



OFFICE OF THE CITY ADMINISTRATOR
THE CITY OF EAST ORANGE, NEW JERSEY

44 CITY HALL PLAZA
EAST ORANGE, NEW JERSEY 07019

LESTER E. TAYLOR, III
MAYOR

LISA L. JACKSON
Purchasing Agent, Q.P.A.

Telephone: (973) 266-5163
Fax: (862) 444-0101

August 24, 2016

**ADDENDUM #1 NOTICE TO BIDDERS
COMPREHENSIVE MASTER PLAN**

The CITY OF EAST ORANGE advertised for **COMPREHENSIVE MASTER PLAN**, on Monday August 15, 2016 with Bid opening date on Wednesday September 28, 2016 at 11:00 a.m.

Please review the attached **2016 MASTER PLAN RE-EXAMINATION REPORT**. A copy can be picked up from the Division of Procurement, City Hall, 1st floor, between the hours of 9:30am – 4:00pm.

Thank you for your patience in this matter. If there are any further questions or concerns, please contact Lisa L. Jackson at (973) 266-5163.

John McDonough Associates, LLC

Land Use Planning · Landscape Architecture

**CITY OF EAST ORANGE
ESSEX COUNTY, NEW JERSEY**

**2016 MASTER PLAN
RE-EXAMINATION REPORT**

(January 18, 2016)



John McDonough, LA, AICP, PP
NJPP License #33LI00518900

The original of this report was appropriately signed and sealed in accordance with laws and regulations pertaining to the practice of Professional Planning in New Jersey (NJSA 45:14A and NJAC 13:41-1.3(b))

HONORABLE LESTER E. TAYLOR III, MAYOR

CITY COUNCIL MEMBERS – 2016

Amy Lewis	First Ward
Christopher D. James	First Ward
Jacquelyn E. Johnson	Second Ward
Romal D. Bullock	Second Ward
Quilla E. Talmage	Third Ward
Ted R. Green	Third Ward
Casim L. Gomez	Fourth Ward
Tyshammie L. Cooper	Fourth Ward
Alicia Holman	Fifth Ward
Mustafa A. Brent	Fifth Ward

PLANNING BOARD – 2016

Mayor Lester E. Taylor III	Class 1
Dwight Saunders	Class 2
Councilman Romal D. Bullock	Class 3
Katherine D. Scott-Flanagan	Class 4
William T. Hubbard	Class 4
Loretta Hand-Onyeani	Class 4
Mutinda Kivuitu, Jr.	Class 4
Clifford O. Wright	Class 4
Anthony P. St. Clair, Sr.	Alternate

MASTER PLAN ADVISORY COMMITTEE

Katherine D. Scott-Flanagan	Chairperson
Mayor Lester E. Taylor III	Planning Board
Loretta Hand-Onyeani	Planning Board
Anthony P. St. Clair, Sr.	Planning Board

PROFESSIONAL STAFF

Valerie Jackson	Planning Director
Joseph Bianco	Principal Planner
Michael Rubin	Attorney
John McDonough	Planning Consultant

Introduction

This Master Plan Reexamination Report has been prepared to comply with the New Jersey Municipal Land Use Law (N.J.S.A. 40:55D-89), which requires that municipalities in New Jersey reexamine their master plans every ten years. This is a reexamination of the 2006 Master Plan.

In accordance with the Municipal Land Use Law, the following issues have been addressed:

- The major problems and objectives of land development in 2006;
- The degree to which problems and objectives have been reduced or increased since 2006;
- Major changes that have occurred in the assumptions, policies, and objectives from the 2006 Master Plan.
- Changes recommended for the East Orange Master Plan or development regulations;
- Recommended changes to effectuate redevelopment plans.

To prepare this Reexamination Report, the City of East Orange Planning Board established a Master Plan Advisory Committee. The committee met on several occasions and this report represents the culmination of findings, conclusions, and recommendations by the committee.

At the core of this report is the leadership of Mayor Lester E. Taylor III and his administration's vision that East Orange "set the standard for urban excellence and become a destination city".

Major Problems and Objectives of Land Development in 2006

The major problems identified in the 2006 Master Plan were loss of population; eroding and unstable economic base; retail leakage and vacancies particularly along the commercial corridors; inadequate parks and recreation amenities; and the need for decent housing options.

An overriding objective of the 2006 Master Plan was to accelerate the revitalization of the City through redevelopment efforts. In connection with this core objective, the master plan encouraged high quality design and strategies to capitalize on the City's transit and other amenities and to motivate people to live, visit, and spend money in the City.

A major event that occurred after the 2006 Master Plan was the economic crash of the Great Recession that began in 2007. In many respects the State and the Nation are still recovering from the effects of that event and the slow recovery. This Master Plan Re-Examination encourages a reevaluation of economic policy to further stimulate job growth and quality living, as East Orange and the greater area continue to rebound in the aftermath of the Great Recession.

The degree to which problems and objectives have been reduced or increased since 2006;

The demographic information that formed the basis of the 2006 Master Plan is in many cases no longer valid or representative of the existing conditions found within and surrounding East Orange today. This reexamination recommends a new community profile be performed, based upon more current Census data.

