



Downtown Camden Master Plan Open House

November 12, 2024

camden  county



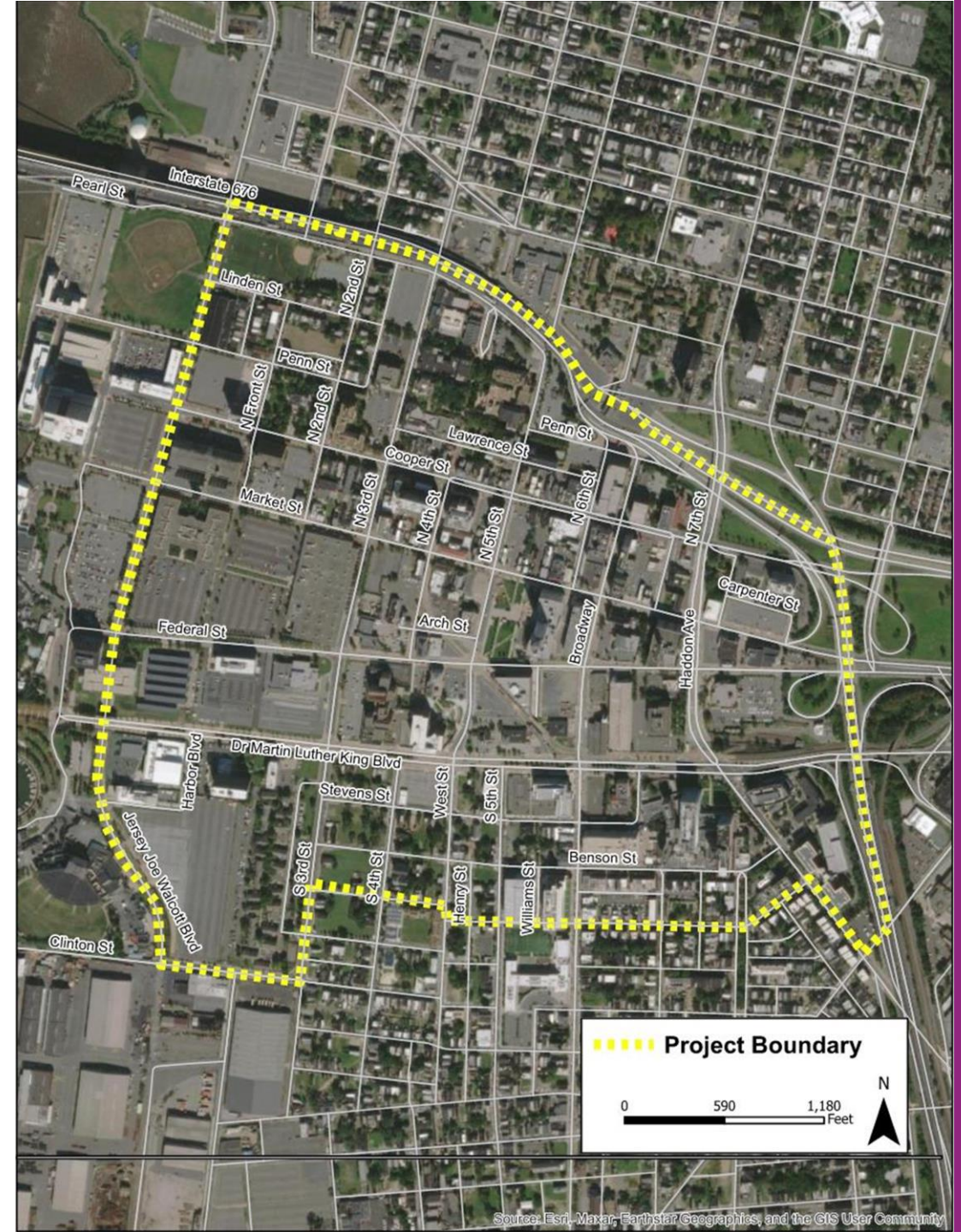
MEETING INFORMATION

- If you would like to ask a question or provide a comment during the Q&A period at the end of the presentation, please raise your hand and someone will assist you.
- Please visit the display boards outside the room and provide comments on the provided comment forms. Please leave your completed comment forms in the comment box at the sign-in table.
- Following today's meeting, comments regarding information presented today will be accepted until **December 6, 2024**.
 - For more information please visit:
<https://www.downtowncamdenmasterplan.com/>
 - How to reach us:
downtowncamdenmasterplan@stvinc.com

PROJECT OVERVIEW

Project Purpose:

