



GATEWAY NEIGHBORHOOD PLAN

PERTH AMBOY | MIDDLESEX COUNTY | LEGISLATIVE DISTRICT 19



GATEWAY NEIGHBOHOOD VISION
*Collaboratively Empowering Our Gateway Residents
To Build A Safe, Healthy, And Connected Neighborhood
Where Everyone Has The Best Opportunity
To Live And Prosper*



Submitted by
Perth Amboy Redevelopment Team for Neighborhood Enterprise and Revitalization
P.A.R.T.N.E.R.
Douglas Dzema | Executive Director
881 Amboy Avenue | Perth Amboy | NJ | 08861



2021 NRTC PLAN GATEWAY NEIGHBORHOOD TABLE OF CONTENTS

SECTION ONE COVER PAGE	Page 3
SECTION TWO EXECUTIVE SUMMARY	Page 9
SECTION THREE ORGANIZATION INFORMATION.....	Page 12
SECTION FOUR ORGANIZATIONAL CAPACITY AND EXPERIENCE.....	Page 30
SECTION FIVE NEIGHBORHOOD DESCRIPTION AND STATEMENT OF NEED.....	Page 36
SECTION SIX NEIGHBORHOOD ASSETS & INVOLVEMENT.....	Page 67
SECTION SEVEN PROPOSED VISION, STRATEGIES, ACTIVITIES & OUTCOMES	Page 81
SECTION EIGHT PARTICIPATORY PLANNING REQUIREMENTS.....	Page 109
SECTION NINE ATTACHMENTS	Page 118
APPENDIX A: PHOTOS OF EXISTING NEIGHBORHOOD CONDITIONS	
APPENDIX B: EVIDENCE OF THE PARTICIPATORY PLANNING PROCESS	



NEW JERSEY
COMMUNITY
CAPITAL

Planning Services were provided to this project by the Community Strategies Team of New Jersey Community Capital, and by Glenn Patterson, PP/AICP



COVER PAGE



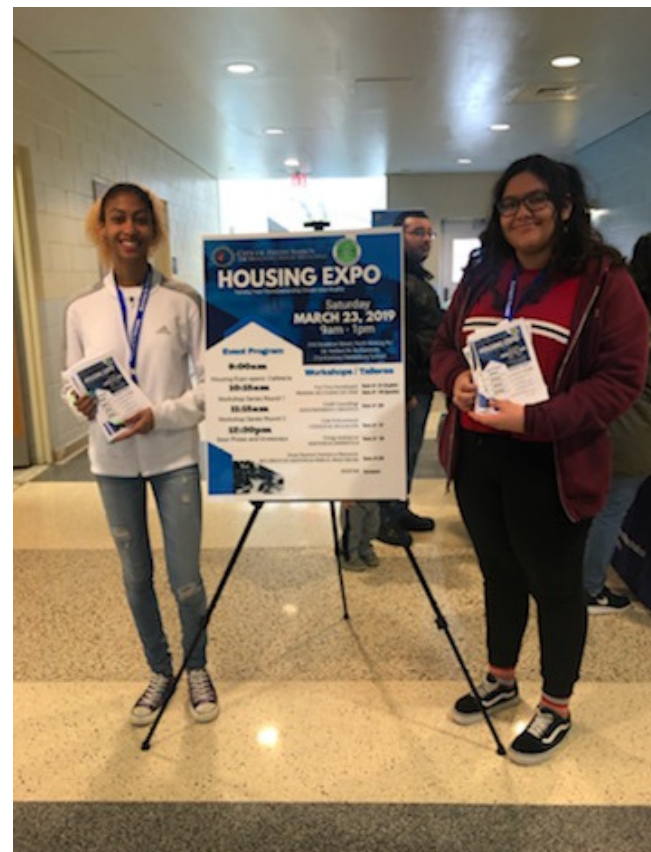
You are Invited to the
"Growing Together"
MURAL UNVEIL
*"In a livable community, people of all ages
can make their city a lifelong home."*
**Wednesday,
June 19, 2019
10:30am**
**Alexander F. Jankowski Community Center
1 Olive Street, Perth Amboy**
P.A.R.T.N.E.R. in partnership with A.R.P.N.J. and the Monmouth County Public Library have collaborated to complete an intergenerational themed mural "Growing Together" in the disinvested neighborhood area, across the Gateway neighborhood. This is a collaborative initiative under the Gateway Healthy Food Collaborative. A 25 x 75 ft. mural by local artist, neighborhood residents and community members will be unveiled on the community room of the Alexander F. Jankowski Center.
RSVP HERE (732) 442-0384 OR INFO@PARTNERNJ.ORG

**Gateway
Neighborhood's
Community
Garden**




- Build sense of community
- Work towards ending poverty
- Add to city's beauty
- Access to fresh fruits and vegetables

Come Join Us!
Call us at 732-442-0384
Or
email info@partnernj.org
Looking for 20 Gateway residents



FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: Jewish Renaissance Foundation

Contact Person (including title): Sherri Goldberg, Director of Community & Family Services

Contact Person's Address: 149 Kearny Ave.

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-638-5063 ext. 125 Cellphone (optional): _____

E-Mail: sherri.goldberg@jrfnj.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

The JRF is a collaborative partner helping to execute programming and services in the Gateway Neighborhood. We are a member of the steering committee.

FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: Jewish Renaissance Medical Center

Contact Person (including title): John T. O'Leary

Contact Person's Address: 275 Hobart Street

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-376-6615 Cellphone
(optional): 732-330-0529

E-Mail: joleary@jrmc.us

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

JRMC has been a long-time partner in the Gateway Neighborhood Collaborative, providing health screenings, educational programs, and medical services to neighborhood residents. JRMC will continue this collaboration, implementing the neighborhood plan strategies related to the provision of community health services.

FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: MORRIS HABITAT FOR HUMANITY, INC.

Contact Person (including title): BLAIR SCHLEICHER WILSON, CEO

Contact Person's Address: 274 SOUTH SALEM STREET

City: RANDOLPH State: NJ Zip Code: 07869

Phone: 973.891.1934 Cellphone
(optional): 973.615.0401

E-Mail: Blair.wilson@MorrisHabitat.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:
MORRIS HABITAT FOR HUMANITY looks forward to helping with this neighborhood plan. The organization will be an active partner in implementing the plan's housing development and homeownership activities.

FORM NP-1, page 2: PARTNERING ORGANIZATION INFORMATION

Please provide the following information for each organization with which you partnered in developing the Neighborhood Plan. Copy and attach additional sheets if necessary.

Name of Partnering Organization: Raritan bay Area YMCA

Contact Person (including title): Steve Jobin

Contact Person's Address: 357 New Brunswick Avenue

City: Perth Amboy State: NJ Zip Code: 08861

Phone: 732-442-3632 Cellphone
(optional): _____

E-Mail: sjobin@rbaymca.org

Briefly describe the role of the partnering organization in developing the Neighborhood Plan:

As a service providing community based institution, the Y is a Stakeholder in the planning process for the Neighborhood Plan. The Y participated in a multitude of meetings to discuss neighborhood assets and challenges, engaged in neighborhood-relation activities, and coordinated with partners to create a network of support for families.

FORM NP-1, page 1: COVER PAGE FOR SUBMISSION OF A NEIGHBORHOOD PLAN

Neighborhood: Gateway Neighborhood NJ Legislative District: 19th

Eligible Municipality: Perth Amboy Mayor: Mayor Helmin Caba

P.A.R.T.N.E.R.

Name of Applicant Organization: (Perth Amboy Redevelopment Team for Neighborhood Enterprise and Revitalization)

Name of CEO/Executive Director: Douglas Dzema

Address: 881 Amboy Ave. P.O. Box 390

City: Perth Amboy State: NJ Zip Code: 08861

NJ Charities Registration Number: We have registered, but have not been assigned a number.

Contact Person for this Application: Douglas Dzema

Phone: 732-826-3110 E-Mail: ddzema@perthamboyha.org

Cellphone
(optional): _____

What is the time period for this Neighborhood Plan? 10
(may not exceed Ten (10) years)

Did you partner with another organization to develop the Neighborhood Plan? YES X (if YES, complete NP-1 Page 2)
NO

Certification: To the best of my knowledge and belief, the data in this application are true and correct. The governing body of the applicant has duly authorized the document.

<u>Edna Dorothy Carty-Daniel</u>		<u>Chairperson</u>
Name		Title
		<u>June 15, 2021</u>
Signature of Board Chairperson		Date



EXECUTIVE SUMMARY



SECTION 2: EXECUTIVE SUMMARY

The Gateway Neighborhood is comprised of 5,639 residents living in a 48-block area in Perth Amboy, NJ located alongside the Raritan River and the rail tracks of the North Jersey Coast Line. While the neighborhood, with a median household income of \$36,293 and a poverty rate of 32.6%, faces economic challenges, since 2012 its residents have banded together with local organization PARTNER to work together to improve the neighborhood and chart its course to a bright future.



The GATEWAY area in Perth Amboy extends from Route 35 to Fayette Street and Elm Street to the Raritan River.

This Neighborhood Plan, developed through a community-driven process, and recognizing the Gateway Neighborhood's assets and opportunities, sets the course for that bright future. The Plan seeks to achieve five broad goals:

1. Build a united and empowered community
2. Ensure quality, affordable, and safe housing
3. Create broad and equitable economic opportunity
4. Cultivate vibrant parks and green spaces
5. Make getting around safe and easy

Proposed Strategies

Goal 1. Build a united and empowered community

Strategy 1.1 Develop a community organizing program and strong resident leadership

Strategy 1.2 Community programs and events

Strategy 1.3 Promote public arts that celebrate the neighborhood's values, history, and culture

Strategy 1.4 Develop strong working relationships with the police and other municipal officials

Goal 2. Ensure quality, affordable, and safe housing

Strategy 2.1 Support Existing Homeowners

Strategy 2.2 Prepare residents for homeownership

Strategy 2.3 Advance tenant rights

Strategy 2.4 Develop quality affordable housing

Goal 3. Create broad and equitable economic opportunity

Strategy 3.1 Promote greater Smith Street as a diverse and authentic ethnic food, retail, and cultural hub

Strategy 3.2 Improve the look and experience of Smith Street as a walkable downtown district

Strategy 3.3 Support neighborhood small businesses

Strategy 3.4 Encourage local hiring and good jobs at neighborhood and City logistics and manufacturing businesses

Strategy 3.5 Work with the County and Middlesex College on job training focused on key industries

Strategy 3.6 Maintain a strong safety net of community-based social and health services

Strategy 3.7 Expand day care and pre-K options in the neighborhood

Goal 4. Cultivate vibrant parks and green spaces

Strategy 4.1 Develop new parks and green spaces in a community-oriented way

Strategy 4.2 Activate neighborhood parks and green spaces

Goal 5. Make getting around safe and easy

Strategy 5.1 Pedestrian and bicycling safety infrastructure

Strategy 5.2 Explore a direct shuttle connection to Raritan Center

Strategy 5.3 Work with the City to better manage parking in the neighborhood



ORGANIZATION INFORMATION



Creative works on display

A stroll through Perth Amboy's Patten Park has gotten a lot more creative. Through Friday, works from three local artists will be on display as part of the Perth Amboy Artswalk. The temporary installation features 14 pieces and aims to raise awareness of the role that art plays in the communities and our individual lives. The panels depict artists Van Gogh, Dali and Frida Kahlo, civil rights pioneer Thomas Mundy Peterson and the Tower of David, among other subjects. Those who stop by are encouraged to wear masks and social distance. *Photos by John Jones, for NJ Advance*



Financial Resources

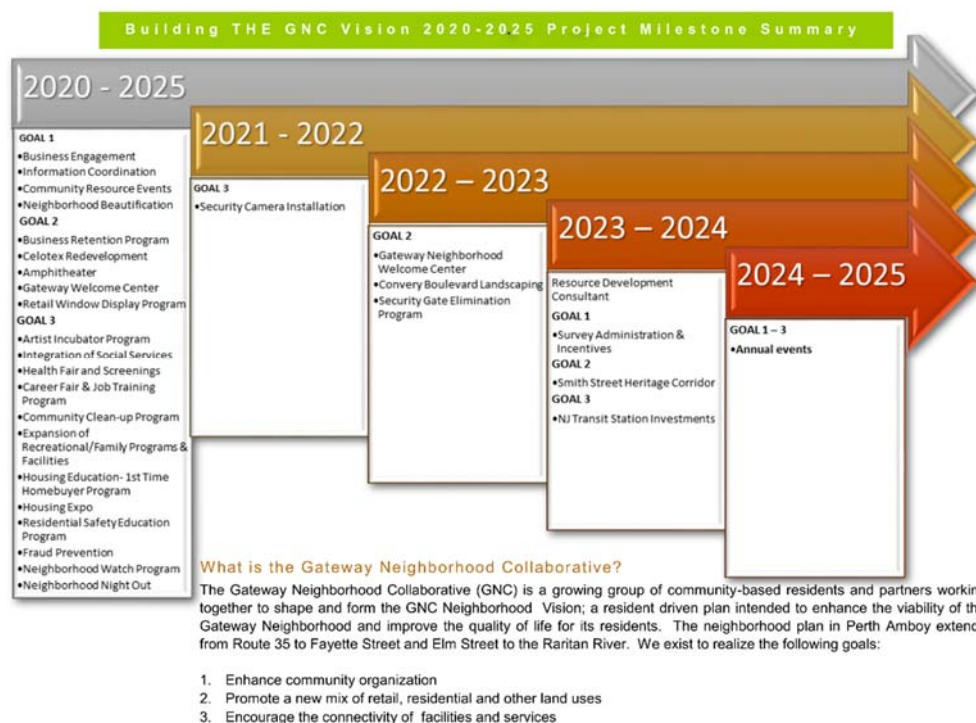
PARTNER is a fiscally mature and sound organization. Its current operating budget for Fiscal Year 2021 is \$1,770,000. Over 80% of the organization's revenue comes from providing property management services to two properties owned by the Perth Amboy Housing Authority. The organization receives \$120,000 a year from the Regional Foundation as part of its five-year Implementation Renewal Grant for the Gateway Neighborhood, which represents 6.5% of the organization's anticipated FY21 revenue. Other funding sources include fee-for-service revenue related to Perth Amboy Housing Authority's Section 8 program, funding from Habitat for Humanity, and interest income. PARTNER has not received any grant awards from the New Jersey Department of Community Affairs in the last five years.

From an overall balance sheet perspective, PARTNER reported just over \$1 million in net assets in its most recent audit.

Community Involvement

PARTNER has been involved in the Gateway community since the organization's founding. PARTNER manages 148 project-based rental assistance units in the Wesley T. Hansen Building, a senior citizen residence located in the Gateway Neighborhood at 415 Fayette Street. The Hansen Building is also the site of PARTNER's office for its program staff.

Since 2012, PARTNER has served as the lead organization for the revitalization initiative in the Gateway Neighborhood. From 2013 through 2014, PARTNER led a neighborhood planning initiative in the Gateway Neighborhood that was supported by the then-Wells Fargo Regional Foundation. PARTNER was awarded an Implementation Grant by the foundation in 2015, and a subsequent Implementation Renewal Grant in 2020.





public safety initiatives. PARTNER has sought to promote meaningful resident participation and leadership in all of its activities in the Gateway Neighborhood, and looks forward to enhancing those resident empowerment efforts through the implementation of this neighborhood plan.

PARTNER's work in the community has focused on community outreach and programing, hosting events like job fairs, housing expositions, cultural performances, and community clean-ups. PARTNER has also collaborated with neighborhood businesses to improve the Smith Street commercial and retail district, and brought community members and the police together on

FORM NP-2: ORGANIZATION PROFILE (page 1)

A. AGENCY INFORMATION

What was the organization's date of incorporation? 3/06/2003

What was the original purpose for which the organization was formed?

The Corporation is organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the development, ownership, and/or management- either alone or as part of separate legal entity or venture- of rental and for-sale housing dedicated to low to moderate-income individuals and families in a manner consistent with either the low income housing "safe harbor" rules set forth in Rev.Proc.96-32, 1996-20.I.R.B. 14, or the low-income housing "facts and circumstances" test set out in the same publication. In addition, the corporation may provide and /or coordinate the provision of such services to residents of such housing as are reasonably calculated to promote economic opportunity and self-sufficiency among those residents.

What is the organization's current mission statement?

"We provide quality, cost-effective services, facilities, and infrastructure to build an exceptional community and a great place to live."

Is the organization in "Good Standing" with the NJ Department of State?

YES ☒ NO ☐

When did the organization file its current N.J. Charitable Registration and Investigation Act Report (CRI-300R)?

Date: 12/31/2019

Documents to be submitted as Attachment(s):

- "Certificate of Good Standing" certificate from State of New Jersey
- Copy of current NJ CRI-300R form

B. BOARD OF DIRECTORS INFORMATION

Board Chairperson: EDNA DOROTHY CARTY-DANIEL

Date Elected: MARCH 25, 2003

Term Expiration Date: CONTINUOUS

Number of Authorized Board Members: 7

Number of Current Board Members: 6

How frequently does the Board meet? Monthly

Is the Board involved with fundraising activities? YES ☐ NO ☒

If YES, when was the last activity conducted, for what purpose, and how much was raised?

Documents to be submitted as Attachment(s):

- List of current members of the Board of Directors, as of January 1 of this year

FORM NP-2: ORGANIZATION PROFILE (page 2)

C. PERSONNEL – TOTAL AGENCY

What is the current agency staffing level?

Full Time: 9

Part Time: 8

Volunteers: 0

Provide the following information regarding full-time staff employed by the organization in the past 5 years:

Year	Annual Employee Turnover Percentage	Leadership / Senior Staff Included?		
		YES	NO	
2014	0%	X		
2015	0%	X		
2016	0%	X		
2017	0%	X		
2018	16%	X		

For any year in which employee turnover percentage exceeded 20%, provide an explanation:

N/A

When was the Executive Director hired? 2003

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

FORM NP-2: ORGANIZATION PROFILE (page 3)

D. FINANCIAL INFORMATION

What is the organization's fiscal year?

Start Date: January 1st

End Date: December 31st

When was the organization's current year total budget approved by its Board of Directors?

11/10/2020

Did the organization incur a deficit at the end of its most recent fiscal year?

YES

☐

NO

X

If YES, what is the amount, and how will the agency reduce/address the deficit?

N/A

When was Form 990 most recently completed and submitted to the IRS?

12/31/2019

When was the organization's most recent annual audit report (audited financial statement) completed?

12/31/2019

What was the time period covered in the audit report:

1/01/2019 – 12/31/2019

Were there any internal control or compliance findings from the organization's most recent annual audit report?

YES

☐

NO

X

Documents to be submitted as Attachment(s):

- *Organization's total budget for the current year, with funding sources listed*
- *Copy of the minutes of the Board of Directors meeting at which the organization's current year total budget was approved*
- *Copy of the three (3) most recent annual audit reports for the organization*
- *Copy of the corrective action plan related to internal control or compliance findings from the organization's most recent annual audit report, if applicable*

A. AGENCY INFORMATION

What was the organization's date of incorporation? 10/1/1912

What was the original purpose for which the organization was formed?

To develop the Christian character and usefulness of its members and to improve the spiritual, mental, social and physical condition of young men.

What is the organization's current mission statement?

Strengthen community through youth development, healthy living, and social responsibility.

Is the organization in "Good Standing" with the NJ Department of State?

YES ☒ NO ☐

When did the organization file its current N.J. Charitable Registration and Investigation Act Report (CRI-300R)?

Date: 10/16/2020

Documents to be submitted as Attachment(s):

- "Certificate of Good Standing" certificate from State of New Jersey
- Copy of current NJ CRI-300R form

B. BOARD OF DIRECTORS INFORMATION

Board Chairperson: Seminski, Louis

Date Elected: 5/27/2020

Term Expiration Date: 5/31/2022

Number of Authorized Board Members: 21

Number of Current Board Members: 14

How frequently does the Board meet? Bi-Monthly

Is the Board involved with fundraising activities? YES ☒ NO ☐

If YES, when was the last activity conducted, for what purpose, and how much was raised?

Golf Outing 6/9/2021 \$10,000

C. PERSONNEL – TOTAL AGENCY

What is the current agency staffing level?

Full Time: 27
Part Time: 64
Volunteers: 25

Provide the following information regarding full-time staff employed by the organization in the past 5 years:

<i>Year</i>	<i>Annual Employee Turnover Percentage</i>	<i>Leadership / Senior Staff Included?</i>		
		<i>YES</i>	<i>NO</i>	
2020	50%	X		
2019	14%	X		
2018	11%	X		
2017	13%	X		
2016	12%	X		

For any year in which employee turnover percentage exceeded 20%, provide an explanation:

When was the Executive Director hired? 6/12/2006

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

D. FINANCIAL INFORMATION

What is the organization's fiscal year?

Start Date: 1/1

End Date: 12/31

When was the organization's current year total budget approved by its Board of Directors?

12/9/2020

Did the organization incur a deficit at the end of its most recent fiscal year?

YES

NO

X

If YES, what is the amount, and how will the agency reduce/address the deficit?

When was Form 990 most recently completed and submitted to the IRS?

6/14/2021

When was the organization's most recent annual audit report (audited financial statement) completed?

6/10/2021

What was the time period covered in the audit report:

1/1/2020-12/31/2020

Were there any internal control or compliance findings from the organization's most recent annual audit report?

