Affairs Neighborhood Revitalization Tax Credit Program, (NRTC), I am writing to notify you that the Urban League of Essex County will be updating its NRTC Plan for the Fairmount Neighborhood of Newark.

We anticipate working on this plan over the next six to seven months. We will be sending updates to keep your Housing & Economic Development Department informed of our progress and invite anyone from that Department or other agencies of the City to join in this effort. We are aware of the recent Master Plan for the Fairmount Neighborhood and will be sure to incorporate common goals and objectives into the work of the NRTC Plan and Program.

Should you have any questions, please feel free to contact me. I look forward to working with you and the representatives of City government in this project.

Thank you for your interest and ongoing cooperation.

Sincerely yours,

Vivian Cox Fraser  
President/CEO

cc. The Honorable Ras J. Baraka, Mayor  
Mr. Eric S. Pennington, Business Administrator  
Ms. Allison Ladd, Director, Housing & Economic Development

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Roselyn C. Charles  
RC Charles Esquire

Archie Colander  
Colander & Associates, LLC

Michael Fleming  
Chasan Lamparello Mallon &  
Cappuzzo, PC

Lolita Kirby  
Urban League Young  
Professionals

James M. Pedersen, Ed.D.  
Essex County School of  
Technology

Robert Ross  
Wells Fargo Private Bank

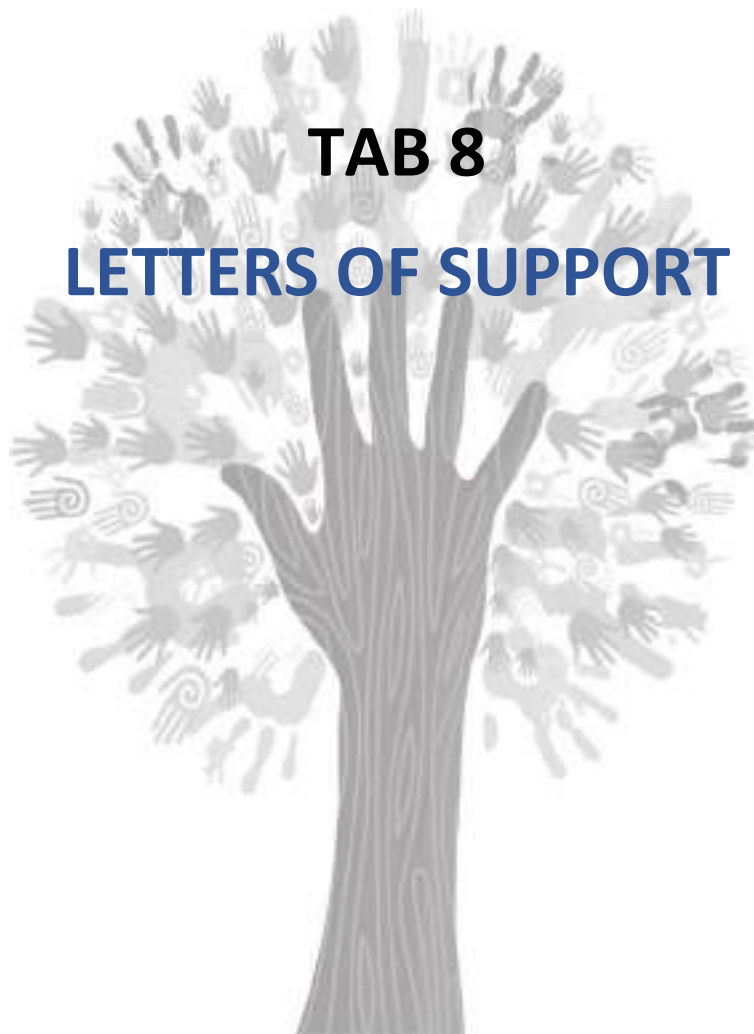
Alison Saling  
K&L Gates, LLP

Mark A. Smith, Jr.  
Bioventus - Smith & Nephew  
Orthopedics - Northeast

Dr. Michael Straker, MD  
Bestcare OB/GYN

David Williams  
Panasonic

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**



**TAB 8**

**LETTERS OF SUPPORT**

# FAIRMOUNT HEIGHTS NEIGHBORHOOD ASSOCIATION

Dorian Johnson	President (973) 820-7763
Vicky Lowery	Treasurer
Carolyn Bambara	Secretary
Elder Ernest Barnes	Parliamentarian
Pastor Bailey	Chair - Strengthening Families
Sonja Dabney	Vice Chair - Quality of Life
Dana Murray	Vice Chair - Crime and Safety
Mary Modlin	Vice Chair - Education
Hassan Hamilton	Representative, Georgia King Village
Carolyn Bambara	Representative, B.A.M.O.