- Develop a Master Plan with a vision for downtown Camden over the next 10 years
- Continue the momentum of recent downtown growth and development
- Develop a vision, goals, and objectives that align with public and stakeholder expectations
- Create a guide for decision making and promote continued economic investments



Master, Redevelopment, & Neighborhood Plans

Master Plan

- 20+ years
- A long-term vision for the City
- A unified framework for the City, developers, and residents to work together in improving the City
- Goals and strategies to systematically guide and coordinate the numerous development-related decisions made each year by the City

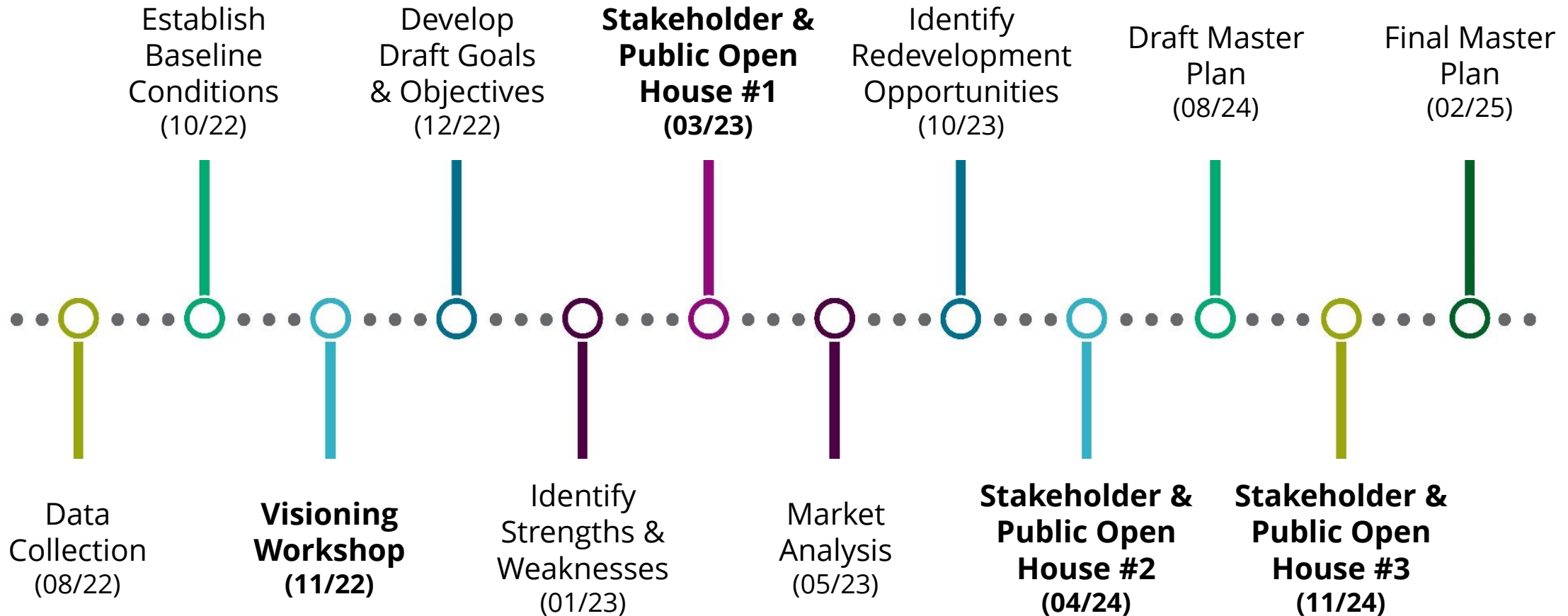
Redevelopment Plan

- 10-20+ years
- Consistent with the City's Master Plan
- Focuses on revitalizing underutilized or blighted areas within a municipality
- Often include rezoning and land use regulation changes
- Aims to attract private investment and stimulate economic growth

Neighborhood Plan

- 5+ years
- The City's Master Plan serves as the guiding document
- Addresses specific needs, opportunities, and challenges unique to a neighborhood
- Can serve as a basis for grant applications

PROJECT TIMELINE



OUTREACH



GET INVOLVED AT THE OPEN HOUSE MEETING

Downtown Camden Master Plan Camden, New Jersey

Tuesday, November 12, 2024 with two options for participating:



IN-PERSON, 6:00 pm to 7:00 pm
Joint Health Sciences Center
201 S. Broadway, Room 1046C
Camden, NJ 08103



VIRTUAL, 3:00 pm to 4:00 pm

REGISTER FOR EITHER OR BOTH MEETINGS
BY SCANNING THE QR CODE BELOW



If preferred, registration is available via phone by calling (610) 663-7048 or by emailing DowntownCamdenMasterPlan@stvinc.com

