THE CITY OF

EAST ORANGE

MASTER PLAN COMMUNITY FORUM

ATTENTION ALL COMMUNITY MEMBERS!

YOUR INPUT IS CRUCIAL!!!

TOPIC: Discuss your RECOMMENDATIONS on planning policies/programs that will guide ALL development in the City for the NEXT 15 years!

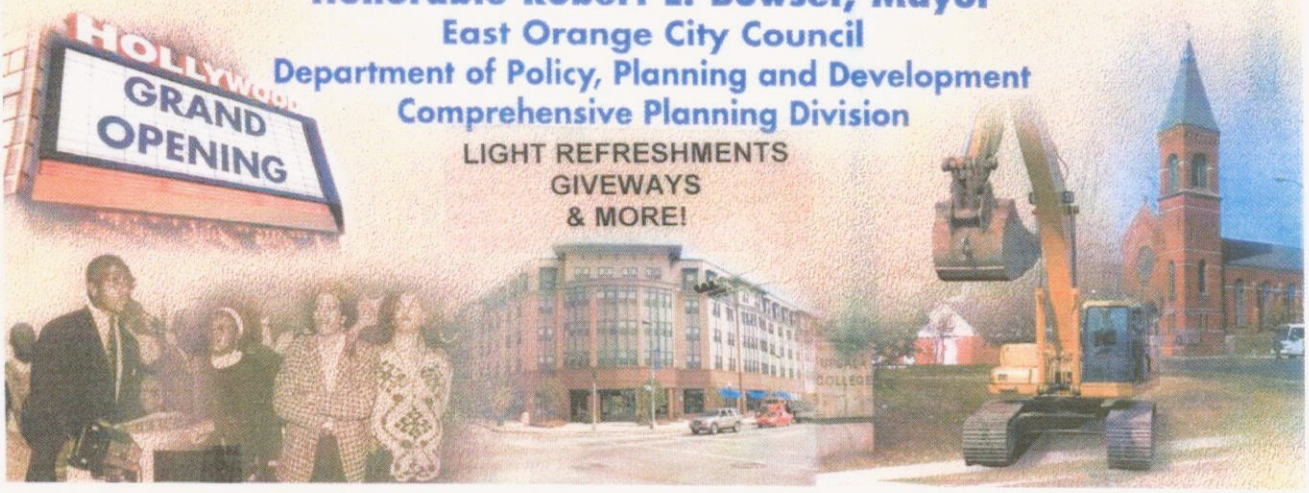
• Housing • Transportation • Recreation • Economic Development • Land Use • Circulation • Zoning • Neighborhoods

	DATE	TIME	LOCATION
WARD 1	July 14, 2005	6:00 pm - 8:00 pm	Campus High School 340 Prospect Street
WARD 2	July 28, 2005	6:00 pm - 8:00 pm	Calvary-Roseville United Methodist Church 400 Dr. MLK, Jr. Blvd
WARD 3	August 11, 2005	6:00 pm - 8:00 pm	Elmwood Presbyterian Church 135 Elmwood Avenue
WARD 4 & 5	July 7, 2005	6:00 pm - 8:00 pm	Fellowship Civic Center 1 Fellowship Circle
Chamber of Commerce & Business Owners	August 25, 2005	6:00 pm - 8:00 pm	East Orange Main Library 21 S. Arlington Ave.

For more information call Comprehensive Planning Division: (973) 266-5486

Honorable Robert L. Bowser, Mayor
East Orange City Council
Department of Policy, Planning and Development
Comprehensive Planning Division

LIGHT REFRESHMENTS
GIVEWAYS
& MORE!



East Orange Master Plan Community Forum Opinion Survey - WARD 1 (24 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
1) Are you a:	RESIDENT	13
	PROPERTY OWNER	3
	BUSINESS OPERATOR	1
	BOTH RESIDENT AND PROPERTY OWNER	6
	OTHER AFFILIATION	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
2) If you are a resident, do you own or rent?	OWN	11
	RENT	10
	WITHIN WARD 1	16
	WITHIN WARD 2	
	WITHIN WARD 3	1
	WITHIN WARD 4	
	WITHIN WARD 5	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
3) a) If you operate or own property, what type of property is it?	SINGLE FAMILY	9
	RETAIL STORE	
	PROFESSIONAL OFFICE	
	RESTAURANT	2
	MULTI-FAMILY OR APARTMENTS	
	HAIR/NAIL SALON	
	AUTO-RELATED USES	
	OTHER	
3) b) Where is it located?	WRITE-IN	Dodd St., Burchard Ave., Fernwood Ave., Colonial Terr., Hilton St., Springdale Ave., 4th Ave., Prospect St., Madison Ave., Edgerton Street, Springdale Ave.

East Orange Master Plan Community Forum Opinion Survey - WARD 1 (23 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
4) Please rank the following from 1 to 10 according to what attracts you to East Orange with 1 being the highest concern and 10 being the lowest.	PROXIMITY TO NYC & REGION	
	GOOD SCHOOL SYSTEM	
	ACCESSIBILITY TO MASS TRANSIT	
	SOCIAL SERVICES OFFERED	
	PRIDE IN NEIGHBORHOOD	
	DIVERSITY IN RESIDENTS	
	STRONG DOWNTOWN, RETAIL & COMMERCIAL USES	
	REVITALIZATION OF THE DOWNTOWN	
	SAFE COMMUNITY FEELING	
	ABILITY TO WALK OR BIKE TO PLACES & ACTIVITIES	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
5) In your opinion, what are the you 3 challenges facing the City of East Orange and what would you like see changed?	WRITE-IN	Cleanliness; Security; Education/Schools; Lower Taxes; Attracting Ratables; Safe Shopping Areas; Elimination of Gangs; Activities for Youth & Young Adults; Affordable Housing; Reducing Crime; Gangs; Litter on Streets; Vacant Lots; Land Uses; People Congregating in Streets and Corners; Slumlords; Parking; Negative Image of City; Senior Housing; Health Facilities; Slumlords; Need for Higher Employment Rates; Lack of Cultural Attractions; Need for Greater Property Maintenance; Need for National Retail Stores; Need For Available Transit for Elderly Without Waiting Lists; Dirty Streets and Sidewalks; Garbage Cleanups and improved neighborhoods; Campus highschool needs more police or to be divided; Police officers who sexually harass residents; Mentally ill residents throughout city; Quality commercial industry.

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
6) How satisfied are you with the range of goods and services provided in the downtown?	VERY SATISFIED	
	SATISFIED	
	SOMEWHAT SATISFIED	9
	NOT SATISFIED	11

East Orange Master Plan Community Forum Opinion Survey - WARD 1 (23 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
7) On a monthly basis, how often do you frequent stores within the City?	DAILY	5
	A COUPLE TIMES A WEEK	2
	A COUPLE TIMES A MONTH	3
	ONCE A WEEK	3
	ONCE A MONTH	6
	NEVER	4

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
8) What types of uses are needed in East Orange?	WRITE-IN	Restaurants with Live Music; Green Space; Clothing Stores; Grocery Stores; Cultural Attractions for Mature Adults; Renovation of Existing Uses; Recreation Programs for Youth and Centers; Entertainment Areas and Venues; Art Museum; Art Galleries; Recreation; Entertainment uses and businesses.

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
9) What is your vision of downtown East Orange?	MIXED-USE DEVELOPMENT WITH RETAIL ON 1ST FLOOR AND OFFICE/RESIDENTIAL ABOVE & INTERNAL PARKING	9
	ONE STORY RETAIL STORES WITH SURFACE PARKING	10
	MIXED-USE DEVELOPMENT WITH STRUCTURED PARKING	8
	OTHER VISION	3
		Allow Parking Overnight; Mall Area with Green Space; Quality Retail Stores and Dining

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
10) Do you find parking easily?	YES	7
	NO	11

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
11) Do you think that additional off-street parking is needed?	YES	17
	NO	2

East Orange Master Plan Community Forum Opinion Survey - WARD 1 (23 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
12) How safe do you feel walking or driving in the downtown?	VERY SAFE	1
	SOMEWHAT SAFE	13
	SOMEWHAT UNSAFE	3
	NOT SAFE	4

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
13) How important is it to have an increased police presence in the area?	VERY IMPORTANT	19
	SOMEWHAT IMPORTANT	2
	LITTLE IMPORTANCE	1
	NOT NEEDED	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
14) How important is it to have recreation, green space, street trees and landscaping in the City?	VERY IMPORTANT	20
	SOMEWHAT IMPORTANT	1
	LITTLE IMPORTANCE	1
	NOT NEEDED	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
15) Are there sufficient recreation areas in your ward?	YES	7
	NO	14

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
16) What are the additional services needed for low and moderate incomes, seniors and youth?	WRITE-IN	Additional Housing; Senior Housing; Moderate Residential Housing; Prompt Services; Community Center; Organized Activities For Youth; Free Transportation; After school Activities; Training; Arts Institute; Free Transportation; Entertainment Venues; Adult Education; Vocational;/Technical/Business School Activities for Youth as Alternatives After High school; Low-income people already have plenty of services; Guidance/educational and recreational programs for youth.

East Orange Master Plan Community Forum Opinion Survey - WARD 1 (23 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
17) Is more job training and placement needed?	YES	21
	NO	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
18) Are you happy with the quality of schools?	YES	5
	NO	15

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
19) a) Are there roadway improvements needed or sidewalks missing in your ward?	YES	14
	NO	2
19) b) If so, where?	WRITE-IN	Dodd Terr., Edgerton Terr., Glenwwood Ave, Fernwood Road;, Springdale Ave., Hamilton St., N. Park St., Long St., Colonial Terr., Franklin St., Everywhere; Franklin Street; Glenwood Place

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
20) Where are the accident "hot spots?"	WRITE-IN	Clinton & Hamilton St.; Glenwood & Main St., Thomas Blvd. & Dodd St., Midland/Park St., Burchard/Brighton Ave.; Springdale Ave. & Central Ave.; Propsect & Springdale - speed bumps needed

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
21) What can be done to improve public transit?	WRITE-IN	Better bus shelters; Cleaner Train Stations; We Don't Own It, So Can We Do? ; arrive in a timely manner all should not be back to back arrival time; 88 DeCamp Bus should run again on Propsect & Springdale instead of Propsect & Dodd.

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
22) Should the City reinstate a jitney?	YES	11
	NO	5

East Orange Master Plan Community Forum Opinion Survey - WARD 1 (23 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
23) What ways can the City promote homeownership, maintenance and rehabilitation?	WRITE-IN	More Civic Associations Needed; Lottery Instituted for Home Repairs for a Small Fee Offered by the City; Lower Taxes; Enforce Laws; Clean up and keep Streets and Sidewalks Clean; Provide Affordable Tips & Assistance on Property Maintenance; Enforce Loitering Ordinance; Promote and Well Fund a "Keep Our City Clean" Program on Regular Basis; Seminar Need in Schools About Safety and City Beautification; Workshops; Money to help owners fix up; Advertise where owners should go for support; Property maintenace enforcement; monitor multiple dwelling units; conduct regular censes to determine local population.

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
24) What ways can the City decrease overcrowding and substandard living?	WRITE-IN	Enforce Codes & Inspections; Limit Occupancy Levels in Apartment Bldgs., Build Townhomes; Require Landlords and Homeowners to Keep Property Maintenance Up; Hold More Property Owners Accountable; Stop allowing absentee landlords to purchase buildings and do nothing with them; Large fines for slumlords.

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
25) Is the variety of housing provided adequate?	YES	8
	NO	7

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
26) Is there enough affordable housing in the City?	YES	7
	NO	11

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
27) Are there enough options for seniors and young professionals?	YES	1
	NO	17

East Orange Master Plan Community Forum Opinion Survey - WARD 1 (23 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
28) Should there be more market-rate housing?	YES	11
	NO	6

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
29) Does the Rent Control ordinance maintain affordability?	YES	4
	NO	2
		City needs more rent control; Not sure if City has Rent Control; Landlords Need to Be Held Accountable

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
PLEASE IDENTIFY ANY OTHER CONCERNS YOU WOULD LIKE TO SEE ADDRESSED	WRITE-IN	Committed Government Needed; Edicated Public Officials; Greater Neighborhood Outreach; Overnight Parking On The Street; Community Outreach in Senior Community without Being Charged A Fee; Historic Preservation of Appopriate Places; Better Respect for City Needed; Support Current Churches Wishing to Expand; More Cop Potrols; More Mini Playgrounds and Parks; Agressive Marketing & Promotion of City and City Services and Events Needed; More Soial Services; Fix Track at Wassessing Park; Allow Use of Track at Robeson Stadium for the Public form 6-8 am, 5-8 pm, and Weekends; More Affordable Youth Programs Needed; Lack of Credible, Diverse Retail Stores; Parking spaces for residents; Aggressive police director and state police; Streets with parking on one side should be made avaialable for parking on both sides for homewoners and rentors who don't have a driveway; Social services for at-risk teens; Rehab for junkies on North Walnut Street and Vicinity; Schools are too big and close to one another.

