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# THE NEWARK EXPERIENCE 1967 - 1977

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# THE NEWARK EXPERIENCE 1967 - 1977

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GREATER NEWARK CHAMBER OF COMMERCE

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# Prologue

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**I**t is ten years since the city of Newark was physically, if not emotionally, wracked by a civil disturbance in which 26 people died and millions of dollars were lost through property damage.

The tumultuous event focused national attention on America's third oldest city.

In the intervening years that attention has not waned. Unlike other cities across the country which had similar upheavals, Newark has continuously and constantly been cited as the classic example of urban decline. It has made everyone's list: on the best, it's been last; on the worst, it's been first.

Emphasis has been placed on all that's wrong in Newark; little has been said or published to stress the positive changes which reflect its true status.

The "Newark Experience" is an 11-category, 10-year review of the city's progress in the areas of Economic Development, Transportation, Municipal Finance, Protective Services, Residential Development, Education, Health Care, Hospital Development, Recreation and Parks, Preservation of Our Heritage and Cultural Amenities.

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# Economic Development

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If but one indicator were to be used to measure Newark's progress during the past decade, it would have to be its industrial and commercial growth.

Over a billion dollars have been spent for the construction of new office buildings, manufacturing facilities, retail establishments, warehouses, food processing plants, transportation and educational facilities.

While new "bricks and mortar" might be the most obvious signs that New Jersey's major city has entered an exciting era of economic expansion, other growth patterns can be seen in the number of firms which have added to or rebuilt their facilities, as well as the various companies which have come to Newark from other locations.

New buildings, reconstruction or relocation, of course, do not "just happen." It takes time, planning, money, commitment. It also takes salesmanship.

Newark's economic revitalization can be attributed both to decisions made in corporate board rooms and to efforts by the city, as well as the state, and others to maintain and attract new business and industry.

In the forefront have been such agencies as the Newark Redevelopment and Housing Authority, the Newark Economic Development Corporation, the Mayor's Policy and Development Office, the Greater Newark Chamber of Commerce, the New Jersey Economic Development Authority, as well as a host of others who realize that the solution to many of Newark's problems lies in its viability.

## **The Central Business District**

Newark's "Downtown," which encompasses about a 15-block stretch north to south on Broad Street, and extends from the Pennsylvania Railroad Station on the east to

Washington Street on the west, is relatively small.

But big things have happened here in the past 10 years.

Since 1967 three new commercial hi-rises have been constructed in the central business district: Gateway I, a 26-story, \$24 million office building and motel complex which has two glass-enclosed above-the-street walkways, one connecting it over Raymond Plaza to Penn Station, the other over McCarter Highway to Gateway II; the Western Electric Company headquarters, at Gateway II, an 18-story building at the intersection of Market Street and McCarter Highway, built at a cost of \$36 million; and the Blue Cross/Blue Shield 19-story headquarters, opposite Washington Park, built at a cost of \$15.5 million.

The city skyline, moreover, will continue to change.

This past spring Public Service Electric and Gas Company announced it will construct a \$60 million, 27-story office building in the square block bordered by Raymond Boulevard, Mulberry Street, Pine Street, and East Park Street.

The new PSE&G headquarters will be to the rear of its office building on Park Place. That edifice will be razed to make way for a plaza, complete with landscaping, fountains and other aesthetics.

The new hi-rises join several older giants, including the corporate homes of Prudential Insurance Company of America and Mutual Benefit Life Insurance Company, as well as the headquarters of New Jersey Bell Telephone Company, First National State Bank of New Jersey, and Midlantic National Bank.

These firms, as well as 34 other banks, including such prestigious institutions as

Fidelity Union Trust Company, The Howard Savings Bank, United States Savings Bank of New Jersey, Carteret Savings and Loan Association and First Jersey National Bank, form the nucleus of New Jersey's first and foremost financial and commercial center.

If dollars "talk," then bank deposits, indeed, say a great deal. In the month of April, 1977, for example, banking institutions in the Newark metropolitan area had \$164.6 billion in deposits.

It was this kind of financial wherewithal that converted an almost shattered dream into reality in 1974. And it was Newark's financial community which made possible New Jersey's newest source of prestige and pride, the nationally prominent Meadowlands Sports Complex, thereby thwarting attempts by New York financiers to stifle the project.

The \$300 million Meadowlands Complex, which includes a racetrack for both harness and thoroughbred racing as well as a stadium, has far exceeded even the most optimistic predictions for success. The stadium is the home of the Giants football and Cosmos soccer teams, and the future home of the Jets football team. The complex will eventually also be the home of the NBA Nets basketball team. All formerly were New York-based clubs.

While financing the construction of the Meadowlands Sports Complex demonstrates the confidence and commitment Newark's private sector has in New Jersey, there is also equally strong evidence that it has an abiding faith in and a deep sense of obligation to Newark.

For example, there's Prudential—the world's largest insurance company, founded in the city 102 years ago.

In May, 1977, Prudential clearly, emphatically and publicly reaffirmed its decision to keep its headquarters in the city of its founding.

To prove the point, the company which employs 4,400 people in its national headquarters on Broad Street, simultaneously announced it would accelerate the schedule for

refurbishing its 24-story Plaza building.

The four-year plan includes interior improvements in everything from floor coverings to furniture and will cost millions to accomplish.

Newark's other major national insurance firm—Mutual Benefit Life Insurance Company—not only has increased the number of its employees by 50 percent in the past five years but has outgrown its main offices at 520 Broad Street.

By early 1977 it had leased more than 100,000 square feet of space in other office buildings in the city.

Other firms have made commitments Downtown too. The former Military Park Hotel at 20 Park Place, which had been taken over by the city in the early 1970s has been sold to private investors, thereby returning it to the tax rolls. The new owners will use part of the building as a broadcasting and entertainment center, and lease office space to other tenants.

First Jersey National Bank has constructed a new, full service, drive-in branch at the intersection of Market Street and Springfield Avenue.

Not to be overlooked is City National Bank, opened in 1973 at 900 Broad Street. With a 78 percent minority ownership, it is the state's first bi-racial, full service financial institution.

### **Retail Activities**

As the Greater Newark Chamber of Commerce says to promote its quarterly-sponsored "Downtown Sales Days," Newark is New Jersey's "largest, most versatile shopping center."

It is still homebase for two of the state's biggest, most successful department store chains, Bamberger's and Hahne's, and in the past ten years a variety of smaller specialty shops and boutiques have opened along its main shopping strips, Broad and Halsey Streets.

Between 1971 and 1975, there was a 14 percent increase in retail sales in the city—\$618,499,000 for 1971 as compared to \$707,665,000 for 1975.

And Newark's first neighborhood retail shopping center is now under construction on a six-acre tract in the Vailsburg area.

Ivy Plaza, being built on the site of the former Ivy Haven Nursing Home at a cost of \$2,433,000, will have 11 stores encompassing 60,900 square feet of space and parking for more than 300 cars. Its anchor tenant will be one of the Northeast's largest supermarket chain stores—Stop & Shop.

### Hotels & Motels

All but one of the larger hotels and motels now in the city of Newark and in an area adjacent to Newark International Airport, have been constructed since 1970. These include:

- The Gateway Hilton Motor Inn-256 rooms, built in 1970; opposite Penn Station
- The Holiday Inn-Newark Airport - 234 rooms, built in 1970; at Newark International Airport.
- The Holiday Inn-Jetport - 250 rooms, built in 1975; Route 1 South.
- The Howard Johnson Motor Inn - 380 rooms, built in 1971; Route 1 South.
- The Sheraton Motor Inn - 275 rooms, built in 1975; Route 1 North.

There are more than 1,400 hotel rooms available to business travelers and visitors in Newark and its immediate environs and all hoteliers have been active, independently and collectively, in promoting their convention and banquet facilities.

Still ranking as the number one banquet room in this part of the state, however, is the Grand Ballroom of the Robert Treat Hotel which has the capacity to serve 1,600 people at one sitting.

During the past five years Newark's hotels and motels have catered to more than 25,000 functions and hosted more than one million people.

While the city and its hospitality centers are only beginning a drive to attract large conventions and group meetings, one such event is definitely scheduled: the National Bowling Association will bring its annual

conclave to Newark in 1980—15,000 delegates, their families and friends.

### The Meadowlands

The Newark Industrial Meadowlands, which has been called "the most valuable piece of real estate in the world"—a statement which may be an exaggeration—is nevertheless an ideal and strategic location for industry: it is served by several major highways, including the New Jersey Turnpike, and is close to both Newark International Airport and Port Newark.

A number of developers agree.

In 1967 there were 194 acres of vacant land suitable for construction; today there are 118 acres undeveloped. This means that 40 percent

#### THE MEADOWLANDS

##### Completed

Developer	Value
Ideal Toy Co.	\$21,000,000
Serta Mattress Co.	2,300,000
Vita Food Products Co.	2,000,000
N.J. Millwork Co.	1,100,000
Welco Corp.	650,000
National Twist & Drill Co.	600,000
Circle Air Freight	400,000
Riteway Auto Reconditioners	400,000
Otto B. May Co.	300,000
Maloney & Curcio	172,000
<b>TOTAL</b>	<b>\$28,922,000</b>

##### Under Construction

Developer	Value
V&F Urban Renewal	\$ 600,000
Utica Veal Co.	500,000
Newark Farmer's Market	450,000
Rollens Truck Leasing (Jans Realty Co.)	300,000
Brandstatter Concrete Co.	165,000
Newark Testing Laboratories	150,000
<b>TOTAL</b>	<b>\$ 2,385,000</b>

##### In Design

Developer	Value
Celanese Corp.	\$ 2,000,000
AFA Pallet Co.	1,000,000
Kerner Construction Co.	1,000,000
DeLisa Pallet Co.	500,000
New England Terrace Corp.	375,000
<b>TOTAL</b>	<b>\$ 4,675,000</b>

of the acreage available ten years ago now has a building on it, or has one under construction.

Some 21 developers have completed or are constructing or designing projects, which in the aggregate represent investments of about \$36 million.

Other firms considering development in the Meadowlands include: Baron Holding Company; Beatrice Foods; M. Chasen & Sons; Combustion Equipment Associates; Cruz Construction Company; Dente Bros. Towing; H. Holloran; Industrial Equipment Company; Metaledge Company; Muench Meats; Pfister Chemical Company; Spenuk & Sons and Warehouse Trucking.

### **Other Areas Of The City**

Economic growth and development have not been confined to Downtown or the Meadowlands.

