

# CAMDEN, NEW JERSEY



the neighborhoods of  
**EAST CAMDEN**  
CULTIVATING COMMUNITY



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Camden City population 77,344  
 East Camden population 20,679

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Population	Camden City	East Camden
• African-American	48%	30%
• Latino	47%	59%
• Foreign-born	14%	24%

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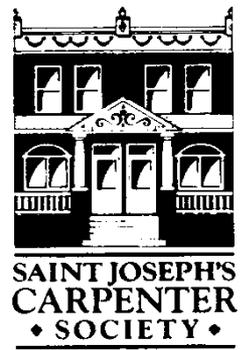
Camden City housing vacancy 13.7%  
 East Camden housing vacancy 8.8%

Survey of East Camden residents

- 2/3 of renters would buy a house in East Camden
  - 2/3 of homeowners have owned their house for over 10 years
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Camden City High School Graduation Rate 62%  
 Camden City Unemployment Rate 19.3% (Camden County: 9.2%, NJ State: 7.8%)  
 Camden City Median Income \$27,027 (Camden County: \$60,976, NJ State: \$69,811)





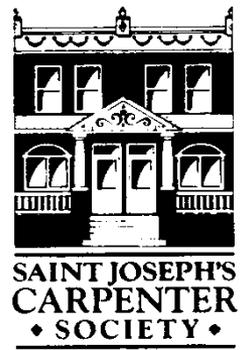
## **Housing Rehabilitation and New Construction**

**Created over 960 units of housing  
( $\frac{2}{3}$  homeownership,  $\frac{1}{3}$  rental)**

**Decrease vacancy rate**

**Increase homeownership rate**



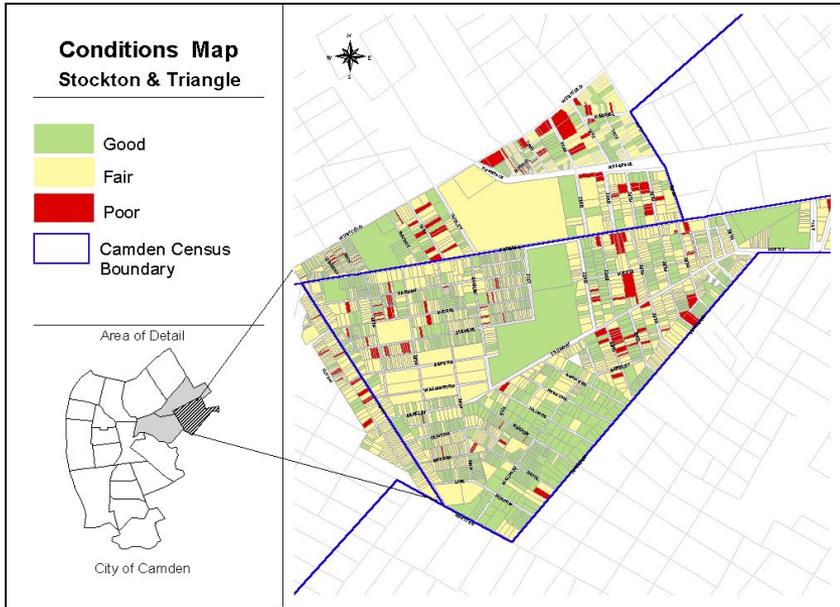
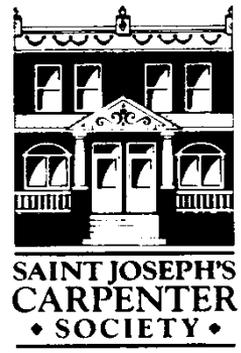


## Education

**Campbell Soup Homeowner  
Academy**

**Home Maintenance Class  
Workshops**

**84% homeowner retention rate  
4% foreclosure rate**



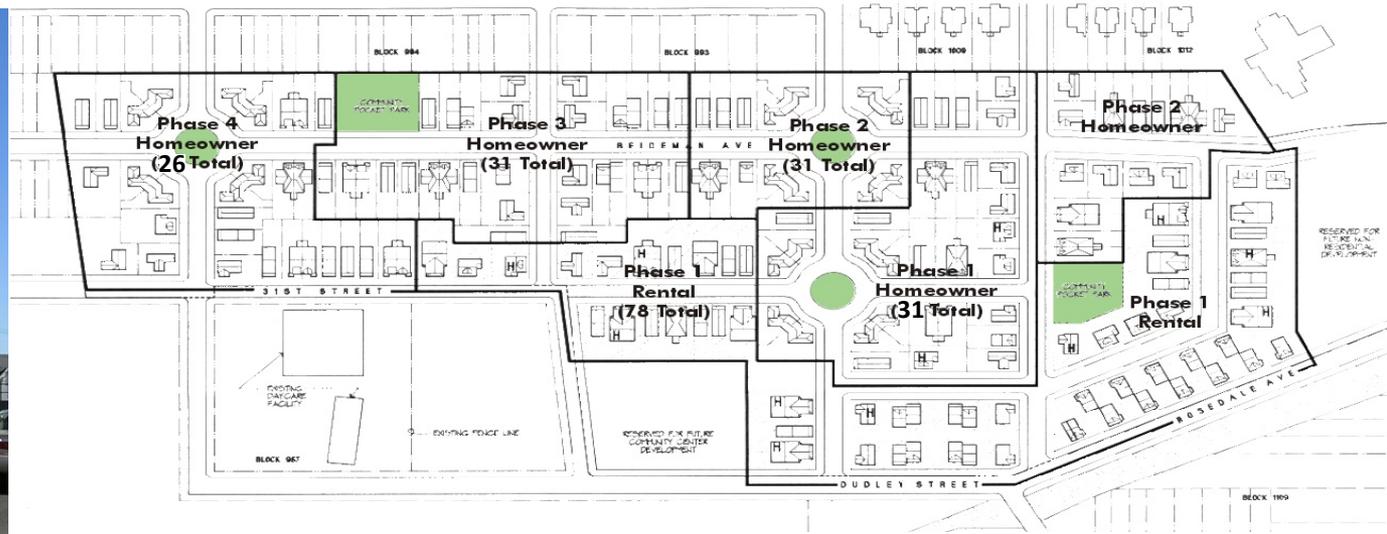
## Community Engagement

### Good Neighbors

Community Surveys & Targeting

Community Interaction





# BALDWIN'S RUN

- 119 on-site homeownership
- 100 off-site homeownership
- 151 on-site rental
- 123 off-site rental