Camden County and the Rowan University/Rutgers-Camden Board of Governors are hosting an open house for the development of the **Downtown Camden Master Plan**. The purpose of this project is to develop a master plan for downtown Camden, NJ that serves as a guide for growth and development consistent with the vision and goals for the community. The purpose of this meeting is to solicit feedback on the draft master plan, which will be posted to the project's website on October 22, 2024. For more information and to review the draft master plan in advance of the meeting (starting October 22, 2024), please visit: www.downtowncamdenmasterplan.com

Attendees have the option to attend in-person or virtually and are asked to register in advance. **Both sessions will be held on Tuesday, November 12, 2024.** Please see the information above for how to register to attend. Special accommodations (translation/ interpretation) are reasonably available upon request.

If you plan to attend the open house in-person:

- A paid parking garage is located less than 500 feet from the Sciences Center and is in Cooper University Hospital on Stevens Street. The address of the garage is 571 Stevens Street, Camden, NJ 08103.
- The Sciences Center is less than 500 feet away from the NJ TRANSIT Walter Rand Transportation Center, which connects with Amtrak, SEPTA, PATCO and the Atlantic City Line.

Written comments will be accepted via comment cards at the open house, on the project website, and by email to DowntownCamdenMasterPlan@stvinc.com through **Friday, December 6, 2024.**

If you have questions regarding the project or need any accommodations for the meeting, please contact

DowntownCamdenMasterPlan@stvinc.com

Walking Instructions from Walter Rand Transportation Center

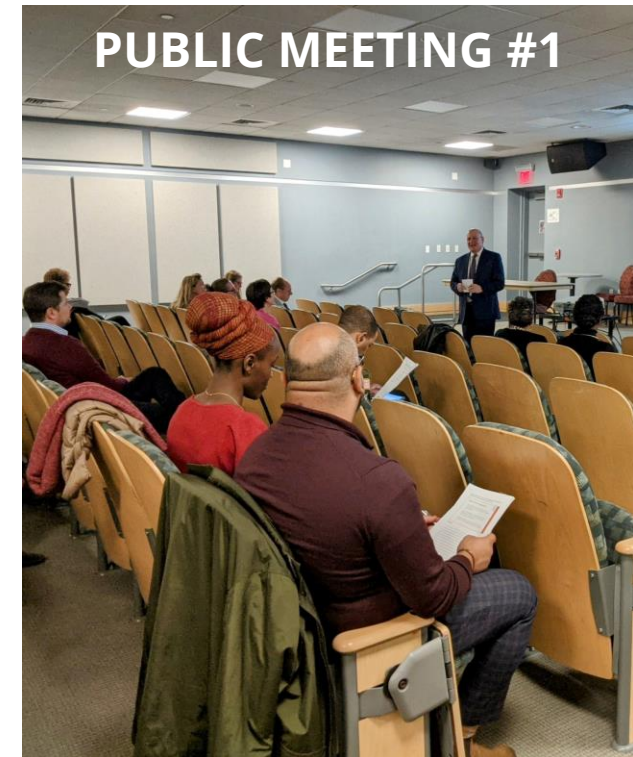
- The Joint Health Science Center is located across Martin Luther King Blvd. from Walter Rand.
- Head south on Broadway toward MLK Blvd.
 - The entrance to the building is on the corner of Broadway and MLK Blvd.