YES

NO

X

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

FORM NP-2: ORGANIZATION PROFILE (page 1)

A. AGENCY INFORMATION

What was the organization's date of incorporation?

October 21, 1985

What was the original purpose for which the organization was formed?

- To implement the gospel of Jesus Christ throughout the US and around the world by working with economically disadvantaged people to help them create a better human habitat in which to live and work.*
- To receive, maintain and accept, as assets of the Corporation, any property, whether real, personal, or mixed, by way of gift, bequest, devise or purchase, from any person, firm, trust or corporation, to be held, administered and disposed of in accordance with and pursuant to the provisions of the Certificate of Incorporation.*

What is the organization's current mission statement?

Seeking to put God's love into action, Morris Habitat for Humanity brings people together to build homes, communities, and hope.

Is the organization in "Good Standing" with the NJ Department of State?

YES

☒

NO

When did the organization file its current N.J. Charitable Registration and Investigation Act Report (CRI-300R)?

Date: 6/30/2020

Documents to be submitted as Attachment(s):

- "Certificate of Good Standing" certificate from State of New Jersey
- Copy of current NJ CRI-300R form

B. BOARD OF DIRECTORS INFORMATION

Board Chairperson:

DAVID FARRELL

Date Elected:

JANUARY 27, 2021

Term Expiration Date:

1/2023

Number of Authorized Board Members:

19

Number of Current Board Members:

18

How frequently does the Board meet?

Bi-monthly

Is the Board involved with fundraising activities?

YES

☒

NO

If YES, when was the last activity conducted, for what purpose, and how much was raised?

The board is activity involved in fundraising on an ongoing process – it was involved in fundraising for the organization's

FORM NP-2: ORGANIZATION PROFILE (page 2)

C. PERSONNEL – TOTAL AGENCY

What is the current agency staffing level?

Full Time: 35
Part Time: 17
Volunteers: 200+

Provide the following information regarding full-time staff employed by the organization in the past 5 years:

Year	Annual Employee Turnover Percentage	Leadership / Senior Staff Included?		
		YES	NO	
2020	7.60	x		
2019	7.1		x	
2018	2	x		
2017	18		x	
2016	21		x	

For any year in which employee turnover percentage exceeded 20%, provide an explanation:

Turnover happens in our retail operation, ReStore.

When was the Executive Director hired?

March 29, 2004

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

FORM NP-2: ORGANIZATION PROFILE (page 3)

D. FINANCIAL INFORMATION

What is the organization's fiscal year?

Start Date: January 1

End Date: December 31

When was the organization's current year total budget approved by its Board of Directors?

\$5,400,000

Did the organization incur a deficit at the end of its most recent fiscal year?

YES

NO

☒

If YES, what is the amount, and how will the agency reduce/address the deficit?

When was Form 990 most recently completed and submitted to the IRS?

June 2021

When was the organization's most recent annual audit report (audited financial statement) completed?

May 2021

What was the time period covered in the audit report:

January 1, 2020 – December 31, 2020

Were there any internal control or compliance findings from the organization's most recent annual audit report?

YES

NO

☒

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

FORM NP-2: ORGANIZATION PROFILE (page 1)

A. AGENCY INFORMATION

What was the organization's date of incorporation?

April 28, 1996

What was the original purpose for which the organization was formed?

The Jewish Renaissance Foundation, a faith-based, non-profit agency based in Perth Amboy, NJ was formed to serve and care for the most vulnerable persons, children, families, and communities of all colors; all cultures; all faiths. JRF, since 1996, aggressively responds to the ever-growing, complex social, educational, and medical challenges of our economically distressed and underserved communities through a multi-disciplinary system of community development and service delivery.

What is the organization's current mission statement?

"One People, One Heart" [The Jewish Renaissance Foundation (JRF) is a non-profit nonsectarian organization founded by individuals who feel compelled to act upon the teachings of the Jewish faith. We believe as citizens in a democratic society, we must respond to the needs of our neighbors and share our talents and resources. The JRF is committed to helping individuals/families become healthier and stronger].

Is the organization in "Good Standing" with the NJ Department of State?

YES

☒

NO

When did the organization file its current N.J. Charitable Registration and Investigation Act Report (CRI-300R)?

Date: April 14, 2021

Documents to be submitted as Attachment(s):

- "Certificate of Good Standing" certificate from State of New Jersey
- Copy of current NJ CRI-300R form

B. BOARD OF DIRECTORS INFORMATION

Board Chairperson:

Antonia Ricigliano

Date Elected:

7-1-2019

Term Expiration Date:

6-30-2022

Number of Authorized Board Members:

9

Number of Current Board Members:

9

How frequently does the Board meet?

Monthly

Is the Board involved with fundraising activities?

YES

NO

☒

If YES, when was the last activity conducted, for what purpose, and how much was raised?

Documents to be submitted as Attachment(s):

- *List of current members of the Board of Directors, as of January 1 of this year*

FORM NP-2: ORGANIZATION PROFILE (page 2)

C. PERSONNEL – TOTAL AGENCY

What is the current agency staffing level?

Full Time:	31
Part Time:	5
Volunteers:	16
Contracted:	5

Provide the following information regarding full-time staff employed by the organization in the past 5 years:

Year	Annual Employee Turnover Percentage	Leadership / Senior Staff Included?	
		YES	NO
2016	18%		X
2017	31%		X
2018	33%	X	
2019	17%		X
2020	20%	X	

For any year in which employee turnover percentage exceeded 20%, provide an explanation:

2017 – Voluntary lay-off offered 6/2017

2018 – We had 2 employees relocate out of NJ and 1 returned to school full time.

When was the Executive Director hired?

Hired 5/10/2011, promoted to Interim Executive Director (CEO) effective 8/26/2020

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

FORM NP-2: ORGANIZATION PROFILE (page 3)

D. FINANCIAL INFORMATION

What is the organization's fiscal year?

Start Date: July 1st

End Date: June 30th

When was the organization's current year total budget approved by its Board of Directors?

December 16, 2020

Did the organization incur a deficit at the end of its most recent fiscal year?

YES

NO

X

If YES, what is the amount, and how will the agency reduce/address the deficit?

When was Form 990 most recently completed and submitted to the IRS?

April 17, 2020

When was the organization's most recent annual audit report (audited financial statement) completed?

March 24, 2021

What was the time period covered in the audit report:

July 1, 2019 to June 30, 2020

Were there any internal control or compliance findings from the organization's most recent annual audit report?

YES

NO

X

Documents to be submitted as Attachment(s):

FORM NP-2: ORGANIZATION PROFILE (page 1)

A. AGENCY INFORMATION

What was the organization's date of incorporation?

January 3, 2001

What was the original purpose for which the organization was formed?

As a non-profit health Center

What is the organization's current mission statement?

The JRMC is a full-service, medical, and dental center whose mission is to provide high-quality, evidence-based healthcare services to all patients who walk through our doors, regardless of economic circumstances. JRMC consistently engages in community outreach activities that improve healthcare access within our region. JRMC is committed to responsible stewardship of all resources, and proudly builds strategic partnerships that support our mission

Is the organization in "Good Standing" with the NJ Department of State?

YES

☒ Y

NO

When did the organization file its current N.J. Charitable Registration and Investigation Act Report (CRI-300R)?

Date: 6/23/2021

Documents to be submitted as Attachment(s):

- "Certificate of Good Standing" certificate from State of New Jersey
- Copy of current NJ CRI-300R form

B. BOARD OF DIRECTORS INFORMATION

Board Chairperson:

Joel Russo

Date Elected:

1/2021

Term Expiration Date:

1/2022

Number of Authorized Board Members:

11

Number of Current Board Members:

11

How frequently does the Board meet?

Once a month

Is the Board involved with fundraising activities?

YES

☒ X

NO

If YES, when was the last activity conducted, for what purpose, and how much was raised?

Women's Health Initiative-May 14, 2019- \$59,000

FORM NP-2: ORGANIZATION PROFILE (page 2)

C. PERSONNEL – TOTAL AGENCY

What is the current agency staffing level?

Full Time: 117

Part Time: 24

Volunteers:

Provide the following information regarding full-time staff employed by the organization in the past 5 years:

Year	Annual Employee Turnover Percentage	Leadership / Senior Staff Included?		
		YES	NO	
2020	36%	x		
2019	20%	x		
2018	19%	x		
2017	23%	x		
2016	21%			

For any year in which employee turnover percentage exceeded 20%, provide an explanation:

2020- Covid- 2017- change in executive staff and closed 3 Newark school

When was the Executive Director hired?

5/17/2018

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*

FORM NP-2: ORGANIZATION PROFILE (page 3)

D. FINANCIAL INFORMATION

What is the organization's fiscal year?

Start Date: January

End Date: February

When was the organization's current year total budget approved by its Board of Directors?

\$15 Million

Did the organization incur a deficit at the end of its most recent fiscal year?

YES

NO

N

If YES, what is the amount, and how will the agency reduce/address the deficit?

When was Form 990 most recently completed and submitted to the IRS?

9/21/2020

When was the organization's most recent annual audit report (audited financial statement) completed?

9/18/2020

What was the time period covered in the audit report:

January – December 2019

Were there any internal control or compliance findings from the organization's most recent annual audit report?

YES

Y

NO

Documents to be submitted as Attachment(s):

- *Resume for the Executive Director*
- *Organization Chart*



ORGANIZATIONAL CAPACITY AND EXPERIENCE



Our Lady of Fatima Parish
Claret Community Center
Grand Opening



Saturday, December 7, 2019

12:00 - 3:00 P.M.
348 Smith Street, Perth Amboy, NJ

Thanks for your Pledge for a Bike to a Gateway Neighborhood Youth.
You are officially a Perth Amboy Pedal Pal!



Follow Us!   



SECTION 4: ORGANIZATIONAL CAPACITY AND EXPERIENCE

Organizational Capacity

PARTNER – Perth Amboy Redevelopment Team for Neighborhood Enterprise and Revitalization – is a nonprofit corporation established by the Housing Authority of the City of Perth Amboy committed to creating housing and economic opportunities for low-and-moderate income families and individuals. The organization was formed to facilitate neighborhood revitalization and development opportunities including purchasing, leasing, rehabilitating, and operating decent, safe and affordable housing.

Since 2012, PARTNER has served as the lead agency for the Gateway Neighborhood Collaborative, a comprehensive neighborhood revitalization effort focused on the Gateway Neighborhood of Perth Amboy, NJ. In this capacity, PARTNER received a planning grant from the Wells Fargo Regional Foundation in 2013, and began a neighborhood engagement process. In 2014, PARTNER completed the Gateway Neighborhood's first neighborhood plan and subsequently received an Implementation Grant from the Wells Fargo Regional Foundation.

In addition to its neighborhood revitalization work in the Gateway Neighborhood, PARTNER has significant capacity in housing and property management. Among the organization's housing development accomplishments are completing the development of a 84-unit elderly care facility for low-income seniors based in Perth Amboy; and successfully relocating 252 public housing tenants as part of the Delaney Homes Redevelopment Plan. The organization has also partnered with Morris Habitat for Humanity on the construction of two new homes in Perth Amboy. Additionally, as a HUD-certified housing counseling agency, PARTNER is able to counsel low-and moderate income families interested in purchasing their own home.

Moreover, PARTNER, in conjunction with the Perth Amboy Housing Authority, provides property management services to 360 recently converted project-based rental assistance units. Services include both the administration and maintenance of the properties to allow residents to live in a safe and sanitary environment. PARTNER also provides consultive services to other public housing, nonprofit, and public entities in the areas of portfolio assessments, strategic planning and management development.

PARTNER has strong administrative and financial management systems. The organization has a history of clean audits and a healthy reserve balance.

Current Activities

PARTNER's current activities in the Gateway Neighborhood center around implementing the milestones and outputs of its current Implementation Renewal Grant from the Regional Foundation. These include a number of neighborhood-building efforts to engage and support local residents and businesses. They also include organizing community activities such as clean-ups, art walks, and other events. PARTNER hosts resource expos focused on housing and employment each year, and recruits residents into its first time homebuyer educational programs. PARTNER also collaborates with citywide initiatives to ensure that benefits reach the Gateway Neighborhood.

PARTNER manages 360 project-based rental assistance units within the City of Perth Amboy. 148 of these rental units are in the Wesley T. Hansen Building, a senior citizen residence located in the Gateway Neighborhood at 415 Fayette Street.

Additionally, PARTNER runs the Achieving Success & Knowledge (ASK) Scholarship Program. The ASK Scholarship Program provides educational scholarships to Perth Amboy High School seniors who are residents of public housing or whose families are receiving Section 8 Housing Choice Voucher Assistance.



Development and Service Delivery Capacity

PARTNER has the capacity to effectively lead the neighborhood revitalization effort in the Gateway Neighborhood and administer NRTC Project Grants. As noted previously, within the City of Perth Amboy, PARTNER has developed a 84-unit elderly care facility, and led a successful relocation effort for 252 public housing tenants. It partnered with Morris Habitat for Humanity on the development of two newly constructed homes in 2015 and 2021.

PARTNER manages 360 project-based rental assistance units in the City of Perth Amboy, and provides consultant services to housing authorities and other housing organizations. PARTNER is also a HUD-certified housing counseling agency, providing pre-homeownership counseling and workshops to Perth Amboy and Middlesex County residents.

From 2014 through 2019 PARTNER successfully implemented the milestones and outputs of its Implementation Grant from the then-Wells Fargo Regional Foundation. These milestones and outputs included implementing a number of annual community events, like the community housing exposition and career fair. It also included activities to develop and enhance the Smith Street commercial and retail corridor, and community collaboration with the police department on public safety initiatives. This implementation was to the satisfaction of the Regional Foundation, which awarded PARTNER an Implementation Renewal Grant in 2020. PARTNER is successfully implementing the activities of the Implementation Renewal Grant – many of which are included in the proposed strategies of this Neighborhood Plan.



Gateway Neighborhood Collaborative January 2020 - December 2020 Timeline



What is the Gateway Neighborhood Collaborative (GNC)?

The GNC initiative aims to promote the development of a resident-led and community-supported redevelopment framework of the Gateway neighborhood with the strategy to incorporate a community-based, multi-agency approach to housing, economic development, crime prevention, and neighborhood restoration.

Our Vision

"Collaboratively empowering our Gateway residents to build a safe, healthy, and connected neighborhood where everyone has the best opportunity to live and prosper."

								
JANUARY Site Visit with Lauren	MARCH- DECEMBER Wellness Calls and COVID-19 Testing	APRIL Perth Amboy PEDAL PAL	MAY Peace Walking Series	JUNE-JULY Senior Care Packages	AUGUST Neighborhood BBQ	SEPTEMBER Census Chalk-A- Thon	OCTOBER Hispanic Heritage and Food Pantry Adoption	NOVEMBER ARTSwalk

Gateway Neighborhood Collaborative intervention activities are made possible by the Regional Foundation renewal grant funding awarded to P.A.R.T.N.E.R.

Partnering Organizations

Jewish Renaissance Foundation

Founded in 1995, the Jewish Renaissance Foundation (JRF) serves over 6,000 people through its numerous anti-poverty programs and is the designated Community Action Agency for eastern Middlesex County. JRF's programs include school-based youth services, the Bayside Family Success Center, and the Family Assistance Center, where families in need receive case management and emergency cash assistance services. Based in Perth Amboy, for the last decade JRF has served as the lead agency for the Greater Budapest/PAAC Neighborhood Revitalization Initiative.

JRF has been a partner in the Gateway Neighborhood Collaborative since its beginning. During this neighborhood planning process, JRF was represented on the steering committee and made valuable

contributions to the plan's strategies. Given its expertise in the delivery of community programming, JRF will play a supporting role in implementing many of the programs proposed in this neighborhood plan, with a particular focus on the activities related to job training and readiness.

JRF is experienced in the NRTC program, having been awarded five NRTC grants related to the PAAC Neighborhood over the last decade. JRF has the financial and administrative systems in place to effectively function as a sub-grantee and a collaborative partner in the Gateway Neighborhood's NRTC work.

Raritan Bay Area YMCA

The Raritan Bay Area YMCA serves the greater Perth Amboy community with programs related to youth development, healthy living, and social responsibility. The YMCA operates a fitness and wellness center just outside of the Gateway Neighborhood on New Brunswick Avenue, a pre-school and learning center just outside of the neighborhood on Maple Street, an afterschool program at the Herbert Richardson Elementary School in the Gateway Neighborhood, and the Center for Support, Success, and Prosperity in the Gateway Neighborhood. The YMCA also operates a citywide healthy housing program.



The YMCA has been a key partner in the Gateway Neighborhood Collaborative for the last several years. The organization was represented on the neighborhood plan steering committee where it guided the planning process and provided helpful input into the plan. Building off its existing programs, the YMCA will play a key role in implementing Neighborhood Plan activities related to healthy housing, pre-school services, and counteracting housing insecurity.

With an annual budget of over \$5 million and a staff of over 90 employees who work at 13 different program locations, the YMCA has the organizational capacity and track record to successfully implement NRTC activities in the Gateway Neighborhood.

Morris Habitat for Humanity

Morris Habitat for Humanity builds homes for low-income families in Morris, Middlesex, and Union Counties. Since its founding in 1985, Morris Habitat has constructed over 120 homes. It also runs a home repair program focused on low-income senior homeowners, and manages a ReStore that keeps furniture and construction materials out of landfills.

Morris Habitat has been a collaborator with PARTNER for the last six years. The organizations partnered on two new-construction single-family home projects in Perth Amboy, completing one in 2015 and the other in 2020. While Morris Habitat has yet to complete a development project in the Gateway

Welcome Home Gonzalez Family

HOME FOR A HERO
HABITAT FOR HUMANITY DEDICATION MAY 1, 2021

The Jewish Renaissance Medical Center (JRMC) is a Federally Qualified Health Center that provides primary medical care, dental care, and behavioral health care to low-income and medically underserved individuals. JRMC's main facility is less than half a mile outside of the Gateway Neighborhood, and many of its patients are Gateway neighborhood residents.

JRMC has been a long-time partner in the Gateway Neighborhood Collaborative, providing health screenings, educational programs, and medical services to neighborhood residents. JRMC will continue this collaboration, implementing the neighborhood plan strategies related to the provision of community health services.





NEIGHBORHOOD DESCRIPTION AND STATEMENT OF NEED



Section 5: Neighborhood Description and Need for Revitalization

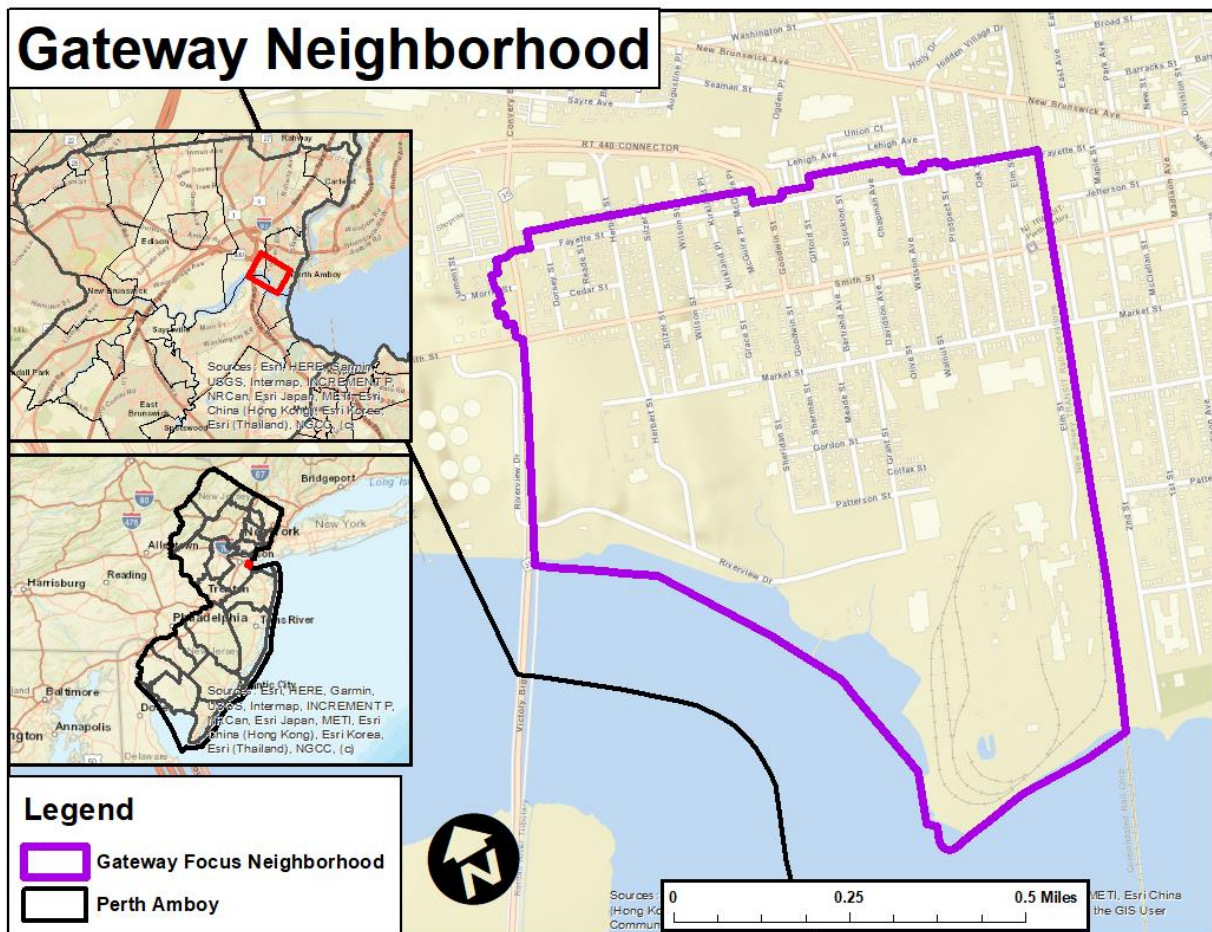
Overview

The Gateway Neighborhood is a 48-block area in Perth Amboy, NJ located alongside the Raritan River and the rail tracks of the North Jersey Coast Line. The Neighborhood has a population of 5,639 residents comprising 1,690 households. The population is low-income, with a median household income of \$36,293 and a poverty rate of 32.6%. The population is also heavily Hispanic (82.9%) and over half of the Neighborhood's residents are foreign born. Spanish is the primary language for the majority of the Neighborhood, and nearly half (48.5%) of Gateway residents age 5 and older have limited proficiency in English.