June 18, 2021

Ms. Vivian Cox Fraser  
CEO & President  
Urban League of Essex County  
508 Central Avenue  
Newark, NJ. 07107

Dear Ms. Cox Fraser:

The Fairmount Heights Neighborhood Association is pleased to have been part of the NJ DCA NRTC Planning Program facilitated by the Urban League of Essex County. We are excited about the effort to work with you and our colleagues in the neighborhood have provided and in helping to implement the recommendations of the plan.

We have been a partner with the Urban League for many years and have worked to bring residents and stakeholders together, provide information on services and the activities in the neighborhood, and help organize people in an effort to make Fairmount a great place to live and work. We recognize the importance of collaboration and are committed to working together to advance solutions to the challenges that we face.

We were very pleased to be part of the planning committee and to have presented our suggestions for neighborhood revitalization as part of the planning process. I appreciate the work that everyone has done and understand that this is just a first step in a longer planning effort to address the future of this important community.

Please keep us informed as you move into the implementation phase of the process, and we will do what we can to support your efforts.

Sincerely yours,

Sonja Dabney, Vice-Chair Quality of Life  
Fairmount Heights Neighborhood Association



June 24, 2021

Ms. Vivian Cox Fraser  
CEO & President  
Urban League of Essex County  
508 Central Avenue  
Newark, NJ. 07107

Dear Ms. Cox Fraser:

The Local Initiatives Support Corporation (LISC) is pleased to have been part of the NJ DCA NRTC Planning Program for the Fairmount Neighborhood. We are excited about the effort to work with you to advance projects in this community.

As a long-time partner with the Urban League going back to the development of the first Fairmount Neighborhood Plan, we have worked together to assemble programs and provide services to the neighborhood. We recognize the importance of collaboration and are committed to working together to advance solutions to the challenges that we face. Various projects with which we are involved such as the KaBoom Playground which are important to this neighborhood have been included in the Fairmount Plan and we appreciate the opportunity to work with you.

I appreciate the work that everyone has done and for being a part of this important planning process. Please keep us informed as you move into the implementation phase of the process, and we will do what we can to support your efforts.

Thank you and best wishes as you move forward with this effort.

Sincerely yours,

A handwritten signature in dark ink that reads "Judith Thompson-Morris".

Judith Thompson-Morris  
Deputy Director

June 23, 2021

Ms. Vivian Cox Fraser  
CEO & President  
Urban League of Essex County  
508 Central Avenue  
Newark, NJ. 07107

Dear Ms. Cox Fraser:

Thank you for involving University Hospital in the NJ Department of Community Affairs Neighborhood Revitalization Tax Credit Program planning. As Executive Director, Community and Population Health, I am excited about the Urban League's proposal to construct new affordable housing in close proximity to the Fairmount Neighborhood and welcome the chance to work with you to target neighborhood residents seeking new affordable housing.

As one of the larger stakeholders in the Fairmount Neighborhood, University Hospital has served many families and individuals, helping meet their healthcare needs and addressing social determinants of health. Providing good access to healthcare is important to us and we recognize the value in making it a central aspect of the NRTC Plan.

University Hospital is very pleased to have been a part of the planning committee and to have presented our suggestions for neighborhood revitalization as part of the subcommittee meetings that were held. I appreciate the Urban League's leadership in this initiative. The development of this NRTC Plan has involved a significant community engagement effort. Please keep us informed as you move into the implementation phase of the process. University Hospital will continue to support your efforts.

Sincerely yours,



Colette M Barrow, PhD, MPA  
Executive Director, Community and Population Health  
University Hospital





# PARTNERSHIP WEST, INC.

Business Improvement District

---

June 24, 2021

Ms. Vivian Cox Fraser  
CEO & President  
Urban League of Essex County  
508 Central Avenue  
Newark, NJ. 07107

Dear Ms. Cox Fraser:

The Partnership West Inc. Business Improvement District is pleased to have been part of the NJ DCA NRTC Planning Program for the Fairmount Neighborhood. We are excited about the effort to work with you to advance projects along South Orange Avenue and other areas of the Fairmount Neighborhood.

