



GATEWAY NEIGHBORHOOD REVITALIZATION

Perth Amboy Redevelopment Team for Neighborhood Enterprise and Revitalization



INVESTING IN TRANSFORMATION

PROGRAMMATIC & COMMUNITY IMPACT OVERVIEW

The Gateway Neighborhood Revitalization initiative represents a coordinated, place-based strategy to advance housing stability, economic opportunity, and community well-being in Perth Amboy's Gateway Neighborhood. Implemented by Perth Amboy Redevelopment Team for Neighborhood Enterprise & Revitalization (PARTNER), the initiative serves a predominantly low- and moderate-income community through integrated programs aligned with Community Reinvestment Act (CRA) community development activities and Environmental, Social, and Governance (ESG) objectives. The following sections summarize 2025 programmatic outcomes and 2026 community engagement goals for sponsorship consideration.

ABOUT THE GATEWAY NEIGHBORHOOD

The Gateway Neighborhood is a defined 48-block area located along the Raritan River and the North Jersey Coast Line rail corridor in Perth Amboy, NJ. The neighborhood includes approximately 5,639 residents across 1,690 households and is characterized by high housing cost burden, declining homeownership, and economic vulnerability.

The area is predominantly low-income, with a median household income of \$36,293 and a poverty rate of 32.6%. More than 80% of households are renter-occupied, and over one-third of renters spend more than half of their monthly income on housing costs. Language access barriers affect nearly half of residents. These conditions underscore the need for targeted community development investment consistent with revitalization and stabilization.

HOME HARMONY: SUPPORT AND REHAB FOR HOMEOWNERS

The Home Harmony program supports housing stability for low-income homeowners through critical home repair and rehabilitation services. The program addresses safety, accessibility, and weatherization needs that, if unmet, may contribute to housing instability or displacement. Through the **Brush With Kindness** model, PARTNER will complete repairs on qualifying owner-occupied homes during the 2026 program cycle. Typical interventions include roof and siding repair, accessibility improvements, weatherproofing, and replacement of unsafe flooring or fixtures.

Documented & Expected Outcomes: Supports affordable housing preservation, neighborhood stabilization, and long-term asset protection in low- and moderate-income areas.

- 7–10 homes rehabilitated annually
- Improved safety, accessibility, and habitability
- Stabilization of at-risk housing units

EMPOWERING RESIDENTS FOR HOMEOWNERSHIP

This initiative supports renters seeking to become first-time homeowners through bilingual education, HUD-certified counseling, and direct financial assistance. Programming addresses barriers such as limited credit history, lack of familiarity with the homebuying process, and upfront cost constraints. Funds support four annual homebuyer workshops, an annual Housing Expo serving more than 300 residents, and down payment and closing cost assistance for at least eight households.

Documented & Expected Outcomes: Advances wealth-building, housing stability, and long-term community anchoring consistent with affordable housing activities.

- 100+ residents receive housing and financial counseling annually
- 8 households received down payment assistance and achieved homeownership
- 50+ attendees at the 2025 Housing Expo with expectations of 100+ in 2026

Achieving Homeownership



We were thrilled to welcome US Army Veteran Mylcaryz, Hilton, and their family, along with Maximina, Juan, and their family, to their new homes in Perth Amboy on November 12, 2024 alongside George to the Rescue



2026 GATEWAY NEIGHBORHOOD REVITALIZATION

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NEIGHBORHOOD FOR SUCCESS-EMPOWERING JOBS & ENTREPRENEURSHIP

This program promotes economic mobility by supporting workforce readiness, job placement, and small business development. Services include ESL instruction, job fairs, micro-grants for entrepreneurs, and scholarships for youth and adults. The 2026 program will include two job fairs connecting residents with local employers, ESL classes for 50 adults, up to \$10,000 in micro-grants, job placement and maintenance services, and scholarships supporting both youth and adult learners.

Documented & Expected Outcomes: Supports economic development, workforce access, and human capital investment in this low- and moderate-income community.

- 1,100+ residents engaged in job preparatory workshops and attending the annual career fair
- 50 adults to complete ESL coursework in 2026
- 40 youth and 5 adults receive scholarships
- 20 employees participating in the fee-for-service job placement and maintenance.
- 8 youth earning credits through our "Middlesex College Success Bound" scholarships

SUPPORT SERVICES: BUILDING A STRONG AND VIBRANT NEIGHBORHOOD

Support services strengthen community resilience through wellness, cultural, and social engagement programs. Activities include monthly community dinners called Mesa del Barrio where residents can learn about local initiatives and programs and provide their feedback on revitalization efforts. Other services include arts and cultural events, youth development programs, senior wellness and digital literacy workshops, health screenings, and neighborhood clean-ups. Programs are delivered in partnership with trusted local institutions, including the YMCA, Central Jersey Medical Center, the City of Perth Amboy and other key stakeholders.

Documented & Expected Outcomes: Advances community services, neighborhood stabilization, environmental stewardship, and social cohesion.

- Planning 6 monthly community meetings with a goal of 1,200 residents attending
- 4 arts and cultural events hosted in 2025 with 10 planned for 2026
- 3 community health screenings conducted in 2025

GATEWAY BUSINESS SUPPORT: PERTH AMBOY EATS

The Perth Amboy Eats initiative supports local restaurants and small food businesses by increasing visibility, attracting new customers, and strengthening the Gateway neighborhood's small business economy. As part of the Gateway revitalization strategy, the program encourages residents and visitors to dine locally and support Gateway-based businesses.

Participating restaurants receive professional marketing support through PerthAmboyEats.com, a centralized platform that showcases Perth Amboy's diverse culinary scene. The program provides digital promotion, photography, and online visibility at no cost, helping businesses reach new customers and drive foot traffic.

Documented & Expected Outcomes: Supports small business development, local entrepreneurship, and neighborhood economic vitality consistent with economic development activities.

- 7 Gateway eateries enrolled, with expansion underway with increased exposure to the surrounding communities.
- Goal is to enroll 14-15 by the end of 2026

SUMMARY

With three years of documented results and a defined plan for 2026, the Gateway Neighborhood Revitalization initiative demonstrates measurable progress across housing, economic opportunity, health, education, and community engagement. PARTNER tracks participation, outcomes, and community reach across all programs and provides transparent reporting to funders. Investments support scalable impact while remaining responsive to community-identified needs. Continued investment supports low- and moderate-income residents, and strengthens neighborhood stability.



The 2025 Fall Career Fair at Perth Amboy Magnet School welcomed 33 employers and 543 job seekers on September 23, 2025. This event highlights how the Gateway Neighborhood Collaborative connects residents with real employment opportunities.



Summer Concert Series, August 2025 at the Amphitheatre