PUBLIC MEETING #2



VISIONING WORKSHOP



PUBLIC MEETING #1



PUBLIC MEETING #3 FLYER

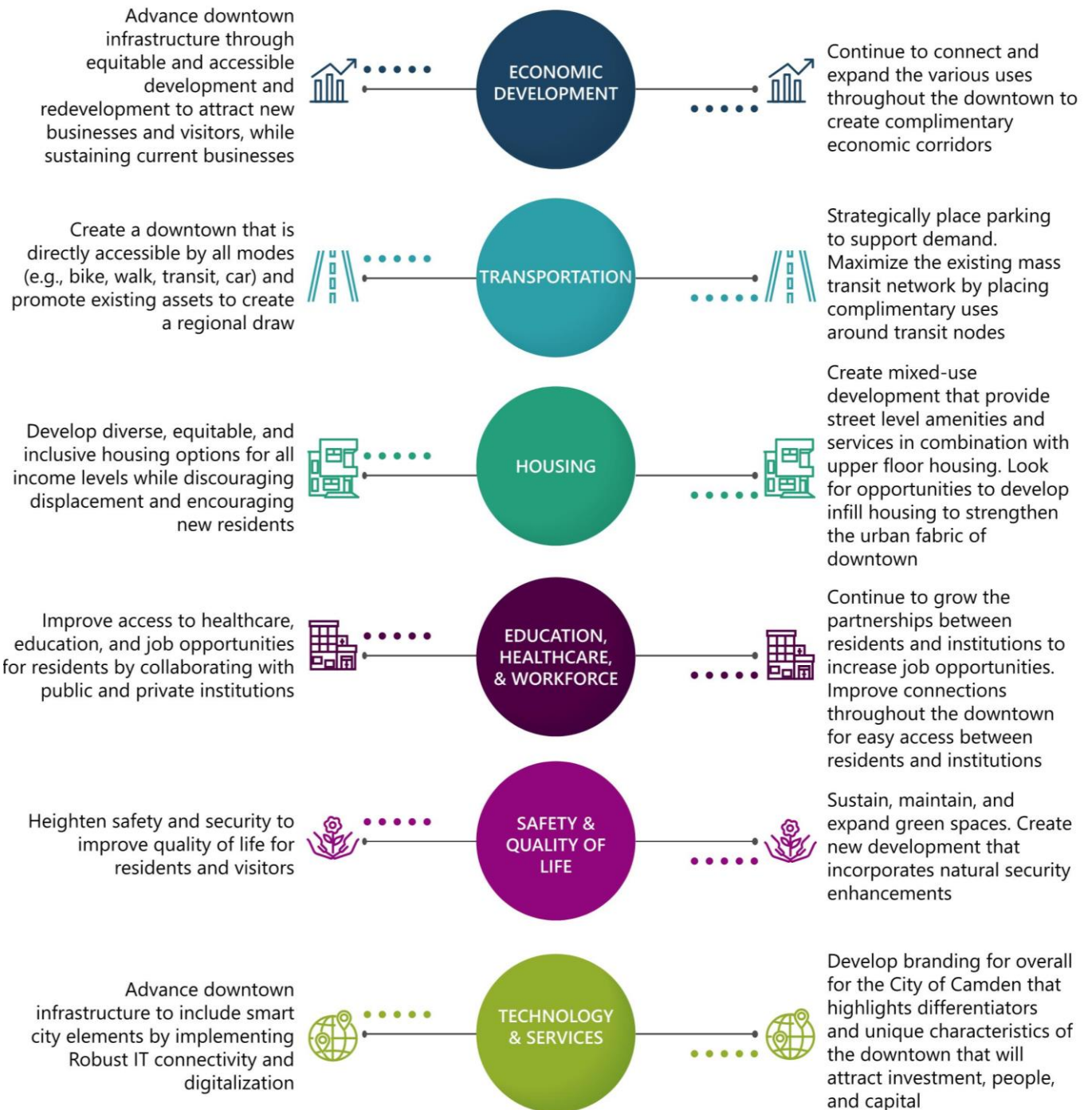
FINAL VISION STATEMENT

- To clarify the plan's purpose and guide recommendations, a Vision Statement was developed utilizing stakeholder and community input:

“PROMOTE DOWNTOWN CAMDEN AS A REGIONAL LEADER WHERE PEOPLE WANT TO LIVE, WORK, AND PLAY BY LEVERAGING OPPORTUNITIES TO CREATE GROWTH AND ECONOMIC DEVELOPMENT THAT IS VIBRANT, SAFE, AND EQUITABLE FOR EVERYONE”

