

CAMDEN, NEW JERSEY



the neighborhoods of
EAST CAMDEN
CULTIVATING COMMUNITY



CAMDEN, NEW JERSEY



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

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

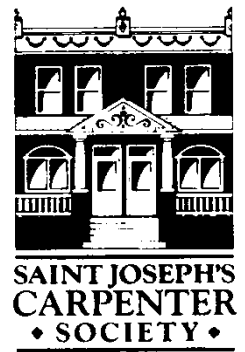
| | |
|-----------------------------|-------|
| Camden City housing vacancy | 13.7% |
| East Camden housing vacancy | 8.8% |

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
-

| | | |
|---|----------|---|
| 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) |





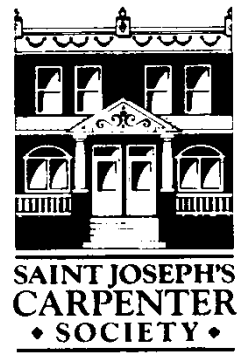
Housing Rehabilitation and New Construction

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

Decrease vacancy rate

Increase homeownership rate

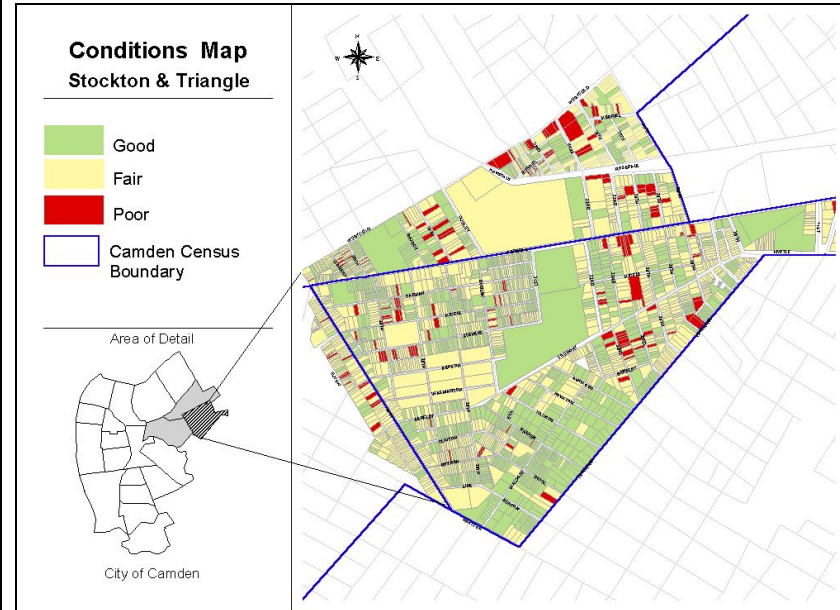
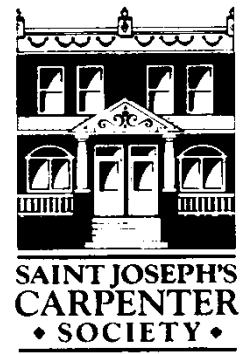