As a long-time partner with the Urban League going back to the development of the first Fairmount Neighborhood Plan, we have worked together to serve businesses, enhance streetscapes, and promote new business in the key commercial corridors of the neighborhood. We recognize the importance of collaboration and are committed to working together to advance solutions to the challenges that we face. Various projects which are key to the BID have been included in the Fairmount Plan and we appreciate your support.

I appreciate the work that everyone has done and for being a part of this important planning process. Please keep us informed as you move into the implementation phase of the process, and we will do what we can to support your efforts.

Thank you and best wishes as you move forward with this effort.

Sincerely yours,

Cesar A Vizcaino  
Executive Director  
Partnership West Inc. Business Improvement District

---

Office Phone: 862.240.9555

General Email: [partnershipwest@pwibid.org](mailto:partnershipwest@pwibid.org)

Office Address: 1104 S. Orange Avenue, Newark, N.J. 07106

Mailing Address: P.O. Box 6025, Newark, N.J. 07106

**June 22, 2021**

**Ms. Vivian Cox Fraser  
CEO & President  
Urban League of Essex County  
508 Central Avenue  
Newark, NJ. 07107**

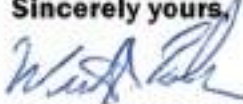
**Dear Ms. Cox Fraser:**

**The New Community Corporation is pleased to have been part of the NJ DCA NRTC Planning Program facilitated by the Urban League of Essex County. We are excited about the effort to work with you, the Partnership West Business Improvement District, and Habitat for Humanity to advance projects along South Orange Avenue and other areas of the Fairmount Neighborhood.**

**As a long-time partner with the Urban League going back to the development of the first Fairmount Neighborhood Plan, we have worked together to serve many families and individuals meet their housing and other service needs. As a neighboring organization in the City, we recognize the importance of collaboration and are committed to working together to advance solutions to the challenges that we face.**

**We were very pleased to be part of the planning committee and to have presented our suggestions for neighborhood revitalization as part of the stakeholder meeting that was held with our organization. I appreciate the work that everyone has done and for being a part of this important planning process.**

**Please keep us informed as you move into the implementation phase of the process, and we will do what we can to support your efforts.**

**Sincerely yours,**  


**New Community Corporation**

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NEW COMMUNITY CORPORATION  
233 MARKET STREET | NEWARK, NEW JERSEY 07103  
PHONE: 973-623-2800 WEB: WWW.NEWCOMMUNITY.ORG

Our mission is to help residents of inner cities improve the quality of their lives to reflect individual God-given dignity and personal achievement. Founded in 1968, NCC is recognized as one of the largest, most comprehensive community development corporations in the U.S.



1865 Palmer Avenue  
Larchmont, NY 10538

Vivian Cox Fraser  
President & CEO  
Urban League of Essex County  
508 Central Ave  
Newark, NJ 07107

Dear Ms. Fraser:

On behalf of L&M Development Partners, Inc. ("L&M"), I am pleased to provide this letter of support to the Urban League of Essex County ("ULEC") and its 2021 Application for the Neighborhood Revitalization Planning Grant Program. We continue to welcome opportunities to collaborate with ULEC in Fairmount and remain focused on the shared goal of promoting opportunities for residents of this neighborhood.

Over the last couple of years, L&M invested approximately \$85M in the acquisition and substantial rehabilitation of Georgia King Village ("GKV") in the Fairmount neighborhood of Newark. Part of the overall rehabilitation included infrastructure to provide high speed internet access to the residents there.

L&M plans additional development on the GKV campus and recently gained local zoning board approval to do so. With substantial support from the state of New Jersey, we propose to build 78 units, including 16 supportive housing units, as well as 8,000 square feet of ambulatory care space to be operated by the University Hospital. With a financing closing anticipated for mid-2021, we will fund at least \$70,000 as part of the development to expand internet capacity on the campus. That additional investment will support ULEC to leverage the larger GKV to improve connectivity to local Fairmount residents.

To the extent additional information is required, please contact Julia Telzak at [jtelzak@lmdevpartners.com](mailto:jtelzak@lmdevpartners.com).

Sincerely,

L&M Development Partners, Inc.