The Gateway Neighborhood has seen its homeownership rate, currently 16.6%, decline precipitously, dropping 42.8% in the last twenty years and nearly 30% in the last decade. With over 80% of neighborhood households renting their homes, rental affordability is an acute challenge, with rent eating up over half of the monthly income of over a third of renter households.

The Neighborhood has excellent access to both bus and train transportation, and great walkability. Smith Street functions as the neighborhood's central retail district, and provides walkable access to supermarkets, bakeries, restaurants, and other stores.

The City is currently overseeing the large-scale redevelopment of a number of former industrial sites in the southern portion of the Gateway Neighborhood near the waterfront. This redevelopment presents opportunities for the Gateway residents to increase their access to jobs – particularly in the warehousing sector – and realize the development of new parks and green spaces, as well as affordable housing.

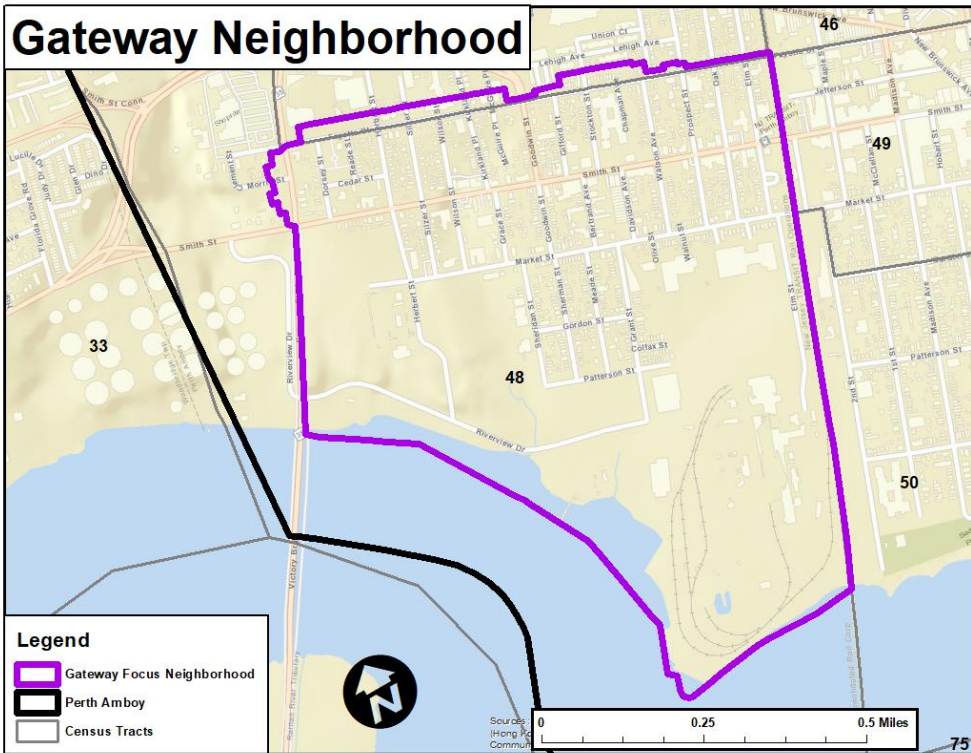


Map: Gateway Neighborhood

Physical Description of the Neighborhood

The Gateway neighborhood is a 48-block area of approximately 0.65 square miles located in the southwest corner of Perth Amboy along the Raritan River. The neighborhood is bound by Fayette Street to the north, the railroad tracks to the east, and Convery Blvd. to the west. There are three parallel east-west streets in the neighborhood: Fayette Street, Smith Street, and Market Street. The latter two streets are under county jurisdiction. The streets north of Market Street follow a grid pattern. To the south of Market Street the grid is interrupted by former industrial areas now undergoing redevelopment.

The entirety of the Gateway Neighborhood is included in Middlesex County, NJ US Census Tract 48. Of Tract 48's three Block Groups, Block Groups 1 and 2 are entirely within the neighborhood boundary. Approximately 70% of Block Group 3's area is within the neighborhood, with the remainder lying to the west of Convery Blvd. The portion of Block Group 3 that lies outside of the Gateway Neighborhood contains only industrial and commercial land uses, and no residences.



Map: Gateway Neighborhood US Census Tracts



Map: Gateway Neighborhood US Census Block Groups

Land Use

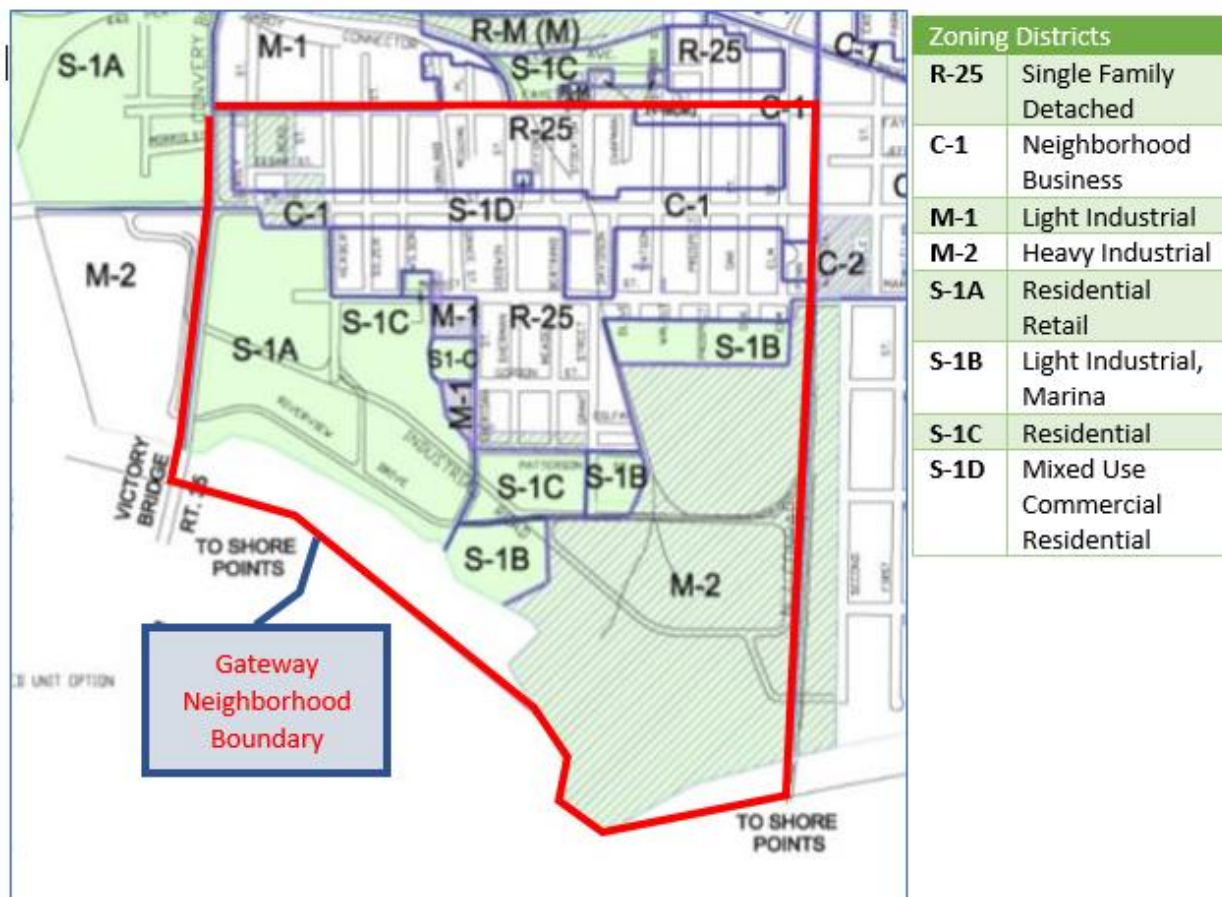
The neighborhood contains a mix of residential, industrial, and retail uses, with a significant portion of the southern part of the neighborhood making up a redevelopment area with three redevelopment sub-sites. The Southeastern corner of the neighborhood includes the recently completed Elm Street redevelopment area, consisting primarily of warehouse space with its southeastern edge designated as a park and amphitheater. The southwestern portion of the neighborhood includes two brownfield redevelopment sites still awaiting redevelopment.

By acreage, over a third of the land in the neighborhood is vacant, with the majority of vacant land in the redevelopment area. 21.8% of neighborhood land is used for low-density residential purposes, with another 3.9% used for apartments. Industrial and commercial uses account for 13.1% and 8.1% of the total acreage, respectively.

Type of Use	% of Neighborhood Acreage
Vacant Land	34.38%
Residential	21.83%
Industrial	13.11%
Public Property	11.02%
Commercial	8.14%
Apartment	3.87%
Railroad Class II	3.20%
Railroad Class I	1.75%
Church or Charitable	1.21%
Public School	1.17%
Other Exempt	0.31%

Source: 2021 Tax Assessment Records

Regarding the City of Perth Amboy's zoning of the area, Smith Street is zoned for neighborhood commercial, with most of the rest of the area north of Market Street zoned for single-family residential use. South of Market Street, most of the area is either zoned for industry or as a special use district as per the Gateway Redevelopment Plan.



Map: Zoning in the Gateway Neighborhood

Smith Street is the primary retail/business district in the Gateway neighborhood. It is located to the west of Perth Amboy's central business district and east of Convery Boulevard. The district is slightly over a half-mile in length and contains an eclectic mix of approximately 100 business and institutional uses. Eighty-two percent (82%) of the uses in the corridor are food-related retail, retail goods, and services. Food-related retail accounts for 30% of the usage on Smith Street and offers a wide selection of products, including three butchers, three bakers, a supermarket, as well as numerous bodegas and restaurants.



La Primavera Bakery and Luncheonette is one of several eateries on Smith Street serving diverse cuisine



The Tropical Food Market is on Smith Street in the heart of the Gateway neighborhood

Most of the retail businesses are focused on the neighborhood consumer market, e.g., small restaurants, bodegas, personal, financial, and employment service businesses. The exception to this local focus is a half dozen businesses providing home supplies, such as hardware, plumbing, flooring, appliances and windows, whose target markets are small contractors and homeowners. The corridor is also the location of a half-dozen institutional uses, including the Herbert Richardson Elementary School, Our Lady of Fatima Catholic Church, the Claretian Center, and the YMCA's Center for Support, Success and Prosperity.



American Industrial Supply at 351 Smith Street is one of several building supply businesses in the neighborhood

Market Street and Fayette Street, which parallel Smith Street, offer scattered neighborhood-oriented retail. As is typical of older neighborhoods in older working-class cities such as Perth Amboy, there are a number of non-conforming uses, such as auto repair, located within the residential areas.



As part of an older city, the Gateway neighborhood has a mix of land uses reflecting the city's industrial past

Neighborhood Amenities

The Gateway neighborhood is served by the Dr. Herbert Richardson Elementary School, located on Smith Street in the heart of the neighborhood. Perth Amboy High School, the Middlesex County Vocational School and Middlesex County College Perth Amboy campus are all approximately .75 miles from the neighborhood. Hackensack Meridian's Raritan Bay Medical Center is located within half a mile of the neighborhood to the north.

Recreational facilities include Patten Park in the northwest portion of the neighborhood and the newly constructed Copper Works Park in the southeast portion. Additionally, there is a waterfront pathway along the southwestern portion of the neighborhood's riverfront. The Raritan YMCA, offering swimming and other recreational facilities, is three blocks north of the neighborhood.

The Gateway neighborhood has excellent transportation accessibility. The neighborhood is bordered on the west by Convery Boulevard/Rt. 35 and is in close proximity to I-287, the NJ Turnpike, Garden State Parkway and US Routes 1 and 9. The Perth Amboy train station is partially located within the neighborhood. There are five New Jersey Transit bus routes serving the neighborhood.



Patten Park offers playgrounds, basketball, community art and open space to Gateway residents

Redevelopment Area

In 2018, the City of Perth Amboy updated the twenty-year-old Gateway Redevelopment Plan. The Plan covers the Gateway Redevelopment Area in the southern part of the Gateway Neighborhood principally comprised of former industrial sites. The Redevelopment Area includes all of the Raritan River waterfront area and the western edge of the neighborhood along Convery Boulevard/Rt. 35.

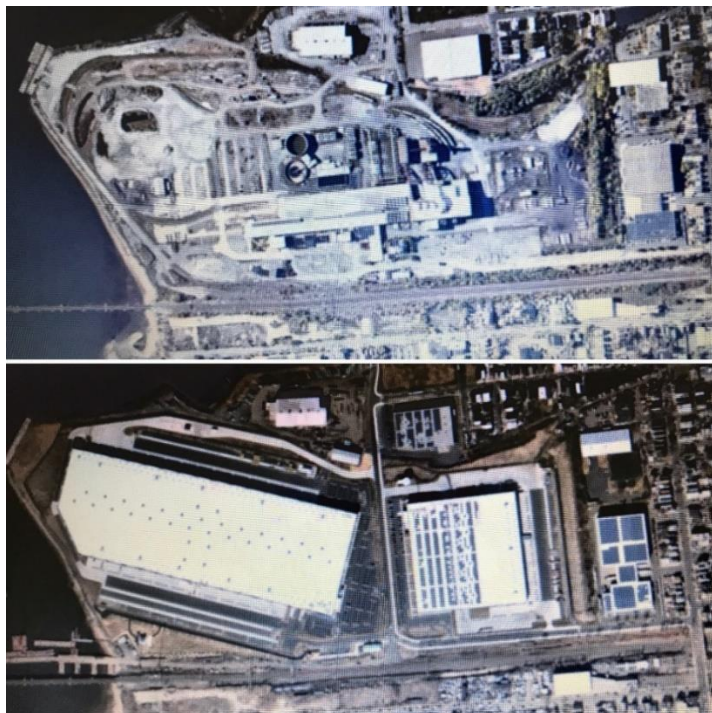
The Gateway Redevelopment Area consists of three specific sub-sites, with different redevelopers and uses:

- The Elm Street Sub-Site, which recently completed thousands of square feet of warehouse space, including the massive Home Depot distribution center. The Elm Street redevelopment project also saw the completion of the Copper Works Park and Amphitheater in the neighborhood's southeastern corner. The Elm Street Plan also calls for the development of a Senior Park behind the Jankowski Community Center, but neither the City nor the redeveloper has so far been able to achieve control of that site.
- The Riverwalk Crossing Sub-Site, whose proposed development consists of constructing 578 residential units on a brownfield site formerly used for the production of petroleum-based products. 10% of those units will be set aside as "workforce housing" for tenants making between 80% and 120% of Area Median Income. The site plan also calls for the reconnection of the street grid and the development of a park/green space in a marsh area on the site with a boardwalk path. The developer plans to begin remediation work on the sub-site within the next year.
- The Gateway Sub-Site has been proposed as a mix of warehouse, commercial, residential, and "destination" uses. However, due to changes in the market and diverging visions between the City and the current designated redeveloper, the Gateway Sub-Site will likely return to RFP in the near future in search of a new redeveloper.



Redevelopment Zoning	
Gateway	Residential Retail
Riverwalk	Residential Limited Retail
Elm St.	Warehousing Light Indust. Marina

Map: Sub-Sites of the Gateway Redevelopment Area



Aerial "before" and "after" views of the Elm Street Redevelopment site.

Population Demographics

Gateway Neighborhood, Perth Amboy, NJ	
Population:	5,639
Households:	1,690
Racial Characteristics:	
White:	81.8%
Black/African American:	4.8%
Asian:	0.5%
Some Other Race:	8.4%
Two or More Races	4.5%
Hispanic (of any race)	82.9%
Median Age (years)	37.1
Households Headed by a Single Female	20.6%
Foreign-Born	54.9%
% of Foreign-Born Entered > 10 years ago	73.8%

The Gateway neighborhood has a population of 5,639 people in 1,690 households.¹ The population has remained relatively stable over the past 20 years, as the neighborhood population in the 2000 Census was 5,839.

The median age of the neighborhood population is 37.1 years, which is slightly younger than the median age for the entire state of New Jersey (40.2 years). Over a quarter of Gateway residents are children under age 18. Relative to Middlesex County and the State of New Jersey, the Gateway Neighborhood has a proportionately larger share of children, and a proportionately smaller share of working-age adults aged 18 to 64.

Age	Gateway Neighborhood	Middlesex County	New Jersey
Under 18	26.6%	21.9%	22.1%
18-64	58.2%	63.4%	62.0%
65 and Older	15.3%	14.7%	15.9%

¹ Note: All population data in this section is from the 2015-2019 US Census American Community Survey Five-Year Estimates (ACS 2019), unless otherwise noted

The vast majority of neighborhood residents identify as Hispanic (83%). This makes the Gateway Neighborhood one of the most heavily Hispanic populations in New Jersey. It is one of only 25 Census Tracts in New Jersey where Hispanics comprise at least 80% of the population. (Three other Census Tracts in the City of Perth Amboy also meet this threshold.)

Among the Gateway Neighborhood's Hispanic population, people of Dominican background constitute the majority. Individuals of Mexican, Puerto Rican, and other Hispanic backgrounds all have sizeable representation within the Gateway Neighborhood Hispanic community.

	% of Total Population	% of Hispanic Population
Dominican	43.8%	52.8%
Mexican	15.3%	18.4%
Other Hispanic Group	12.6%	15.2%
Puerto Rican	10.5%	12.7%
Cuban	0.8%	1.0%

The Neighborhood's African American population share of 4.8% is below the 8.4% share for the City of Perth Amboy as a whole. The African American population share of the Gateway Neighborhood has declined by half since 2000, when it stood at 8.7%.

Fifty-five (55%) of residents are foreign-born, with 56% of the foreign-born population having immigrated from the Dominican Republic. Seventy-four percent (74%) of foreign-born residents of the neighborhood have lived in the United States for more than 10 years.

Income

Households in the Gateway Neighborhood are generally of low income. The Neighborhood's median household income of \$36,293 is 41% and 44%, respectively of the median household incomes for Middlesex County and the State of New Jersey. It is the poorest Census Tract in Perth Amboy and the fourth poorest in Middlesex County. 32.6% of residents have incomes at or below the poverty rate.

	Gateway Neighborhood	Perth Amboy	Middlesex County	New Jersey
Median Household Income	\$36,293	\$52,563	\$89,533	\$82,545
Neighborhood Median Income as a %		69.0%	40.5%	44.0%

Income Statistics, Gateway Neighborhood	
Median Per Capita Income	\$9,713
Median HH Income	\$36,293
Poverty Rate	32.6%
Child Poverty Rate	39.7%
HH Receiving SNAP	32.2%

Low- and Moderate-Income Households

The income breakdown for households in the Gateway Neighborhood is as follows:

Household Income	% of Neighborhood Households
Less than \$25,000	38.28%
\$25,000 - \$34,999	10.83%
\$35,000 - \$49,999	10.83%
\$50,000 - \$74,999	18.40%
\$75,000 - \$99,999	8.76%
\$100,000 - \$124,999	6.57%
\$125,000 - \$149,999	2.25%
\$150,000 or more	4.08%

NRTC Program Rules require that at least fifty percent (50%) of households in an eligible neighborhood are of low and moderate-income (defined as less than 80% of area median income) and at least twenty-five percent (25%) of households in the neighborhood are of low-income (defined as 50% or less of area median income). The Gateway Neighborhood easily meets these thresholds when using two different measures of “area median income:” HUD’s FY 2019 Median Family Income Estimate for the Middlesex-Somerset-Hunterdon, NJ Metro Fair Market Rent (FMR) Area; and the Median Household Income for Middlesex County, NJ according to the 2015-2019 ACS 5-Year Estimates.

<u>Median Income Measure</u>	<u>Value</u>			<u>Minimum % of Gateway Households Falling...</u>	
	<u>100%</u>	<u>80%</u>	<u>50%</u>	<u>Below 80%</u>	<u>Below 50%</u>
HUD Median Family Income Estimate, Middlesex-Somerset-Hunterdon, NJ HUD Metro FMR Area	\$118,300.00	\$94,640.00	\$59,150.00	78.3%	59.9%
Median Household Income, 2015-2019 ACS 5-Year Estimate, Middlesex County	\$89,533.00	\$71,626.40	\$44,766.50	59.9%	49.1%

Education

Residents of the Gateway Neighborhood have lower educational attainment, in general, than the statewide population. Over a third (38.1%) of residents age 25 and older have not earned a high school diploma or equivalent. Only 9% of neighborhood residents age 25 and older have earned a Bachelor's Degree.