Education

**Campbell Soup Homeowner
Academy
Home Maintenance Class
Workshops**

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

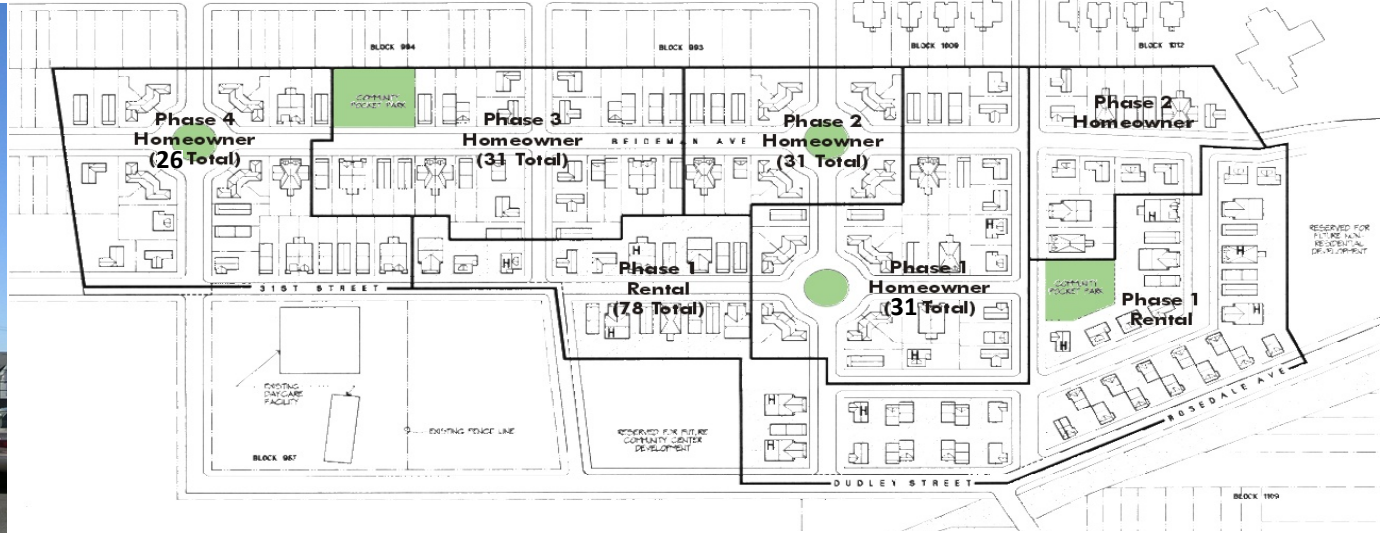


Community Engagement

Good Neighbors

Community Surveys & Targeting
Community Interaction

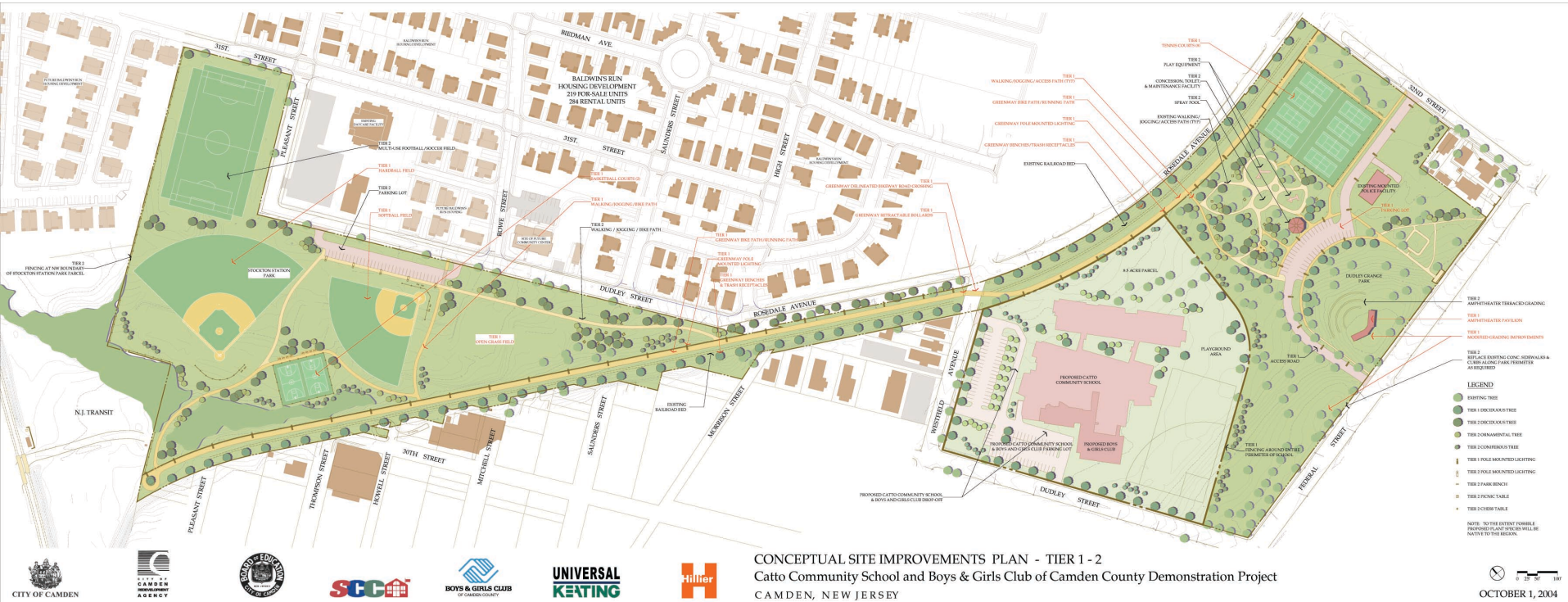




- 119 on-site homeownership
- 100 off-site homeownership
- 151 on-site rental
- 123 off-site rental