Since 1967, other areas of the city have welcomed new business and industry, have seen existing firms expand their operations, while rehabilitation of older structures has taken place elsewhere.

Three well-known, internationally recognized, long-time Newark-based firms have undertaken major expansion programs in recent years.

Krementz Jewelers added to its plant on Chestnut and Mulberry Streets, and J. Wiss & Sons built a \$776,000 addition to its facilities on West Market Street.

Engelhard Industries, which had moved parts of its Newark operations to the suburbs in the early 1970s, not only has returned but has added more than \$25 million in new construction to its already substantial Newark investments.

The firm built two Auto Exhaust Catalyst plants, added a major precious metals refinery and substantially expanded its Chemical Operations at Delancey Street. It also erected new facilities and expanded its Analytical Laboratory at Astor Street.

Other companies which either have expanded their operations or come into Newark since 1971 are:

A-G Manufacturing Co. - 310 Sherman Ave.  
Atlantic Fabricators - 225 Parkhurst St.  
B & P Motor Express - 465 Wilson Ave.  
Branch Brook Toys - 223 Bloomfield Ave.  
Century Motor & Compressor Co. - 99 Frelinghuysen Ave.  
Cardox, Division of Chemetron Corp. - 100 Empire St.  
Central Service Corp. - 646 Frelinghuysen Ave.  
Concordia Steamship Lines - Port Newark  
Cooper Sportswear - 720 Frelinghuysen Ave.  
DeLeet Merchandising Corp. - 36 Blanchard St.  
East Coast Distributors - 234 Ferry St.  
Emery Air Freight - 70 Port St.  
Fyr-Fyter - U.S. Route 1  
Gilbert Buchalter of Newark - 897 Frelinghuysen Ave.  
Glo-Pak - 400 Frelinghuysen Ave.  
HON Industries, Inc. - 357 Wilson Ave.  
Horizon Chemical & Processing - Wilson Ave.  
Hudson Standard - 90 South St.  
International Fastener - Rte. 1-9  
Keystone Metal Co. - 104 E. Peddie St.  
H. Kohnstamm & Co., Inc. - 26 Ave. B  
Lace Creations - 1448 McCarter Hwy.  
Lady Palace - 760 Broad St.  
Lancaster Chemical Co. - 440 Frelinghuysen Ave.  
Lincoln Motel - Broad St.  
Marco Electric Co. - 29 Riverside Ave.  
Messinger Trucking - 84 Lockwood St.  
New Age Tile & Mirror - 37 Empire St.  
Newark Slip Co. - First & Dickerson Sts.  
N.J. Bell Telephone Co. - 900 Clinton Ave.  
N.J. Books, Inc. - 59 Market St.  
PDQ Plastics Inc. - 245 Frelinghuysen Ave.  
Package Manufacturers - 666 So. 15th St.  
Patco Products, Inc. - 104 Pennington St.  
Petlow Lighting - 272 Sussex Ave.  
Pfaff & Kendall - 84 Foundry St.  
Radel Leather Co. - 445 Wilson Ave.  
Roto-Broil Corp. - 29 Riverside Ave.  
J.M. Ruccio Bros. - 605 Third Ave.  
Henry Schwartz Corp. - 85 Spring Ave.  
Shearson Hayden Stone, Inc. - Gateway I  
I.S. Sutton Co. - 300 Frelinghuysen Ave.  
S.T.K. Automotive - 101 E. Peddie St.  
Skyron Corp. - 2 New York Ave.  
Shamrock Chemicals - Pacific St.  
Spring Air Mattress - 611 Third St.  
Strauss Plastic Co. - 111 Gotthart St.  
Task Force, Inc. - 744 Broad St.  
Therm-Air Co. - 205 Vanderpool St.  
Urban Data Systems, Inc. - 850 Frelinghuysen Ave.  
U.S. Customs Department - Newark International Airport Plaza  
Vacuum Die Casting - 164 Delancey St.  
Web Associates - Route 1  
Wolf Drugs - Market St.  
WTC Air Freight - Route 1  
Yarn Specialties Ltd. - 55 Clifton St.



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# Transportation

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**W**hether a person chooses to drive, fly, take a bus, ride a train, hire a taxi, or hop a shuttle, getting to, from and around Newark is much easier and more convenient than in most metropolitan areas. One of Newark's prime assets is its transportation facilities, among the finest in the nation.

And if something which is already outstanding can be improved upon, then it has indeed happened in Newark in the past ten years.

It can boast of a new international airport; a new shuttle service between the airport and downtown; the construction of two new city-serving super highways, a refurbishing of its major railroad station and a revamping of its taxi industry.

## **Newark International Airport**

Cited as one of the most functional, if not most beautiful air terminals in the United States, Newark International Airport, built at a cost of \$500 million and operated by the Port Authority of New York and New Jersey, made its debut in September, 1973.

In 1976, some 6,753,000 passengers poured into and out of the facility on 172,822 flights across the nation and overseas.

Served by 17 of the country's major domestic and overseas airlines, Newark International has three terminals, two of which, Terminal A and Terminal B, have been in operation for the past four years. Terminal C, originally planned as a departures and arrivals building for international flights, is not yet completed. Approximately 8,000 people are employed at the airport.

While Newark previously lagged behind both John F. Kennedy and LaGuardia Airports—also operated by the Port Authority—in terms of passenger traffic since its opening, the trend is now changing.

In April, 1977, for example, 625,022 air travelers used Newark, a 5.6 percent increase over the figures recorded in April, 1976. The growth also surpassed that of Kennedy with a 3.3 percent increase and that of LaGuardia with a 2 percent increase for the same period.

Passenger traffic for the first four months of 1977 was also up. Some 2,268,188 passengers were recorded, a gain of 4.6 percent over the comparable period of 1976.

Flight movements also grew: 14,790 for a 4.2 percent gain during the month of April and 57,470 for a one percent gain for the first four months of this year over last.

Newark International outranks its "sister airports" across the Hudson in other ways, too.

Five major highways—the New Jersey Turnpike, Routes 1-9, 21 and 22, as well as Interstate 78—surround the complex, thus making it more accessible for motorists; its long-term parking rates are lower than those at LaGuardia and Manhattan-bound travelers can save both time and money by flying into Newark rather than the other airports.

For example, express buses from Newark to midtown average 35 minutes and cost \$1.95 per person; from Kennedy the ride averages 50 minutes and the fare is \$4 per person, while from LaGuardia it's a 40 minute trip and the cost \$3 per person.

Newark also has Airlink, the Port Authority's mini-bus service which began in October, 1976. It shuttles passengers between the airport and Downtown and offers speedy connections to PATH trains or Penn Central or Amtrak trains at Pennsylvania Station. Those with mid-town New York City destinations can be there in a half-hour at a cost of \$2. Those heading for lower Manhattan can be there in 35 minutes for \$1.30. Neither JFK nor LaGuardia has similar services.

Airlink has served 100,000 riders since it started last fall.

Comparisons can also be made for travel times using a combination of buses and subways to Manhattan. Newark International again proves to be the timesaver. From JFK the ride to midtown is 90 minutes and to downtown 110 minutes. From Newark it's 50 and 55 minutes, respectively. For passengers who rent cars and drive to Manhattan, the time is 35 minutes from Newark and 80 minutes from Kennedy.

One other big boost for Newark International lies in legislation now pending in both the New Jersey and New York Legislatures: the completion of the \$100 million Turnpike Interchange 13A-Route 81 project which will bring the turnpike and an access road closer to the airport.

The Port Authority would finance \$50 million of the construction costs while the Turnpike Authority and the State of New Jersey would equally share the \$50 million balance.

### **New Highways**

Since 1967, two new Newark-serving interstate highways have been constructed and opened: I-280 and I-78.

I-280, opened in 1972, is a radial to and from the northern part of downtown Newark while I-78, opened in 1977, a circumferential roadway, traverses the city's south and southwestern portion. The two roads provide Newark with more than 12 additional lanes of expressway access.

### **Penn Station**

When it opened in March of 1935, Pennsylvania Railroad Station was considered "the belle of Market Street," a beautiful edifice stretching 1,200 feet between Raymond Boulevard and Market Street.

It was busy and it was elegant with its interior aluminum trim, formica doors, Art-Deco embellishments, electric controls and air-conditioning. It was the ultimate in 20th century architectural design.

Time, however, has not been kind to the now middle-aged beauty; the years have taken their toll.

But Penn Station, as structurally sound today as the day it was opened, has survived and is now undergoing some very extensive and expensive cosmetic surgery to the tune of \$545,000, funded by the United States Department of Transportation's Federal Railroad Administration.

It will also benefit from the five-year \$1.75 billion Northeast Corridor Improvement Project which aims to upgrade stations, passenger facilities, and ground accesses in a 456 mile stretch from Boston, via Newark, to Washington, D.C.

An additional \$2.35 million for cleaning, painting and refurbishing railroad stations has been made available to the Department of Transportation by the United States Department of Commerce under its Job Opportunities Program.

Penn Station's refurbishing is underway: new doors have been purchased and installed; lighting has been upgraded; public areas have been cleaned and painted; lavatories are being modernized; oak benches are being restored; tile, brick and glass areas are being cleaned and polished and new telephone stations were recently installed.

The "belle of Market Street" is making a comeback.

### **Taxi Cabs**

One of Newark's major problems in recent years related to the city's taxicab industry. It has worked hard to overcome them.

A new package of taxicab ordinances, which the Chamber helped to draft, was adopted by the Municipal Council in 1976.

One limits the number of taxicab licenses issued by the city to 600, and also holds the owners equally responsible for the operation of the vehicles, requires inspections of cabs every three months, establishes regulations on fares and rates as well as taxi stands, places authority for enforcement in the Police

Department and establishes maximum penalties of \$250 on both owners and drivers for violations.

The second ordinance created a Division of Taxicabs which regulates and supervises all aspects of the industry within the city, while the third created the Taxicab Commission with

power to issue rules and regulations, review license applications, hold hearings on complaints and oversee the work of the Division.

The new laws have resulted in a very-much improved taxicab industry in Newark.

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## Municipal Finance

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**I**n the past ten years the city of Newark has increased its expenditures for the protection of its residents and workers, for the health services it provides for its citizens, and for the recreational facilities it maintains for all who live or are employed within its boundaries.

What is of great significance, however, is that while the city has spent or is spending more money on these "quality of life" improvements than it did a decade ago, the total cost of operating local government, in real terms, has decreased.

