

BASF, the world’s largest chemical company, is constructing and donating a 5.3-acre modern park with numerous amenities and over 350 trees and shrubs at a former industrial site in East Newark, NJ. This park will expand the public green space within East Newark by over 1,000%. The project can be considered as one of the first of its kind, serving as a blueprint for urban property redeployment and early natural resource restorations led by the private sector. The property is currently under construction, with an official ribbon-cutting ceremony on May 9th, 2025.



Meet the Team

- Douglas Reid-Green.....(Remediation)
 Karyllan Mack..... (Legal)
 Peter Bongiorno.....(Remediation)

Sharon Tucker.....(Remediation)
 Charlie Waltz.....(Real Estate)
 Theresa Magdits..... (Finance)
 Molly Birman.....(Communications)

Outcome

- 5 Acres of Urban Greenspace, including:
 - Forest
 - Pollinator Habitat
 - Rain Gardens
 - Scenic Overlook
 - Commercial and Gathering Plazas
 - Great Lawn
 - Boardwalk
 - Playground
 - Amphitheater
- \$1 million – USDA funded job training for Urban Arborists

Impact

- Reduced urban disparities associated with limited access to nature and climate change.
- Improved social, emotional, and physical wellness for residents, who may otherwise be facing barriers in education, health, and justice.
- Economic uplift for local businesses, traveling vendors, and property owners in East Newark.
- Ecological uplift for local wildlife, pollinators, endangered species, and migratory birds.
- Proof of concept for BASF to proactively pursue future NRD restoration opportunities.

These social, ecological, and economic impacts were assessed as part of a semester long project with multidisciplinary student teams from the Rutgers University Team Consulting Program. BASF has been proud to partner with Professor Douglas Brownstone and his students for six semesters.