East Orange Master Plan Community Forum Opinion Survey - WARD 1 (24 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
1) Age:	UNDER 21	
	21-30	1
	31-40	2
	41-50	2
	51-60	5
	61-70	8
	71-80	2
	80+	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
2) Gender:	MALE	7
	FEMALE	13
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
3) Race/Ethnicity:	CAUCASIAN	
	AFRICAN-AMERICAN	19
	ASIAN	
	HISPANIC/LATINO	
	AMERICAN INDIAN	
	WRITE-IN	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
4) What is your total annual household income?	UNDER $20,000	
	$20,000 - $30,000	4
	$30,000 - $50,000	3
	OVER $50,000	8

East Orange Master Plan Community Forum Opinion Survey - WARD 1 (23 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
5) How many family members live in your household (including yourself)?	ONE	7
	TWO	3
	THREE	6
	FOUR OR MORE	4

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
6) How close do you live to the downtown (MLK Boulevard or Central Avenue?)	1-2 BLOCKS	1
	2-4 BLOCKS	5
	5-10 BLOCKS	5
	MORE THAN 10 BLOCKS	9
	I LIVE WITHIN THE DOWNTOWN	

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
1) Are you a:	RESIDENT	7
	PROPERTY OWNER	4
	BUSINESS OPERATOR	
	BOTH RESIDENT AND PROPERTY OWNER	1
	OTHER AFFILIATION	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
2) If you are a resident, do you own or rent?	OWN	2
	RENT	2
	WITHIN WARD 1	
	WITHIN WARD 2	4
	WITHIN WARD 3	
	WITHIN WARD 4	
	WITHIN WARD 5	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
3) a) If you operate or own property, what type of property is it?	SINGLE FAMILY	2
	RETAIL STORE	
	PROFESSIONAL OFFICE	
	RESTAURANT	
	MULTI-FAMILY OR APARTMENTS	5
	HAIR/NAIL SALON	
	AUTO-RELATED USES	
	OTHER	
3) b) Where is it located?	WRITE-IN	
		Hampton Terrace

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
4) Please rank the following from 1 to 10 according to what attracts you to East Orange with 1 being the highest concern and 10 being the lowest.	PROXIMITY TO NYC & REGION	
	GOOD SCHOOL SYSTEM	
	ACCESSIBILITY TO MASS TRANSIT	
	SOCIAL SERVICES OFFERED	
	PRIDE IN NEIGHBORHOOD	
	DIVERSITY IN RESIDENTS	
	STRONG DOWNTOWN, RETAIL & COMMERCIAL USES	
	REVITALIZATION OF THE DOWNTOWN	
	SAFE COMMUNITY FEELING	
	ABILITY TO WALK OR BIKE TO PLACES & ACTIVITIES	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
5) In your opinion, what are the you 3 challenges facing the City of East Orange and what would you like see changed?	WRITE-IN	Better police patrols; Dirty streets; More parking, particularly in areas with apartments buildings; Clean up crime, drugs and gangs; Lower crime rates; Repair streets and sidewalks; Drinking alcohol at bus stops should be prohibited; Not enough youth groups; Cleaner city; Social services, particularly for women needed; Diversity in residents; Pride in neighborhood; Walk and bike to places.

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
6) How satisfied are you with the range of goods and services provided in the downtown?	VERY SATISFIED	2
	SATISFIED	
	SOMEWHAT SATISFIED	
	NOT SATISFIED	9

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
7) On a monthly basis, how often do you frequent stores within the City?	DAILY	
	A COUPLE TIMES A WEEK	2
	A COUPLE TIMES A MONTH	1
	ONCE A WEEK	3
	ONCE A MONTH	1
	NEVER	4

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
8) What types of uses are needed in East Orange?	WRITE-IN	
		More residential areas; stores should be limited to downtown/shopping areas.

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
9) What is your vision of downtown East Orange?	MIXED-USE DEVELOPMENT WITH RETAIL ON 1ST FLOOR AND OFFICE/RESIDENTIAL ABOVE & INTERNAL PARKING	2
	ONE STORY RETAIL STORES WITH SURFACE PARKING	2
	MIXED-USE DEVELOPMENT WITH STRUCTURED PARKING	4
	OTHER VISION	2

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
10) Do you find parking easily?	YES	4
	NO	7
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
11) Do you think that additional off-street parking is needed?	YES	11
	NO	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
12) How safe do you feel walking or driving in the downtown?	VERY SAFE	
	SOMEWHAT SAFE	2
	SOMEWHAT UNSAFE	4
	NOT SAFE	6
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
13) How important is it to have an increased police presence in the area?	VERY IMPORTANT	9
	SOMEWHAT IMPORTANT	3
	LITTLE IMPORTANCE	
	NOT NEEDED	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
14) How important is it to have recreation, green space, street trees and landscaping in the City?	VERY IMPORTANT	8
	SOMEWHAT IMPORTANT	1
	LITTLE IMPORTANCE	1
	NOT NEEDED	

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
15) Are there sufficient recreation areas in your ward?	YES	
	NO	11
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
16) What are the additional services needed for low and moderate incomes, seniors and youth?	WRITE-IN	Transportation; Jobs for youth; Non-day camps; Private schools; Cafes; Bookstores; Malls; Sports for youth.
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
17) Is more job training and placement needed?	YES	10
	NO	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
18) Are you happy with the quality of schools?	YES	
	NO	10
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
19) a) Are there roadway improvements needed or sidewalks missing in your ward?	YES	6
	NO	5
19) b) If so, where?	WRITE-IN	Summit Street; Central Avenue; South Harrison Street & Central Avenue.

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
20) Where are the accident "hot spots?"	WRITE-IN	Central Avenue; 4 way stop signs; Highways; South Munn; South Harrison & Freeway Drive East and West.
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
21) What can be done to improve public transit?	WRITE-IN	More bus service to NYC; Police Presence; More routes to NYC and malls.
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
22) Should the City reinstate a jitney?	YES	8
	NO	3
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
23) What ways can the City promote homeownership, maintenance and rehabilitation?	WRITE-IN	Cleaner city; Create more homeownership workshops; Provide property assistance programs to owners; TV ads; Lower rents; Make city safe.
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
24) What ways can the City decrease overcrowding and substandard living?	WRITE-IN	Build homes for low income; Strict standards for landlords; Implement fines to landlords; Make projects less dense; Owners should be held responsible.

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
25) Is the variety of housing provided adequate?	YES	2
	NO	8
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
26) Is there enough affordable housing in the City?	YES	5
	NO	6
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
27) Are there enough options for seniors and young professionals?	YES	2
	NO	8
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
28) Should there be more market-rate housing?	YES	7
	NO	5
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
29) Does the Rent Control ordinance maintain affordability?	YES	5
	NO	3
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
PLEASE IDENTIFY ANY OTHER CONCERNS YOU WOULD LIKE TO SEE ADDRESSED	WRITE-IN	Cleanliness; Police Presence (beat and community outreach); More input and better relationship with City leaders, councilpersons and police; Loud music on streets; Domestic violence programs; More community action; Pride in community; More music programs; Services for women and children; Soccer; Lacrosse; Archery; Kayaking; Concerts.

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
1) Age:	UNDER 21	3
	21-30	2
	31-40	
	41-50	3
	51-60	1
	61-70	2
	71-80	
	80+	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
2) Gender:	MALE	4
	FEMALE	3
		8
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
3) Race/Ethnicity:	CAUCASIAN	
	AFRICAN-AMERICAN	6
	ASIAN	
	HISPANIC/LATINO	4
	AMERICAN INDIAN	
	WRITE-IN	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
4) What is your total annual household income?	UNDER $20,000	2
	$20,000 - $30,000	2
	$30,000 - $50,000	2
	OVER $50,000	5

East Orange Master Plan Community Forum Opinion Survey - WARD 2 (12 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
5) How many family members live in your household (including yourself)?	ONE	
	TWO	4
	THREE	2
	FOUR OR MORE	3
		3

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
6) How close do you live to the downtown (MLK Boulevard or Central Avenue?)	1-2 BLOCKS	3
	2-4 BLOCKS	4
	5-10 BLOCKS	2
	MORE THAN 10 BLOCKS	3
	I LIVE WITHIN THE DOWNTOWN	

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
1) Are you a:	RESIDENT	1
	PROPERTY OWNER	2
	BUSINESS OPERATOR	
	BOTH RESIDENT AND PROPERTY OWNER	2
	OTHER AFFILIATION	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
2) If you are a resident, do you own or rent?	OWN	4
	RENT	1
	WITHIN WARD 1	
	WITHIN WARD 2	
	WITHIN WARD 3	3
	WITHIN WARD 4	1
	WITHIN WARD 5	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
3) a) If you operate or own property, what type of property is it?	SINGLE FAMILY	2
	RETAIL STORE	
	PROFESSIONAL OFFICE	
	RESTAURANT	
	MULTI-FAMILY OR APARTMENTS	1
	HAIR/NAIL SALON	
	AUTO-RELATED USES	
	OTHER	
3) b) Where is it located?	WRITE-IN	
		Grand Avenue; Fairmount; South Clinton Street

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
4) Please rank the following from 1 to 10 according to what attracts you to East Orange with 1 being the highest concern and 10 being the lowest.	PROXIMITY TO NYC & REGION	
	GOOD SCHOOL SYSTEM	
	ACCESSIBILITY TO MASS TRANSIT	
	SOCIAL SERVICES OFFERED	
	PRIDE IN NEIGHBORHOOD	
	DIVERSITY IN RESIDENTS	
	STRONG DOWNTOWN, RETAIL & COMMERCIAL USES	
	REVITALIZATION OF THE DOWNTOWN	
	SAFE COMMUNITY FEELING	
	ABILITY TO WALK OR BIKE TO PLACES & ACTIVITIES	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
5) In your opinion, what are the you 3 challenges facing the City of East Orange and what would you like see changed?	WRITE-IN	Decrease in crime and drugs; Quality education resources for our children; More quality recreation programs and parks for our children; Quality of life; Safety; Schools; Identity as either a commercial or residential community (via zoning); Property Maintenance

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
6) How satisfied are you with the range of goods and services provided in the downtown?	VERY SATISFIED	
	SATISFIED	
	SOMEWHAT SATISFIED	2
	NOT SATISFIED	2
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
7) On a monthly basis, how often do you frequent stores within the City?	DAILY	1
	A COUPLE TIMES A WEEK	
	A COUPLE TIMES A MONTH	1
	ONCE A WEEK	
	ONCE A MONTH	1
	NEVER	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
8) What types of uses are needed in East Orange?	WRITE-IN	Recreation; Attractions for children; Specialty stores; More family friendly areas and uses
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
9) What is your vision of downtown East Orange?	MIXED-USE DEVELOPMENT WITH RETAIL ON 1ST FLOOR AND OFFICE/RESIDENTIAL ABOVE & INTERNAL PARKING	1
	ONE STORY RETAIL STORES WITH SURFACE PARKING	3
	MIXED-USE DEVELOPMENT WITH STRUCTURED PARKING	
	OTHER VISION	1

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
10) Do you find parking easily?	YES	3
	NO	2
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
11) Do you think that additional off-street parking is needed?	YES	3
	NO	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
12) How safe do you feel walking or driving in the downtown?	VERY SAFE	
	SOMEWHAT SAFE	1
	SOMEWHAT UNSAFE	3
	NOT SAFE	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
13) How important is it to have an increased police presence in the area?	VERY IMPORTANT	4
	SOMEWHAT IMPORTANT	1
	LITTLE IMPORTANCE	
	NOT NEEDED	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
14) How important is it to have recreation, green space, street trees and landscaping in the City?	VERY IMPORTANT	5
	SOMEWHAT IMPORTANT	
	LITTLE IMPORTANCE	
	NOT NEEDED	

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
15) Are there sufficient recreation areas in your ward?	YES	1
	NO	3
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
16) What are the additional services needed for low and moderate incomes, seniors and youth?	WRITE-IN	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
17) Is more job training and placement needed?	YES	3
	NO	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
18) Are you happy with the quality of schools?	YES	1
	NO	2
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
19) a) Are there roadway improvements needed or sidewalks missing in your ward?	YES	5
	NO	
19) b) If so, where?	WRITE-IN	
		Grand Avenue; The Terraces; Most roads have potholes; All over Ward 3

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
20) Where are the accident "hot spots?"	WRITE-IN	Central Avenue; Rhode Island Ave.; Sanford Street; Tremont & Oak Street; Tremont & Grand Avenue
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
21) What can be done to improve public transit?	WRITE-IN	Shelters need to be replaced
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
22) Should the City reinstate a jitney?	YES	2
	NO	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
23) What ways can the City promote homeownership, maintenance and rehabilitation?	WRITE-IN	Address lack of parking and upkeep and maintenance of properties; Promote beautiful streets; Promote proximity of East Orange to NYC, Philadelphia and Newark.
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
24) What ways can the City decrease overcrowding and substandard living?	WRITE-IN	Cleanup infrastructure and streets.

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
25) Is the variety of housing provided adequate?	YES	1
	NO	3
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
26) Is there enough affordable housing in the City?	YES	1
	NO	3
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
27) Are there enough options for seniors and young professionals?	YES	
	NO	4
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
28) Should there be more market-rate housing?	YES	3
	NO	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
29) Does the Rent Control ordinance maintain affordability?	YES	2
	NO	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
PLEASE IDENTIFY ANY OTHER CONCERNS YOU WOULD LIKE TO SEE ADDRESSED	WRITE-IN	Would like to have regular once a month meetings with City officials, councilpersons and residents to address issues of concern in the community; Paving of Grand Avenue is needed; More senior services needed; Residents need more information on what is going on in the City; Too much all day prostitution exists on Tremont Ave.; Loitering is a big problem in front of private homes.

