2001
RUDY BRUNER AWARD
PROJECT DATA
Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

1. Give a brief overview of the project, including major project goals.

2. Why does the project merit the Rudy Bruner Award for Urban Excellence? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)
Project Name: Elizabethport Revitalization Plan

Location: Elizabeth, New Jersey

1. Give a brief overview of the project, including major project goals. The Elizabethport Revitalization Plan is a unique collaborative effort with the goal of strengthening existing resources in the neighborhood, and improving the physical, economic and social health of a community. The defining characteristic of the plan is to enable existing residents to plan, and be a part of, the community’s future. Unlike other plans aimed at increasing investment without regard for low-income households living in the community, this plan provides security for residents to invest, and become active in community building activities.

The plan recognizes that economic vitality, community stability, and environmental health cannot be sustained without a coherent physical framework. Therefore, the thread woven throughout all the objectives is quality design and the physical development of Elizabethport. The objectives of the plan highlight the holistic approach to revitalizing the neighborhood:

- Housing development to create 585 new housing opportunities targeting a broad range of household incomes, as well as housing construction on countless infill sites scattered throughout the community targeting market households.
- Economic development to build the capacity of small neighborhood/commercial businesses to better serve the changing community; and, to provide new employment throughout the greater Elizabeth area.
- Social development to provide support for residents in accessing needed services and programs.
- Environmental health to ensure that brownfields are cleaned and redeveloped; and, to link residents to open space, recreation areas, waterfronts, and other public resources.
- Infrastructure rehabilitation and new construction to improve the quality of life, the pedestrian experience, and the functioning of the neighborhood.

The plan was initiated through a vision among the sponsors: the Elizabeth Development Company, the Housing Authority of the City of Elizabeth, and the City of Elizabeth. A critical step in designing the program involved a participatory planning and design process that incorporates the ideas of community residents. Public and private agencies, developers, and policymakers worked with the community to focus necessary resources toward the revitalization of the Elizabethport neighborhood.

Why does the project merit the Rudy Bruner Award for Urban Excellence? (You may wish to consider such factors as: effect on the urban environment; innovative or unique approaches to any aspect of project development; new and creative approaches to urban issues; design quality.)

Many urban renewal plans continue to disregard the complex nature of urbanized neighborhoods and the interplay of diverse populations, which create places that are sometimes chaotic, and some may define as undesirable. However, they are valuable components of cities. Upon closer observation, many of these neighborhoods are filled with culturally, socially, and economically diverse household types, including low-income families, alternative households, artists, and people of color. Frequently, there are small businesses providing services and goods targeting low-income households. Often, architecture and places provide clues to a rich past related to the cultural, social and labor history of the neighborhood and the people. The Elizabethport Revitalization Plan builds on the history of the community. Many residents have roots that go back several generations, and memories of a place that they would like to revive. Neighborhood sites, such as vacant industrial properties and the Arthur Kill as well as workers housing vernacular to the neighborhood, are reminders of the history that serve as the foundation for the future.

The Elizabethport Revitalization Plan redefines these places by redeveloping dilapidated sites, and investing in the physical and human resources of the neighborhood. Community-based participatory planning and financial instruments to implement neighborhood plans will ensure that as an urban place, the neighborhood remains culturally interesting, economically viable, physically safe and attractive, and affordable to the diverse populations that have always contributed to the vitality of American cities. The plan focuses resources dedicated to revitalizing American cities so as to ensure that a broad spectrum of problems challenging low-income neighborhoods is addressed. Community participation provided the opportunity to more fully understand the underlying issues plaguing the community. As such, securing resources to undertake physical development was as important as providing services to improve the social and economic health of the community.

The Elizabethport Revitalization Plan is gaining attention among public agencies and national planning organizations for its innovative components. Groups like the Congress for the New Urbanism are searching for good models like the Elizabethport Revitalization Plan to figure out how to develop equitable new urbanism communities in the inner city. We have the opportunity over the next year to influence the direction of the smart growth movement. Receiving this award would not only be a great honor, but also propel this kind of equitable planning and community development to national attention.
2001 RUDY BRUNER AWARD
PROJECT DESCRIPTION
1. **What local issues did this project address? How has it affected the local community?**

A number of forums were held in the Elizabethport neighborhood to solicit input into the planning process and to ensure that the plan addressed the actual needs of the community. The goal of this process was not only to get an indication of the needs and problems, but also to begin the process of developing leadership and decision-making skills in the neighborhood, and to empower individuals to have a stake in the future. A large number of issues raised concerned housing. Other important problems centered on jobs and economic development of individuals and the community as a whole; public safety; educational and recreational resources; environmental health; human services; and public and infrastructure improvements.

The community was extremely concerned about the opportunities for involvement and collaborative efforts in developing goals and implementing plans. Participants have witnessed an increased involvement among community members in the daily life of the neighborhood. Public housing residents, service providers, businesses, and the general community recognize that their participation will affect decisions about the quality of life and their future as contributing members of the community. Participants are more goal-oriented, and have developed an ability to communicate more effectively in public forums. They are generally excited to see increased investment in the community.

Sponsors of the plan have initiated inter-agency communication and coordination, which has increased the community’s confidence of, and support for, development proposals in the neighborhood. Also, as the plan gains support, public agencies are more confident that the allocation of resources will have greater positive impact on neighborhood development.

2. **Describe the underlying values of the project. What, if any, significant tradeoffs were required to implement the project?**

It directly addresses a typical problem experienced by public agencies when allocating resources to community development. Cities are often faced with having to submit various plans to various agencies providing funds to undertake projects. Frequently, the sponsors of the plans do not refer to, or communicate with, the parties responsible for previous plans submitted for community development initiatives proposed for the same area. Or, furthermore, little to no communication with the affected community leaves a vacuum in understanding the problems that may not be so obvious to planning officials.

As a result, problems perceived to be at the root of neighborhood deterioration might only be symptoms of other important factors hindering development and investment. This plan approaches neighborhood development as a collaborative effort and ongoing communication with the community. Rather than approach the neighborhood with the goal of gentrifying the area and ignoring the existing community, the plan works to provide a quality environment for the residents, and through the initial investment of public resources, provide incentives and an environment for further private investment. Public funds will target programs and projects that strengthen the existing community, while private investment will create opportunities for new residents and businesses.

3. **Describe the key elements of the development process, including community participation where appropriate.**

The key element of the development process is the collaborative planning undertaken among the participants. The sponsors with the community agreed that all future development must contribute to the building of the neighborhood. This place-based planning model provided a valuable opportunity for residents to define goals and objectives for a more comprehensive approach to community development.

Three plans combined are commonly known as the Elizabethport Revitalization Plan. The three plans reinforce methodologies, and coordinate federal, state and local resources.

- The Neighborhood Empowerment Plan was developed as part of New Jersey’s urban initiative. A state inter-departmental Urban Coordinating Council reviews plans proposed by local Neighborhood Empowerment Councils for improving the quality of life in urban areas, and coordinates state resources to help bring plans to fruition.
- The Redevelopment Plan was developed in collaboration with public agencies and the community to designate the neighborhood a redevelopment area, target specific sites negatively impacting the neighborhood, and establish comprehensive design guidelines for future development.
The HOPE VI Revitalization Plan involved critical participation of the public housing residents with the Housing Authority. The plan included a thoughtful approach to phased demolition of deteriorated buildings, construction of new units, a secure relocation strategy for existing residents, and supportive service networks.

4. Describe the financing of the project. Please include all funding sources and square foot costs where applicable. The project has garnered funds from a variety of sources, such as the New Jersey Urban Enterprise Zone and the Urban Coordinating Council: Neighborhood Empowerment Plan, the NJ Smart Growth Planning Initiative, the NJ Brownfield Redevelopment Program, the EPA Brownfield Assessment program, the HUD HOPE VI program, as well as various city and state housing and economic development financing tools.

Equally important are the resources brought to the neighborhood through private investment. Private firms initiate proposals, as well as collaborations with the public sector, to undertake infill commercial and residential development throughout the neighborhood. Private capital is sometimes coupled with the NJ Redevelopment Authority Upstairs/Downtown or Site Acquisition programs, the Urban Homeownership Recovery Program, the Low-Income Housing Tax Credit program, or local HOME or Community Development Block Grant programs, to ensure suitability in the development proposals. For example, the HOPE VI award, funded at $28.9 million, is expected to leverage other financing at a 3:1 ration for the completion of the projected $96 million program. Presently, over $36 million has been leveraged from public and private sources. Many new housing construction projects are also financed through private financial tools only. With short term and long term components, and private and public investment, the plan creates a more natural and sustainable development pattern of the community.

5. Is the project unique? If so, how is the model adaptable to other urban settings? As cities and their importance to American society are reviving, the plan is a model for other public agencies, private non-and for profit developers, and communities undertaking smart growth or urban redevelopment plans in two important ways:

- The plan presents an exemplary approach to managing the forces that cause gentrification. By building upon existing physical and cultural characteristics of the neighborhood, existing residents are a part of, and positively contribute to, the health of the city. The sponsors of the plan believe that displacement of low-income residents simply creates broader regional problems. As such, public funds are used to construct quality affordable housing, rebuild dilapidated sites, and improve commercial corridors and neighborhood infrastructure. These improvements, along with policies that encourage new development and businesses, create an environment conducive to further private investment.

- The plan strategically coordinates the resources available to redevelop deteriorated neighborhoods and prevents the duplication of services. With increased assistance to deal with problems challenging the development of cities, policy makers frequently target resources on a single cause of the neighborhood's blight, such as physical conditions, while other causes that equally contribute to a city's decay go untreated, such as community economic and social development. The plan was developed in collaboration with the community and public agencies to ensure that as needs were identified, resources were secured to support programs and other development activities.
COMMUNITY REPRESENTATIVE PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

This sheet is to be filled out by someone who was involved, or represents an organization that was involved, in helping the project respond to neighborhood issues.

Name: Wynona Acrum
Title: Commissioner Housing Authority
Organization: Migliore Manor Tenant Association
Address: 67 Bond Street
Telephone: (908) 352-1240
City/State/Zip: Elizabeth, New Jersey 07206
Fax: NA
E-mail: NA

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature: Wynona Acrum

1. How did you, or the organization you represent, become involved in this project? What role did you play? The State of New Jersey designated the area a Neighborhood Empowerment Community in 1997 and a Neighborhood Empowerment Council (NEC) was formed to represent all segments of the community and develop a bottoms-up plan for revitalization. As the President of the public housing tenants association, I became a member of the NEC and helped draft this plan by participating in public meetings and forums to establish the plan’s priorities. The plan was approved by the NEC and submitted to the State for adoption in the spring of 1998.

2. From the community’s point of view, what were the major issues concerning this project? Jobs for neighborhood residents, services at local retailers, and public safety were identified as the major issues of the neighborhood revitalization project. In addition, public housing tenants were concerned that they would be moved out of the community once the revitalization effort had begun. Other residents raised concerns about environmental contamination and adequate recreation facilities in the area.

3. What tradeoffs and compromises were required during the development of the project? How did your Organization participate in making them? One of the prime sites for new housing in the area was designated for market rate, rather than low/moderate income homes. The NEC was able to advocate with State officials on behalf of low-income families and got one of the eight homes set aside for a low/moderate income buyer. In addition, public housing tenants were able to review the housing designs prepared by the developer of the HOPE VI housing units and suggest modifications that traded space in one area, such as the kitchen, for increased space in another area like the living room.

4. Has this project made the community a better place to live or work? If so, how? The physical changes in the community have been dramatic. Former residents of public housing who lived for decades in brick buildings without any yard space of their own, or even their own separate front door entrance, now have individual, private back yards, personal parking spaces, and front and rear entrances to their homes. Directly across the street from the new housing units are two waterfront soccer fields and two basketball courts, all lighted for night time games. In addition to the physical transformation, there is now a road connecting the neighborhood to a new shopping mall one mile away where 3,000 new jobs are available to residents. Abundant job preparation and training services have been provided to the community for anyone making the journey from welfare to work. There is a new public library branch containing computers for use by community residents. Increased police foot patrols have been designated for two of the major streets in the neighborhood. The impact on the needs of the people had been the most dramatic change in the community.

5. What would you change about this project, or the process you went through? The project and process were excellent learning experiences. However, I hope that learning from it, now the community can go from stakeholder to owner/developer. I think this will be accomplished in the next phase of taking public housing residents and turning them into business owners with the stairs/Downstairs program.
Public Agency Perspective

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Name: Oscar Ocasio
Title: Director of Neighborhood Services
Organization: City of Elizabeth
Telephone: (908) 820-4160
Address: 50 Winfield Scott Plaza
City/State/ZIP: Elizabeth, New Jersey 07201
Fax (908) 820-3776
E-mail: Ocasio@ElizabethNJ.org

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. What role did you play in the development of this project? As the Director of Policy and Planning, and now as Neighborhood services for the City of Elizabeth, my roles were many. I ensured the timely adoption of the Redevelopment Plan, review and comment on the Neighborhood Empowerment Plan, identified and accessed city resources to support the project, attended community meetings to ensure that the concerns of the community were being addressed in this Revitalization Project.

In these roles, I worked closely with both Elizabeth Development Company and Housing Authority of the City of Elizabeth, who served as the “Master Redeveloper” of this neighborhood. In fact, throughout this process, I ultimately saw my role as that of “Partner” along with the community that was being served.

2. What tradeoffs and compromises were required during the development of the project? Did you participate in making them? This project was intended to benefit our city by taking its most economically depressed neighborhood and revitalizing both its physical character as well as the community's human spirit, which was one of both neglect and pessimism.

The primary tradeoffs and compromises involved funding and financing. This was true in a number of cases, first in the Human Development Center where unanticipated cost overruns required both Elizabeth Development Company and Catholic Community Services to come up with additional resources. In the WestPort Housing component (which has yet to begin construction), the lack of funding for acquisition and relocation, as well as higher environmental cleanup costs presented a serious dilemma. The State, through the New Jersey Redevelopment Authority stepped up to the plate and provided both grant dollars and financing to address these shortfalls. Additionally, in this component of the housing, problems arose with the sub developer's ability to undertake the construction. In each instance, my participation was to serve as a mediator representing the city's desire to see this project move forward as expeditiously as possible, while trying to help identify alternative funding sources to fill the gaps.

3. Describe the impact that this project has had on the neighborhood and the city. Include any data or supplementary materials that support your conclusions. The impact this project has had on the neighborhood is greater than we ever imagined. The amount of private investment and private interest is unprecedented. This has caused major competition among private investors looking to purchase properties for development. It has resulted in a significant increase in property values. Now developers are looking at Brownfields sites as gold mines to build market rate housing and even hotels. The project has improved the standard of living as residents have accessed better quality housing and jobs.

4. This project was the quintessential model of public-private partnership. It began with a “Bottoms Ups” community planning procedure. It brought together the Housing Authority to the table and put them in partnership with the City and the Elizabeth Development Company. It thus addressed itself not only to Housing needs, but also human needs and economic development needs. Community based organization and Community Housing Development
Public Agency Perspective

Organizations (CHDO's) were brought in as partners strengthening the commitment to the community's vital vested interest in the project. The State of New Jersey's Neighborhood Empowerment Program became another partner that provided both technical and financing resources.

What I see as instructive to other cities is two fold: First, involve the community from day one as a partner, an equal partner. Second, the more diverse the partnerships, the greater the success. The partnership formed here between a public Housing Authority and an award winning economic Development Company was unique since at first it would appear that their missions were quite different. In fact, their missions were quite connected and tremendously strengthened by joining together in this project.

5. What are the most and least successful aspects of the project? The most successful aspect of the project to date is the Retail Skills Center. It is a national model and has provided access to literally thousands of jobs, especially for Elizabethport residents. It has also shown flexibility in training and will soon be able to train residents for opportunities in the Hotel field. It is a classic example of a successful public, private partnership.

The least successful aspect of the project is the delay in the construction of WestPort Phase II of HOPE VI project. However, I temper this with pointing out that numerous unforeseen roadblocks came up and were addressed (See #3). Construction is now slated to begin in January 2001.
2001
RUDY BRUNER AWARD
DEVELOPER
PER SPECTIVE
**DEVELOPER PERSPECTIVE**

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

This sheet is to be filled out by the person who took primary responsibility for project financing or is a representative of the group, which did.

Name Theresa Reed  
Title: Project Director  
Organization: Home Properties  
Telephone: (732) 249-2249  
Fax: (732) 249-2737  
Address: 120 Albany Street, 8th Floor  
City/State/ZIP: New Brunswick, New Jersey 08901  
E-mail: Terryre@Homeproperties.com

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature Theresa Reed

---

1. **What role did you or your organization play in the development of this project? Describe the scope of involvement.**  
   We had the job of project developer and property management. As Developer we performed the following tasks:
   - Obtained all local, state and federal permits and approvals required for construction.
   - Applied for and secured all financing for the project.
   - Coordinated all development professionals, including architect, engineer, general contractor, environmental engineer, etc.
   - Oversight and coordinator of construction process.
   - Continued coordination with all local, state and federal government representatives, and local utility providers.

2. **What, if any, modifications were made to the original proposal as the project was developed? What tradeoffs or compromises were required during the development of the project?**  
   The main modifications involved the exterior finishes. Early on we had hoped to provide some brickwork on the front of all the units, but we weren't able to include that in the budget—so only the units on Front Street, a main thoroughfare, had brick fronts.

   The biggest compromise involved the interior amenities. We ultimately had the residents choose between central air—Vs-dishwasher and larger refrigerators. They choose central air.

3. **How was the project financed? What, if any, innovative means of financing were used?**  
   The project was financed with a combination of private and public funds:
   - Equity from the sale of low income Housing Tax Credits. Tax credits were purchased from Boston Capital Corporation.
   - Hope VI funds from Housing Authority of the City of Elizabeth.
   - Federal Home Loan Bank of NY—Affordable Housing Program Funds.
   - City of Elizabeth.

4. **How did the financial benefits and economic impacts of this project compare with or differ from other projects you have been involved in?**  
   The financial benefit and economic impact was much greater for this project as compared to the other projects we have developed. The reason for this is because of the incredible improvement that this project had brought to the community at-large. The first 72 units have completely transformed the image of this neighborhood in fact, many people think these units are market-rate home ownership.

5. **What about this project would be instructive to other developers?**  
   To view all the local entities as partners. We treated the Housing Authority, the City of Elizabeth and the Elizabeth Development Company as our partners in the deal, and worked with them on all major decision involving the project.

6. **What are the most and least successful aspects of this project?**  
   The most successful aspect of the project is the end result—units that are architecturally sound, aesthetically enhancing to the neighborhood, and laid our according to extensive input from the residents. These housing units are a real asset to the neighborhood, and the existing Housing Authority residents had a lot of say in choosing finishes and adapting the layout of the units, to fit their lifestyles. There really are no unsuccessful aspects of the project.
2001 RUDY BRUNER AWARD
PROFESSIONAL CONSULTANT PERSPECTIVE
PROFESSIONAL CONSULTANT PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

This sheet is to be filled out by a professional who worked as a consultant on the project, providing design, planning, legal, or other services. Copies may be given to other professionals if desired.

Title: Consultant
Telephone (908) 965-2400 ext. 119
City/State/ZIP Elizabeth, New Jersey 07206

1. What role did you or your organization play in the development of this project? Since the start of planning activities in 1997, Stockard, Engler & Brigham (SEB) has been an integral part of the team of residents and professionals that has guided the planning process from initial vision to exciting realization. In 1996 the Housing Authority and the City of Elizabeth made a commitment to focus a neighborhood redevelopment strategy around the revitalization of the two public housing sites that were the center of negative perceptions about the Elizabethport neighborhood. The key mechanism was to be an award under the HUD HOPE VI program. SEB and Wallace, Roberts & Todd were selected by the Housing Authority to prepare the application that was submitted and funded in 1997. Following the award SEB was selected to serve as the Program Manager for the program, a role it continues to play as the program moves steadily through the implementation phase.

2. From your perspective, how was the project intended to benefit the urban environment? From the beginning the program was driven by a neighborhood revitalization strategy with two principal elements. First, the existing 655 severely distressed public housing units constituted the principal negative constraint limiting the improvement of a neighborhood with otherwise positive market potential to serve the housing needs of a wide range of households, by demolishing those units and replacing them with 308 new mixed-income units, the Housing Authority was taking the critical first step. In addition, by building additional units on sites scattered throughout the neighborhood, the plan provides further support for the overall upgrading of the neighborhood's housing stock. The use of smaller local contractors for some of this work represents an additional commitment to implement the program to provide the maximum benefit to the neighborhood and the local economy. Public funds are being used to create a searing stimulating additional private investment. Since some of the designated sites with presently occupied by uses incomparable with a residential neighborhood, implementation of the plan would achieve a double benefit or the neighborhood, providing needed new housing and eliminating inappropriate nonresidential uses.

3. Describe the project's impact on its surroundings and on the people in the area. Do you have data that document these impacts? Attach supplementary material as appropriate. With the recent completion of the first phase of on-site development, the intended impacts are clearly being realized. The plan's objective is to design structures that match the scale and character of existing buildings, and the new units now blend seamlessly with the surrounding neighborhood. Since the scale of the program requires a phased implementation strategy, the new units now sit next to the remaining older units. The transformation from neighborhood eyesore to comparable neighbor is clearly evident, and it signals a significant step toward a stronger and/or diverse neighborhood. The occupancy of the first new units signals a significant step toward a stronger and more diverse neighborhood. The occupancy of the first new units signals the start of a community building process initially defined by the residents of the two developments. Their goals is to be a catalyst in building a community organization representative of all of the neighborhood's residents.

4. What tradeoffs and compromises were required during the development of the project? How did your organization participate in making them? The development process is inherently complex and adjustments are inevitable. However, throughout the preparation and refinement of the plan the partnership between Housing Authority, developer and residents has remained strong. Smaller-scale design changes such as room layout and design of outside space were worked out with the participation of the residents. The larger-scale tradeoffs relate to the overall size of the program and the challenge of acquiring sites in an already densely developed neighborhood. Cost for acquisition, demolition and site remediation have exceeded initial budget estimate. By revisiting the overall program and working to identify additional sources of funds the Housing Authority has refined the program without compromising the initial goal of providing affordable housing in the neighborhood for all residents who desire to remain in the community.

Name: Daniel Hernandez
Organization: Stockard, Engler & Brigham (SEB)
Address: 688 Maple Avenue
Fax: (908) 965-0026

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature: __________________________

E-mail: __________________________

1. What role did you or your organization play in the development of this project? Since the start of planning activities in 1997, Stockard, Engler & Brigham (SEB) has been an integral part of the team of residents and professionals that has guided the planning process from initial vision to exciting realization. In 1996 the Housing Authority and the City of Elizabeth made a commitment to focus a neighborhood redevelopment strategy around the revitalization of the two public housing sites that were the center of negative perceptions about the Elizabethport neighborhood. The key mechanism was to be an award under the HUD HOPE VI program. SEB and Wallace, Roberts & Todd were selected by the Housing Authority to prepare the application that was submitted and funded in 1997. Following the award SEB was selected to serve as the Program Manager for the program, a role it continues to play as the program moves steadily through the implementation phase.

2. From your perspective, how was the project intended to benefit the urban environment? From the beginning the program was driven by a neighborhood revitalization strategy with two principal elements. First, the existing 655 severely distressed public housing units constituted the principal negative constraint limiting the improvement of a neighborhood with otherwise positive market potential to serve the housing needs of a wide range of households, by demolishing those units and replacing them with 308 new mixed-income units, the Housing Authority was taking the critical first step. In addition, by building additional units on sites scattered throughout the neighborhood, the plan provides further support for the overall upgrading of the neighborhood's housing stock. The use of smaller local contractors for some of this work represents an additional commitment to implement the program to provide the maximum benefit to the neighborhood and the local economy. Public funds are being used to create a searing stimulating additional private investment. Since some of the designated sites with presently occupied by uses incomparable with a residential neighborhood, implementation of the plan would achieve a double benefit or the neighborhood, providing needed new housing and eliminating inappropriate nonresidential uses.

3. Describe the project's impact on its surroundings and on the people in the area. Do you have data that document these impacts? Attach supplementary material as appropriate. With the recent completion of the first phase of on-site development, the intended impacts are clearly being realized. The plan's objective is to design structures that match the scale and character of existing buildings, and the new units now blend seamlessly with the surrounding neighborhood. Since the scale of the program requires a phased implementation strategy, the new units now sit next to the remaining older units. The transformation from neighborhood eyesore to comparable neighbor is clearly evident, and it signals a significant step toward a stronger and/or diverse neighborhood. The occupancy of the first new units signals a significant step toward a stronger and more diverse neighborhood. The occupancy of the first new units signals the start of a community building process initially defined by the residents of the two developments. Their goals is to be a catalyst in building a community organization representative of all of the neighborhood's residents.

