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## Newark RISING

Mayor helps break ground  
on downtown makeover

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Left to right: Newark Mayor Cory Booker, Newark Downtown District Executive Director Anthony McMillan, BRV President Dan Biederman, and Newark Councilman Augusto Amador.

# STREET SMARTS

## NEWARK TO BREATHE NEW LIFE INTO SIDEWALKS, ROADS

Downtown Newark's stores and restaurants are colorful and lively on the inside, but dull and indistinguishable from the curb.

Not for long.

The Newark Downtown District (NDD) broke ground last month on a 56-block makeover of the streets of downtown Newark in the hopes of creating a pedestrian-friendly hub for tourism and shopping.

The \$17.5 million project will remake 56 gray blocks into a lively urban center for residents, workers and visitors alike.

NDD executives hope the project turns downtown Newark into a destination in line with Philadelphia's Center City. NDD will pay the debt service on \$10 million in state bonds dedicated to the work, with PSE&G contributing \$4 million in materials, and city and urban enterprise zone funds—comprised of sales tax receipts collected and redistributed by the state—earmarked for the public portion of the project.

### A new look for Newark streets

Design elements planned for the streetscape improvement



**BENCHES** Modern and comfortable, they will be a visible presence if only because they are a very seldom sight downtown.

**LIGHT POLES** Some of the biggest changes will be in the lights, which will be much brighter than before and will be given an old-fashioned look.

**TRASH CANS** The decorative, 36-gallon cans will be artfully enclosed and resistant to graffiti.



**GREENER** More plantings, particularly trees, will be easily visible along downtown streets, installed in distinctive pits. Flower beds will be included for seasonal displays of color.

**SIGNS** Besides being more visible and offering more character, color-coordinated signs will be better suited to navigating both drivers and pedestrians, and also will indicate distances to nearby landmarks.



Work will be divided into five phases and is expected to take three years to complete. The Gateway area and streets around the arena will be first, followed by streets in University Heights, the area around the arts center and Military Park, and then the Halsey Street corridor.

"We're excited to roll out the red carpet for the Prudential Center and for all who work in and visit downtown Newark," said Mayor Cory A. Booker. "And we are particularly thrilled that we were able to fund this project through mostly private resources."

The improvements will include updated street signs, modern benches and trash receptacles, corner treatments, and improved light poles that will offer improved safety at night.

It's hoped that the work will encourage those who have never been to Newark to spend an afternoon browsing the variety of stores downtown or sampling some of the city's diverse dining options.

"This is an exciting time for downtown Newark. No significant, wide-scale streetscape project has taken place in downtown Newark in over a generation," said Anthony McMillan, executive director of NDD. "There will be more reasons than ever for people to come to Newark."