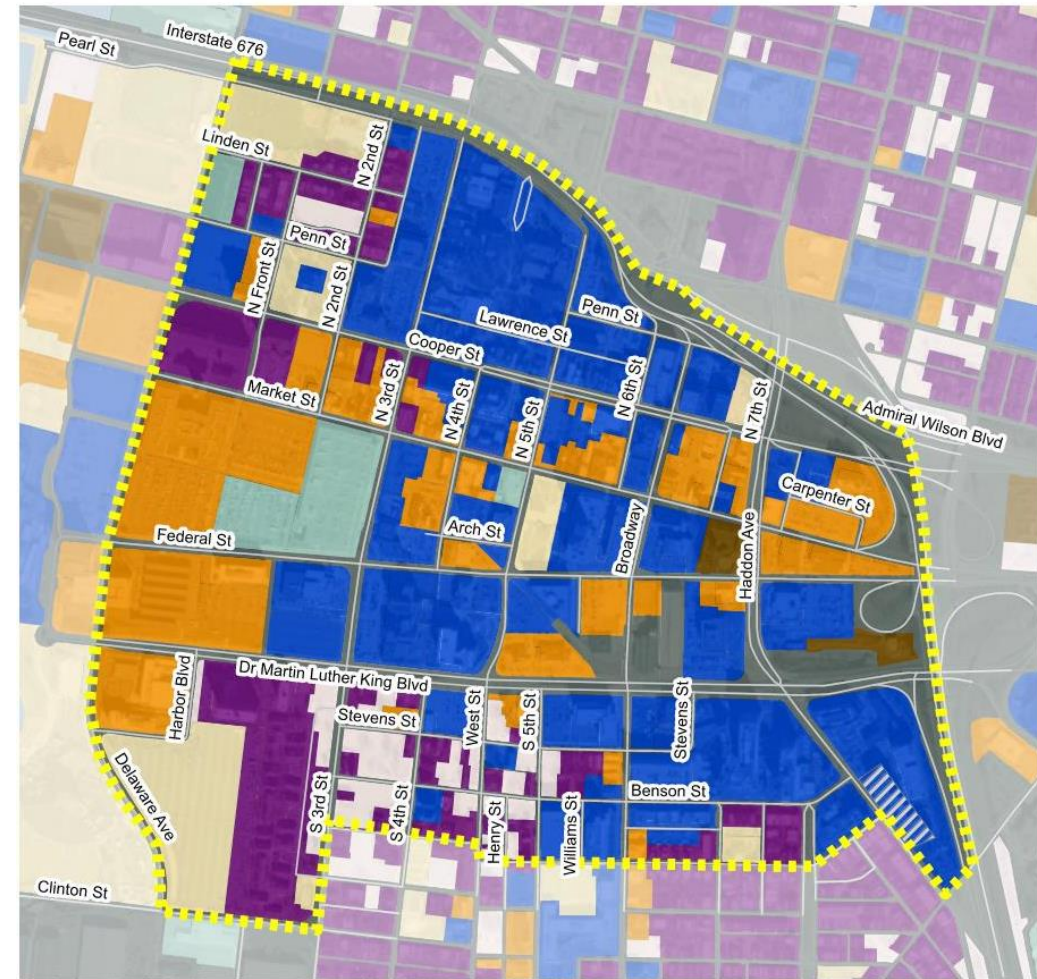
FINAL PROJECT GOALS & OBJECTIVES

- These planning goals and objectives were formed to be actionable and achievable while also considering the downtown community's desires over the lifespan of the Vision Statement



CAMDEN TODAY

- Redevelopment opportunities were identified using results from the following methods:
 - Review of Existing Studies and Plans
 - Downtown Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
 - Current State of Downtown Camden Infrastructure
 - Water Services
 - Sewer & Environmental Considerations
 - Roadway Network
 - Transit
 - Pedestrian/Bicycle Network
 - Current State of Downtown Camden
 - Zoning
 - Land Use
 - Parking Facilities



Source: DVRPC Land Use 2023 by Category; Camden County Open Data Portal; STV Incorporated 2024

Legend

Project Boundary	Agriculture	Mining	Utility
Roads	Commercial	Recreation	Water
	Industrial	Residential	Wooded
	Institutional	Transportation	
	Military	Undeveloped	



MARKET ANALYSES

Redevelopment opportunities were also identified through a comprehensive market analyses, which identified the following:

- Demographics



- Population:

- 6,641 people in 2020 (12% decline from 2016)
- Loss of youth (0-14 years)
- Growing early adult (15-24 years) and elderly (65+ years) populations



- Race & Ethnicity:

- Lost >0.25% of Hispanic residents since 2016
- Hispanic population grew in Camden overall, suggesting they are relocating from Downtown Camden for other parts of the City



- Income & Poverty Status:

- Median income of \$28,688 in 2020 (12% increase from 2016)
- 36% of households lived below the poverty line (down from 50% in 2016)