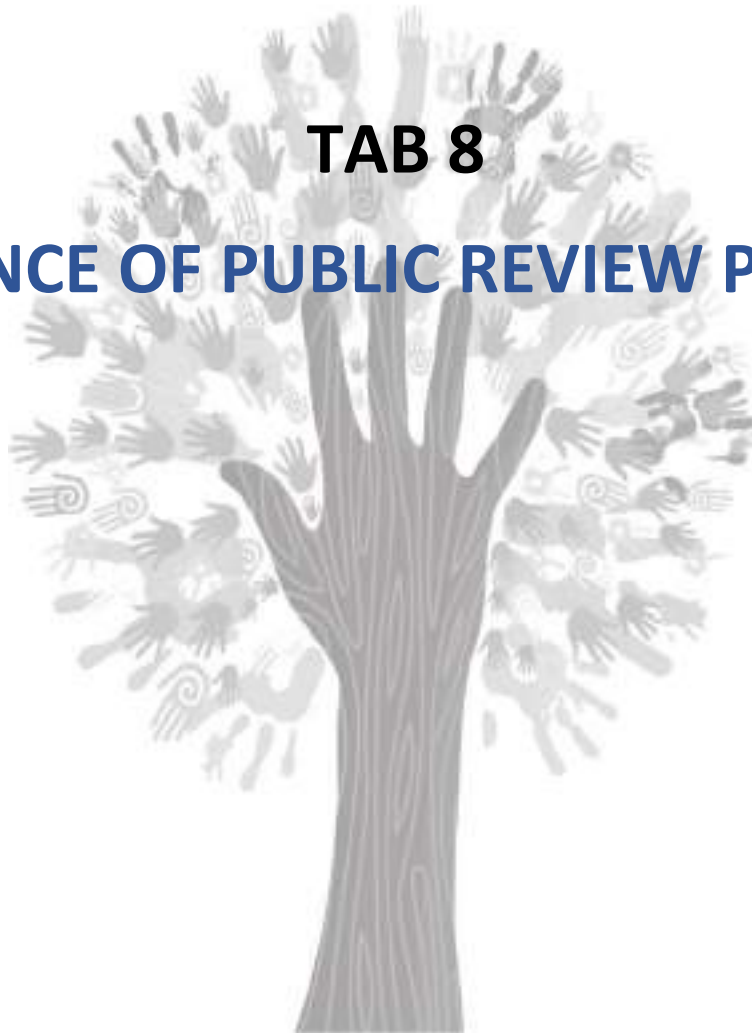
A handwritten signature in black ink, appearing to be 'JC', written over a horizontal line.

By: Jonathan Cortell

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

**TAB 8**

**EVIDENCE OF PUBLIC REVIEW POSTING**



## NOTICE OF PUBLIC REVIEW

### NEWARK STAR LEDGER

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Please be advised that the Urban League of Essex County has posted a draft of the 2021 Neighborhood Revitalization Tax Credit Plan for the Fairmount Neighborhood on our organizational website [www.ulec.org](http://www.ulec.org) and on the NEXTDOOR FAIRMOUNT webpage <https://nextdoor.com/documents/> A hard copy of the plan (**ULEC 2021 NRTC PLAN - Combined**) is also available for public review at the offices of the Urban League of Essex County, 508 Central Avenue, Newark. We will be accepting public comment through July 31, 2021. Should anyone have questions or would like to offer suggestions, please contact Darrin Sharif at the Urban League. Email: [dsharif@ulec.org](mailto:dsharif@ulec.org) Phone: 973.624.9535 Ext. 204.  
6/22/21 \$31.00



The Star-Ledger, Newark  
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Publication City and State:  
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Publication County:  
**Essex**

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Notice Keywords:  
**Urban League of Essex County**

Notice Authentication Number:  
**202106231744347674943  
1248434764**

Notice URL:

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Notice Publish Date:  
Tuesday, June 22, 2021

