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Urban Planning and Design of the Built Environment

Lower Main Street Phase I Area Investigation and Redevelopment Plan Reports

East Orange, NJ



PROJECT NAME

Lower Main Street Phase I Area
Investigation and Redevelopment
Plan

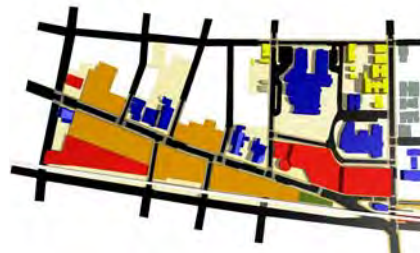
PROJECT OWNER/CLIENT

City of East Orange
Department of Policy Planning and
Development
44 City Hall Plaza
East Orange, NJ 07019

Project Amount
\$96,000,000

PROJECT SERVICES

Area Investigation
Redevelopment Plan
Community Presentations
Planning Board Presentations
Housing and Retail Market Study



Land Use Patterns



Streetscape Design

PROJECT DESCRIPTION

NPAD's responsibility was to prepare an area investigation report to determine as per N.J.S.A. 40A:112A-1 (New Jersey Local Redevelopment and Housing Law) in order to determine the Lower Main Street Area in need of Redevelopment. In addition, NPAD prepared the Redevelopment Plan in order to guide development as a part of an organized process with an emphasis on principals of Smart Growth.

The process involved researching local city agencies records and databases, field investigation on a lot-by-lot bases and establishing area investigating methodologies to properly determine the state of the Lower Main Street Area.



Existing Façade Study

Compact Mixed – Use Building Design @ Dr. Martin Luther King Jr. Blvd.



Before, Blocks 384 and 385

Design Standards

Distinctive building design with a maximum of 5 stories or 58 feet building height

Mixed Income Housing Choices

to include but not limited to:
Loft, Studio, One and Two Bedrooms Rental or Owner Occupied Units

Trees to be varying species and seasonal blooming

Retail Establishments at Street Level

Sealed concrete pedestrian sidewalk and amenity area

Store front awnings

Transparent storefronts

Increased pedestrian sidewalks at traffic intersections and mid-block pedestrian crossing distinctions

Source: Neighborhood Planning and Architectural Design, Inc. (NPAD)