

- **Develop a Guide for Basic Skills Training.** For residents needing a GED or who need new skill training to compete for area jobs, a comprehensive guide that can direct individuals to these educational and training programs can help get good information into the hands of people who need it.

#### Goal 4: Enhance Education and Job Training

The Fairmount Strategic Plan is not intended to make recommendations about new programs and curriculum in the local school district. It does, however, provide a number of suggestions for networking parents, residents, teachers, students and others in ways that can build dialogue and generate new ideas for improving education in the Fairmount Neighborhood. Ideas include:

- **Create a Fairmount Parent-Teacher Collaborative.** Only when residents, organizations and schools work together can there be changes in the educational and other programs offered by the School District. This initiative would build the resident and parent interest necessary to affect neighborhood-based change in local schools.
- **Make the School Buildings Places that provide Many Community Uses.** There are many opportunities to use the school buildings for other uses. These include health clinics, community centers, recreation areas, and locations for after school learning and day care.
- **Provide a Basic Computer Skills Program for Adults.** Knowledge of computers is an essential skill in today's classroom and work environment. A new program hosted by one of the local schools would provide this training to adults in the neighborhood.
- **Create a Community Calendar.** There is a lot of activity occurring in the schools, at community development organizations and elsewhere in the neighborhood. Many times people do not know about these events. A community calendar that would be circulated in a newsletter and/or posted on a Neighborhood Website would allow people to get involved in more activities.
- **Help Train and Place more Teachers Aides in the Classroom.** Residents would like to see more teacher aides and the Plan can help focus grant and other funding toward this objective. Ideally, these new teacher aides should come from the Neighborhood.
- **Link Entrepreneurial Programs to the Micro-Business Incubator.** All programs at the schools and elsewhere in the Neighborhood that promote training and business education should be tied to the Micro-Business Incubator and Business Innovation Center.
- **Create Homework Help Lines.** Kids need a place to go for help with homework. Homework Hot Lines and/or Help Lines could be established to provide this assistance.
- **Develop "Computers in the Home" Program.** Bringing computers into the home and finding ways to link

people to the Internet will greatly expand opportunities for students and adults.

- **Provide Safe Corridors for School Students.** The Plan identifies streets and sidewalks that access area schools as places where lighting and street improvements are necessary to promote "safe streets to schools."

#### Goal 5: Improve Land Use and Quality of Life

The Fairmount Neighborhood Plan contains many recommendations among the various sections of the document that encourage changes in land uses and suggestions to enhance the Quality of Life for local residents. All the goals, for example, address improvements in Quality of Life issues by targeting new stores, rehabilitating homes, enhancing public safety, and expanding job training and educational opportunities. Other specific suggestions include:

- **Zoning Changes.** Changing local zoning to focus more retail and commercial development in the eastern end of the Neighborhood will strengthen the local business district.
- **Eliminate Disruptive Land Uses.** There may be land uses that are disruptive or that cause ongoing code enforcement problems. These uses should be relocated through willing seller-willing buyer initiatives to other areas of the Neighborhood or City.
- **Greening the Neighborhood.** There are many suggestions in the plan for more community gardens, tree and flower plantings, community murals and other projects that can add greenery to the Fairmount Neighborhood.
- **Coordinate Improvements with other Plans and Programs.** The West Ward Abandoned and Vacant Properties Plan, the Northern Fairmount (BAND) Plan; City Master Plans and other plans need to be coordinated to provide a focused effort to support the redevelopment of the Fairmount Neighborhood.



## The Fairmount Neighborhood Strategic Plan

Summary of

MLK School  
6 to 8 PM  
Friday, March 18, 2011  
Come Celebrate with us.

## Fairmount: Our Hope, Our Home, Our Neighborhood



# FAIRMOUNT - YOU DID IT!

This document represents a summary of the major projects, programs and strategies contained in the Strategic Plan for the Fairmount Neighborhood of Newark, New Jersey. It is a plan prepared with the help and support of the residents, businesses and organizations in the neighborhood. More importantly, however, it is a plan that will require everyone's continued support and involvement.