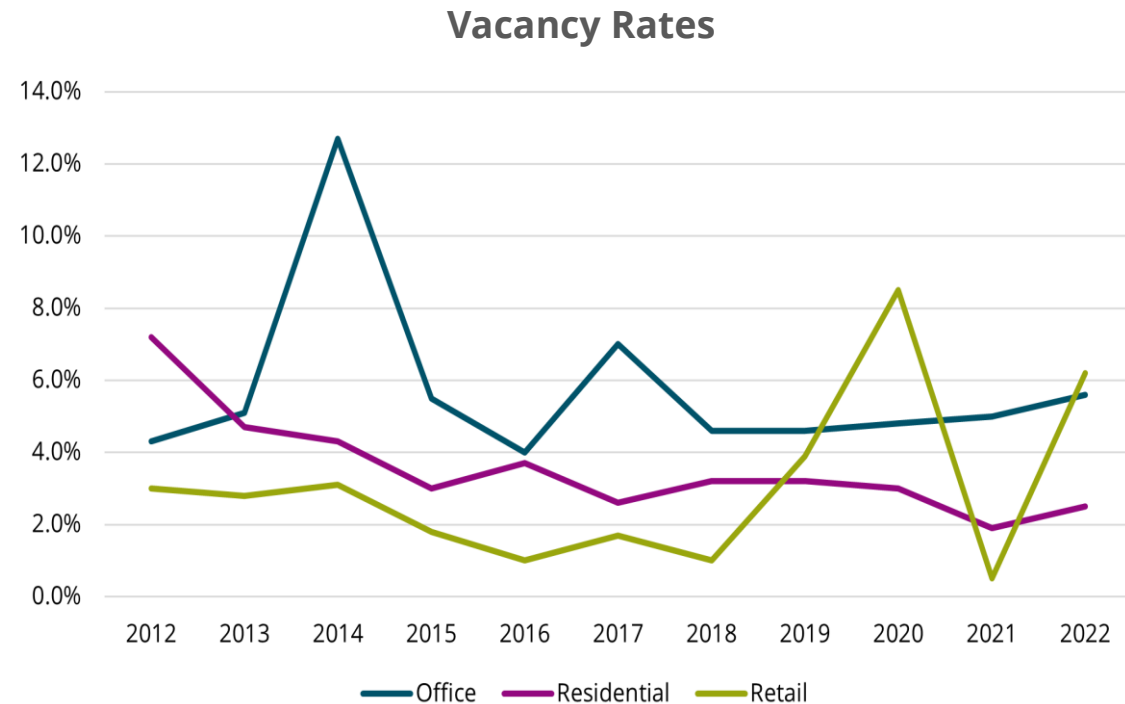


- Employment & Educational Attainment:

- Unemployment rate of 10% in 2020 (down from 20% in 2016)
- 66% do not attain degrees beyond high school (skills mismatch with “Eds and Meds” sector)

MARKET ANALYSES CONT.

- Sectoral & Employment
 - Three major employment sectors reflect key institutions:
 - Health Care and Social Assistance (Cooper University Health Care)
 - Public Administration (Camden City Hall & Camden County Justice Complex)
 - Educational Services (Rutgers Camden, Cooper Medical School, Rowan University, & Camden County College)
 - 2% of Downtown Camden's 20,458 jobs are held by Downtown Camden residents
 - 18% of Downtown Camden residents also work in Camden
- Retail & Real Estate
 - Offices are 2/3 of the 3.2 million total SF
 - Only offices saw net inventory growth over from 2012 to 2022
 - Declining residential vacancy rates indicate demand for housing
 - 46% of downtown institution employees said they would consider relocating if quality housing were available



Data sourced from U.S. Census LEHD 2020, ACS 2016-2020, CoStar, and Camden High Education and Healthcare Task Force.

MARKET ANALYSES CONT.

Development opportunities outlined below have been selected from interviews with stakeholders, the Camden Community Partnership's 2018 Economic Development Map, and desktop research

Residential	<ul style="list-style-type: none">• Demand for quality housing, both multifamily and single-family• Build off existing multifamily developments close to the riverfront• Conversion of vacant/abandoned buildings and infill on vacant/abandoned lots
Retail	<ul style="list-style-type: none">• Need for small retail spaces that are currently scarce within existing institutional campuses and less prioritized in mixed-use developments• Demand for specialty shops (such as coffee shops or home goods stores)• Pedestrianization and harmonization of campuses will create more foot traffic that supports greater retail development
Office	<ul style="list-style-type: none">• Tax breaks for companies that locate in Camden can incentivize new office development
Hospitality / Entertainment	<ul style="list-style-type: none">• Destination space along the river is attractive, but improving connectivity between Downtown Camden and the riverfront is necessary to allow the whole area to benefit from the riverfront activity
Institutional	<ul style="list-style-type: none">• Capital expansions at major institutions are ongoing, but harmonization of campuses with the existing streetscape and one another will improve connectivity and placemaking in Downtown Camden

OPPORTUNITIES FOR REDEVELOPMENT



Reconnect Streets: Restore severed street connections by reconfiguring superblocks to improve pedestrian, bicycle, and vehicular circulation



Overcome Barriers: Mitigate physical barriers surrounding the downtown that prevent residents from easily accessing the downtown, adjacent neighborhoods, and beyond



Revitalize Gateways: Enhance urban quality and experience at northern, southern, and eastern gateways