Nationally and in New Jersey, there has been a shift in preferences toward a more urban living environment. Public policies continue to encourage the redirection of the population to our urban core, where transit and infrastructure amenities already exist. These measures are intended to combat sprawl and the loss of New Jersey's dwindling land and environmental resources.

The City of East Orange is primed to capitalize on this shift in market and policy. While the City has seen some redevelopment and commercial investment since 2006, the time is ripe for the City to take advantage of the many opportunities offered by the new paradigm of urban living.

This reexamination recommends new objectives for accelerated growth and economic development, consistent with the vision for East Orange as a destination city and example of urban excellence.

Major changes that have occurred in the assumptions, policies, and objectives from the 2006

Master Plan.

In 2014, a new Mayor and Administration took office under a platform of change and new opportunity for the City and its population. With new leadership, this reexamination finds that a completely new Master Plan is warranted.

This reexamination recommends that since there have been major changes in the assumptions, policies, and objectives from the 2006 Master Plan, that the City embark on a brand new Comprehensive Master Plan.

The new Master Plan should include a new Vision Statement, new goals and objectives, and elements related to land use, economic development, housing, historic preservation, circulation, community and public facilities, recreation and open space.

Changes recommended for the East Orange Master Plan or development regulations.

The following are specific changes recommended for the East Orange Master Plan and/or development regulations.

1. Prepare a completely new Comprehensive Master Plan.
2. Update Census, Demographics, and Community Profile.
3. Encourage and respond to Urban Lifestyle preferences.
4. Land Use Recommendations
 - a. Update Objectives to Reflect Current Policy
 - b. Update Redevelopment Zoning Map
 - c. Upgrade Fire Department Facilities and Policies
 - d. Update Neighborhood focus, preservation, restoration
 - e. Update Redevelopment Plans to streamline, simplify, and completely implement goal-achieved redevelopment projects such as community facilities, parks, recreation, and open space into the Master Plan.
 - f. Reconnect the City by building over Route 280
 - g. Update the zoning ordinance
5. Update Rehabilitation Designation for the City's infrastructure
6. Update Parking/Parking Garages
7. Update Circulation to address pedestrian walkways, bike lanes, buses and trains
8. Facilitate changes to the retail make-up of the City
9. Identify growth industries for our region (i.e. hospital, health care sector)

10. Update School System/Community Element, Charter, Private, Public, Libraries and Support Systems
11. Take the Transit Village Designation to the next step
12. Build Integration Strategies for Arts and Culture into the community
13. Upgrade technology and create strategies to distribute technology to the residents
14. Add sustainability/green element i.e. water infrastructure, bikeways, LEED, green roofs
15. Update design standards
16. Prepare an Emergency Preparedness and Management Plan
17. Implement a Complete Streets policy
18. Implement a Safe Routes to School policy
19. Establish an Upsala alumni facility within the City
20. Further refine and define zoning districts and distinctive neighborhood qualities
21. Research information on CEED Comprehensive Economic Development
22. Respond to shifting demographics and make the City more senior-friendly
23. Incorporate the recently approved Parks Element and implementation
24. Incorporate the recently approved Historic Element and implementation
25. Improve the land development review process and procedures
26. Evaluate opportunities for industrial growth i.e. warehousing, data centers, distribution centers; capitalize on the City's excellent connectivity to the regional transportation system and its location with the Port Support ring.
27. Establish unifying streetscape elements.

Recommended changes to effectuate redevelopment plans.

East Orange is a built-out community and redevelopment is a critical component of the city's vision. The City has designated a number of redevelopment areas and implemented a number of Redevelopment Plans in accordance with the New Jersey Local Housing and Redevelopment Law (NJLHRL).

Since 2006, City Council has adopted several new Redevelopment Plans including Evergreen Square Redevelopment District; Sussex Area Redevelopment District, Greenwood Redevelopment District; and Freeway Drive East Redevelopment District. In addition, City Council has adopted a City-Wide Rehabilitation Designation and a UEZ-Wide Redevelopment Designation for the purposes of tax incentives in accordance with the NJLHRL.

In 2015, the East Orange Planning Board endorsed a new Transit Village Redevelopment Plan that will incentivize and unify development within the Transit Village. The Plan was developed after extensive analysis and inclusionary process. In a similar light, this Master Plan Re-Examination recommends a thorough analysis of all of the City's existing redevelopment plans and opportunities for new redevelopment within its borders.

Conclusion

The Master Plan is a living document that is intended to articulate the ways a community adapts to change and plans its future direction. Its function diminishes if it stays stagnant.

It is the conclusion of this Master Plan Re-Examination Report that the time is now to update the Master Plan in its entirety and set East Orange on a new course toward a positive future, as a destination city and example of urban excellence.

Qualifications of Preparer

John McDonough is a licensed professional planner in the State of New Jersey and a member of the American Institute of Certified Planners, a national certification. Mr. McDonough has been practicing as a land use consultant in New Jersey for over 25 years. He has been recognized as a land use expert by New Jersey courts and hundreds of land use boards. He has served as the planning consultant to the City of East Orange planning and zoning boards for the past 7 years.

Special thanks to the members of the Planning Board Master Plan Committee and its professional staff for all its input in the formulation of this report. The value of local knowledge cannot be overstated.

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