The most significant gap in attainment is the large population of adults in the neighborhood that has less than a 9th grade education. This may be related to the fact that over half the neighborhood residents have immigrated to the United States, arriving from poor countries with less developed educational systems. The percentage of neighborhood residents with less than a 9th grade education has been steadily rising over the past decade, increasing from 19.7% of residents in the 2010 ACS 5-year estimate to the current 28.7%.

Educational Attainment (Persons 25 years & over)		
	<u>Gateway Neighborhood</u>	<u>NJ</u>
Less than 9th grade	28.7%	4.7%
Some HS, no diploma	9.3%	5.0%
HS graduate (includes equivalency)	42.5%	26.9%
Some college, no degree	7.6%	15.7%
Associate's degree	2.9%	6.4%
Bachelor's degree	7.4%	25.1%
Graduate or professional degree	1.6%	16.1%
High school graduate or higher	61.9%	90.3%
Bachelor's degree or higher	9.0%	41.2%

Language

Nearly half (48.5%) of Gateway residents age 5 and older have limited to no proficiency in English. Nearly all of these residents lacking English proficiency speak Spanish as their primary language at home, as does 81% of the entire neighborhood population, regardless of their English language proficiency. 17.3 % of the population speaks only English at home, while 1% of the neighborhood speaks Polish at home.

Housing

The Gateway Neighborhood is presently home to 1,780 housing units. Approximately 90, or 5% of those housing units are estimated to be vacant. Among occupied housing units, 83.4% are renter occupied, and 16.6% are owner occupied.

Three quarters of the neighborhood housing stock is made up of 1-to-4-unit houses. Single family homes represent 21% of total neighborhood housing units. The largest multi-unit building in the neighborhood is the W.B. Hansen senior apartment building which is managed by the Perth Amboy Housing Authority.

Housing Statistics, Gateway Neighborhood	
Owner-Occupied Units	16.6%
Renter-Occupied Units	83.4%
Avg. Household Size (persons)	
Owner-Occupied	3.79
Renter-Occupied	3.07
Total housing units	
1-unit, detached	17.3%
1-unit, attached	3.6%
2 units	39.6%
3 or 4 units	15.2%
5 to 9 units	1.2%
10 to 19 units	6.3%
20 or more units	16.8%

The vast majority of the housing (68.6%) is over 50 years old, meaning it was constructed prior to rules prohibiting the use of lead paint and lead water lines. No newly constructed housing units have been reported in the ACS data since 2010. However, some new apartments were completed in 2020 as part of a mixed-use development on Smith Street, and twelve townhouses are currently under construction on McGuire Place.

Year of Construction	
Total housing units	
Built 2010 or after	0.0%
Built 2000 to 2009	21.6%
Built 1990 to 1999	3.1%
Built 1980 to 1989	4.7%
Built 1970 to 1979	2.1%
Built 1960 to 1969	17.4%
Built 1950 to 1959	7.8%
Built 1940 to 1949	10.2%
Built 1939 or earlier	33.2%



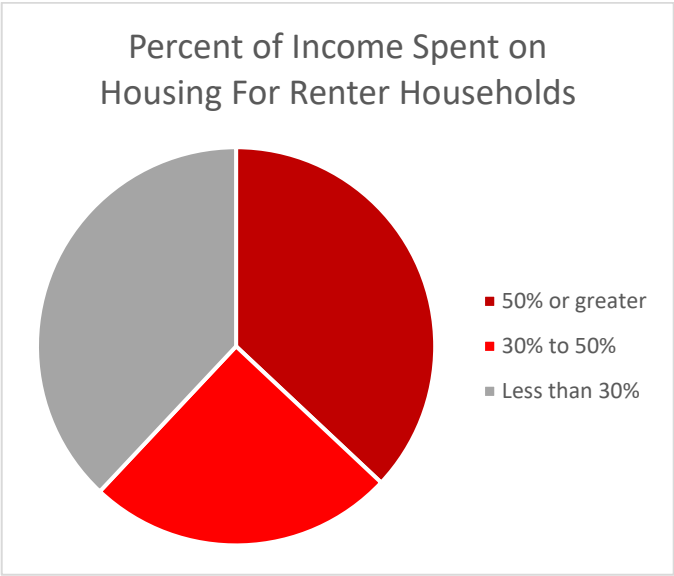
Residences in the Gateway Neighborhood

Rental Housing

The majority of neighborhood households are renters, and housing affordability is a major issue. This is not exclusive to rental housing; on the household survey, 45% of respondents ranked “the affordability of homes and apartments in the neighborhood” as “poor” or “very poor.”

The median rent in the neighborhood is \$1,298, which equals roughly \$15,600 a year. At that cost, a Gateway family making the neighborhood median household income of \$36,300 a year would spend 43% of their annual, pre-tax income on rent alone. For the rent to be affordable – not exceeding 30% of household income – a family making median household income would need to pay a monthly rent of no more than \$907.

Almost two-thirds of renter households report paying in excess of 30% of their income towards rent, and over a third (37%) pay more than 50% of their income toward rent. In the Gateway Neighborhood, 226 households receive some form of housing subsidy. These subsidized households constitute 13.4% of total households, and 16.0% of renter households.

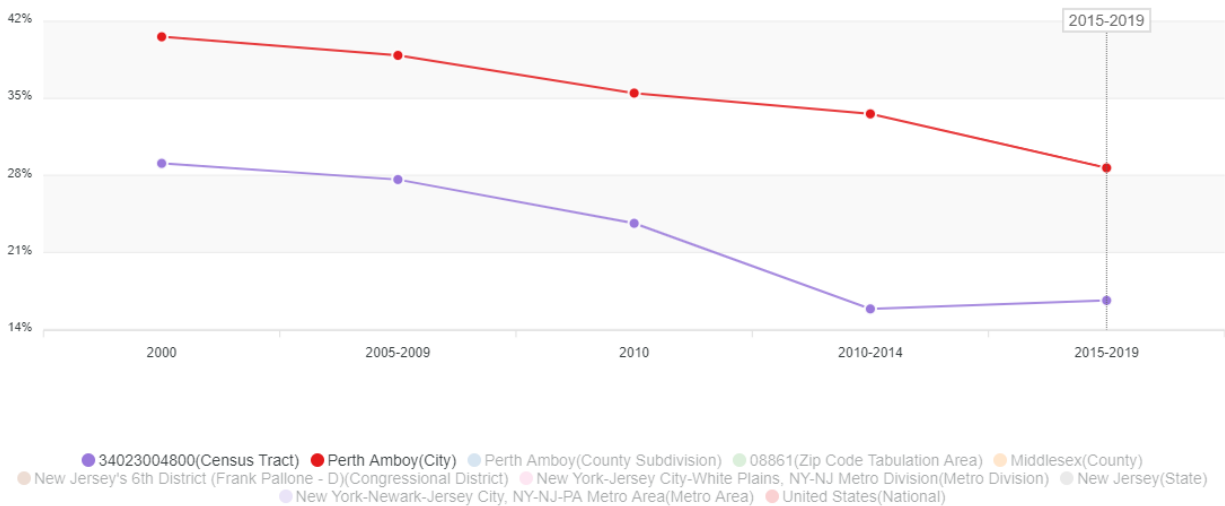


Homeownership

Currently at 16.6%, the homeownership rate in the Gateway Neighborhood has declined precipitously, dropping 42.8% in the last twenty years and nearly 30% in the last decade. This rate of decline has outpaced the citywide decline in homeownership in Perth Amboy.

<u>Homeownership Rate</u>	<u>Gateway Neighborhood</u>	<u>Perth Amboy City</u>
% Change from 2000	-42.8%	-29.4%
% Change from 2010	-29.7%	-19.2%

Graph: Homeownership Rate, 2000-2019, Gateway Neighborhood (Blue) and City of Perth Amboy (Red)



There nonetheless appears to be significant demand for homeownership opportunities. Owner occupants have been the buyers in 70% of the arms-length transactions in Class 2 residential properties in the Gateway Neighborhood from 2010 through 2020.² In the household survey, when asked if they would consider purchasing a home in the neighborhood, 64% of renter households said they would. Economic factors and lack of knowledge of the process tend to be the most significant barriers to moving forward.

The average sale price of Class 2 residential properties in the Gateway Neighborhood has been increasing since 2016, and saw a dramatic increase under the Covid-induced market conditions in 2020.

² The data source on Class 2 residential transactions are the SR-1A Forms Filed with the Middlesex County Tax Board

<i>Year</i>	Total Sales	Sales to Owner Occupants	% of Sales to Owner Occupants	Average Sale Price
<i>2010</i>	24	19	79.2%	\$ 177,854
<i>2011</i>	23	19	82.6%	\$ 141,870
<i>2012</i>	18	15	83.3%	\$ 152,322
<i>2013</i>	20	14	70.0%	\$ 165,867
<i>2014</i>	30	13	43.3%	\$ 151,807
<i>2015</i>	31	21	67.7%	\$ 153,802
<i>2016</i>	34	16	47.1%	\$ 207,643
<i>2017</i>	37	28	75.7%	\$ 231,326
<i>2018</i>	44	33	75.0%	\$ 222,959
<i>2019</i>	37	28	75.7%	\$ 273,791
<i>2020</i>	28	23	82.1%	\$ 299,899
<i>Total, 2010-2020</i>	326	229	70.2%	\$ 205,120

Employment

The Gateway neighborhood has a working age population of about 4,300 people. The ACS reports the labor force participation rate as 55.1%, compared to a 62.5% labor force participation rate in Perth Amboy. The Bureau of Labor Statistics unemployment rate for Perth Amboy in March 2021 was 12.7%, giving Perth Amboy the highest reported unemployment rate of all of the municipalities in Middlesex County. New Jersey's March 2021 statewide unemployment rate was 7.7%. The pre-pandemic 2019 ACS unemployment rate for the neighborhood was 2.4%.

Employment by Industry Sector and Occupations

The industry sectors that employ the largest percentage of the neighborhood's 2,370 employed residents are 1). transportation and warehousing, and utilities, and 2). professional, scientific, and management, and administration and waste management services. The first sector includes the warehouse industry and the second sector includes temporary help service firms, janitorial/building services, and landscaping services industries.

Industry of Employment	# Employed in Industry	% Employed in Industry
Transportation and warehousing, and utilities	552	23.90%
Professional, scientific, and management, and administrative and waste management services	394	17.10%
Retail trade	302	13.10%
Manufacturing	210	9.10%
Education, health care and social assistance	203	8.80%
Other services, except public administration	187	8.10%
Construction	153	6.60%
Arts, entertainment, and recreation, and accommodation and food services	134	5.80%
All Other Industries	235	7.50%

Since 2010, there have been large increases in the share of the neighborhood's working population employed in the industries of Transportation and Warehousing; Professional, scientific, and management, and administrative and waste management services; and Other services. Meanwhile, there has been a shift away from the Manufacturing and Retail Trade industries.

Industry of Employment	% Change in Employment Share, 2010-2019
Transportation and warehousing, and utilities	50%
Professional, scientific, and management, and administrative and waste management services	205%
Retail trade	-35%
Manufacturing	-44%
Education, health care and social assistance	-24%
Other services, except public administration	305%
Construction	-6%
Arts, entertainment, and recreation, and accommodation and food services	-25%

Residents' occupations are heavily concentrated in the area of production, transportation and material moving with almost 45% of residents having occupations in this area. This occupational sector corresponds with the large percentage of residents being employed by the warehousing and janitorial/building services industries.

OCCUPATION	<u>Number</u>	<u>% of Total</u>
Civilian employed population 16 years and over	2307	
Management, business, science, and arts occupations	143	6.2%
Service occupations	538	23.3%
Sales and office occupations	385	16.7%
Natural resources, construction, and maintenance occupations	213	9.2%
Production, transportation, and material moving occupations	1028	44.6%

The jobs held by Gateway residents are generally low-paying. Median earnings for all neighborhood resident workers is \$26,050 a year, while for male, full-time, year-round workers it is \$36,835. Earnings, in purely nominal terms, have been flat or declined modestly since 2010.

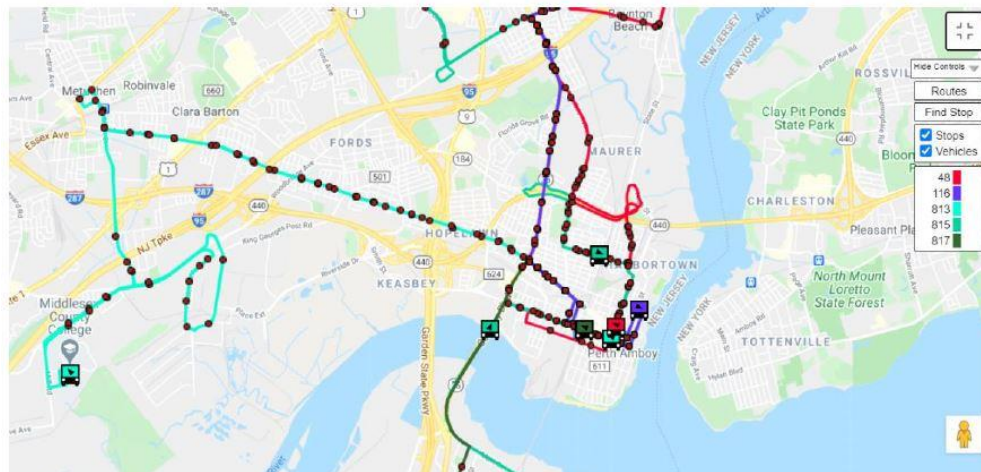
	2010	2019
Median earnings for workers (dollars)	\$26,931.00	\$26,050.00
Median earnings for male full-time, year-round workers (dollars)	\$36,136.00	\$36,835.00
Median earnings for female full-time, year-round workers (dollars)	\$27,557.00	\$25,379.00

Access to Employment

The Gateway neighborhood is well situated to provide access to jobs. As noted previously, 1.5 million sf of warehouse space is located in the neighborhood. Home Depot is in the process of opening up their newly constructed 1.3 million sf distribution center that will employ 400 to 600 persons. These warehouse facilities are all within walking distance of the residential areas of the Gateway neighborhood.

The neighborhood is also within walking distance of the downtown Perth Amboy retail shopping district, is about two miles from Raritan Center and the Woodbridge Center Mall, and is four miles from the MetroPark office complex. All of these locations are accessible via NJ Transit bus lines that operate in the Gateway neighborhood.

NJT 48: Perth Amboy to Elizabeth
 NJT 116: Perth Amboy downtown to Port Authority
 NJT 813: Perth Amboy to Middlesex College
 NJT 815: New Bruns, East Bruns, Woodbridge Ctr
 NJT 817: Perth Amboy to Cambell's Junction (Bayshore)



A sizeable majority of employed neighborhood residents work outside of Perth Amboy but within Middlesex County.

Employment Location			
Worked	outside	Perth	69.9%
Amboy			
Worked in Middlesex County			85.8%

The commute to work by residents is mostly done by car, with a vast majority of drivers driving alone. However, almost 10% of residents walk to work with an additional 3.6% using public transportation. Public transportation might be used more frequently if bus routes provided a more direct route to large employment centers such as Raritan Center. While Raritan Center is only two miles from the Gateway neighborhood, one of the largest job hubs in New Jersey, and is serviced by the NJT 813 bus from Perth Amboy, the current route requires a Perth Amboy passenger to take a circuitous trip through Woodbridge and Metuchen before getting to Raritan Center.

MEANS OF TRANSPORTATION TO WORK	
Car, truck, or van	78.9%
Drove alone	66.8%
Carpooled	12.1%
In 2-person carpool	2.8%
In 3-person carpool	2.2%
In 4-or-more person carpool	7.1%
Workers per car, truck, or van	1.12
Public transportation (excluding taxicab)	3.6%
Walked	9.5%
Bicycle	0.0%
Taxicab, motorcycle, or other means	3.1%
Worked from home	5.0%

300 Market Street

Southwestern Perth Amboy, Perth Amboy, 08861

Commute to **Downtown Perth Amboy**

🚗 2 min 🚊 9 min 🚲 4 min 🚶 15 min View Routes

Favorite Map Nearby Apartments

Looking for a home for sale in Perth Amboy?

Walk Score
90

Walker's Paradise

Daily errands do not require a car.

Transit Score
47

Some Transit

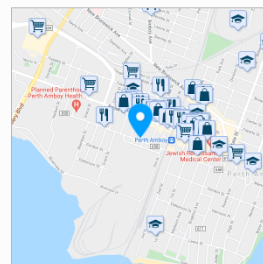
A few nearby public transportation options.

Bike Score
53

Bikeable

Some bike infrastructure.

About your score



The neighborhood receives a high rating from WalkScore

The neighborhood presents an excellent opportunity to develop jobs in a walkable location for low and moderate income residents. According to real estate website WalkScore, parts of the neighborhood already have a WalkScore in excess of 90, which classifies these areas as a "walker's paradise".

Public Safety and Quality of Life

Public safety is a high priority for the community, even though there is general agreement that the neighborhood is pretty safe. In the household survey, 50% of respondents rated community safety as either good or very good, with only 15% of respondents rating it as poor or very poor. 97% of respondents indicated that they felt either very or somewhat safe when they were out in the neighborhood during the day. At night, however, nearly half of respondents indicated that they felt at least somewhat unsafe.

Traffic and pedestrian safety are also important resident concerns and the topic of community meeting discussions. The 2016 Circulation Element Study designated Fayette, Smith, and Market Streets from Goodwyn Street eastward as a “crash corridor.” The study found that from 2012 to 2014 there were over 200 crashes on Smith Street in the Gateway Neighborhood, with one resulting in a pedestrian fatality. Despite the City’s adoption of a “Complete Streets” ordinance in 2013, much of the neighborhood lacks even basic pedestrian and cyclist safety infrastructure. Crosswalks are lacking throughout Market Street, a County road. Many Smith Street businesses have car centric designs and curb cuts that undermine pedestrian safety and walkability. Outside of the redevelopment areas, there is no bicycling infrastructure in the neighborhood, and a bike lane on Fayette Street proposed in the 2016 Circulation Element Plan has not materialized.

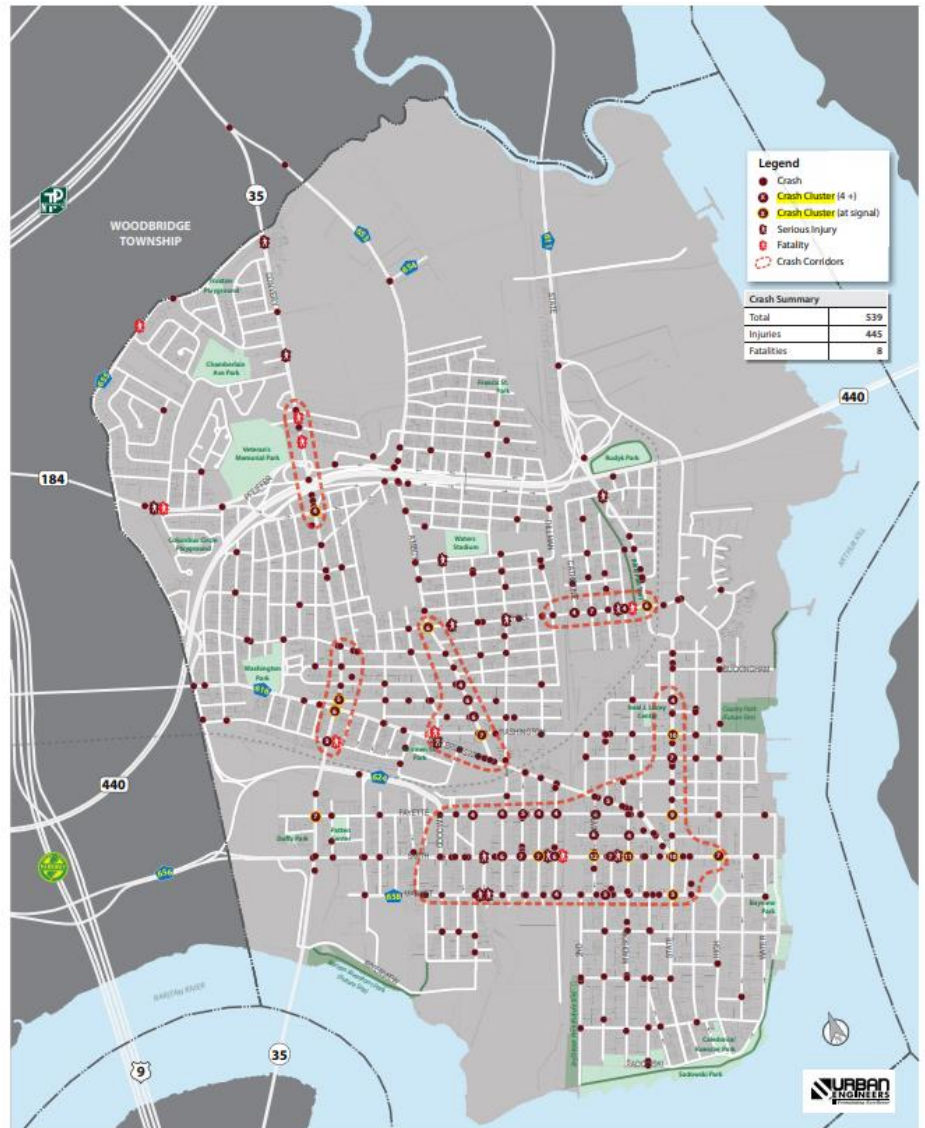


FIGURE 8: PEDESTRIAN CRASHES (2004-2014)

PERTH AMBOY CIRCULATION ELEMENT

Source: Urban Engineers (June 2015)



Map of Pedestrian Crashes from the Perth Amboy Circulation Element Plan

The Gateway Neighborhood has a relatively low level of vehicle ownership, with an average of 1.2 vehicles per household, and 27.4% of households owning no vehicle at all. Nonetheless, residents complain about a severe lack of parking in the neighborhood. Outside of a few meters on Smith Street, there is no regulation of parking in the neighborhood, and no residential parking permit program.