It is an undisputed fact that the cost of running cities in the Northeast has spiraled since 1967. One of the major factors, of course, is inflation.

Newark is no exception but when one takes into account the local inflation factor—about 80 percent over the 10-year span—the city has actually reduced its overall spending. For example, in 1967 the total local government expenditure on a per capita basis was \$383.51; in 1977 it is \$509.96 per person. Applying the 80 percent inflation factor, however, the cost is \$283.31 per capita—a decrease of \$100.20 per person.

Furthermore, the figures indicate that Newark not only has been thrifty in appropriating its revenues, but that it has been

judicious, placing high priority on people-oriented services.

Two areas stand out—health services and recreation.

In 1967, the city spent \$8.17 per person on health care; in 1977 that figure, taking inflation into consideration, is \$9.49—an increase of 16 percent. Ten years ago Newark spent \$1.36 per person on parks and recreation; today, again taking inflation into consideration, it is \$7.22 per person.

The city has also increased its expenditures for fire protection services: in 1967 it was \$23.86 per person; in 1977, \$25.46. Interestingly, the city's expenditure for police protection—\$39.95 per person ten years ago, as compared with \$36.93 today—decreased, but then so has the crime rate—down 16 percent and in contrast with the trend which shows the crime rate in most other major American cities on an upswing.

### State and Federal Aid

Financial aid from both the state and federal governments has been substantial and it is to the city's credit that it has obtained this support. Without it, the local tax rate, now at \$9.25 per \$100 of assessed valuation, would have scaled to even greater heights.

From 1973 to 1976 inclusive, federal and

state aid to Newark increased by 62 percent. Major federal grants have come from the United States Housing & Urban Development Administration (HUD); through the Housing Community Development Act (HCDA), and the Model Cities program which together have provided more than \$60 million. Another \$40 million was realized through the federal government's General Revenue Sharing program.

On the state level, Newark received \$40 million in urban aid during the past four years. While state equalized school aid is not included in the \$40 million it, too, reached a new plateau in 1975. With the court-mandated "thorough and efficient," the annual amount

received should go up slightly.

More financial aid from the state is within sight.

After many years of discussion with no real progress, steps were initiated this year by the city and the Greater Newark Chamber of Commerce to have legislation introduced which provides that the state will make payments in-lieu of taxes to cities wherein it has properties.

The bill has passed both the Senate and the Assembly and is awaiting the Governor's signature.

It will mean an additional \$3,600,000 to Newark each year.

#### CITY OF NEWARK SELECTED COMPARATIVE PER-CAPITA\* DATA

	1967	1977	
		Current	Real**
		Dollars	Dollars
Total local government expenditure	\$383.51	\$509.96	\$283.31
Total capital debt outstanding	190.76	371.22	206.23
City expenditure for debt service	18.20	31.13	17.29
City expenditure for health services	8.17	17.08	9.49
City expenditure for welfare-public assistance	10.85	16.85	9.36
City expenditure for fire protection	23.86	45.83	25.46
City expenditure for police protection	39.95	66.48	36.93
City expenditure for parks & recreation	1.36	13.00	7.22
City expenditure for libraries	5.74	7.75	4.31

\*Population estimated: 1967 = 389,000; 1977 = 375,000

\*\*Accounting for inflation (using CPI: 1976-77 = 180; 1967 = 100)

Sources: 1967 - Annual Report of Division of Local Government Services, Statement of Financial Conditions of Counties & Municipalities.  
1977 - Data projected from 1977 City of Newark adopted and approved budget.

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# Protective Services

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**A**t the beginning of the 1970s, Newark had the horrific distinction of being the most crime-ridden city in the United States.

According to the Federal Bureau of Investigation's Uniform Crime Reports, it was "Number One" among cities with populations over 250,000.

In 1973, it had dropped to 14th place; in 1974 to 19th and in 1975 to 20th.

In 1976 it was 23rd—behind such cities as Honolulu, Phoenix, Tucson, Albuquerque, Sacramento, San Francisco, San Jose, Miami, Tampa, Denver, Portland (Ore.) and Atlanta—many of the nation's leading tourist, vacation and convention centers.

With an official census count of 386,000 people, last year 34,283 serious crimes were reported in Newark—8,975 offenses per 100,000 persons. As a comparison, Honolulu's rate was 14,125 crimes per 100,000 population.

What is particularly notable is that in the six-year period from 1970-1976, the rate of serious crimes in the entire nation increased by 45 percent; in Newark, however, there was a 16 percent decrease. Violent offenses were up 41 percent nationally during this period, but violent crimes in the city dropped by 21 percent.

The FBI report is further substantiated by a recently completed study conducted by the Law Enforcement Assistance Administration (LEAA) which shows a significant decrease in the total volume of crime in Newark during a 32 month period between 1971 and 1975.

That study showed a drop in recorded personal crimes of theft, rape, robbery and assault. At the beginning of the decade there were 42 violent personal crimes per 1,000 people age 12 and over; by the end of 1975, the rate was 38 per 1,000.

There was also an overall reduction in the

household burglary rate of 25 percent; a 31 percent decrease in the rate for forcible entry, and a decline of 16 percent in the rate for unlawful entry.

Moreover, the city's business firms experienced fewer burglaries. In 1971 there were 631 instances per 1,000 establishments. By 1975 the number had dropped to 506 per 1,000 firms.

Newark's steady decrease in crime can be attributed to a combination of federal and state funding for criminal justice programs, if not changes in attitudes on the part of the community itself, the Newark Police Department and criminal justice agencies.

## High Impact Anti-Crime Programs

Since 1972 Newark has received \$20 million from the Federal Law Enforcement Assistance Administration (LEAA) to develop and maintain its High Impact Anti-Crime Program. More than 20 projects have been initiated.

One of the most important is the Newark Computerized Communications Command and Control (NC4) Program, which applies space-age technology to the deployment of emergency services, including police, fire and ambulances.

Operating out of a new \$3 million Police Communications Center on Green Street, NC4 is basically a telephone system whereby anyone needing help merely dials 911. The caller is instantly connected to the Communications Center where police officers, with the help of computers, pinpoint the area of distress and dispatch the nearest police or emergency vehicles within seconds. The computers store data on the locations and assignments of all police, fire and medical units as well as information on workloads and crime trends.

It is expected that the Newark system, which has 89 lines for incoming calls and 13 consoles manned by specially trained personnel, will enable a police car to be on the scene within three minutes, a fire unit to be available in two minutes and an ambulance in under five minutes.

Newark is one of 500 communities across the nation to have such a system and it is the hope of law enforcement and telephone officials that the use of the 911 number for emergencies will become effective throughout the country.

Newark's Anti-Crime Program has also included the establishment of "Blockwatchers," local citizens who are selected and trained and report crimes they witness in their neighborhoods to appropriate authorities; a 24-hour security system at public-housing projects; a Tactical Anti-Crime Team, within the Newark Police Department, which, using such devices as disguises and decoys, security cameras and stake-out alarms, is helping to prevent and reduce stranger-to-stranger crimes.

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## Residential Development

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**S**ince 1967, close to \$200 million has been, is being, or in the near future will be spent under public auspices for the construction of new housing in the city of Newark.

The agency centrally involved in the bulk of this development is the Newark Redevelopment and Housing Authority, acting either as the prime developer or as the agent for the acquisition and clearance of land.

Both the Authority and the Newark Housing Development and Rehabilitation Corporation have been extensively working on rehabilitation of housing as well.

Completed, underway or in design are more than 7,000 dwelling units for low and middle income families as well as for the city's senior citizens. Of that number 2,206 units are already occupied by the elderly; 717 apartments are under construction and 506 are on the drawing boards.

All of that, however, is only part of Newark's progress in residential development over the decade; several programs have been introduced which are designed to assist homeowners in purchasing or refurbishing

their properties, thus stabilizing neighborhoods.

### Housing Developments

Perhaps the most impressive of all the developments completed is To-Sault, located at the corner of Bergen and West Market Streets. Two 18-story towers, containing 245 units, provide efficiency, one and two-bedroom apartments for both senior citizens and small families.

Part of the To-Sault complex, which occupies a 12.5 acre site in the Central Ward, close to the College of Medicine and Dentistry of New Jersey's campus, are townhouses which, with their three, four and five bedrooms, accommodate larger families.

Built at a cost of \$18,200,000, with federal, state, city and private financial resources, "To-Sault" is an acronym for "Total Assault on Poverty."

There is also High Park Gardens and University Court, built in the heart of the Central Ward, both east and west of High Street.

These units occupy many square blocks

once dominated by slum dwellings. The new garden apartment complexes stand as evidence of housing progress in the center city.

Another standout in the area of rehabilitation is the project now underway at 1060 Broad Street—the old Industrial Office Building—which is being developed for senior

citizen housing.

The \$13 million complex with 451 units required the razing of one of the city's formerly most elegant hotels, The Essex House. The latter has been demolished to provide recreational areas for the prospective tenants.

### DEVELOPMENTS COMPLETED

PROJECT	# OF DWELLING UNITS	LOCATION	CONSTRUCTION COSTS
To-Sault	422	Bergen & W. Market Sts.	\$ 18,200,000
Stephen Crane Village* (2 sections)	750	Franklin Ave. & N. 6th St.	12,000,000
Seth Boyden Homes* (2 sections)	560	Foster & Frelinghuysen Aves.	9,600,000
Hill Manor	425	W. Kinney & High Sts.	9,100,000
Kretchmer Homes*	440	Frelinghuysen Ave.	6,900,000
Court Street Apts.	221	Broad & Court Sts.	6,400,000
High Park Gardens (2 sections)	216	Prince & Court Sts., Somerset & Waverly Aves.	6,300,000
James C. White Homes*	206	Bergen St. & Avon Ave.	6,200,000
Brick Towers	298	High & Montgomery Sts.	6,100,000
New Hope Village	170	W. Market & Norfolk Sts.	6,100,000
St. James/Washington St. Apts.	200	W. Kinney & Washington Sts.	6,000,000
Shalom-Clemente Towers	196	Clinton Ave.	5,900,000
New Community Corp.	120	Bruce St.	4,600,000
University Court Gardens	270	W. Kinney St. & University Ct.	4,600,000
Baxter Terrace*	250	Summit St.	4,400,000
Clinton Hill Apts.	149	Clinton Ave.	4,300,000
Mt. Calvary Homes (2 sections)	232	New Runyon St.	4,200,000
<b>Total # Units</b>	<b>5,125</b>	<b>Total Costs</b>	<b>\$120,900,000</b>