4. What tradeoffs and compromises were required during the development of the project? How did your organization participate in making them? The development process is inherently complex and adjustments are inevitable. However, throughout the preparation and refinement of the plan the partnership between Housing Authority, developer and residents has remained strong. Smaller-scale design changes such as room layout and design of outside space were worked out with the participation of the residents. The larger-scale tradeoffs relate to the overall size of the program and the challenge of acquiring sites in an already densely developed neighborhood. Cost for acquisition, demolition and site remediation have exceeded initial budget estimate. By revisiting the overall program and working to identify additional sources of funds the Housing Authority has refined the program without compromising the initial goal of providing affordable housing in the neighborhood for all residents who desire to remain in the community.
5. What are the most and least successful aspects of the project? The most successful aspect of the project is that it is realizing its original goal of stimulating a genuine neighborhood revitalization process, both physically and economically, and in terms of breaking down artificial barriers between the public housing residents and the people in the surrounding neighborhood. The least successful aspect of the project is simply the converse of the above challenge of anticipating all of the issues involved in an ambitious effort to link a major publicly-driven initiative with the ongoing actions of the private market and other key economic development initiatives.

6. How might this project be instructive to others in your profession? The experience in Elizabethport clearly confirms the importance of developing a project in the context of its surrounding neighborhood. The program also provides a dramatic illustration of how best to use limited public resources to stimulate and direct private investment in working to stabilize and energize existing urban neighborhoods. A more specific lesson learned relates to the challenge of land acquisition. A successful program ends up being its own worst enemy as land prices increase in response to the improving neighborhood. The solution lies in early action to create a mechanism for acquiring and holding land in advance of major revitalization activity. In doing this, can serve to control project costs and ensure the availability of sites for the intended purposes of the plan. And, finally, the program serves to confirm a basic truth that is sometimes forgotten: projects intended to benefit neighborhood and their residents must be planned with those residents, not for them.
2001 RUDY BRUNER AWARD
ARCHITECT
OR DESIGNER
PERSPECTIVE
1. **Describe the design concept of this project, including urban design considerations, choice of materials, scale, etc.**

The key design concept of this project is the reintroduction of "contextually responsive urban form" to a neighborhood that was negatively impacted by traditional public housing and the decline of the City’s 19th Century industrial waterfront. Of significant consideration in the urban design and parallel to the revitalization of the residential and commercial community, the City has undertaken the transformation of the abandoned industrial waterfront into a community and Citywide park and marina facility. This park is the plan’s primary recreational amenity that is inextricable to the success of the housing plan, and includes soccer fields, basketball courts, boat slips, and a festival plaza on the water.

The choice of form, scale and materials were informed by the existing neighborhood characteristics. The design responds directly to the existing housing context as well as the creation of a new urban waterfront park edge. The Choice of masonry-brick, block, and stucco combined with traditional siding along the waterfront was a conscious decision to create a new urban edge to the City’s reclaimed waterfront address.

2. **Describe the most important social and programmatic functions of the design.**

The key social change that this project design effects is the reintroduction of traditional street life into the public and affordable housing community of the Elizabethport neighborhood. As with many public housing projects across the country, the site design was inwardly focused around courtyards and parking lots and no private outdoor space provided for its residents. The plan demolishes the entire site and re-constructs the neighborhood street grid along with individual front doors, front yards, front porches and “stoops,” giving families individual identities on streets as part of the entire neighborhood. The program shift to an identity focused residential development is further enhanced by the introduction of backyards, patios and driveway and alley parking.

3. **Describe the major challenges of designing this project and any design tradeoffs or compromises required to complete the project.**

The most significant challenge that the City faced was ensuring that the new mixed-income housing re-housing public housing residents did not remain identifiable at “the project.” One way the City addresses this challenge is through the creation of the Elizabethport Redevelopment Area Plan and the adoption of design guidelines for the entire neighborhood as set forth in the Elizabethport Development Handbook. The Development Handbook sets standards that are contextually responsive for all development—both private and public—to ensure that all new development is responding to the same design criteria and that market driven housing is not significantly different from the City-developed mix-income housing.

The second strategy was the construction of off-site mixed-income housing on Brownfield sites and on infill sites throughout the neighborhood. This ensures that new housing is viewed as community wide and not area specific.

These approaches together challenge both the private market and the City in reinvesting in the overall neighborhood. The responses to challenge have been highly successful for both parties. The market has responded positively to the change in neighborhood perception as the public housings demolished and the sites are redeveloped. By building housing that follows that Development Handbook through the neighborhood, the City has set the mark higher for design and the market has risen to meet the mark.
Consequently, the City has been challenged in a market with rising property values and increased housing production to find sites in the neighborhood that can afford to redevelop. This has led to a design trade-off at the urban scale where the City has focused on fewer infill sites and narrowed the scope of larger off-site development. Whereas the overall focus of off-site component of the plan has been altered, the specific design of the housing and streetscapes has not been compromised.

4. Describe the way in which the project relates to its urban context. Variety in form, material and detail characterizes the way in which the project relates to the urban context. There has been careful consideration of variety within certain contextual themes. The response to parks and major commercial streets in material changes and response to scale is the hallmark of this plan. This reinforces the existing urban context countering the "project" effect of large-scale redevelopment.

The neighborhood design concept of "contextually responsive urban form" was carried out through both on-site design of housing that responded contextually to the 2-3 story duplex and single family housing typology, as well as the introduction of market-responsive townhouse development along the City's redeveloped waterfront park system. The neighborhood housing is predominately stick frame construction from the late 19th Century and early 20th Century with siding and steeply pitched gabled-end roofs. For the majority of the design this is the primary design consideration with regard to form and materials. The Pine, Bond, Magnolia, and Court Street housing responds to this stick frame architectural character.

Along the major commercial and neighborhood gateway corridors 3-story brick facades are dominant with both residential and mixed-use context. This is the contextual response for the new construction along these streets (First, Second and Third) and along Front Street facing the waterfront Park. New housing along here respond to the façade compositions of the entire neighborhood while introducing a combination of siding and masonry materials and details for the street edges.

5. Describe the strengths and weakness of the project's design and architecture. The design of the project utilizes the architectural characteristics and materials found throughout the neighborhood including steeply pitched gable roofs, window proportions, and façade compositions and implements them with diversity throughout the plan. This approach to the design is the plan's major strength because it creates a variety of both housing types and architecturally variety within housing types that is not typical of new housing, where variation is an economically infeasible.
OTHER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Name: William O'Dea
Title: Deputy Executive Director

Organization: Elizabeth Development Company
Address: 208 Commerce Place
City: Elizabeth
State: New Jersey
ZIP: 07202
Telephone: (908) 289-8188 x20
Fax: (908) 289-4555
E-mail: edevco@worldnet.att.net

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. What role did you play in the development of this project? The Elizabeth Development Company (EDC) served as a partner in every aspect of this project.
   - First, as the Local Sponsor for the Neighborhood Empowerment Plan, our Company functions as the initial "one stop shop" that reviews each aspect of the project, presents it to the community, and assists in providing the technical and financial resources to make it a reality.
   - In the area of the HOPE VI housing component, we served on the developer selection committee and partner with the resources to do the infrastructure.
   - In the "Human Development Center", we partnered from planning to completion, and provided technical assistance for financing as well as the capital grant for the library.
   - In the "Retail Skills Center" component, EDC served as a lead entity from concept to completion. We worked on the development of the program, assisted in identifying and accessing the operational costs, and directly provided the build out costs.
   - In the Rental Rehab component, we provided both subsidy dollars and façade grants.
   - In the Market For Sale housing, we provided environmental remediation and infrastructure funding.

2. Describe the impact that this project has had on the neighborhood and the city. Include any data or supplementary materials that support your conclusions.
   The impact on the neighborhood has been one of a holistic raising of nearly every aspect of the community's quality of life, from new quality housing both rental and for sale of a mixed income nature, to enhanced recreational facilities, to new and increased human services, to job and career opportunities. I have seen, over the last four years, pessimism turn first to cynicism, next to hope, next to optimism, and finally to commitment and reality. Physically, the neighborhood has changed tremendously—become more vibrant and more beautiful. More importantly, people's lives have changed. They feel safer and they feel happier. Their belief in their future and in the community's future is now a bright one.

3. What tradeoffs and compromises were required during the development of the project? Did you participate in making them? There were many tradeoffs required. The community residents' main focus was initially very immediate—we need jobs now. We need more cops now. The government and Housing Authority realized that this project would take time to have a real impact. We at EDC had to strike a balance between these competing interests and develop a plan to present to the state that reflected this. Knowing that jobs and safety were areas that needed immediate attention, we made the Retail Skills Center a top priority, and convinced all levels of government to buy into it. We also creatively utilized economic development (UEZ) funds for extra duty police officers. This showed a real tangible commitment to the community.

4. What are the most and least successful aspects of the project? The most successful aspect of the project is the housing development. The low/mod rentals are nearly indistinguishable from the new for sale market units two blocks away. The amount of private investment in infill housing market for sale has tripled over the last three years. Property values have increased tremendously—vacant lots that sold for $7,000 in 1997 now sell for $30,000 and up. The most challenging aspect to date is that the redevelopment of the commercial corridor has lagged a bit behind the rest of the neighborhood. However, even here, where four years ago you had a dozen blocks in need of total rehab, you now have only four blocks with plans in place for development to get them started within the next year. Hopefully, they will provide business opportunities to neighborhood residents including public housing residents.
1. **What role did you play in the development of this project?** As manager of the Gateway Institute community Outreach Partnership Center (COPC) Virtual Small Business Elizabethport Incubator, I was asked by the Elizabeth Development Company (EDC) to write a proposal, with input from the Kean University Small Business Development Center (SBDC), requesting that EDC establish a microloan program specifically for low-income Elizabethport COPC incubator/SBDC clients. EDC had successfully integrated this microenterprise initiative into its Elizabethport Revitalization Plan and intends to use part of its Judy Bruner Award to finance it.

2. **Describe the impact that this project has had on the neighborhood and the city.** Include any data or supplementary materials that support your conclusions. Many of the 24 clients currently being served by the COPC/SBDC Incubator want to establish businesses that are desperately needed in Elizabethport. The greatest barrier to their efforts is finding suitable financing. Many of these clients cannot obtain traditional bank loans because they lack collateral or have no or inadequate credit histories. This microenterprise program will complement everything that EDC is currently doing through its Elizabethport Revitalization Plan. Without this microenterprise program, the vast majority of COPC/SBDC clients will not receive small business start-up financing, directly having an adverse effect on the City’s ability to foster economic development in Elizabethport.

3. **What tradeoffs and compromises were required during the development of the project? Did you participate in making them?** The EDC, COPC, and SBDC are full partners in this project. EDC is providing the loan funds. In return, COPC/SBDC offices are helping loan applicants write business plans and take all other necessary steps that will allow them to apply for an EDC microloan. To be eligible for a microloan under this program, potential applicants must receive ongoing small business counseling and training from the COPC Business Incubator and Kean SBDC. Clients applying for these loans will thus need to prove, through formal certification from COPC/SBDC, that they are receiving ongoing small business counseling and training.

4. **What are the most and least successful aspects of the project?** We anticipate that the most successful aspect of the microloan program will be the creation of several new businesses in the Elizabethport area. We also believe that, with a more realistic possibility of obtaining start-up capital, more Elizabethport residents will come to the COPC Incubator and the Kean SBDC for small business counseling and training. The fact that some clients will be unable to meet the criteria to apply for these loans may turn out to be the chief drawback of the program.
OTHER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Name: Joseph Bordo  Title: Division Director for Workforce Development

Organization: Catholic Community Services  Telephone (973) 848-3450  Address: 494 Broad Street

City/State/ZIP: Newark, New Jersey 07102  Fax (973) 242-3789  E-mail: Jbordo@CCSNewark.org

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. What role did you play in the development of this project? Catholic Community Services served in two vital roles in the ElizabethPort Neighborhood Revitalization Project. First, we were the sub-developer, owner, and prime tenant of the Human Development Center on E. Jersey and Third Street. Second, Catholic Community Services served as the case manager of the self-sufficiency component of Housing Authority’s of the City of Elizabeth (HACE) HOPE VI Project. In the first case, Catholic Community Services in cooperation with Elizabeth Development Company put together the financing necessary to complete this component of the project.

Elizabeth Development Company through its Urban Enterprise Zone program provided a capital grant to build out the neighborhood library, and also assist us in securing low interest financing for the remainder of the building, which includes day care, after school programs, as well as, social services and job training in our one-stop Human Development Center. Finally, we provided a wide variety of support services to public housing residents in the Elizabethport neighborhood.

2. Describe the impact that this project has had on the neighborhood and the city. Include any data or supplementary materials that support your conclusions. Overall, the project has had a tremendously positive impact on the neighborhood. The HOPE VI Phase I rental housing has raised the self confidence and expectations of the neighborhood residents. Our new facility has provided enhanced educational opportunities to raise the standard of living for Elizabethport residents, while providing surely needed support services, such as: day care, computers and library services. What have impress me most is that Elizabeth Development Company (EDC) and Housing Authority of the City of Elizabeth (HACE) from the beginning had a “holistic” approach to neighborhood redevelopment.

Simply building new houses or fixing up existing buildings were not enough! The services to rebuild and build people’s lives were of equal importance.

3. What tradeoffs and compromises were required during the development of the project? Did you participate in making them? Primary among the compromises was the need to provide employment and training for Elizabethport residents. This required the Neighborhood Empowerment Council and Elizabeth Development Company to go to the City, County and State government to access the funding necessary to set-up a Retail Skills Center. This resulted in the formation of a task force that involved community based organizations, public agencies, educational institutions, and the community to prioritize and implement this program. Catholic Community Services was both a member of the “Task Force” as well as eventually a provider of some of the training. In the process, tradeoffs were made as to who would fund the project, who would operate it both on an interim and permanent basis, and how would Elizabethport residents receive primary access to the program. Additional, after the program started, there was a need to add a remedial component for applicants who secured low on the “Retail Readiness Assessment” and/or the Testing the Adult Basic Education (TABE) assessments.

At each step of this process, all the agencies compromised to partner to provide the funding needed to complete the project.

4. What are the most and least successful aspects of the project? The most successful aspect to the project is the Human Development Center. As a “One-Stop Shop” it serves as a clearing house and support center for residents both young and old to enhance their lives and futures. The least successful aspect of the project (at least to date) has been the fact that public housing residents have yet to become business owners and entrepreneurs in the Upstairs/Downtown program. The training needed has taken longer than originally envisioned and progress has been made. The fact that Elizabeth Development Company will now provide additional UEZ funds to ensure “Affordability” of the commercial units after building cuts; it will hopefully be the final piece of the puzzle.
OTHER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Name: Angel Magill
Title: President/CEO
Organization: DBF Properties, LLC
Telephone (908) 558-0284
Address: 812 E. Jersey Street, P O Box 6535
City/State/ZIP: Elizabeth, New Jersey 07206
Fax: (908) 527-0390
E-mail: NA

The undersigned grants the Brune Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. What role did you play in the development of this project? Our role, under Elizabeth Development Company direction was the rehabilitation of 30 affordable rental units in the Elizabethport Revitalization Neighborhood. The buildings are located at 264 First Street (6 units), 266 First Street (6 units), 304 Second Street (6 units) and 300 Second Street (12 units - 90% completed). We acquired the properties, received a subsidy of less than $15,000 per unit from Elizabeth Development Company and then did complete rehabs of the buildings which were more than 80% vacant at the time we acquired them. We then rented them to income eligible area residents who were previously living in substandard housing conditions.

2. Describe the impact that this project has had on the neighborhood and the city. Include any data or supplementary materials that support your conclusions. Overall, the Elizabeth Revitalization Plan has had an extraordinary positive visual impact on the neighborhood. Vacant lots are now scarce, vacant and boarded up buildings are becoming a thing of the past. Values of properties are increasing every month. Prospective tenants are lining up to access the newly rehabilitated rental units. Five years ago, we never ever thought of investing in Elizabethport properties. Today, I find it harder and harder to find prospective properties to redevelop.

3. What tradeoffs and compromises were required during the development of the project? Did you participate in making them? From my perspective, the only tradeoffs we were really involved in were negotiation the amount of subsidy we would receive from the Elizabeth Development Company (EDC) and their requirement to hire local residents. In the first case, we generally received a minimum of $20,000 per unit subsidy; yet only receive an average of $12,500 per unit subsidy under this program.

4. What are the most and least successful aspects of the project? Most successful has been all the newly constructed and renovated housing units in Elizabethport. (In excess of 200, of which at least 25% are market.) The least successful has been the need to develop more mixed used sites for business ownership by residents of Elizabethport.
OTHER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Name: Sarah Conrad  
Title: Director

Organization: Retail Skills Center at Jersey Gardens  
Telephone: 908-355-4444  
Address: 651 Kapkowski Rd. Suite 3001
City/State/ZIP: Elizabeth, NJ 07201  
Fax: 908-355-4473  
E-mail: retailskills@earthlink.net

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature: ____________________________

1. What role did you play in the development of this project? With unemployment at an all-time low and 5000 jobs emerging from a new shopping center under construction, Union County was faced with a great challenge. In addition, the 1.7 million square foot mall was to be nestled in an area highly industrial, consisting primarily of trucking companies for the east coast's largest containerized seaport in Elizabeth. Although the overall trade area demographics are excellent, the labor pool within a 5-mile radius of the mall is very diverse and many potential employees in the area had limited job readiness skills. A telephone survey conducted prior to the mall's opening indicated that, given the mall's geographic location, 83% of the respondents would be more likely to visit if the customer service was outstanding. There was an uncertainty as to the mall's success in attracting a quality workforce without intervention, and the need to exceed customers' expectations was unquestionable. These facts confirmed the need for a combined effort in recruiting and training potential retail employees.

The decision was made to provide Union County residents with a program of services which would help applicants to meet employer needs, as well as their own career goals, and ultimately to provide shoppers with outstanding customer service. This comprehensive program was devised to include retail skills training, supportive services, such as counseling and job placement, and a follow-up plan to help transition trainees back into the workforce and allow for long-term employment and career advancement.

2. Describe the impact that this project has had on the neighborhood and the city. Include any data or supplementary materials that support your conclusions. Partners stepped forward to design a facility, which would ultimately be on-site at the Jersey Gardens Mall, and called the Retail Skills Center. The Retail Skills Center, modeled after an existing center in Pennsylvania, was modified to meet the specific needs of Union County residents. The center was designed to help retailers to find, select, train and motivate their employees, while helping workers to build employability and retail skills and knowledge to enter and advance in the retail industry. The center also allows students to align their professional and academic goals and complete training, as educators team with the retail industry to help the students prepare for success.

A curriculum, encompassing the national skill standards for sales and service, as developed by the National Retail Federation Foundation, was developed and offered to students through the Union County College Career Institute in anticipation of the mall opening. In addition, the City of Elizabeth and Union County officials worked with the NRF Foundation to begin orienting and assessing applicants interested in the opportunities for employment at Jersey Gardens. These activities, and the six job fairs which followed, helped pave the way for the grand opening of the Retail Skills Center two weeks prior to the mall opening.

Now, the center serves as a one-stop career center, linked to community-based organizations, job training and placement agencies, area schools and colleges, and employers. It services a diverse population including welfare-to-work clients, high school students and senior citizens. A state-of-the-art education and training facility, the Retail Skills Center combines intensive classroom training with self-paced computerized instruction and workshops, placement services and on-going job counseling and skill development.

The initial goal of the Retail Skills Center was to help meet the immediate need for staffing by 230 employers searching for more than 3500 employees. The center helped to place 2500 applicants in jobs through its efforts including training, community outreach and recruitment. Although the Retail Skills Center was unable to provide intensive classroom training for the thousands of applicants who needed it, a plan was developed to provide an orientation to the industry and to the Jersey Gardens Mall. This "Step-Up Orientation" helped the center to assess, identify, and continue referring candidates for training and placement, as well as prepare the community for the six job fairs held prior to the mall opening. To date, nearly 2000 job seekers have completed the Step-Up Orientation workshop. In addition, customized training was developed to address the needs of those current workers, both associates and managers, who are ready to advance their skills and knowledge and qualify for higher level positions within the industry.
3. What tradeoffs and compromises were required during development of the project? Did you participate in making them?
NA - The Retail Skills Center at Jersey Garden came after.

4. What are the most successful and least successful aspects of the project? The most successful aspects of this project have been the raising of the image of retail careers within the community and the opportunity to provide highly skilled workers to local employers. In addition, the level of camaraderie between community-based organizations has grown as a result of this team effort, as has the level of self-confidence and job readiness within the student population. There are many success stories of individuals who were "unemployable" by some standards and are now thriving and are valuable members of their communities.

The least successful aspect of this project has been the amount of follow-up services and retention study that has occurred, due to a lack of funding and staff. It is likely that this will be remedied in the upcoming year.
1. What role did you play in the development of this project?

As Chair of the Urban Coordinating Council, I encouraged the three sponsoring organizations to work with several state departments and agencies in an effort to advance their efforts from planning through production to occupancy. The Urban Coordinating Council is an initiative which has successfully enlisted state departments and agencies to work cooperatively with local agencies and community organizations to redevelop their neighborhoods through planning, community involvement, and coordination of resources. The Elizabethport neighborhood in Elizabeth is one of sixteen neighborhoods in New Jersey which has been designated by Governor Whitman as a UCC target area under the supervision of the NJRA.

As Commissioner of the Department of Community Affairs, I directed considerable resources in the areas of planning, housing, and economic development to these projects because they were integral to the redevelopment of this neighborhood.

2. Describe the impact that this project has had on the neighborhood and the city. Include any data or supplementary materials that support your conclusions.

This project has had a significant impact on the neighborhood. The development of the housing units and job opportunities in and adjacent to the neighborhood has given its residents (many of whom are recent immigrants) a sense of belonging. The fact that the community has been an integral part of the planning has been key from the Retail Skills Center at the Jersey Gardens Mall to the tenant leadership in the HOPE VI Housing Project.
3. What tradeoffs and compromises were required during the development of the project? Did you participate in making them?

As the project moved forward there were two issues that were identified as potentially threatening the implementation of the plan. The first dealt with the Jersey Gardens Mall and insuring it had a positive impact on the community unlike the history of other regional malls and their impact on city commercial development. To insure that this doesn't happen in Elizabeth, I recently approved a $130,000 Smart Growth Planning Grant to the City to work with the Mall, local officials and community groups to insure that the mall continues to grow in a complementary manner with the City's efforts.

A second issue is that of competing uses for now valuable property in the Elizabethport neighborhood. As the desirability of property increases its value for competing interests also increases, potentially leading to conflict. In recognition of this, the City has recently applied to the Office of State Planning which is an agency in my department, for a Community School Planning Grant to establish a participatory mechanism to resolve these potential conflicts by identifying sites for competing uses. I expect to approve this grant shortly.

4. What are the most and least successful aspects of the project?

I think the most successful aspect of this project has been the involvement of the community in all its phases from planning through development.

I cannot think of any aspects which have not been successful. As I previously stated, even when roadblocks have arisen, Elizabeth has identified those early on and is actually attempting to develop strategies to overcome them before they impact the project.
One of the primary objectives of the project was to develop new employment opportunities for the residents of the Elizabethport area and surrounding neighborhoods. With that in mind, I was instrumental in encouraging the establishment of a "Retail Skills Training Center" located with the Jersey Gardens Mall, a large retail shopping complex adjacent to the Elizabethport neighborhood. Through the combined efforts of the NJ Department of Labor, and its representation on the State Urban Enterprise Zone Authority, funds were pledged to equip approximately 2,500 square feet of space for skills training that would prepare residents for jobs in the Mall.

As a result of the Department's approximately $315,000 in training support for the Retail Skills Center at the Mall, many area residents have had the opportunity to receive industry designed training that is preparing them for careers in the retail industry, often with identified career ladders. Leading up to its opening in October 1999, the Skills Center is working with 160+ merchants in filling an estimated 3,500 jobs. Most applicants are drawn from the immediate surrounding neighborhoods, such as Elizabethport, as well as the greater Elizabeth area. Over 7,000 people have participated in Job Fairs and related functions to continue to identify potential workers for the merchants. Many of the larger merchants, such as Gap and Host Marriott, found the recruitment and training being provided by the Skills Center to be so successful during the start-up phase, that they suspended all other paid advertising for recruitment. The fact that the Retail Skills Center remains viable 18 months later means that Elizabethport residents, and others in the area, will continue to have a resource to acquire new skills and upgrade existing skills for the retail industry.
The Department's support for the Retail Skills Center at the Jersey Gardens Mall has been a partnership with Union County College, the National Retail Federation, and the many Mall merchants. This project's impact on the Elizabethport neighborhood will be measured over time in terms of the number of residents who obtained employment, and perhaps more importantly, those able to retain their jobs. Only the limitation of financial and human resources will impact this element of the overall project. For example, if additional funds are identified for post-employment support, it is expected that a greater number of residents will remain employed. Discussions are continuing with the various participating agencies, including the Department of Labor, to continue the operation of the Skills Center for the benefit of the Mall and the Elizabethport residents.