Catto Elementary School and  
Boys & Girls Club  
and  
Dudley Elementary School



# River Line Station and Public Transit



Existing 36<sup>th</sup> Street River Line Station



Federal Street Commercial Corridor



# My East Camden Neighborhood Plan

## East Camden NRTC Plan

## East Camden Marketing Plan

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Regional Plan Association



# East Camden Neighborhoods - Study Area

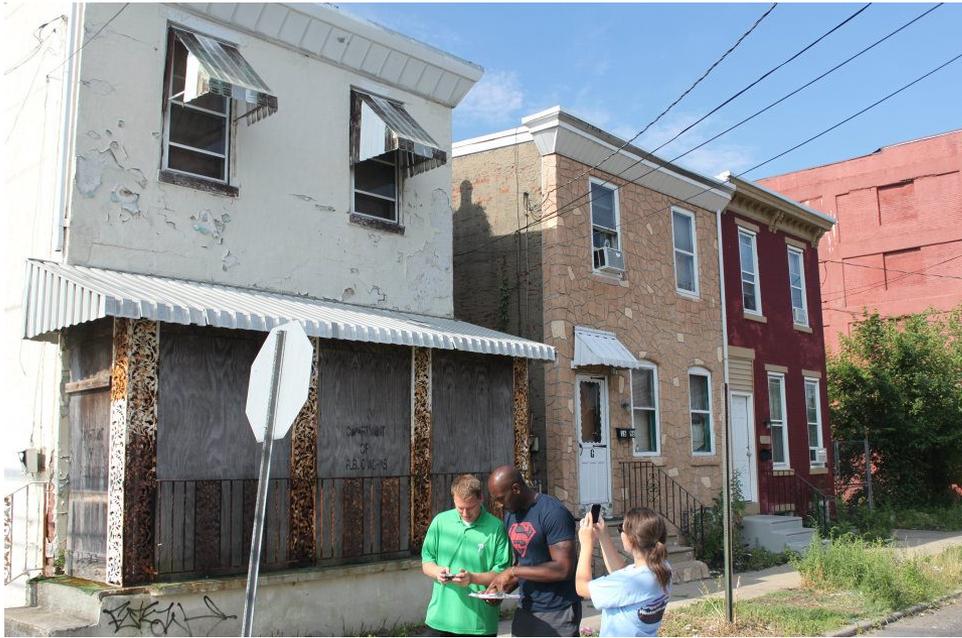


**Legend**  
Study Area

Rosedale  
Dudley  
Stockton  
Marlton

0 0.25 0.5 Miles





Property Surveys



Resident Surveys



Retail Surveys

# East Camden Neighborhood - Property Survey

## Land Use

- Residential - Single Family
- Residential - Multifamily
- Mixed Commercial/Residential
- Commercial
- Industrial
- Institutional
- Open Space
- Vacant