Activate Street Frontage: Improve streetwalls and street frontage along MLK Boulevard, Federal Street, Delaware Avenue, and North 3rd Street



Enhance Open Spaces: Develop and expand limited open spaces and parks



Reduce Impervious Surfaces: Address the high impervious surface coverage to improve environmental sustainability



Leverage Recent Investments: Capitalize on recent and planned investments for further development opportunities



Optimize Urban Grid: Utilize the compact urban grid within a 10-minute walk from City Hall for mixed-use redevelopment and leverage connections to the Delaware River



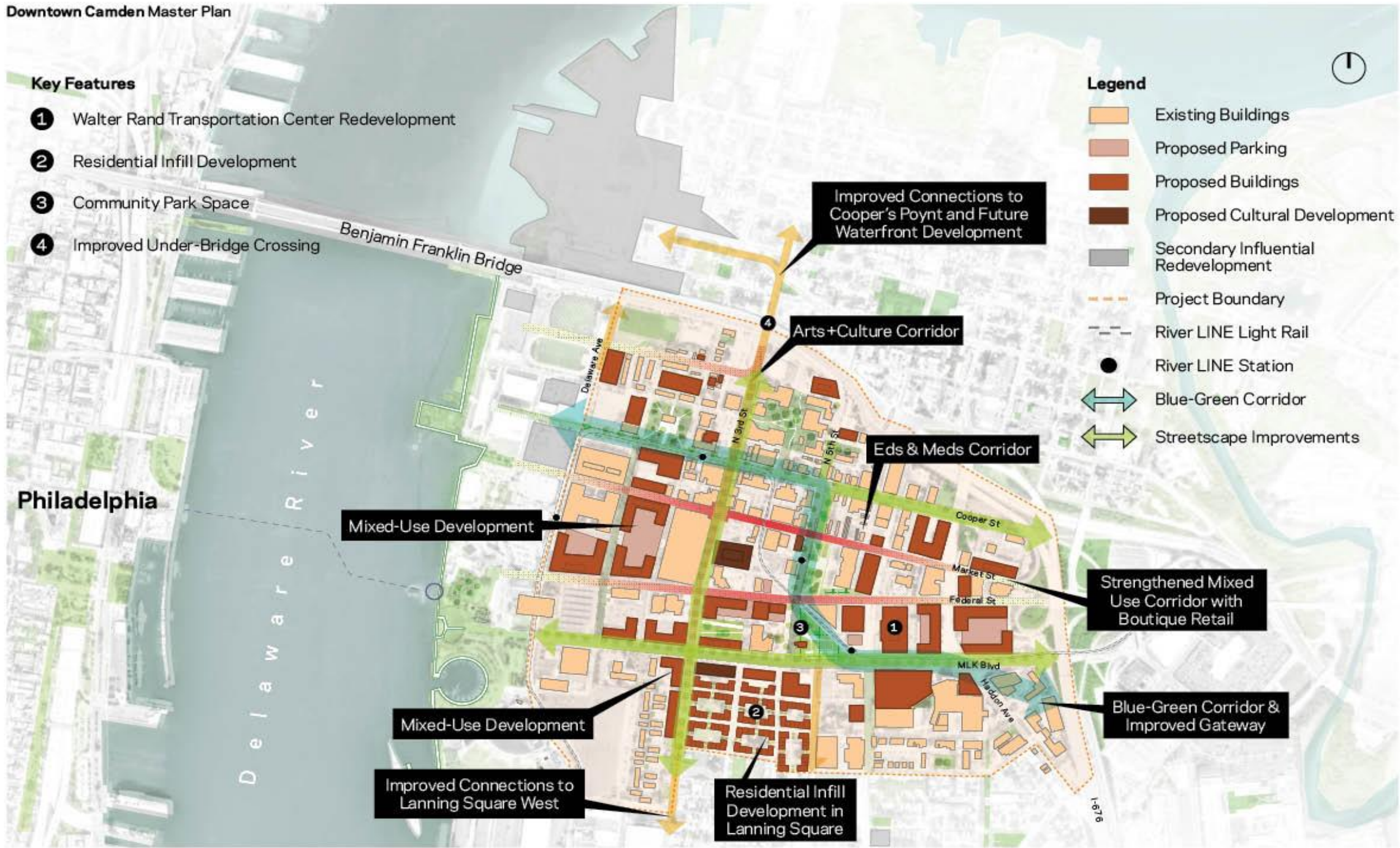
Maximize Sightlines: Enhance sightlines to landmarks, including Camden City Hall, Center City Philadelphia Skyline, and the Philadelphia Waterfront



Utilize Robust Transit Network: Leverage the existing transit network for diverse transport choices