Clearly, the most successful aspect of the Retail Skills Training Center is the establishment of a physical presence within walking distance of the Elizabethport neighborhood that allows local residents to learn new skills with industry-led professionals as their teachers/mentors. It has the capacity to provide both pre-employment and post-employment training. The Skills Center has been successful because it involves multiple organizations working together to make it a reality. These include the Elizabeth Development Corporation (local economic development entity), Union County College, the NJ Department of Labor, National Retail Federation, local employers, and the Elizabethport community themselves.

Perhaps the biggest challenge to date is continuing to identify, recruit, and assess local residents to fill the many employment opportunities that the Jersey Gardens currently has available, as well as new employment opportunities in the area immediately surrounding the Mall (transportation, entertainment complex, etc.).
OTHER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Name Dana Irlbacher
Organization NJHMFA
Address P.O. Box 18550
Fax (698) 278-1754

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. What role did you play in the development of this project?

The New Jersey Housing and Mortgage Finance Agency, as a member of the Urban Coordinating Council, was an active participant in the planning process which led to the development of the Elizabethport Plan. Knowing the substantial housing needs of the neighborhood and the tremendous opportunities to provide affordable, quality housing to local residents, the Agency worked with the City, the Housing Authority, and a number of community organizations developing housing proposals which respond to the needs of the neighborhood's residents.

In developing its criteria for its principal housing programs, the Low Income Housing Tax Credit Program and the Urban Home Ownership Recovery Program, the HMFA gives priority to projects located in neighborhoods which are designated by the UCC and have gone through the planning process as Elizabeth has. For this reason, projects in Elizabethport have competed successfully.

2. Describe the impact that this project has had on the neighborhood and the city. Include any data or supplementary materials that support your conclusions.

As a result of this planning process the HMFA has approved a number of housing projects in Elizabeth. This new construction, which has been inclusive of all income groups, has led to a marked improvement in the physical appearance of the neighborhood. These projects have been under both the LIHTC and UHORP programs.

<table>
<thead>
<tr>
<th>UHORP Project</th>
<th>Unit #</th>
<th>Amt.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hamilton Commons</td>
<td>20</td>
<td>$995,505</td>
</tr>
<tr>
<td>Port Avenue</td>
<td>46</td>
<td>1,005,444</td>
</tr>
<tr>
<td>Waterfront Homes</td>
<td>16</td>
<td>667,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TAX CREDIT PROJECTS</th>
<th># of Units</th>
<th>Tax Credit Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marina Village</td>
<td>35</td>
<td>$500,773</td>
</tr>
<tr>
<td>Brand New Day II</td>
<td>12</td>
<td>80,472</td>
</tr>
<tr>
<td>Elizabeth Scattered Site</td>
<td>40</td>
<td>42,650</td>
</tr>
<tr>
<td>Integrated Housing, LP</td>
<td>4</td>
<td>58,431</td>
</tr>
<tr>
<td>AAMH-Elizabeth</td>
<td>22</td>
<td>231,514</td>
</tr>
</tbody>
</table>

(See attached List)
4. What are the most and least successful aspects of the project?

The most successful aspect of the project has been the ability to provide new housing opportunities to all income ranges through our creative financing programs. This was very important to the Elizabeth sponsors.
<table>
<thead>
<tr>
<th>Project Name</th>
<th># of Units</th>
<th>Tax Credit Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>950 East Grand Street Corp.</td>
<td>12</td>
<td>$87,620</td>
</tr>
<tr>
<td>217-219 First Street</td>
<td>5</td>
<td>6,064</td>
</tr>
<tr>
<td>Broadway Apts.</td>
<td>12</td>
<td>97,001</td>
</tr>
<tr>
<td>Elm Street</td>
<td>4</td>
<td>57,240</td>
</tr>
<tr>
<td>Summer Street, LP</td>
<td>4</td>
<td>77,349</td>
</tr>
<tr>
<td>800 East Jersey Street</td>
<td>11</td>
<td>39,092</td>
</tr>
<tr>
<td>Winfield Scott Tower</td>
<td>48</td>
<td>473,899</td>
</tr>
<tr>
<td>James T. Kirk Gardens</td>
<td>25</td>
<td>301,219</td>
</tr>
<tr>
<td>Urban Renewal of Elizabethport</td>
<td>21</td>
<td>287,642</td>
</tr>
<tr>
<td>Elizabeth HOPE VI - Phase I</td>
<td>72</td>
<td>973,272</td>
</tr>
<tr>
<td>Millennium Gardens Family Residence</td>
<td>24</td>
<td>284,653</td>
</tr>
<tr>
<td>Westport Homes HOPE VI</td>
<td>106</td>
<td>1,483,628</td>
</tr>
</tbody>
</table>
OTHER PERSPECTIVE

Please answer questions in space provided. Applicants should feel free to use photocopies of the application forms if needed. If possible, answers to all questions should be typed or written directly on the forms. If the forms are not used and answers are typed on a separate page, each answer must be preceded by the question to which it responds, and the length of each answer should be limited to the area provided.

Name: William E. Best
Title: Executive Director
Organization: New Jersey Redevelopment Authority
Telephone: 609-292-3739
Address: 225 E. State St., 3rd fl., West
City/State/ZIP: Trenton, NJ 08625
P.O. Box 790
Fax: 609-292-1047
E-mail

The undersigned grants the Bruner Foundation permission to use, reproduce, or make available for reproduction or use by others, for any purpose whatsoever, the materials submitted. The applicant warrants that the applicant has full power and authority to submit the application and all attached materials and to grant these rights and permissions.

Signature

1. What role did you play in the development of this project?

The role of the New Jersey Redevelopment Authority (NJRA) has been one of oversight and support. NJRA’s oversight included insuring that the community played an integral role in both the planning and implementation of the E-Port Neighborhood Empowerment Plan. This was, in fact, a true 'Bottoms Up' approach to developing the revitalization strategy. The NJRA provides support by working with the Elizabeth Development Corp. (EDC), the local sponsor, to assess both the technical assistance and financial resources necessary to meet the goals of the plan. The NJRA also provides financial support for the salary of the Community Director. Further examples of NJRA support include: 1. A Brownfields Initiative grant to close a funding gap for phase II of the HOPE IV housing project, 2. Providing site acquisition financing for Westport, Phase II, HOPE IV housing site, 3. Assisting EDC and Catholic Community Services in obtaining low interest bank financing for the Human Development Center, 4. Provide financing for The First Occupational Center to rehab a large, vacant industrial site in E-Port, and 5. Providing a $130,000 Smart Growth planning grant to assist EDC in developing plans for commercial development in E-Port.

2. Describe the impact that this project has had on the neighborhood and the city. Include any data or supplementary materials that support your conclusions.

Overall the impact on the neighborhood and the city has been impressive and has resulted in the E-Port Revitalization plan receiving the first ‘Best Practices Award’ given at New Jersey’s ‘Governor’s Housing and Community Development Conference’ this past October. The 1997 plan identified thirty-two goals and ninety per cent have been met in whole or in part. From new housing, both rental and for purchase, to the model Retail Skills Center, to the enhanced police patrols in the Urban Enterprise Zone, to the expanded services provided at the Human Development Center, EDC has made tremendous progress toward implementing an aggressive, multi-faceted, holistic redevelopment project.
3. What tradeoffs and compromises were required during the development of the project? Did you participate in making them?

Tradeoffs in the development of this project took place initially in the community planning process. These tradeoffs generally involved determining the priorities of the residents, their vision, and most importantly how the priorities could be achieved. For example, greater police protection was a major concern. Over time, certain grants that were targeted at achieving increased police presence in the community expired. In order to continue the increased police presence, the E.D.C. through its Urban Enterprise Program (U.E.Z.) provided funding to create additional after hour foot patrols in the areas where the physical redevelopment was occurring.

An additional tradeoff/compromise that was instrumental in bringing this plan to fruition transpired when sub developers selected to work on the project decided among themselves, who should apply for low income housing tax credits and in which round, so as not to compete against each other.

The N.J.R.A. also actively participated in the community planning process and offered guidance through E.D.C. and the Housing Authority, City of Elizabeth (HACE) in helping to prioritize the phases of the HOPE VI Affordable Housing Program.

4. What are the most and least successful aspects of the project?

The most successful aspect of the project is that both the physical improvements, as well as the “human development” components (i.e., Child Care, Job Training, etc.) have progressed with equal momentum. Not only are there new, beautiful buildings, but also programs that provide services that address the human needs of the community’s residents.

The least successful aspect of the project is that a portion of the commercial development has lagged behind the housing development. However, utilization of the New Jersey Housing Mortgage & Finance Agency’s (NJ-HMFA) Upstairs/Downtown Program, coupled with funding from the U.E.Z. program should help this aspect of the project catch up with the other components. If we are honored with this award, the proposed micro-loan program will be at the nucleus of our commercial catch up strategy.
Elizabethport II Expansion

Prepared for review by the Elizabeth, N.J. Planning Board and City Council

2 March 1998
14 May 1998
28 July 1998
Collaborative Community Planning & Design

Models and large scale plans give community members the opportunity to talk and interact with the design team about personal experiences and daily life in their domestic environments.

Collaborative design and planning process with the Elizabethport community.

Residents in the community review design plans for the neighborhood.
Rehabilitation of storefronts and infrastructure are made possible through the Upstairs/Downtown program from the NJ Redevelopment Authority.

Neighborhood commercial corridors are the backbone of economic activity providing goods and services for local residents.

Another future site of an Upstairs/Downtown project where entrepreneurs are made out of residents in the neighborhood.
Public Housing
Demolition & Redevelopment

Public Housing projects, Migliore Manor & Pioneer Homes, have created a negative impact on the physical, social, and economic health of the neighborhood.

Demolition leads to redevelopment

Aerial view of new Portside Commons neighborhood
Civic space, such as the new Human Development Center, provides new opportunities for the community and social development in an educational setting.

Elizabethport Branch of the Public Library is also housed there.

Daycare is an important aspect of the Human Development Center.
Retail Skills Center opened in October, 1999 at the Jersey Gardens Mall.

Mayor speaks to a Retail Skills class in session.

One of the many Job Fairs held at Jersey Gardens.
Elizabethport Waterfront
Open & Recreational Space

New lighted soccer and football fields create many recreational opportunities for the area.

Open space and waterfront areas are wonderful community amenities. New development and reconstructed streets recreate pedestrian links to these valuable resources.

Area residents will benefit from the new lighted basketball courts in Elizabethport.
Residential Development/Market Rate Infill

New homeownership opportunities work to create a natural process of developing a mixed-income neighborhood.

Local builders are encouraged by public investment in the neighborhood. They are developing infill sites and providing new housing opportunities.

Fractured blocks are rehabilitated as private investment gains confidence in the revitalization of the area.
Affordable Mixed-Income Residential Development

The design & plan of newly constructed housing units, Portside Commons, represent the community’s goals and vision for new development in the neighborhood.

Privacy and the potential for homeownership are a source of pride for the residents.

It was a day of celebration as the first families unlocked the doors to their new homes and new futures.
Brownfield Redevelopment

Vacant sites and underutilized Brownfields in the neighborhood have had negative impacts on the community. Redevelopment of these sites help to mend fractured blocks and stimulate new development on adjacent properties.

Redeveloping Brownfields for residential purposes, in collaboration with the N.J. Department of Environmental Protection and the U.S. Environmental protection Agency, is made possible through public funds and the NJ Redevelopment Authority Brownfield Redevelopment Program. The redevelopment of these sites in urban neighborhoods is an important component of Smart Growth Planning.
ELIZABETHPORT REVITALIZATION PROJECT
ELIZABETHPORT REVITALIZATION PROJECT

• Overview of Elizabethport UCC Revitalization Area
• Review of Goals and Accomplishments
  Jobs
  Economic Development
  Public Safety
  Neighborhood Empowerment
  Housing
  Education
  Recreation/Cultural
  Environmental/Public Health
  Human Services
  Public Improvements
• Ongoing Projects
• Elizabeth Development Company Commitment to UCC
• Attachments
Elizabethport Demographics

**POPULATION/1990 CENSUS**
- 16,830 residents
- 53% Hispanic
- 25% White
- 21% African-American

**HOUSING DEFICIENCIES**
- Total Units: 5,541
- Occupied: 5102
- Overcrowded 865 (15%)
- Built pre-1940: 2468 (44%)

**PER CAPITA INCOME BY CENSUS TRACT**
- 303—$ 9,592
- 304—$ 6,168
- 305—$10,872
- 310—$ 9,264

City of Elizabeth—$12,112
Union County—$19,660
Goals and Accomplishments
Elizabethport UCC
JOBS

1. Provide comprehensive management services to match the unemployed with needed services.

- Housing Authority/HOPE VI Self Sufficiency Program
  —$3.4 million invested (see attachment)

- Retail Skills Center Step-Up Program
  —1625 Elizabeth residents attend Step-Up seminars
  —411 Elizabeth residents enrolled in UCC training course providing basic skills and customer service training

- 40% of Jersey Gardens Mall jobs filled by Elizabeth residents
JOBS

2. Open a one-stop job preparation center in Elizabethport that provides referrals to jobs, job training, or the necessary support services.

- Office opened in St. Adalbert’s Human Development Center at 3rd Street/East Jersey
- Retail Skills Center opened in Fall 1999
JOBS

3. Provide adult basic education, including English-as-a-Second Language training.

• UCEDA and Workforce Advantage were awarded $50,000 in City CDBG money to provide this service in 1999.

• Workforce Advantage was refunded at $40,000 in 2000 to continue providing this service.
4. Increase the number of affordable daycare slots in community by 25%.

- Inventory of day care slots completed
- $52,000 CDBG funding for Whitney Young Day Care Center at 211 Bond Street for providing day care services to low/moderate income families
- Evening day care program launched by Elizabeth Presbyterian with $25,000 grant from Schering-Plough—35 slots available as of 9/1/00
- CCS day care has 9 slots as of 9/1/00
- PROCEED day care has 5 slots available as of 9/1/00; looking to expand
JOBS

5. Provide access to the jobs at Jersey Gardens Mall by constructing an access road from Elizabethport and establishing public transportation to the mall site by December 1999.

- Kapkowski Road completed October 1999, two months ahead of schedule

- Project funding was provided by federal, state, county, city and private developer

- NJ Transit/NJDOT have increased bus service from E-Port to Mall/Midtown
ECONOMIC DEVELOPMENT

1. Develop two community oriented retail outlets.

   • Burnett Investors Urban Renewal, LLC renovating mixed-use property at 105-109 First Street with use of UEZ, H.O.M.E. program, Balanced Housing, Community Preservation and private developer funds.

   • Burnett Investors Urban Renewal, LLC renovating mixed-use property at 111-113 First Street with use of UEZ, H.O.M.E. program, Balanced Housing, Community Preservation and private developer funds.

   • Total project cost: $2.2 million

   • Total project yield: two retail outlets and 12 low-moderate income housing units
ECONOMIC DEVELOPMENT

2. Assist developers in opening a retail pharmacy.

- Project in planning stages with DOMUS/Catholic Community Services
- Proposed location of pharmacy in UCC Healthy Living Block
- EDC to award RFP for pre-development services in September 2000
ECONOMIC DEVELOPMENT

3. Assist the development of a supermarket serving the needs of area residents.

- EDC secured an operator to re-open neighborhood supermarket that had closed; state reauthorized WIC funding
- Smart Growth Planning Grant will be used, in part, to determine the needs for a new supermarket in the neighborhood
- Exploring the possibility of developing new supermarket with non-profit
ECONOMIC DEVELOPMENT

4. Conduct a market study of the retail needs of the community.

- $130,000 Smart Growth Planning Grant application submitted to NJDCA in March 2000; approval pending

- Grant funds will be matched with $35,000 City and EDC funds
ECONOMIC DEVELOPMENT

5. Provide technical assistance and training to five entrepreneurs interested in starting or expanding a business in Elizabethport.

- Micro Enterprise Assistance Program created to help establish Scattered Site Business Incubators that help start-up businesses in UCC neighborhoods (CDBG funds/UEZ proposal)

- $150,000 UEZ equity investment in Brand New Day Magnolia Mini Mall on 2nd Street

- $7,5000 grants available to those who complete entrepreneur training through Kean University Small Business Development Center

- Pre-Entrepreneurial Training Program needed for E’Port residents
PUBLIC SAFETY

1. Expand community policing in conjunction with the Housing Authority of the City of Elizabeth, the Police Department, and the Urban Enterprise Zone program.

   • UEZ funds three additional police officers to patrol Elizabethport
   • $230,000 project cost includes matching funds from the City
   • HACE providing funding for extra duty officers at HOPE VI sites
   • UEZ funds First Street extra duty patrols at $120,000 annually
2. Support citizen involvement through “block watch” programs and other similar activities.

- Two Survivor rallies against crime held
- Community relations meetings held regularly with Police Department
PUBLIC SAFETY

3. Develop a comprehensive approach to crime and drug abuse including a faith-based community coalition and a multi-level law enforcement effort.

- $15,000 grant for Elizabethport Presbyterian to provide counseling services and anti-drug education

- Faith Temple awarded a $75,000 in state funds and $16,000 in City CDBG funds to provide youth anti-drug, anti-crime education

- $75,000 grant to PROCEED, Inc. from State DHS/DCA Faith-Based and Community-Based Collaborative to provide transitional support services for Work First NJ post TANF families in Union County
NEIGHBORHOOD EMPOWERMENT

1. Establish a neighborhood-based nonprofit organization to pursue economic and community development goals of residents.

- Instead, additional support was provided to existing nonprofits—Brand New Day and PROCEED—both of which are now involved in the HOPE VI housing project, and are both CHDOs
NEIGHBORHOOD EMPOWERMENT

2. Establish the Neighborhood Empowerment Council as a vehicle to represent residents' interests and monitor the balanced development of the community.

- NEC established in 1997
- Council meets quarterly
- See attached list of members
NEIGHBORHOOD EMPOWERMENT

3. Coordinate the work of the NEC with the E’Port Steering Committee, the HOPE VI Self-Sufficiency Committee, and the HOPE VI Collaborative Development Team.

- Ongoing process; groups are working together and coordination has increased community activity

- HACE utilizes NEC to meet its HUD public outreach requirement under HOPE VI
HOUSING

1. Provide a sufficient number of low/moderate income housing in the next five years to ensure that current residents of Elizabethport can remain in the community regardless of income.

   • **HOPE VI**: $28.9 million federal grant leveraged to generate more than $100 million in state, local and private funding for the development of 600 units of housing (see attachment)

   • Phase I/On-Site Development near completion: 72 units, tenant assignments finalized

   • Demolition underway for 107-unit Westport Homes Off-Site Development

   • 35-unit Marina Village Off-Site Development underway
Total state funding commitment: $26.2 million in Low-income Tax Credits and Balanced Housing funds

Additional affordable rental housing project on First and Second Streets totaling 62 new units: 30 complete; 32 under construction utilizing HOME, CDBG and Balanced Housing Dollars
2. Create homeownership opportunities for five low/moderate income families by 1999.

- Micro Enterprise Assistance Program will create mixed-use development on First Street where business owners can live above their businesses.

- 16 units on Front Street with UHORP grant/1 ownership unit low/moderate subsidized.

- 46 units on Port Avenue completed with UHORP grant.
3. Develop a housing facility for the elderly.

- 25-unit Kirk Center under construction at 620-624 First Avenue

- $2.8 million project includes: $250,000 CDBG; $254,000 DCA Balanced Housing funds; $1.8 million Low-income tax credits

- See attachment
HOUSING

4. Develop an assisted living facility for the elderly and the handicapped.

- Facility will be part of the UCC’s Healthy Living Block project

- Planning grant award to DOMUS, Inc. by EDC anticipated in September 2000
5. Utilize vacant lots for scattered site housing development over the next five years in order to eliminate blighting influences and lessen the concentration of low-income people.

- First Street Upstairs/Downstairs Project
- $50,000 CDBG grant received by EDC for demolition and clearance of sites along First Street for mixed-use development
- City to provide HOME and UEZ funds
- Plans to seek NJRA and NJDCA funds
- Inventory of First Street locations completed
- HOPE VI planning 10 two-family rentals, scattered site, on properties where demolitions occurred
HOUSING

6. Enforce existing housing codes in Elizabethport to eliminate blighting influences and protect stable housing.

- 17 structures condemned and demolished over the past two years
- 15 more demolitions pending as part of HOPE VI project
- City obtained a state loan for demolition
EDUCATION

1. Establish a branch of the Elizabeth Public Library in Elizabethport with programs promoting skills needed for employment.

   • Branch opened in April 2000 at 3rd Street/East Jersey Avenue with state-of-the-art computer services

   • Project combined funds from Catholic Community Services, UEZ and NJRA Loan Program to Non-Profits

   • Established a consortium of after-school youth program operators who meet regularly
EDUCATION

2. Increase the use of area schools by community residents for cultural, health promotion, preventive healthcare, and educational purposes.

- Safe Haven Program, 155 First Street, $310,000 in CDBG funds for after school and summer programs for all area residents

- Special Needs Program, School 1, $175,000 in CDBG funds for after school and summer programs for area youth

- Preschool Outreach Project: PROCEED, Inc. has agreement with Elizabeth Public School District to provide counseling and community outreach regarding Abbott district preschool programs
EDUCATION

3. Coordinate efforts with the Elizabeth Y.E.S. school-based youth services program.

- $260,000 provided for school-based support services at Elizabeth High School

- $175,000 needed to expand program to neighborhood middle school
RECREATION

1. Build a new basketball court and soccer fields on the waterfront.

- Project completed in 1999/2000. New court and fields are located on the waterfront at Front Street.
RECREATION

2. Establish a multi-purpose recreational facility in a Community Enterprise Center.
   - Cost and scope of the project proved financially prohibitive
   - Instead, focused on improving and expanding existing recreational facilities in Mack building
   - Need for an indoor swimming pool identified as part of any new school construction in E’Port
   - Second Street Community Center proposal would provide other services originally envisioned in the CEC.
   - CRDA application submitted for Second Street project in September 2000
RECREATION

3. Utilize waterfront park and marina for cultural events.
   - UEZ funds used to sponsor annual Memorial Day Festival, July 4th Fireworks Festival, and the Christmas Tree Lighting Ceremony
   - Plans underway to expand and privatize the marina
ENVIROMENTAL AND PUBLIC HEALTH

1. Establish a community-based, comprehensive health care system for children, adults, and the elderly with access to primary and secondary health care facilities.

- Mack building renovated with CDBG funds for Elizabethport Health Center; opened in 1998

- Ongoing funding problems with Visiting Nurses, Inc. which operates facility

- EDC convinced Trinitas Healthcare System to keep open and expand its community services at East Jersey Avenue/Newport Road
ENVIROMENTAL AND PUBLIC HEALTH

2. Coordinate efforts with the Gateway Maternal and Child Health Consortium to improve adolescent health outcomes.

- Program turned over to Project Link, a local consortium which needs to become more pro-active in the community

- Need to explore the creation of a Healthy Mothers/Healthy Babies program
3. Assist the City’s Brownfields Project to prioritize identified brownfields in the community for future remediation.

- Citywide inventory of sites completed

- Application pending for $700,000 in grant funds from NJRA Brownfields Initiative to remediate environmental problems at HOPE VI housing sites

- CDBG funds target three waterfront sites in E’Port for future commercial development
ENVIRONMENTAL AND PUBLIC HEALTH

4. Conduct a study of the impact of noise, vibrations, airborne and other environmental hazards on health of community residents in three years.