East Camden  
Rail Line and Station

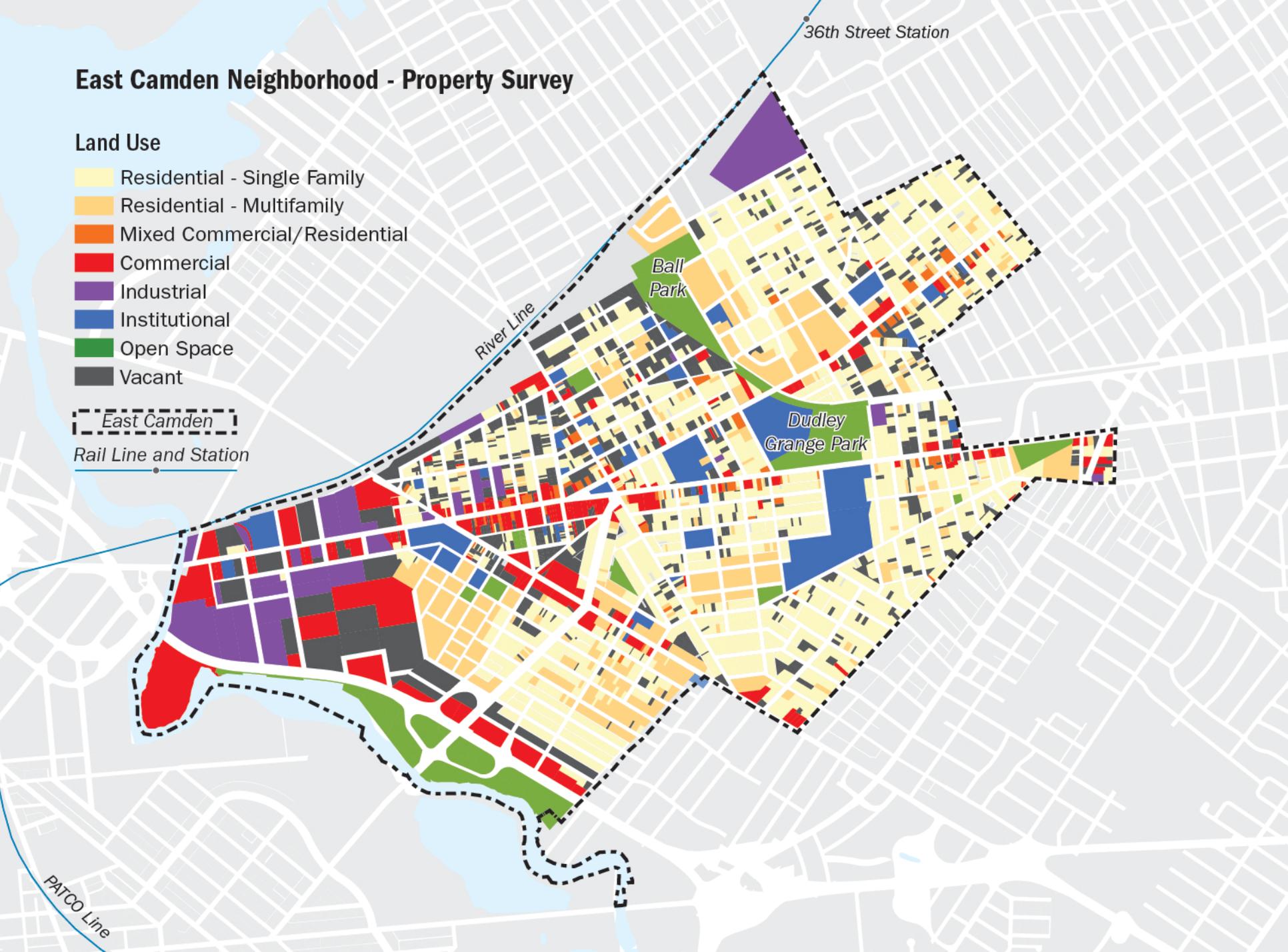
36th Street Station

River Line

Ball  
Park

Dudley  
Grange Park

PATCO Line

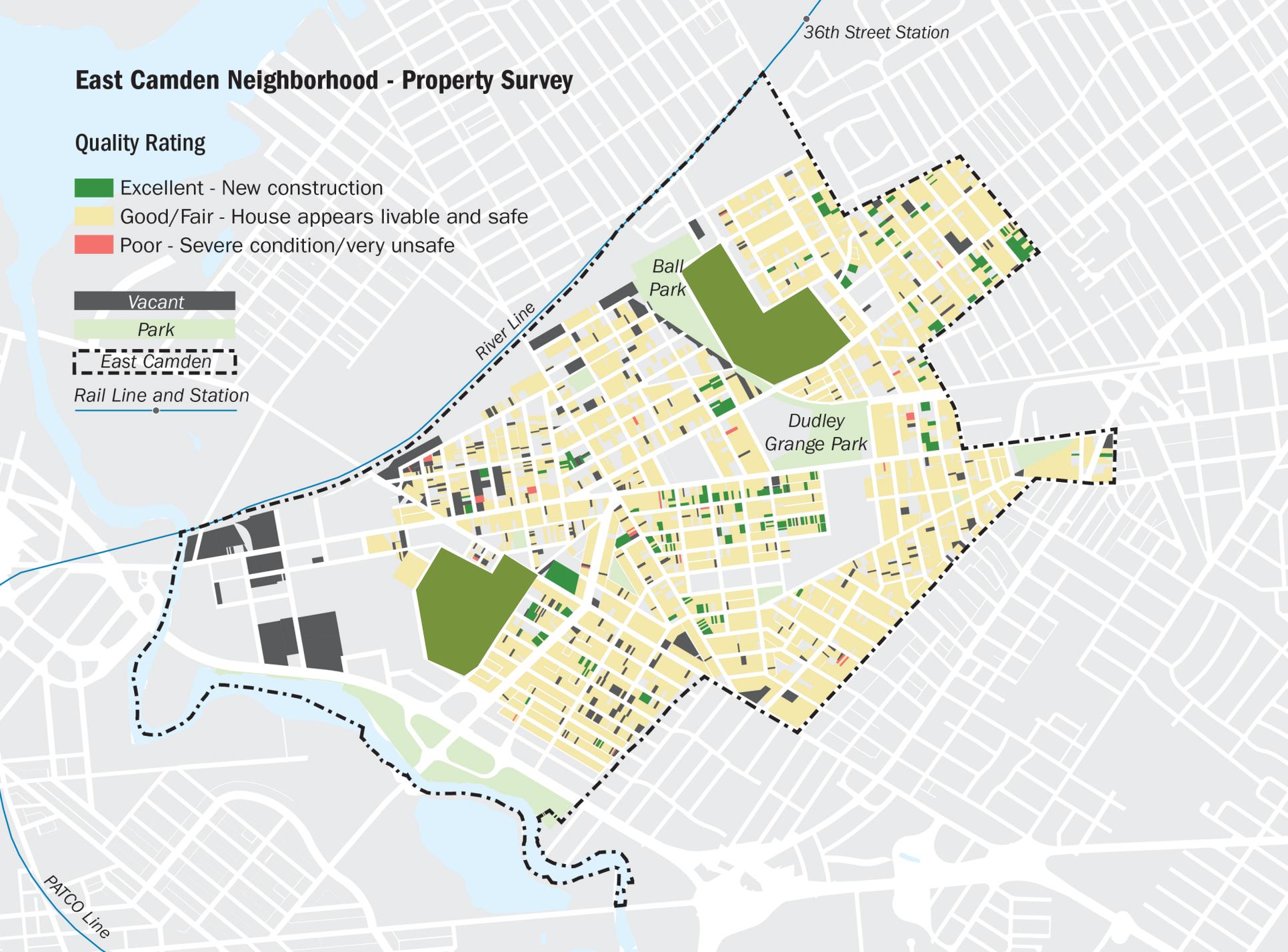


# East Camden Neighborhood - Property Survey

## Quality Rating

- Excellent - New construction
- Good/Fair - House appears livable and safe
- Poor - Severe condition/very unsafe