Stockton Park and Dudley Grange Park





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



River Line Station and Public Transit



Existing 36th Street River Line Station



Federal Street Commercial Corridor



My East Camden Neighborhood Plan

East Camden NRTC Plan

East Camden Marketing Plan




Regional Plan Association



East Camden Neighborhoods - Study Area



Legend

 Study Area

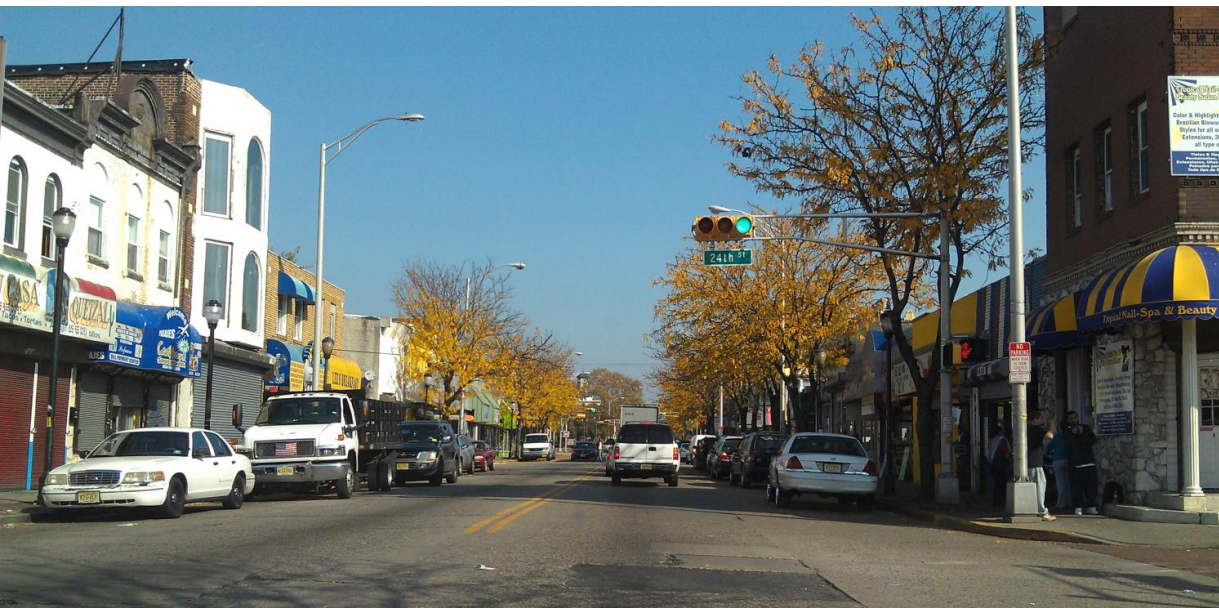




Property Surveys



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

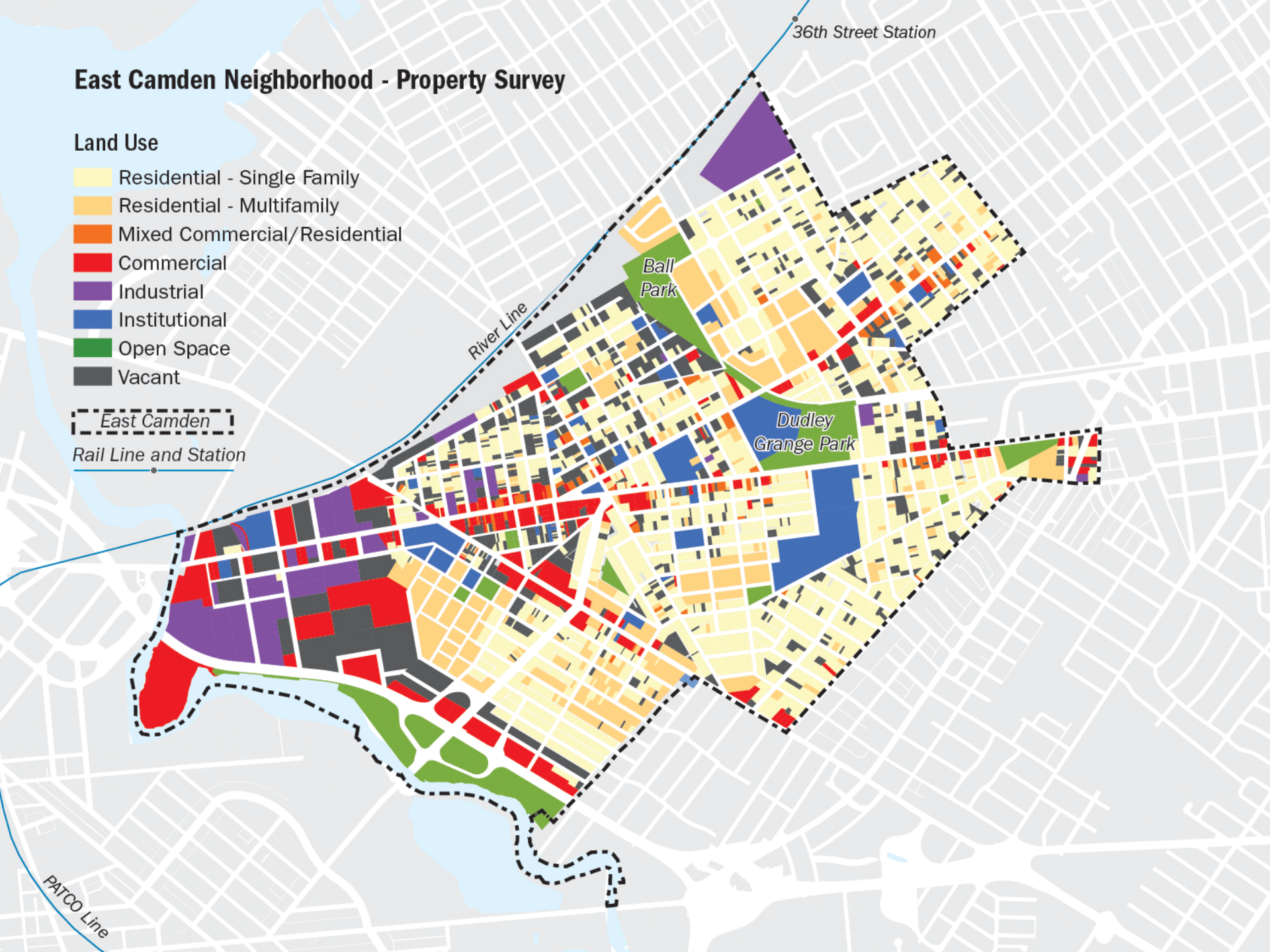
36th Street Station

River Line

Ball
Park

Dudley
Grange Park

PATCO Line



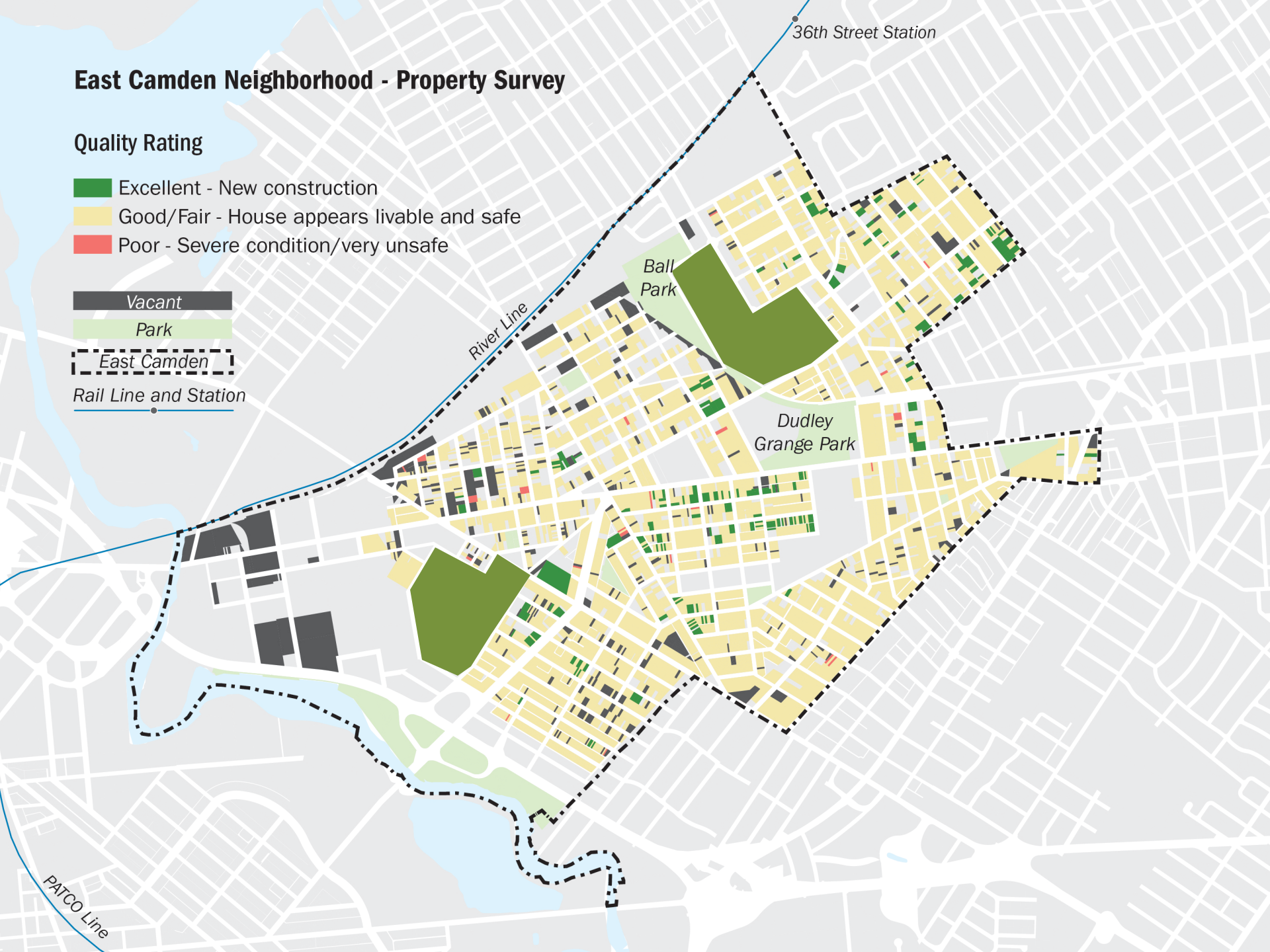
East Camden Neighborhood - Property Survey