\*Senior Citizen Housing

## DEVELOPMENTS UNDER CONSTRUCTION

PROJECT	# OF DWELLING UNITS	LOCATION	CONSTRUCTION COSTS
1060 Broad St.*	451	Broad St.	\$13,000,000
New Community Sr. Citizens Homes*	225	So. Orange Ave. & Bruce St.	8,750,000
Reservoir Site Townhouses	80	So. Orange Ave.	3,600,000
Belmont Hotel*	41	Broad St.	1,188,000
<b>Total # of Units</b>	<b>797</b>	<b>Total Costs</b>	<b>\$26,538,000</b>

\*Senior Citizen Housing

## DEVELOPMENTS IN DESIGN

PROJECT	# OF DWELLING UNITS	LOCATION	ESTIMATED COSTS
Grace Renewal	468	Belmont Ave. & Waverly Pl.	\$18,000,000
Nevada Street Associates	306	Nevada St.	12,000,000
Franklin Senior Citizens* Homes	200	Franklin Ave. & Branch Brook Park	5,800,000
Eastern World Empress Gardens	150	Belmont Ave. & Spruce St.	5,000,000
NHRA	135	Hunterdon St.	4,400,000
Forrest Hill House	100	Mt. Prospect Ave.	4,100,000
Michael Towers	108	Lincoln Park	2,200,000
<b>Total # of Units</b>	<b>1,467</b>	<b>Total Estimated Costs</b>	<b>\$51,500,000</b>

\*Senior Citizen Housing

### Private Housing

Critics too frequently have overlooked Newark's lovely residential neighborhoods where tree-lined streets display attractive, well-kept private one, two and multi-family residences.

They can be found in the North Ward, the South Ward, the West Ward and in the Ironbound of the East Ward, where, perhaps, the most dramatic changes have occurred in recent years.

The Ironbound, Newark's own melting pot,

the first home for thousands of European immigrants over the years, today is largely occupied by Hispanic and Portuguese people.

Not only have they created a "city within the city" with a gay, thriving Latin atmosphere all its own, but they have shown enormous pride in home ownership.

Throughout the Ironbound one finds homes which have been remodeled and refurbished, most with conventional mortgage money and no federal assistance.



## **Incentive Programs**

Several programs have been introduced in the past decade which encourage Newark homeowners to improve their properties.

In 1976 the city approved a tax abatement program whereby owners of properties 20 years of age or older could improve their dwellings in amounts up to \$4,000 per unit and not be taxed on that improvement for a five-year period.

Two other programs for private homeowners desirous of improving their properties are in existence and available: the Neighborhood Improvement Program (NIP) and the Neighborhood Housing Services (NHS).

The city-wide, city-sponsored NIP program is for homeowners whose net income is \$20,000 or less.

Under the guidelines established by the Newark Housing Development and Rehabilitation Corporation, owners making general home improvements up to \$12,000 may apply for a 20 percent rebate of the total cost of remodeling. Those who use Newark-based contractors are eligible for an additional four percent rebate.

The Neighborhood Housing Services (NHS), on the other hand, is a nation-wide program in which residents, local government and financial institutions, working co-operatively, help to stabilize neighborhoods where there are signs of early deterioration.

Working under a common banner, the Urban Reinvestment Task Force, the three entities all have special roles and interact: residents of a specific area, for example, must demonstrate their interest in upgrading their neighborhood, communicate their needs for home repair and financing, and be willing to accept the responsibilities of investment. Financial institutions, in turn, grant improvement loans to homeowners from a High Risk Revolving Loan Fund at flexible rates and terms while the city works to upgrade streets, sidewalks, and other public properties.

## **New Homeowners**

Two important programs have also been

introduced since 1967 to encourage home ownership within the city.

The first is the Homesteading Program, whereby the city auctions off various properties it has acquired. While these properties include vacant land and commercial structures, for the most part they are residential.

Successful bidders must reside on the premises for at least five years and repair, alter or improve the structures to conform to specifications established by the city's building codes. The work must be started six months after the closing of title and completed within 11 months of the starting date.

Since the Homesteading Program was initiated in 1974, there have been 11 auctions, 912 properties sold and \$2,937,000 realized in revenue to the city.

The New Jersey Mortgage Finance Agency has also established its Neighborhood Loan Program which makes mortgage money available at a 7 1/2 percent interest rate to qualified new buyers who want to purchase properties in the city.

Eligible city neighborhoods are those which have basically good housing, while eligible borrowers are those who want to buy a one-to-four unit home as their own residence and whose income is sufficient to repay the mortgage and maintain the home.

The credit-worthy prospective homeowner can obtain his 7 1/2 percent "Neighborhood Loan" from any one of several participating financial lenders throughout the state.

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# Education

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**T**he city of Newark has always been recognized as the financial and commercial hub of the state, but now it bears still another distinction.

It is the center for higher education in the State of New Jersey and it has earned the new title within the past ten years.

Today about 24,000 students are enrolled in the five educational institutions which comprise Newark's university and college complex. Ten years ago the student population was about 8,400.

Four of the schools—the College of Medicine and Dentistry of New Jersey, New Jersey Institute of Technology, Essex County College and the Newark campus of Rutgers, The State University, are within blocks of each other and occupy more than 90 acres of land on the city's western hill. The fifth, Seton Hall University School of Law, is on Raymond Boulevard near Penn Station and the Gateway complex.

Together they represent more than \$300 million in brand new or expanded learning facilities.

## **The College of Medicine and Dentistry Of New Jersey**

The new \$200 million campus of the College of Medicine and Dentistry occupies 45.7 acres between South Orange Avenue and West Market Street.

Consolidated from four state medical schools in 1970, the College not only has fulfilled its basic function of education, but it provides the facilities, technology, manpower services and research which contribute to the city's health.

This past April, the College officially opened its eight-story, \$56.5 million Medical Science Building, thus completing the academic portion of its multi-phased development.

The new building, housing lecture halls, teaching laboratories, classrooms and offices,

will enable the New Jersey Medical School to expand from 140 to 200 students per class year and the New Jersey Dental School to accept 128 per year, compared with the previous maximum of 80.

Other buildings in the CMDNJ complex—all in full operation—are its power plant, the New Jersey Dental School; the George F. Smith Library of the Health Sciences and the New Jersey Medical School Community Mental Health Center.

Also part of the program at CMDNJ will be the Graduate School of Biomedical Sciences and a 486-bed teaching hospital that will replace acute-care functions at Martland Medical Center. Construction costs for the new hospital are expected to exceed \$70 million.

While initially only affiliated with Martland, the College now also has training programs at the Beth Israel, St. James and Saint Michael's Medical Centers as well as United Hospitals of Newark.

## **Essex County College**

Essex County College, a two-year community college which grants associate degrees in Arts, Sciences and Applied Sciences, was founded in 1966.

Originally housed in a converted office building at 31 Clinton Street, today it sprawls over a rolling 22-acre campus at University Avenue and West Market Street, which is dominated by a \$31.5 million Megastructure, formally dedicated in September, 1976.

The Megastructure is a single, multi-level, climate-controlled educationally and physically interconnected structure which provides the space and resources for four Divisional Learning Centers—business, natural and applied sciences, social sciences and humanities. It features some of the most modern educational equipment in the eastern

half of the United States.

The college, which operates on an "open-door" policy, a high school diploma being the basic admission requirement, has a present enrollment of 7,800 full and part-time students and also accommodates another 4,200 at such facilities as the Edwin H. Albano Center for Allied Health Professions, adjacent to Beth Israel Medical Center, the Leaguers Building and the North Ward Educational and Cultural Center as well as the extension centers affiliated with adult schools throughout Essex County.

### **Rutgers-Newark**

The Newark campus of Rutgers, The State University, has more than 10,000 full and part-time day and evening, undergraduate and graduate students—over a quarter of the University's enrollment on all its campuses.

It occupies 18.3 acres on which, until the mid 1960s, stood nothing but aged, deteriorated, privately-owned buildings. Rutgers-Newark was the first college in the nation to build a total campus on urban renewal land.

Campus buildings house The College of Arts and Sciences, the College of Nursing, University College, University Extension Division, the Graduate School of Business Administration, the School of Criminal Justice, the School of Law, and the Graduate Faculty at Rutgers-Newark.

In the past 10 years, Rutgers has spent \$16 million on its Newark expansion projects. Some of its newest facilities are the chemistry building, opened in 1973, and Engelhard Hall, dedicated in 1974, a six-story parking deck on University Avenue and its new geodesic, gold-domed gymnasium at Washington Street, now under construction.

### **New Jersey Institute Of Technology**

The name "New Jersey Institute of Technology" is new but the school is the city's oldest center for higher education.

Once known as Newark College of Engineering, the name was changed in 1975 to

better describe the institution which now has two separate schools: NCE and the New Jersey School of Architecture, a public institution established by the State Board of Higher Education in 1971.

The New Jersey Institute of Technology's \$29.8 million campus consists of 12 buildings ranging from its massive Eberhardt Hall, an historic landmark, to the \$7 million Tiernan Hall completed in 1974.

It offers day and evening, undergraduate and graduate programs in all of the engineering fields.

### **Seton Hall University School Of Law**

Seton Hall Law School, the 20th largest law school in the nation, last year accepted the first enrollment in its newly constructed building on Raymond Boulevard.

The center, costing \$4 million, serves 1,000 day and evening students and in addition to its library which is capable of shelving 300,000 books, it houses the Charles Edison Alcove in Legal History.

The alcove is a repository of colonial and current materials on New Jersey's rich legal traditions as well as the original papers of the late New Jersey governor for whom it is named.

### **Newark's Public Schools**

The Newark Public School System had 79,712 students and 3,679 teachers in 1967. In 1977, while student enrollment has dipped to 77,258, the number of teachers has increased to 5,006, thus giving teachers smaller classes to educate and the youngsters the opportunity for more individualized instruction.

While the system has been plagued by a number of problems, there are some encouraging bright spots.

In recent years, the Board of Education has introduced and implemented two innovative programs: SWAS—School Within A School—and Project Link.

SWAS, located in the Malcolm X. Shabazz High School, may be the only public high school of its kind in the nation. It is also

unique in that all of its students are exceptionally bright and college-bound.

SWAS provides the special atmosphere which encourages academic excellence and personal development that regular high school classrooms often do not. SWAS graduates have gone on to such schools as Princeton and Harvard, winning scholarships as they go.