**Notice Content**

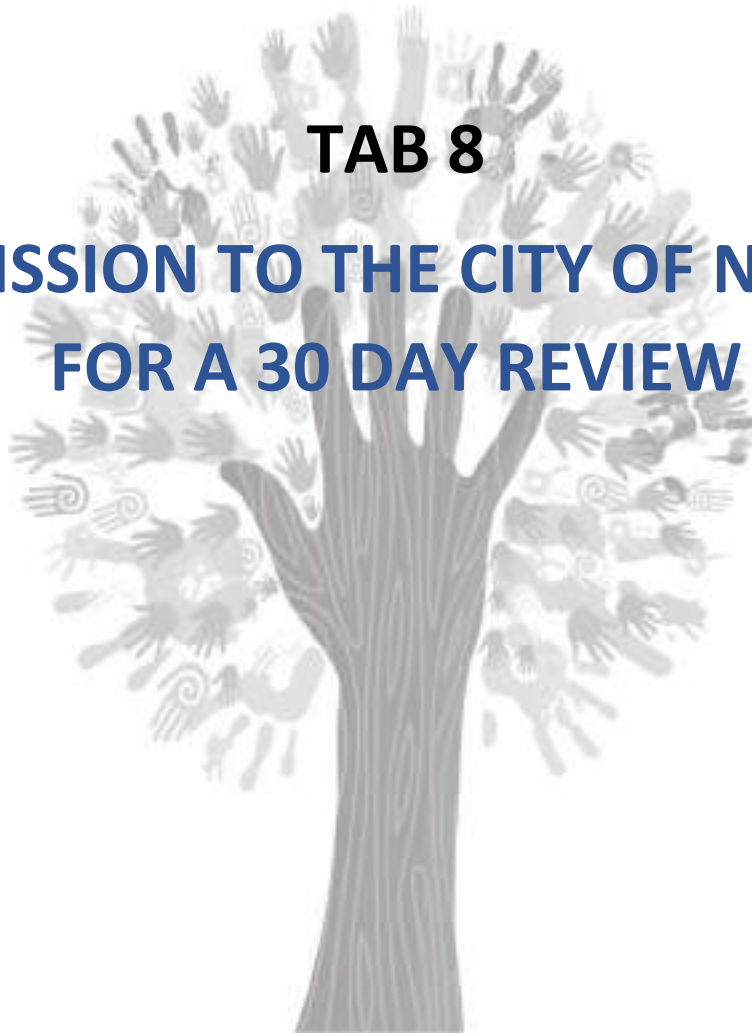
Please be advised that the Urban League of Essex County has posted a draft of the 2021 Neighborhood Revitalization Tax Credit Plan for the Fairmount Neighborhood on our organizational website [www.ulec.org](http://www.ulec.org) and on the NEXTDOOR FAIRMOUNT webpage <https://nextdoor.com/documents/> A hard copy of the plan (ULEC 2021 NRTC PLAN - Combined) also available for public review at the offices of the Urban League of Essex County, 508 Central Avenue, Newark. We will be accepting public comment through July 31, 2021. Should anyone have questions or would like to offer suggestions, please contact Darrin Sharif at the Urban League. Email: [dsharif@ulec.org](mailto:dsharif@ulec.org) Phone: 973.624.9535 Ext. 204. 6/22/21 \$32.55

[Back](#)

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

**TAB 8**

**SUBMISSION TO THE CITY OF NEWARK  
FOR A 30 DAY REVIEW**



CITY CLERK'S OFFICE  
NEWARK, N.J.  
ROOM 306

2021 JUN 24 A 11:43



Urban League of  
Essex County

508 Central Avenue  
Newark, NJ 07107

(973) 624-9535 Tel.  
(973) 624-9597 Fax

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Wells Fargo Private Bank

*Alison Saling*  
K&L Gates, LLP

*Mark A. Smith, Jr.*  
Bioventus – Smith & Nephew  
Orthopedics – Northeast

*Dr. Michael Straker, MD*  
Bestcare OB/GYN

*President & CEO*  
Vivian Cox Fraser

June 28, 2021

Mr. Kenneth Lewis  
Newark City Clerk  
Room 306, City Hall  
920 Broad Street  
Newark, NJ. 07102

Dear Mr. Lewis:

Pursuant to the Guidelines for Developing a Neighborhood Plan, prepared by the New Jersey Department of Community Affairs Neighborhood Revitalization Tax Credit Program, (NRTC), I am submitting the Fairmount Neighborhood NRTC Plan for your review and for public display. A copy of this plan is being submitted to the NJ DCA for its review and it will remain on our website for a minimum of 30 days as we accept public comment from the City, neighborhood stakeholders and residents. A public notice has also been placed in the Star Ledger indicating the plan's availability for public review.

This plan is the first phase in a comprehensive planning effort to update the 2011 Fairmount Neighborhood Plan. We anticipate continuing our work over the next months to identify additional initiatives to help revitalize this important neighborhood.

Should you have any questions, please feel free to contact me. I look forward to working with you and the representatives of City government in this project.