		Gateway	Perth Amboy	Middlesex County	New Jersey
Average # of Vehicles per Household		1.2	1.3	1.8	1.7



Market St. lacks crosswalks at many intersections

Health

Nearly three quarters of the neighborhood population has health insurance coverage, while 23.9% of the population is uninsured. Among residents with health insurance coverage, over half (57.8%) have some form of public insurance coverage, with the remainder having private insurance coverage. Regarding access to medical facilities, both Raritan Bay Medical Center and the Jewish Renaissance Foundation Federally Qualified Health Center are within half a mile from the Gateway Neighborhood, as is a Catholic Charities outpatient counseling and behavioral health care services site.

Meanwhile, health indicators among residents provide reason for concern. Despite having access to healthy food through two supermarkets, a higher percentage of Gateway residents report suboptimal practices regarding exercise and nutrition relative to countywide and statewide figures. In 2017, 38.6% of residents reported being physically inactive outside of work, and 19.9% of residents reported eating less than one serving of fruits and vegetables per day. Gateway residents experience obesity at a rate that is more than 20% higher than the rates for the county

and the state. Gateway residents also have an approximately 20% higher incidence of Diabetes compared to the county and state.³

	Gateway Neighborhood	Middlesex County	New Jersey
Physically inactive over past 30 days	38.6%	31.9%	31.8%
Eat less than one serving of fruits and vegetables per day	19.9%	15.5%	15.2%
Adults with Obesity (BMI > 30)	31.8%	26.2%	25.6%
Adults Diagnosed with Diabetes	12.6%	10.0%	10.8%

The neighborhood has access to healthy food through two supermarkets: Tropical Supermarket on Smith Street in the Gateway Neighborhood, and a large ShopRite sitting just outside of the neighborhood's western boundary at the corner of Fayette St. and Convery Blvd.



Shop Rite supermarket is directly adjacent to the Gateway neighborhood on Convery Blvd.

³ Data Source on health data used in this section: PolicyMap and Centers for Disease Control and Prevention (CDC) Behavioral Risk Factor Surveillance System, 2018

Relationship to Other Plans

Perth Amboy Master Plan

The Perth Amboy Master Plan was adopted in 2003. Despite its age, the goals of the Master Plan align with the recommendations and objectives of this Gateway Neighborhood Plan. Moreover, there is no explicit conflict between this Neighborhood Plan and the Master Plan.

Among the relevant Master Plan Goals are:

- Provide greater public access to the waterfront through the redevelopment process
- Encourage continued development and redevelopment of the City's vacant and underutilized industrial areas
- Provide for the needs of the City's residents including housing, health care, education, libraries, recreational facilities, emergency services, community centers, and infrastructure
- Improve and enhance the City's local transportation system. Provide safe and efficient facilities for pedestrians, bicyclists, transit users, ferry passengers, boaters, and driver while protecting the local quality of life.

These goals align closely with Neighborhood Plan Strategies 1.1, Develop a community organizing program and strong resident leadership; 1.2 Community Programs and Events; 3.6. Maintain a strong safety net of community-based social and health services; 4.1, Develop new parks and green spaces in a community-oriented way; 5.1, Pedestrian and Bicycling Safety Infrastructure; 5.2, Explore a Direct Shuttle to Raritan Center; and 5.3. Work with the City to Better Manage Parking..

Furthermore, the Master Plan's Residential Land Use Objectives align very closely with the housing repair, rehab, and homeownership strategies this Neighborhood Plan proposes to achieve its Goal 2. The Master Plan's Residential Land Use Objectives are as follows:

- Develop and implement home ownership programs as a method to promote stable neighborhoods and increase community pride.
- Ensure that the City's existing housing is well maintained and up to code.
- Rehabilitate the City's neighborhoods through state and federal programs and public/private partnerships to prevent deterioration and blight.

Additionally, the Master Plan's Economic Objectives seeks to "Promote the revitalization and aesthetic appearance along Smith Street and in the CBD," which aligns closely to Neighborhood Plan Strategies 3.1 Promote greater Smith Street as a diverse and authentic ethnic food, retail, and cultural hub, and 3.2. Improve the look and experience of Smith Street as a walkable downtown district.

Perth Amboy Master Plan Circulation Element

In 2016, the City of Perth Amboy updated their Master Plan Circulation Element. While citywide in scope, the Circulation Element Plan highlights a number of circulation challenges faced by the Gateway Neighborhood, among them that Fayette, Smith, and Market Streets from Goodwyn Street eastward constitute a dangerous “crash cluster” in need of attention.

The Circulation Element Plan’s Goals and Objectives are very closely aligned with Neighborhood Plan Strategies 5.1, Pedestrian and Bicycling Safety Infrastructure; 5.2, Explore a Direct Shuttle to Raritan Center; and 5.3. Work with the City to Better Manage Parking. The Circulation Element Plan Goals are as follows:

- Goal 1: Improve Safety for Pedestrians, Bicycles and Vehicles
- Goal 2: Reduce Congestion and Improve Accessibility
- Goal 3: Improve Pedestrian-Friendliness
- Goal 4: Improve Bicycle-Friendliness
- Goal 5: Improve public transportation options throughout the City and look for opportunities to increase ridership
- Goal 6: Improve Parking Conditions

Creative Perth Amboy Plan

In 2015, the City and Members of the Perth Amboy Arts Council developed the Creative Perth Amboy Plan. The Plan proposed a number of strategies applying “creative placemaking” techniques throughout the City in ways that built off of its existing cultural assets and supported future economic and social development. While citywide in scope, the Creative Perth Amboy Plan did focus on the strong potential that arts-based strategies posed for the Gateway Neighborhood “to develop a positive identity that distinguishes [it].” The Creative Perth Amboy Plan specifically identifies the Gateway Neighborhood’s western entry-point on Smith Street, as an opportunity to “install a gateway arch or other large landmark [...] to signify the entrance to the City.” This proposal is included in Neighborhood Plan Strategy 3.2, Improve the look and experience of Smith Street as a walkable downtown district.”

A number of the Creative Perth Amboy Plan’s other proposals align closely with the strategies proposed in this Neighborhood Plan. Neighborhood Plan Strategy 1.3, Promote public arts that celebrate the neighborhood’s values, history, and culture, takes up the Creative Perth Amboy Plan’s calls to:

- Make Perth Amboy a destination for arts and culture
- Encourage residents to express their creativity and culture
- Identify and develop opportunities for public art
- Preserve and promote the diverse heritages and history of the City

Additionally, Neighborhood Plan Strategy 3.1, Promote greater Smith Street as a diverse and authentic ethnic food, retail, and cultural hub, incorporates the Creative Perth Amboy Plan's suggestions to:

- Develop a branding and marketing strategy for the City that highlights arts and culture
- Increase revenues, jobs and business opportunities by attracting more visitors to Perth Amboy
- Foster economic development that is fair and compatible throughout the City

Gateway Redevelopment Plan

In 2018, the City of Perth Amboy updated the twenty-year-old Gateway Redevelopment Plan. The Plan covers the Gateway Redevelopment Area in the southern part of the Gateway Neighborhood principally comprised of former industrial sites. The Gateway Redevelopment Area consists of three specific sub-sites, with different developers and uses.

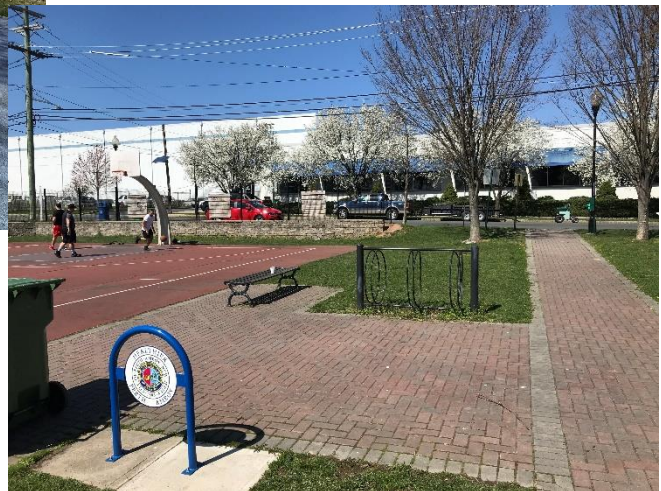
The Goals of the Gateway Redevelopment Plan, below, do not conflict, and in fact align, with the goals and strategies of this Neighborhood Plan:

- Eliminate those conditions that have caused areas within The Gateway boundaries to be considered areas in need of redevelopment;
- Create vibrant communities;
- Encourage investment and revitalization from both the public and private markets;
- Provide opportunities for quality commercial, residential, and recreational uses;
- Increase open space;
- Plan for future flooding events;
- Encourage environmental sustainability;
- Redefine the waterfront as a destination;
- Create a walkable community.

Bay City Transit District Strategy

In 2013, Together North Jersey, the City of Perth Amboy, and local partners completed the "Bay City Transit District Strategy" plan as part of Together North Jersey's local demonstration project program. The Transit District Strategy studied the area around the Perth Amboy Train Station, which included the section of the Gateway Neighborhood east of Prospect Street, in addition to downtown Perth Amboy. The Transit District Strategy examined possibilities for the redevelopment of the City-owned surface parking lot next to the train station and the adjacent areas to create a dynamic, walkable, mixed-use destination oriented around the train station as an important transportation and commuter asset.

The vision and proposals of the Transit District Strategy generally align with the strategies and activities of this Neighborhood Plan. Among the key points of alignment are the Transit District Strategy's call to "Capitalize on the existing ethnic niche market and food offerings," which aligns with Neighborhood Plan Strategy 3.1, Promote greater Smith Street as a diverse and authentic ethnic food, retail, and cultural hub. Additionally, the Transit District Strategy's focus on creating a walkable area, aligns closely with Neighborhood Plan Strategy 3.2, Improve the look and experience of Smith Street as a walkable downtown district. Other items that align with the Neighborhood Plan are the Transit District Strategy's proposals for "bringing culture and entertainment downtown," "bringing bicycles downtown," and "connecting the station area to the waterfront."





NEIGHBORHOOD ASSETS & INVOLVEMENT



Section 6: Neighborhood Assets and Involvement

Neighborhood Assets

Whether it is access to transportation, proximity to a hospital, a neighborhood art gallery, or a beautiful waterfront, the Gateway Neighborhood is blessed with abundant neighborhood assets that enhance its potential for revitalization. The following sections list the neighborhood's numerous community and regional assets.

Community Assets

Medical		
Hackensack Meridian Health Raritan Bay Medical Center		530 New Brunswick Avenue (within 1/2 mile)
Planned Parenthood Perth Amboy Health Center		450 Market Street
Jewish Renaissance Medical Center		75 Hobart Street (within 1/2 mile)
Jewish Renaissance Medical Center		415 Fayette Street
Alameda Rehabilitation & Healthcare Center (nursing home)		303 Elm Street

Transportation	
Perth Amboy Train Station North Jersey Coast Line	Elm Street between Market St. and Smith St. (to Newark and NYC)
NJT 48 Bus	Smith Street (to Elizabeth)
NJT 116 Bus	Smith Street (to NYC Port Authority)
NJT 813 Bus	Smith Street (to Middlesex College)
NJT 815 Bus	Smith Street (to New Bruns, East Bruns, Woodbridge Center)
NJT 817 Bus	Smith Street (to Bayshore)

Educational		
Dr. Herbert Richardson Elementary School		318 Stockton Street
Raritan Bay YMCA/Richardson School Child Care Center		318 Stockton Street



Dr. Herbert Richardson Elementary School

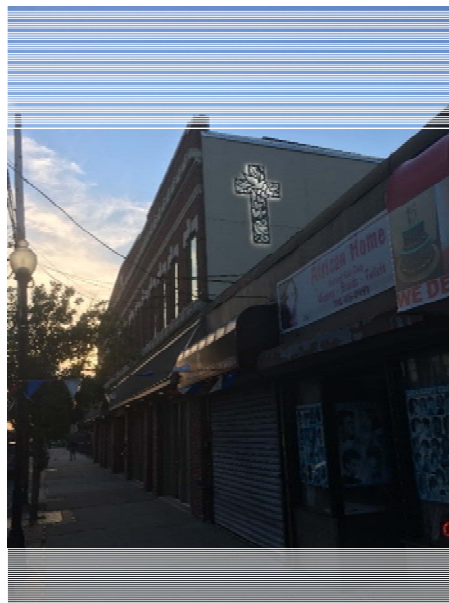
Parks/Recreation	
Patten Center Park	Dorsey Street between Cedar St. & Fayette St.
Copper Works Park and Amphitheater	Elm Street at Riverview Drive
Riverview Bridge Bike/Walk Path	Riverview Drive



Historic Building of the former Raritan Copper Works rehabilitated as part of Copper Works Park

Community	
Perth Amboy Gallery Center for the Arts	Fayette Street at Reade Street
Our Lady of Fatima RC Church	380 Smith Street
Claretian Community Center (food pantry, social services)	348 Smith Street
YMCA Center for Support, Success & Prosperity (housing services)	392 Smith Street
City of Perth Amboy Office of Housing and Social Services	1 Olive Street
Jankowski Community Center	1 Olive Street
Meals on Wheels	1 Olive Street
American Legion Post 45	530 Smith Street

Retail/Commercial Corridor	
Smith Street	Elm Street to Herbert Street



Illuminated Cross Artwork on the Claretian Community Center



Alexander F. Jankowski Community Center



American Legion Post 45



Sabor a Mexico restaurant on Smith Street

Regional Assets

Hospital

Hackensack Meridian Health Raritan Bay Medical Center	530 New Brunswick Avenue (within 1/2 mile)
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Amphitheater

Copper Works Park and Amphitheater	Elm Street at Riverview Drive
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Perth Amboy Gallery Center for the Arts

Art Gallery

Perth Amboy Gallery Center for the Arts	Fayette Street at Reade Street
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Performance Space

Cornucopia Cruise Lines: Dinner Cruises of Raritan and New York Bays

401 Riverview Drive

Waterfront

Riverview Drive Multi-Use Waterfront Path

South of Riverview Drive

Future Riverfront Park

Riverview Drive at Victory Bridge



Cornucopia Cruise Lines

Municipal Revitalization Priorities

The City of Perth Amboy has prioritized the Gateway Neighborhood for revitalization. The Gateway Area Redevelopment Plan, most recently updated in 2018, prioritizes the adaptive reuse of the 448 acres of the industrial waterfront along the Raritan River to transition from the obsolete heavy industrial uses, such as steel manufacturing, to more economically feasible light industrial uses, including warehousing and logistics, as well as recreational uses connected to planned and existing residential development in the neighborhood.

The Gateway Redevelopment Area includes three subsites: Elm Street, Riverwalk Crossing, and the Gateway. The developer of the Elm Street subsite recently completed over \$100 million in remediation and construction of 92 acres of modern warehouse facilities, along with Copper Works Park and Amphitheater and a multi-use recreational trail. Home Depot will be Elm Street's anchor tenant, and will bring between 400 to 600 jobs to the neighborhood.



Elm Street Redevelopment Sub-Site

Riverwalk Crossing will develop 578 residential units on a brownfield site formerly used for the production of petroleum-based products. 10% of those units will be set aside as “workforce housing” for tenants making between 80% and 120% of Area Median Income; though, unfortunately, there is no affordable housing component to the project. Public benefits from the Riverwalk Crossing site include the reconnection of the street grid and the development of a park/green space in a marsh area on the site with a boardwalk path. The developer plans to begin remediation work on the sub-site within the next year.

The Gateway Sub-Site has been proposed as a site of a mix of warehouse, commercial, residential, and “destination” uses. However, due to changes in the market and diverging visions between the City and the current designated redeveloper, the Gateway Sub-Site will likely return to RFP in the near future in search of a new redeveloper.

To assist the small businesses in the Smith Street retail corridor, the City has included the corridor, and the other commercial areas of the Gateway Neighborhood, in its Business Improvement District (BID). The BID provides services such as street cleaning, storefront façade grants and event programming to support the retail corridor. The City also expanded its Neighborhood Preservation Program district to include Smith Street from the railroad west to Stockton Street, providing for further business district revitalization investment.

Additionally, the non-residential areas of the Gateway neighborhood are included in the City's Urban Enterprise Zone (UEZ). The UEZ designation allows retail merchants to charge a reduced sales tax to incentivize increased business. The UEZ program provides additional sales tax reduction incentives for new capital equipment and development investments. Moreover, the entirety of the Gateway Neighborhood is within a federal Opportunity Zone.

Lastly, the City has also proposed to develop a new Riverfront Park along the waterfront adjacent to the Victory Bridge. The park will connect to the waterfront trail that extends to the Cornucopia Cruises marina to the east.



Future site of Riverfront Park

Recent Investment

The recently completed Elm Street Redevelopment Project brought in over \$100 million in remediation and development investment. The soon to start Riverwalk Crossing Redevelopment project will likely bring in another \$50 million in investment.

Additional recent private development projects include:

- 464 Smith Street: Mixed-use retail/residential with 26 apartments and 10,500 sf of retail space
- 319 McGuire Place: new construction of 12 townhouse units
- 319 Goodwin Street: Rehabilitation of dilapidated mixed-use building for 1st floor retail, upper floor apartments

Lastly, New Jersey Transit is currently making major capital investment to improve its amenities benefiting the neighborhood. It is currently in the process of a \$446 million project to replace the 112 year old Raritan River Bridge that connects Perth Amboy with South Amboy and all points south on the New Jersey Coast Line. Additionally, New Jersey Transit just kicked off the pre-construction phase of a \$47 million project to upgrade the Perth Amboy Train Station which should be complete in 2023.



Recently developed mixed-use building at 464 Smith Street



Recently completed Copper Works Park and Amphitheater with cranes from the NJ Transit Raritan River Bridge replacement project in the background.

Community Organization Effectiveness

With respect to physical development, PARTNER has completed two mural projects in the Neighborhood over the last five years. The “Hometown Girl” mural was completed in 2017 by artist Albertus Joseph at the corner of Gordon and Fayette Streets. In 2019, the “Growing Together” mural was completed by artist Louie Blaka in the Jankowski Community Center.

While the organization has a solid track record and capacity with respect to real estate development, PARTNER has not completed any housing or real estate development projects in the Gateway Neighborhood within the last five years. It has, however, partnered with Morris Habitat for Humanity to construct two new homes outside of the Gateway Neighborhood but within the City of Perth Amboy: 662 Courtland Street was completed in 2020; and 440 Laurie Street was completed in 2015.



Hometown Girl Mural by Albertus Joseph

Community Support and Engagement

Within the past year, PARTNER has completed the following community development meetings and community improvement events with active resident participation in the Gateway Neighborhood.

Date	Event/Activity
September 16, 2020	US Census Ice Cream Social
October 3, 2020	Hispanic Heritage Celebration
October 20, 2020	Community Meeting
November 5, 2020	Art Walk
November 10, 2020	Community Meeting
March 10, 2021	COVID-19 Vaccination Clinic at Hansen Apartments
March 11, 2021	Community Meeting
March 18, 2021	Small Business Owner Stand-Up Meeting
March 25, 2021	Community Meeting
April 17, 2021	Community Clean Up
May 1, 2021	Community Clean Up
May 15, 2021	Mother's Day Celebration with O.L. of Fatima Church
May 27, 2021	Community Meeting
June 10, 2021	Community Meeting
June 26, 2021	Community COVID-19 Vaccination Clinic





PROPOSED VISION, STRATEGIES, ACTIVITIES & OUTCOMES



Section 7: Proposed Vision, Strategies, Activities, and Outcomes

Vision Statement

We are empowered residents, working collaboratively to build a safe, healthy, and connected neighborhood where everyone has the best opportunity to live and prosper.

Guided by this neighborhood plan, we will achieve the following five goals:

1. Build a united and empowered community
2. Ensure quality, affordable, and safe housing
3. Create broad and equitable economic opportunity
4. Cultivate vibrant parks and green spaces
5. Make getting around safe and easy

Goals, Strategies, and Activities

Goal 1. Build a United and Empowered Community

Strategy 1.1 Develop a community organizing program and strong resident leadership

The empowered and constructive participation of Gateway Neighborhood residents is essential for the success of every aspect of the neighborhood plan and thus is key for unlocking the full potential of the Gateway Neighborhood. Neighborhood residents face a number of barriers that currently disempower them: poverty, immigration status, and lack of English language ability. By organizing and working together, residents can overcome these barriers and have a strong, constructive voice in addressing shared issues and plotting the future of their neighborhood.

This organizing is especially important to ensure that residents have a voice in the formulation and implementation of the neighborhood's redevelopment site plans to ensure that they achieve benefits for the whole community. It will be of further importance in integrating the neighborhood's many new residents expected over the next decade.