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
1) Age:	UNDER 21	
	21-30	
	31-40	2
	41-50	
	51-60	2
	61-70	1
	71-80	
	80+	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
2) Gender:	MALE	1
	FEMALE	4
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
3) Race/Ethnicity:	CAUCASIAN	
	AFRICAN-AMERICAN	5
	ASIAN	
	HISPANIC/LATINO	
	AMERICAN INDIAN	
	WRITE-IN	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
4) What is your total annual household income?	UNDER $20,000	
	$20,000 - $30,000	
	$30,000 - $50,000	
	OVER $50,000	2

East Orange Master Plan Community Forum Opinion Survey - WARD 3 (5 respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
5) How many family members live in your household (including yourself)?	ONE	1
	TWO	
	THREE	2
	FOUR OR MORE	1

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
6) How close do you live to the downtown (MLK Boulevard or Central Avenue?)	1-2 BLOCKS	
	2-4 BLOCKS	4
	5-10 BLOCKS	1
	MORE THAN 10 BLOCKS	
	I LIVE WITHIN THE DOWNTOWN	

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
1) Are you a:	RESIDENT	8
	PROPERTY OWNER	10
	BUSINESS OPERATOR	
	BOTH RESIDENT AND PROPERTY OWNER	11
	OTHER AFFILIATION	1
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
2) If you are a resident, do you own or rent?	OWN	15
	RENT	1
	WITHIN WARD 1	
	WITHIN WARD 2	
	WITHIN WARD 3	
	WITHIN WARD 4	8
	WITHIN WARD 5	12
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
3) a) If you operate or own property, what type of property is it?	SINGLE FAMILY	18
	RETAIL STORE	
	PROFESSIONAL OFFICE	
	RESTAURANT	
	MULTI-FAMILY OR APARTMENTS	2
	HAIR/NAIL SALON	
	AUTO-RELATED USES	
	OTHER	1
3) b) Where is it located?	WRITE-IN	
		Eaton Place, Stockton Place, Lafayette Ave., Maple Ave.,Greenwood Ave.,N. Arlington Ave., Warwick Street, Rutledge Ave.,Elmwood Ave., Springdale Ave., Hoffman Ave., N. Oraton Pkway, N. Groove St.

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
4) Please rank the following from 1 to 10 according to what attracts you to East Orange with 1 being the highest concern and 10 being the lowest.	PROXIMITY TO NYC & REGION	
	GOOD SCHOOL SYSTEM	
	ACCESSIBILITY TO MASS TRANSIT	
	SOCIAL SERVICES OFFERED	
	PRIDE IN NEIGHBORHOOD	
	DIVERSITY IN RESIDENTS	
	STRONG DOWNTOWN, RETAIL & COMMERCIAL USES	
	REVITALIZATION OF THE DOWNTOWN	
	SAFE COMMUNITY FEELING	
	ABILITY TO WALK OR BIKE TO PLACES & ACTIVITIES	

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
5) In your opinion, what are the you 3 challenges facing the City of East Orange and what would you like see changed?	WRITE-IN	Better commercial business; affordable housing; address abandon buildings; close Elmwood park; more recreation for children and seniors needed; crime (more community policing needed such as substations); educational facilities should meet community needs; no services are geared toward adults 20-50, only for kids and seniors; too many multi-family dwellings; streets need repair; maintenance of property; rehabilitation of homes; property taxes high; clean main street; give more information to public; city services lack professionalism of some staff; greater inspections and code enforcement needed; noise curfew not being enforced; better response time and adequate policing needed; truck routes changed immediately near Greenwood Avenue.

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
6) How satisfied are you with the range of goods and services provided in the downtown?	VERY SATISFIED	1
	SATISFIED	2
	SOMEWHAT SATISFIED	12
	NOT SATISFIED	13

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
7) On a monthly basis, how often do you frequent stores within the City?	DAILY	4
	A COUPLE TIMES A WEEK	5
	A COUPLE TIMES A MONTH	5
	ONCE A WEEK	3
	ONCE A MONTH	1
	NEVER	10

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
8) What types of uses are needed in East Orange?	WRITE-IN	Upscale restaurant and entertainment; nice theater; office space community; police substations; no more fast food places; recreation services for adults; upgrade existing businesses

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
9) What is your vision of downtown East Orange?	MIXED-USE DEVELOPMENT WITH RETAIL ON 1ST FLOOR AND OFFICE/RESIDENTIAL ABOVE & INTERNAL PARKING	9
	ONE STORY RETAIL STORES WITH SURFACE PARKING	10
	MIXED-USE DEVELOPMENT WITH STRUCTURED PARKING	6
	OTHER VISION	7
		Shopping store; boutiques; restaurants; create financially profitable downtown

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
10) Do you find parking easily?	YES	11
	NO	18
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
11) Do you think that additional off-street parking is needed?	YES	26
	NO	2
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
12) How safe do you feel walking or driving in the downtown?	VERY SAFE	1
	SOMEWHAT SAFE	13
	SOMEWHAT UNSAFE	6
	NOT SAFE	8
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
13) How important is it to have an increased police presence in the area?	VERY IMPORTANT	27
	SOMEWHAT IMPORTANT	2
	LITTLE IMPORTANCE	
	NOT NEEDED	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
14) How important is it to have recreation, green space, street trees and landscaping in the City?	VERY IMPORTANT	23
	SOMEWHAT IMPORTANT	
	LITTLE IMPORTANCE	
	NOT NEEDED	

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
15) Are there sufficient recreation areas in your ward?	YES	8
	NO	22
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
16) What are the additional services needed for low and moderate incomes, seniors and youth?	WRITE-IN	More vocational slots for youths; upscale eateries; affordable houses; youth centers; senior centers; state of the art gym/recreation center; security in senior buildings; more supervised activities for youth; noise control enforcement.
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
17) Is more job training and placement needed?	YES	27
	NO	
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
18) Are you happy with the quality of schools?	YES	3
	NO	19
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
19) a) Are there roadway improvements needed or sidewalks missing in your ward?	YES	22
	NO	2
19) b) If so, where?	WRITE-IN	Lower Main Street, Eaton Place, Rutledge Ave., Leslie Street, Elmwood Ave., N. 19th St., Hoffman Blvd., N. Maple Ave.

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
20) Where are the accident "hot spots?"	WRITE-IN	Park Ave & N. Grove St., Elmwood & Freeman, Hoffman Blvd & Rutledge Ave., 4th Ave. & 18th St., Greenwood & William, Springdale Ave. & Arlington; Main St. & Grove
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
21) What can be done to improve public transit	WRITE-IN	Improve bus services, implement better safety methods, better scheduling, more bus stops with covered shelters, reopen ampere train
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
22) Should the City reinstate a jitney?	YES	14
	NO	2
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
23) What ways can the City promote homeownership, maintenance and rehabilitation?	WRITE-IN	Decrease property taxes; improve quality of life; better information for homeowners; keep homeownership programs; upgrade city services; inform citizens better on events and meetings; renovate boarded homes; provide list of contractors; offer more grants; one-on-one basic classes; homes for homeless and troubled youth.
QUESTION	**ANSWER CHOICE**	**TABULATED ANSWERS**
24) What ways can the City decrease overcrowding and substandard living?	WRITE-IN	Enforce housing codes; check certificate of occupancy; better screening of applicants; less apartment dwellings; build more low-income housing; create code on how many people in a family can occupy unit.

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
25) Is the variety of housing provided adequate?	YES	6
	NO	11
QUESTION	ANSWER CHOICE	TABULATED ANSWERS
26) Is there enough affordable housing in the City?	YES	4
	NO	12
QUESTION	ANSWER CHOICE	TABULATED ANSWERS
27) Are there enough options for seniors and young professionals?	YES	2
	NO	11
QUESTION	ANSWER CHOICE	TABULATED ANSWERS
28) Should there be more market-rate housing?	YES	4
	NO	19
QUESTION	ANSWER CHOICE	TABULATED ANSWERS
29) Does the Rent Control ordinance maintain affordability?	YES	4
	NO	10

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
PLEASE IDENTIFY ANY OTHER CONCERNS YOU WOULD LIKE TO SEE ADDRESSED	WRITE-IN	On-street parking is needed; quality city employees with customer skills; trees need replacing; more respect from police; better assistance with seniors; more services for young adults and families; better appreciation for working class; need for community meeting center for events and activities; politicians need to reach out more; police needed in oval park; taxes too hard; stop building multi-use and multi-family dwellings; listen to resident needs; need regular liter cleanups; lower crime; better design for new properties; central parking lots needed; information should be distributed in mass to city residents.

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
1) Age:	UNDER 21	
	21-30	2
	31-40	2
	41-50	1
	51-60	3
	61-70	8
	71-80	9
	80+	
QUESTION	ANSWER CHOICE	TABULATED ANSWERS
2) Gender:	MALE	4
	FEMALE	19
QUESTION	ANSWER CHOICE	TABULATED ANSWERS
3) Race/Ethnicity:	CAUCASIAN	1
	AFRICAN-AMERICAN	20
	ASIAN	
	HISPANIC/LATINO	
	AMERICAN INDIAN	
	WRITE-IN	1 West-Indian
QUESTION	ANSWER CHOICE	TABULATED ANSWERS
4) What is your total annual household income?	UNDER $20,000	2
	$20,000 - $30,000	2
	$30,000 - $50,000	4
	OVER $50,000	5

East Orange Master Plan Community Forum Opinion Survey - WARDS 4 & 5 (30 Respondents)

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
5) How many family members live in your household (including yourself)?	ONE	4
	TWO	9
	THREE	7
	FOUR OR MORE	3

QUESTION	ANSWER CHOICE	TABULATED ANSWERS
6) How close do you live to the downtown (MLK Boulevard or Central Avenue?)	1-2 BLOCKS	2
	2-4 BLOCKS	3
	5-10 BLOCKS	8
	MORE THAN 10 BLOCKS	9
	I LIVE WITHIN THE DOWNTOWN	

EAST ORANGE

"Bridge to Tomorrow"

July 11, 2005

Table of Contents

- Development Strategy
  - The Opportunity
  - Development Themes
  - City-Wide Strategy
- Downtown Development Plan
- Branding / Promotion
- Next Steps

EAST ORANGE

The Opportunity

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The Opportunity
Regional

"The Location & Access"

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The Opportunity
City-Wide

"The City Divided"

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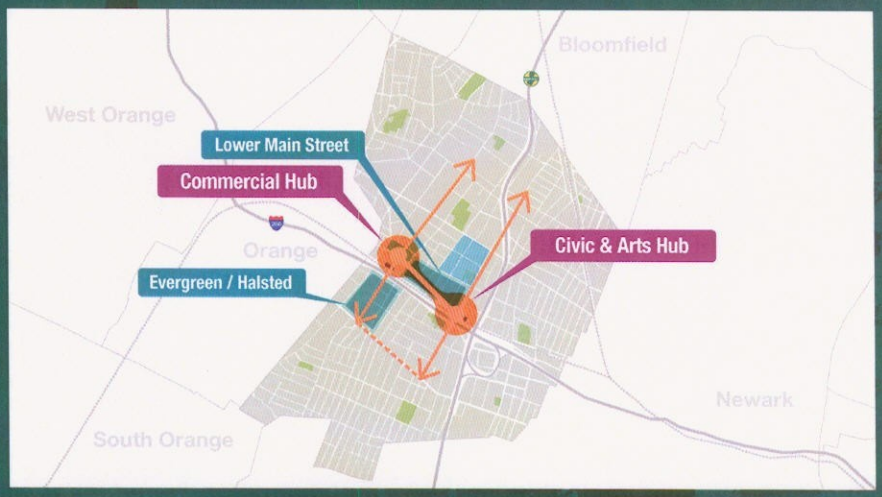
The Opportunity
City-Wide



"Stitching the City Back"

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The Opportunity
Downtown

"Building Critical Mass"

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Development Themes

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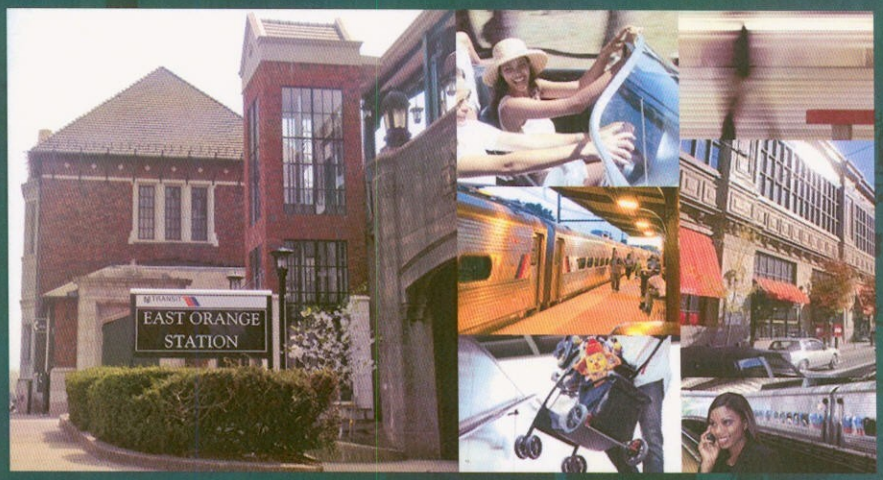
Development Themes
Transportation Access



"Leveraging the Advantage of Direct Commuter Access to the Region"

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Development Themes
Commercial Hub

"Expanding Neighborhoods around the Character of the Retail Hubs"