- Ongoing discussions with NY/NJ Port Authority to undertake project
HUMAN SERVICES

1. Increase the number of affordable day care slots in the community by 25%.
   - See response in JOBS section, #4

2. Increase the level of alcohol and substance abuse counseling services in the neighborhood by 10%.
   - $75,000 grant provided by HACE for treatment and positive recreational activities
   - $40,000 CDBG funds provide for Family and Children’s Services, 158 First Street, a counseling program that targets Elizabeth port youths
PUBLIC IMPROVEMENTS

1. Create attractive “streetscapes” along major corridors and waterfront access roads in five years including but not limited to: Elizabeth Avenue, Broadway, Trumbull Street, and Port Avenue.
   - Elizabeth Avenue Special Improvement District established in 2000 to improve, among other things, streetscapes and storefronts
   - Broadway improvements to be included in Marina Village and Health Living Block projects
   - $3.4 million UEZ funds invested in street paving and sewer upgrades on Trumbull Street
   - Port Avenue housing and streetscape project completed with UHORP and UEZ funds
PUBLIC IMPROVEMENTS

2. Adopt design standards for new housing construction.

- Design standards adopted in 1998 and included in City's Redevelopment Plan
PUBLIC IMPROVEMENTS

3. Review truck traffic routes through the area and access to the new Kapkowski Road extension.

- Ongoing study
PUBLIC IMPROVEMENTS

4. Expand existing anti-graffiti and anti-litter campaigns in conjunction with neighborhood schools and community residents.

- UEZ providing 100% grants to clean graffiti in UCC neighborhoods
- Mechanical sweepers purchased with UEZ funds; operating in Elizabethport
ONGOING PROJECTS
Jersey Gardens Mall/Kapkowski Redevelopment Area

- $300 million retail center opened in October 1999
- Project created more than 3,500 permanent jobs
- East access routes developed for Elizabethport residents
- Retail Skills Center trains and places thousands of City residents
- Project received funding from state, county, local and federal resources for infrastructure improvements
- Multi-Plex Theatre to open November 2000
- Holiday Inn Crown Plaza, AmeriSuites, and Marriott Courtyard all to begin construction by Spring 2001 (1,000 additional jobs)
- 500,000 square feet of office space planned
- Ferry Service/Light Rail to provide link ups with Midtown, NYC and Newark Airport (Public/Private Partnerships)
First Street Upstairs/Downstairs Project

- $50,000 CDBG funds received by EDC for demolition and clearance of sites along First Street for mixed-use development

- Project targets 15 sites to create 30 residential and 10 commercial units

- City to provide HOME funds and UEZ funds

- Plans to seek NJRA and NJDCA funding
Smart Growth Planning Grant

• Market study of retail needs in Elizabethport planned as a result of new housing development and the opening of Jersey Gardens Mall

• $130,000 grant application submitted in March 2000, still pending approval by NJDCA

• Grant funds to be matched with City and EDC dollars
Burnett Investors Urban Renewal, LLC

- $2.2 million renovation project involving commercial and residential property on First Street in E’Port

- Project will provide two retail units and twelve low/moderate income housing units

- Loan and grants provided by the UEZ, Elizabeth HOME, private lenders, and the Community Preservation Corporation
Micro Enterprise Assistance Program

- Program established to help start-up businesses in UCC neighborhoods

- CDBG and UEZ funds set aside to assist up to five start businesses with storefronts on 2nd Street

- $7,500 grants available to those who complete entrepreneur training and work with Kean University Small Business Development Center

- $150,000 equity investment to Brand New Day for combined use project
HOPE VI

- $28.9 million federal grant leveraged to generate more than $100 million in state and local funding for 600-units of new housing
- Phase I/On Site Development near completion: 72 units, tenant assignments finalized
- Demolition underway for 107-unit Westport Homes Off Site Development
- 35-unit Marina Village project beginning acquisition/demolition
- 16-unit UHORP waterfront homes under construction
- Residents actively participating in Community Services and Support Programs
- Grant application submitted to CRDA for Elizabethport Community Center
- State funding committed to the project in grants and loans: $26.2 million
HOPE VI HOMEOWNERSHIP

• Provide eight or more HOPE VI homes for purchase by public housing residents earning minimum family income of $25,000

• Receive homeownership counseling from NJHMFA and Elizabeth Home Improvement Program (EHIP)

• At conclusion of homeownership counseling receive grant from EHIP and subsidy from HACE to reduce purchase price

• Pending HUD notice and permission to use Section 8 certificate to subsidize mortgage bill
Retail Skills Center

- RSC opened at Jersey Gardens Mall in October 1999
- Application pending for $250,000 in refunding of customized training funds from NJ DOL
- UEZ funding provided to market job training to businesses and residents primarily in the Elizabethport neighborhood
- 114 mall businesses participating; 92% UEZ certified
Pre-Apprenticeship Program

- Provides E'Port residents with job training in construction trades as part of HOPE VI housing construction project

- $64,000 grant awarded from Department of Labor

- Sub-contract awarded to Urban League of Union County

- 61 program participants; 45 completed the program

- Developing follow-up program for those who completed involving mentoring and on-the-job training
Elizabethport Health Center

- City completed renovation of Mack building for center
- Federal grant for Visiting Nurses expired July 31, 2000
- HOPE VI and Union County Social Services Block Grant providing interim stop-gap funding
- Business plan developed with Kean University Small Business Development Center and the Community Director for private funding sources
- No long-term solution identified yet
EDC Commitment to UCC

- Prioritize UEZ funding for UCC projects: $3.6 million from 1997-2000 with $4.5 million investment planned over the next five years

- Prioritize CDBG project applications: $3.5 million invested from 1997-1999

- Bonus points awarded for City HOME fund allocations. Over $1 million in funding since 1998

- UEZ loan pools – See attachments
Attachments
Elizabethport

Neighborhood Empowerment Plan

Elizabethport Neighborhood Empowerment Council
I. INTRODUCTION: THE PROCESS

In 1994 the Governor of the State of New Jersey established the Urban Coordinating Council (UCC) to create a more comprehensive approach to the pressing issues facing New Jersey's cities. The UCC, composed of the chief officer of each of the state's administrative departments and agencies, was formed to ease access to the programs and funding sources available to address the many needs of urban communities. The purpose of the UCC is to provide integrated and coordinated delivery of State services at the local level through approved neighborhood-based plans. The UCC reviews neighborhood plans and recommends designation of target communities to the Governor. In addition, the UCC coordinates state assistance in designated communities, provides technical and financial resources, works to implement approved Neighborhood Empowerment plans, and fosters partnerships with the private sector to encourage investment in neighborhood projects and programs. In 1996 the Office of Neighborhood Empowerment, in but not of, the New Jersey Department of Community Affairs was created to provide support for the Governor's urban initiative--the Neighborhood Empowerment Program. The Office of Neighborhood Empowerment (ONE) reports directly to the UCC and is responsible for providing technical assistance to designated communities to implement neighborhood plans, and for providing financial support to the Elizabethport Community Revitalization Director who works with the local sponsor and the Neighborhood Empowerment Council on plan development and implementation at the local level. Following submission of an application by the City of Elizabeth, and based upon the recommendation of the UCC, Elizabethport was designated an Empowerment neighborhood in 1997.

The first phase of participation in the Neighborhood Empowerment Program includes the selection of a local sponsor to host the program in Elizabeth, the hiring of a Community Revitalization Director, and the development of a comprehensive Neighborhood Empowerment Plan. Implementation of this plan comprises the second phase of participation. The Elizabeth Development Company (EDC) has been designated the local sponsor for the program. The local sponsor, with the assistance of the ONE manager and members of the community, hired Craig Baskerville as the Community Revitalization Director. In September of 1997 the NEC was formed and became fully operational. It should be noted that in 1998 the Office of Neighborhood Empowerment (ONE) was reconstituted as the New Jersey Redevelopment Authority (NJRA).

As part of the process of plan development, the EDC has been responsible for assuring community participation in the hiring of a Community Revitalization Director as well as in obtaining citizen input into the neighborhood plan. The Neighborhood Empowerment Council (NEC) is the entity designed by the UCC to accomplish the planning goals. The NEC must reflect the demographics of the Elizabethport community including tenants, businesspersons, homeowners, and people of all ages and races. Volunteers for the NEC were recruited at a series of community forums held to solicit input into the plan and hear the issues foremost in the minds of the Elizabethport community. Two of the community forums were held in conjunction with the HOPE VI grant application process carried out by the Housing Authority of the City of Elizabeth. At these meetings the Housing Authority, the Revitalization Director, and the NEC
volunteers were able to hear directly from public housing residents regarding the future of their neighborhood. From the list of volunteers gathered at the forums, the local sponsor, the Elizabeth Development Company, and the ONE Manager selected the members of the Neighborhood Empowerment Council. (See attached list of NEC members in the appendix). The NEC makes decisions by the consensus method rather than voting up or down. Decisions reached through this method have broader support from the group.
II. ELIZABETHPORT: THE NEIGHBORHOOD

Elizabethport, home today to people from a diverse array of racial and ethnic backgrounds, is located in the easternmost portion of the City of Elizabeth. One of the oldest sections of the City, Elizabethport was historically a separate settlement based upon its waterfront location and harbor businesses. In 1835 railroads were built and the town that grew up around the area became known as “Elizabeth Port”, “E’port”, or simply “the Port”. The 19th century saw rapid industrialization in Elizabethport as a result of the docks and rail activities. (After the Civil War Elizabethport merged with the City of Elizabeth.) A major industry in the neighborhood, the Singer Factory, was built in 1873 and remained open for about 100 years. At one time Singer was considered to be the world’s largest factory and was Elizabeth’s largest employer. Construction of the New Jersey Turnpike in the 1950’s helped to isolate Elizabethport from the rest of the city. Perhaps the historical origins as a separate entity and the modern day physical isolation contribute to the strong sense of community that exists today in the “Port”—a sense that bodes well for rebuilding the community through the process of neighborhood empowerment.

The Elizabethport target community is bounded generally by the Arthur Kill to the east, the New Jersey Turnpike to the west, Trumbull Street to the north, and First Avenue to the south. In addition it also encompasses First Avenue west of the Turnpike to Union Square, north along New Point Road and 7th Street to Livingston Street, and down Livingston Street to the Turnpike. This last section is comprised of census tract 310, which along with census tracts 303, 304, and part of 305, combine to make up the Neighborhood Empowerment community.

Elizabethport is a mixed land use community bordered by large industrial and commercial uses to the south, and the industrial activities around Newark Airport and Port Elizabeth to the north. Some small industrial uses are scattered throughout the mostly residential community. Homes are mainly single-family detached dwellings, with some two-family residences also in evidence. However, about 25% of the neighborhood’s housing units are located in two public housing projects: Pioneer Homes and Migliore Manor, constructed in 1940 and 1953 respectively. The major commercial streets include Third Street, Second Street, and Elizabeth Avenue. What was once the center of the Port’s commercial life, First Street, is now characterized by many vacant buildings and empty lots mixed in with small neighborhood retail shops a few store front churches. The Ikea store on North Avenue and the Jersey Gardens Mall at Kapkowski Road are located just a stone’s throw from Elizabethport, but are nearly inaccessible from the community due to the physical barrier created by the huge Singer factory building and the Conrail railroad yards.

The open space of Jackson Park provides an anchor for the community. The park is centrally located between Second and Third Streets, and adjacent to the George Washington Elementary School (School No. 1) and the St. Patrick’s school campus. The spires of St. Patrick’s church provide a highly visible neighborhood landmark. The waterfront, however, is the unique feature of the neighborhood—the source of its origins and perhaps a major part of its future. The entire length of Front Street in Elizabethport faces the Arthur Kill. Old industrial land uses and docks...
have long since disappeared to be replaced by a marina, a boardwalk, and a waterfront park at
the south end of Front Street. A blacktop basketball court sits isolated across from Migliore
Manor at the north end of the waterfront. The area is an underutilized, priceless asset. The entire
census tracts 303 and 304, along with a portion of tract 305, and almost all of tract 310 comprise
the Elizabethport community. The tables below give a demographic picture of the area using
data from the 1990 United States Census.

INCOME DATA

<table>
<thead>
<tr>
<th>CENSUS TRACT</th>
<th>MEDIAN HOUSEHOLD INCOME</th>
<th>PER CAPITA INCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>303</td>
<td>$27,128.00</td>
<td>$9,592.00</td>
</tr>
<tr>
<td>304</td>
<td>$16,549.00</td>
<td>$6,168.00</td>
</tr>
<tr>
<td>305</td>
<td>$29,783.00</td>
<td>$10,872.00</td>
</tr>
<tr>
<td>310</td>
<td>$27,150.00</td>
<td>$9,264.00</td>
</tr>
<tr>
<td>CITY OF ELIZABETH</td>
<td>$27,631.00</td>
<td>$12,112.00</td>
</tr>
<tr>
<td>UNION COUNTY</td>
<td>$41,791.00</td>
<td>$19,660.00</td>
</tr>
</tbody>
</table>

POOPULATION DATA BY RACE

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>HOUSEHOLD</th>
<th>WHITE</th>
<th>BLACK</th>
<th>HISPANIC</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>NON-HISP</td>
<td>NON-HISP ORIGIN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>303</td>
<td>3,234</td>
<td>1,028</td>
<td>1,395</td>
<td>338</td>
</tr>
<tr>
<td>304</td>
<td>5,908</td>
<td>1,654</td>
<td>868</td>
<td>2,398</td>
</tr>
<tr>
<td>305</td>
<td>4,122</td>
<td>1,355</td>
<td>1,343</td>
<td>350</td>
</tr>
<tr>
<td>310</td>
<td>3,566</td>
<td>1,065</td>
<td>594</td>
<td>451</td>
</tr>
<tr>
<td>TOTAL</td>
<td>16,830</td>
<td>5,102</td>
<td>4,200</td>
<td>3,537</td>
</tr>
</tbody>
</table>

Totals include "other" racial groups not listed in the table

HOUSING DEFFICIENCIES

<table>
<thead>
<tr>
<th>TOTAL UNITS</th>
<th>OCCUPIED UNITS</th>
<th>OVERCROWDED *</th>
<th>BUILT PRE-1940</th>
</tr>
</thead>
<tbody>
<tr>
<td>303</td>
<td>1,115</td>
<td>1,028</td>
<td>154</td>
</tr>
<tr>
<td>304</td>
<td>1,840</td>
<td>1,654</td>
<td>333</td>
</tr>
<tr>
<td>305</td>
<td>1,468</td>
<td>1,355</td>
<td>163</td>
</tr>
<tr>
<td>310</td>
<td>1,118</td>
<td>1,065</td>
<td>215</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,541</td>
<td>5,102</td>
<td>865</td>
</tr>
</tbody>
</table>

*Overcrowded: More than one person per room
Over one-half (53%) of the people in the community are Hispanic, one-quarter (25%) are white, and about one-fifth (21%) are Black. In addition, there is a concentration of racial groups with over two-thirds of the Black population of Elizabethport (68%) residing in and around census tract 304. Eighty-three percent of the residents of Pioneer Homes and Migliore Manor are African-American, with the surrounding neighborhood mainly white and Hispanic. By comparison, only 16% of the City of Elizabeth’s residents are Black, one-third are Hispanic, and almost one-half are white. Unlike many rust-belt urban areas, this city’s population has not declined in recent years. Although one must wait for the U.S. Census of the year 2000 for confirmation, it appears that the influx of Portuguese and Hispanic residents into Elizabeth, and particularly into the Port area of town, is responsible for the city’s stable population base. The 1990 U.S. Census showed Elizabeth with a population of 110,002. The New Jersey Department of Labor estimates the city population as of April 1, 1996 to be 110,149.

Poverty is problematic in the area, with the per capita income of the census tract containing the public housing (census tract 304) only one-third that of Union County and about one-half that of the City of Elizabeth. Almost half of the housing units in the community were built before 1940 and about 15% of the units are overcrowded. Elizabethport displays an array of modern urban problems typical of any older, northeastern American city. However, there is a strong sense of community. The people of the “Port” have a feeling of ownership of their territory regardless of the current conditions or their status renters or owners. Citizens expressed their feelings about the neighborhood repeatedly at the community forums--feelings of pride in being from Elizabethport and a desire to remain on their home turf in the future. This pride, combined with the rich diversity of the ethnic groups living here and an ongoing influx of new residents eager to build a better life could empower Elizabethport toward a brighter future.
III. THE ISSUES

A number of forums were held in Elizabethport to solicit public input into the planning process and to ensure that the plan addresses the actual needs of the community. These forums included one meeting of businesspersons held at a local restaurant, two meetings at a local churches, and two meetings held in conjunction with the Housing Authority of the City of Elizabeth’s HOPE VI grant application. Minutes of the meetings document citizens’ concerns. In addition, some residents offered written and verbal comments directly to the Revitalization Director. The comments from the public were tallied by topical category and included the issues in the ten general categories summarized below. (Fire safety was not raised as an issue at the forums, however a fire station is located within the neighborhood on Elizabeth Avenue at Second Street.)

The largest number of comments, nine, concerned housing issues, perhaps because two of the forums were conducted in conjunction with the Housing Authority’s HOPE VI application. There were six comments regarding what could be called “community involvement” in the process of making decisions about neighborhood projects. All other issues were raised one or two times: education, jobs, traffic safety, English-as-second-language, entrepreneur training, beautification and cleanliness of streets, environmental hazards, transportation, healthcare, recreation, daycare, and retail stores such as pharmacies and supermarkets. The members of the Neighborhood Empowerment Council were asked to rank the most important one or two issues for priority attention in the planning process. Jobs, economic development and public safety were quickly identified as priority concerns.

JOBS AND ECONOMIC DEVELOPMENT

The jobs picture in New Jersey and the whole of Union County is rosier than it is in the City of Elizabeth. The unemployment rate for Elizabeth in 1997 was 3.4 percentage points higher than the Union County rate and about 3.7 percentage points higher than the statewide jobless rate for that year. Put another way, the unemployment rate last year in Elizabeth was 72% greater than it was for the State of New Jersey. From the demographic data above describing incomes in Elizabethport, we know that all four of the census tracts in the community have per capita incomes lower than the Citywide average. Although data is not available at the census tract level, it is reasonable to assume that unemployment in Elizabethport is higher than the Citywide rate of 8.8%. It is clear, therefore, why the members of the NEC identified jobs and economic development as the top priority for their community. The following data is from the New Jersey Department of Labor Bureau of Labor Force Statistics:

<table>
<thead>
<tr>
<th>Location</th>
<th>Unemployment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Elizabeth</td>
<td>8.8%</td>
</tr>
<tr>
<td>Union County</td>
<td>5.4%</td>
</tr>
<tr>
<td>State of New Jersey</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
Jobs: Real, local jobs at livable wages was a popular topic of discussion at the forums. These discussions included a number of related issues such as job training and preparation, timely transportation to the job site, and affordable daycare services for working parents.

Supermarket / Pharmacy: There was great dissatisfaction with the service provided by the neighborhood food store. Residents did not consider the store to be responsive to community needs. In addition, the market has no pharmacy and other drug stores in the area do not stay open late at night in case of emergencies.

Entrepreneur Development: A small businessman expressed the need for a program to train entrepreneurs who are already operating their own companies but need to hone their business skills. This could be useful for creating new businesses as well as expanding existing ones.

PUBLIC SAFETY
According to the Elizabeth Police Department, Elizabethport is the site of a disproportionately large share of the City's major crimes. With about 12% of the City's population, E'port suffered 25% of the City's arson, 20% of the City's homicides, 19% of the assaults, 18% of the robberies, and 17% of the burglaries.

In a survey conducted by the Housing Authority and the Community Police for the HOPE VI project data showed that drugs are perceived as the major crime problem in and around Pioneer Homes and Migliore Manor. Crime reports from January of 1995 through September of 1996 show that the average number of crimes in the housing projects greatly exceeds that of the adjacent blocks.

<table>
<thead>
<tr>
<th>Crime</th>
<th>Pioneer and Migliore</th>
<th>Surrounding Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assaults</td>
<td>110</td>
<td>32</td>
</tr>
<tr>
<td>Burglaries</td>
<td>23</td>
<td>1</td>
</tr>
<tr>
<td>Drug Related Activity</td>
<td>17</td>
<td>19</td>
</tr>
<tr>
<td>Robberies</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>Malicious Damage</td>
<td>45</td>
<td>15</td>
</tr>
</tbody>
</table>

Community policing: Community policing has become popular in Elizabethport. Some residents wanted to explore the possibility of expanding the foot patrols around public housing. In further discussions with the NEC, drugs were identified as the main ingredient in the neighborhood crime problem.

NEIGHBORHOOD EMPOWERMENT
Empowerment: Among the leading issues raised at the community meetings was a distrust of proposed plans and some apprehension that community residents were being excluded from the process of making decisions about their own neighborhood. Some people feared that the residents themselves might one day be excluded from Elizabethport and that their needs
would not receive very high priority in the overall community plan. They expressed a great sense of ownership and pride in their neighborhood regardless of its perceived shortcomings.

HOUSING
- Affordable Housing: With the Housing Authority of the City of Elizabeth (HACE) discussing its grant application for $32 million to rebuild Pioneer Homes and Migliore Manor, it is not surprising that the largest number of issues raised at the forums concerned housing. Will I be able to afford one of the new homes?
- Code Enforcement: There were also concerns expressed regarding the scattered presence of dilapidated dwellings throughout the community. Residents who have maintained their properties in sound condition do not want the blighting influence of nearby buildings to affect the quiet enjoyment of their homes. During the building survey of Elizabethport conducted as part of the HOPE VI redevelopment process, some 70 vacant and abandoned buildings were also identified.

EDUCATION
- English as a Second Language: English as a second language (ESL) instruction is important for the many newly arrived residents of Elizabethport who may be proficient only in Spanish, Portuguese, Creole or a tongue other than English. Language can be a formidable barrier to obtaining a meaningful job or even adequate job training.
- Community Schools: Efforts should be made to make the area schools a full-time part of the community and a force for promoting the cultural diversity of the neighborhood. In addition, schools could be the location for programs that promote health, safety, and a drug-free lifestyle.
- Library: The Port section of town is in need of a branch library. The benefits of a branch library are obvious. It could benefit not only school children, but adults in the community who are engaged in basic education, internet job searches and job training.

RECREATION
- Playgrounds: Play areas in the community need to be upgraded and cleaned. The recreation area on the waterfront adjacent to the marina is strewn with litter and underutilized. The basketball at the north end of the waterfront sits isolated, surrounded by weeds.

ENVIRONMENTAL AND PUBLIC HEALTH
In a 1993 report on various indicators of health and social status, the New Jersey Department of Health said that the City of Elizabeth compared unfavorably to the rest of the state in six out of ten categories. The following table shows data relating to mothers and babies in Elizabeth and indicates a need to further address the issue of healthcare in the community. Although this is city-wide data the NEC believes this information is typical of the Elizabethport neighborhood as well.
### Health and Social Status Indicators

<table>
<thead>
<tr>
<th></th>
<th>Elizabeth</th>
<th>New Jersey</th>
<th>% Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>% receiving inadequate prenatal care</td>
<td>36.42</td>
<td>26.43</td>
<td>38% worse</td>
</tr>
<tr>
<td>% receiving no prenatal care</td>
<td>3.34</td>
<td>1.40</td>
<td>139% worse</td>
</tr>
<tr>
<td>% low birthweight (&lt;2500 g)</td>
<td>9.76</td>
<td>7.62</td>
<td>28% worse</td>
</tr>
<tr>
<td>% very low birthweight (&lt;1500 g)</td>
<td>2.31</td>
<td>1.49</td>
<td>55% worse</td>
</tr>
<tr>
<td>Infant mortality rate</td>
<td>9.76</td>
<td>8.38</td>
<td>16% worse</td>
</tr>
<tr>
<td>% Black live births/total live births</td>
<td>28.95</td>
<td>19.98</td>
<td>45% more</td>
</tr>
<tr>
<td>Black infant mortality rate</td>
<td>13.72</td>
<td>17.75</td>
<td>23% better</td>
</tr>
<tr>
<td>% Hispanic live births/total live births</td>
<td>48.63</td>
<td>14.85</td>
<td>226% more</td>
</tr>
<tr>
<td>Hispanic infant mortality rate</td>
<td>6.02</td>
<td>6.86</td>
<td>12% better</td>
</tr>
<tr>
<td>% unmarried</td>
<td>47.10</td>
<td>27.23</td>
<td>73% more</td>
</tr>
</tbody>
</table>

---

Source: NJ Dept. of Health, 1993

- **Comprehensive Healthcare:** The Visiting Nurse and Health Services facility at the First Street Safe Haven (Mack Building) is not able to provide comprehensive healthcare services. One resident asked about additional services for the elderly and some other citizens were concerned about health services for children. There certainly is a need for a comprehensive system of community-based health services in Elizabethport.

- **Airplane Noise:** Clearly the residents of the area have not gotten used to the noise from aircraft coming in and out of Newark airport. Many concerns were raised regarding the effects of noise on human health and the effects of noise vibrations on buildings.

- **Pollution:** Some residents were concerned about the possible effects of living in a neighborhood where hazardous materials once were processed—a neighborhood still surrounded by industrial activity. Are children getting sick with asthma and other ailments from things in the air?