- Vacant
- Park
- East Camden
- Rail Line and Station



# East Camden Neighborhood - Commercial Survey

## Business Type

- Retail
- Service
- Retail/Service
- Vacant

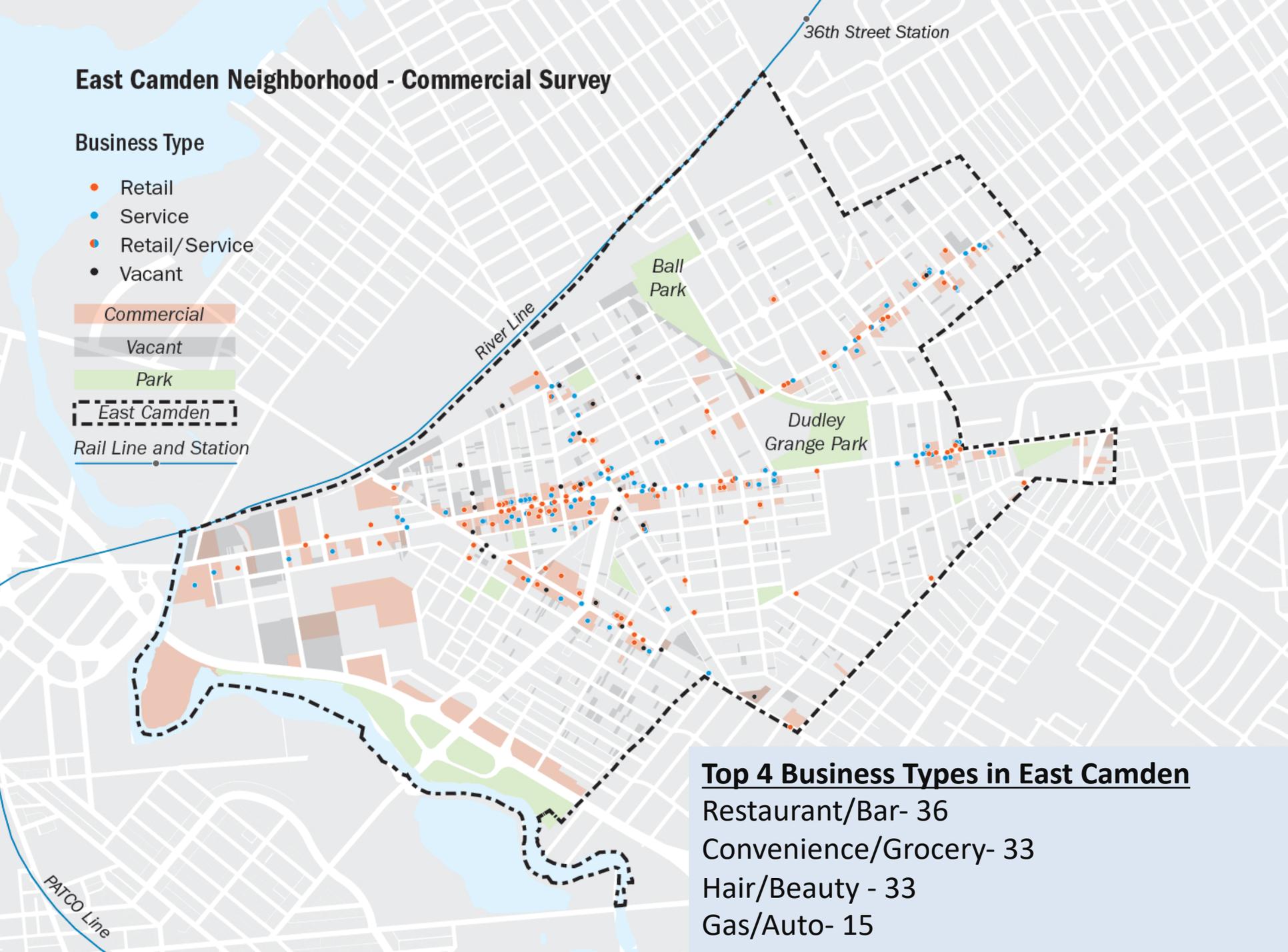
Commercial

Vacant

Park

East Camden

Rail Line and Station