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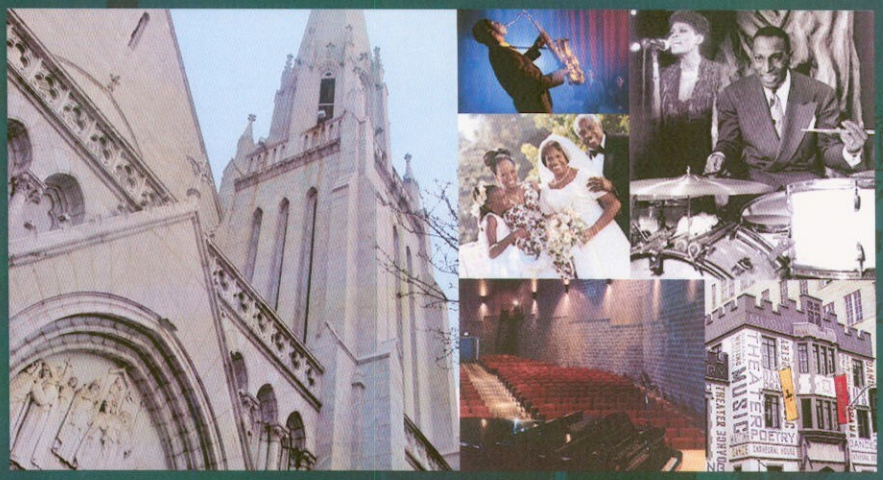
Development Themes
Civic District

"Celebrating the Monuments and Symbols of East Orange's Rich History"

EAST ORANGE

Development Themes
Arts & Culture



"Promoting Today's Arts & Entertainment Community and Past Legacy"

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Development Themes

Stately Living

"Revitalizing the Elegance and Quality of Residential Living"

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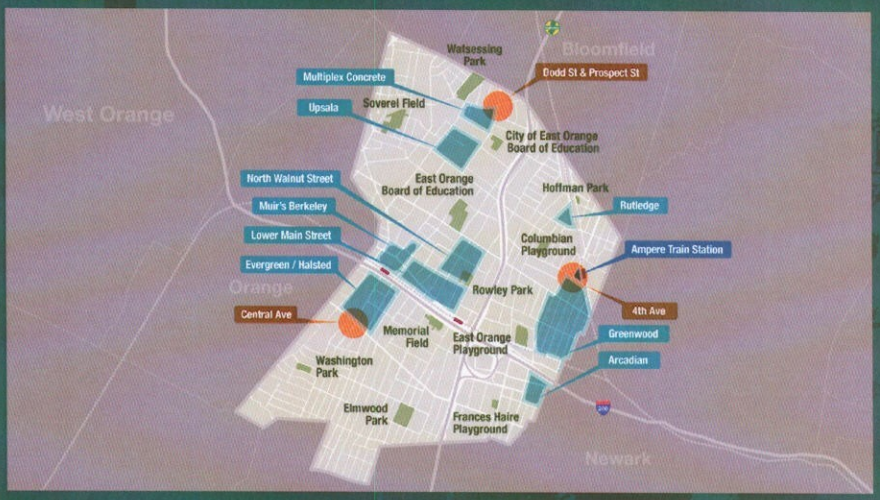
City-Wide Strategy

EAST ORANGE

City-Wide Strategy

City-Wide Initiatives

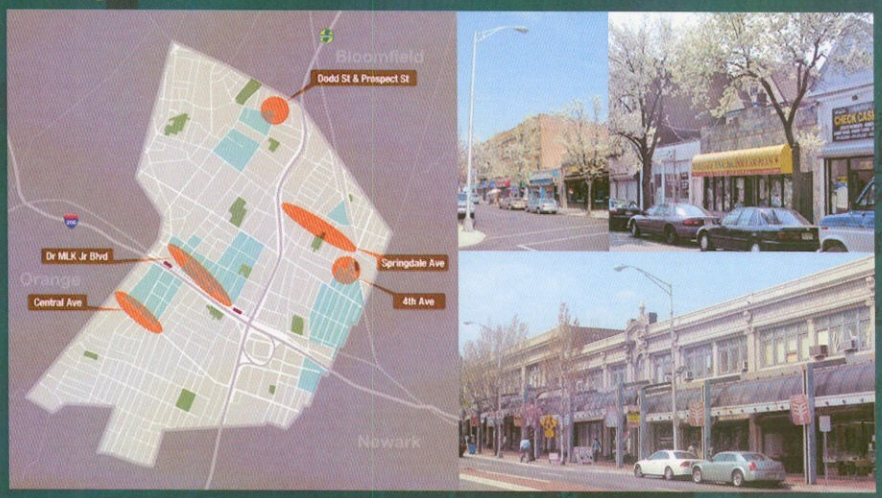


"Redevelopment Areas / Retail Hubs / Transportation Hubs / Parks"

EAST ORANGE

City-Wide Strategy

Neighborhood Commercial Nodes



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City-Wide Strategy

Parks and Recreation

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City-Wide Strategy

Upsala

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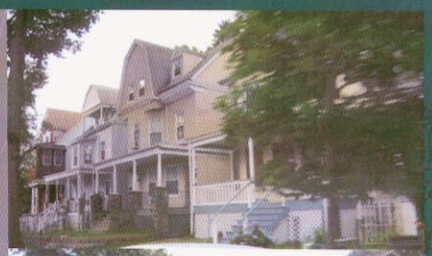
City-Wide Strategy
Greenwood



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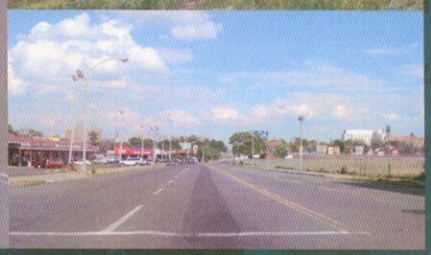
City-Wide Strategy
Arcadian



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City-Wide Strategy

Rutledge

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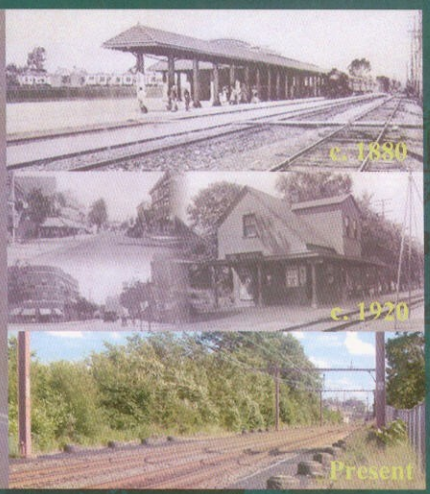
City-Wide Strategy

Ampere Train Station

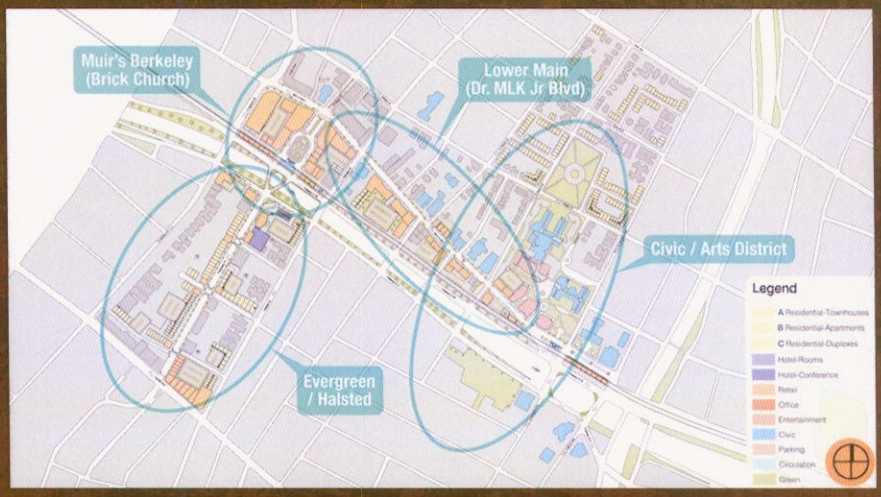


EAST ORANGE

Downtown Development Plan

EAST ORANGE

Downtown Development Plan
Comprehensive Redevelopment Plan



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Downtown Development Plan
Development Program

	Code	Total Sqaure Foot	Total # of Units / Spaces / Stores
Housing : Townhouse	A1	193,000	80
Housing : Apartments	B1	825,500	
# of Apartment Units			850
Residential Total		**1,334,500**	**930**
Retail	R	414,500	**40-60**
Parking	P	978,500	
# of Parking Spaces			**2,750**
Office	O	73,000	
Entertainment	E	39,000	
Hotel : Rooms	H1	78,500	**150**
Hote: Conference	HC1	20,500	
Lobby	L	10,500	
Outdoor Amenity		225,000	
Total Project Area SF		**3,173,500**	

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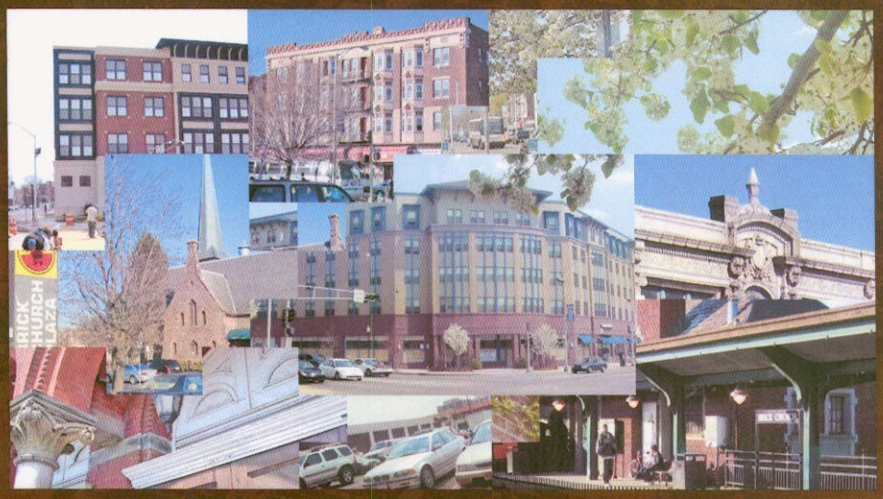
Downtown Development Plan
Muir's Berkeley, Evergreen/Halsted Context



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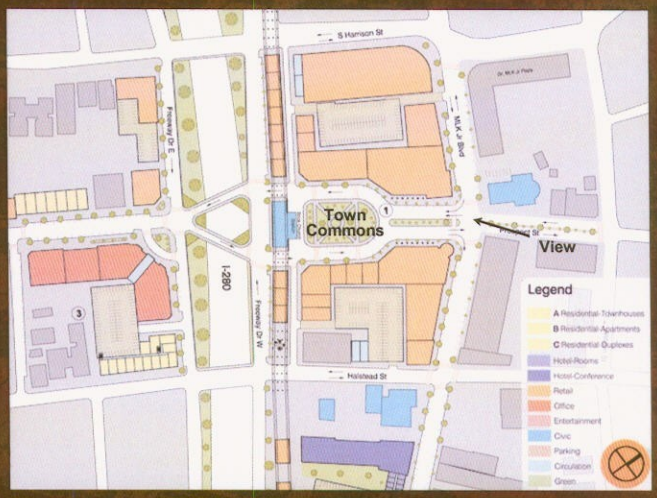
Downtown Development Plan
Town Center Master Plan



Lower Level Plan 1

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Downtown Development Plan
Brick Church "Town Center" Sketch

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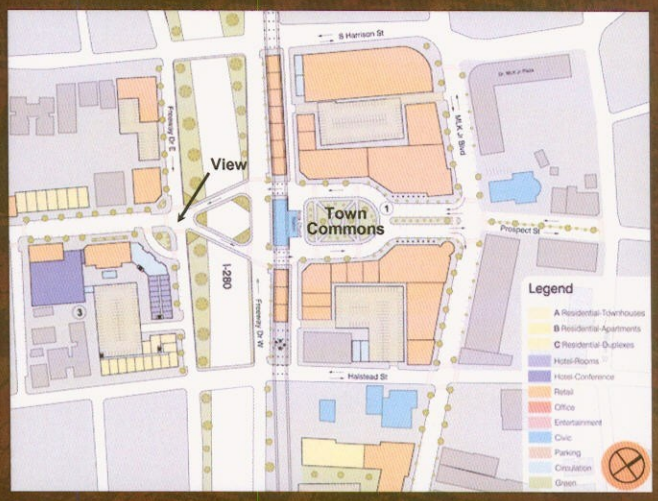
Downtown Development Plan
Town Center Master Plan



Lower Level Plan 2

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Downtown Development Plan
"Evergreen Triangle" Sketch

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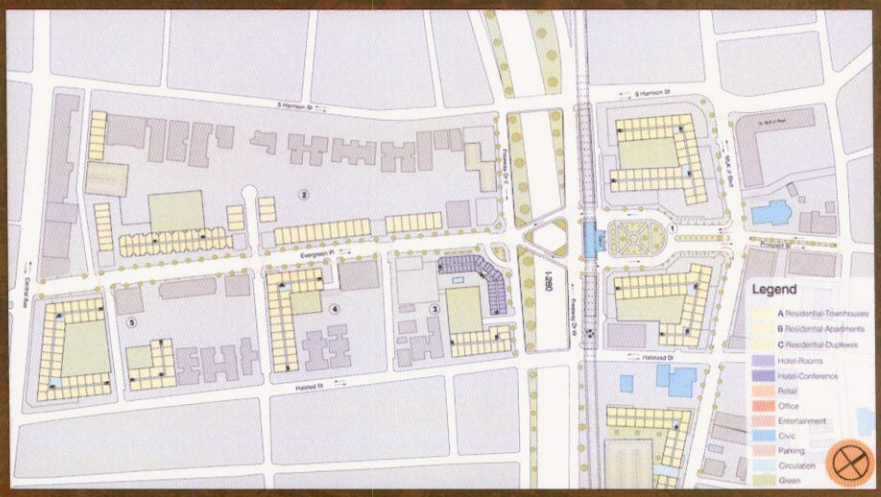
Downtown Development Plan
Muir's Berkeley, Evergreen/Halsted Master Plan