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

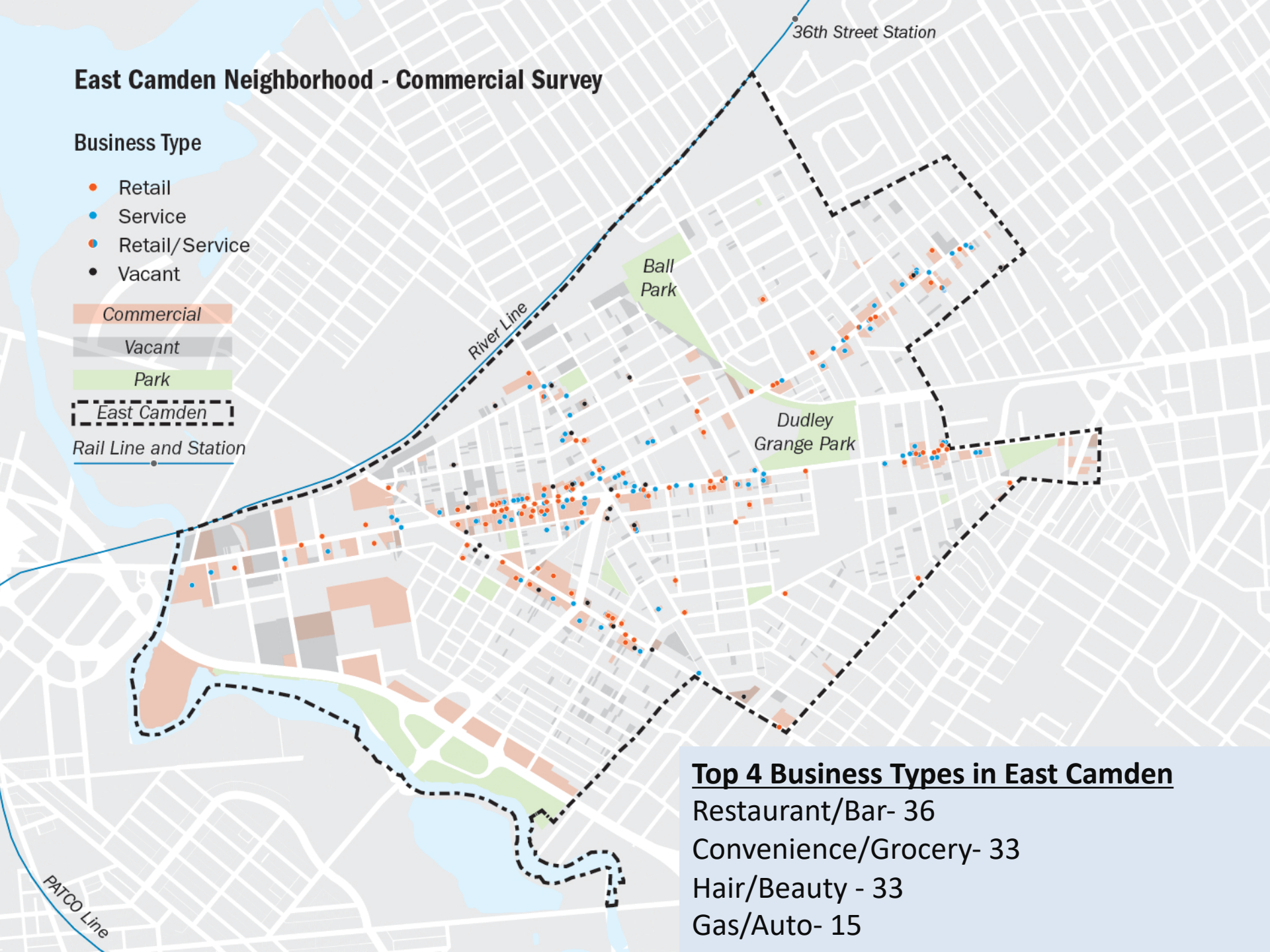
Commercial

Vacant

Park

East Camden

Rail Line and Station