On the ground, this strategy will allow for the hiring of a community organizer(s), and create regular meetings and committees for community residents to participate in the Gateway initiative and work on shared community issues. It also will provide for residents to participate in formal and informal leadership development opportunities to ensure that resident leaders have the capacity to be at the front of PARTNER's efforts in the Gateway. Ultimately, this work will facilitate resident-led issue and policy campaigns, as well as regular resident-led forums with public officials.

Activities:

- Hire (at least one) community organizer
- Host a monthly community meeting as a venue for resident participation and leadership
- Organize sub-committees to tackle neighborhood issues
- Provide leadership development and organizing training for community residents
- Ensure community input into the formulation and implementation of community development site plans
- Integrate new residents into the social fabric of the neighborhood
- Support resident-led issue and policy efforts
- Support resident-led forums with public officials
- Invest in technologies that facilitate resident communication

Strategy 1.2 Community Programs and Events

Community events and programs play an important role in bringing together community members and building a sense of shared connection. In its first several years of action, the Gateway initiative has had great success in this area, curating a calendar of regular community events including Pedal Pals bike events, community clean ups, an art walk, and annual job and housing fairs. The initiative has also organized public musical performances as part of its Arts and Flow series.

The Gateway neighborhood has strong assets for facilitating these types of programs: the Patten Center for the Arts, the Jankowski and Claretian Community Centers, and the newly constructed Copper Works Amphitheater. It also has a strong partner in the Richardson School, which for the past several years has held “Family School,” Saturday morning classes for school parents to help them gain the knowledge and skills needed to help their children succeed.

This strategy looks to continue and expand upon these existing efforts in the community, enhancing existing programs and launching new ones, such as open streets events, depending on community needs and interests.

Activities:

- Plan and host community programs and events in the Gateway Neighborhood
- Support Saturday morning Family School at Richardson School
- Curate and present performing arts programming for Copper Works Park Amphitheatre
- Activate community centers – Jankowski, Center for the Arts, Claretian Center – with events and programming
- Invest in communication strategies, including but not limited to digital boards and community kiosks, to better enable resident participation in community programming.

Strategy 1.3 Promote public arts that celebrate the neighborhood’s values, history, and culture

Public art has been used effectively to beautify and cultivate the identity in the Gateway Neighborhood. Among the most prominent changes to the physical space of the neighborhood catalyzed by PARTNER are the “Hometown Girl” mural at the corner of Gordon and Fayette Streets, the canvasses on the fence of Patten Center Park, and the recent construction of the

Copper Works Amphitheater. PARTNER has organized a series of successful art walks, catalogued a directory of artists in the community, and played a major role in the creation of the City Creative Placemaking Plan and 2019 Arts Plan Initiative.

Within a City with tremendous history stretching back to the founding of our county, and as a multi-cultural neighborhood influenced by Caribbean, Latin-American, and Eastern-European cultures, the Gateway community has plenty of inspirational material to stimulate and incorporate into works of public art. This strategy seeks to achieve that.

Activities:

- Commission and implement murals and other works of public visual arts, integrating residents through the process from commission, to design, production, and unveiling
- Host art walks and performing arts events throughout the neighborhood, and especially at Copper Works Amphitheatre
- Create pop-up galleries and marketplaces for neighborhood artists to display and sell their work
- Add markers to neighborhood sites of important historical or cultural significance

Strategy 1.4 Develop Strong Working Relationships with the Police and Other Municipal Officials

Crime and quality of life issues represent major priorities for Gateway residents. Throughout its first few years of operation, the Gateway initiative has developed constructive working relationships with the Perth Amboy Police Department and other City service agencies like the Department of Public Works and Division of Code Enforcement. PARTNER has helped bridge the relationship between community members and the police by organizing events like National Night Out and other activities that allow for conversation and trust building.

This strategy seeks to continue building these relationships and leveraging them to address community issues.

Activities:

- Hosting events and forums for police-community collaboration, like National Night Out and crime watch groups
- Collaborating with the Police Department to dispatch surveillance cameras and employ Crime Prevention Through Environmental Design techniques at neighborhood locations flagged by residents as being public safety concerns
- Convening regular meetings between resident leaders and officials from Public Works and Code Enforcement to improve the effectiveness of those services in the neighborhood.

Goal 2. Ensure Quality, Affordable, and Safe Housing

Strategy 2.1 Support Existing Homeowners

The Gateway Neighborhood has seen a significant drop in the neighborhood homeownership rate – a 30% decline since 2010 and a 43% decline since 2000 to the current 16.6% – that has well outpaced Perth Amboy’s overall decline in homeownership. Currently, seniors make up a disproportionate share of neighborhood homeowners; 36.2% of owner-occupied homes are owned by seniors. 61% of homeowners age 65 and older spend more than 30% of their income on housing costs – the threshold generally considered affordable and sustainable.

Given the age of homes in the Gateway Neighborhood, with the median age of a housing unit being over 60 years old and at least a third of homes being at least 80 years old, home maintenance can constitute a significant cost. Because of that, many maintenance items are likely to be deferred or ignored.

Recognizing these challenges, this strategy seeks to support existing homeowners to maintain and stay in their homes.

Activities:

- Launch a Homeowner Rehab and Repair Program that will support neighborhood homeowners in completing important repairs on their homes, including lead service line replacement and other health and safety improvements, as well as “aging in place” improvements.
- Promote participation in Perth Amboy’s Community Solar program as a way to reduce energy costs for neighborhood homeowners.

Strategy 2.2 Prepare Residents for Homeownership

Supporting existing residents in purchasing homes in the Gateway Neighborhood is another way to reverse the neighborhood’s declining homeownership rate. There appears to be community interest in achieving homeownership: In the household survey, 64% of respondents who currently rent indicated that they would consider purchasing a home in the neighborhood. Moreover, between 2010 through 2020, owner occupants were the buyers in 70% of the arms-length residential transactions in the Gateway Neighborhood.

Among the challenges faced by residents in achieving homeownership are financial constraints, lack of knowledge about the process, and low neighborhood inventory. To address these challenges, the Perth Amboy Housing Authority provides pre-homeownership workshops and counseling, and City HOME funds are used to support down payment assistance programs. Moreover, the planned construction of hundreds of new rental units in the neighborhood should free up some older homes currently used as rentals for homeownership opportunities. Through

a comprehensive approach, this strategy will better enable residents to achieve homeownership in the neighborhood.

Activities:

- Continue partnering with the Housing Authority to provide pre-homeownership workshops and counseling to build a pipeline of qualified buyers
- Offer enhanced financial assistance to aspiring neighborhood homebuyers in the form of down payment or matched savings grants
- Build relationships with local realtors to allow residents a first look at neighborhood homeownership opportunities going to market
- Rehabilitate abandoned or otherwise distressed homes into affordable homeownership opportunities

Strategy 2.3. Advance Tenant Rights

83% of households in the neighborhood rent their home. In the household survey, 45% of residents ranked the affordability of homes and apartments in the neighborhood as either “poor” or “very poor.” With a median rent in the neighborhood of \$1,298, 37% of renter households spend more than half their income on housing. In the community meetings, participants shared stories of abuses suffered by tenants, who may be easier to prey upon due to their poverty, immigration status, or limited English language ability.

This strategy seeks to empower tenants to know and exercise their rights, which in turn will help improve the quality and affordability of rental housing in the neighborhood.

Activities:

- Educate tenants on their rights (perhaps in collaboration with Family School Program)
- Advocate on individual cases and on city policies (including reinstitution of active rent control board.)
- Initiate healthy homes outreach with community health workers in collaboration with local health institutions
- Provide eviction prevention support to neighborhood tenants

Strategy 2.4 Develop Quality Affordable Housing

With a number of abandoned properties, under-utilized parcels, and older, smaller industrial sites within the neighborhood, there is ample opportunity for the development of quality, affordable rental and homeownership housing. PARTNER should look to develop and facilitate the development of such housing, working with nonprofit partners like Habitat for Humanity and community-minded developers as appropriate.

Additionally, the neighborhood’s current redevelopment sites will bring hundreds of new housing units into the Gateway Neighborhood. PARTNER and community residents should advocate for the inclusion of affordable housing units within those redevelopment plans that will be affordable to families making less than 80% of the area median income.

Activities:

- Acquire abandoned or distressed properties for rehabilitation as homeownership opportunities
- Enforce the City of Perth Amboy's abandoned and vacant property policies to return abandoned homes to productive use
- Ensure redevelopment plans have strong affordable housing components
- Facilitate/develop housing or mixed-use properties on aging sites with incompatible uses in residential areas or larger under-utilized sites in the neighborhood.

Goal 3. Create Broad and Equitable Economic Opportunity

Strategy 3.1 Promote greater Smith Street as a diverse and authentic ethnic food, retail, and cultural hub

With its access to public transportation, walkability, unique mix of restaurants and retail stores reflective of the current and historic heritages of the neighborhood, and connection to the broader downtown district, Smith Street has the potential to offer a unique dining and retail experience. This strategy seeks to achieve that potential as a food, retail, and cultural hub, attracting visitors from outside of the neighborhood while improving the experience for neighborhood residents.

Activities

- Infuse the district with public arts
- Hold "Arts and Flow" style events and performances in the Smith Street business district
- Create a pop-up shop or a collaborative marketplace for local artisans and creative professionals to showcase and sell their products
- Launch a district marketing effort to attract visitors by highlighting Smith Street as a unique and authentic food, retail, and cultural hub
- Organize food tours and other events to attract visitors

Strategy 3.2 Improve the look and experience of Smith Street as a walkable downtown district

Improving the appearance and preserving and enhancing the walkability of Smith Street will help it achieve its full potential as a vibrant retail and dining district. Improving the district's appearance will also improve perceptions of public safety. While there are opportunities to achieve these objectives throughout the district, appearance and walkability are especially challenging on the western end of Smith Street where there are a high number of curb cuts and other auto-centric design choices.

Activities:

- Provide retail façade improvement grants to Smith Street businesses
- Eliminate roll down security grates on Smith Street
- Ensure that Perth Amboy's Complete Streets Policy is implemented when right-of-way improvements are undertaken

- Promote appropriate design standards and mixed-use development
- Improve the appearance of Smith Street’s western “Gateway” with welcome signage and other aesthetic improvements as a temporary step until the ultimate redevelopment of the Gateway redevelopment sub-site finally moves forward

Strategy 3.3. Support neighborhood small businesses

The neighborhood’s small businesses are the backbone of the Smith Street district and they provide important goods and services to the community on Market Street and elsewhere in the neighborhood. Many of the businesses have survived for years, through waves of change in the neighborhood. This strategy works to ensure that the Gateway’s small businesses remain strong and continue their important role in the neighborhood.

Activities:

- Link local small businesses with business development training and coaching resources
- Facilitate access to borrowing opportunities through relationships with banks and CDFIs
- Provide businesses with small grants for storefront improvements and other upgrades
- Support businesses in developing capacity for online ordering and commerce
- Provide business incubation and support services for artisan entrepreneurs

Strategy 3.4 Encourage local hiring and good jobs at neighborhood and City logistics and manufacturing businesses

The Gateway neighborhood is home to established manufacturing and logistics businesses like Tropical Cheese and Preferred Freezer, and has recently experienced the redevelopment of thousands of square feet of warehouse space being occupied by Home Depot, Gourmet Nut, and Lineage Logistics. Transportation and warehousing represents the largest sector in which Gateway residents are employed, with nearly 25% of all Gateway resident workers employed in the sector. The presence of these employers in the neighborhood represents an opportunity for local hiring and the cultivation of good jobs. It also represents an opportunity to improve the traffic and parking situation, by reducing the number of warehouse employees driving into the neighborhood and the number of residents needing to own a vehicle to get to work.

Activities:

- Work with employers to link neighborhood residents with job opportunities
- Enact City policies that support local hiring and good job wage and benefit standards

Strategy 3.5 Work with the County and Middlesex College on job training focused on key industries

The neighborhood’s workforce has relatively low levels of educational attainment, as 38% of those age 25 and older have no High School Diploma and only 9% have a Bachelor’s Degree. This strategy seeks to overcome this challenge by providing workforce training to help residents advance in their careers. This strategy leverages strong partnerships with Middlesex County and Middlesex College’s Perth Amboy Center.

- Provide residents opportunities to complete workforce training in the following key areas: Forklift operation; logistics; allied health; advanced manufacturing; and CDL driving.

- Continue running the “Success Bound” youth employment program to provide neighborhood youth and young adults with employment experience
- Provide English as a Second Language classes in the neighborhood
- Provide worker rights training and education to ensure that workers know their rights and can advocate for themselves effectively
- Support residents in completing their GEDs through the programs run by the Board of Education’s Saturday Family School and the Jewish Renaissance Foundation.

Strategy 3.6 Maintain a strong safety net of community-based social and health services

While the future of the Gateway Neighborhood presents opportunity for shared economic prosperity, the current reality is that the Gateway Neighborhood is one of the poorest places in all of Middlesex County. 32.6% of neighborhood residents, and 39.7% of neighborhood children, live in poverty, and many more are just above the poverty threshold. As such, maintaining a sustainable economy in the neighborhood depends on having a strong social safety net to help residents meet their basic needs and maintain sound economic footing that will enable them to take advantage of future economic opportunities.

Fortunately, the Gateway Neighborhood has a strong social and health services infrastructure. In the heart of the neighborhood, the YMCA’s Center for Support and Success provides services to those experiencing housing insecurity, while the Claretian Community Center addresses food insecurity and other basic needs through its food pantry and other services. From a health perspective, both Raritan Bay Medical Center and the Jewish Renaissance Foundation Federally Qualified Health Center are within half a mile from the Gateway Neighborhood, as is a Catholic Charities outpatient counseling and behavioral health care services site.

This strategy seeks to strengthen this community-based social safety net as an important mechanism for creating a just and sustainable neighborhood economy.

Activities:

- Provide and expand social services that address housing insecurity, food insecurity, and other basic needs
- Work with health providers to provide health screenings and other community health programs, and ensure residents have access to health care when needed.

Strategy 3.7: Expand Day Care and Pre-K options in the neighborhood

Few day care and Pre-K options currently exist within the Gateway. This is a problem for many parents who work, as well as parents that would like to enter the workforce, but are constrained by the lack of childcare options – a problem that has become more acute as a result of the pandemic.

This strategy seeks to increase the availability of early childcare to enhance employment options for working parents and enable more low-income families to increase their incomes, especially single parent families.

Activities:

- Pursue a partnership with the Raritan Bay YMCA, which already operates a program at the Richardson School, to open an additional childcare center at the site of the relocating STEM Charter School
- Work with the YMCA and other partners to assess further childcare needs and identify additional facilities and resources if needed.

Goal 4. Cultivate Vibrant Parks and Green Spaces:

Strategy 4.1 Develop new parks and green spaces in a community-oriented way

The Gateway Neighborhood has long been chronically underserved with respect to parks and green spaces. The Neighborhood's only park has been Patten Center Park, and it is tucked into the Northwestern corner of the neighborhood. Most of the neighborhood is more than a quarter mile walk from a park. This lack of park space may be a factor in why 30% more Gateway residents report being physically inactive relative to the county- and state-wide numbers, and experience some of the County's highest rates of obesity.

Nonetheless, the neighborhood's redevelopment activity has led to the recent or planned construction of a number of new parks and green spaces. In the spring of 2021, construction was completed on a park and amphitheater at the site of the old Raritan Copper Works adjacent to the Home Depot distribution center as part of the Elm Street Redevelopment Plan. This Copper Works Park will ultimately connect eastward across the train tracks to the existing Sadowski Waterfront Park and soon-to-be-developed 2nd Street Park.

The redevelopment plans in the neighborhood call for the development of at least three additional green spaces. The Elm Street Redevelopment Plan seeks to develop a new Senior Park on a current parking lot behind the Jankowski Community Center. The Riverwalk Redevelopment Plan calls for the development of a park and open space area, including the construction of a boardwalk around a restored marsh area. The Gateway Redevelopment Plan will also include a yet-to-be-defined park component.

The City is also finalizing plans to develop a new Riverside Park along the riverfront in the far southwestern corner of the neighborhood. The City is also looking to upgrade its multiuse path running parallel to Riverview Drive to ultimately create, with a few unfortunate detours around the Cornucopia and Elm Street sites, a waterfront trail from the marina to the Victory Bridge. While this is a good first step, the City should continue exploring a way to achieve a waterfront trail without these detours, so that there is public access to 100% of the waterfront in the Gateway Neighborhood. Achieving this may require a walkway on piers behind the Home Depot distribution center. Lastly, neighborhood residents have expressed an interest in community gardening, and have identified a potential community garden site adjacent to the parking lot of Our Lady of Fatima Church.

This strategy seeks to see these planned parks and green spaces realized in a way that gives neighborhood residents both a voice into and a feeling of ownership over the process through which they are designed and developed.

Activities

- Design parks and green spaces through a community-oriented process, ensuring they are accessible from the neighborhood's historic residential areas and meet community needs, including accessibility for people with disabilities
- Construct parks and green spaces
- Continue working toward the goal of public access to 100% of the waterfront in the Gateway Neighborhood, including the construction of a walkway on piers behind the Elm Street Home Depot distribution center

Strategy 4.2 Activate Neighborhood Parks and Green Spaces

With many new parks and green spaces coming online over the next several years in locations that are outside of the neighborhood's historic residential core, PARTNER and its allies will take steps to ensure that community members use these parks and feel a sense of ownership over them. This is important not only to ensure that the whole community experiences the benefits of these new assets, but also because high levels of park usage will contribute to the parks feeling safe.

This strategy proposes activating the neighborhood's parks through events, programs, and activities.

Activities:

- Launch regular cultural programming at Copper Works Park amphitheater and other park locations
- Host exercise and wellness programs in the parks
- Host neighborhood picnics and block parties in the parks
- Run a community gardening program for neighborhood families
- Organize informal "Friends of the Park" groups to assist with park clean ups and maintenance.

Goal 5. Make Getting Around Safe and Easy

Strategy 5.1 Pedestrian and Bicycling Safety Infrastructure

The Gateway is a dense neighborhood with a walkable main street, two supermarkets in walking distance, and proximity to public transit. It has many local jobs coming online at newly constructed warehouses well within walking or cycling distance. Due to these factors, portions of the neighborhood are ranked as a "Walker's Paradise" by real estate website WalkScore. The

Gateway Neighborhood has a vehicle ownership rate that is lower than the City, County, and statewide rates, and 27% of neighborhood households own no vehicle at all.

In 2013, the City of Perth Amboy adopted a “Complete Streets” ordinance, mandating that the design of streets in the City take into equal account every type of user, not just motorists. In 2016 it adopted a Circulation Element Plan that further made suggestions on improving pedestrian and traffic safety.

However, this plan has yet to be meaningfully implemented, and the neighborhood currently lacks the infrastructure to fully take advantage of walkability – and in some cases lacks even basic pedestrian infrastructure. Additionally, the Circulation Element Plan characterized Fayette, Smith, and Market Streets from Goodwyn Street eastward as a dangerous “crash corridor” in need of attention. By implementing the Complete Streets policy and drawing upon the recommendations of the Circulation Element Plan, this strategy seeks to better achieve the neighborhood’s potential as a safe, walkable, and bikeable community.

Activities:

- Install high visibility crosswalks and other pedestrian safety upgrades along the primary roads
- Install crosswalk bump outs to reduce the distance pedestrians must cross at high volume intersections
- Install Speed Bumps on residential streets where there is frequent speeding
- Place a high-visibility/decorative crosswalk in front of Richardson School
- Establish bicycle connections to recreational paths and key neighborhood locations
- Implement bicycling infrastructure as per the Circulation Element Plan
- Reestablish the street grid between the historic residential areas and the Gateway and Riverwalk Redevelopment Areas to enhance the walkable nature of the neighborhood and provide safe and accessible pedestrian connections to the new parks and green spaces developed on the redevelopment sites.
- Enforce use of designated truck routes to keep warehouse traffic out of residential neighborhoods
- Ensure that Perth Amboy’s Complete Streets Policy is applied to all neighborhood projects

Strategy 5.2 Explore a direct shuttle connection to Raritan Center

Nearly a quarter of Gateway resident workers are employed in the transportation and warehousing industry. The neighborhood is only three miles away from the major warehousing hub of Raritan Center in Edison, the site of over 28,000 jobs – more than twice the number of jobs in the entire City of Perth Amboy. However, there is no direct public transit connection to this major employment hub. It can be reached by the NJ Transit 813 Bus, but only through a long, circuitous trip going first through Fords and Metuchen.

This contributes to the dynamic in which two-thirds of Gateway resident workers commute to their jobs by driving alone, while less than 4% take public transportation.

Activities:

- Explore the possibility of a direct shuttle connection to Raritan Center, perhaps as part of the Middlesex County Transit System with subsidy from either NRTC or businesses at Raritan Center

Strategy 5.3 Work with the City to better manage parking in the neighborhood.

As an older neighborhood, the street layout and construction of most homes in the Gateway occurred before the widespread ownership of personal automobiles. Aside from a few parking meters on Smith Street proper, the City of Perth Amboy does not regulate parking in the neighborhood. The result has led residents to view parking in the neighborhood as a frustrating endeavor and a major quality of life issue.

There are a number of ways to relieve this parking situation. One is to implement the other strategies in this section to enhance the neighborhood's walkability and decrease reliance on a personal vehicle to access jobs and retail services. Residential parking permits, used in two other Perth Amboy neighborhoods, may also be a useful tool, especially if reasonable limits and fees are applied to them. Lastly, the City's plan to develop a city-owned surface parking lot next to the train station just on the other side of the neighborhood's border will include a parking component that could potentially alleviate some of the parking challenges in the Gateway Neighborhood.