Lower Level Plan

EAST ORANGE

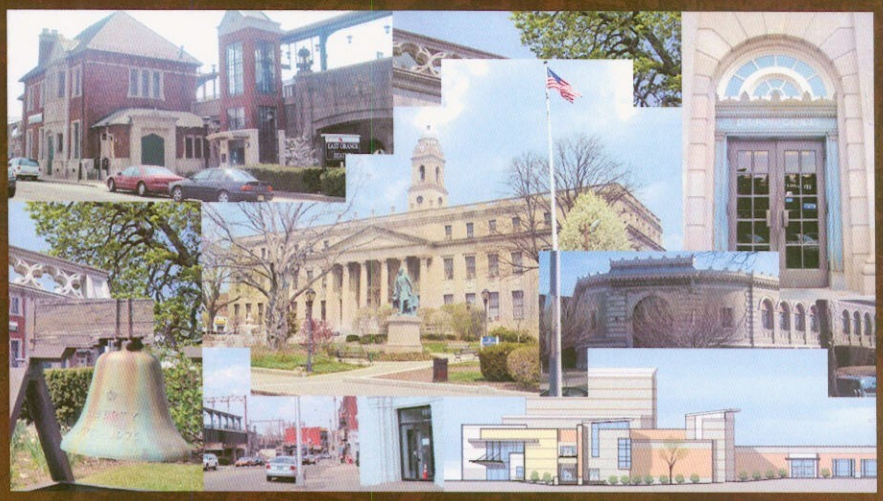
Downtown Development Plan
Muir's Berkeley, Evergreen/Halsted Master Plan



Upper Level Plan

EAST ORANGE

Downtown Development Plan
Civic / Arts District Context



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Downtown Development Plan
Lower Main St & North Walnut Master Plan

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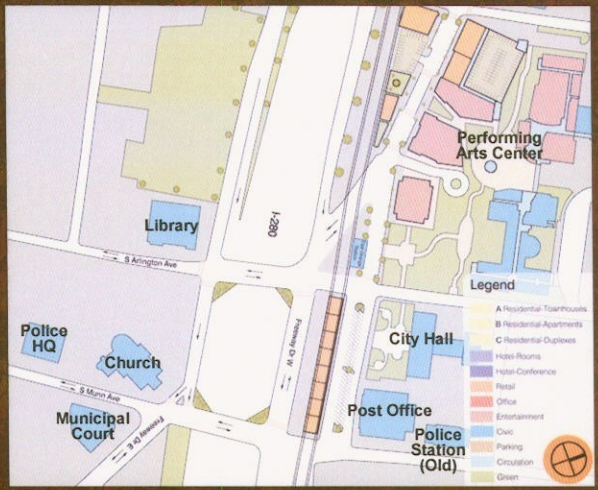
Downtown Development Plan
Lower Main St & North Walnut Master Plan



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Downtown Development Plan
Performing Arts Center

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Downtown Development Plan
Lower Main (Dr. MLK Jr. Blvd) Context

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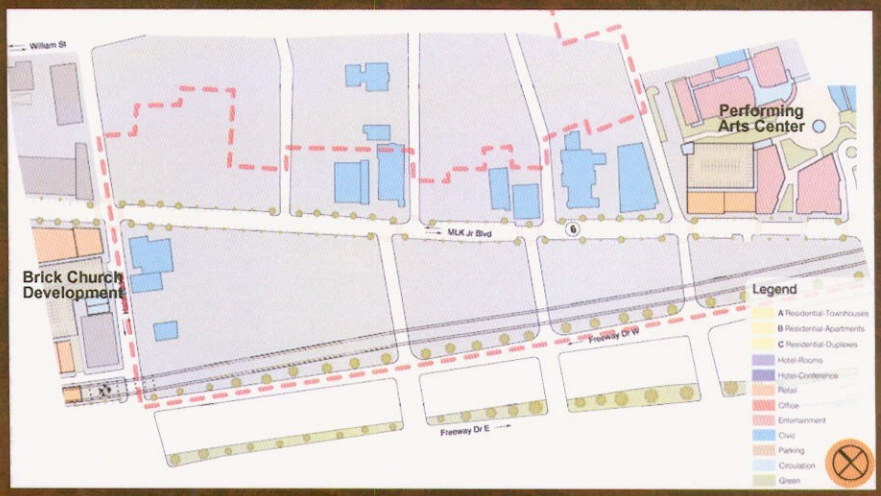
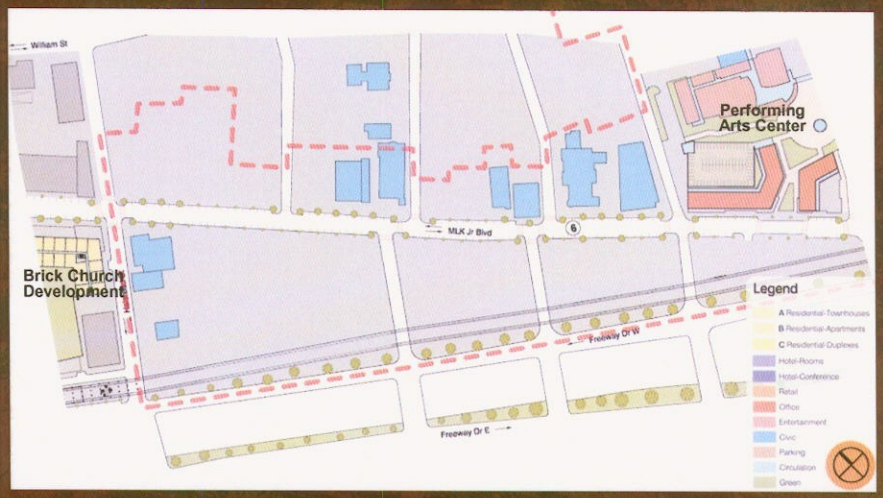
Downtown Development Plan
Lower Main (Dr. MLK Jr. Blvd) Master Plan



Lower Level Plan

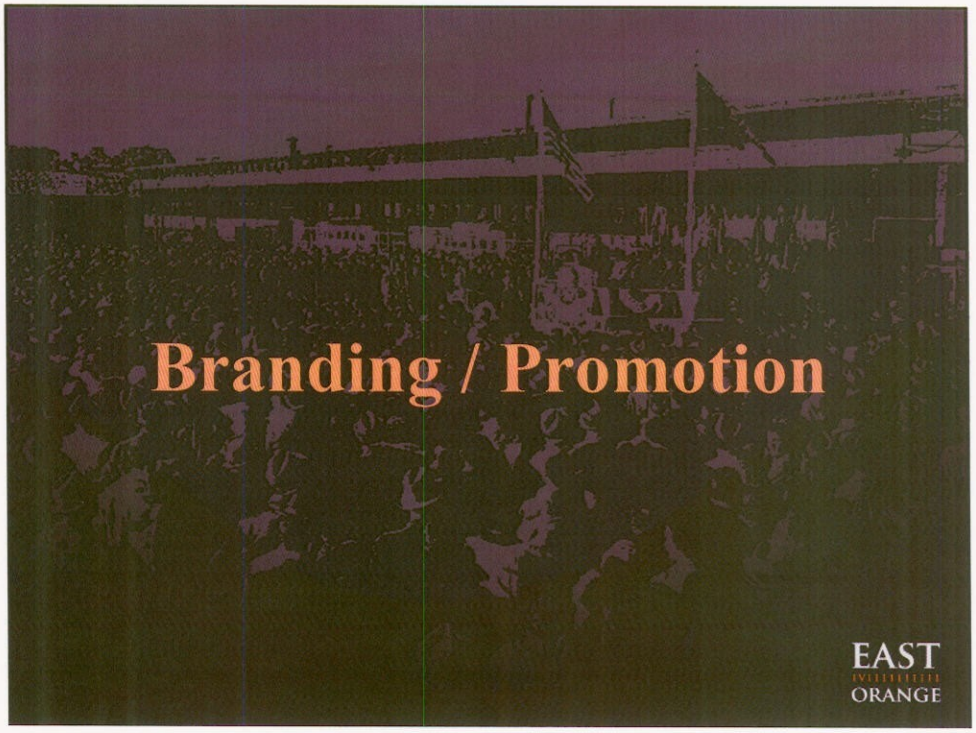
EAST ORANGE

Downtown Development Plan
Lower Main (Dr. MLK Jr. Blvd) Master Plan



Upper Level Plan

EAST ORANGE



Branding / Promotion

EAST ORANGE

Branding / Promotion
Identity

- **Logo**

EAST
IVIIIIIIIIIII
ORANGE

- **Keywords**

Access
Trasportation
History

- **Slogan**

Bridge to Tomorrow

- **Type Face**

TRAJAN PRO
BRIDGE TO TOMORROW
BRIDGE TO TOMORROW
BRIDGE TO TOMORROW

Optima
Bridge to Tomorrow
Bridge to Tomorrow
Bridge to Tomorrow

- **Color Scheme**

EAST
IVIIIIIIIIIII
ORANGE

Branding / Promotion
Cross Channel Media

- **Print**

- **Website**

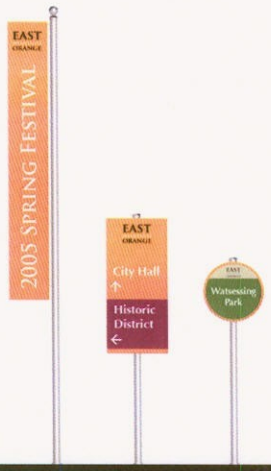
- **Cable TV**

EAST
IVIIIIIIIIIII
ORANGE

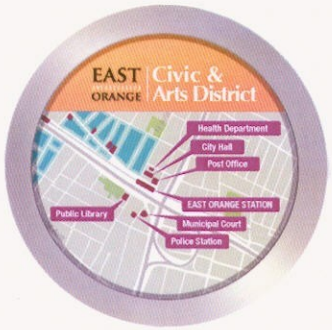
Branding / Promotion

Wayfinding / Information Dissemination

- Wayfinding



- Information Dissemination



EAST ORANGE

Branding / Promotion

Environmental Media

Have you lived in EAST ORANGE ?

Have you eaten in EAST ORANGE ?

Have you shopped in EAST ORANGE ?

EAST ORANGE

Next Steps…

"from Vision to Implementation"

- Embrace a Common Vision
- Branding / Promotion
- Implement Downtown Plan
- Implement City-Wide Plan

EAST ORANGE

EAST ORANGE

"BRIDGE TO TOMORROW"

Presented By:

Newwork

ZONING MAP

MAP OF THE CITY OF
EAST ORANGE
IN ESSEX COUNTY, N.J.

REVISED: APRIL 1987
JANUARY 1995
DECEMBER 1996

0 100 200
Scale in Feet

DISTRICT LEGEND		
SINGLE FAMILY RESIDENCE		R-1
TWO & THREE FAMILY RESIDENCE		R-2
INTERMEDIATE VOLUME RESIDENCE		R-3
LARGE VOLUME RESIDENCE		R-4
LARGE VOLUME RESIDENCE & OFFICE		RO
NEIGHBORHOOD BUSINESS		C-1
AUTO RETAIL		C-2
LARGE VOLUME BUSINESS		C-3
INDUSTRIAL	IND-1	IND
INSTITUTIONAL	INST-1	INST-2
REDEVELOPMENT AREA		UR-1
CONTINUING CARE COMMUNITY		CCC

NOTE:

BASE MAP PREPARED BY CANDELA, FLEGAS & ASSOCIATES

PREPARED FOR THE PLANNING BOARD
EAST ORANGE, NEW JERSEY

STAFF SERVICES:
Dept. of Public Works - Mayor's office of Planning/Community Dev. - Building Dept.
City of East Orange, New Jersey

Brownfields Sites		
Site Name	Address	Status
New Era Community Company (NJL800255168)	40-50 Princeton Street	Closed
Image House Construction (NJL800255192)	333-335 Central Avenue	Closed
Charles Beseler Company (NJD002174258)	219 Eighteenth Street	Assigned
Homes Realty Incorporated (NJL800255150)	15 Whitney Place	Closed
Park Avenue Land Investment Company (NJL800255176)	730-744 Park Avenue	Closed
Source: New Jersey Smart Growth/Brownfield website, 2006.		