### HUMAN SERVICES

- **Daycare:** With the coming of sweeping reforms to the welfare system, affordable day care was raised as an issue at the public forums.

- **Drug and Alcohol Counseling:** As a barrier to successful employment, substance abuse is an important issue that was raised in discussions regarding the Elizabethport neighborhood plan. It was pointed out that this is the type of problem that may be too embarrassing for someone in need to raise at a public meeting, but is critical to the development of a more livable community. Improved services of this type are needed.

- **Job Preparation:** This issue was raised as another barrier to work for those residents who may not have the work habits or the basic education to prepare them for meaningful employment.

### PUBLIC IMPROVEMENTS

- **Neighborhood Beautification:** Residents expressed great pride in their community by calling for a campaign to clean up litter and eliminate graffiti in the neighborhood. They want the major entrances to Elizabethport to be more attractive.

- **Traffic:** During discussions of clean and attractive streets, the topic of truck traffic was raised as a danger in the Port. With the planned development of the Metro Mall site, some...
residents feared being inundated by trucks and requested additional stop signs at key intersections.
ELIZABETHPORT NEIGHBORHOOD EMPOWERMENT COUNCIL

Alexis Alverio, Resident
Wynona Acrum, Resident, Housing Auth. Comm.
Msgr. Richard Arnolds, St. Patrick's Church, Resident
Brenda Austin, Resident
Joseph Bordo, Catholic Comm. Services
Quajerah Charles, Resident, Youth Rep.
Thomas Comerford, DYFS
Jose Cuevas, Resident
George Devanney, Dept. County Administrator
Thomas Dunn, Jr., Supt. Of Schools
Oscar Ocasio, Director of Neighborhood Services
Rod Spearman, Resident, E'Port Presbyterian Ctr.
Councilman Manny Grova, Resident
Casimir Kowalczyk, Resident
Carol Lauterborn, Resident
Sal Dovi, Boys & Girls Clubs
Bill O'Dea, Elizabeth Development Co.
Jose Sabater, Housing Authority
Ella Teal, Urban League
Diane Scott, NJRA
Joseph Diaz, Proceed
### HOPE VI ELIZABETHPORT NEIGHBORHOOD REVITALIZATION PROGRAM

#### COMMUNITY SUPPORTIVE SERVICES ACTIVITY DESCRIPTIONS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>BUDGET</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Management</td>
<td>$800,000.00</td>
<td>Provides one-on-one educational and vocational counseling to residents. Further, this activity provides linkage to vocational training programs and job opportunities.</td>
</tr>
<tr>
<td>Intake Survey</td>
<td>$53,328.50</td>
<td>This activity surveys public housing residents to determine their reaction to HOPE VI programs and provides an opportunity to recommend new programs and suggest modifications to existing programs.</td>
</tr>
<tr>
<td>Day Care</td>
<td>$244,440.00</td>
<td>The purpose of this service is to identify and provide regulated and reliable child care so that parents are able to secure employment or attend educational training programs in order to achieve greater independence and realized economic opportunities.</td>
</tr>
<tr>
<td>Job Training and Job Placement</td>
<td>$575,000.00</td>
<td>This activity provides funding to enable non-TANF public housing residents access to educational or vocational services which will increase their earnings or further their educational attainment.</td>
</tr>
<tr>
<td>Educational Services</td>
<td>$150,000.00</td>
<td>Establishes a mentorship program for adolescent public housing residents to expose opportunities existing beyond their neighborhood.</td>
</tr>
<tr>
<td>Business Development Training</td>
<td>$20,000.00</td>
<td>Provides &quot;start-up&quot; funding to eligible public housing residents interested in establishing their own business.</td>
</tr>
<tr>
<td>Substance Abuse Treatment</td>
<td>$75,000.00</td>
<td>In collaboration with the Authority's Drug Elimination Program, this activity provides both substance abuse treatment and positive recreational activities.</td>
</tr>
<tr>
<td>After School Recreation Program</td>
<td>$200,000.00</td>
<td>This activity provides positive educational and recreational activities to adolescent public housing residents during the evening and weekends.</td>
</tr>
<tr>
<td>Transportation</td>
<td>$56,587.71</td>
<td>In collaboration with New Jersey Transit, this activity provides public housing residents an unlimited ride monthly bus or rail ticket to attend work or educational training.</td>
</tr>
<tr>
<td>Health Care Services</td>
<td>$100,000.00</td>
<td>The purpose of this service is to prevent, control and treat existing or emergent medical conditions that could limit or prevent an individual from achieving greater independence and realized economic opportunities.</td>
</tr>
<tr>
<td>Homeownership Program</td>
<td>$75,000.00</td>
<td>In collaboration with NJ HMFA and the Elizabeth Home Improvement Program, this activity provides credit and homeownership counseling to help public housing residents purchase the new HOPE VI homes.</td>
</tr>
<tr>
<td>Computer Learning Network</td>
<td>$1,004,882.00</td>
<td>In partnership with Union County College and the Elizabeth Public Library, this activity establishes three computer labs - one at each partners site - to provide residents computer literacy instruction and vocational and educational courses.</td>
</tr>
<tr>
<td>Drug Elimination - Summer Work Program</td>
<td>$8,500.00</td>
<td>This activity reimburses employers the compensation cost related to hiring public housing adolescents.</td>
</tr>
<tr>
<td>Resident Opportunities &amp; Self Sufficiency</td>
<td>$74,996.00</td>
<td>The goals of this activity is to provide employment and skills training, leadership training and establish links with local employers to establish skills training and apprenticeship programs.</td>
</tr>
<tr>
<td>Programs (ROSS)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$3,437,734.21</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Note: All amounts are in U.S. dollars.*
Elizabethport Neighborhood Revitalization HOPE VI Program

State Resources:

1. Low Income Housing Tax Credits*: To date, the HMFA has awarded nine percent tax credits to three developments: Portside Commons, Westport Homes, and Marina Village. HACE anticipates pursuing the four percent program in the future.

<table>
<thead>
<tr>
<th>Development</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portside Commons</td>
<td>$7,688,080</td>
</tr>
<tr>
<td>Westport Homes</td>
<td>$12,216,603</td>
</tr>
<tr>
<td>Marina Village</td>
<td>$4,043,340</td>
</tr>
<tr>
<td><strong>Total Equity</strong></td>
<td><strong>$23,948,023</strong></td>
</tr>
</tbody>
</table>

2. NJRA's Urban Site Acquisition Program: HACE has received loans for Westport Homes and Marina Village for pre-development planning and acquisition. These loans are repaid to the NJRA with HOPE VI funds.

<table>
<thead>
<tr>
<th>Project</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westport Homes</td>
<td>$3,000,000</td>
</tr>
<tr>
<td>Marina Village</td>
<td>$750,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,750,000</strong></td>
</tr>
</tbody>
</table>

3. NJRA's Brownfields Redevelopment Program: In partnership with HACE, the City has submitted an application to the NJRA for a Brownfields Grant to remediate a portion of Westport Homes and for Marina Village.

<table>
<thead>
<tr>
<th>Project</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westport Homes</td>
<td>$300,000</td>
</tr>
<tr>
<td>Marina Village</td>
<td>$490,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$790,000</strong></td>
</tr>
</tbody>
</table>

4. Urban Enterprise Zone: HACE works closely with the City and EDC to identify infrastructure projects in the Elizabethport neighborhood.

<table>
<thead>
<tr>
<th>Project</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterfront Homes</td>
<td>$181,740</td>
</tr>
<tr>
<td>Westport Homes</td>
<td>$242,600</td>
</tr>
<tr>
<td>Marina Village</td>
<td>$450,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,174,340</strong></td>
</tr>
</tbody>
</table>

5. New Jersey Department of Environmental Protection: HACE participates in the State's Voluntary Cleanup Program through a Memorandum of Agreement for Westport Homes and Marina Village.

6. Urban Homeownership Program: Waterfront Homes will provide 16 homeownership units through this program.

7. DCA Balanced Housing: The Westport Homes and Marina Village developments are using this program, and HACE anticipates that future developments will participate as well.

<table>
<thead>
<tr>
<th>Project</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Westport Homes</td>
<td>$1,060,000</td>
</tr>
<tr>
<td>Marina Village</td>
<td>$1,244,532</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$2,304,532</strong></td>
</tr>
</tbody>
</table>

* Figures represent the amount of equity in the project.
ELIZABETHPORT HOPE VI REVITALIZATION PROGRAM

SECTION I: PROGRAM OVERVIEW

The HOPE VI program currently implemented in the Elizabethport neighborhood will demolish two public housing complexes, Pioneer Homes and Migliore Manor. Table 1 summarizes these developments.

Table 1: Pioneer Homes & Migliore Manor

<table>
<thead>
<tr>
<th>Location</th>
<th>Pioneer Homes</th>
<th>Migliore Manor</th>
</tr>
</thead>
<tbody>
<tr>
<td>205 Second St.</td>
<td>405 units</td>
<td>250 units</td>
</tr>
<tr>
<td>built 1941</td>
<td>90% Occupied</td>
<td>47% Occupied</td>
</tr>
<tr>
<td>Average Family Size</td>
<td>2.9</td>
<td>3.9</td>
</tr>
<tr>
<td>Average Rent</td>
<td>$165</td>
<td>$209</td>
</tr>
</tbody>
</table>

New units will be built on the site of Migliore Manor and Pioneer Homes. Table 2 summarizes the five phases comprising On-Site Development A, Portside Commons. Additionally, please find enclosed an exhibit showing the size of the units in Portside Commons as compared to those in Pioneer Homes, highlighting the provision of larger units with living space for families.

Table 2: Portside Commons: On-Site Developer A

<table>
<thead>
<tr>
<th>Location of New Housing</th>
<th>Phase I</th>
<th>Phase II</th>
<th>Phase III</th>
<th>Phase IV</th>
<th>Phase V</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contractor</td>
<td>Home Properties</td>
<td>Home Properties</td>
<td>Home Properties</td>
<td>Home Properties</td>
<td>Home Properties</td>
</tr>
<tr>
<td>Project Type</td>
<td>Rental</td>
<td>Rental</td>
<td>Senior/Rental</td>
<td>Ownership</td>
<td>Rental</td>
</tr>
<tr>
<td>Construction Completion</td>
<td>Fall-2000</td>
<td>Fall-2002</td>
<td>Sum-2003</td>
<td>Spr-2003</td>
<td>Fall-2004</td>
</tr>
<tr>
<td>Total # Homeownership Units</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>58</td>
<td>0</td>
</tr>
<tr>
<td>Total # Rental Units</td>
<td>72</td>
<td>123</td>
<td>60</td>
<td>0</td>
<td>30</td>
</tr>
<tr>
<td>Total # PHA Units</td>
<td>57</td>
<td>52</td>
<td>40</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Total # Non-PHA Units</td>
<td>15</td>
<td>71</td>
<td>20</td>
<td>48</td>
<td>24</td>
</tr>
<tr>
<td>TOTAL # UNITS</td>
<td>72</td>
<td>123</td>
<td>60</td>
<td>58</td>
<td>30</td>
</tr>
</tbody>
</table>

The various off-site developments summarized below in Table 3 are scattered throughout the neighborhood. The Housing Authority has chosen sites that are generally considered "bad apples" in the neighborhood, however they are strategically located and possess unrealized potential.
Table 3: Off-Site Development B

<table>
<thead>
<tr>
<th>Housing Development</th>
<th>Westport Homes</th>
<th>Elizabethport Homes I</th>
<th>Elizabeth Homes</th>
<th>Marina Village</th>
<th>Waterfront Homes Duplexes</th>
<th>Turnkey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location of New Housing</td>
<td>Port Ave &amp; Third St.</td>
<td>Front St. &amp; Fulton St.</td>
<td>Elizabeth Avenue</td>
<td>Front St. &amp; Broadway</td>
<td>E. Jersey &amp; Livingstom St</td>
<td>Throughout the Port</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Urban Strategies</th>
<th>Urban Strategies</th>
<th>Urban Strategies</th>
<th>Brand New Day</th>
<th>Urban Strategies</th>
<th>Local Contractors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Type</td>
<td>Rental</td>
<td>Rental</td>
<td>Ownership</td>
<td>Rental</td>
<td>Ownership</td>
<td>Rental</td>
<td></td>
</tr>
<tr>
<td>Total # Homeownership Units</td>
<td>0</td>
<td>0</td>
<td>28</td>
<td>0</td>
<td>16</td>
<td>0</td>
<td>44</td>
</tr>
<tr>
<td>Total # Rental Units</td>
<td>107</td>
<td>50</td>
<td>38</td>
<td>38</td>
<td>0</td>
<td>20</td>
<td>215</td>
</tr>
<tr>
<td>Total # PHA Units</td>
<td>79</td>
<td>12</td>
<td>4</td>
<td>20</td>
<td>4</td>
<td>20</td>
<td>139</td>
</tr>
<tr>
<td>Total # Non-PHA Units</td>
<td>28</td>
<td>38</td>
<td>24</td>
<td>18</td>
<td>12</td>
<td>0</td>
<td>120</td>
</tr>
<tr>
<td>TOTAL # UNITS</td>
<td>107</td>
<td>50</td>
<td>28</td>
<td>38</td>
<td>16</td>
<td>20</td>
<td>259</td>
</tr>
</tbody>
</table>

The social services aspect of the HOPE VI program is the Community and Supportive Services Program. Essentially, the HOPE VI program has avoided duplicating services that the County already provides to TANF (Temporary Assistance to Needy Families) families. The HOPE VI supportive services program addresses the needs of the working poor. Non-TANF public housing residents meet with a case manager and together they pinpoint the supportive services needed. From there, the case manager contacts the appropriate agency under contract with the Housing Authority. The services provided are:

- Day care
- Job Training/Placement
- Educational Services
- Business Development
- Substance Abuse
- After School Recreation
- Transportation
- Health Care Services
- Homeownership
- Program Evaluation

SECTION II: RESOURCES

The Housing Authority works with several state agencies to continue leveraging funds for a $100 million project from a $28.9 million HOPE VI grant.

1. **Low Income Housing Tax Credits:** To date, the HMFA has awarded tax credits to three developments: Portside Commons, the first off-site phase of the HOPE VI program, Westport Homes, and another off-site development, Marina Village. The nine-percent program has been used in the past, and HACE anticipates tapping participating in the four-percent program in the future.

2. **NJRA's Urban Site Acquisition Program:** HACE has received loans for Westport Homes and Marina Village for pre-development planning and acquisition.

3. **NJRA's Brownfields Redevelopment Program:** HACE is currently working with the City of Elizabeth on a submittal to the NJRA for a Brownfields Grant to remediate a portion of Westport Homes and for Marina Village.
4. **Urban Enterprise Zone:** HACE works closely with the City and EDC to identify infrastructure projects in the Elizabethport neighborhood such as improvements on Port Ave.

5. **New Jersey Department of Environmental Protection:** HACE participates in the State’s Voluntary Cleanup Program through a Memorandum of Agreement for Westport Homes and Marina Village.

6. **Urban Homeownership Program:** Waterfront Homes will provide 16 homeownership units through this program.

7. **DCA Balanced Housing:** The Westport Homes and Marina Village developments are using this program, and HACE anticipates that future developments will participate as well.

**SECTION III: WHERE WE ARE NOW**

- The first phase of **Portside Commons** is nearing completion with tenant assignments for this first phase finalized.

- Demolition and remediation for **Westport Homes** is currently underway and construction will begin this fall.

- HACE has site control for **Marina Village**.

- Residents are actively participating in **Community and Supportive Services** programs. Families are actively participating in case management services and vocational training programs.

- With the help of HUD and the NEC, residents from Migliore Manor and Pioneer Homes are consolidating their tenant associations into one. The bylaws for the **new tenant association** are currently being written.

- In partnership with the Housing Authority, the City has submitted a grant application to the CRDA to fund the **Elizabethport Community Center** on HOPE VI land which will be open to the entire Elizabethport community.

**SECTION IV: WHERE WE’RE HEADED**

- Demolition of public housing units to build the next phase of **Portside Commons**.

- **Construction on Marina Village** will begin in the summer 2001 and completed in the fall 2002.

- **Westport Homes** project completion is set for the winter 2001.

- HACE will be issuing the RFP for the **Builder’s Program**, the turnkey element of the project, this fall.

- **Infrastructure** improvements to Port Avenue with the completion of Westport Homes.

- HACE will continue to manage and refine the **Community and Supportive Services** program as participation increases and residents to move through the various programs.

- The **Elizabethport Community Center** will be completed by fall of 2001.
HOPE VI Elizabethport Neighborhood Revitalization Program

Housing Square Footage Tabulation
- New units are larger with more light and air -

<table>
<thead>
<tr>
<th>Square Feet</th>
<th>One Bedroom Apartment</th>
<th>Two Bedroom Apartment</th>
<th>Three Bedroom Apartment</th>
<th>Four Bedroom Apartment</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td>400</td>
<td>600</td>
<td>800</td>
<td>1000</td>
</tr>
<tr>
<td>400</td>
<td>600</td>
<td>800</td>
<td>1000</td>
<td>1200</td>
</tr>
<tr>
<td>600</td>
<td>800</td>
<td>1000</td>
<td>1200</td>
<td>1400</td>
</tr>
<tr>
<td>800</td>
<td>1000</td>
<td>1200</td>
<td>1400</td>
<td>1600</td>
</tr>
</tbody>
</table>

- Pioneer Homes - Portside Commons
Affordable Housing Projects Currently Underway:

The Magnolia Mini-Mall Project, being undertaken by Brand New Day Inc, is located on 200-206 Second St. This project involves the rehabilitation of five (5) low-income dwelling units and five (5) commercial storefronts. The total cost of this project is $1,156,599. The City will provide approximately $200,000 of HOME funds towards the residential portion of this project. Other financing for this project includes NJ State Balanced Housing funds, Elizabeth Development Company loan, Low Income Tax Credits, and a NJ Redevelopment Authority loan.

Courtyard Apartments, being undertaken by Brand New Day Inc., is located at 171-177 First Street. This project will involve rehabilitation of an existing building (that was once a funeral home) and the addition of upper floors so as to create a total of 16 rental units. Sources of funds to date include NJDCA Neighborhood Preservation Balanced Housing Program funds, City HOME funds ($263,841), and LIHTC. The total project is estimated to cost $1.9 million.

Marina Village, being undertaken by Brand New Day, Inc. will involve the creation of 35 new affordable housing units. Brand New Day will work with the Elizabeth Housing Authority on this HOPE VI project, which will primarily benefit Public Housing residents by creating ACC units. The City intends to acquire this property, demolish the existing buildings, and donate it towards this project. A total of 8 structures will be built on the block bounded by First St., South Park St., and Front Street. The total project is estimated to cost $.

The 300-306 First Street Project being developed by G.G.G. & W. Development Inc. involves the rehabilitation and conversion of a 4 unit building with a bar on the first floor into a 6 unit residence. One of the apartments on the first floor will be made handicapped accessible. In addition, all the lead-based paint will be removed from the building rendering this building "Lead Free". Funding for this project includes $150,000 of State HOME funds and $80,000 of State Lead Based Paint funds combined with conventional financing for a total project cost of $331,000. In addition, the developers will also build 2 two-family homes on the adjacent lot utilizing private financing. Upon completion, a total of 10 affordable housing units will be made available to Elizabeth residents.

The Millennium Gardens Family Residence will be constructed on a parcel of land that has been vacant for the past 5 years, located on Sixth Street between Franklin and Fulton Streets. The project will contain 24 new affordable housing units. There will be twelve (12) two-bedroom units and twelve (12) three-bedroom units. This project is being developed by Millennium Urban Renewal Corp. (Boyle Chait, Principal). The City will provide $253,000 of HOME funds which will be combined with Low Income Housing Tax Credits, NJDCA Balanced Housing funds, Tax Abatement, and conventional financing. The total project cost is estimated to be $2,982,636.
cost is estimated to be $2,982,636.

Former Kiko Furniture Warehouse & Former Polish National Home projects are located on 105-113 First Street. These buildings are next door to one another and are being converted into housing by the same developers. Each building will contain 12 units of affordable housing and two ground floor retail spaces; thus 24 residential units and 4 commercial spaces will be created. A common elevator will service the two buildings; as a result construction will proceed concurrently. Construction is expected to begin on this combined 24-unit project shortly. Financing for these projects includes $150,000 of City HOME funds; $161,000 of NJDCA Home Rental Rehabilitation Funds; $493,440 of NJDCA HOME funds; $300,000 of EDC commercial loan funds; City tax abatement; and conventional financing. The total combined project cost is estimated to be $2.2 million.

James T. Kirk Gardens Family Residence is located at 620-624 First Street (formerly a neighborhood recreation center). This 25-unit senior citizen project is being developed by 620 First Urban Renewal, LP. Funding for this $2.8 million project includes $250,000 of CDBG funds, $254,259 NJ DCA Neighborhood Preservation Balanced Housing Funds, $1,872,000 LIHTC, and $461,250 of private financing.

OTHER:

On May 5, 1999 & May 26, 1999 the City of Elizabeth’s Elizabeth Home Improvement Program, in conjunction with Summit Bank conducted a two part First Time Homebuyer Educational Seminar for E’Port residents. (See attached memo)

Catholic Community Services may undertake a feasibility study to determine if it would be prudent to build an assisted living facility in the Elizabethport neighborhood.

The City is currently preparing an proposal for RCA funds, if approved, these funds will be primarily used in the E’Port neighborhood for the Housing Authority’s new “Builders Program” which will create approximately 10 new two family homes for Public Housing residents.

City obtained approval from the NJDCA Urban and Rural Centers Unsafe Buildings Demolition Loan Program and as a result may be demolishing abandoned buildings in this neighborhood to make way for new construction – I will check list to see if any other sites (besides Marina Village) are targeted for demo].
BRAND NEW DAY, INC.

AFFORDABLE HOUSING DEVELOPMENT UPDATE
August 30, 2000

MARINA VILLAGE, L.P. DEVELOPMENT

DESCRIPTION NARRATIVE

Brand New Day, Inc. proposes to develop eight wood frame two story and two and a half story buildings as an integral part of the HOPE VI Revitalization Plan of the Housing Authority of the City of Elizabeth (HACE). This plan has been fully supported by the City of Elizabeth and incorporated in the Strategic Neighborhood Plan approved by City Council on March 24, 1998. Among its major objective are the demolition of the obsolete Migliore and Pioneer housing projects; and the provision of attractive, mixed-income replacement housing opportunities throughout the Elizabeth neighborhood.

The Marina Village will consists of eight separate buildings of three configurations. There will be a total of 35 apartment units containing a total of 41,215 square feet. The development will be a mixture of one, two, three and four bedroom flats, duplexes, townhouses and garden apartments. Five of the buildings are twin units totaling ten 3 bedrooms apartments. Each of the units includes a family room, a gallery kitchen and a living/dining room, on the ground floor, and three bedrooms on the upper floor. In addition, there will be 3 buildings containing 25 multi-family units. These units are a combination of one, two bedroom townhouses and three bedroom flats. The infrastructure improvements will include new curbing, sidewalks, paving, signage, lighting, street trees and other landscaping and street scape.

Marina Village will receive some operating assistance from HACE under the terms of its Annual Contributions Contract with HUD, and the balance of the units will be rented without rental assistance to families earning under $34,000 (50% of the Union County median).

The property is located in an R-3A Multi-Family Residential as described in the Elizabethport Development Manual dated July 22, 1999. Multi-family uses are permitted in the R-3A Zone. The property in located in a neighborhood which is currently serviced by schools, various houses of worship, neighborhood police patrols, recreational facilities and social service programs. Other services include public transportation and good quality health care services are an advantage to the subject property and should enhance its marketability and rent-up.

Brand New Day is certified (CHDO) in the City of Elizabeth. The community of Elizabethport and the City of Elizabeth are recipient of the following state and federal designations:

* State's Urban Enterprise Zone (UEZ)
* Federal Enterprise Community
* Neighborhood Strategy Area
* Governor’s Neighborhood Enterprise Community
* HUD HOPE VI Award
* Governor's Urban Initiative Program

The project will generate jobs, including construction, security, laborers, equipment operators, carpenters, plumbers, painters and other skills needed for new residential construction.
The site is in close proximity to a number of new employment and entertainment attractions as being provided through assistance from the Elizabeth Urban Enterprise Zone. IKEA and Toys R Us, and the Jersey Gardens Mall are the three prominent employers participating UEZ program. Most recently, the Jersey Garden Mall, a 1.4 million square foot mall, opened, in October 1999, showcasing 220 stores providing roughly 4,000 new jobs, of which 2,500 are permanent. A Retail Skills Center was created in the Mall, which serves as a training center, for prospective employees, in all types of retail jobs. County and City officials are working to improve the local transportation via a new Light Rail Link. In addition, a new multiplex movie theater, a sport center and a new hotel is being planned.