Top 4 Business Types in East Camden

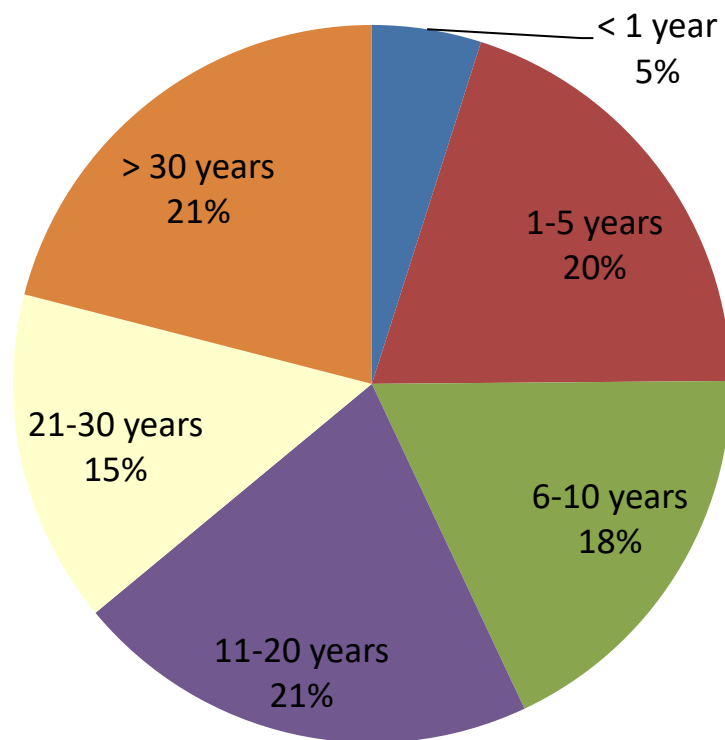
Restaurant/Bar- 36

Convenience/Grocery- 33

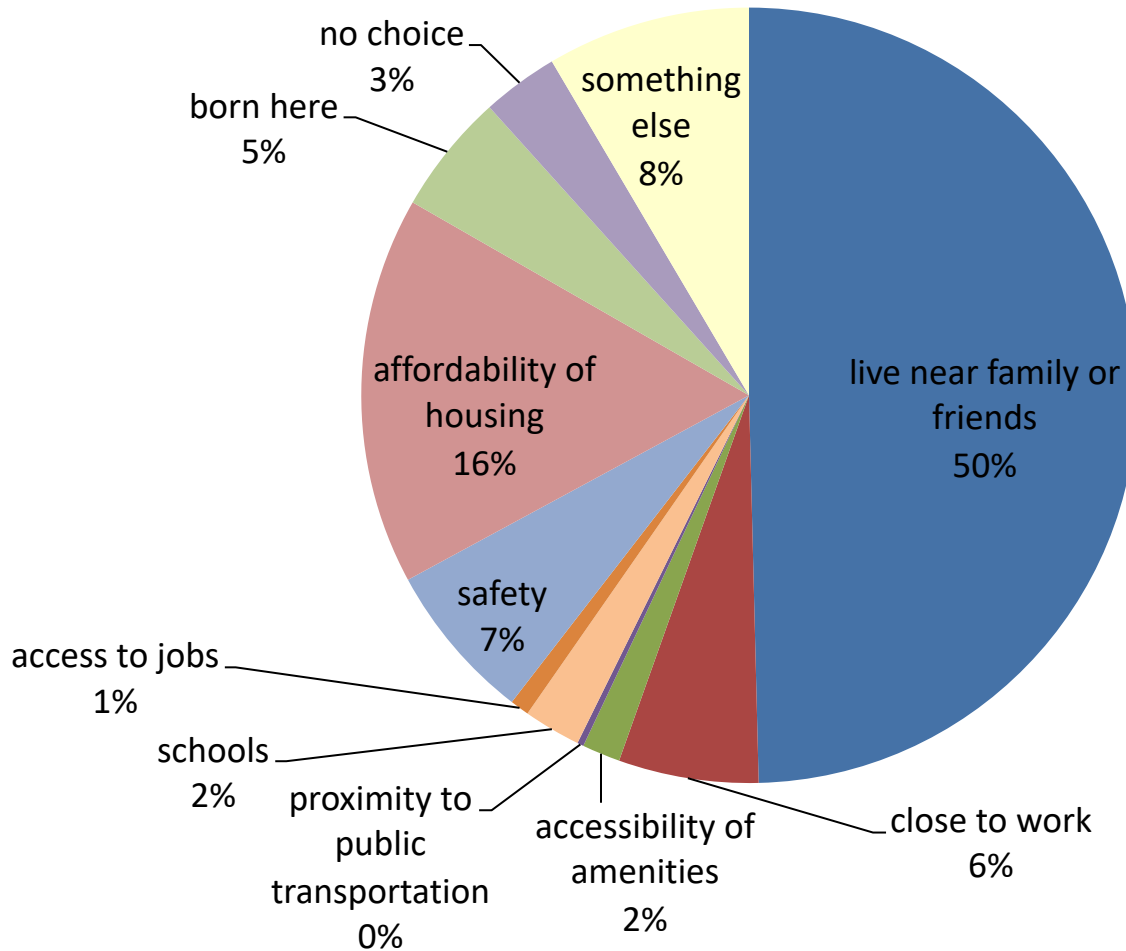
Hair/Beauty - 33

Gas/Auto- 15