Known Contamination Sites List		
Site #	**Address**	**Remediation Status**
164192	109 Leslie Street	Source Known or Identified-Potential GW Contamination
80487	12 Prospect Terrace	Source Known or Identified-Potential GW Contamination
126108	157 Freeman Avenue	Known Source or Release with GW Contamination
169947	195 Clinton Street	Source Known or Identified-Potential GW Contamination
179495	248 Park Avenue	Known Source or Release with GW Contamination
165912	254 Halsted Street	Source Known or Identified-Potential GW Contamination
146285	278 Burnet Street	Source Known or Identified-Potential GW Contamination
84995	32-36 Prospect Street	Source Known or Identified-Potential GW Contamination
88006	38 South Walnut Street	Source Known or Identified-Potential GW Contamination
55677	51 Dr. Martin Luther King Jr. Boulevard	Not Yet Determined
88160	528 Clinton Street South	Source Known or Identified-Potential GW Contamination
84998	541 North Grove Street	Source Known or Identified-Potential GW Contamination
95644	71 Rhode Island Avenue	Source Known or Identified-Potential GW Contamination
121322	89 Ampere Parkway	Known Source or Release with GW Contamination
84413	91 Ampere Parkway	Known Source or Release with GW Contamination
9039	95383 Getty Tremont Avenue	Source Known or Identified-Potential GW Contamination
47697	Amoco- 211 Central Avenue	Known Source or Release with GW Contamination
64332	Amoco - 511 Prospect Street	Known Source or Release with GW Contamination
9053	Brookwood Towing & Repair – 205 Sanford Street	Known Source or Release with GW Contamination
43278	East Orange DPW Garage – 333 Glenwood Avenue	Known Source or Release with GW Contamination
16688	Dikran Dry Cleaners – 49 Central Avenue	Known Source or Release with GW Contamination
66725	Dover Town & Wharton Well- Princeton & West Central Avenue	Known Source or Release with GW Contamination
9051	Dresser Industries- 14 Fourth Avenue	Unknown or Uncontrolled Discharge to Soil or GW
36335	East Orange 89 Association – 56 South Munn Avenue	Source Known or Identified-Potential GW Contamination
14234	East Orange General Hospital – 300 Central Avenue	Source Known or Identified-Potential GW Contamination
178017	Elmwood East Orange Jehovah's Witness- 259 Elmwood Avenue	Source Known or Identified-Potential GW Contamination
13990	ESSEX County Roads and Bridges Dept.- 503 Thomas Boulevard	Known Source or Release with GW Contamination
9097	Exxon- 250 Central Avenue	Known Source or Release with GW Contamination
34684	Exxon – 551 Central Avenue	Known Source or Release with GW Contamination
56881	Halal Community Restaurant- 951 South Orange Avenue	Known Source or Release with GW Contamination
65483	HART Development Corp. - 177 Walnut Street North	Source Known or Identified-Potential GW Contamination
9098	Hess – 26 Central Avenue	Known Source or Release with GW Contamination
65487	Image House Cooperation – 333 – 335 Central Avenue	Source Known or Identified-Potential GW Contamination

9036	J A Mulligan Associates – 219 Eighteenth Street	Unknown or Uncontrolled Discharge to Soil or GW
49087	Lotus Realty- 249 South Arlington Street	Source Known or Identified-Potential GW Contamination
98915	Manufacturers Village – 340 to 364 Glenwood Avenue	Source Known or Identified-Potential GW Contamination
45867	Midland Avenue Yard - 133 Midland Avenue	Source Known or Identified-Potential GW Contamination
9103	Mobil- 100 Central Avenue	Known Source or Release with GW Contamination
41413	Multiplex Concrete - 64 Glenwood Place	Unknown or Uncontrolled Discharge to Soil or GW
65485	New Era Community Company – 40 – 50 Princeton Street	Source Known or Identified-Potential GW Contamination
55677	Sunoco- 51 Dr. Martin Luther King Jr. Boulevard	Not Yet Determined
46997	Oraton Parkway Exxon- 2 North Oraton Parkway	Known Source or Release with GW Contamination
65486	Park Avenue Land Investment Company- 730-744 Park Avenue	Source Known or Identified-Potential GW Contamination
9075	Prospect Management – 284 Prospect Street	Known Source or Release with GW Contamination
14009	Scientific Packaging – 2-8 Central Avenue	Source Known or Identified-Potential GW Contamination
9104	Shell – 180 Central Avenue	Known Source or Release with GW Contamination
55736	White Brothers Trucking- 495 Clinton Avenue South	Known Source or Release with GW Contamination
51835	White Bus Company – 907 South Orange Avenue	Known Source or Release with GW Contamination
9039	Wilson's Service Center- 277 Sanford Avenue	Source Known or Identified-Potential GW Contamination
9051	Worthington Pump	Unknown or Uncontrolled Discharge to Soil or GW
189384	140 Amherst Street	Source Known or Identified-Potential GW Contamination
185862	15-17 Hudson Avenue	Source Known or Identified-Potential GW Contamination
184233	215 Hollywood Avenue	Source Known or Identified-Potential GW Contamination
121216	218 North Walnut Street	Not Yet Determined
187452	25 Warwick Street	Source Known or Identified-Potential GW Contamination
80539	262 Amherst Street	Source Known or Identified-Potential GW Contamination
189211	28 Telford Street	C1Source Known or Identified-Potential GW Contamination
120573	49 Hillcrest Terrace	C1Source Known or Identified-Potential GW Contamination
181031	54 Ellington Street	Known Source or Release with GW Contamination
162814	Service Station	Source Known or Identified-Potential GW Contamination

Source: New Jersey Smart Growth/Brownfield website, 2006.

VEHICLE LISTING

Car#	Designation	Description	Type	Operability	Condition
2	DIRECTOR	FORD CROWN VICTORIA 2003	UNMARKED	IN SERVICE	GOOD CONDITION
88	DIRECTOR'S OFFICE	FORD CROWN VICTORIA 2000	UNMARKED	IN SERVICE	GOOD CONDITION
		1996 CHRYSLER LHS	UNMARKED	IN SERVICE	AVERAGE CONDITION
		1991 OLDSMOBILE DELTA 88	UNMARKED	IN SERVICE	AVERAGE CONDITION
		1989 NISSAN 240SX	UNMARKED	IN SERVICE	AVERAGE CONDITION
		1992 ACURA LEGEND	UNMARKED	IN SERVICE	AVERAGE CONDITION
1	CHIEF	FORD CROWN VICTORIA 2003	UNMARKED	IN SERVICE	GOOD CONDITION
125	CHIEFS OFF.	FORD CROWN VICTORIA 2003	UNMARKED	IN SERVICE	GOOD CONDITION
127	P.S.U.	FORD CROWN VICTORIA 2000	UNMARKED	IN SERVICE	AVERAGE CONDITION
90	MED OFFICER	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION
17	HUMAN RES.	FORD CROWN VICTORIA 1999	UNMARKED	IN SERVICE	AVERAGE CONDITION
41	HUMAN RES.	FORD CROWN VICTORIA 1999	MARKED	IN SERVICE	GOOD CONDITION
120	C.J.P.	FORD VAN 1997	MARKED	IN SERVICE	GOOD CONDITION
75	WATER DETAIL	DODGE 2500 PICK-UP 2004	MARKED	IN SERVICE	GOOD CONDITION
74	COM. RELAT.	CHEVROLET TRACKER 1992	UNK	IN SERVICE	DO NOT HAVE KEYS
241	COM. RELAT.	FORD BUS 1988	UNK	IN SERVICE	DO NOT HAVE KEYS
103	ARMORY	JEEP CHEROKEE 1991	MARKED	IN SERVICE	AVERAGE CONDITION
400	C.C.G	FORD AMBULANCE 1991	MARKED	IN SERVICE	OPERABLE
111	SNOW PLOW	CHEVROLET PICKUP 1987		IN SERVICE	OPERABLE
59	CIB	FORD CROWN VICTORIA 2003	UNMARKED	IN SERVICE	AVERAGE CONDITION
77	CIB	NISSAN ALTIMA 1997	UNMARKED	IN SERVICE	AVERAGE CONDITION
94	CIB	HONDA PRELUDE 1987	UNMARKED	IN SERVICE	OPERABLE
140	CIB	FORD CROWN VICTORIA 1997	UNMARKED	IN SERVICE	AVERAGE CONDITION
14	VCTF	FORD CROWN VICTORIA 1999	UNMARKED	IN SERVICE	GOOD CONDITION
18	VCTF	FORD CROWN VICTORIA 2003	UNMARKED	IN SERVICE	GOOD CONDITION
24	VCTF	FORD CROWN VICTORIA 2000	UNMARKED	IN SERVICE	AVERAGE CONDITION
34	VCTF	FORD CROWN VICTORIA 1999	UNMARKED	IN SERVICE	AVERAGE CONDITION
62	VCTF	CHEVROLET CAPRICE 1992	UNMARKED	IN SERVICE	AVERAGE CONDITION
51	ECSI	CHEVROLET CAPRICE 1992	UNMARKED	IN SERVICE	AVERAGE CONDITION
60	ECSI	FORD CROWN VICTORIA 1999	MARKED	IN SERVICE	AVERAGE CONDITION
84	ECSI	FORD CROWN VICTORIA 2003	UNMARKED	IN SERVICE	AVERAGE CONDITION
95	ECSI	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION

102	ECSI	FORD TRUCK 1995	MARKED	IN SERVICE	AVERAGE CONDITION	
106	ECSI	FORD EXPLORER 2000	MARKED	IN SERVICE	AVERAGE CONDITION	
119	ECSI	FORD VAN 2004	MARKED	IN SERVICE	GOOD CONDITION	
121	ECSI	FORD VAN 2004	MARKED	IN SERVICE	GOOD CONDITION	
143	ECSI	FORD VAN 2004 (TECH VAN)	UNMARKED	IN SERVICE	GOOD CONDITION	
166	ECSI	CHEVROLET CAPRICE 1991	UNMARKED	IN SERVICE	AVERAGE CONDITION	
212	ECSI	CHEVROLET CAPRICE 1994	UNMARKED	IN SERVICE	AVERAGE CONDITION	
	ECSI	1990 LINCOLN TOWN CAR	DONATION	NOT IN SERVICE	AVERAGE CONDITION	BEING REPAIRED
3	PATROL	FORD CROWN VICTORIA 2000	MARKED	IN SERVICE	AVERAGE CONDITION	
6	PATROL	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
7	PATROL	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
13	PATROL	FORD CROWN VICTORIA 2001	MARKED	IN SERVICE	AVERAGE CONDITION	
21	PATROL	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	AVERAGE CONDITION	
26	PATROL	FORD CROWN VICTORIA 2000	MARKED	IN SERVICE	AVERAGE CONDITION	
27	PATROL	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
45	PATROL	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
47	PATROL	DODGE VAN 1989	MARKED	IN SERVICE	AVERAGE CONDITION	
50	PATROL	DODGE VAN 1996	MARKED	IN SERVICE	AVERAGE CONDITION	
53	PATROL	FORD CROWN VICTORIA 1999	MARKED	IN SERVICE	AVERAGE CONDITION	
64	PATROL	FORD CROWN VICTORIA 2001	MARKED	IN SERVICE	AVERAGE CONDITION	
67	PATROL	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
69	PATROL	FORD CROWN VICTORIA 2001	MARKED	IN SERVICE	AVERAGE CONDITION	
71	PATROL	FORD CROWN VICTORIA 2001	MARKED	IN SERVICE	AVERAGE CONDITION	
99	PATROL	FORD VAN 1991	MARKED	IN SERVICE	AVERAGE CONDITION	
104	PATROL	DODGE VAN 1992	MARKED	IN SERVICE	AVERAGE CONDITION	
105	PATROL	CUSHMAN SCOOTER 2000	MARKED	IN SERVICE		
S-1	SCHOOL SQUAD	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
S-3	SCHOOL SQUAD	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
S-5	SCHOOL SQUAD	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
32	TRAFFIC	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
42	TRAFFIC	FORD CROWN VICTORIA 2003	MARKED	IN SERVICE	GOOD CONDITION	
43	TRAFFIC	FORD CROWN VICTORIA 2000	MARKED	IN SERVICE	AVERAGE CONDITION	
201	TRAFFIC	H/D MOTOR CYCLE 2005	MARKED	IN SERVICE	NEW	
202	TRAFFIC	H/D MOTOR CYCLE 2005	MARKED	IN SERVICE	NEW	
203	TRAFFIC	H/D MOTOR CYCLE 2005	MARKED	IN SERVICE	NEW	
204	TRAFFIC	H/D MOTOR CYCLE 2005	MARKED	IN SERVICE	NEW	