There are many concepts and ideas in this plan that only the residents of Fairmount can implement. That is why YOUR CONTINUING HELP AND SUPPORT is so critical.

**PLEASE JOIN US on Friday, March 18, 2011 when we celebrate the completion of the plan and begin the process of implementing it!**

Prepared in association with:  
The residents and stakeholders of the  
Fairmount Neighborhood

Facilitated by:  
The Urban League of Essex County  
Triad Associates  
Communication for Social Change

*If you live on a block within the square area bordered by Grove Street, South Orange Avenue, Central Avenue, and Bergen Street you live in Fairmount.*



**This is part of the Fairmount Heights revitalization project started by the Urban League of Essex County.**



**The Neighborhood Plan's  
"Coming Out Party"  
Friday March 18th, 2011 from 6 to 8 PM  
Food, Refreshments, Fun**

## Origins of the Fairmount Plan

The Fairmount Neighborhood, defined by the map below, is bordered by South Orange Avenue; 12<sup>th</sup> Street; Central Avenue; and Bergen Street. This neighborhood is an approximately 80 square block area that is inhabited by just over 9,000 residents.

In 2008, the City of Newark engaged the Urban League of Essex County to assist in preparing a strategy for addressing the many abandoned and vacant properties concentrated in a 12 block area of this neighborhood. This Plan builds on that effort and expands the focus of the effort beyond the physical characteristics of the area to include social, economic, and other community goals.

The Plan was funded through two grants. The first was a grant from the Wachovia/Wells Fargo Regional Foundation. The second was a grant from the New Jersey Department of Community Affairs. The grants were administered by the Urban League of Essex County.



## Your Participation and Involvement Has Made the Difference!

From April of 2010 to the present, the residents, businesses, and other stakeholders in the Fairmount Neighborhood have been very involved in identifying issues, establishing priorities, and suggesting strategies for inclusion in the Plan. Therefore, **this is YOUR PLAN!** It is not the Urban League's Plan and is not the consultant team's plan.



Over the course of the past 10 months, a Planning Committee was established; there were three Neighborhood Meetings; there was a significant survey process that was conducted of more than 450 Fairmount residents; and a number of organizational and stakeholder interviews were conducted. The bottom line is that the Plan contains more than 85 specific

concepts and ideas for improving life in the Fairmount Neighborhood that were constructed around five key goals. They include the following.

## Key Neighborhood Goals

1. **Reduce Crime and Enhance Public Safety**
2. **Strengthen the Community, Neighborhood and Families;**
3. **Expand Economic Development and Employment Opportunities;**
4. **Enhance Education and Job Training;**
5. **Diversify Land Use and Improve Quality of Life;**

The following is a summary of some of the key strategies and project concepts that residents and stakeholders such as you suggested for inclusion in this Plan.

## VISION

"We want our neighborhood to be the best it can be, where neighbors help each other in order to provide good and safe schools, jobs, businesses, housing, transportation and recreation to every person who lives here."

At a Neighborhood Meeting on November 9, 2010 residents discussed their vision for the future of the Fairmount Neighborhood.

### Goal 1: Reduce Crime and Enhance Public Safety

There are a number of projects that taken together, can significantly enhance safety in the Fairmount Neighborhood. These projects require the involvement of residents and the close cooperation of community partners to be successful. They include:

- **Enhance Street Lighting.** This project envisions working with PSEG to fix broken lights, upgrade lighting, and ensure that schools, shopping areas, and key pedestrian corridors are safe and well lit.
- **Start a Neighborhood Watch Program.** In partnership with the Newark Police Department, residents, businesses and other organizations would band together to start a Crime Watch Program to report suspicious behavior and illegal activity in the Neighborhood.
- **Improve Traffic and Pedestrian Safety.** New crosswalks, stop signs, rumble strips and other improvements – particularly in the vicinity of 11<sup>th</sup> and 12<sup>th</sup> Streets and South 7<sup>th</sup> and 8<sup>th</sup> Avenues – should be installed to reduce traffic speeds and protect pedestrians.