Potential Outcome:

♦ Elimination of blighted properties and under utilized land conditions
♦ Improvements of physical and structural condition of properties
♦ Successful partnership of federal, state, and local government, the private sector, national intermediaries, and local public housing providers and nonprofit community developers dedicated to neighborhood revitalization.
♦ Creation of new affordable housing units

STATUS TO DATE

Tax Credit Application to New Jersey Housing Mortgage and Finance Agency
Submitted: March 23, 2000
Determination: Approved $ 500,773 for ten years

NJ Balance Housing Application to the NJ Department of Community Affairs
Submitted: March 23, 2000
Determination: Approved $ 1,312,000

FOR MORE INFORMATION CONTACT:

Name of Organization:  Brand New Day, Inc.
Address:  120 Morris Avenue
City:  Springfield State:  NJ Zip:  07081 County:  Union
Contact Person:  Jay Bloom, Executive Director
Telephone:  (973) 912-9244  Fax:  (973) 258-9025
Web Site: www.brandnewdayinc.org  E-Mail: brandnewday@erols.com
BRAND NEW DAY, INC.

AFFORDABLE HOUSING DEVELOPMENT UPDATE
August 30, 2000

Development Phase: Urban Renewal of Elizabethport, L.P. (UREP)

Construction to Start: June 1999
Completion Dates: August 2000 (Magnolia Mini Mall) December 2000 (Courtyard Apts)

Magnolia Mini Mall
5 Rental & 5 Commercial Storefronts

Courtyard Apartments
16 Apartments

This project is the result of a two-year partnership, created under the Governor's Urban Initiative Program, between local, state and federal government, the private sector, Elizabeth Development Company, L.I.S.C., other stakeholders and Brand New Day, Inc. This six city statewide initiative was officially unveiled, by the Governor, during the ground-breaking of our first home ownership development "Magnolia Mews". This project contains elements of the Governor's approach to rebuilding urban areas such as a designated neighborhood, a strategic plan, targeting of federal, state, city and other private resources, and a dedicated community-based organization taking the lead to accomplish positive change. This project is being financed by Section 42 of the IRS Low Income Housing Tax Credits program (LIHTC).

Funding provided by:
First Union National Bank
Garden State Affordable Housing, Inc.
State of New Jersey Balanced Housing
State of New Jersey DCA-HOME Funds
State of New Jersey DCA-Off. Housing Advocacy
New Jersey Redevelopment Authority
Local Initiatives Support Corporation
New Jersey Community Loan Fund/Chase Bank
New Jersey Economic Development Authority
Elizabeth Development Company
City of Elizabeth/Urban Enterprise Zone
Elizabeth Home Improvement Program--HOME Funds

Brand New Day is serving as General Contractor and is sub-contracting the various trades to local and/or minority contractors for Magnolia Mini Mall. Relative to Courtyard Apartments, Brand New Day elected to contract with RPM Builders to perform the construction on this site. Activities, to date, include but are not limited to the following:

- Coordination of site preparation;
- Solicitation and selection of contractors to perform some demolition and construction activities;
- Coordination and monitoring of some minor site improvements;
- Ongoing of development of construction specifications;
Page Two
Progress Report to Craig Baskerville (continued)

- Ongoing coordination and management of consultant services including architects,
  engineers, surveyors, appraisers and environmental consultation;
- Coordination of demolition and removal of hazardous and/or toxic materials and/or
  equipment; and;
- Performed various trouble-shooting activities as appropriate for current developments.

DEVELOPMENT TEAM

CONTRACTOR: Brand New Day, Inc.
ARCHITECT: James Guerra, A.I.A.
BUILDER: RPM Builders
ATTORNEY: Forman, Cardonsky, Andril, Ungvary & Eiges
TAX CREDIT PARTNER: Garden State Affordable Housing, Inc.

ACTIVITIES JULY 1999 TO DATE

July 1, 1999 through September 30, 1999:

Finalize pre-development activities and commenced the substantial rehabilitation of:
Magnolia Mini-Mall (5 Two Bedroom Units and 5 Storefronts) and minor demolition at Courtyard
Apts. (10 three bedroom and 6 two bedroom units)

Construction Closing for Magnolia Mini-Mall held July 23, 1999.

October 1, 1999 through December 31, 1999:

Magnolia Mini Mall: Construction underway 50% Completed
Construction Closing held for Courtyard Apartments on November 22, 1999

January 1, 2000 - March 31, 2000:

Magnolia Mini Mall: Construction continues 85% Completed
Courtyard Apartments: Selection of Builder to initiate construction work.

April 1, 2000 - June 30, 2000:

Magnolia Mini Mall: Construction continues 95% Completed
Courtyard Apartments: Construction commence with Gutting, Framing of walls, Exterior
Roofing and Two story addition. Completion: 20%
July 1, 2000 - August 30, 2000:

Magnolia Mini Mall: Construction continues 95% Completed. On Monday, August 29, 2000 Final Building Inspections by the city held. Certificate of Occupancy to be issued on August 31, 2000.

Courtyard Apartments: Construction commence with Gutting, Framing of walls, Exterior Roofing, two story structure added to building, installation of windows and exterior finishes being added. Completion: 50% Anticipated completion date January/February 2001.

Tax Credit Closing to be scheduled September 6, 2000

Redevelopment Outcomes:

♦ Elimination of blighted properties and under utilized land conditions
♦ Improvements of physical and structural condition of properties
♦ Creation of new affordable housing units
♦ Economic stability in the City as these properties are placed back on the tax rolls

Name of Organization:  Brand New Day, Inc.
Address:  120 Morris Avenue
City:  Springfield  State:  NJ  Zip:  07081  County:  Union
Contact Person:  Jay Bloom, Executive Director
Telephone:  (973) 912-9244  Fax:  (973) 258-9025
Web Site:  www.brandnewdayinc.org  E-Mail: brandnewday@erols.com
To: DAN DEVANNEY  
DIRECTOR, ELIZABETH URBAN ENTERPRISE ZONE PROGRAM  

FROM: JENNIFER SIBURN, DIRECTOR OF FINANCIAL PROGRAMS  

DATE: JULY 17, 2000  

RE: UEZ LOAN PROGRAMS PERFORMANCE REPORT  

I. Commercial Loan Program and Working Capital Loan Program  

The Elizabeth Development Company "EDC" Commercial Loan Program and Working Capital Loan Program provided below market rate loans to private businesses within the City of Elizabeth's Urban Enterprise Zone. The mission of the program is retain and/or create job opportunities for low and moderate income residents, provide benefits to low/moderate income areas and/or to eliminate slums and blight.  

For period July 1998 – June 2000, the Loan Department staff received 22 loan applications. Of the 22 applications, 6 were approved and 2 tabled pending receipt of additional information.  

<table>
<thead>
<tr>
<th>NUMBER OF APPLICATIONS RECEIVED</th>
<th>22</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF LOANS APPROVED</td>
<td>6</td>
</tr>
<tr>
<td>UEZ FUNDS ALLOCATED</td>
<td>$148,200.00</td>
</tr>
<tr>
<td>NUMBER OF JOBS CREATED</td>
<td>10</td>
</tr>
</tbody>
</table>

FINANCING  

| TOTAL PROJECT COST | $188,925.00 |
| PRIVATE INVESTMENT | $0 |
| PUBLIC INVESTMENT: |
| UEZ FUNDS          | $148,200.00 |
| EQUITY             | $40,725.00 |

APPROVED:  

El Tinajon  
A commercial loan application submitted by El Tinajon, a deli/butcher, was approved in the amount of $30,000. Funds to be used to make physical improvements to the commercial property located at 422 Elizabeth Avenue, Elizabeth. Funds to be further used to acquire and install a HVAC unit. Proposed project to total $33,000. Project to be further financed with $3,000 equity from the Borrower.  

Upon completion of the project, the Borrower anticipates the creation of two (2) full time employment positions.
L & K Enterprises, Inc.
A working capital loan application submitted by L & K Enterprises, Inc., a start up wholesale/retail commercial plastic bag business, was approved in the amount of $2,200. Funds to be used to acquire inventory. Proposed project to total $2,925. Project to be further financed with $725. equity from the Borrower.

Upon completion of the project, the Borrower anticipates the creation of one (1) full time employment position.

Precision Professional Cleaners
A working capital loan application submitted by Precision Professional Cleaners, an established dry cleaning business, was approved in the amount of $10,000. Funds to be used to make physical improvements to the property located at Dickinson Street, Elizabeth. Funds to be further used for acquisition of furniture/fixtures and working capital. Proposed project to total $13,000. Project to be further financed with $3,000 equity from the Borrower.

Upon completion of the project, the Borrower anticipates the creation of two (2) full time employment positions.

Elmora Barbers
A loan application submitted by Elmora Barbers was approved in the amount of $26,000. Funds to be used to purchase an existing barber business and all associated assets at the property located at 189 Elmora Avenue, Elizabeth. Proposed project to total $30,000. Project to be further financed with $4,000 equity from the Borrower.

Upon completion of the project, the Borrower anticipates the creation of one (1) full time employment position.

Santana Food Products, Inc.
A loan application submitted by Santana Food Products, Inc., an importer of ethnic food products, was approved in the amount of $50,000. Funds to be used to make physical leasehold improvements and purchase equipment at the property located at 74 Cherry Street, Elizabeth. Proposed project to total $80,000. Project to be further financed with $30,000 equity from the Borrower.

Upon completion of the project, the Borrower anticipates the creation of three (3) full time employment positions.

Gideon Corporation
A loan application submitted by Gideon Corporation was approved in the amount of $30,000. Funds to be used to construct two artist living/workspace units for the mixed use property located at 1100 East Jersey Street, Elizabeth. Proposed project to total $30,000.

Upon completion of the project, the Borrower anticipates the creation of two (2) full time employment positions.
III. Urban Enterprise Zone Statewide Loan Pool Program

The New Jersey State Urban Enterprise Zone Authority authorized the Elizabeth Development Company the use of Urban Enterprise Zone funds to administer the Elizabeth Urban Enterprise Zone Statewide Loan Pool Fund, "UEZ".

The program provided subordinated mortgage financing, on a competitive basis, to commercial, industrial and/or redevelopment projects located within the City of Elizabeth’s Urban Enterprise Zone.

The Applicants’ financing requirements were met through a combination of UEZ, New Jersey Economic Development Authority, “EDA”, and bank funds. The EDA to provide financing of up to 25 percent of the eligible project cost, or $250,000, whichever is less. The UEZ to provide financing of up to 50 percent of the eligible project cost, or $500,000, whichever is less. A minimum 10 percent equity contribution to be provided by the Applicant. The bank to finance the remainder of all project costs.

For period July 1997 – June 2000, the Loan Department staff received 25 loan applications. Of the 25 applications, 11 were approved and 3 tabled pending receipt of additional information.

<table>
<thead>
<tr>
<th>NUMBER OF APPLICATIONS RECEIVED</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF LOANS APPROVED</td>
<td>11</td>
</tr>
<tr>
<td>UEZ FUNDS APPROVED</td>
<td>$2,210,000.00</td>
</tr>
<tr>
<td>NUMBER OF JOBS CREATED</td>
<td>173 **</td>
</tr>
</tbody>
</table>

** FINANCING **

| TOTAL PROJECT COST             | $11,340,720.00 ** |
| PRIVATE INVESTMENT             | $5,503,000.00     |
| PUBLIC INVESTMENT:             |                  |
| STATE/FEDERAL LOAN OR GRANT    | $2,912,000.00     |
| ASSISTANCE                     |                  |
| PUBLIC INVESTMENT:             |                  |
| UEZ FUNDS                      | $2,210,000.00     |
| EQUITY                         | $715,720.00       |

** Totals do not include United Gunite Construction, Inc and Elizabeth North, LLC Loan II. These loans have been included in the totals for "Direct Loan Program".

APPROVED:

Superior Powder Coating, Inc.

A loan application submitted by Superior Powder Coating, Inc., a metal finishing manufacturer, was approved in the amount of $205,000. Funds to be used for the acquisition of machinery and equipment for the business located at 600 Progress Street, Elizabeth. Proposed project to total
Tabled (Pending Receipt of Additional Information):

1 & J Machine Works, Inc.
An application submitted by J & J Machine Works, Inc., a tool and dye manufacturer, was received in the amount of $50,000. Funds to be used to acquire land and building located at 245 West Grand Street, Elizabeth. Proposed project to total $135,000. Project to be further financed with $66,200 loan from bank (to be determined) and $18,800 equity from the Applicant. (STATUS: Application nearly complete; application expected to be reviewed by the loan committee at its July/August 2000 meeting)

2KMS'm Beauty Supply, a/k/a Margo's Beauty Supply
An application submitted by 2KMS'm Beauty Supply, a start up beauty supply business, was received in the amount of $13,000. Funds to be used to acquire furniture/fixtures, inventory and working capital for the commercial property located at 200-206 Second Street, Elizabeth. Proposed project to total on or about $14,000. Project to be further financed with $1,300 equity of the Applicant. (STATUS: Application nearly complete; application expected to be reviewed by the loan committee at its July/August 2000 meeting)

II. Facade Improvement Grant Program

The Facade Improvement Grant Program provided facade improvement/rehabilitation assistance to Elizabeth commercial businesses located within, or relocating to, the City of Elizabeth's Urban Enterprise Zone.

The program provided 3:1 grant/private investment financing to eligible first time Applicants. The program further provided diminishing grant assistance to Applicants submitting second and third requests. However due to diminishing UEZ funds, the program was amended to provide for a 1:1 grant/private investment financing effective June 2000. The program was further amended to provide grant assistance to first time Applicants only.

For period July 1996 - June 2000, the Loan Department staff received 566 completed grant applications. Of the 566 applications, 391 facade grant applications, 142 sign grant applications and 30 graffiti grant applications were approved.

| NUMBER OF APPLICATIONS RECEIVED | 566 |
| NUMBER OF GRANTS APPROVED | 566 |
| UEZ FUNDS APPROVED ** | $1,978,289.00 |

** Financing **

| TOTAL PROJECT COST | $4,650,774.66 |
| PUBLIC INVESTMENT: | |
| UEZ FUNDS | $1,978,289.00 |
| PRIVATE INVESTMENT: AND/OR EQUITY | $2,672,485.66 |

** Funds approved include reimbursement of design fees.
$1,805,000. Project to be further financed with a $1,300,000 Summit Bank (NJEDA tax-exempt bond), $100,000 direct loan from the Union County Economic Development Corporation and $200,000 equity of the Borrower.

Upon completion of the project, the Borrower anticipates the creation of forty-one (41) full time employment positions.

**Burnett Investors Urban Renewal, LLC**
A loan application submitted by Burnett Investors Urban Renewal, LLC, a real estate developer, was approved in the amount of $175,000. Funds to be used for the acquisition and to make physical improvements to the property located at 105-109 First Street, Elizabeth. Proposed project to total $1,365,460. Project to be further financed with a $450,000 direct loan from Community Preservation Corporation, $150,000 grant from Elizabeth H.O.M.E. Program, $460,000 grant from Balanced Housing and $130,460 equity of the Borrower.

Upon completion of the project, two commercial units and twelve low and/or moderate income housing units will be created. The Borrower anticipates the creation of ten (10) full time employment positions to be created by the commercial units.

**200 South First Street, LLC**
A loan application submitted by Kenneth Goski and Linda Pickering, t/a 200 South First Street, LLC was approved in the amount of $160,000. Funds to be used for acquisition and to make physical improvements to the property located at 200 South First Street, Elizabeth. Proposed project to total $710,000. Project to be further financed with a $320,000 direct loan from Independence Community Bank, $160,000 direct loan from New Jersey Economic Development Authority and $70,000 equity from the Borrower.

Upon completion of the project, the Kenneth Goski and Linda Pickering to relocate their trucking and leasing companies to the subject property. The Borrowers anticipate the creation of eighteen (18) full time employment positions.

**P.R.O.C.E.E.D.**
A loan application submitted by Puerto Rican Organization Concerned with Education and Economic Development, "P.R.O.C.E.E.D.", was approved in the amount of $200,000. Funds to be used for acquisition and to make physical improvements to the property located at 1126 Dickinson Street, Elizabeth. The proposed project to total $1,681,260. Project to be further financed with a $1,100,000 bond from PNC Bank (NJEDA), $120,000 Community Development Block Grant, $200,000 grant from Bright Beginnings (NJRA) and $61,261 equity from the Borrower.

Upon completion of the project, P.R.O.C.E.E.D. to relocate its corporate offices to the subject property. P.R.O.C.E.E.D. to further relocate its 20 health and social service programs, including its Children's Learning Center, to the subject property.

The Borrowers anticipate the creation of twenty-three (23) new childcare slots and the creation of five (5) full time employment positions.
Hedaya Home Fashions, Inc.
A loan application submitted by Hedaya Home Fashions, Inc., a manufacturer of home textile products, was approved in the amount of $180,000. Funds to be used for the acquisition and physical improvements to the property located at 1111 Jefferson Avenue, Elizabeth. The proposed project totals $80,000. Project to be further financed with a $450,000 direct loan from Chase Manhattan Bank, $90,000 direct loan from New Jersey Economic Development Authority and $160,000 equity from the Borrower.

Upon completion of the project, the Borrower will relocate its corporate headquarters and manufacturing facility from Brooklyn, New York to Elizabeth, New Jersey. The Borrower anticipates the creation of thirty-five (35) full time employment positions.

Burnett Investors Urban Renewal, LLC
A loan application submitted by Burnett Investors Urban Renewal, LLC, a real estate developer, was approved in the amount of $175,000. Funds to be used for the acquisition and to make physical improvements to the property located at 111-113 First Street, Elizabeth. Proposed project to total $845,000. Project to be further financed with a $450,000 direct loan from Community Preservation Corporation, $90,000 grant from Elizabeth H.O.M.E. Program and $130,000 equity of the Borrower.

Upon completion of the project, two commercial units and twelve low and/or moderate income housing units will be created. The Borrower anticipates the creation of ten (10) full time employment positions to be created by the commercial units.

United Gunite Construction, Inc.
A loan application submitted by United Gunite Construction, Inc. was approved in the amount of $250,000. Funds to be used to acquire land and building located at 790 Trumbull Street, Elizabeth. Funds to be further used to demolish existing building, construct new office and warehouse facility and acquire equipment/machinery. Proposed project to total $2,250,000. Project to be further financed with a $750,000 direct loan from the Elizabeth Development Company and $1,250,000 equity from the Borrower.

Upon completion of the project, the Borrower to relocate its corporate headquarters from Irvington, New Jersey to Elizabeth, New Jersey. Borrower anticipates the relocation of fifty (50) full time employment positions. The Borrower further anticipates the creation of fifty (50) full time employment positions.

663 Pennsylvania Avenue Urban Renewal, LLC
An application submitted by 663 Pennsylvania Avenue Urban Renewal, LLC, t/a Valcourt Building Services, Inc., a high rise window washing business, was approved in the amount of $180,000. Funds to be used for acquisition of the property located at 663 Pennsylvania Avenue, Elizabeth. Funds to be further used for physical improvements to existing building and construction of new building. Proposed project to total $710,000. Project to be further financed with a $288,000 direct loan from Summit Bank, $108,000 direct loan from New Jersey Economic Development Authority and $134,000 equity from the Borrower.
Upon completion of the project, the Borrower to relocate its corporate headquarters from Newark, New Jersey to Elizabeth, New Jersey. The Borrower anticipates the creation of thirty-four (34) full time employment positions.

**Elizabeth North, LLC (Loan ID)**
A loan application submitted by Elizabeth North, LLC was approved in the amount of $250,000. Funds to be used for soft costs associated with the redevelopment of the blighted property located at 801 Newark Avenue, Elizabeth.

Upon completion of the project, a free standing, one story, 55,000 square foot supermarket (Edwards) to be constructed. The Borrowers anticipate the creation of one hundred and seventy-five (175) full and part time employment positions.

**Wilca Corporation**
A loan application submitted by Wilca Corporation, t/a Los Faroles Restaurant, was approved in the amount of $185,000. Funds to be used for acquisition and physical improvements to the property located at Westfield Avenue, Elizabeth. Proposed project to total $890,000. Project to be further financed with a $520,000 direct loan from First Community Bank, $105,000 direct loan from New Jersey Economic Development Corporation and $80,000 equity from Borrower.

Upon completion of the project, the Borrower anticipates the creation ten (10) full time employment positions.

**Union Township Community Action Organization**
A loan application submitted by Union Township Community Action Organization, a non-profit, social service organization, was approved in the amount of $250,000. Funds to be used for acquisition and to make physical improvements to the property located 1189 East Broad Street, Elizabeth. Proposed project to total $2,204,000. Project to be further financed with a $625,000 direct loan from Union Center National Bank, $375,000 direct loan from New Jersey Economic Development Authority and $954,000 grant from federal Head Start program.

Upon completion of the project, the Borrower anticipates the creation ten (10) full time employment positions.

**Tabled (Pending Receipt of Additional Information):**

*1 Slater Properties, LLC*
An application submitted by 1 Slater Properties, LLC was received in the amount of $250,000. Funds to be used for the acquisition and to make physical improvements to the property located at 1 Slater Drive, Elizabeth. Proposed project to total $7,200,000. Project to be further financed with a $4,800,000 direct loan from Crown Bank, $250,000 direct loan from New Jersey Economic Development Authority, $100,000 direct loan from Union County Economic Development Corporation and $1,800,000 equity from the Borrower.

Upon completion of the project, fifteen (15) tenants, mostly trucking companies, to occupy the 240,000 square foot facility. Borrowers anticipate the creation of twenty-eight (28) full time employment positions. (STATUS: Crown Bank has provided a term sheet. Borrowers negotiating with several banks for best deal. Application nearly complete; application expected to be reviewed by the loan committee at its August/September 2000 meeting)
**UCEDA School**

An application submitted by UCEDA School, an established vocational school, was received in the amount of $100,000. Funds to be used to make physical leasehold improvements to the property located at 25 Broad Street, Elizabeth. Funds to be further used to acquire furniture/fixtures, inventory and working capital. Proposed project to total $198,481. Project to be further financed with $98,481 equity from the Applicant.

Upon completion of the project, the Applicant anticipates the creation of seven (7) full time employment positions. (STATUS: the loan committee reviewed the loan at its November 1999 meeting. The loan committee tabled the request pending receipt of additional information. To date, the information has not been provided.)

**Alfred Manufacturing Corp.**

An application submitted by Alfred Manufacturing Corp., a manufacturer of fabric cord and tassels, was received in the amount of $250,000. Funds to be used for acquisition of the property located at 140 Route 1 & 9 South, Elizabeth. Funds to be further used for relocation assistance and working capital. Proposed project to total $1,115,000. Project to be further financed with a $504,000 direct loan from CIT Small Business Lending Corp. (approved), $250,000 direct loan from New Jersey Economic Development Authority (approved) and $111,000 equity from the Borrower.

Upon completion of the project, the Applicant to relocate its corporate headquarters and manufacturing facility from Jersey City, New Jersey to Elizabeth, New Jersey. The Applicant anticipates the relocation of forty (40) full time employment positions. The Application further anticipates the creation of fifteen (15) full time employment positions. (STATUS: the loan committee reviewed the loan at its June 2000 meeting. The loan committee tabled the request pending receipt of additional information. Information has been provided and the loan request to be resubmitted to the loan committee at its July 2000 meeting.)

**VI. Urban Enterprise Zone Direct Loan Program**

The Urban Enterprise Zone Direct Loan Program, “Direct Loan”, provided financial assistance; for a business or project that is located, relocating or expanding within Elizabeth’s Urban Enterprise Zone; that is beyond the scope of our standard loan programs and which satisfied all project eligibility criteria as determined by the EDC. For period July 1996 – June 2000, the EDC received 9 loan applications. Of the 9 applications, 7 were approved.

<table>
<thead>
<tr>
<th>NUMBER OF APPLICATIONS RECEIVED</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF LOANS APPROVED</td>
<td>7</td>
</tr>
<tr>
<td>UEZ FUNDS APPROVED</td>
<td>$4,017,186.00</td>
</tr>
<tr>
<td>NUMBER OF JOBS CREATED</td>
<td>384</td>
</tr>
</tbody>
</table>
FINANCING

<table>
<thead>
<tr>
<th>Total Project Cost</th>
<th>$31,618,000.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Investment</td>
<td>$24,990,800.00</td>
</tr>
<tr>
<td>Public Investment:</td>
<td></td>
</tr>
<tr>
<td>UEZ Funds</td>
<td>$4,017,186.00</td>
</tr>
<tr>
<td>Equity</td>
<td>$2,610,014.00</td>
</tr>
</tbody>
</table>

APPROVED:

**Pillar Properties, LLC**
An application submitted by Pillar Properties, LLC was received in the amount of $1,000,000. Funds to be used to acquire and make physical improvements to the property located at 505 North Broad Street, Elizabeth. Proposed project to total $2,000,000. Project will be further financed with a “bridge loan” in the amount of $1,020,000 from Sovereign Bank and $1,000,000 equity from the Borrower. Project Occupant to be Imperial Electric and Construction, Inc. currently located in Hillside, New Jersey.