5	PATROL	FORD CROWN VICTORIA 2000	MARKED	OUT OF SERVICE	ACCIDENT	AUTO BODY
9	PATROL	FORD CROWN VICTORIA 2003	MARKED	OUT OF SERVICE	ACCIDENT	AUTO BODY
38	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	ACCIDENT	AUTO BODY
86	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	ACCIDENT DAMAGE	AUTO BODY
49	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	ACCIDENT:BENT REAR AXLE	AUTO BODY
S-4	SCHOOL SQUAD	FORD CROWN VICTORIA 2003	MARKED	OUT OF SERVICE	ACCIDENT:FRONT DRIVER'S SIDE	AUTO BODY
44	PATROL	FORD CROWN VICTORIA 2000	MARKED	OUT OF SERVICE	ACCIDENT:REAR DRIVER'S SIDE	AUTO BODY
S-2	SCHOOL SQUAD	FORD CROWN VICTORIA 2003	MARKED	OUT OF SERVICE	ACCIDENT:REAR DRIVER'S SIDE	AUTO BODY
20	REC.BUREAU	FORD CROWN VICTORIA 2000	UNMARKED	OUT OF SERVICE	CYLINDER HEADS	BEING REPAIRED
114	WATER DETAIL	FORD EXPEDITION 2001	MARKED	OUT OF SERVICE	NEEDS NEW ENGINE	REPAIR
28	ECSI	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	ACCIDENT:FRONT PASSENGER SIDE	REPAIR
141	ECSI	FORD CROWN VICTORIA 1998	UNMARKED	OUT OF SERVICE	ENGINE	REPAIR
12	PATROL	FORD CROWN VICTORIA 1999	MARKED	OUT OF SERVICE	ENGINE PROBLEMS	REPAIR
65	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	JUMPED TIMING	REPAIR
70	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	NEEDS NEW ENGINE	REPAIR
22	CIB	FORD CROWN VICTORIA 2000	UNMARKED	OUT OF SERVICE	TRANSMISSION	REPAIR
48	ECSI	FORD CROWN VICTORIA 2000	MARKED	OUT OF SERVICE	TRANSMISSION	REPAIR
73	CIB	CHEVROLET CAPRICE 1995	UNMARKED	OUT OF SERVICE	TRANSMISSION	REPAIR
89	ECSI	CHEVROLET CAPRICE 1995	UNMARKED	OUT OF SERVICE	TRANSMISSION	REPAIR
52	PATROL	FORD CROWN VICTORIA 2000	MARKED	OUT OF SERVICE	VALVE JOB	REPAIR
113	PATROL	CUSHMAN SCOOTER 2000	MARKED	OUT OF SERVICE	ENGINE	REPAIR
118	PATROL	CUSHMAN SCOOTER 2000	MARKED	OUT OF SERVICE	FUEL PUMP AND STARTER	REPAIR
108	PATROL	CUSHMAN SCOOTER 2000	MARKED	OUT OF SERVICE	RADIATOR AND STARTER	REPAIR
107	PATROL	H/D MOTOR CYCLE 1991	MARKED	OUT OF SERVICE		REPAIR
78	PATROL	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	ALTENATOR BELT	SEND OUT FOR ESTIMATE
97	CIB	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	BLOWN HEAD GASKET	STRIP & AUCTION
87	CIB	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	BRAKE LINES	STRIP & AUCTION
37	CIB	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	CRACKED WINDSHIELD	STRIP & AUCTION
79	CIB	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	ENGINE	STRIP & AUCTION
66	CIB	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	ENGINE	STRIP & AUCTION
85	CIB	CHEVROLET LUMINA 1996	UNMARKED	OUT OF SERVICE	ENGINE / TRANSMISSION	STRIP & AUCTION
19	ECSI	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	IGNITION	STRIP & AUCTION
96	CIB	FORD CROWN VICTORIA 1992	UNMARKED	OUT OF SERVICE	IGNITION	STRIP & AUCTION
217	CIB	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	MOTOR	STRIP & AUCTION
63	CIB	DODGE VAN 1987 (WHITE)	UNMARKED	OUT OF SERVICE	NOT WORKING	STRIP & AUCTION
109	CIB					

134	CIB	CHEVROLET LUMINA 1997	UNMARKED	OUT OF SERVICE	STEERING RACK	STRIP & AUCTION
25	CIB	CHEVROLET LUMINA 1997	UNMARKED	OUT OF SERVICE	SUSPENSION,TROUBLE STARTING	STRIP & AUCTION
132	CIB	CHEVROLET LUMINA 1997	UNMARKED	OUT OF SERVICE	SUSPENSION:DAMAGED SUB FRAME	STRIP & AUCTION
35	CIB	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	TRANSMISSION	STRIP & AUCTION
46	CIB	CHEVROLET LUMINA 1997	UNMARKED	OUT OF SERVICE	TRANSMISSION	STRIP & AUCTION
101	C.C.G	GMC ARMORED CAR 1987	MARKED	OUT OF SERVICE		STRIP & AUCTION
110	CIB	DODGE VAN 1987 (BLACK)	UNMARKED	OUT OF SERVICE	TRANSMISSION	STRIP & AUCTION
36	CIB	FORD LTD 1987	UNMARKED	OUT OF SERVICE		STRIP & AUCTION
57	VCTF	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE		STRIP & AUCTION
80	SCHOOL SQUAD	DODGE VAN 1992	MARKED	OUT OF SERVICE	ACCIDENT	STRIP & JUNK
4	PATROL	FORD CROWN VICTORIA 1999	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
8	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
10	PATROL	FORD CROWN VICTORIA 2003	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
15	PATROL	FORD CROWN VICTORIA 1999	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
16	PATROL	FORD CROWN VICTORIA 1999	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
23	CIB	CHEVROLET LUMINA 1997	UNMARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
29	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
30	PATROL	FORD CROWN VICTORIA 2000	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
31	CIB	FORD CROWN VICTORIA 1999	UNMARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
58	CIB	FORD TAURUS 1995	UNMARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
61	PATROL	FORD CROWN VICTORIA 1999	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
68	PATROL	FORD CROWN VICTORIA 1999	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
82	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
83	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
100	CIB	CHEVROLET CAPRICE 1991	UNMARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
112	CIB	NISSAN MAXIMA 1991	UNMARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
142	CIB	FORD CROWN VICTORIA 1999	UNMARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
40	PATROL	FORD CROWN VICTORIA 1999	MARKED	OUT OF SERVICE	TOTALED	STRIP & JUNK
76	PATROL	FORD CROWN VICTORIA 2001	MARKED	OUT OF SERVICE	TOTALED OUT	STRIP & JUNK
115	COM. RELAT.	DODGE VAN 2001	UNK	OUT OF SERVICE	TOTALED OUT	STRIP & JUNK
116	COM. RELAT.	DODGE VAN 2001	UNK	OUT OF SERVICE	DO NOT HAVE KEYS	
117	COM. RELAT.	DODGE VAN 2001	UNK	OUT OF SERVICE	DO NOT HAVE KEYS	
122	COM.RELAT.	FORD VAN 2003	UNK	OUT OF SERVICE	DO NOT HAVE KEYS	
135	COM.RELAT.	WINNEBAGO 2004	UNK	OUT OF SERVICE	DO NOT HAVE KEYS	

City of East Orange Consistency with the Preliminary Plan

SEP. 27. 2004 1:55PM

CITY COUNCIL OF EAST ORANGE

CITY CLERK'S OFFICE
EAST ORANGE, N.J.
RESOLUTION
No. 1208

Resolution offered by Council Member JOYCE C. GOOKE

A RESOLUTION AUTHORIZING PARTICIPATION OF THE CITY OF EAST ORANGE IN THE STATE DEVELOPMENT AND REDEVELOPMENT PLAN (STATE PLAN) CROSS ACCEPTANCE PROCESS

WHEREAS, the State Planning Act of 1985 (N.J.S.A 52:18A-196 et. seq.) created a State Planning Commission and an Office of Smart Growth for the purpose of establishing a cooperative planning process that involves the full participation of state, county and local governments; and,

WHEREAS, the State Planning Act states that New Jersey needs integrated and coordinated planning in order to conserve its natural resources, to revitalize its urban centers, to provide affordable housing and adequate public facilities at a reasonable cost, to promote equal social and economic opportunity for New Jersey's citizens, and to prevent sprawl and promote the suitable use of land; and,

WHEREAS, the primary duty and responsibility of the State Planning Commission under the State Planning Act is the preparation of a "State Development and Redevelopment Plan;" and,

WHEREAS, the State Planning Act also provides that the State's municipalities are to have an essential role in the development of the State Plan though their participation in the Cross-acceptance process to be conducted under the Act; and,

WHEREAS, the Cross-acceptance process is the primary vehicle under the Act for promoting vertical coordination and integration of state, county and local plans by affording county and municipal governments a full and open opportunity to be involved in reconciling inconsistencies between state and local policies; and,

WHEREAS, the Governing Body of the City of East Orange has concluded that it is appropriate, necessary and in the municipality interest to fully participate in the development of the State Plan through the full and active participation of the Municipal government, including in particular its Planning Board and its Department of Policy, Planning, and Development in the Cross-acceptance process; and,

NOW, THEREFORE, BE IT RESOLVED by the City of East Orange of the County of Essex that as follows:

1. The City of East Orange Municipal Planning Board is hereby authorized and directed to carry out the Cross-acceptance process pursuant to the State Planning Act, N.J.S.A. 52:18A-196 et seq. and the State Planning Rules, N.J.A.C. 17:32 and any other rules promulgated by the State Planning Commission for this purpose;
2. The City of East Orange Municipal Planning Board shall coordinate will the County or Negotiating Entity in their preparation of a proposed work program and schedule for municipal and county Cross-Acceptance and Negotiating Entry shall submit said work program and schedule to the New Jersey Office of Smart Growth; and
3. The City of East Orange Municipal Department of Policy, Planning and Development shall provide staff assistance to the County Planning Board or Negotiating Entity in order to prepare a Cross-Acceptance Report and successfully complete the Cross-acceptance process; and
4. All other East Orange Municipal Departments and Agencies shall cooperate with the Municipal and County Planning Board or Negotiating Entity and provide information and furnish such documents as may be required; and,
5. The Essex County (Chief Executive Officer) is hereby authorized to file application and execute a contract agreement with the State Planning Commission for any financial assistance which may become available for the administration of the Cross Acceptance process.

HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF RESOLUTION NO. 1208 ADOPTED BY THE CITY COUNCIL OF EAST ORANGE AT A MEETING HELD

CITY CLERK, EAST ORANGE, NJ

Council Member	AYE	NAY	N.V.	A.B	VETO
BROWN	X				
ROBINSON	X				
PATTERSON	X				
GOOKE	X				
CLARK	X				

Council Member	AYE	NAY	N.V.	A.B	VETO
SAVOY	X				
JOHNSON	X				
TURNER	X				
HOLT	X				
TALMAGE	X				

X - Indicates Vote A.B. - Absent N.V - Not Voting (Abstained or Excused)
Action on Veto - √ To Sustain √√ To Over-Rids

VOTES REQUIRED _____

Approved as to: Factual Content _____ Department Head Appropriation _____ Comptroller Form and Legality _____ Counsel 9/14/04

Tabled _____ Removed from Table _____

Presented to Mayor September 14, 2004 Adopted September 13, 2004

Approved _____ Chairperson City Council

Vetoed _____ City Clerk

_____ Mayor Entered on Council Minutes, Page _____

The City of East Orange Consistency with the Preliminary Plan

Key Concepts and Policy Objectives of the State Plan		Discussion
1.	Planning that is comprehensive, citizen-based, collaborative, coordinated, equitable, and based on capacity analysis is essential to achieving the goals of the State Plan	• Opportunities for public input include Planning Board meetings, Zoning Board of Adjustment meetings, written surveys, and public comment at municipal Board meetings. • A capacity analysis has not been completed for the City. Many short term planning goals are achieved through redevelopment plans. Long term planning goals will be achieved through an upcoming Master Plan.
2.	Planning should be undertaken at a variety of scales and should focus on physical or functional features that do not necessarily correspond to political jurisdictions.	• Master Plan documents, including the 1990 Master Plan and 2004 Reexamination Report focus a substantial amount of the City's planning efforts through the use of five Wards within the City.
3.	Planning should be closely coordinated with and supported by investments, programs, and regulatory actions.	• To further the goals of rehabilitation and redevelopment, the City has streamlined the development approvals process and waived development fees to draw investment. In addition, the City holds a property auction quarterly. The City also uses the Urban Enterprise Zone (UEZ) programs and tax incentives in support of revitalization and business development of the commercial and industrial areas. • Loan and grant programs coordinated the implementation of the City's redevelopment projects.
4.	Planning should create, harness and build on the power of market forces and pricing mechanisms while accounting for the full costs of public and private actions.	• The City's redevelopment plans seek to promote this objective by encouraging new market driven uses. • The City holds a quarterly property auction of foreclosed properties as a way of using market forces to implement the goal of revitalization.
5.	Planning should maintain and revitalize existing communities.	• Using a variety of funding programs and private investments, a substantial amount of residential units are rehabilitated each year. • The 2004 Reexamination Report supports revitalization of the City's housing stock and commercial areas.
6.	Planning, designing and constructing development and redevelopment projects, that are residential, commercial, industrial, or institutional and that contribute to the creation of diverse compact human scale	• Existing and future redevelopment plans support mixed use and mixed income communities. • The 2004 Reexamination Report recommends investigating the potential for constructing transit friendly development and the designation of a transit village.

	communities (i.e. communities of place)	
7.	Identifying areas of development, redevelopment, and environs protections in suburban and rural New Jersey.	• Not applicable in Essex County.
8.	Identifying cores and nodes as places for more intensive redevelopment in metropolitan New Jersey.	• The City does not contain nor is able to officially identify cores and nodes since it does not contain an identified Center or have Plan Endorsement. • No potential Cores and Nodes have been identified; future growth will result from redevelopment and infill.
9.	Emphasizing public support for physical design, public investment and government policy through access to information, services, jobs, housing and community life.	• The City offers a variety of housing options, diverse job opportunities and public transportation, all of which are supported by City planning policies.
10.	Planning for the protection, restoration, integration of natural resources and systems as well as the preservation of agricultural farmland.	• Not applicable in the City of East Orange; there are no sizable areas of environmentally sensitive land in the East Orange.
Policy Objectives of the Metropolitan Planning Area		**Discussion**
1.	Land Use	• The City does not have a designated Center with Cores and Nodes; however, multiple redevelopment plans and the 2004 Reexamination Report support mixed use and mixed income developments, in some areas at densities adequate to support mass transit. • Growth opportunities will be in the form of infill. This future infill and current redevelopment areas will support the efficient use of existing infrastructure and a diversity of land uses.
2.	Housing	• Using HUD, CBDG, and Home Investment Partnership Program funding, the City normally rehabilitates between twenty and eighty homes per year. • The City currently provides a mix of single-family and multi-family dwellings. In addition, the 2004 Reexamination Report recommends providing increased housing opportunities, such as townhouses, for empty nesters, artists, seniors, and those employed in the greater New York Area. Also, the City's redevelopment areas will offer a more diverse range of housing choices, such as lofts and brownstones.