Project Link, on the other hand, gives special attention to potential junior high-school drop-outs. Bored and often doing poorly in their studies in conventional classroom environments, Project Link students are given close personal attention which promotes their understanding and gives them an opportunity to reach their own levels of achievement.

Action has also been taken to physically upgrade three of Newark's high schools and nine of its elementary schools. The rehabilitation projects, now almost all completed, have cost the city \$41,680,000.

Presently under construction is the new 1,750-student Weequahic Area Elementary School. When completed it will be one of the largest schools in the city.

The school, estimated to cost \$14.5 million, of which \$7.6 has come through a federal grant, will have 60 classrooms, a library, two cafeterias, a gymnasium and auditorium.

## Alternative Education

Newark leads the state in the number of private and parochial schools which offer students alternatives to public school education. There are 36 of these with a total enrollment of more than 15,600 students.

Educating the vast majority of these youngsters are the Catholic schools run by various neighborhood parishes as well as those under the direct supervision of the Archdiocese of Newark, which encompasses a four-county area and is one of the nation's largest.

There are 24 Catholic elementary schools in Newark with a student population of 10,759. Six high schools educate a combined enrollment of 4,175.

Newark's other privately run schools include the Educational Center for Youth and the Chad School. Both offer individual attention, special programs and, in some instances, a work-study experience which prepares students for employment or college.

The other alternative schools are The New Ark School, the Youth Consultation Service Academy, St. Ann's Bilingual Learning Center and Independence High School.

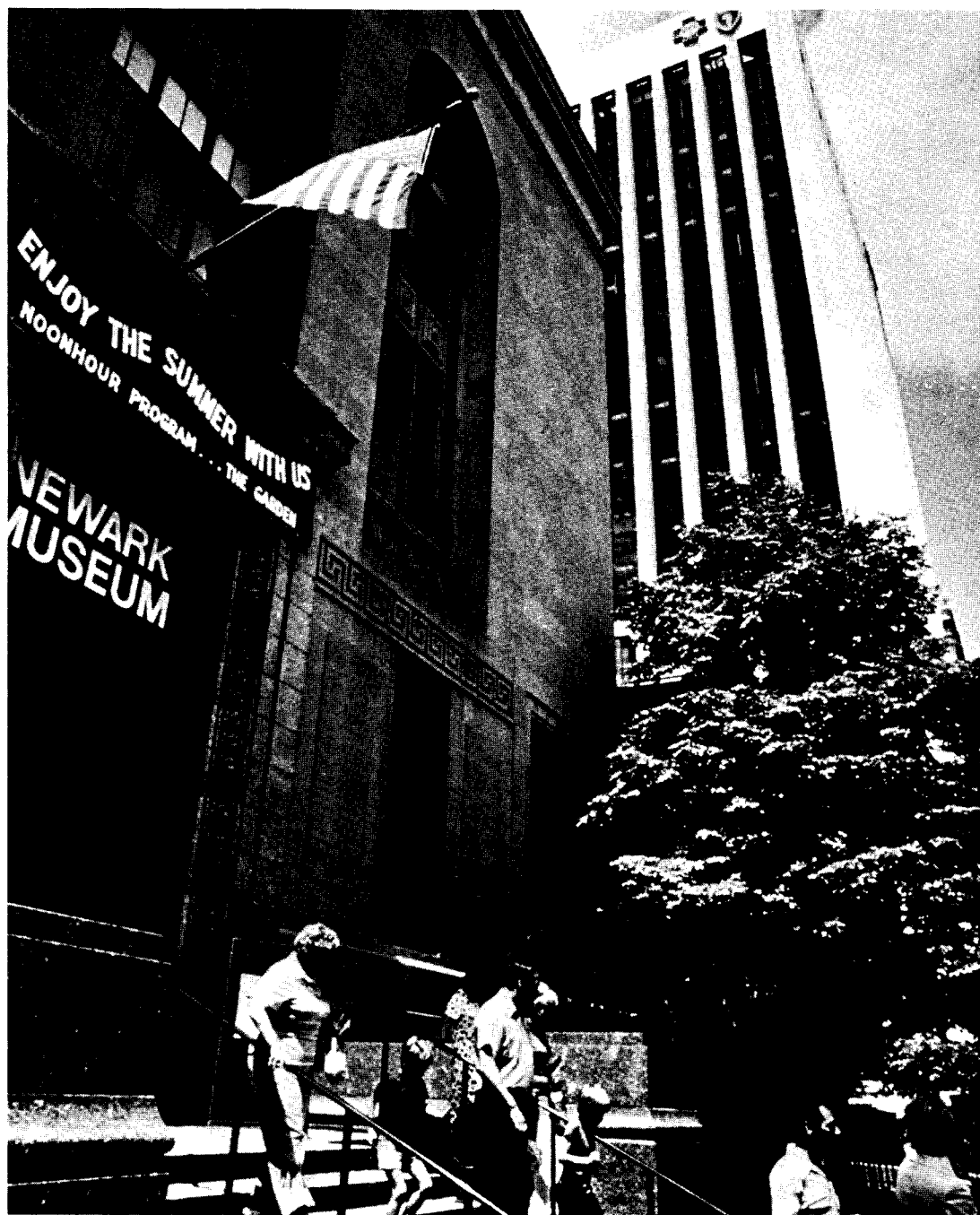
### Public School Rehabilitation

High Schools	Reconstruction Cost
East Side	\$12,500,000
Malcolm X. Shabazz	\$11,000,000
Weequahic	\$ 3,500,000
Elementary Schools	Reconstruction Cost
Broadway Elementary	\$ 250,000
14th Avenue	\$ 1,000,000
Garfield	\$ 380,000
Quitman Street	\$ 1,600,000
South 17th Street	\$ 650,000
Speedway Avenue	\$ 700,000
Louise Spencer	\$ 9,300,000
Harriet Tubman	\$ 800,000

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# Newark Today

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*A blend of yesterday and today: the Newark Museum and the \$15.5 million headquarters of New Jersey Blue Cross/Blue Shield at Washington Park.*

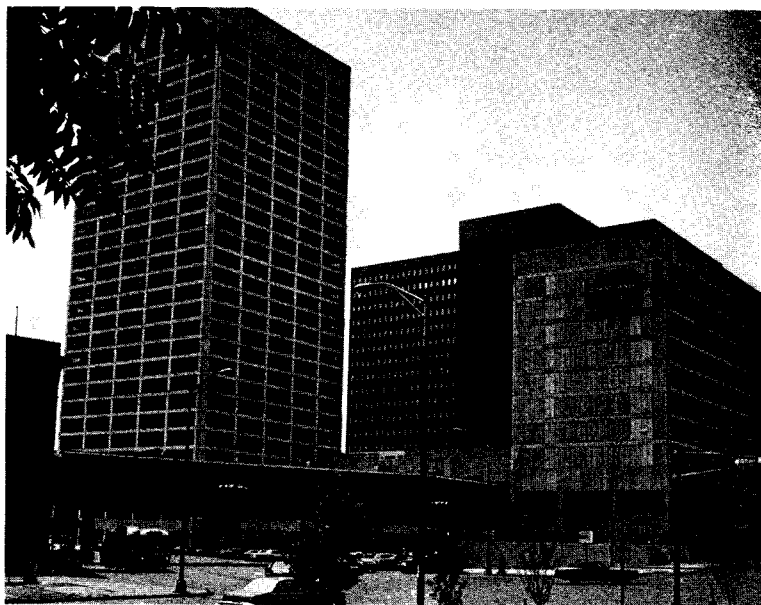


The state's largest commercial banking institution, First National State Bank of New Jersey, at 550 Broad St.



Headquarters of United States Savings Bank at 772 Broad St.

The state's first bi-racially owned, full service banking institution, City National Bank, at 900 Broad St., opened in 1973.



The \$24 million Gateway I offices and motel with its enclosed walkway to Penn Station, and the \$36 million Western Electric Co. headquarters to the rear—all new in the past ten years.

## New Jersey's first and foremost financial . . .



Home of Fidelity Union Trust Co. at 765 Broad St.



Public Service Electric & Gas Co., opposite Military Park, soon to be razed and replaced by a \$60 million, 27 story-headquarters.





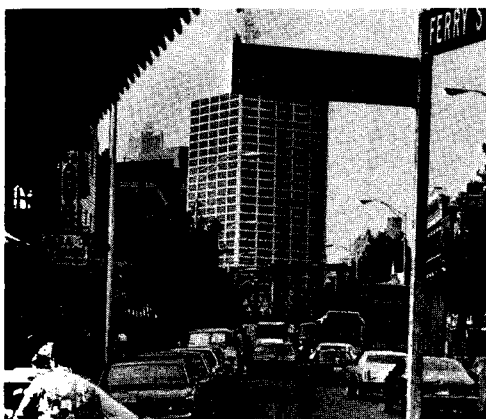
The corporate headquarters of New Jersey's leading department stores, Bamberger's and Richne's.



Trinity Cathedral in Military Park with the Raymond Commerce and 744 Broad office buildings, looking south on Broad St.



Shoppers at the busy four corners of Broad and Market Sts.



Newark's Ironbound: a bustling "city" within the city, with a Latin beat all its own.

**... and commercial center ...**



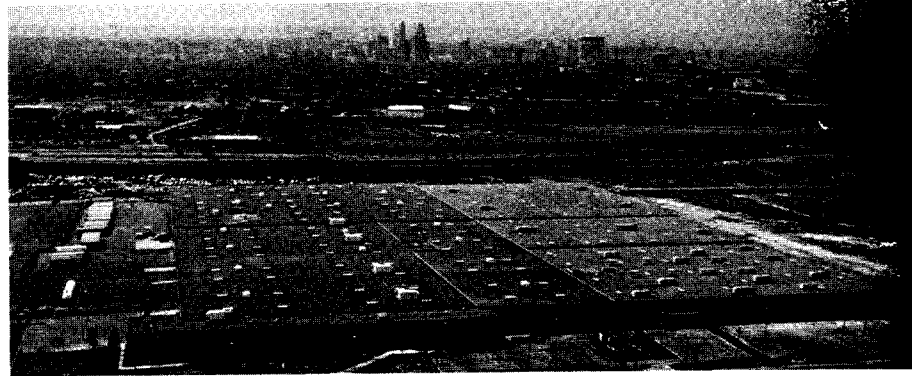
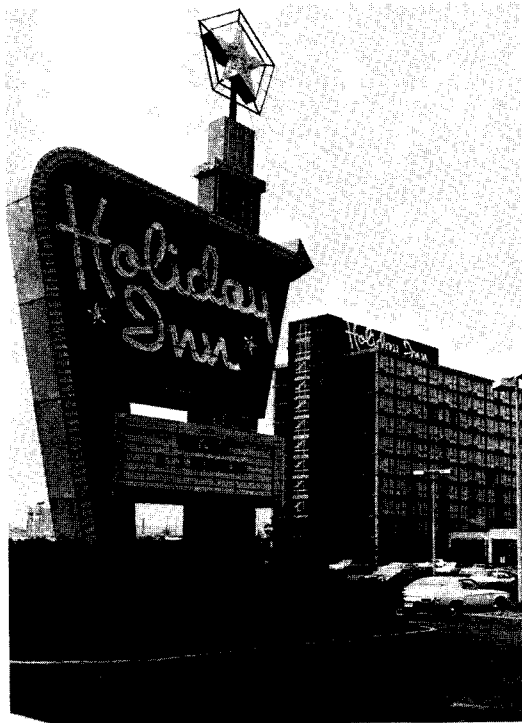
The state's largest savings bank, The Howard Savings Bank, at 768 Broad St.