## Top 4 Business Types in East Camden

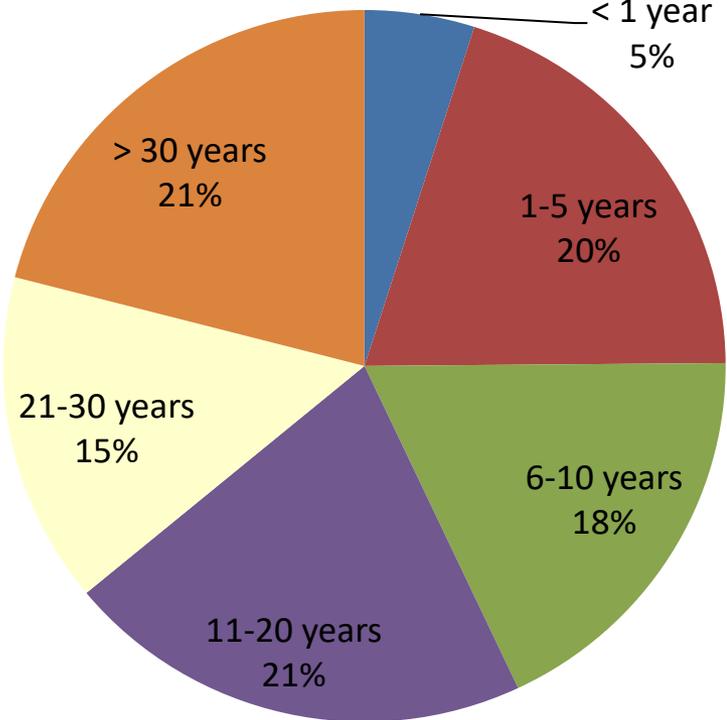
Restaurant/Bar- 36

Convenience/Grocery- 33

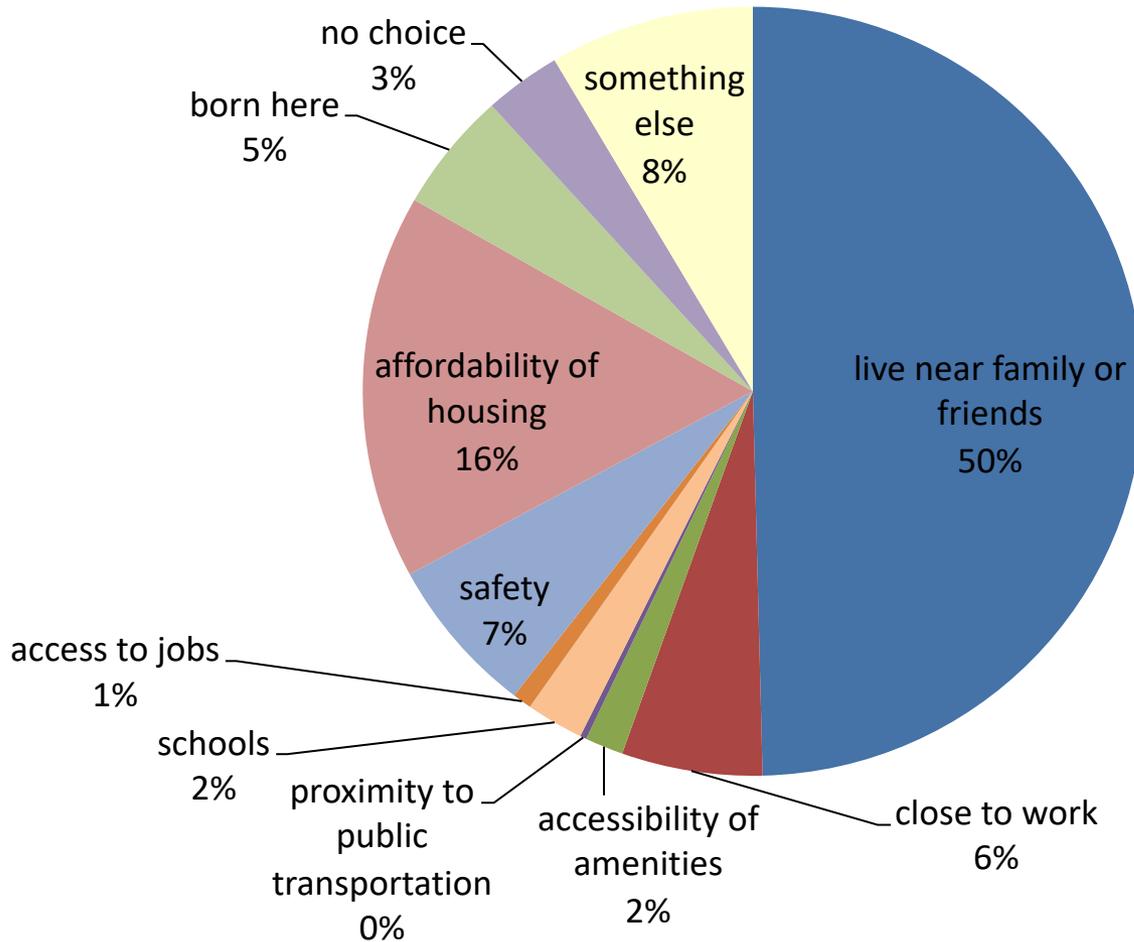
Hair/Beauty - 33

Gas/Auto- 15

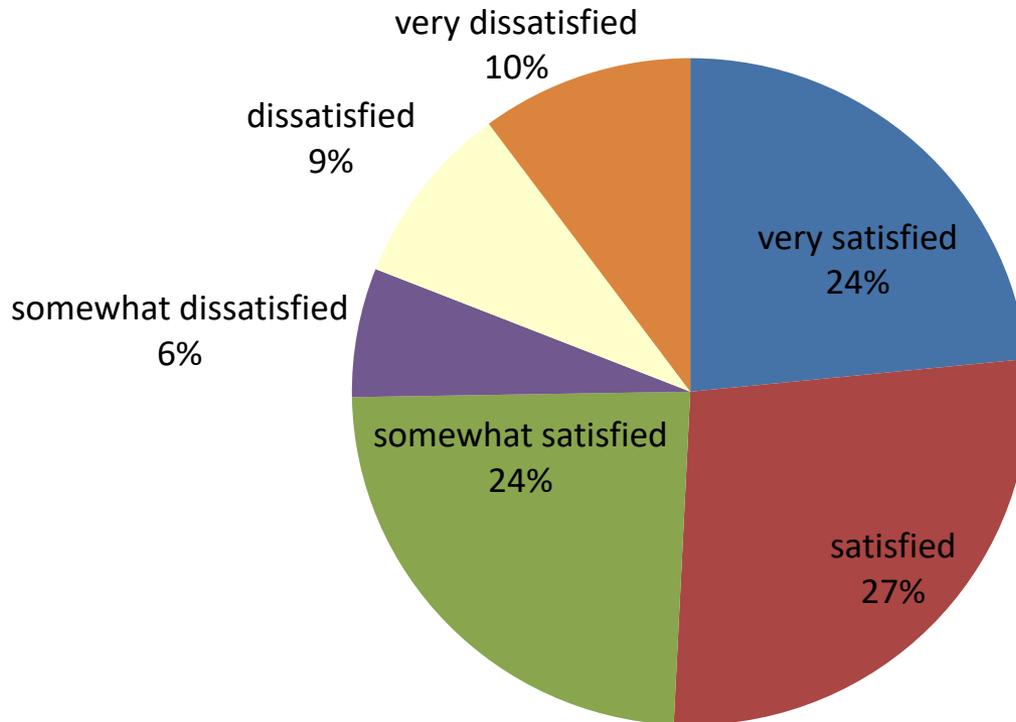
# How long have you lived in the community?