Through this strategy, community-leaders, convened by PARTNER, should work with the City to explore all potential options to improve parking in the neighborhood.

Activities:

- Explore implementing resident parking permits for parts of the neighborhood where parking issues are the worst
- Explore how the train station parking lot development project could alleviate the parking situation

Spurring Measurable Change in the Gateway

With the realization of its redevelopment plans and the leveraging of its abundant community assets, the Gateway Neighborhood is on the verge of a profound transformation. The strategies and activities proposed in this Neighborhood Plan will ensure that this transformation benefits the entire community by acting as a rising tide that lifts all boats.

These strategies build upon the groundwork that PARTNER has laid over the last eight years serving as the organizational lead of the Gateway Neighborhood Collaborative. PARTNER has built strong infrastructure for resident engagement and participation, and has cultivated community unity through its host of community events and programs. Access to NRTC funds will represent a manifold increase in the resources available for advancing the objectives of Gateway

Neighborhood Collaborative, and will enable PARTNER to scale-up and broaden its work accordingly to reach new levels of impact.

NRTC funds also promise to increase the impact of PARTNER's collaborative partnering organizations. These collaborative organizations bring unique capacities to the Gateway Neighborhood effort. These unique capacities are well understood and leveraged by the Neighborhood Plan's strategies. For example, Strategy 2.4 will enable Morris County Habitat for Humanity to deploy its expertise and capacity in constructing and rehabbing homes at scale on scattered sites in the Gateway Neighborhood. Through Strategies 3.6 and 3.7, the YMCA will be able to strengthen its social service work in the neighborhood at the Center for Support, Success, and Prosperity, ramp up its existing health homes outreach program, and deploy its capacity and infrastructure as a major childcare provider to open a new child care site in the neighborhood. Additionally, Strategies 3.5 will enable the Jewish Renaissance Foundation to provide Gateway residents greater access to their Spanish-language GED program, and Strategy 3.6 will support Jewish Renaissance Medical Center's provision of community health services in the neighborhood.

These strategies will also enhance the partnerships that PARTNER has developed with the public sector. Strategy 1.4 will amplify the impact of PARTNER's work with the Perth Amboy Police Department on community-driven public safety initiatives, providing further resources to address public safety problem areas and to foster positive collaborative relationships between officers and community members. Strategies 3.1, 3.2, and 3.3. will increase the impact of PARTNER's collaborations with the City's Office of Housing and Economic Development and Business Improvement District to strengthen Smith Street and its local businesses. Through these Neighborhood Plan strategies, PARTNER will work together with these entities to cultivate Smith Street as an attractive cultural, retail, and culinary destination. Strategy 3.4 will enable the new Mayoral Administration of Mayor Helmin Caba to ensure that Gateway residents benefit from the economic opportunities offered by the neighborhood's new warehouses, and that these opportunities produce high-quality jobs. Lastly, Strategy 3.5 will enhance the job training connections with Middlesex College and the Middlesex County Office of Career Opportunity.

These strategies also leverage the neighborhood's assets and the opportunities presented by the ongoing redevelopment of the neighborhood. Strategy 1.2 takes advantage of the neighborhood's three community centers: The Jankowski Community Center, the Claretian Center, and the Perth Amboy Gallery Center for the Arts. Strategy 1.2 also looks to activate the neighborhood's new Copper Works Amphitheater. Strategies 4.1 and 4.2 seek to capitalize on the neighborhood's new and coming parks, and the tremendous asset of the waterfront. Strategy 5.1 seeks to realize the potential of the Gateway Neighborhood's excellent access to public transportation and walkability. Lastly, the likely construction of hundreds of units of new housing in the neighborhood over the next decade provides an opportunity to advocate for more high-quality affordable housing, which Strategy 2.4 seeks to achieve.

Form NP-3, Projected Strategies, Activities, and Outcomes

	Strategy	Activity	Outcome	Evaluation	Data
1.0	GOAL 1. BUILD A UNITED AND EMPOWERED COMMUNITY				
1.1	Develop a community organizing program and strong resident leadership	<p>Hire at least 1 community organizer.</p> <p>Hold a monthly community meeting</p> <p>Organize sub-committees to address neighborhood issues</p> <p>Provide leadership development and organizing training for community residents</p> <p>Ensure community input into the formulation and implementation of community development site plans</p> <p>Integrate new residents into the social fabric of the neighborhood</p> <p>Support resident-led issue and policy efforts</p> <p>Support resident-led forums with public official</p> <p>Invest in technologies that facilitate resident communication</p>	<p>More Gateway residents participate in neighborhood revitalization effort</p> <p>Increased levels of community and civic engagement</p> <p>City policy and redevelopments better represent community interests</p>	<p>Community meeting and event attendance</p> <p>Residents completing leadership development training</p> <p>Content of redevelopment agreements</p>	<p>Community meeting attendance lists</p> <p>Leadership training attendance lists</p>
1.2	Community Program and Events	<p>Plan and host community programs and events in the Gateway Neighborhood with partners</p> <p>Support Saturday morning Family School at Richardson School</p> <p>Curate and present performing arts programming for Copper Works Park Amphitheatre</p> <p>Activate community centers with events and programming</p>	<p>Increased numbers of community members participate in community events and programs</p> <p>Increased community use of the neighborhood community centers</p>	Increasing participation of community members in programming and events	<p>Event attendance estimates</p> <p>Database of community events</p>

		Invest in ways to better enable resident participation in community programing.			
1.3	Promote public arts that celebrate the neighborhood's values, history, and culture	<p>Commission and implement murals and other works of public visual arts, integrating residents through the process from commission, to design, production, and unveiling</p> <p>Host art walks and performing arts events throughout the neighborhood, and especially at Copper Works Amphitheatre</p> <p>Create pop-up galleries and marketplaces for neighborhood artists to display and sell their work</p> <p>Add markers to neighborhood sites of important historical or cultural significance</p>	<p>Works of public art are installed in the neighborhood</p> <p>Performances are help at the amphitheater</p> <p>Residents participate in arts-oriented programs</p> <p>Artists and artisans have increased opportunities for the sale of their works</p>	<p>Number of works of public art installed in the neighborhood</p> <p>Number of performances held in the neighborhood</p> <p>Number of residents participating in arts-related programs</p> <p>Number of artists and artisans participating in market opportunities</p>	<p>Internal program records and attendance lists</p>
1.4	Develop Strong Working Relationships with the Police and Other Municipal Officials	<p>Hosting events and forums for police-community collaboration, like National Night Out and crime watch groups</p> <p>Collaborating with the Police Department to employ Crime Prevention Through Environmental Design techniques at neighborhood locations flagged by residents as being public safety concerns</p> <p>Convening regular meetings between resident leaders and officials from Public Works and Code Enforcement to improve the effectiveness of those services in the neighborhood.</p>	<p>Decreased incidence of crime and increased positive perceptions of public safety</p> <p>Improved impact of public services in the neighborhood</p>	<p>Number of CPTED interventions in the neighborhood</p> <p>Greater resident satisfaction regarding public safety and public services</p> <p>Lower incidence of crime</p>	<p>Neighborhood surveys</p> <p>Internal program data</p> <p>Crime statistics from the police department</p>

2.0 HOUSING					
2.1	Support Existing Homeowners	<p>Homeowner Rehab and Repair Program</p> <p>Promote participation in Community Solar Program</p>	Existing homeowners are better able to maintain and stay in their homes	<p>Homeownership rate is stable or increases</p> <p>Number of cost burdened homeowners decreases</p>	ACS
2.2	Prepare Residents for Homeownership	<p>Pre-homeownership workshops and counseling</p> <p>Down payment or matched savings grants</p> <p>Build relationships with local realtors</p> <p>Rehabilitate abandoned homes into homeownership opportunities</p>	More community residents are able to purchase homes in the Gateway Neighborhood	<p>Increased homeownership rate</p> <p>Increased percentage of residential sales purchased by owner occupants</p>	<p>ACS</p> <p>SR1A Data</p>
2.3	Advance Tenant Rights	<p>Educate tenants on their rights</p> <p>Advocate on individual cases and on city policies</p> <p>Initiate healthy homes outreach with community health workers in collaboration with local health institutions</p> <p>Provide eviction prevention support</p>	Tenants are better able to advocate for themselves creating a cumulative impact that improves the quality and affordability of neighborhood rental housing	<p>Neighborhood rent prices stabilize</p> <p>Decrease in number of cost burdened tenants</p>	ACS
2.4	Develop Quality Affordable Housing	<p>Acquire abandoned or distressed properties for rehabilitation</p> <p>Enforce the City's abandoned and vacant property policies to return abandoned homes to productive use</p> <p>Ensure redevelopment plans have adequate affordable housing components affordable to low and moderate income households</p> <p>Facilitate/develop housing or mixed-use properties on aging sites with incompatible uses in residential areas or larger under-utilized sites in the neighborhood.</p>	Increase in the number of neighborhood units affordable to low and moderate income households, and those earning the neighborhood median income.	<p>Additional affordable units constructed</p> <p>Decrease in number of cost burdened tenants</p>	ACS and City Records
3.0 CREATE BROAD AND EQUITABLE ECONOMIC OPPORTUNITY					
3.1	Promote greater Smith Street as a diverse and authentic ethnic food, retail, and cultural hub	<p>Infuse the district with public arts</p> <p>Hold arts events and performances</p>	<p>Smith Street becomes a more vibrant and active business district</p> <p>Increased business activity</p>	Sales increase at Smith Street establishments	<p>Reports from business owners</p> <p>Attendance records</p>

		<p>Create a pop-up/collaborative/open air marketplace opportunities</p> <p>Engage in a district marketing effort</p> <p>Organize food tours and other events to attract visitors</p>		High numbers of people attend events on Smith Street	
3.2	Improve the look and experience of Smith Street as a walkable downtown district	<p>Provide retail façade improvement grants</p> <p>Eliminate roll down security grates</p> <p>Ensure that Perth Amboy's Complete Streets Policy is implemented when right-of-way improvements are undertaken.</p> <p>Promote appropriate design standards and mixed-use development</p> <p>Improve the appearance of Smith Street's western "Gateway"</p>	<p>Smith Street becomes a more attractive place for shoppers from both inside and outside the community</p> <p>More business owners beautify their storefronts and facades</p>	<p>Increased sales and foot traffic on Smith Street</p> <p>Number of façade improvements and security grate removal projects completed</p>	<p>Reports from business owners</p> <p>Program records</p>
3.3	Support neighborhood small businesses	<p>Link local small businesses with business development training and coaching resources</p> <p>Facilitate access to borrowing opportunities</p> <p>Provide small grants for storefront improvements and other upgrades</p> <p>Support businesses in developing capacity for online ordering and commerce</p> <p>Provide business incubation and support services for artisan entrepreneurs</p>	<p>Businesses increase their management capabilities and access to capital</p> <p>Businesses are able to accommodate online orders</p>	<p>Number of businesses and entrepreneurs taking part in business development training and coaching opportunities</p> <p>Number of businesses developing online sale capacity</p>	Program records
3.4	Encourage local hiring and good jobs at neighborhood and City logistics and manufacturing businesses	<p>Work with employers to link neighborhood residents with job opportunities</p> <p>Enact City policies that support local hiring and good job wage and benefit standards</p>	Residents are able to obtain good jobs in the neighborhood at logistics and manufacturing businesses	<p>Increased average wage</p> <p>Increase in number of residents with fulltime year-round employment</p> <p>Decrease in neighborhood residents who commute to work by automobile</p>	ACS
3.5	Provide job training focused on key industries	Provide residents opportunities to complete workforce training in the following key areas	Residents have expanded employment opportunities, including	Increase in average wage	ACS

		<p>like Forklift operation, logistics, allied health, advanced manufacturing, CDL driving</p> <p>Continue running the “Success Bound” youth employment program</p> <p>Provide English as a Second Language classes in the neighborhood</p> <p>Provide worker rights training and education</p> <p>Provide GED Prep</p>	<p>opportunities for higher paying jobs</p>	<p>Increase in number of residents with fulltime year-round employment</p> <p>Decrease in number of residents with limited proficiency in English</p> <p>Increase in number of residents with at least a High School credential</p>	
3.6	Maintain a strong safety net of community-based social and health services	<p>Provide/expand social services that address housing insecurity, food insecurity, and other basic needs</p> <p>Work with health providers to provide health screenings and other community health programs, and ensure residents have access to health care when needed.</p>	<p>All residents are able to satisfy their basic needs</p> <p>All residents are able to access healthcare</p>	<p>Lower poverty rate</p> <p>Increase in residents with health insurance coverage</p> <p>Residents have improved behaviors regarding physical activity and nutrition.</p>	ACS
3.7	Expand day care and pre-k options in the neighborhood	<p>Pursue a partnership with the Raritan Bay YMCA, which already operates a program at the Richardson School, to open an additional childcare center at the site of the relocating STEM Charter School</p> <p>Work with the YMCA and other partners to assess further childcare needs and identify additional facilities and resources if needed.</p>	<p>Residents have sufficient childcare options</p>	<p>Increase in workforce participation rate</p>	ACS

4.0 CULTIVATE VIBRANT PARKS AND GREEN SPACES					
4.1	Develop new parks and green spaces in a community-oriented way	<p>Design parks and green spaces through a community-oriented process, ensuring they are accessible from the neighborhood's historic residential areas and meet community needs, including accessibility for people with disabilities</p> <p>Construct parks and green spaces</p> <p>Work toward goal of public access to 100% of the waterfront</p>	<p>New parks and green spaces are completed and see high levels of use from residents</p>	Completion of parks and green space projects	City Project Status Updates
4.2	Activate Neighborhood Parks and Green Spaces	<p>Launch regular cultural programming at Copper Works Park amphitheater and other park locations</p> <p>Host exercise and wellness programs in the parks</p> <p>Host neighborhood picnics and block parties in the parks</p> <p>Run a community gardening program for neighborhood families</p> <p>Organize informal "Friends of the Park" groups to assist with park clean ups and maintenance.</p> <p>Provide ADA compliant and accessible restrooms in parks near new development</p> <p>Launch environmental programming on Raritan River marches</p> <p>Advocate for connected pedestrian and bike pedestal walkway from 2nd Street to Riverfront Drive</p>	<p>Increased resident use of parks and green spaces</p> <p>Improvement in healthy activities through physical activity and community gardening</p>	Residents have improved behaviors regarding physical activity and nutrition.	

5.0 MAKE GETTING AROUND SAFE AND EASY					
5.1	Pedestrian and Bicycling Safety Infrastructure	<p>Install high visibility crosswalks and other pedestrian safety upgrades along the primary roads</p> <p>Install crosswalk bump outs to reduce the distance pedestrians must cross at high volume intersections</p> <p>Install Speed Bumps on residential streets where there is frequent speeding</p> <p>Place a high-visibility/decorative crosswalk in front of Richardson School</p> <p>Establish bicycle connections to recreational paths and key neighborhood locations Implement bicycling infrastructure as per the Circulation Element Plan</p> <p>Reestablish the street grid between the historic residential areas and the Gateway and Riverwalk Redevelopment Areas to enhance the walkable nature of the neighborhood and provide safe and accessible pedestrian connections to the new parks and green spaces developed on the redevelopment sites.</p> <p>Enforce use of designated truck routes to keep warehouse traffic out of residential neighborhoods</p> <p>Ensure that Perth Amboy's Complete Streets Policy is applied to all neighborhood projects</p>	<p>Increased perceptions of safety on neighborhood streets</p> <p>Increase in pedestrian and cyclist activity on the streets</p>	<p>Increase in the number of residents commuting to work on foot or by bicycle</p> <p>Reduction in the number of crashes in the neighborhood</p>	<p>ACS</p> <p>Police statistics</p>
5.2	Explore a direct shuttle connection to Raritan Center	Explore the possibility of a direct shuttle connection to Raritan Center, perhaps as part of the Middlesex County Transit System	Residents are better able to access employment opportunities at the Raritan Center employment hub	Increased labor force participation rate	ACS

		with subsidy from either NRTC or businesses at Raritan Center	Residents employed at Raritan Center use the shuttle for their daily commute	Increase in number of residents commuting to work on public transit	
5.3	Work with the City to better manage parking in the neighborhood	<p>Explore resident parking permit option for parts of the neighborhood where parking issues are the worst</p> <p>Explore how the train station parking lot development project could alleviate the parking situation</p>	The parking situation in the Gateway neighborhood improved	Residents perceive parking to be less of an issue	Internal conversations and surveys

Form NP-4: Projected Activities, Budget, and Timetable

STRATEGY	PROPOSED ACTIVITY	ESTIMATED COST	SOURCE OF FUNDS	USE OF FUNDS	ROLE OF LEAD ORG AND PARTNERS	TIMETABLE
1.1	Hire at least 1 community organizer	\$75,000/year	NRTC, RF	Personnel Costs	Lead: PARTNER	Short
1.1	Hold a monthly community meeting	\$1,500/year	NRTC	Program supplies, outreach expenses, refreshments	Lead: PARTNER	Short
1.1	Organize sub-committees to address neighborhood issues	\$750/year	NRTC	Program supplies, outreach expenses, refreshments	Lead: PARTNER	Short
1.1	Provide leadership development and organizing training for community residents	\$200/participant	NRTC, Other Private	Training costs	Lead: PARTNER	Medium
1.1	<p>Ensure community input into the formulation and implementation of community development site plans</p> <p>Integrate new residents into the social fabric of the neighborhood</p> <p>Support resident-led issue and policy efforts</p> <p>Support resident-led forums with public official</p>	Costs incorporated into other activities in Strategy 1.1				Short
1.2	Plan and host community programs and events in the Gateway Neighborhood with partners	\$15,000	NRTC, RF, Other Private	Activity expenses	Lead: PARTNER	Short
1.2	Support Saturday morning Family School at Richardson School		PA Public Schools	Program expenses	Lead: Richardson School Partner: PARTNER provides support to program	Medium
1.2	Curate and present performing arts programming for Copper Works Park Amphitheatre	\$15,000/year	NRTC, Middlesex County Arts Fund, National Endowment	Program expenses	Lead: PARTNER	Short

			for the Arts, Other Private			
1.2	Activate community centers with events and programming	\$10,000/year	NRTC, RF, City, Other Private	Program Expenses	Lead: PARTNER Support: JRF, YMCA, Other community partners	Medium
1.2	Invest in ways to better enable resident participation in community programming	TBD	NRTC, RF, City, Other Private		Lead: PARTNER	Medium
1.3	Commission and implement murals and other works of public visual arts	\$7,500/work	NRTC, Middlesex County Arts Fund, National Endowment for the Arts, Other Private	Design, production, and installation expenses	Lead: PARTNER	Short
1.3	Host art walks and performing arts events throughout the neighborhood, and especially at Copper Works Amphitheatre	Costs incorporated into activities in Strategy 1.2				Short
1.3	Create pop-up galleries and marketplaces for neighborhood artists to display and sell their work	\$5,000/year	NRTC, NPP, Middlesex County Arts Fund, National Endowment for the Arts, Other Private	Space and operations expenses	Lead: PARTNER	Long
1.3	Add markers to neighborhood sites of important historical or cultural significance	TBD	NRTC, NPP, Middlesex County Arts Fund, National Endowment for the Arts, Other Private	Costs related to designing, producing, and installing markers	Lead: PARTNER	Medium
1.4	Hosting events and forums for police-community collaboration, like National Night Out and crime watch groups	Costs incorporated into activities in Strategies 1.1 and 1.2			Lead: PARTNER	Short
1.4	Collaborating with the Police Department to employ Crime Prevention Through Environmental Design	\$5,000 per intervention, on average	NRTC, Other Public, Other Private	CPTED Implementation	Lead: PARTNER	Short
1.4	Convening regular meetings between resident leaders and officials from Public Works and Code Enforcement	Costs incorporated into activities in Strategy 1.1			Lead: PARTNER	Short
2.1	Homeowner Rehab and Repair Program	\$5,000-\$10,000 per home	NRTC, CDBG	Home repair costs	Lead: PARTNER	Medium

2.1	Promote participation in Community Solar Program	\$1,000/year	NRTC, Other Private	Marketing and outreach costs	Lead: JRF	Short
2.2	Pre-homeownership workshops and counseling	\$1,000/participant	NRTC, HOME, Other Private	Program expenses	Lead: PAHA Support: PARTNER	Short
2.2	Down payment or matched savings grants	\$10,000/homebuyer	NRTC, HOME, Other Private	Down payment and matched savings assistance	Lead: PARTNER	Medium
2.2	Build relationships with local realtors	Costs incorporated into Strategy 1.1				Short
2.2	Rehabilitate abandoned homes into homeownership opportunities	\$95,000 subsidy/unit	NRTC, HOME	Development Costs	Lead: Habitat Support: PARTNER	Medium
2.3	Educate tenants on their rights	Costs incorporated into Strategy 1.1				Medium
2.3	Advocate on individual cases and on city policies	Costs incorporated into Strategy 1.1				Medium
2.3	Initiate healthy homes outreach with community health workers in collaboration with local health institutions	\$12,500/year	NRTC, RF	Program Costs	Lead: YMCA	Short
2.3	Provide eviction prevention support	Costs incorporated into Strategy 1.1				Medium
2.4	Acquire abandoned or distressed properties for rehabilitation	\$95,000 subsidy/unit	NRTC, HOME	Development Costs	Lead: Habitat Support: PARTNER	Medium
2.4	Enforce the City's abandoned and vacant property policies	Costs incorporated into Strategy 1.1				Medium
2.4	Ensure redevelopment plans have adequate affordable housing components affordable to low and moderate income households	Costs incorporated into Strategy 1.1				Short
2.4	Facilitate/develop housing or mixed-use properties	\$80,000-\$200,000/unit	NRTC, HOME, Affordable Housing Trust Fund, Other Private	Development Costs	Lead: PARTNER, as facilitator Support: Mission oriented developers; Habitat	Long
3.1	Infuse the district with public arts	Variable	NRTC, NPP, Middlesex County Arts Fund, National Endowment for the Arts, Other Private	Program costs	Lead: PARTNER	Short
3.1	Hold arts events and performances	\$7,500/year	NRTC, NPP, Middlesex County	Event and activity expenses	Lead: PARTNER	Short