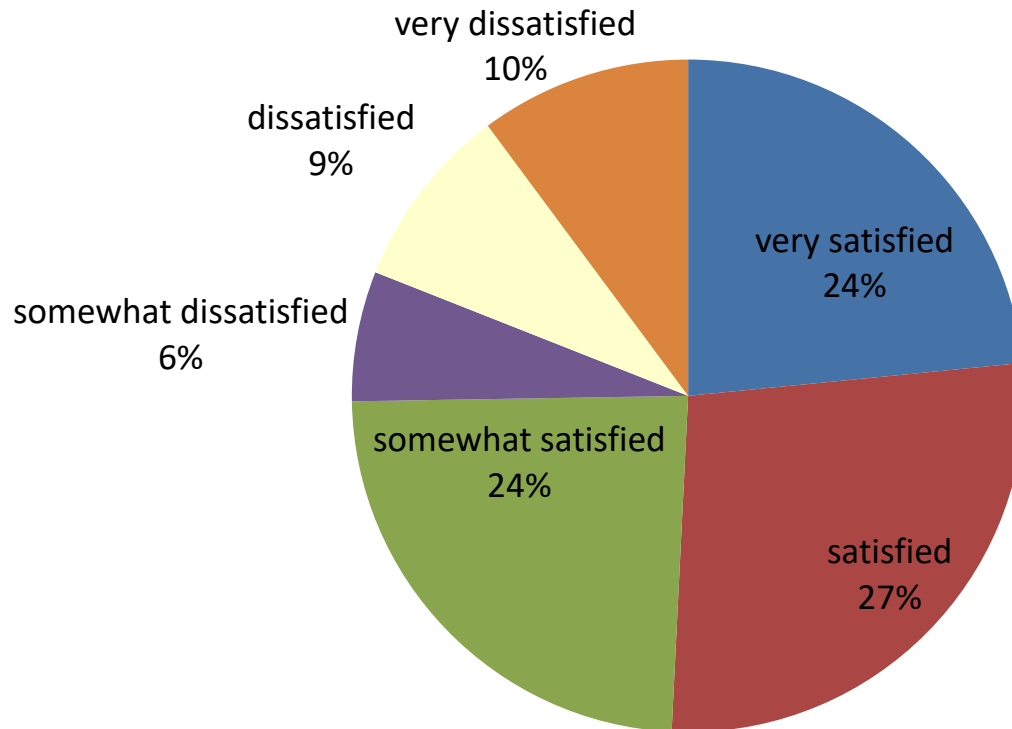
How long have you lived in the community?



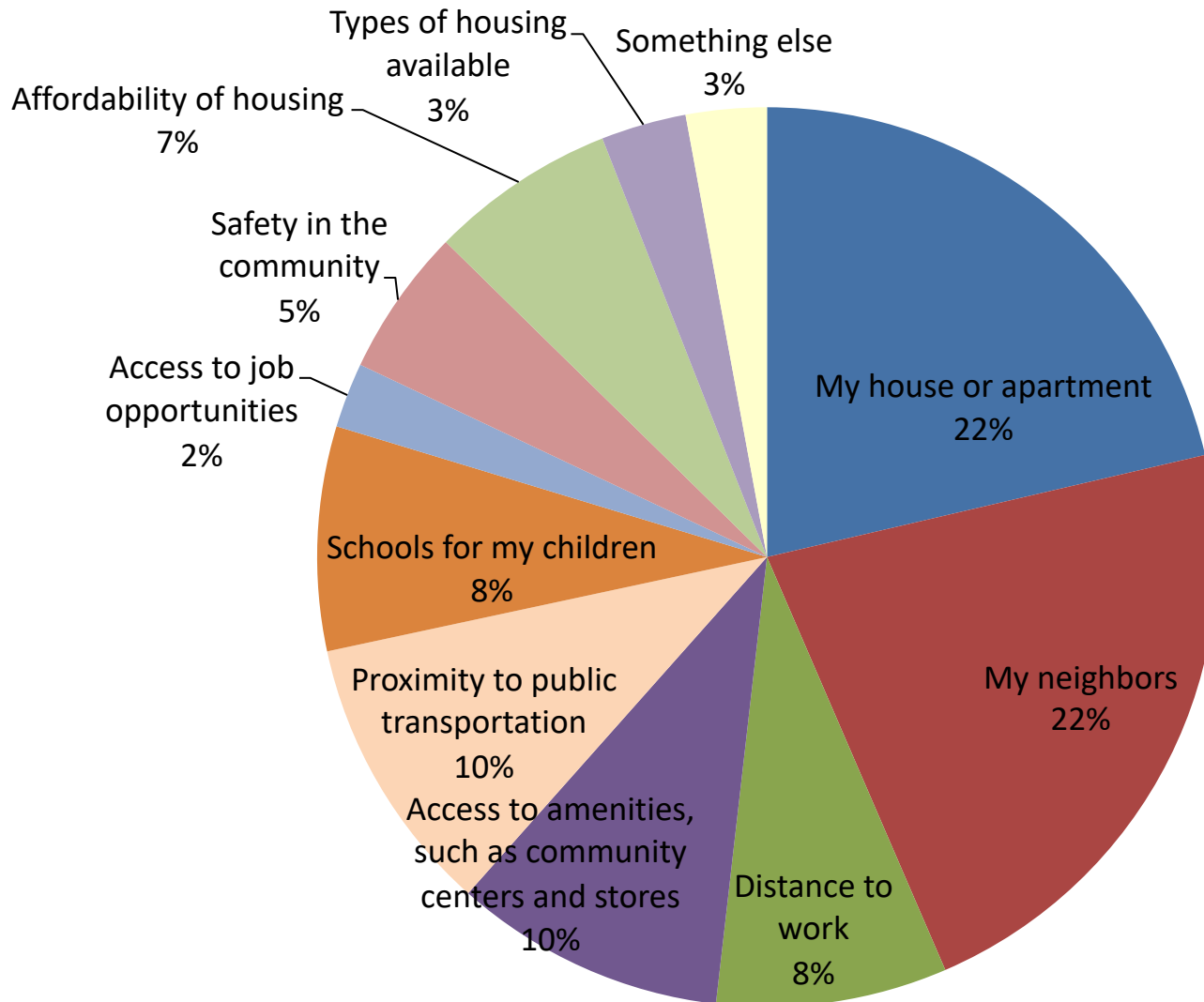
What was the main reason you chose to live here?