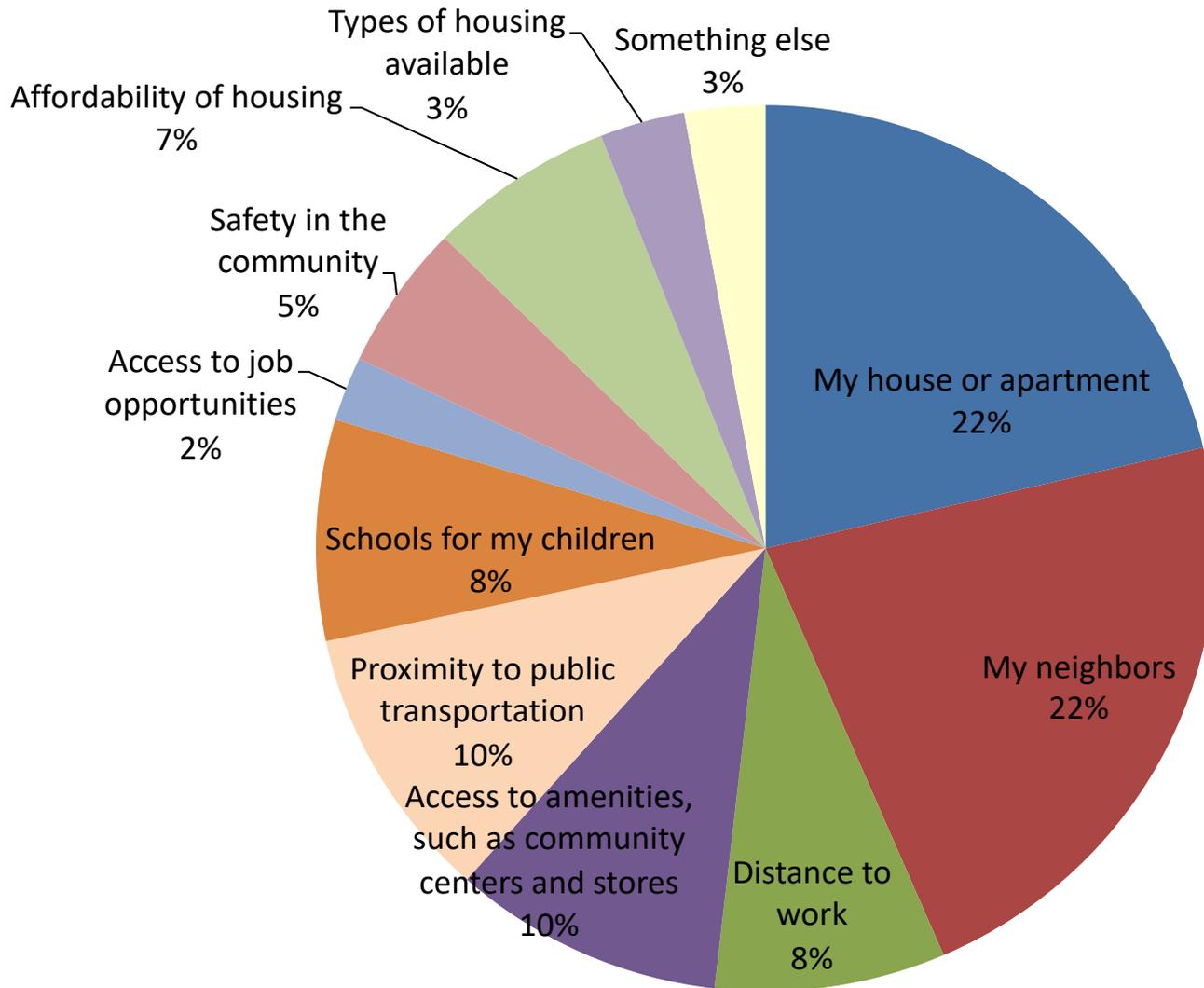
# What was the main reason you chose to live here?



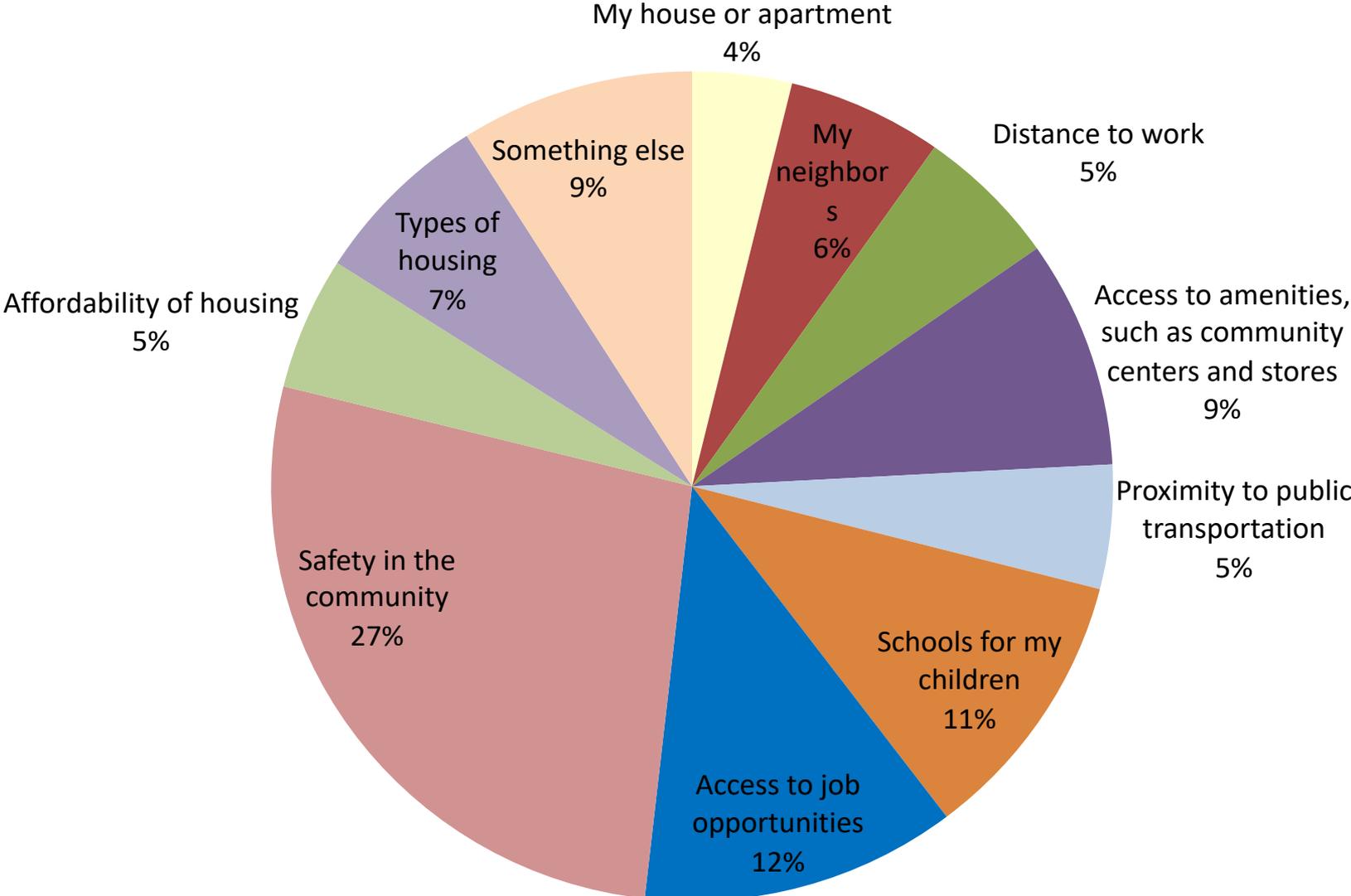
# Overall, considering everything, how satisfied would you say you are living in this community?