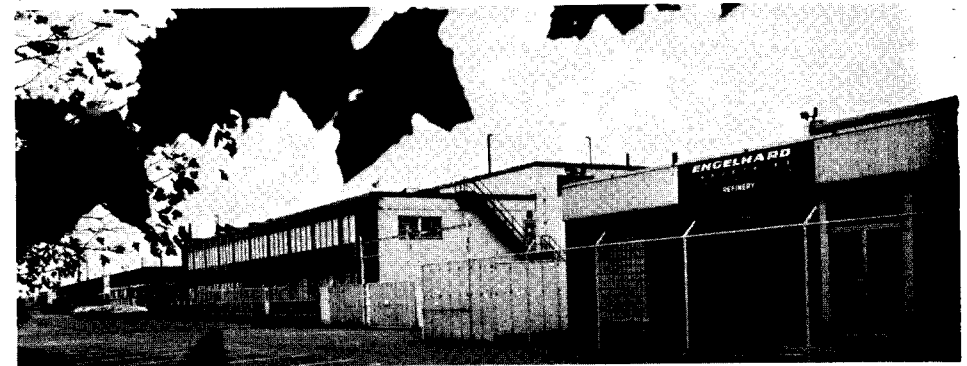
Corporate headquarters of the world's largest insurance firm, Prudential Insurance Company of America; in the background the gold-domed gymnasium of Rutgers University.



At Washington Park: the corporate headquarters of Mutual Benefit Life Insurance Co.; to its right, the home of New Jersey Bell Telephone Co. In the foreground Blue Cross/Blue Shield and the beginning of the James Street Commons, the city's first historic district.



The sprawling Ideal Toy Co., above, built at a cost of \$21 million, and Mothers Food Products, a \$2 million investment, both new firms in the Newark Meadowlands.



Engelhard Industries refinery at Delancey St. (above) and the new addition to J. Wiss & Sons at West Market St..



Among the city's newest motels, The Holiday Inn at Newark International Airport (above) and Howard Johnson's, Route 1 south.

26 ... has new and  
expanding business  
and industry ...





Terminal A at the \$500 million Newark International Airport, opened in 1973.



Airlink, the shuttle service between the airport and downtown, picks up passengers at Pennsylvania Station.



Newark's dynamic duo: Newark International Airport and Port Newark with the New Jersey Turnpike between.

**... and a transportation network  
that's one of the finest  
in the nation.**



The "To-Sault" housing development towers and townhouses, with its 422 units, at Bergen and West Market Sts. in the foreground; Martland Medical Center, upper right, and beyond, the College of Medicine and Dentistry of New Jersey.



One of the many senior citizens housing projects built in the past ten years: James C. White Homes, 206 units, at Bergen St. and Avon Ave.



Essex Plaza – the old Industrial Office Building at 1060 Broad St. – being rehabilitated and converted into 451 housing units for the elderly.



The new Reservoir Site Townhouses under construction on South Orange Ave. (above); children enjoying the facilities at the nearby Boylan Street Recreation Center.

**New housing and  
recreational facilities . . .**



New Jersey Institute of Technology's \$7 million Tiernan Memorial Hall, built in 1974.



The \$4 million campus of the College of Medicine and Dentistry of New Jersey in the heart of the Central Ward.

... a growing college  
and  
university  
complex ...



Essex County College's \$31.5 million Megastructure at West Market St., across from the Essex County Hall of Records and County Courthouse.

The new campus of Rutgers, the State University — the first college in the country to build a total campus on urban renewal land.



Seton Hall University's \$4 million Law Center on Raymond Blvd.



*Beth Israel Medical Center with a new wing under construction, to the left, and St. James Hospital, to the right.*



*United Hospitals Medical Center.*

**... outstanding  
health care  
and treatment  
centers ...**



*Newark's City Hall.*



*Saint Michael's Medical Center above and  
Columbus Hospital.*

... opportunities for cultural enjoyment ...



The New Jersey State Opera's performance of "Adriana Le Couver" starring Magda Olivero at Symphony Hall.



Petite ballerinas at the Community Center of the Arts.



Newark's Symphony Hall (left) the "grande dame" of Broad Street is the home of the New Jersey Symphony (above) and the Garden State Ballet, below.



Newark's youngest "ambassadors of goodwill", The Newark Boys Chorus in concert.



A noontime jazz concert in the gardens of the Newark Museum.



**...and human  
enrichment...**



*Headquarters of the New Jersey  
Historical Society at 230 Broadway.*



*Sacred Heart Cathedral, one of  
the largest Roman Catholic  
churches in the nation.*



*The Ballantine Mansion, adjacent to  
the Newark Museum, restored to its  
Victorian splendor and opened to  
the public in 1976.*



*The Newark Public Library, the state's largest.*

**... demonstrate its continuing progress  
and its promise for the future.**



*Branch Brook Park's annual cherry blossom display.*

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# Health Care

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Newark has been called the "sickest" of the nation's fifty largest cities, a label which has stigmatized the community as having the most unhealthy urban population as measured by generally accepted indicators.

The city, however, has made enormous progress in the past five years, has reversed some of its more alarming negative health trends and has seen significant developments in its health care delivery system, a system which is multi-faceted and involves local, state, and federal agencies in partnership with private agencies and institutions.

## The Indicators

Two sets of statistics stand out as signs that Newark's "health" is improving: the infant mortality rate and the tuberculosis mortality rate. Both have been cut in half.

In 1970, the city's infant death rate was 33.2 for every 1,000 births. In 1975 it was 16.4 — a decrease of 50 percent. At the beginning of the decade, deaths from tuberculosis were 6.0 per 100,000 population. Five years later the rate was 3.1—another 50 percent drop.

Another set of numbers is important. In 1967 the total number of syphilis cases reported was 999, a rate of 249.9 per 100,000 population. In 1975 there were 678 cases or 179.0 per 100,000 population—a decrease of 28.4 percent

Communicable diseases such as hepatitis, measles and mumps have also declined, as have deaths from organic heart disease and respiratory ailments.

## Health Care Delivery System

Newark's health care system is complex and services are provided by various combinations of private practitioners, voluntary non-profit organizations, as well as the city itself.

In 1967 the city's budget allocated \$3.2

million for health services; in 1977 it is \$6.4 million. On a per-capita basis it is \$8.17 for 1967 as compared to \$17.08 in 1977. Taking the 80 percent inflation factor over the period into consideration, however, the 1977 figure would be \$9.49—an increase of \$1.32 per person.

Over the past five years the city has implemented or supported the development of a variety of health service programs through its Community Health Services Network.

The Network, unveiled in 1973, includes several ambulatory care centers where men, women and children are offered health services which range from family planning to nutrition counselling, dental services, pediatrics, obstetrics and other forms of adult medicine with emphasis on health care education, prevention, early diagnosis, treatment and referral.

Among the health care centers established since 1967 are:

- Gladys E. Dickinson Neighborhood Health Center, 95 Seventh Avenue
- Dayton Community Health Center, 101 Ludlow Street
- North Jersey Community Union, 105 Charlton Street
- Bessie Smith Health Center, 742 Clinton Avenue
- Lyons Family Health Center, 172 Lyons Avenue
- Timothy Still Health Organization, 194 Clinton Avenue

## Other Programs

A number of other programs have been introduced in the past ten year period. Among the most outstanding are:

- Supplemental Feeding Program for Women, Infants and Children (WIC):

introduced in 1974, a program which provides low-income families and high-risk pregnancy women with supplemental foods. Using a voucher system, participants redeem coupons at local food stores. As of this year some 22,500 people have been enrolled in WIC with an average of 7,390 per month.

- The Multiphasic Drug Treatment Program: helps resident drug users to overcome their problem and at the same time provides vocational guidance and job placement. More than 6,000 addicts have been helped since the program started in 1973.
- The Childhood Lead Poisoning Prevention and Control Program: organized in 1971, it conducts

inspections in housing units and screens youngsters for lead poisoning. Since 1971 more than 31,000 children have been tested and of that number 2,433 had blood levels high enough to warrant inspections of their homes. Of the 2,586 units inspected, 2,081 were determined to be hazards and appropriate steps were taken.

- The Urban Rodent and Insect Control Program: designed to reduce rodent populations and conditions conducive to rodent infestation. Since 1970 more than 90,000 rodent harborages have been exterminated, more than 22,000 dwellings inspected, and more than 28,000 education sessions conducted.

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## Hospital Development

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**T**he city of Newark, with its five voluntary hospitals—Columbus, Newark Beth Israel Medical Center, St. James, Saint Michael's Medical Center and United Hospitals of Newark Medical Center, as well as the state-operated Martland Medical Center—is today recognized as the major health care and training center for an area which extends far beyond its boundaries.

In fact, Newark's hospitals have a decided impact on health care in the entire State of New Jersey.

Within these institutions are the state's only organ transplant center, two of four neo-natal intensive care units, two of seven open heart surgery facilities and three of a limited number of cardiac catheterization facilities which meet accepted national standards.

They also include one of the county's best recognized renal dialysis centers as well as an

outstanding facility for acute pediatric dialysis. Furthermore, they house the only center for pediatric cardiovascular surgery in the state.

Of great significance to everyone in New Jersey, however, is the role these institutions play in educating young physicians from throughout the state through their affiliations with the College of Medicine and Dentistry of New Jersey.

Since 1965, Newark's voluntary hospitals have spent more than \$90,000,000 in expanding, modernizing and rehabilitating their facilities.