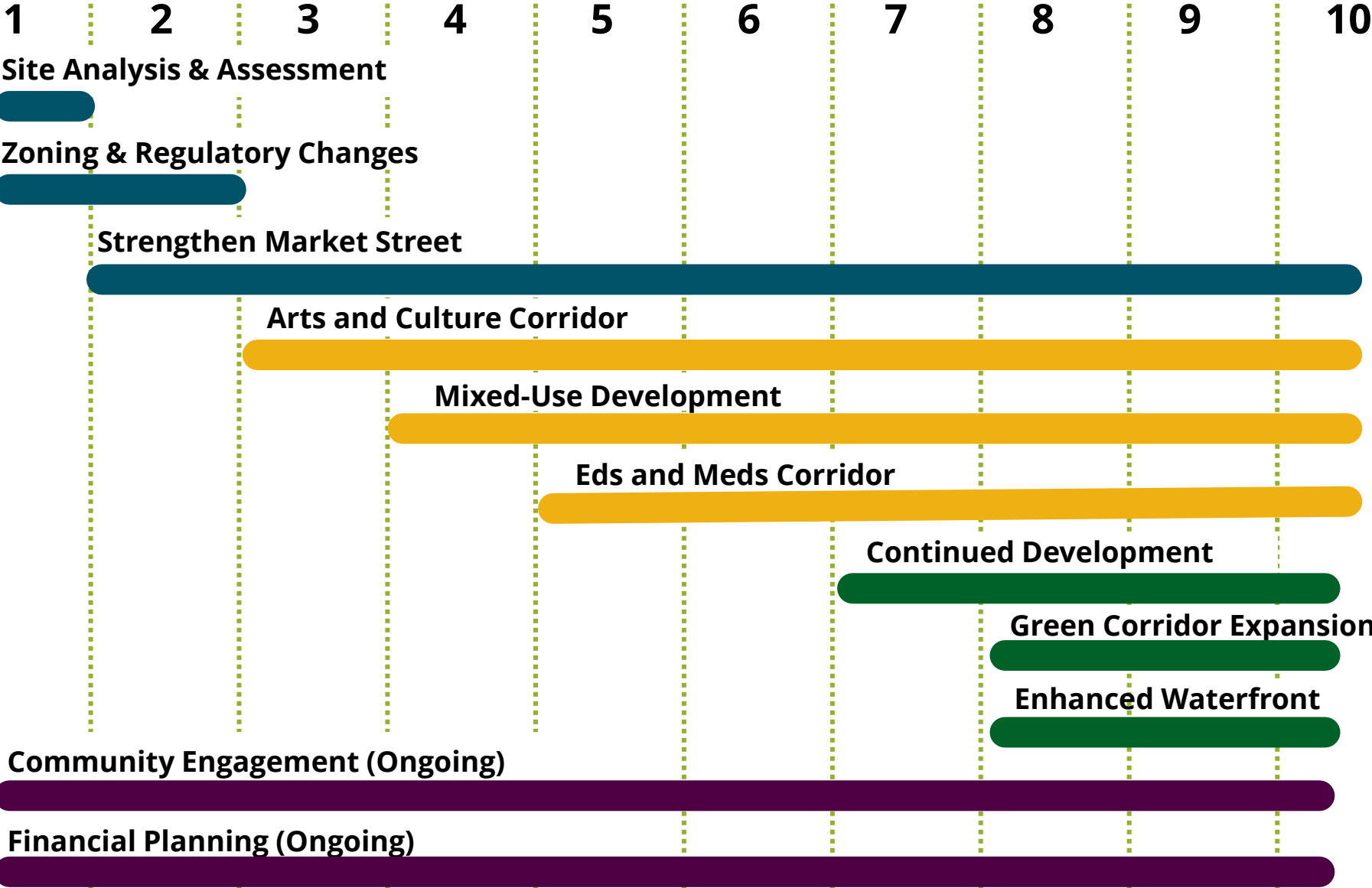


Promote Industry Clusters: Capitalize on emerging industry clusters, such as “Eds and Meds” nodes and waterfront culture and entertainment nodes



IMPLEMENTATION PLAN

YEAR



PROJECT NEXT STEPS

- October 22, 2024 – December 6, 2024:
 - Comment period for draft Master Plan
- December 6, 2024 – January 2025:
 - Incorporate public feedback into draft Master Plan
- Early February 2025:
 - Submit a final Master Plan to Camden Planning Board that acts as a framework to shape the future of Downtown Camden, sustains recent growth, and improves quality of life for residents

QUESTIONS? COMMENTS?

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