# What are the things that you like best about living in this community?



# What are the things that you like least about living in this community?



## BUSINESSES Empresas

Please place two dots. Por favor, coloque dos puntos.  
This community needs more...  
Esta comunidad necesita más...

 Grocery Stores Bodegas	 Medical Service Centers Centros de servicios medical
 Pharmacies Farmacias	 Laundromats and Dry Cleaners Lavandería y Tintorería
 Banks Bancos	 Childcare Service Centers Centros de cuidado infantil/ guarderías
 Book, Music, and Hobby Stores Tiendas de libros y música y pasatiempos	 Restaurants, Bars, and Clubs Restaurantes, bars, y clubs
 Clothing and Shoe Stores Tiendas de ropa y zapatos	<p>Have any additional thoughts? Share them with us on PAGE 4 of the comment booklet. Por favor, comparte reflexiones adicionales en la página 4 del boletín.</p> 

# Resident Input

- Open Houses
- Focus Groups:
  - residents
  - youth
  - businesses
- Booklets



### MY EAST CAMDEN

Neighborhood Plan  
Plan de vecindario

Comment Booklet  
Folleto de comentario



my east camden

**EAST CAMDEN**

live or work in East Camden? ¿Vive o trabaja en Camden?  
Vivo en East Camden  
Trabajo en East Camden  
Los Dos

**VISION/VISIÓN**

What is your one wish for East Camden? ¿Cuál es su deseo para East Camden?  
/ Mi deseo es ....

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**EAST CAMDEN'S YOUTH  
LOS JÓVENES DE EAST CAMDEN**

The input of children is important to this process as well. In the space below, we ask that your child DRAW what he/she likes BEST about East Camden. La contribución de los jóvenes es importante en este proceso. En el espacio abajo, le pedimos que su hijo dibuje lo que más le gusta sobre East Camden.

Identify what is drawn above.  
Identifique lo que se dibujó arriba:

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4
14

**What is MY EAST CAMDEN?** MY EAST CAMDEN is a stable neighborhood, a diverse and inclusive community, a safe and protected community, a neighborhood that values its young people, a neighborhood with employment centers, a cultural destination, and an integral part of the City of Camden.

My wish for East Camden is for it to be a safer place for youth.

My wish for East Camden is for it to unite as a whole community.

My wish for East Camden is for it to be a safer and clean.

I want East Camden to be a quiet and comfortable neighborhood.

I wish for a more united East Camden.



the neighborhoods of  
**EAST CAMDEN**  
CULTIVATING COMMUNITY



## 4 overarching goals:

- 1 Improve Neighborhood Conditions
- 2 Foster Commercial Revitalization and Economic Development
- 3 Improve Housing
- 4 Enhance Culture, Arts, Open Space, and the Public Realm



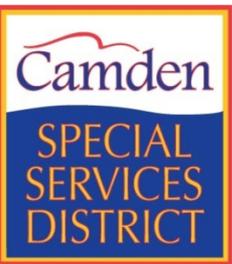
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## 4 new opportunity areas:

- 1 Transit-oriented development in industrial area with new light-rail station
- 2 Improve gateways
- 3 Enhance/Support commercial corridors
- 4 Promote use of parks and bike/transit





# Support Commercial Corridor



- Camden Special Services District clean and safe ambassadors, graffiti removal



# Neighborhood Stabilization



- Decorative Board-Up Program

# Community Building

- Community Building at the Spirit Building  
*with a gym, food co-op,  
library open to families*





# Job Training

- Green Jobs Training, Job Developer



# Promote Use of Parks

- Bike share: Bike4Life at Baldwin's Run
- Tree planting with NJ Tree Foundation
- Youth and community resident training
- Spoken word event with UrbanPromise
- Summer camp by YMCA
- Job development
- Youth and teen programming
- Community outreach



# Flavors of the Neighborhood

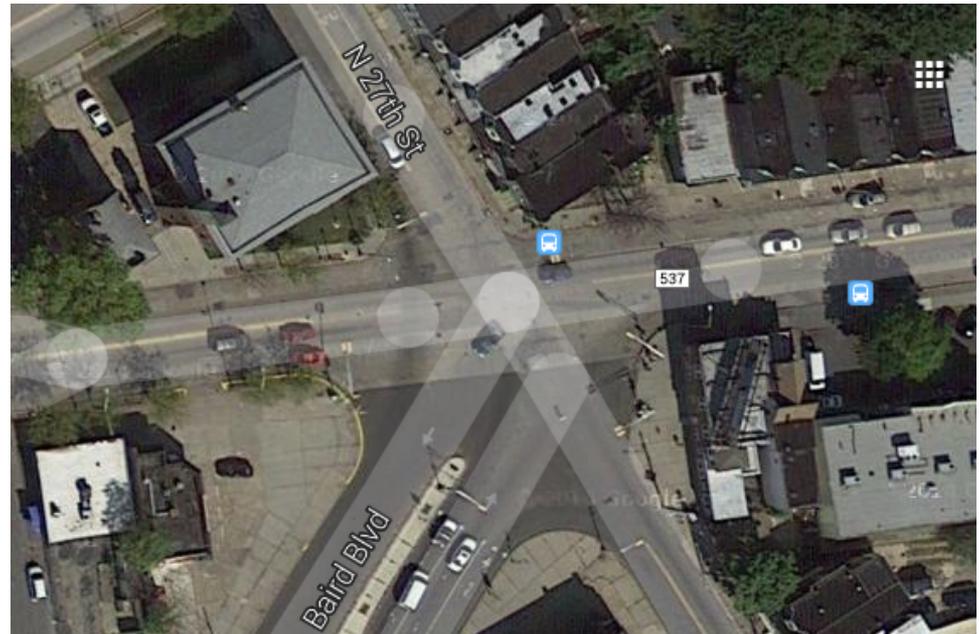
Street Fair featuring local restaurants

- San Lucas
- Los Playeros
- El Payaso
- Latin American Restaurant
- Reggae Grill
- Lupitas Pizzeria
- Pho Tan Phat