			Arts Fund, National Endowment for the Arts, Other Private			
3.1	Create a pop-up/collaborative/open air marketplace opportunities	\$5,000/year	NRTC, NPP, Middlesex County Arts Fund, National Endowment for the Arts, Other Private	Space and operations expenses	Lead: PARTNER	Long
3.1	Engage in a district marketing effort	\$10,000/year	NRTC, NPP, BID, Other Private	Marketing expenses	Lead: PARTNER	Medium
3.1	Organize food tours and other events to attract visitors	\$5,000/year	NRTC, NPP, BID, Other Private	Activity expenses	Lead: PARTNER	Medium
3.2	Provide retail façade improvement grants/ Eliminate roll down security grates	\$5,000/grant	NRTC, NPP, BID	Project costs	Lead: PARTNER	Medium
3.2	Ensure that Perth Amboy's Complete Streets Policy is implemented when right-of-way improvements are undertaken. Promote appropriate design standards and mixed-use development	Costs incorporated into Strategy 1.1				Short
3.2	Improve the appearance of Smith Street's western "Gateway"	TBD	NRTC, CDBG, Other Private	Project Costs	Lead: Gateway Redevelopment Site Redeveloper Support: PARTNER	Medium
3.3	Link local small businesses with business development training and coaching resources	No anticipated cost, primarily referral service			Lead: PARTNER	Medium
3.3	Facilitate access to borrowing opportunities	No anticipated cost as primarily referral service			Lead: PARTNER	Medium
3.3	Provide small grants for storefront improvements and other upgrades	\$5,000/grant	NRTC, NPP, BID	Project costs	Lead: PARTNER	Medium
3.3	Support businesses in developing capacity for online ordering and commerce	\$1,000/business	NRTC, NPP	Project Costs	Lead: PARTNER	Short

3.3	Provide business incubation and support services for artisan entrepreneurs	\$5,000/business	NRTC	Scholarships for entrepreneurship training	Lead: PARTNER	Medium
3.4	Work with employers to link neighborhood residents with job opportunities	Costs incorporated into Strategy 1.1				Short
3.4	Enact City policies that support local hiring and good job wage and benefit standards	Costs incorporated into Strategy 1.1				Medium
3.5	Provide residents opportunities to complete workforce training	\$1,000/participant	NRTC, CDBG, Other Public	Scholarships and program fees	Lead: Middlesex College Lead: Middlesex County Support: PARTNER	Medium
3.5	Continue running the “Success Bound” youth employment program	\$10,000/year	NRTC, County, City, Other Public, Other Private	Program costs and internship stipends	Lead: Middlesex College Support: PARTNER	Short
3.5	Provide English as a Second Language classes	\$150/participant	PA Public Schools, NRTC	Program expenses	Lead: Richardson School Parent School Support: PARTNER, JRF	Short
3.5	Worker rights training and education	Costs incorporated into Strategy 1.1				
3.5	GED Prep	TBD	NRTC, PA Public Schools, Other Public	Program expenses	Lead: JRF Lead: Richardson School Parent School	Medium
3.6	Provide/expand social services that address housing insecurity, food insecurity, and other basic needs	Variable	NRTC, Other Public, Other Private	Assistance to residents	Lead: YMCA Lead: Claretian Center	Short
3.6	Work with health providers to provide health screenings and other community health programs	\$5,000/year	RF, NRTC	Health Screenings	Lead: JRMC	Short
3.7	Expand Day Care and Pre-K options	TBD	PA Public Schools, Other Public, Other Private	Program Expenses	Lead: YMCA	Medium
4.1	Design and construct parks and Green Spaces	TBD	City, CDBG, NRTC, Other Private	Project costs	Lead: City Support: PARTNER	Long
4.2	Launch regular cultural programming at Copper Works Park amphitheater and other park locations	\$20,000/year	RF, NRTC, Middlesex County Arts Fund, National Endowment for the Arts, RWJ	Program and activity expenses	Lead: PARTNER	Medium

	Host exercise and wellness programs in the parks Host neighborhood picnics and block parties in the parks		Foundation, Other Private			
4.2	Run a community gardening program for neighborhood families	\$15,000 for garden site construction, \$5,000/year for operation	NRTC, CDBG, Other Private	Project Costs; Program Costs	Lead: PARTNER	Medium
4.2	Organize informal “Friends of the Park” groups to assist with park clean ups and maintenance.	\$500/year	NRTC, City, Other Private	Clean Up and Maintenance Equipment and Supplies	Lead: PARTNER	Medium
5.1	Various pedestrian and cyclist safety improvements	TBD	NRTC, City, County, US DOT, NJ DOT, Other Public, Other Private	Project Costs	Lead: City and County Support: PARTNER	Long
5.1	Enforce use of designated truck routes to keep warehouse traffic out of residential neighborhoods Ensure that Perth Amboy’s Complete Streets Policy is applied to all neighborhood projects	Costs incorporated into Strategies 1.1 and 1.4				Short
5.2	Explore the possibility of a direct shuttle connection to Raritan Center	TBD	NRTC, City, County, US DOT, NJ DOT, Other Public, Other Private	Program costs	Lead: PARTNER and County	Long
5.3	Explore resident parking permit option for parts of the neighborhood where parking issues are the worst	TBD	City, User Fees	Parking program costs	Lead: City Support: PARTNER	Medium
5.3	Explore how the train station parking lot development project could alleviate the parking situation	Costs incorporated into Strategy 1.1				Short



PARTICIPATORY PLANNING REQUIREMENTS



PARTNER and the City of Perth Amboy presents

CALL FOR MURALS ART EXHIBIT

Thursday, March 29th at 6pm,
Perth Amboy Gallery Center for the Arts
339 Reade Street, Perth Amboy, NJ

The Gateway Neighborhood Collaborative is putting a call for artists to
submit as the next mural in the Gateway Neighborhood.

Artwork must incorporate one of the following themes:

Perth Amboy History, Perth Amboy Waterfront, Urban Culture, or Education



Section 8: Participatory Planning Process

The Gateway Neighborhood Plan was completed through a participatory planning process over a nine-month period from October 2020 to June 2021. Despite the challenges presented by the COVID pandemic, the process featured community meetings conducted both outside in-person and via Zoom. All community meetings were held bilingually in English and Spanish.

Pre-Plan: Success Measures Household Survey

In fall of 2019, PARTNER administered an in-person survey to 65 residents based on a random sample of neighborhood households. The survey was the NeighborWorks Success Measures Survey, and was conducted as part of the required close-out process for the organization's first Implementation Grant from the Wells Fargo Regional Foundation. Additional surveying was planned for spring 2020, but was postponed due to the COVID pandemic. Nonetheless, the survey provides useful data on resident perceptions that has informed the planning process.

Notice to the City

On October 29, 2020 PARTNER provided written notice to the City of Perth Amboy of its intention to develop a NRTC Neighborhood Plan for the Gateway Neighborhood. Written notice was submitted in writing to the City Clerk, with copies to the Mayor, Business Administrator, and Planner.

Steering Committee

At the start of the planning process, PARTNER convened a steering committee to help structure and guide the planning process. The committee was comprised of representatives from allied organizations and local government, including the Raritan Bay YMCA, Middlesex College Perth Amboy Center, Jewish Renaissance Foundation, and the City Departments of Economic Development and Social Services.

The Steering Committee met six times throughout the process to provide input and insight into each phase of the planning process.

Steering Committee Meetings
October 9, 2020
November 6, 2020
December 11, 2020
February 5, 2021
April 23, 2021
June 11, 2021

Community Meetings

PARTNER conducted seven community meetings with neighborhood residents as the core of the planning process. To enable broad and meaningful participation, all community meetings were conducted bilingually in both English and Spanish. Additionally, the community meetings for this planning process took place both via Zoom videoconferencing and as outside, in-person socially distanced gatherings occurring on neighborhood porches and sidewalks.

Date	Topic	In-Person or Zoom
October 20, 2020	Neighborhood Pros and Cons	Zoom
November 10, 2020	Prioritization of Issues	In-Person
March 11, 2021	Housing: Homeownership and Rental Housing	Zoom
March 25, 2021	Employment	Zoom
May 27, 2021	Parks, Community Activities, Beautification, Health and Wellness	In-Person
June 3, 2021	Pedestrian and Traffic Safety, Parks and Green Spaces, Redevelopment Plans	In-Person
June 28, 2021	Final Review of Plan Strategies	Zoom



May 27, 2021 Community Meeting

Stakeholder Meetings

In another component of the planning process, PARTNER held small group and one-on-one meetings with specific neighborhood stakeholders such as public officials, business owners, and leaders from non-profits providing services to the community.

Two meetings were held with local business owners. On February 9, 2021, PARTNER facilitated a discussion about the Gateway Neighborhood Plan with local business owners as part of the agenda for the monthly meeting of the City of Perth Amboy's Business Improvement District. The following month, PARTNER facilitated an even broader discussion with business owners at a 30-minute in-person "stand-up" meeting at the 7-11 on Smith Street.

Meetings were also held with the following public and non-profit officials:

- Annie Hindenlang, Planner for the City of Perth Amboy
- Tashi Vasquez, Director of Economic and Community Development, City of Perth Amboy
- Noelia Colon, Director, Perth Amboy Business Improvement District
- Milady Tejada, Councilmember, City of Perth Amboy
- Rose Morales, Councilmember, City of Perth Amboy
- Steve Jobin, Director, Raritan Bay YMCA



March 18, 2021 "Stand-Up" Meeting with Neighborhood Business Owners

30-Day Municipal Review

As per the NRTC program guidelines, on May 31, 2021, PARTNER submitted a draft of the Gateway Neighborhood Plan to the City of Perth Amboy through the City Clerk, with copies to the Mayor, Business Administrator, and Director of Housing and Economic Development. PARTNER also made the draft plan available to the public on its website and at its office.

On June 10, 2021, PARTNER had a meeting with Mayor Helmin Caba where they reviewed the draft Plan and solicited his feedback on the document. On June 28, 2021, PARTNER held a public hearing on the draft Plan, offering anyone the opportunity to offer comment or feedback. PARTNER also accepted written comments on the draft plan via electronic and regular mail.

At the conclusion of the 30-day City review period, with the full support of Mayor Caba, PARTNER finalized the Neighborhood Plan on June 30, 2021.

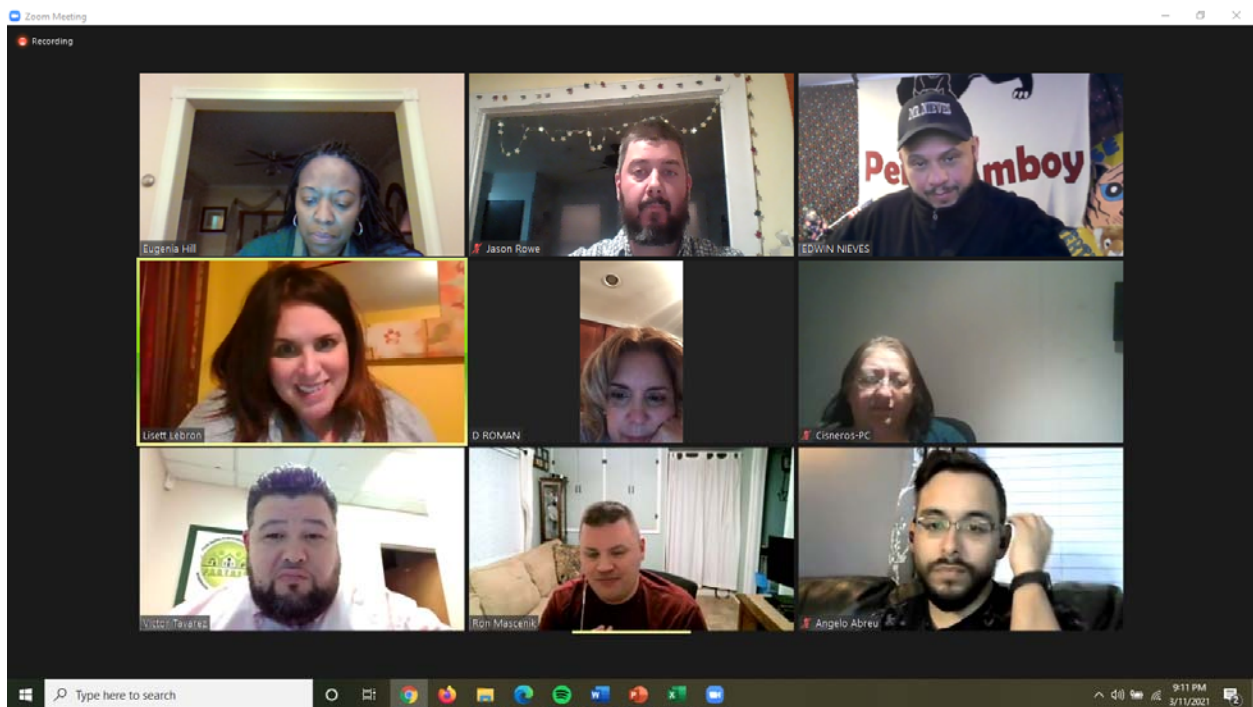
Photos from Community Meetings



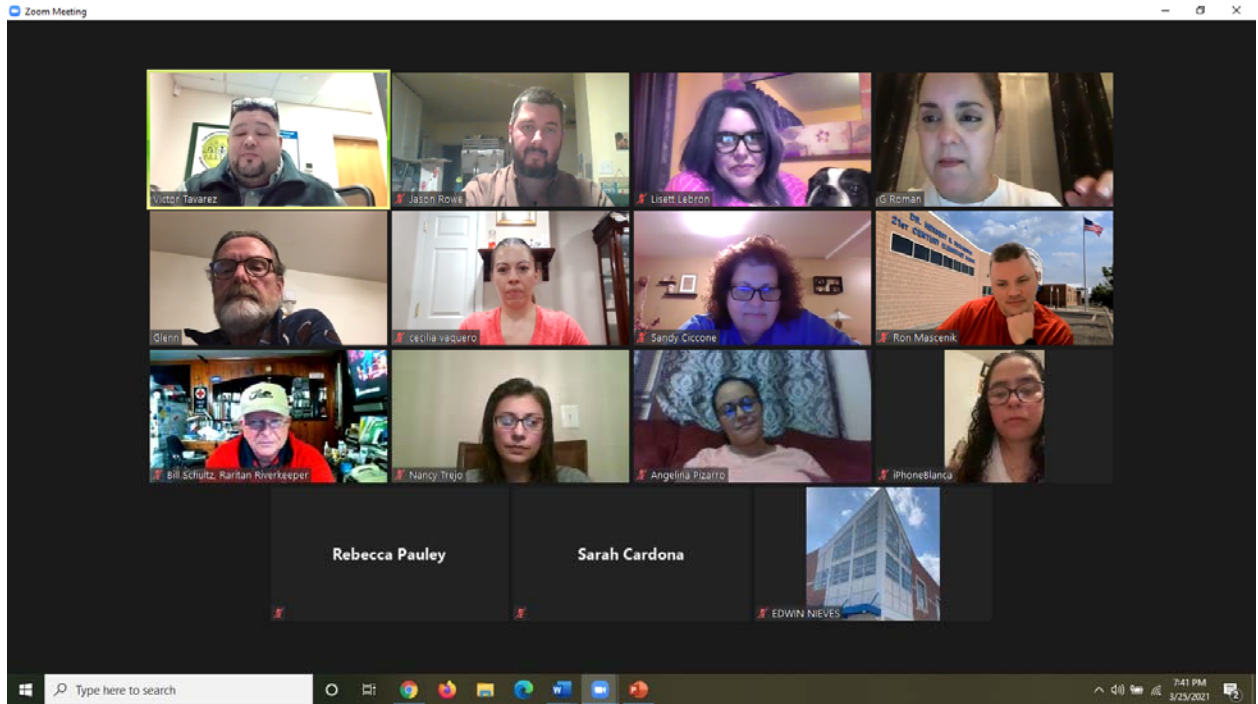
November 10, 2020 Community Meeting



November 10, 2020 Community Meeting



March 11, 2021 Community Meeting



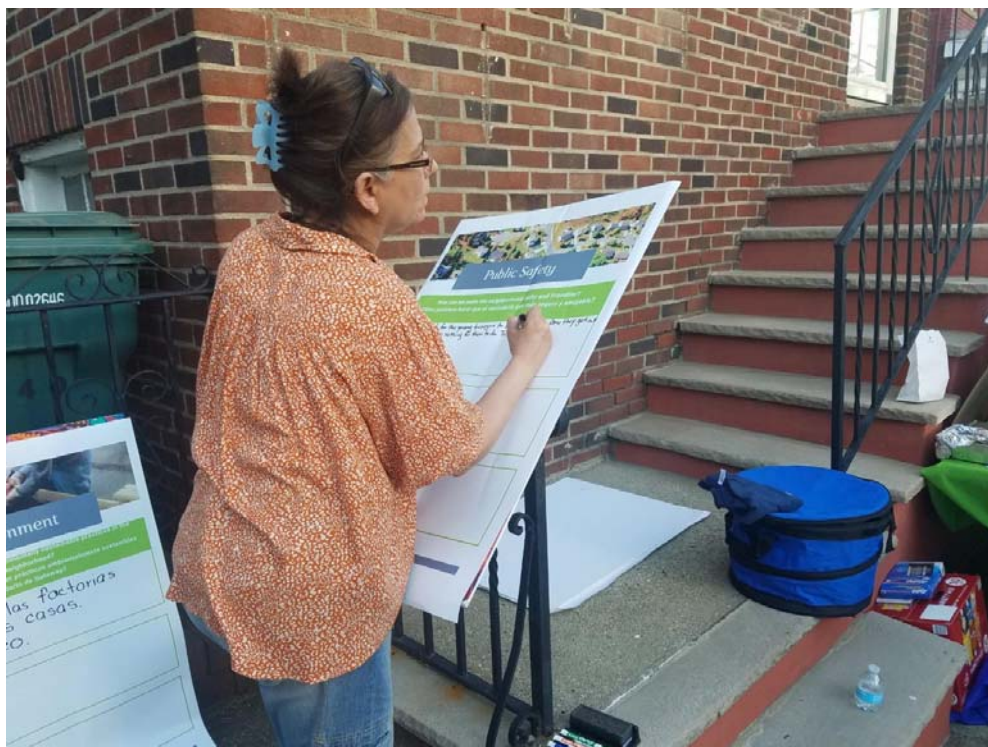
March 25, 2021 Community Meeting



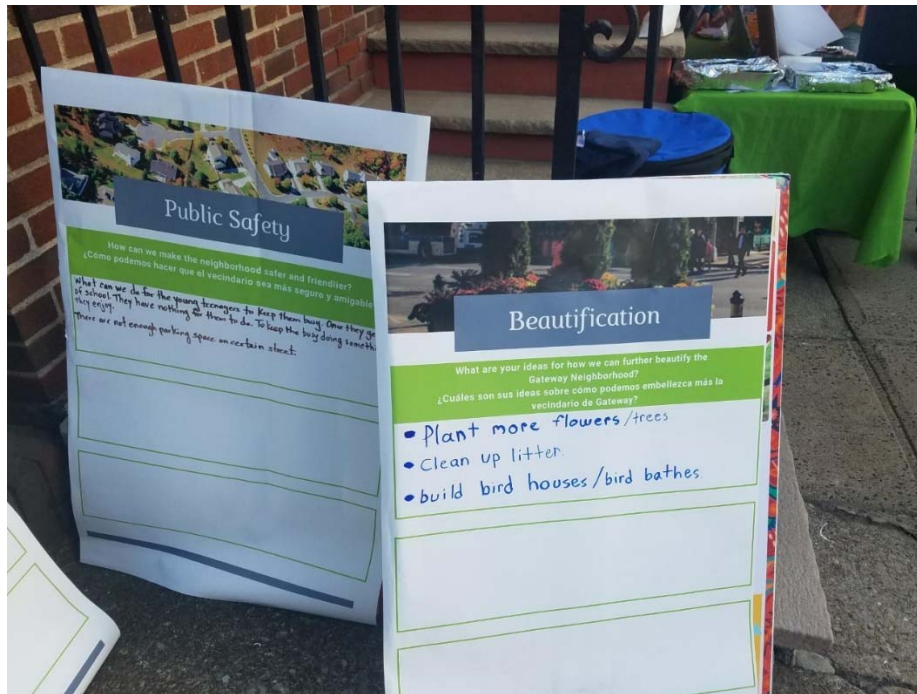
May 27, 2021 Community Meeting



May 27, 2021 Community Meeting



May 27, 2021 Community Meeting



May 27, 2021 Community Meeting



June 10, 2021 Community Meeting