Of this amount, \$20,000,000 has been raised by the Greater Newark Hospital Development Fund, an organization comprised of the leaders of Newark's business and financial community.

### Columbus Hospital

Located in the city's North Ward, Columbus



Hospital, founded in 1937, is the youngest of Newark's hospitals.

By 1972 it had grown from a 45-bed facility to 206 beds.

Its capital projects have included the modernization and renovation of its buildings as well as its intensive-care and coronary care units, its surgical suite and administrative areas.

#### **Newark Beth Israel Medical Center**

Beth Israel, located in the southern part of the city near the Hillside and Irvington lines, offers highly specialized services.

The site of the state's only organ transplant facility, the hospital, founded 75 years ago, is also acclaimed in the field of renal dialysis.

In 1972 it garnered international recognition when it became the first hospital in the nation authorized by the Atomic Energy Commission to implant U.S.-made nuclear pacemakers, performing 15 such procedures within a three day period. Today its Pacemaker Clinic serves eight other New Jersey hospitals in the monitoring of implanted pacemakers (by telephone) from any point on the globe.

The Medical Center has also acquired vital life-saving equipment for the care and treatment of high-risk pregnancies and for premature congenitally malformed newborns; has developed an oncology program to include chemotherapy for cancer care; developed a physiatry service for the rehabilitation of motor impairment and instituted an antibiotic utilization program to include all intravenous additives for tuberculosis patients.

In the area of construction, its capital improvement projects have included two new wings for the replacement of X-ray, emergency room, coronary care unit, operating rooms, admitting areas and a materials handling center.

It has also renovated an old building to include a pediatric floor, inpatient mental health unit, obstetrics and delivery room replacement and cardiac catheterization.

#### **St. James Hospital**

A community hospital, St. James has served

Newark's Ironbound area since 1900.

It is the primary emergency receiving hospital for Newark International Airport, Port Newark, and the New Jersey Turnpike, as well as residents of the area.

Capital projects at St. James include the remodeling of its intensive care and ambulatory patient areas, the addition of air-conditioning, and the modernization of its emergency room and clinic, outpatient and administrative areas.

#### **Saint Michael's Medical Center**

Saint Michael's, founded in 1867, is located on High Street and Central Avenue and is the hospital closest to the city's downtown area.

It takes great pride in its Heart Institute and has the distinction of being the first community hospital in the nation to perform open heart surgery. Five years ago it established a special heart surgery recovery room and a larger intensive coronary care unit with the most advanced monitoring equipment. A pacemaker evaluation service unit was operationalized in 1973 and the hospital has also introduced a cardiac rehabilitation program.

Included in its full range of medical services are an expanding Hematology Department and a Nuclear Medicine Section.

Its renovation program includes the installation of air-conditioning, new elevators and improved fire alarm systems in its north and center buildings as well as the modernization of its obstetrical units, emergency room, outpatient department and pharmacy.

#### **United Hospitals Of Newark Medical Center**

The largest of the city's voluntary hospitals, United represents the merger of four institutions—Presbyterian Hospital, Babies Hospital, Newark Eye and Ear Infirmary and the Hospital for Crippled Children and Adults, now called the United Hospitals Orthopedic Center, located on Park Avenue.

United has been designated as the center for several specialized regional services including The New Jersey Eye Institute, Radiation

Therapy Program and The Cancer Institute of New Jersey.

Its capital projects include renovations to four floors in the Presbyterian building as well as new medical-surgical beds, an intensive care unit, obstetrical suite and nursery and the expansion of its ambulatory patient care area.

#### **Martland Medical Center**

Formerly operated by the city, Martland

Medical Center on Bergen Street is now the primary teaching hospital for the College of Medicine and Dentistry.

As such it is a focal point for education and research as well as medical services.

Martland is the only hospital in Newark which has a separate department for the care and treatment of alcoholics. It also participates with other public and private agencies in the rehabilitation of alcoholics.

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## **Recreation And Parks**

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**O**ne of the most positive indicators of Newark's resurgence in the past ten years is the attention paid to and money spent on providing its citizenry with new or refurbished recreational facilities and parklands.

Both the city and Essex County governments have spent millions of dollars.

#### **City Parks**

In 1967 the city spent \$1.36 per person out of its Municipal Budget for parks and recreation. In 1977 it is spending \$13 per person which, accounting for inflation, is the equivalent of \$7.22 per person ten years ago. In either case, it is a substantial increase.

And in the past four years it has built, rehabilitated, refurbished or has in planning stages more recreational facilities and areas than it had in the previous 30-year period!

Underway is a massive \$8,200,000 program which will realize improvements to 9.6 acres of existing green spaces as well as see the acquisition of an additional 29.2 acres.

Sharing the financial burden with the city, which is paying 27 percent of the total cost of the project, is the United States Department of Housing and Urban Development; Green Acres Program (for portions of five projects) and the United States Bureau of Outdoor Recreation.

Something is happening in every section of Newark with five of the parks completed and in use, six for which designs have now been completed, and one under construction.

In addition, three playgrounds, not part of the above program, were built at a total cost of \$250,000 and opened in the summer of 1974. They have landscaped play and sitting areas as well as modern playground equipment.

And recently, it was announced that an unused U.S. Army Reserve Center on First Street will be donated to Newark and converted into a gymnasium and meeting place for community groups and their activities.

The two-story 39,000 square foot brick building on a one-acre site, will serve residents of the West, North and Central Wards.

It is estimated that the city will spend some \$600,000 to renovate the facilities, expected to be completed by September, 1979.

The center is one of ten federally-owned properties in the nation being transferred to municipal governments because they are no longer needed.

#### **County Parks**

The Essex County Park Commission, under the jurisdiction of the Essex County Board of

## CITY-OWNED PARKS

### Completed and in Use

FACILITY	LOCATION	SIZE	IMPROVEMENTS
Ironbound Little League	East Ward	1.2 acres	ballfield expanded to regulation size; court games, comfort station and sitting areas added.
Boylan Street Park	West Ward	11,000 sq.ft.	existing pool refurbished; adjoining land on South Orange Ave. developed for bocce courts and outdoor activity; "clubhouse" developed into year-round facility.
Belmont-Runyon	South Ward	1.1 acres	new softball field, basketball courts and picnic areas.
Cooper-Memorial	South Ward	3.6 acres	upgraded and made more accessible and usable; new lighting, landscaping, basketball courts, picnic and play areas.
St. Peter's	South Ward	4 acres	new 60 x 75 foot swimming pool; Little League field, and basketball courts.

### Under Construction

FACILITY	LOCATION	SIZE	IMPROVEMENTS
Waverly & Avon Aves.	Central Ward	8.1 acres	previously vacant land adjacent to Stella Wright Homes, to include handball, basketball and tennis courts; hockey, baseball and soccer fields; playground and adult game tables.

### Design Completed

FACILITY	LOCATION	SIZE	IMPROVEMENTS
St. Benedict's	North Ward	5 acres	existing field will be upgraded and some facilities, such as a basketball court, baseball field, shuffleboard and playground added.
Broadway	North Ward	1.95 acres	unused land will be developed with intermediate pool, play and athletic areas adjoining elementary and junior high schools.
Lincoln Park	East Ward	4 acres	rehabilitation will include a new central plaza as a focal point, new lighting.
Boys Park	West Ward	1.5 acres	facilities will include tennis, basketball and handball courts.
Bragaw	South Ward	15,000 sq.ft.	small playground to include basketball court, children's play area and water spray.
Nat Turner Park	Central Ward	4 acres	west of existing Hayes Park swimming pool, will be developed with basketball and play area, softball field, and track; pool will also be rehabilitated.

Chosen Freeholders, has also spent more than a million—\$1,634,338 to be specific—on improvements to its parks located within the boundaries of the city of Newark in the past ten years.

### The Cherry Blossom Festival

No discussion of Newark's parklands can be complete without reference to an annual "happening," an event "sponsored" by Mother Nature in co-operation with a group of mortals.

It is the Newark Cherry Blossom Festival, which, originating in 1975 with several members of The Friends of Branch Brook Park,

has today become a celebration of urban living with its natural, cultural and physical assets.

The Festival, held in April, focuses on the Park's magnificent display of more than 3,000 flowering cherry trees which have been adopted as symbols of Newark's rebirth.

Building on the themes of environmentalism and conservation, and with the support of more than 50 corporate, civic and cultural groups, the Festival—a week long observance—features activities which run the gamut from art exhibitions to athletic events and tours.

County-Owned Parks		
FACILITY	IMPROVEMENTS	TOTAL COST
Branch Brook Park	general improvements, improvements to ice skating rink; skate shop; lockers, tennis courts, greenhouses; repairs, storage building; Senior Citizens Building.	\$ 726,083.18
Independence Park	general improvements.	\$ 24,969.12
Ivy Hill Park	general improvements, drainage work, maintenance and police building, baseball field.	\$ 89,907.05
Riverbank Park	general improvements.	\$ 4,575.00
Vailsburg Park	Senior Citizens Building; basketball lights.	\$ 45,005.95
Weequahic Park	general improvements, paths, golf buildings, tennis lights, basketball courts.	\$ 713,592.73
West Side Park	redevelopment of track, football fields, basketball and tennis courts, restoration of baseball and softball diamonds; new playground and shelter; construction of concert amphitheater lighting and drainage.	\$ 30,224.88
Total		\$1,634,337.91

## Preservation Of Our Heritage

Newark, founded in 1666, is the third oldest city in the nation, and while new multi-story commercial centers attest to its jet-age presence, there are many old buildings which characterize its growth from an agrarian settlement to a modern city.

Steps have been taken in recent years to safeguard, preserve and promote Newark's historic edifices and neighborhoods.

In 1972 a handful of civic-minded individuals, living and working in Newark, organized the Newark Preservation and Landmarks Committee.

Appalled by the demolition of a number of old, but historically valuable and irreplaceable buildings, the small group not only was determined to save what they could of Newark's past, but they were courageous and bold, frequently boarding up windows of old historic homes to prevent damage from the elements themselves.

The group also embarked on an educational campaign designed to make Newarkers aware of their precious heritage.

Today the private organization has a membership of more than 150 people and its accomplishments have been many and varied. Not the least of these has been their involvement in the designation of Newark's first historic district—the James Street Commons.

### James Street Commons Historic District

In February, 1977, this 20-block area, which encompasses 65 acres of land including Washington Park and is also bordered by Orange, High, Bleeker and Halsey Streets, was placed on the State Register of Historic Places. It also has been nominated for the National Register of Historic Places.