- **Install More Security Cameras.** Additional security cameras should be installed at important public locations such as schools, institutions, shopping corridors, and transit stops.
- **Improve Code Enforcement.** A code enforcement official, assigned solely to the Fairmount Neighborhood, should be hired to ensure that properties, rental facilities, and building permits are being monitored and properly enforced.

### Goal 2: Strengthen the Community, Neighborhood and Families

A neighborhood is more than a collection of buildings and properties. It is also a network of people and families that need access to services, education, jobs, housing and recreation. Project ideas to implement this goal include:

- **Create a Ride Sharing Program.** Expanding mass transit systems are expensive. A faster way to offer more transportation opportunities is to create a ride sharing pool among Fairmount Residents.
- **Publish a Transit Guide.** This would give residents a comprehensive listing of transit services currently available.
- **Conduct Frequent Neighborhood Clean Ups.** By providing regular clean up days, residents could compete for prizes for the best and cleanest block in the Fairmount Neighborhood.
- **Create a Comprehensive Guide to Family and Social Services.** Many times people do not have access to services simply because they do not know they exist. This guide could be posted on a Fairmount Website and be distributed to residents and organizations in the Neighborhood through newsletters, flyers, church organizations and other outreach.
- **Accelerate the development of New Housing.** New housing that can be built on *vacant or abandoned properties* should be affordable to residents in the neighborhood and should offer a range of rental and home owner options.
- **Work with Local Employers on a "Live where you Work" Program.** Large employers in the area could partner with State and Federal Housing Programs to help their employees buy and fix up homes in the Fairmount Neighborhood.
- **Encourage more Social Interaction.** Through health fairs, neighborhood festivals, news letters, web sites, and social networking, residents should be provided with more opportunities to get to know each other. It was suggested that a facility such as "The Clubhouse at Spruce Gardens" in Newark that provides a gym, a recording studio, a community center and other activities be developed in Fairmount.



### Goal 3: Expand Economic Development and Employment Opportunities

The Fairmount Neighborhood needs new jobs and new employment opportunities. These will come from investments in new stores and businesses. The Plan offers a number of possible projects to promote this goal.

- **Develop New Stores that offer Fresh Meats and Produce.** There is a lot of funding available now to develop new markets that provide *competitively priced foods* and drive down food prices in other neighborhood stores.
- **Develop a Cluster of Mixed Retail Stores.** New stores that market data indicate would be good possibilities for Fairmount include clothing supplies; sports wear; shoes, electronics; and full service restaurants.
- **Provide new Businesses that Serve Neighborhood Institutions.** The hospital, UMDNJ, schools and other large institutions are a very big presence in and around the Neighborhood. A program that would bring office supply, software, laundry, and other stores that expand the job and employment base.
- **Develop a Micro-Business Incubator.** Create an opportunity for people who have a special skill or talent to sell their services at a central facility. Someone who bakes cakes could offer weekend sales, or another person who paints houses could provide those services for sale. This would give people in the neighborhood a chance to start a small side-business and supplement their incomes.
- **Create a Fairmount Business Innovation and Training Center.** This center would bring training, financing, and other educational and employment opportunities together under one roof that can help develop the business and entrepreneurial skills of the neighborhood. This might even include a *resident-owned business* that would provide on-the-job training on how to run and finance a small business.
- **Connect Information about Existing Business Programs.** By creating a Merchant's Association; promoting a "Buy Fairmount Program;" or developing a Business Services Guide, information about existing business development programs can be more effectively circulated in the Neighborhood.
- **Enhance Business Safety.** Business owners and operators are just as concerned with traffic and pedestrian safety as residents are. Constructing new sidewalks, crosswalks, traffic signals, stop signs, and other improvements can help business create a friendly commercial environment.
- **Create an Incentive Program to Hire Fairmount Residents.** When new companies open, they should give first consideration for the new jobs to qualified Fairmount residents. A "Fairmount Guarantee Program" could be created that would provide an inventory of qualified neighborhood employees to new employers.