Upon completion of the project, Imperial Electric and Construction, Inc. anticipates the relocation of sixty (60) full time employment positions. Imperial Electric and Construction, Inc. further anticipates the creation of thirty-nine (39) full time employment positions.

**Pillar Properties, LLC**
A “recoverable” loan application submitted by Pillar Properties, LLC was “conditionally” approved in the amount of $100,000. Funds to be used for environmental tests/remediation costs associated with the redevelopment of the property located at 505 North Broad Street, Elizabeth. Proposed project to total $168,000. Project to be further financed with $68,000 equity from the Borrower.

**United Gunite Construction, Inc.**
A loan application submitted by United Gunite Construction, Inc. was approved in the amount of $750,000. Funds to be used to acquire land and building located at 790 Trumbull Street, Elizabeth. Funds to be further used to demolish existing building, construct new office and warehouse facility and acquire equipment/machinery. Proposed project to total $2,250,000. Project to be further financed with a $250,000 statewide loan pool loan from the Elizabeth Development Company and $1,250,000 equity from the Borrower.

Upon completion of the project, the Borrower to relocate its corporate headquarters from Irvington, New Jersey to Elizabeth, New Jersey. Borrower anticipates the relocation of fifty (50) full time employment positions. The Borrower further anticipates the creation of fifty (50) full time employment positions.

**Elizabeth North, LLC (Loan II)**
A loan application submitted by Elizabeth North, LLC was approved in the amount of $500,000. Funds to be used for soft costs associated with the redevelopment of the blighted property located at 801 Newark Avenue, Elizabeth. Proposed project to total $9,000,000. Project to be further financed with a taxable bond.
Upon completion of the project, a free standing, one story, 55,000 square foot supermarket (Edwards) will be constructed. The Borrowers anticipate the creation of one hundred and seventy-five (175) full and part time employment positions.

Wilca Corporation, Loan 1
A loan application submitted by Wilca Corporation, t/a Los Faroles Restaurant, was approved in the amount of $103,200. Funds to be used for restructure of existing New Jersey Economic Development Authority loan. Due to the dissolution of the Wilca Corporation partnership, a Negotiated Settlement Agreement and Release stipulated the one Borrower release the other Borrower as guarantor of all loans associated with the corporation. New Jersey Economic Development Authority would not release said Borrower. To comply with the Agreement, the EDC approved a second loan to Wilca Corporation to pay in full said loan.

East Coast Hospitality Group
A loan application submitted by Joseph Habib and Shivkumar Kureti, t/a East Coast Hospitality Group, was approved in the amount of $656,000. Funds to be used for soft costs associated with the redevelopment of the abandoned property located at 729-763 Meadow Street, Elizabeth. Proposed project includes the construction of a 194 room Holiday Inn Complex. Proposed project to total $17,000,000. Project to be financed with a taxable bond.

Upon completion of the project, the Borrower anticipate the creation of ninety-four (94) full time employment positions.

Topps Meat Company of New Jersey, Inc.
A loan application submitted by Topps Meat Company of New Jersey, Inc. was approved in the amount of $907,986. Funds to be used for acquisition of equipment/machinery and to make physical improvements to the property located at 1161 East Broad Street, Elizabeth. Proposed project to total $1,200,000. Project to be further financed with $292,014 equity from the Borrower.

Upon completion of the project, the Borrower anticipates the creation of twenty-six (26) full time employment positions.
STORIES TO TELL

Rally inspires Elizabeth residents to weather the storm in the port

By Jonathan Jaffe

Drug dealing and other crimes are evident at the gritty intersection of Bond and First streets in Elizabeth, the dividing line between two housing projects in one of the city's poorest neighborhoods.

Typically outsiders are not encouraged to visit the area of Elizabethport, but yesterday local residents turned the cross streets into the backdrop for an open-microphone "survival rally."

"We know there are great stories in the port, of people who went from bad times to good," said Wynona Ancrum, rally organizer and president of the Migliore Manor Tenants Association. "They decided one day to better their lives, maybe even go up to college. The port is not all about bad things. There are good things here, too."

One by one, community members took the microphone to speak about the struggles and accomplishments within the two public housing complexes: Pioneer Homes and Migliore Manor. Others, including Mayor J. Christian Bollwage, spoke of setting the opportunity.

"Survival is about hope, survival is about growth and survival is about economic opportunities," the mayor said. "It is all here in Elizabeth."

Ellen Abdulfatt, 54, of Migliore Manor, spoke of how she was sexually abused as a child growing up on South Park Street and, after graduating nursing school, became hooked on drugs and lost her job.

"The port is not all about bad things," said Wynona Ancrum, organizer of yesterday's survival rally in Elizabethport and president of the Migliore Manor Tenants Association. "There are good things here, too."

"The rally received the full support of the city police department, which typically targets the area for drug busts."
Public Housing's New Face: Will It Lift the Urban Poor?

In Elizabeth, a Family Puts Faith in the Government's Latest Effort
Even 15-year-old Shadys, Kiona’s daughter, said with a child’s optimism, “As my family is here and I have a lot of friends."

Thirty, the two complexes contain about 4,500 units, with an average annual income of $15,200, compared with the median household income in the rest of Elizabeth.

In 1998, the federal government no longer financed or owned any public housing, even though the housing authority is expected to receive a $1 million payment from a group of building owners who own the buildings that the building authority will demolish.

Community development for the neighborhood was a major focus for the New Jersey Housing Authority, which received a settlement agreement in 1998. The settlement called for the elimination of “turf wars” and the development of 289 more units.

In New Jersey, some public housing was razed and replaced with new housing. In the case of Hope VI, for instance, the Newark Housing Public Authority is involved in the state’s largest housing plan, the development of 289 more units.

President of the New Jersey Association of Public and Subsidized Housing Tenants, a nonprofit tenant advocacy group in Newark, put her opposition on record. "We made sure that all the tenants who received Hope VI grants, Newark has received two.

In 1997, Jersey City and Newark have received Hope VI grants. Newark has received two; the last $25 million, or 1,777 units to replace public housing, or bricks and mortar. "It’s about changing whole neighborhoods and offering positive incentives to tenants."

The Hope VI program — so named because the federal government wanted to move toward a more, comprehensive and permanent approach to public housing development — was established by Congress in 1993.

In the Greenville section, said one prospective tenant, the federal housing authority did not encourage mixing residents of various income levels.

In Elizabeth, the Ancrums remain upbeat. "The idea is to walk through a neighborhood with a sweet face — weled, ‘We said that because we must become part of the process, or there is no chance we can help the neighborhood.'"

She said that although "anything could happen," she and the others remained hopeful. Paula said, "It’s about changing whole communities and offering positive incentives to tenants."

The Hope VI program — so named because the federal government wanted to move toward a more, comprehensive and permanent approach to public housing development — was established by Congress in 1993.

In the Greenville section, said one prospective tenant, the federal housing authority did not encourage mixing residents of various income levels. Still, some tenants who moved into the public housing complexes are home to the new homes are an improvement. Lieutenant Governor McGreevey, a town house on the Carrs Woods site with her five children in 1988 living in a home that cost $16,000.

John said that even "with the best of luck, you can’t change whole neighborhoods. It’s about changing whole communities and offering positive incentives to tenants."

The Hope VI program — so named because the federal government wanted to move toward a more, comprehensive and permanent approach to public housing development — was established by Congress in 1993.

In the Greenville section, said one prospective tenant, the federal housing authority did not encourage mixing residents of various income levels. Still, some tenants who moved into the public housing complexes are home to the new homes are an improvement. Lieutenant Governor McGreevey, a town house on the Carrs Woods site with her five children in 1988 living in a home that cost $16,000.

In 1997, the Newark Housing Public Authority, a seven-member public housing development corporation in Newark, with a population of 289 more units.

In New Jersey, some public housing was razed and replaced with new housing. In the case of Hope VI, for instance, the Newark Housing Public Authority is involved in the state’s largest housing plan, the development of 289 more units.

President of the New Jersey Association of Public and Subsidized Housing Tenants, a nonprofit tenant advocacy group in Newark, put her opposition on record. "We made sure that all the tenants who received Hope VI grants, Newark has received two; the last $25 million, or 1,777 units to replace public housing, or bricks and mortar. "It’s about changing whole neighborhoods and offering positive incentives to tenants."

The Hope VI program — so named because the federal government wanted to move toward a more, comprehensive and permanent approach to public housing development — was established by Congress in 1993.

In the Greenville section, said one prospective tenant, the federal housing authority did not encourage mixing residents of various income levels. Still, some tenants who moved into the public housing complexes are home to the new homes are an improvement. Lieutenant Governor McGreevey, a town house on the Carrs Woods site with her five children in 1988 living in a home that cost $16,000.

John said that even "with the best of luck, you can’t change whole neighborhoods. It’s about changing whole communities and offering positive incentives to tenants."

The Hope VI program — so named because the federal government wanted to move toward a more, comprehensive and permanent approach to public housing development — was established by Congress in 1993.

In the Greenville section, said one prospective tenant, the federal housing authority did not encourage mixing residents of various income levels. Still, some tenants who moved into the public housing complexes are home to the new homes are an improvement. Lieutenant Governor McGreevey, a town house on the Carrs Woods site with her five children in 1988 living in a home that cost $16,000.

John said that even "with the best of luck, you can’t change whole neighborhoods. It’s about changing whole communities and offering positive incentives to tenants."

The Hope VI program — so named because the federal government wanted to move toward a more, comprehensive and permanent approach to public housing development — was established by Congress in 1993.

In the Greenville section, said one prospective tenant, the federal housing authority did not encourage mixing residents of various income levels. Still, some tenants who moved into the public housing complexes are home to the new homes are an improvement. Lieutenant Governor McGreevey, a town house on the Carrs Woods site with her five children in 1988 living in a home that cost $16,000.
First of new housing units unveiled

By KATHLEEN HOPKINS
STAFF WRITER

ELIZABETH: The party tent on Bond Street yesterday served as the dividing line for the perfect before-and-after picture.

To one side was a cluster of faceless, three-story brick buildings and asphalt. To the other side was a row of vinyl-sided town homes with old-fashioned front porches and grassy front yards.

The party tent in the middle served as shelter for dignitaries who visited the Elizabethport neighborhood yesterday to celebrate the grand opening of Portside Commons, the first of 580 planned housing units to replace the antiquated and impersonal Migliore Manor and Pioneer Homes public-housing complexes.

"A new chapter opens today in the illustrious history of Elizabeth," said city Housing Authority Chairman Joseph Manfredi, whose agency is overseeing the development.

"When you look at Migliore Manor and Pioneer Homes, and then you look at Portside Commons and what is to come, you can only see the best of the city of Elizabeth," said Mayor J. Christian Bollwage.

Portside Commons, located along Pine, Bond and Front streets on land once occupied by a portion of Migliore Manor, is part of the $28.9 million, federal HOPE VI project to replace crime-ridden public-housing complexes with modern, low-density housing.

Former public-housing tenants already have moved into 20 of the 36 new units. And they say the new housing, just steps

from their former apartments, represents a new life for them.

"It's like moving to a totally different neighborhood," said Luz Ahorrio, who lives in one of the new town homes with her husband and three daughters, ages 4 months through 7 years.

"It's more quiet," Ahorrio said. "The neighbors are really good. The houses are beautiful."

Ahorrio said she and her daughters love their new home, Portside Commons, located because it has a fenced-in backyard in which the children can safely play.

"It was a blessing to move," she said. "Over here, it's like a totally different world."

The two-story town homes have central air conditioning, hookups for washers and dryers, more square footage than the apartments in Migliore Manor and, perhaps most important, individual addresses and front and backyards.

"I have a laundry room of my own, more closet space, a modern kitchen and a backyard of my own," said Wynona Ancrum, a former Migliore Manor resident, Housing Authority commissioner, grandmother and foster mother. "I have a front porch that I can come out and sit on and an evergreen tree that I can decorate for Christmas."

"I used to say I hope a bullet doesn't come through my window," Ancrum said. "Here I don't even think about crime."

Kathleen Hopkins: (908) 793-1900

JOE McLAUGHLIN/Staff photographer
Elizabeth's public housing

Under an $83.6 million project, to be completed in the fall of 2004, public housing will be scattered throughout the port section of Elizabeth.

Migliore Manor: Construction is to begin this summer, on 72 units of new rental housing on First Street, at a cost of $10.4 million. It will open next fall. Another 60 units of senior rental housing will be built there, opening spring 2003, for $7.6 million.

Pioneer Homes: Plans call for 123 rental units and 58 units on Second Street to be sold between spring 2002 and spring 2003. Total cost: $27 million. Also, between the summer of 2003 and fall of 2004, there will be construction of 30 additional rental units, costing $4.4 million.

New construction: Work on two rental housing developments is set to begin next summer and open in fall 2001, including 107 units at Port Avenue and Third Street, called "Westport Homes," and 50 at "Elizabethport Homes," at Front and Fulton streets. The combined projects will cost $23.2 million. Also, "Elizabeth Homes" on Elizabeth Avenue will include 29 units at a cost of $3.2 million and is slated to open in fall 2001. "Manor Village" on Front Street, a $5.3 million project, is to include 28 rental units and open in fall 2002.

New rentals: Twenty rental units will be scattered through the port area. Work on the $2.2 million project is to begin in summer 2000, with completion in winter 2002.
Elizabeth shares in state aid for low-cost housing

By Tom Hester
STAR-LEGER STAFF

There will be 256 new rental apartments for low-income families in Newark and Elizabeth in the next two years under a $21 million state and federal housing program.

An additional 550 apartments will also become available in nine other New Jersey cities and towns, including Jersey City, Bayonne, Union City and North Bergen.

Anthony Canero, director of the state Division of Housing and Community Resources, and Susan Sands, a state Housing and Mortgage Finance Agency aide, described the projects.

In Newark, there will be 128 apartments at West Side Village, a two-building complex being built by RPM Development of Montclair, a for-profit builder that has constructed other residential housing in the city. RPM is getting $2.1 million in state Department of Community Affairs aid and $1.5 million in federal aid to help remodel an industrial building at 113 N. 13th St. into 62 apartments. The remaining 64 new apartments will rise at 354 Park Ave.

In Elizabeth, PROCEED Inc., a nonprofit city-based agency, and Urban Strategies of New York City, a developer, will build Westport Homes, a 106-apartment complex on Port Avenue, 3rd Street, and Pine Street in the Elizabethport neighborhood. The project will be financed, in part, with $1.06 million DCA aid and $4.58 million in federal funds.

Another 24 apartments will be provided in a new three-story building called Millennium Gardens that will be constructed on 6th Street between Franklin and Fulton streets in Elizabethport. Lutheran Ministries, a Hamilton-based nonprofit agency, and Millennium Urban Renewal, an Elizabeth developer, will erect the building, in part with $84,400 in state aid and $284,653 in federal funds.

West Side Village apartments will range in size from studios to three-bedrooms and rent for $410 to $530 monthly. Westport Homes will have one- to three-bedroom units and rent for $106 to $700. Millennium Gardens will have two- and three-bedroom units and rent for $499 to $585.

When the apartments are advertised locally as ready for occupancy, they will be open to low-income individuals or families. For example, a family of four with an annual income of no more than $33,950 would qualify for an apartment.

Overall, the DCA is providing $11.5 million in aid and the EMFA is passing along $9.5 million in federal support. In the past 12 years, the aid has helped finance up to 1,200 new low-income apartments annually.

"These awards will be used by nonprofit and for-profit developers throughout the state to provide housing for senior citizens, families and persons with special needs," said DCA Commissioner Jane M. Kenny. "Each of these awards will have a positive impact in the neighborhoods involved."
Agency rebuilds 49 homes in the most depressed neighborhood

by Jonathan Jaffe
TAR-LEDGER STAFF

Years before there was an $83.6 million federal plan to build moderately priced homes in the Port section of Elizabeth, a grassroots group was working to change the face of the city's oldest and most depressed neighborhood.

Aging, deteriorating buildings, covered with trash, have been gutted and rebuilt over the past 14 years by a nonprofit development firm, Brand New Day Inc.

"We have renovated or built 49 units of housing for the working poor," said Jay Bloom of Springfield, the agency's executive director for the past 11 years. "Nearly $4.5 million in housing has been invested in the port since 1988. We've demonstrated that you can salvage chunks of this neighborhood."

Brand New Day examines a number of depressed structures in the port area, in an ongoing search for housing opportunities. So far, the agency has total of eight buildings, each with a small, square sign posted on it that reads, "Another Project by Brand New Day Inc."

"We put those signs up there, and people leave those buildings alone," the executive director explained. "We get respect in this neighborhood. People know we are here for good stuff to benefit the community."

Bloom admits it has been a slow, step-by-step process to take back the neighborhood, and the 66-year-old director said the impact of what they have done will go well.

PLEASE SEE HOMES, PAGE 42

Above, construction worker Walt Truzack upgrades the interior of a storefront on Second Street in Elizabeth, being renovated by Brand New Day Inc. Below, due to the agency's efforts, townhouses now line Magnolia Avenue in Elizabeth.
Rally inspires Elizabeth residents to weather the storm in the port

By Jonathan Jaffe
STAR-LEDGER STAFF

Drug dealing and other crimes are evident at the gritty intersection of Bond and First streets in Elizabeth, the dividing line between two housing projects in one of the city's poorest neighborhoods.

Typically outsiders are not encouraged to visit the area of Elizabethport, but yesterday local residents turned the cross streets into the backdrop for an open-microphone "survival rally."

"We know there are great stories in the port, of people who went from bad times to good," said Wynona Ancrum, rally organizer and president of the Migliore Manor Tenants Association. "They decided one day to better their lives, maybe even go up to college. The port is not all about bad things. There are good things here, too."

One by one, community members took the microphone to speak about the struggles and accomplishments within the two public housing complexes: Pioneer Homes and Migliore Manor. Others, including Mayor J. Christian Bollwage, spoke of seizing the opportunity.

"Survival is about hope, survival is about growth and survival is about economic opportunities," the mayor said. "It is all here in Elizabeth."

Ellen Abdunafi, 54, of Migliore Manor, spoke of how she was sexually abused as a child growing up on South Park Street and, after graduating nursing school, became hooked on drugs and lost her job.
Former convent hosts library, center

By KATHLEEN HOPKINS
STAFF WRITER

Six years ago, the only two nuns left at St. Adalbert's Elementary School in Elizabeth moved out of their convent and into a Linden convent, leaving their building on Third Street empty.

Yesterday, the former convent, built in the 1960s to house 26 nuns, was crowded with people as community leaders and city officials opened a new branch of the public library and a family development center.

The $2.8 million facility represents a partnership between the public and private sectors to provide needed services in the city's Elizabethport section, said Mayor J. Christian Bollwage.

The Elizabethport section, viewed by officials as the city's poorest, has not had a public library branch since 1983, when the Liberty Square branch on Elizabeth Avenue fell victim to the budget ax.

Now a portion of the former convent houses a collection of books, as well as 18 computers with free access to the Internet and educational software programs. The remainder of the building houses Catholic Community Services Inc.'s Family Development Center, which offers a range of services to neighborhood residents, including family therapy, a preschool program, assistance to welfare recipients looking for work, and an after-school program provided by the YMCA of Eastern Union County.

The former convent was renovated and expanded by Catholic Community Services with help from low-interest state loans and more than $600,000 in city Urban Enterprise Zone funds, which are the city's proceeds from the reduced 3 percent state sales tax charged by qualified city businesses. Bell Atlantic is offering discounted Internet connections at the library branch.

"This is a model in public-private cooperation and partnership where we are providing vitally needed services to the neighborhood," Bollwage said.

The library branch, which also will offer storytelling and other children's programs, will be open from noon to 8 p.m. on Mondays and Wednesdays, and from 9 a.m. to 5 p.m. on Tuesdays, Thursdays and Fridays.
MORE THAN 1,000 HIRED, 2,000 IN TRAINING

New mall’s skills center puts people to work

By KATHLEEN HOPKINS
STAFF WRITER

Two months ago, former welfare mother Karen Greene Lewis was pounding the pavement on Broad Street, determined to find a job.

Lewis, a participant in New Jersey’s WorkFirst program, set off to get people off welfare rolls and onto payrolls, saw a sign in a store window advertising job opportunities. When she called the phone number on the sign, she learned about a job fair being held by the Retail Skills Center to place people in positions at the soon-to-open Jersey Gardens Mall in Elizabeth.

Lewis, a 29-year-old Elizabeth resident who had worked eight months for a warehouse until her hours were cut, was skeptical when she set out for the job fair at the Winfield Scott Hotel. There, she saw people lined up around the block, she said.

“I said, ‘I’m not going to leave until I get a job,’” Lewis recalled. “I had different people asking me to come to work for them. I went there with no job, and when I left that day, I had a job — the job I chose to have.”

When New Jersey’s largest outlet center opens on a former municipal landfill on Oct. 21, Lewis will be working for Infoplace, the mall’s customer-service department.

Lewis is one of more than 1,000 people hired at a series of two job fairs to work at the new, 1.7 million-square-foot mall. Of 4,500 people who attended the fairs, 2,000 of them signed up for skills assessment and training through the Retail Skills Center at Jersey Gardens.

The skills center, which sponsored the job fairs, formally opened at the mall yesterday in a crowded room of dignitaries standing amid desks and computers. The skills center — the second of its kind in the nation after one that opened in King of Prussia Mall in Pennsylvania in 1996 — is a collaborative effort of private business and city, county and state government to provide people with training in the skills they need for retail careers.

Program participants attended training sessions overseen by the National Retail Federation, the world’s largest retail trade association, at Union County College’s Elizabeth campus. The mall’s developer, Glimcher Development Corp., is donating space for the training center to be located in the mall. The Retail Skills Center not only has helped people find jobs, it has helped employers find staff.

Karen Donohue, district manager of Gap Outlet, said yesterday she had a huge task ahead of her in staffing The Gap and Banana Republic stores at Jersey Gardens, with low unemployment and scores of employers competing for the same workers. She said she hired 14 managers and 240 sales associates at the job fairs. “We found talent, we found enthusiastic beginners, we found employees with a desire to succeed,” she said.

“We can all look forward to shopping at the mall because we know the employees are exceptionally trained and knowledgeable due to the Retail Skills Center,” said Mayor J. Christian Bollwage.
Built on a remediated garbage dump, year-old Jersey Gardens megamall is rewarding Elizabeth's investment.

Cars begin to fill the lot and shoppers move along a concourse on a weekday before Thanksgiving in the Jersey Gardens outlet megamall in Elizabeth. The shoppers are among the 15 million people who've visited the mall since its opening a year ago.

BY KATHLEEN HOPKINS
STAFF WRITER

ELIZABETH: More than 15 million people have walked through its doors, and 3,000 people have been hired there.

And, since the Jersey Gardens outlet mall opened its doors on a former garbage dump Oct. 21, 1999, more than $2 million in new revenue has flowed from the shopping center to the city's coffers to stabilize property taxes.

Now open for more than a year, Jersey Gardens has been declared a success by the city officials who conceived of the novel idea in 1993 to build a shopping center on a garbage dump.

"This mall has set in progress the economic growth of the city for the next 10 to 20 years," said Mayor J. Christian Bollwage. "We've taken a 170-acre parcel that really was going to do nothing for the community and was paying about $20,000 a year in property taxes, and it now is paying well into the millions."

The mall, with 200 outlet stores, also has sparked interest among developers in a once remote and forgotten area of the city, Bollwage said. Marriott Inc. broke ground on 400 hotel rooms on the western perimeter of the mall earlier this month. Another group of hoteliers are obtaining financing to build hotels and a conference center on the mall's northern perimeter.

And, 750,000 square feet of office space is planned for the city's "Obviously, the revenue is living up to expectations," Connelly said. "Also, when you factor in the hotels that are looking to move into the area, things can only get better. With 400 new hotel rooms, those are customers for the mall."
Jersey Gardens turns landfill to pay dirt

busy after 6 (p.m.), but nothing like the weekends,” she said. “But it’s picking up because of the holidays.”