Within the Commons are some of Newark's most important educational, cultural and religious institutions as well as the largest concentration of brick and masonry rowhouses in the city. Most were built in the late Victorian period, from the 1880s to the 1890s.

The James Street Commons overflows with historical significance: one of the few

Revolutionary War skirmishes in Newark took place there; the Vesuvius Furnace, Newark's first foundry was built there, as was the city's first brewery; Seth Boyden invented patent leather and developed the process for malleable iron in the district. Many of Newark's and New Jersey's most prominent citizens—Governor Marcus Ward, United States Senator Theodore Frelinghuysen, the Ballantine family, architect Jeremiah O'Rourke, and Newark's first Roman Catholic Bishop, James R. Bayley—all lived in the James Street Commons.

Full-scale restoration plans are now underway. The rehabilitation, redesign and conversion of some of the townhouses on James Street to condominium homes has begun and efforts are underway to market them to those wanting to participate in "brownstoning." The area offers a potential for the creation of a brand new, attractive residential community in the heart of the city.

Now taking lead roles in the restoration activity, along with the Preservation and Landmarks Committee, are the Mayor's Policy and Development Office, the Newark Redevelopment and Housing Authority, the Newark Housing Development and Rehabilitation Corporation and the Greater Newark Chamber of Commerce.

#### Landmarks

The NPL Committee has also succeeded in

expanding the number of old Newark buildings to be designated as state and national historic places.

Now on the State and National Registers of Historic Places are:

Ballantine House-43 Washington St.  
Cathedral of the Sacred Heart-89 Ridge St.  
Christ Episcopal Church-76 Prospect St.  
Clark Mansion (North Ward Educational & Cultural Center)-Mt. Prospect Ave.  
Eberhardt Hall (Newark Orphan Asylum) 323 High St.  
Essex County Courthouse-High & West Market Sts.  
Feigenspan Mansion (Red Cross)-710 High St.  
First Baptist Peddie Memorial Church-572 Broad St.  
First National State Bank-810 Broad St.  
First Reformed Church-Lincoln Park at Halsey St.  
Grace Church-Broad & Walnut Sts.  
House of Prayer & Rectory (Plume House)-407 Broad St.  
Scott Civic Center (Krueger Mansion)-601 High St.  
Lyons Farms School House-Newark Museum Garden  
New Point Baptist Church-17 E. Kinney St.  
North Reformed Church-520 Broad St.  
Old First Presbyterian Church-820 Broad St.  
Pennsylvania Station-Raymond Plaza West  
Queen of Angels Church-44 Belmont Ave.  
St. Barnabas Church-West Market St., Sussex & Roseville Aves.  
St. Columba's Church-Pennsylvania Ave.  
St. James A.M.E. Church-High & Court Sts.  
St. James Church-Lafayette & Jefferson Sts.  
St. John's Church-22 Mulberry St.  
St. Mary's Church-High St.  
St. Patrick's Pro-Cathedral-Washington St.  
South Park Presbyterian Church-1035 Broad St.  
Sydenham House-Old Road to Bloomfield  
Symphony Hall-1020 Broad St.  
Trinity Cathedral-Broad & Rector Sts.

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## Cultural Amenities

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**T**housands upon thousands of people from all over the state of New Jersey as well as from New York have traveled to Newark in the past ten years to enjoy its various cultural amenities and to participate in or attend their many diverse activities.

#### The Newark Museum

Recognized as one of the finest museums of its size in the nation, and boasting the most notable Tibetan collection of any such institution anywhere, the Newark Museum experienced growth in several ways during the past decade.

In 1967 visitors to the Museum numbered 182,000; in 1976 there were 206,046. It also added 4,517 items of artistic and scientific interest to its collections—items ranging in value from \$1 to \$100,000—all of which were donated.

Social functions held in the Museum have also increased over the past few years. During 1972, for example, there were 10 events, each averaging an attendance of about 100 persons. In 1976, 40 functions were staged in the Museum and in its gardens and about 10,000 people were hosted.

The institution's most significant achievement, however, was its prime Bicentennial project—the restoration of the Ballantine house at 43 Washington Street, adjacent to the main building.

Built in 1885, the Ballantine Mansion has been returned to its Victorian splendor. The two-phase project, which dealt with both exterior and interior reconstruction, cost the city \$375,000, and was started in 1974. The Mansion opened to the public in the fall of 1976.

#### **The New Jersey Historical Society**

Newark has been home to the New Jersey Historical Society since its founding 125 years ago.

In 1972 it demonstrated its commitment to the city by renovating and expanding its headquarters at 230 Broadway. The project was a \$700,000 investment.

#### **The Newark Public Library**

The state's largest public library, with its eight branches, has been called the "intelligence center" for North Jersey.

Not only does it offer patrons exhibits of historical items but of paintings, drawings and natural and physical sciences, and of course, thousands of volumes.

It too has grown. In 1967 it housed 972,500 books or 2.5 per person. This year its collection numbers 1,162,500 books or 3.1 per person.

#### **Symphony Hall**

Symphony Hall, the "grande dame" of Broad

Street, was built in 1925 as a convention site for the Shriners.

Today it is undergoing a face lift and is operating under a new management committee comprised of local business and government leaders appointed by the Mayor.

The \$870,000 rehabilitation project is being funded through local, state and federal agencies and in-kind services are being provided by the city and local trade unions.

During the past five years 220 performances have been staged at Symphony Hall and more than 360,000 patrons have enjoyed ballet, opera, concerts and other productions in the 3,500 seat facility.

#### **The Newark Boys Chorus**

Newark's youngest "ambassadors of goodwill," the Newark Boys Chorus was organized in 1967.

In the decade since, while the faces have changed, the Chorus, as an entity, has continued, growing in popularity, attracting a nationwide following, and giving prestige to its hometown.

Last year, the boys—mostly inner-city youngsters—whose repertoire ranges from Renaissance to Rock, toured the country singing their way through 100 performances for millions of appreciative fans.

The Boys Chorus School, one of two like it in the country, is a full-time accredited institution which offers an academic curriculum as well as musical studies. Following a fire which destroyed the original facilities on Delavan Avenue, the school is now located on Orange Street.

This year, Giancarlo Menotti, the internationally acclaimed composer, and Peter Mennin, president of the Juilliard School of Music, have each been commissioned to produce original works to be performed by the Boys Chorus.

#### **The Newark Community Center of The Arts**

The Newark Community Center of the Arts was founded in 1968 to provide training in music, dance and drama for children and



adults in Newark who did not have any other such opportunities for cultural participation.

From a modest beginning the Center has grown to an enrollment of more than 2,000 students per year and is housed in four buildings in the Lincoln Park district.

Many of its graduates are now attending leading colleges and conservatories throughout the country.

The Center, which provides piano lessons for all members of the Newark Boys Chorus and is affiliated with the Garden State Ballet, is funded by the New Jersey Council on the Arts, the National Endowment for the Arts, the Ford Foundation, the New Jersey Division of Youth and Family Services, local foundations and the Newark business community.

It also presents many free public performances in its own theater and stages one major recital at Symphony Hall each year.

#### **Garden State Ballet**

The Garden State Ballet has been Newark-based and in service to the city's children for a quarter century.

The past decade has seen its Newark students triple in number to the present 300; its grant income increase four-fold; its school space double and its budget up five times over 1967 allocations. Administratively, its teaching staff has increased from four to nine.

The Garden State Ballet has performed in its Symphony Hall home 25 times in the past ten years and the troupe has appeared before some 500,000 spectators in 19 of New Jersey's counties.

The Silver Jubilee Performance last May attracted an audience from 62 New Jersey cities as well as from New York to Symphony Hall. The Ballet also has inquiries from prospective students in 15 states who are interested in coming to Newark to take college credit dance exams in the unique GSB-Thomas Edison College curriculum.

The Ballet is training the city's youth, exporting quality dance to the rest of the state, and helping to import both audiences and students to Newark.

#### **The New Jersey Symphony**

The New Jersey Symphony, based in Newark but with statewide appeal, also has grown substantially in the past decade.

In 1968 the Symphony, then considered a "metropolitan orchestra," played 26 concerts and operated with a budget of \$322,000. Last year the organization, now considered one of 32 major symphony orchestras in the nation, performed 120 concerts, operated with a budget of \$1,700,000 and was heard by almost 100,000 people around the state.

#### **New Jersey State Opera**

The New Jersey State Opera presented Faust as its premier performance in Symphony Hall in the fall of 1968. The success of that evening has been followed by a season of three to five operas annually in the city facility.

The appearance of such international stars as Lucia Albanese, Placido Domingo, Birgit Nilsen, Robert Merrill, Jerome Hines, Beverly Sills and Tito Gobbi, under the artistic direction of Maestro Alfredo Silipigni, has given artistic and cultural growth to the Newark environment and has attracted an audience from the entire metropolitan area and nearby states.

Although almost all performances are sellouts, 200 senior citizens, 100 college students from Rutgers-Newark and 100 students from the Newark Conservatory of Music are invited guests at each production.

The New Jersey State Opera now operates on a budget of \$500,000 a year and is recognized as one of the ten leading opera companies in the United States.

The Garden State Arts Center opened its 1977 season with the New Jersey State Opera presentation of "Aida." More than 7,000 people were in attendance and arrangements are now being made for a repeat performance in next year's calendar of events.

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# Epilogue

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Newark not only has survived the past ten years, thereby belying the ominous predictions of the prophets of doom but it has experienced a decade of physical, social, political and economic growth.

While it has not solved all of its problems, it is an American city which is infinitely different and a far better place to live and work than it was in 1967.

Aware that there are probably many positive statements about Newark that may have not been included in "The Newark Experience," it is hoped that the most significant indicators of a city with new life, new hope have been included.

For Newark, in 1977, is a city which has:

- experienced an exciting economic revitalization
- improved upon its already outstanding transportation facilities
- judiciously spent its money for people-oriented municipal services
- seen decreases in its crime rate
- provided thousands of new homes for its low and middle-income families, while also encouraging private home ownership.
- become the center for higher education in the State of New Jersey
- reversed some of its negative health statistics
- maintained and improved its status as the state's major medical center
- increased its recreational facilities
- preserved its heritage, and
- developed new cultural opportunities for thousands of people.

It is also a city which can be extremely proud of the human relationships which have developed during this decade.

Newark's fully-integrated society is proving

that progress can be made when people, all kinds of people who care, work together.

The city has hundreds and hundreds of them on the job, all aiming to succeed.



## Credits

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