



Broad Street Streetscape Improvements

Newark, New Jersey

Client

City of Newark

Contact

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Services

Community Engagement

Visioning

Design Guidelines

Design Development

Construction Cost

\$2.8M

Key Staff

David Lustberg, Lead Designer / PM*

James Ribaud, Designer

Historically, Broad Street was Newark's primary thoroughfare and a booming business, shopping and entertainment destination for the region. Since the mid-1970s, this once great boulevard has gone into decline. In 2001, the City of Newark decided to undertake a major public improvements effort to return Broad Street to its heyday as a great urban boulevard and spur economic development in the downtown.

David Lustberg was the lead designer and project manager for the Streetscape Design Guidelines for this 2-mile corridor and the Schematic Design for the Historic "4-Corners" intersection. Several outreach meetings were held over the course of a year that brought together key stakeholders including City Engineering, NJ Transit, NJ DOT, Newark Downtown District, the NJ Urban Enterprise Zone, NJ SHPO and others. The design addressed key issues including pedestrian safety, traffic calming, public transportation, and economic vitality. Construction was completed on the first two phases and the third phase was scheduled to begin in fall 2010.