Indeed, about 500 extra jobs at the mall can be expected for the Christmas holiday season, said Sara Conrad, director of the Retail Skills Center located in Jersey Gardens.

The Retail Skills Center has trained more than 500 students in areas of salesmanship, customer service, merchandising, security and inventory control, Conrad said. About 300 of them are now working in retail, mostly at Jersey Gardens, she said.

The mall, however, has fallen behind its hiring expectations, Conrad said. While about 3,500 jobs were expected to be created at Jersey Gardens, that number was not realistic, she said. There are only about 3,000 people working at Jersey Gardens, with a potential for about 3,500 once all of its stores have opened, she said.

Nevertheless, jobs at the mall pay somewhat better than retail jobs in midtown Elizabeth, with entry level positions starting at about $7.50 an hour and opportunities to quickly climb the ladder to become a store manager making between $30,000 and $60,000 a year, Conrad said. And, unlike many midtown jobs, many stores at Jersey Gardens offer health benefits and tuition reimbursement, she said.

“It has given people a lot of hope that they can successfully build a career right in their own community,” Conrad said. “Our students feel the mall has opened up a whole world of opportunities.”
Jersey Gardens Outlet: Something from nothing

It's been a proud week for Elizabeth

Six years in the making, the $360 million Jersey Gardens Outlet Mall in Elizabeth is a true New Jersey success story. From a 167-acre municipal landfill near New Jersey Turnpike Interchange 13A has sprung a 1.7 million-square-foot, 200-store, two-story megamall, with about 5,000 employees and about $6.5 million in annual tax revenue from the city.

The credit for this remarkable turnaround goes to many persistent people, including Elizabeth Mayor J. Christian Bollwage, developer Herb Glimcher, and state and county officials, including Assemblyman Joseph Suliga and Sen. Raymond Lesniak, both D-Union.

The Legislature helped make this a reality by enacting the 1985 Landfill Reclamation Law, which allows the city to charge a 3 percent franchise fee on goods sold at the mall. A recent amendment to that bill extends that fee to hotel rooms and entertainment facilities.

Jersey Gardens has plenty of both. Although it's an outlet center, it isn't the bare-bones facility most are. With restaurants galore and a family fun center plus a 22-screen Loews movie theater, this megamall, as it's commonly called, should be upscale enough for the most creature-comfort-conscious shopper. And hotels are on the drawing board for an adjacent piece of land.

Jersey Gardens should be a lesson in public-private cooperation and in persistence. Bollwage, who promised to deliver this mall, should be smiling this week.
The day after the opening of the Jersey Gardens mall in Elizabeth, Moody's Investors Service upgraded the bond rating for the city, which had been criticized in the past for relying too heavily on revenue through one-shot deals.

The city's rating improved from Ba1 to A3, which means the city can borrow money at a lower interest rate.

The new rating, the first improvement for the city in 10 years, came Friday, a week before the city is expected to sell more than $6 million in general obligation bonds for various projects.

"The upgrade in rating shows that people outside Elizabeth have taken notice in the redevelopment and economic resurgence," said Mayor J. Christian Bollwage.

Analysts mentioned the Jersey Gardens outlet mall, which opened Thursday, as a steady source of revenue through real estate taxes and franchise assessments.

Elizabeth eventually will collect at least $5.6 million a year in franchise fees from the mall, $1.1 million in yearly property taxes and $2.5 million annually in state urban enterprise zone funds.

Just eight months ago, Moody's warned the city it was unable to match revenues with expenses and it had annually increasing debt payments, making it difficult for the city to keep a stable tax rate. While showing a more optimistic outlook, the bond-rating agency said the city still needs to establish and maintain a balance between revenues and expenditures. The bond-rating agency said the city now has "significant new commercial development" completed and in progress that will boost its economy and increase its revenue...

It noted the city is now using its proximity to the New Jersey Turnpike, seaports, the Northeast Corridor train line and Newark International Airport to market itself for economic development. That's why Bollwage was upset when the Port Authority of New York and New Jersey acquired for $1 a piece of Continental Airlines had purchased from AlliedSignal last month for $17 million. The agency then agreed to lease 70 acres back to Continental for five years. Bollwage complained that took the largest undeveloped piece of land in the city off the tax rolls and prevented the city and others from...
Megamall may spawn businesses alongside

By KATHLEEN HOPKINS
STAFF WRITER

As developers prepare for the long-awaited grand opening of the Jersey Gardens megamall, located on a tract that once was a landfill, they also are looking at building a complex of hotels and restaurants adjacent to the outlet shopping center.

Officials from Glimcher Realty Trust, the Columbus, Ohio-based developer of the megamall, went before the city Planning Board last week with a "concept plan" for 29 acres of land it owns next to the mall.

Although the plan did not contain specifics, Glimcher proposed building four hotels and seven restaurants on what is known as "Parcel A," the 29 acres west of the mall between Kippowell Road and New Jersey Turnpike Interchange IAA. The developer also proposed building an automotive service center where people could have work done on their cars while they shop at the mall, city officials said.

The hotels would vary in price range, with some containing suites for businesspeople and others seeking to lure travelers from nearby Newark International Airport interested in staying over for shopping sprees at the mall, off...
Department Of Neighborhood Services Wins Praise For Grant Programs

ELIZABETH—Mayor Chris Bollwage announced that the Department of Neighborhood Services received praise for its innovative administration of the consolidated grant programs from the U.S. Department of Housing and Urban Development for providing new home ownership and job opportunities to Elizabeth residents.

HUD's review of the administration of Community Development Block Grant and HOME programs found that the city had exceeded HUD's requirements for the 1995 program year, which runs from July 1, 1995 to June 30, 1996.

"We are very pleased with the report," said Bollwage. "We are proud of our joint efforts with HUD to improve the city." HUD's report praised the Elizabeth Home Improvement Program, which grants funds to rehabilitate and construct housing in the city.

The city's program created home ownership opportunities for 11 first-time homebuyers during the year.

The grant programs were also credited with the creation of 109 new jobs through loans to six city businesses totaling $652,000, as well as sidewalk and sewer improvements.

The grants also underwrote a number of social service programs such as housing counseling, energy crisis intervention, a homemaker program for city senior citizens and a program for addicted adolescents and their families.

The city also received praise for the continuing efforts to include residents in the decision-making process. An advisory committee made up of citizens reviews the grant proposals received by the city and makes the final grant awards. This policy of inclusion was one reason the city received the CDBG Award for Excellence last April.

"Public participation in the decisions that will affect the city has always been a priority of this department," said Director of Neighborhood Services Al Faella. "We need and want public input to make these decisions."

The first public hearing for CDBG grants for the 1997-98 fiscal year is Jan. 22 at 7 p.m. in City Council Chambers.

This public hearing is a chance for members of the community to speak about community development needs in the city. Grant proposal packages will also be available for distribution at that hearing."
“Sewing” the Seeds of Community Development in Elizabeth’s Brownfields

by Daniel A. Hernandez

Looming over the northern edge of the Port of Elizabeth, New Jersey, is the hulking Singer Manufacturing Company plant. Once the source of more than three-quarters of the world’s sewing machines, the physical scale and economic power of the red brick building dominated the community. But now the Singer plant and other underutilized industrial sites nearby, symbols of Elizabeth’s historic role in the Industrial Revolution, negatively affect the economic and social health of the community and pose formidable challenges to housing development.

Elizabeth’s HOPE VI project is about to transform this historically significant neighborhood. Rather than redeveloping the area’s single public housing site, the Housing Authority of the City of Elizabeth (HACE) will acquire and redevelop scattered sites in order to mend the economically and urbanistically fractured neighborhood. However, dealing with the less visible legacy of the neighborhood’s history is the most difficult component of the project: 242 of its 585 new mixed-income units will be built on scattered sites, most of them brownfields—potentially contaminated former industrial properties—that the housing authority must clean to residential development standards.

Nurturing Brownfield Success

“It’s one thing to take an old industrial site and turn it into a mall or ballpark. It’s another to develop it for residential use” says Jose Sabater, the HOPE VI Program Coordinator. “In the case of Elizabethport, it has required an intense level of coordination and leveraging of resources.”

Technical Assistance. HACE has done extensive research on brownfield development, and has partnered with expert environmental engineers, legal counsel, and local educational resources. The Brownfield Center at the Rutgers University Planning School has provided tools for educating the community about environmental concerns, as well as making available useful seminars on appraising brownfields and other resources.

Support from the State. In 1998 New Jersey Governor Christine Todd Whitman signed into law the Brownfield and Contaminated Site Remediation Act, which established the Department of Environmental Protection (DEP) as an integral player in the revitalization of contaminated sites. HACE has entered into a Memorandum of Agreement with DEP as part of the Voluntary Clean-up Program to undertake environmental assessment and develop a remedial action work plan to ensure compliance with DEP standards and regulations. The HACE team and DEP have
established a collaborative relationship to bring the HOPE VI plan to fruition.

The New Jersey legislation also protects buyers who clean up tainted properties according to DEP standards from private lawsuits or additional cleanup work related to past contamination problems.

**Funding.** Working closely with the city's planning and policy department, HACE won a grant to undertake environmental investigation and assessment through the U.S. Environmental Protection Agency's Brownfield Pilot Program. Most recently, New Jersey announced a Brownfields Redevelopment Program, which is making $15 million dollars available to municipalities for brownfields remediation.

**Political Backing.** Elizabeth Mayor Chris Bollwage has been extremely supportive of the HOPE VI program and meets with the HOPE VI staff on a monthly basis to ensure complete coordination with his administration, as well as with state and federal agencies. The city's work in reclaiming brownfield sites for commercial use has been recognized with a Best Practice Award from the U.S. Conference of Mayors.

**Community Support.** PHA residents and the broader community are excited about current changes in their neighborhood, and look forward to the future, when the brownfield sites will no longer be dumping grounds for trash, breeding grounds for crime, and grounds for disinvestment in the neighborhood.

**Local Models.** An award-winning brownfield redevelopment adjacent to the neighborhood has increased residents' confidence that brownfield reclamation will create new housing and economic opportunities. A shining example is the successful development of IKEA and the Jersey Gardens Mall on former brownfields. Current proposals would create hotels and office buildings, projected to bring more revenue and jobs into the city. The HOPE VI Self-Sufficiency Program is helping public housing residents prepare to take advantage of such economic opportunities through job training and placement services.

**Reaping a Sustainable Future**

While obstacles certainly remain, the HOPE VI revitalization is proceeding as planned. Environmental testing for the first phase of scattered-site development began in the fall of 1999. HACE will begin the clean-up process this summer, with the construction of 107 units slated to begin in the fall.

The obsolete port, with its valuable waterfront and views of Manhattan, is being revitalized by cleaning these contaminated sites, and by creating a family-friendly infrastructure that includes parks and pedestrian walkways. New HOPE VI homeownership and rental units will take advantage of these prime sites to reconnect people to the waterfront and their historic past. And underlying this transformed neighborhood will be a new economic base, created by and for the community through HOPE VI, that will generate new jobs, revitalize local commercial corridors, and stabilize existing "mom and pop" shops.

The HOPE VI program is building a legacy of increased investment that, unlike Elizabethport's initial industrial renaissance, places its economic future on a sustainable footing—one that does not imperil the health and future well-being of the community or its residents.

Daniel Hernandez is a Senior Associate at Stockarf, Engler & Brigham, a development consulting and neighborhood planning firm. He is presently serving as the HOPE VI Program Manager in Elizabeth.

Elizabeth's planned revitalization (shaded areas) will help "mend the economically and urbanistically fractured neighborhood."
Mayor Bollwage Presents ETI Workshop For Elizabeth's Aspiring Entrepreneurs

ELIZABETH—Mayor Chris Bollwage announced the City of Elizabeth will host an Introductory Workshop for the Entrepreneurial Training Institute (ETI) on Jan. 23 from 6 to 9 p.m. at Union County College, Elizabeth Campus, 12 West Jersey St. for residents interested in launching their own businesses.

It will be the third Entrepreneurial Training Institute the City has hosted and is part of Mayor Bollwage's ongoing efforts to spur economic growth and involve the Elizabeth business community in the revitalization of the City. The Elizabeth Development Company is responsible for administering the program which is jointly sponsored by the New Jersey Development Authority for small businesses (NJDA) and Union County Economic Development Corporation (UCEDC).

"This is a great opportunity for aspiring entrepreneurs to start or improve a business here in the City of Elizabeth," said Mayor Bollwage. ETI is an excellent way of correlating the business and public sector to improve our City.

The ETI is an innovative program that offers training, technical assistance and financing to aspiring entrepreneurs, as well as existing businesses. The program is designed to help prepare participants to run their own businesses.

The Introductory Workshop is a pre-requisite for enrollment into the six-week ETI program that commences on Feb. 6 and runs until April 12. The Introductory Workshop is designed to identify personality characteristics crucial for entrepreneurial success and those that pose challenges. The three-hour workshop will also explore challenges that new business professionals may face in their business endeavor.

After the workshop, ETI will conduct a six-phase program that will focus on challenges of starting a business, business planning and goal setting, making sound financial decisions, business operations and management and creating a viable entrepreneurial plan. Students will present their plans to a panel of financial experts, who will offer advice on how to see them through to fruition. Graduates will receive certification in a graduation ceremony after the final session.

Upon graduation from the program, each participant will be eligible for financing through a special ETI revolving loan program, as well as assistance in finding a suitable business location.

I strongly urge anyone who may be interested to register as soon as possible," said Bollwage.

Elizabeth is one of four cities in the state picked by the New Jersey Economic Development Association to set up Entrepreneurial Training Institutes. The Workshop will be offered to residents of Union County for a fee of $15 and the six-week ETI program costs $135. For details call Evelyn Byrd at 289-0262, ext. 100.
Elizabethport —
AN INVITATION TO THE FUTURE

Share in the revitalization
of an unique community

○ PSEG
Welcome to an opportunity to be part of one of the State's few waterfront communities. Spectacular river views from Waterfront Park, evening strolls on a boardwalk that winds along the Arthur Kill and Sunday afternoons boating at the local Marina are only a few of the amenities that await residents of Elizabethport.

Surrounded by major highways and set near Newark Airport and other transportation hubs, Elizabethport has long been a part of New Jersey's extraordinary industrial growth. Today Elizabethport is regaining its vitality and is taking the lead in New Jersey's many inner-city restoration and revitalization efforts. Not only is Elizabethport a historic community, its revitalization is once again about to make history.

Exploring the Past

The City of Elizabeth is a City of firsts. It was the first English speaking settlement in New Jersey, the State's first capital and the first home of Princeton University.

Immigrants came to the Port of Elizabeth with a strong working class ethic. They found employment in local businesses as well as at Singer Sewing Machine, Elizabeth's largest employer and, for many years, the World's largest factory.

Neat rows of single-family homes were constructed with attractive brickwork patterns or colorful shutters. Neighbors carefully tended their vegetable and flower gardens.

Today, business opportunities are improving. Residents are seeking employment at the nearby Ikea store. Employment opportunities will also be available at the nearby Jersey Gardens Mall. Residents recall the good old days when their neighborhood was a place of joyful interaction, and they are determined to bring life back to the community. Ethnically diverse, today's residents have a strong sense of community and are actively involved in making "their" Elizabethport neighborhood a proud neighborhood.

Hope on the Horizon

An Invitation

Elizabethport finds itself in the unique position of an inner city community with an opportunity to improve not only its housing and infrastructure, but also the quality of lives of its residents. The HOPE VI plan is the foundation. Public funding is in place. Private investment will provide the bricks and mortar to build this vital community.

Hope VI envisions a total private and public investment of more than $100 million. Each dollar of HOPE VI will leverage almost three dollars from other sources. You are invited to be part of this exciting and successful partnership.
THE PLAN

HOPE VI

The Housing Authority City of Elizabeth's (HACE) has received a HOPE VI grant from the U.S. Department of Housing and Urban Development. This neighborhood revitalization plan combines new housing development with a partnership between the HACE, residents and service providers to increase economic opportunity for public housing residents.

HOPE VI is a true neighborhood revitalization plan linking redevelopment with all ongoing economic activity. It provides a coordinated strategy to build on current economic growth and to combine new housing with new job opportunities.

This comprehensive urban design approach includes the elimination of major visible barriers to spur the creation of a true mixed income neighborhood. The proposed mix of housing units is also designed to contribute to income diversity within Elizabethport.

Revitalization

The goal of HOPE VI's revitalization plan is to lessen the concentration of poverty by creating a new, mixed-income development on the sites of Migliore Manor and Pioneer Homes. In addition, the plan integrates affordable and market-rate rentals, and for-sale housing on adjoining and in-fill sites throughout Elizabethport.

Migliore Manor & Pioneer Homes

HOPE VI Associates has been selected by HACE to develop the two housing complexes. A total of 308 units will be constructed on the existing 14 acres. A low-rise facility for senior citizens will be constructed. Housing will include one to four bedroom rental units, and two- and three-bedroom units for sale. The flats and townhouses are designed in two to four unit configurations with attractive front and back yards that will complement the existing neighborhood homes.

Development is divided into four phases that will be completed within five years beginning with construction of a 72-unit rental development.

Scattered Site Housing

Urban Strategies (US) is undertaking the development of scattered sites throughout Elizabethport. In the next five years 400 housing units will be constructed by Urban Strategies and private developers working under the HOPE VI plan, by development organiza-

HOPE VI and the HOPE VI Grant

HOPE VI provides support to families with a holistic case management approach. Services will be provided through the developer partnership of HACE, other government agencies and non-profit agencies. The HOPE VI Family Self Sufficiency (FSS) program creates the opportunity for residents to access needed services and gain the skills required for them to compete effectively in today's job market.

To implement the plan, the HOPE VI Social Service Delivery and Outreach Coordinator channels the existing social services resources of the collaborating service providers to those needy residents. Education, counseling, and a variety of job skills training are available. Those with jobs can increase their skills and those who are in need of employment can receive training and education to prepare them for work.

Partners in the FSS program include:

- The Boys and Girls Club
- Elizabethport Family Center
- Elizabethport Presbyterian Center
- Catholic Community Services
- City of Elizabeth Agencies
- Kean University
- Elizabeth Development Company
- P.R.O.C.E.E.D.
- Elizabeth General Medical Center
- St. Patrick's High School
- Elizabeth Police Department
- Union County College
- Union County Agencies
- Elizabeth Public Library
- Elizabeth Public Schools
- Visiting Nurse and Health Services
THE OPPORTUNITIES

Elizabethport is a community preparing for life improving changes. Building upon the City of Elizabeth's nationally recognized, award winning, Urban Enterprise Zone, The State of New Jersey has designated Elizabethport, as part of the Governor's Urban Initiative, A Neighborhood Empowerment Program (NEP). This plan provides technical and financial resources, and fosters partnerships with the private sector to encourage investment in neighborhood projects and programs.

Neighborhood Empowerment Plan

The Neighborhood Empowerment Council (NEC), which includes Elizabethport residents, determined the most important community issues and set goals and timelines to bring about necessary changes and improvements.

Jobs

A self-sufficiency program is now being implemented within the community. In 1998, the program includes comprehensive case management services to match the unemployed with needed services such as day care and educational training.

At the same time, a Retail Skills Training Center that provides retail job training or necessary support services will be opened temporarily in downtown Elizabeth. The permanent center will be relocated in the Jersey Gardens Mall in 1999. It is anticipated that more than 5,200 jobs will be available when the Jersey Gardens Mall is completed.

To increase access to jobs, work has begun on an extension of Kapkowski Road, from Elizabethport to the Jersey Gardens Mall. New Jersey Transit will re-route buses to provide convenient public transportation to the Mall for both workers and shoppers by December 1999.

Over the next five years, construction job opportunities for many community residents will be available through the HOPE VI developers.

Economic development

By 1999, economic activity along the neighborhood's commercial corridors will be revitalized and will include a supermarket and two retail outlets. Other economic development efforts include an assessment of the marketing needs of the community performed by The Gateway Institute of Kean University, and redevelopment plans that include all viable commercial sites. Kean University, the Elizabeth Development Company (EDC) and the New Jersey Economic Development Authority will provide local entrepreneurs with training and business development. Low interest loans will also be available.

Public safety

A safe and secure living environment is a priority. In 1998, community policing will be expanded through the efforts of The Housing Authority of the City of Elizabeth, the Police Department and the Urban Enterprise Zone program. A comprehensive approach to crime and drug abuse prevention will be implemented. The plan includes a faith-based community coalition, a multi-level law enforcement effort and citizen involvement through "block-watch" programs.

Neighborhood empowerment

In collaboration with private entities such as Public Service Electric and Gas Company, Summit Bank, Chase Bank and the Jersey Gardens Mall, the Neighborhood Empowerment Council will assist community residents to take responsibility for addressing issues in their neighborhood. Community-based organizations have received small grants for their activities, seminars will be conducted for small businesses and new homeowners, and training sites for job seekers have been established.

Housing

Elizabethport's HOPE VI program will provide a broad range of housing opportunities including ownership of condominiums, single-family and multi-family housing; elderly/handicap housing; and rental housing.
• **Education**

Educational opportunities for both young people and adults in the community will be increased through Community School Initiatives which will restructure School #1, creating smaller learning communities within the larger school. The Youth Enrichment Services (YES), a program run by St. Elizabeth Hospital at Elizabeth High School, will continue to provide supportive counseling and referrals for students.

Using its new technology, The Elizabeth Public Library will link its programs to neighborhood schools. After school programs at the Catholic Community Services Multi-Services Center will prepare residents for the work world.

Union County College will also provide educational services such as English-as-a-Second-Language, Adult Basic Education and GED preparation.

• **Recreation**

Jackson Park is undergoing revitalization to ensure its place as a neighborhood landmark. The community's Waterfront Green Acres Park site will be an integral part of the revitalization. It will include the construction of a basketball court, two soccer fields and parking for the adjacent Marina.

• **Environmental and public health**

Overall community health care and coordinated child and maternity health care will be improved through the establishment of a community-based, comprehensive, primary health care center that will be affiliated with a major hospital. Presently, the Visiting Nurse and Health Services provide primary care services at the Mack Center on First Street. A first-class clinic has been built on the second floor of the Mack Center.

Funding from the U.S. Environmental Protection Agency has been allocated to assess eight Elizabethport brownfield sites and to determine criteria for remediation and development.

• **Public improvements**

Elizabethport will benefit from funding from The City of Elizabeth’s Urban Enterprise Zone, which reaches into many segments of the neighborhood. Improvements will include new curbing, lighting, landscaping and street surfacing along Trumbull Street, Port Avenue and other streets leading to Elizabethport’s popular waterfront area. The entrance to Elizabethport is also undergoing beautification, and commercial areas such as First Street are about to be upgraded to create an attractive, safe urban development.

Long-range plans include a Ferry terminal connecting Elizabethport to New York City, and a LIGHTRAIL connection to downtown Elizabeth, Plainfield and Newark International Airport.

Community organizations and task forces have been assembled to clean Elizabethport’s commercial streets of litter and graffiti.

**Working Together**

Today’s Elizabethport residents are active, involved, empowered and committed to changing the neighborhood for the better. Through the cooperation of grass roots organizations, service providers, churches and schools, Elizabethport is anticipating a bright future.
Statement From
The Executive Director of
The Housing Authority of
the City of Elizabeth

For far too long, public housing complexes symbolized despair and misfortune. Isolated from the community, the brick structures looked more like barracks for the poor than the collective home of hopes, dreams and aspirations. Together, under the leadership of the Board of Commissioners, we are going to change that perception and build homes worthy of those ambitions. Where there are projects, there will be houses; where there is overcrowded living, there will be modest comfort; where there is black macadam, there will be green grass. We are simply not demolishing the old and constructing the new, but rather re-connecting and deepening to meet the needs of those ambitions. Where there are problems of accessibility, there will be modest comfort; where there are pro-

Statement From
The Executive Director of The Elizabeth Development Company

Along with the new subsidized and market-rate housing that is going to be built in the Port section of the City of Elizabeth, a considerable investment will also be made to strengthen its infrastructure. The historic road, rail and water port pathways which bore the demands of a growing nation, will be re-paved, reconnected and deepened to meet the needs of the 21st Century. Besides our pathways, the City of Elizabeth has a number of other economic advantages which leave it well-positioned to capitalize on economic opportunities: classified as an Urban Enterprise Zone; located in the top US regional retail market; the 10.5 million people who live in the surrounding communities spend roughly $65 billion on retail expenditures; within a 40-mile radius the average household income is $54,400. I invite you to visit the City of Elizabeth and experience the benefits of our proximity to all important destinations!

Sincerely,

Edward V. Kolling
Executive Director
The Elizabeth Development Company (EDC)

The Executive Director of the City of Elizabeth (HACE)

Chris Bollwage
Mayor of Elizabeth