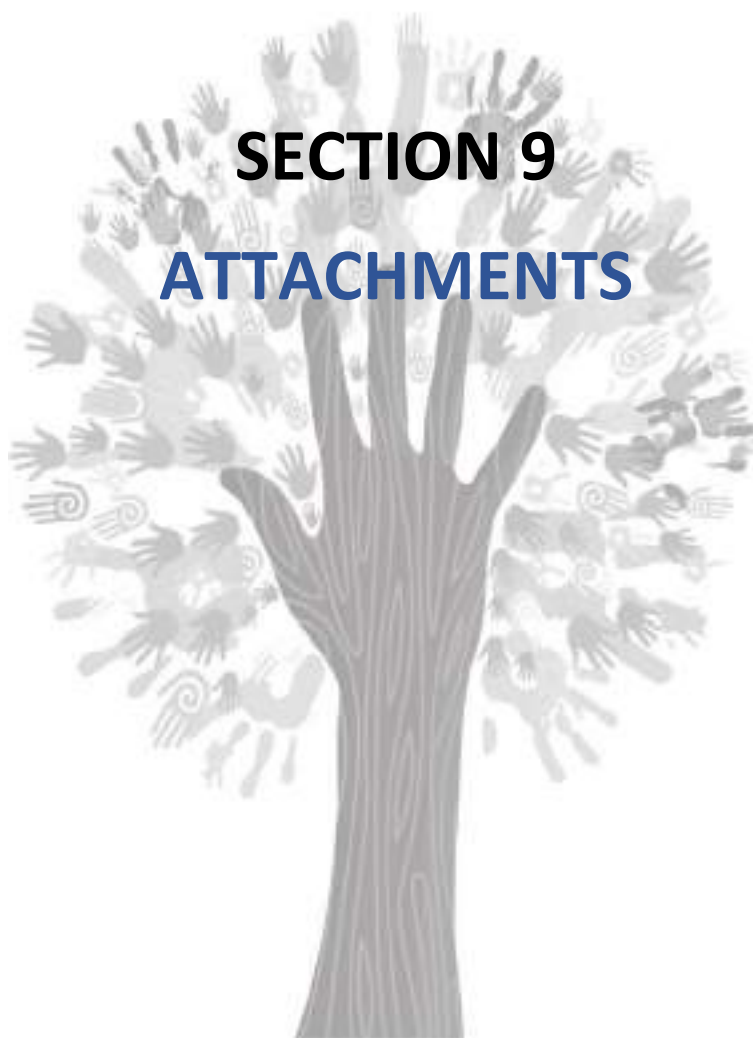
Thank you for your interest and ongoing cooperation.

Sincerely yours,

Vivian Cox Fraser  
President/CEO

cc. The Honorable Ras J. Baraka, Mayor  
Mr. Eric S. Pennington, Business Administrator  
Ms. Allison Ladd, Director, Housing & Economic Development

# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**



## **SECTION 9 ATTACHMENTS**

## Attachments

*Note. Both the Applicant Organization and Partner Organization(s) must provide the documentation listed below, except where "Applicant Organization only" is noted*