The City of East Orange Consistency with the Preliminary Plan

		• The City has streamlined the development review process to encourage more new housing construction.
3.	Economic Development	• The City's Urban Enterprise Zone (UEZ), Business Improvement District (BID), and multiple redevelopment areas are used to support a diversified, stable economic base through physical improvements, tax incentives, promotions and other programs supporting area businesses. • The City actively uses Community Development Block Grant Funds for improvement of job opportunities, housing, and community infrastructure. • The City has streamlined the development review process to encourage economic development through new business formation and existing business expansion in the central business areas of the City.
4.	Transportation	• Through the redevelopment plans, the City encourages dense development around the two existing rail stations. In addition, the 2004 Reexamination Report supports transit friendly development. • The City encourages the use of mass transit and is in the process of investigating an expansion of NJ Transit services for better linkages and services throughout the City. • The City is undergoing extensive rehabilitation on the East Orange train station in an effort to better service its patrons. Additionally, the City has reached out to NJ Transit to establish a working relationship that will lead to improved bus and mass transit service. • The City was selected to undertake a School Demonstration Project. Upon completion, the City intends to implement its shared parking plan, which includes the school complex, the municipality, the surrounding businesses, residential and the retail community.
5.	Natural Resource Conservation	• Not applicable in the City of East Orange; there are no sizable areas of environmentally sensitive land in the East Orange.
6.	Agriculture	• No agricultural land exists in East Orange.

The City of East Orange Consistency with the Preliminary Plan

7.	Recreation	• The City contains eight parks and three outdoor pools. The City intends to redevelop six of its existing parks. More specifically, redevelopment will target infrastructure that complements the social components of the parks (i.e. courts, playground equipment, tracks, fields, and field homes). Collectively, the City will rehabilitate 7.87 acres of land to cater to the needs of its existing and future residents. • The 2004 Reexamination Report recommends developing multiple recreation programs that would serve all segments of the population. • The City partners with nonprofit and other community organizations to provide recreation opportunities throughout the year.
8.	Redevelopment	• The 2004 Reexamination Report strongly supports redevelopment; the City has designated ten Areas in Need of Redevelopment. • Existing and future redevelopment plans support mixed use and mixed income communities that promote pedestrian activity and encourage the use of transit. • To further the goals of rehabilitation and redevelopment, the city has streamlined the development approvals process and waived development fees to draw investment. In addition, a property auction is held by the City quarterly to spur redevelopment and rehabilitation of foreclosed properties.
9.	Historic Preservation	• The 2004 Reexamination Report supports historic preservation through recommendations that include identification of significant structures, creation of a historic preservation ordinance, and incentives that encourage renovation of older structures. • Historic preservation education training and partnership with nonprofit groups are used to promote the preservation of historically significant sites in the City.
10.	Public Facilities and Services	• The 2004 Reexamination Report supports improving the quality of the school system as a means of redevelopment in East Orange. • The 2004 Reexamination Report recommends implementation of an equipment maintenance and replacement program for the Water Department.
11.	Intergovernmental Coordination	• None at this point in time.
Policy Objectives of the Environmentally Sensitive Planning Area		**Discussion**
	• Not applicable in the City of East Orange; the City contains no Environmentally Sensitive Planning Area.	

The City of East Orange Consistency with the Preliminary Plan

General Information		Discussion
1.	Local growth management, development or redevelopment issues facing the municipality.	• Improve infrastructure • Accommodate growth as a result of school demonstration project and redevelopment areas. • Attract new and quality economic development and investment in the City. • Attract a diversity of housing options. • Attract young residents.
2.	Regional growth management, development or redevelopment issues facing the municipality.	• Encourage new economic development. • Coordinate efforts with adjoining municipalities. • Coordinate transportation linkages. • Lobby as a region for an improved share of funding. • Accommodate growth in the municipality and its effects on adjoining municipalities.
3.	Redevelopment areas in the municipality.	• Lower Main Street (Phase I) • Muirs Berkeley / Brick Church • Evergreen / Halsted Street (Phase I and Phase II) • North Walnut Street • Upsala • Multiplex Concrete • Greenwood Area ("Teen Streets") • Rutledge • Arcadian • Lower Main (Phase II)
4.	Current municipal infrastructure needs.	• Road repaving and restoration of the Second River retaining wall. • Build-out analysis is necessary to project future needs.
5.	Modifications to municipal planning documents that would increase consistency with goals and policies of the State Plan.	• The City feels their planning documents could encourage more public participation.

The City of East Orange Consistency with the Preliminary Plan

6.	Municipal indicator program.	• None.
7.	Planning efforts funded with a Smart Growth Grant by the New Jersey Office of Smart Growth.	• A Smart Growth Grant was obtained for the development of the Lower Main Street Redevelopment Plan. Funds were used to develop a plan that speaks to the creation of new urban center and commercial district, attract high level of consumer traffic and residents in middle to upper income brackets, and create a livable and walkable community.
8.	Performance of municipality in implementation of the goals and policies of the State Plan. 1-Very Poor, 2-Poor, 3-Neutral, 4-Good, 5-Very Good	• 4 – Good: The City has successfully implemented select goals and policies of the State Plan through (i) the designation of two Redevelopment Areas in the City; Lower Main Street and North Walnut Street and (ii) through its active participation in the School Demonstration Project. More specifically, the School Demonstration project speaks to State policies that encourage progressive community usage of schools as libraries, health resources, or art centers. Additionally, the Lower Main Street and North Walnut Street Redevelopment Initiative addresses the State Smart Growth principals that encourage revitalization; such as mixed-use development, walkable town centers and neighborhoods, mass transit accessibility, distinctive and attractive communities that offer a sense of place and future development opportunities.
9.	Regional plans involving the municipality.	• None.
10.	Performance of State Agencies in implementation of the goals and policies of the State Plan. 1-Very Poor, 2-Poor, 3-Neutral, 4-Good, 5-Very Good	• 4 – Good: he Office of Smart Growth provided the City of East Orange with grant funding to address remedying its commercial corridors. Specifically, the funds were used to offset the costs of the Redevelopment Study for Lower Main Street. The State representative was cognizant about the purpose of the grant and the goals that the City expected to complete. Additionally, the representatives were active in the planning process through their participation in the community meetings, insightful input, and their ongoing accessibility. Finally, in an effort to disburse the balance of the grant funds in a timely manner; the state agents ensured that all of the grant requirements were successfully completed while being empathetic to the administrative policies and needs of the City.

11.	Municipal concurrence with the goals and policies of the State Plan.	• The City of East Orange is in agreement with the goals and policies set forth in the States Plan. This is evidenced through the following projects undertaken by the City:
		  • Revitalization of the State Cities and Towns. To date, the City has designated eight (8) Redevelopment Areas within the City. The City is currently in the process of investigating three (3) additional areas for redevelopment.
		  • Provide Adequate Public Facilities. In an effort to address the needs of our students and the community, the School Demonstration Project will provide a Performing Arts Center, Dental and medical clinic, Television and Recording Studios, 24 Hour Day Care, Youth and Senior Center, and a Library to its residents.

The City of East Orange Consistency with the Preliminary Plan

		• Preserve and Enhance Open Space and Recreational Value. In an effort to enhance the vitality of East Orange communities while building on its natural resources, the City of East Orange has completed a recreation plan that speaks to the needs of its community. Consequently, the City anticipates redevelopment of (6) six parks to address the social and recreational needs of residents. • Ensure Sound & Integrated Planning. A market and residential analysis was conducted throughout the City to assess the existing conditions of the City as well as identify tools to further develop them. As a result of the analyses, the City has hosted numerous planning forums to garner input from residents and business owners in an effort to develop a realistic plan to improve the City.
12.	Specific objections to the State Plan.	• None.
13.	Improvements to the Preliminary Plan that would better meet the needs of the municipality.	• More direction for public participation should be given in the Preliminary Plan. • The New Jersey Preliminary State Plan Policy Map should have smaller maps that show each municipality separately. This would provide better feedback during the Cross-acceptance process, as the map format is very unclear in its current state.
14.	Requested changes to the Preliminary Policy Map.	• There are several additional parks that should be shown on the Policy Map as Parks and Natural Areas.
15.	Comments on Population and Employment Trends and Forecasts.	• The City of East Orange is in disagreement with the State's current population and employment projections for a number of reasons. 1) East Orange has a large population of foreign-born and Non-English speaking people who often do not fill out census forms and are largely unaccounted for in the U.S. Census. 2) The City anticipates that its eleven redevelopment areas will draw a large influx of middle-upper income individuals and families to East Orange. At this time, the municipality realizes a build-out analysis is necessary in order to project the future population and employment needs. However, a build out-analysis is not anticipated until the Master Plan process is completed in the end of 2005.

CITY OF EAST ORANGE MASTER PLAN INTERVIEW LIST

Discussion Topic	Personnel
Land Use and Zoning	Michele Delisfort, Manager of Comprehensive Planning Zunilda Rodriquez, Principal Planner Naiima Fauntleroy, Land Use Administrator Lloyd Abdul-Raheem, Zoning Officer/Building Code Official James Slaughter, Director of Policy, Planning and Development George Wheatle Williams, President, The Nishuane Group
Housing	Glenn Arnold, Manager of Neighborhood Housing and Revitalization Mark Homes, Executive Director of Housing Authority Keisha Harris, Senior Loan Advisor Geraldine Bryant- Rent Leveling Officer
Economic Development	Renee Ziegler, Manager of Comm. Development Norma Mackey, Manager of Economic Development Milton Hobbs, Grants Application Analyst Rose Gary, (former UEZ Coordinator)
Historic Preservation	Lucius A. Bowser, President of East Orange Historical Society
Ward Plans	
1st Ward	Joyce Goore, Councilwoman Thomas Brown, Councilman
2nd Ward	Ernest Savory, Former Councilman Jacquelyn Johnson, Councilwoman
3rd Ward	Clinton Robinson, Former Councilman Quilla Talmadge, Councilwoman
4th Ward	William Holt, Councilman Zachary Turner, Former Councilman
5th Ward	David Clark, Former Councilman Mary Patterson, Councilwoman
Community Facilities	Dr. Wilson, School Superintendent Carolyn Ryan-Reed, Director, Library Rochelle Evans, Acting Director of Health and Human Services MJ Peterson, Employment & Training Catherine Willis, Director of Senior Services Timothy Weiss, Fire Chief Jose Cordero, Police Director Chief Cleary, Acting Chief
Public Works	Calvin Gibson, Director of Public Works Michael Johnson, Assistant Director Rhoda Screen, Principal Drafting Technician
Public Utilities	Harry Mansmann, Interim Executive Director of Water Dept. Ronald Riddick, Property Maintenance Director Norman Mitchell, Parking Authority
Recreation	Larry Schumacher, Director of Recreation
Finance	Soe Myint, Director of Finance Anne Marie Corbitt, Tax Collector
City Administration	Joseph Jenkins, City Administrator
Information Technology	Bernadette Kucharczuk, Director

List of Acronyms

AADT	Annual Average Daily Traffic
ACSD	America's Choice School Design
ADA	American with Disabilities Act
BID	Business Improvement District
BOE	Board of Education
CABID	Central Avenue Business Improvement District
CBD	Central Business District
CCRC	Continuing care retirement communities
CDBG	Community Development Block Grant
CEDS	Comprehensive Economic Development Strategy
CHDO	Community Housing Development Organizations
City	City of East Orange
COAH	Council on Affordable Housing
CPED	Comprehensive Planning and Economic Development
DARE	Drug Abuse Resistance Education
DCA	Department of Community Affairs
DCD	Division of Community Development
DPL	Deferred Payment Loan
DRCA	Department of Recreation and Community Affairs
DYFS	Division of Youth and Family Services
EDD	Economic Development Division
EMS	Emergency Medical Services
EOWC	East Orange Water Commission
EOWC	East Orange Water Commission (EOWC).
FCC	Fellowship Civic Center
GIS	Geographic Information Systems
HA	Housing Authority
HHS	Health and Human Services
HMFA	Housing and Mortgage Finance Agency
HPC	Historic Preservation Committee
HSEO	Historical Society of East Orange
HUD	Housing and Economic Development
IT	Information Technology
ITD	Information Technology Department
LRHL	Local Redevelopment and Housing Law
MGD	Million gallons per day
MLUL	Municipal Land Use Law
MPAC	Master Plan Advisory Committee
MSWMP	Municipal Stormwater Management Plan
N.J.S.A	New Jersey Statutes Annotated
NHR	Neighborhood Housing and Revitalization Division
NJ Transit	New Jersey Transit
NJDEP	New Jersey Department of Environmental Protection
NJDOE	New Jersey Department of Education
NJDOT	New Jersey Department of Transportation
NJSCC	New Jersey School Construction Corporation

NJTPA	North Jersey Transportation Planning Authority
NRPA	National Recreation and Park Association
PAL	Police Athletic League
PD	(East Orange) Policy Department
PILOT	Payment In Lieu of Taxes
PP & D	Policy, Planning & Development
PTA	Primary Trade Area
PWD	Public Works Department
ROSI	Recreation Open Space Inventory
RSIS	New Jersey Residential Site Improvement Standards (RSIS)
SBE	Student-based enterprises
SCADA	Supervisory Control and Data Acquisition system
SCC	Senior care communities
SDRP	State Development and Redevelopment Plan
SHPO	State Historic Preservation Office
STA	Secondary Trade Area
UEZ	Urban Enterprise Zone
UMDNJ	University of Medicine and Dentistry of N ew Jersey
WATDS	Water acquisition, treatment and distribution system