# Gateway Enhancements

- Gateway Enhancements
  - Baird Boulevard intersection
  - Commercial Corridor marketing and improvements



# Acquisition of Vacant Homes

- Rehabbed Housing from houses acquired in partnership with the City through the Abandoned Properties Act





# Reuse of Vacant Lots

- New Homes on vacant lots and infill



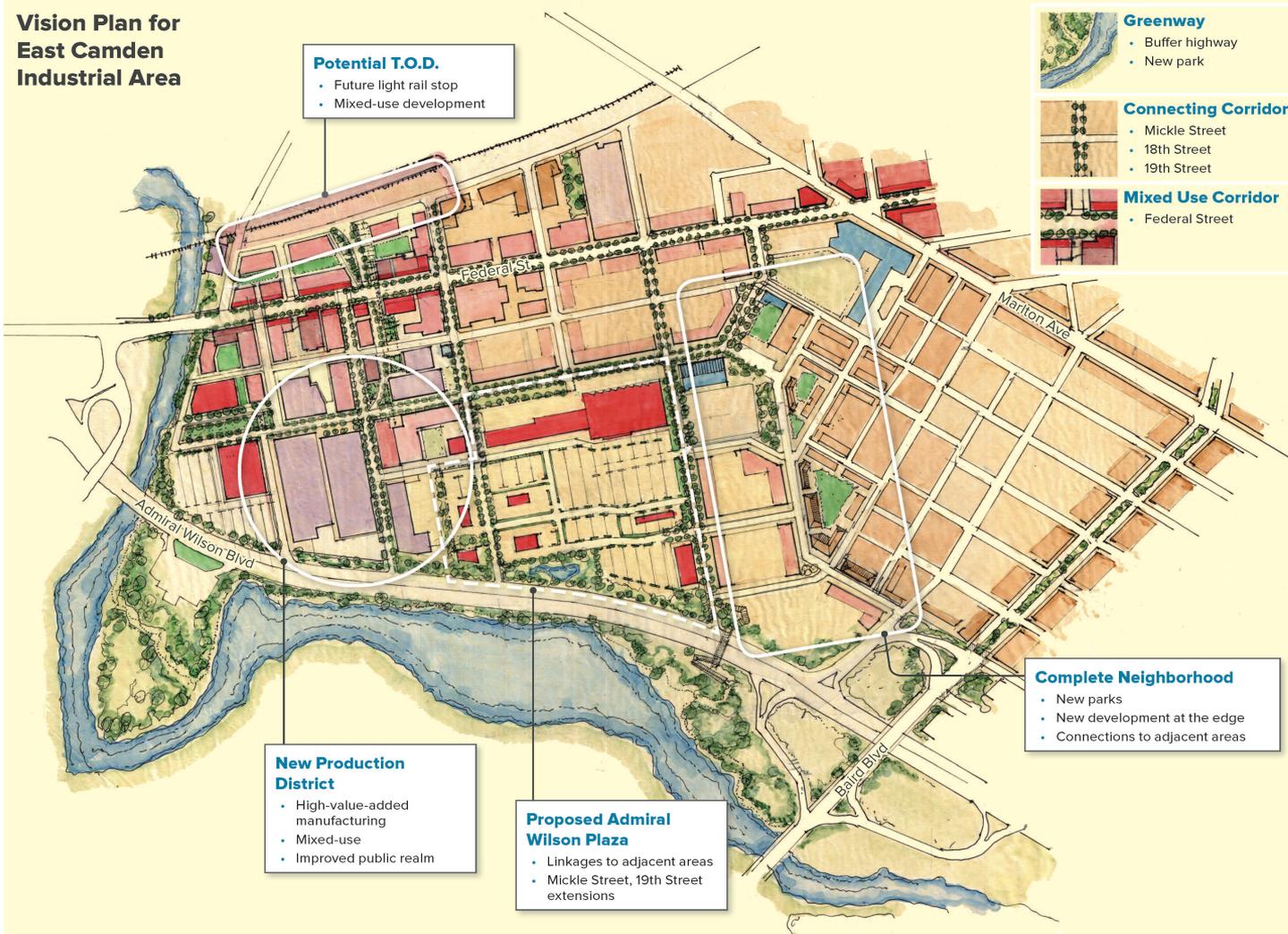
# Health Fair & Taste of East Camden

- Health Fair with 44 vendors
- Food from 13 restaurants
- Performances by 7 groups
- Kid Zone



# New Transit Station and Development

## Vision Plan for East Camden Industrial Area



### Potential T.O.D.

- Future light rail stop
- Mixed-use development

### New Production District

- High-value-added manufacturing
- Mixed-use
- Improved public realm

### Proposed Admiral Wilson Plaza

- Linkages to adjacent areas
- Mickle Street, 19th Street extensions

### Greenway

- Buffer highway
- New park

### Connecting Corridors

- Mickle Street
- 18th Street
- 19th Street

### Mixed Use Corridor

- Federal Street

### Complete Neighborhood

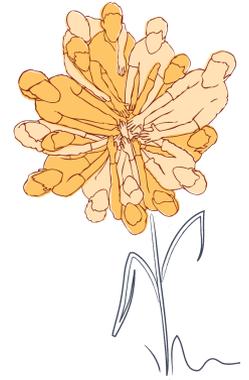
- New parks
- New development at the edge
- Connections to adjacent areas

• New ShopRite development planned at Proposed Admiral Wilson Plaza

• Gateway to East Camden and Cramer Hill neighborhoods

• Light industrial opportunities along Federal Street that back up to rail lines and also extend down to Admiral Wilson Boulevard

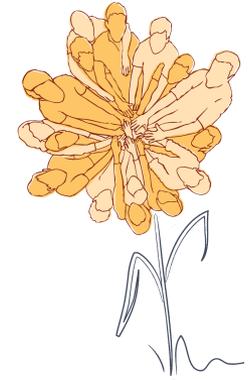
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