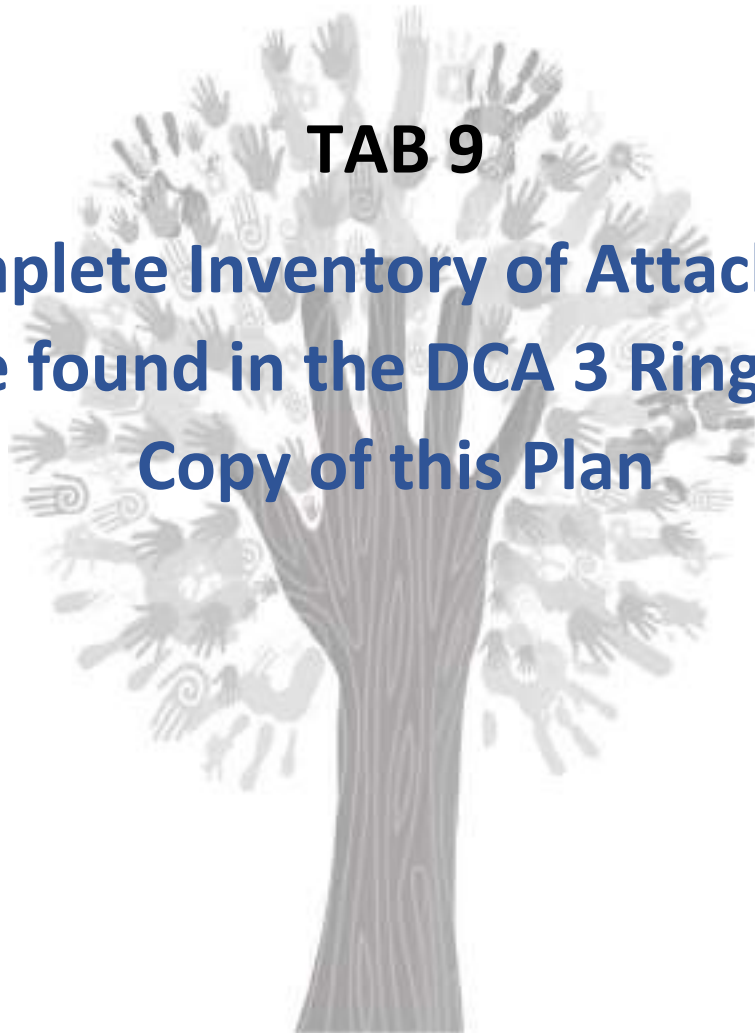
- ☒ a. Signed certification on Form NP-1 (Applicant Organization only)
- ☒ b. "Certificate of Good Standing" from State of NJ
- ☒ c. Copy of current NJ Charitable Registration and Investigation Act (CRIA 300R) form
- ☒ d. List of current members of the Board of Directors, as January 1, 2019
- ☒ e. Resume for Executive Director
- ☒ f. Organizational Chart
- ☒ g. Organization's total budget for the current year, with funding sources listed (Applicant Organization only)
- ☒ h. Copy of the minutes of the Board of Directors meeting at which the organization's current year total budget was approved (Applicant Organization only)
- ☒ i. Copy of the three (3) most recent annual audit reports for the organization (Applicant Organization only)
- ☒ j. Copy of the corrective action plan related to internal control or compliance findings from the organization's most recent annual audit report, if applicable (Applicant Organization only) **N.A.**
- ☒ k. Incorporation Documents
- ☒ l. Neighborhood maps (At least one of the maps must be "plain," showing streets and street names) (Applicant Organization only)



# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

## **TAB 9**

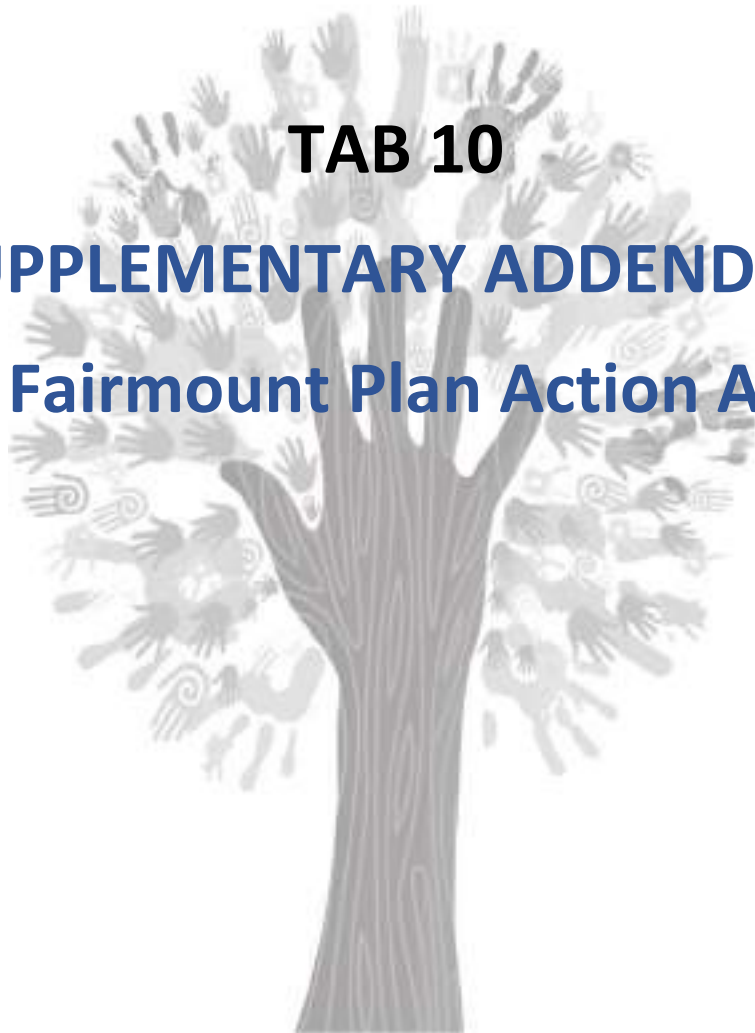
**A Complete Inventory of Attachments  
can be found in the DCA 3 Ring Binder  
Copy of this Plan**



# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

**TAB 10**

**SUPPLEMENTARY ADDENDUM  
2011 Fairmount Plan Action Agenda**



## FAIRMOUNT PLAN ADDENDUM

This Addendum is included as a supplementary attachment to the NRTC Plan. The Addendum outlines the Action Agenda that was part of the original 2011 Fairmount Neighborhood Plan. It is this Action Agenda that formed the basis for many projects and programs in the Fairmount Neighborhood and was central to the adoption of the first NRTC Plan. The intent of the Urban League is to update this Action Agenda following the NRTC Planning effort to ensure that it conforms with 2021 NRTC priorities. This Addendum will help the Planning Committee continue the connection between the original Fairmount Plan and the NRTC goals, and will also capture past project concepts that may not be current priorities, but that remain important to the residents and stakeholders of the neighborhood.

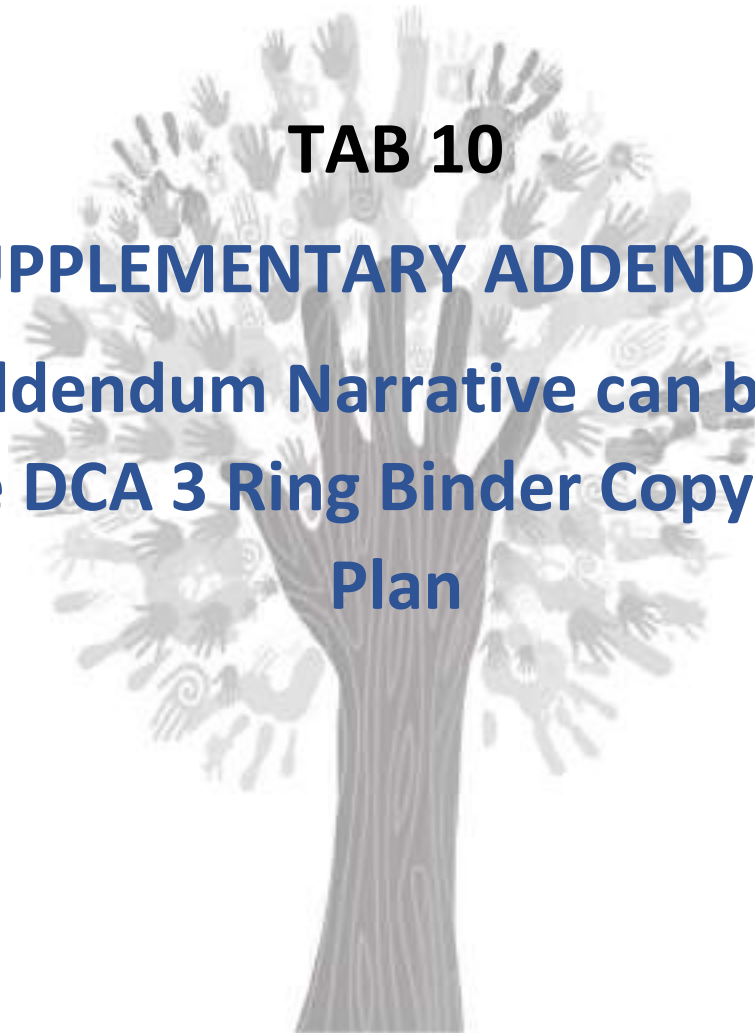


# **FAIRMOUNT NEIGHBORHOOD NRTC PLAN**

**TAB 10**

## **SUPPLEMENTARY ADDENDUM**

**The Addendum Narrative can be found  
in the DCA 3 Ring Binder Copy of this  
Plan**



FAIRMOUNT NEIGHBORHOOD  
NEWARK, NEW JERSEY  
**NEIGHBORHOOD REVITALIZATION  
TAX CREDIT PLAN**



June 2021

Facilitated by

The Urban League of Essex County



Urban League of  
Essex County