

PROJECT PROFILE

Project Name New Community Corporation Location Newark, N.J.
 Owner New Community Corporation
 Project Use(s) Housing, Day Care, Social Services, Employment Training, Health Care, Commercial
 Project Size 55 acres Total Development Cost \$200 million
 Annual Operating Budget (if appropriate) \$6.5 million
 Date Initiated 1968 Percent Completed, Dec. 30, 1992 N/A
 Projected Completion Date (if appropriate) N/A (Chronology Attached)
 (Attach, if you wish, a list of relevant project dates)
 Application submitted by:
 Name Sister Barbara Boyle
 Title Development Officer
 Organization New Community Corporation
 Address 11 Gray Street Newark, N.J. 07107
 Telephone (201) 482-0682

Key Participants (Attach an additional sheet if needed)

| Organization | Key Person | Telephone |
|--|-----------------------------|---------------------|
| ■ Public Agencies <u>City of Newark</u> | <u>Harold Lucas</u> | <u>201-733-6575</u> |
| ■ Developer <u>Raymond M. Codey, New Community</u> | <u>Raymond M. Codey</u> | <u>201 623-2600</u> |
| ■ Professional consultants: | | |
| Architect <u>Many architects over a 25-year period</u> | <u>N/A</u> | |
| Landscape architect | | |
| Urban designer | | |
| Planner | | |
| Lawyer <u>New Community Corporation</u> | <u>Tanya Smith</u> | <u>201 623-2600</u> |
| Other <u>1st Fidelity Bank</u> | <u>Gerry Greco</u> | |
| ■ Community group(s) <u>Babyland Nursery Inc.</u> | <u>Mary Smith</u> | <u>201 399-3400</u> |
| <u>St. Rose of Lima Church</u> | <u>Msgr. William Linder</u> | <u>201 482-0682</u> |
| <u>New Community Corporation</u> | <u>Arthur Wilson</u> | <u>201 623-2600</u> |
| ■ Sponsor | | |

Please indicate how you learned of the Rudy Bruner Award in Urban Excellence.

[] mailing [] media [] previous RBA entrant [] other

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Signature

S. Barbara A. Boyle

ABSTRACT

Project Name New Community CorporationLocation Newark, N.J.

1. Describe briefly the project's design and implementation.

A major contributor to the revitalization of Newark's neighborhoods, New Community is unique because it is totally a grass roots venture. It houses over 6,000 individuals in decent, affordable apartments and homes in 15 housing developments containing 2,498 units in senior high rises, family town houses, and mid-rise mixed tenancy buildings. Stretching for blocks, NCC forms a city within the city.

Besides housing, NCC provides employment, day care, education, social services, job training and health care to urban residents under the umbrella of the state's largest community development corporation and non-profit housing provider --and one of the largest in the nation. The ninth largest non-government employer of Newark residents in the city, NCC furnishes jobs for 1170 people: 96% minority and 66% Newark residents.

Newark claims to be the renaissance city, but this rebirth has not extended to its poorest neighborhoods, now occupied exclusively by minorities, recent immigrants, and the poor elderly. NCC has succeeded in making one poor neighborhood a better place to live. Its blocks of safe, affordable housing, a convenient, attractive shopping center, and nearly 1200 jobs go a long way towards improving the quality of life here. Newark's neighborhood renaissance begins and ends with NCC's many enterprises in this area.

2. What local urban issues did this project address? What were its goals? Were there issues that, in your judgement, might have been addressed but were not?

In 1967 the Central Ward of Newark, devastated by civil unrest, resembled a war-torn battlefield. Much of the area lay in ruins, leaving the residents, mostly poor minorities, desperately in need of housing, employment, and social services. Msgr. William J. Linder, a local pastor, founded New Community Corporation, a minority-based and non-profit community development corporation, to replace what the civil disorders had destroyed during the long hot summer. He asked for a 20-year commitment from a coalition of local residents and suburbanites, who worked together for years in the face of tremendous odds against success.

Nevertheless, NCC has largely achieved its goal "to improve the quality of life of the people of Newark to reflect individual dignity and personal achievement." Beginning with a single development, it has flourished into a major real estate presence and employer.

3. Describe the financing of the project. Do you think it could be replicated?

New Community came into being through a unique financial process involving federal, state, county, municipal agencies; private industry; national and local church groups; religious congregations; service organizations; individuals; private and corporate foundations. No one source of funds could be singled out, and after 25 years the financial history of New Community Corporation is rich with detail. In the chronology that follows the application form, the major financing is explained.

4. Why does the project merit the Ruby Bruner Award for Excellence in the Urban Environment?

NCC succeeded in changing and improving the lives of thousands of inner city residents while transforming much of the Central Ward into an attractive urban neighborhood. Built on the ashes of civil disorders, it is a major factor in maintaining the stability of the area through its housing and business ventures. The NCC Neighborhood Shopping Center's Pathmark supermarket/pharmacy serves over 50,000 shoppers weekly. It provides the local populace with a focus that extends far beyond procuring food to a social dimension unparalleled in the area. The 24-hour security in the parking lot makes shoppers feel comfortable in the market and its four satellite businesses, creating an ambience similar to a market square.

NCC's 25-year history of service to the urban poor makes it deserving of this award.