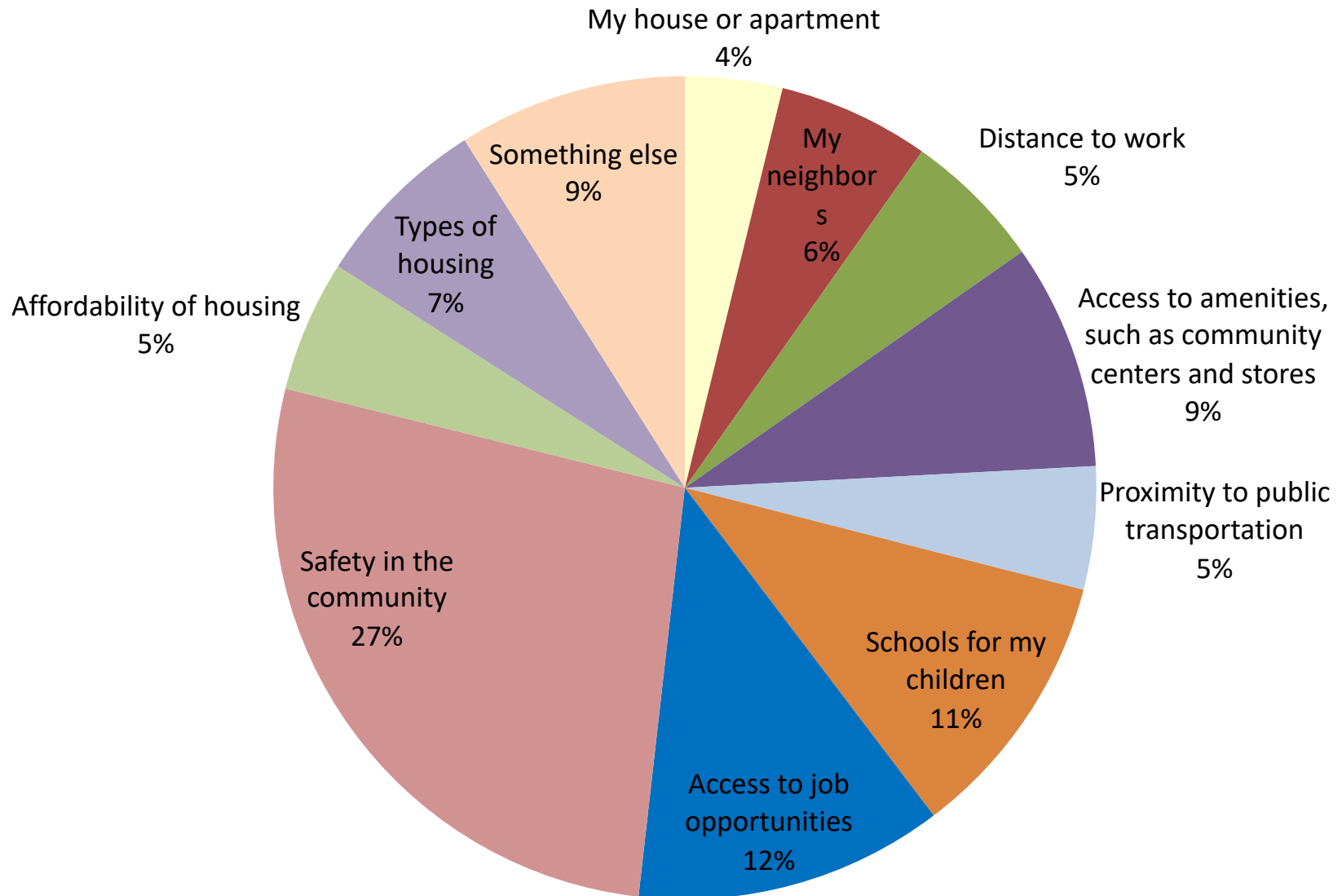
Overall, considering everything, how satisfied would you say you are living in this community?



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 | 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 folleto. |


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
East Camden?
¿Vive o trabaja en East Camden?
¿Trabaja en East Camden?

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

EAST CAMDEN'S YOUTH
LOS JÓVENES DE EAST CAMDEN
The input of children is important to this process as
it is the future. In the space below, we ask that your child DRAW
what he/she likes BEST about East Camden. Lo contri-
bución 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:

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.



4 overarching goals:

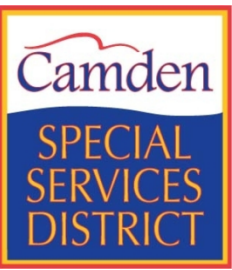
- 1 Improve Neighborhood Conditions
- 2 Foster Commercial Revitalization and Economic Development
- 3 Improve Housing
- 4 Enhance Culture, Arts, Open Space, and the Public Realm



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

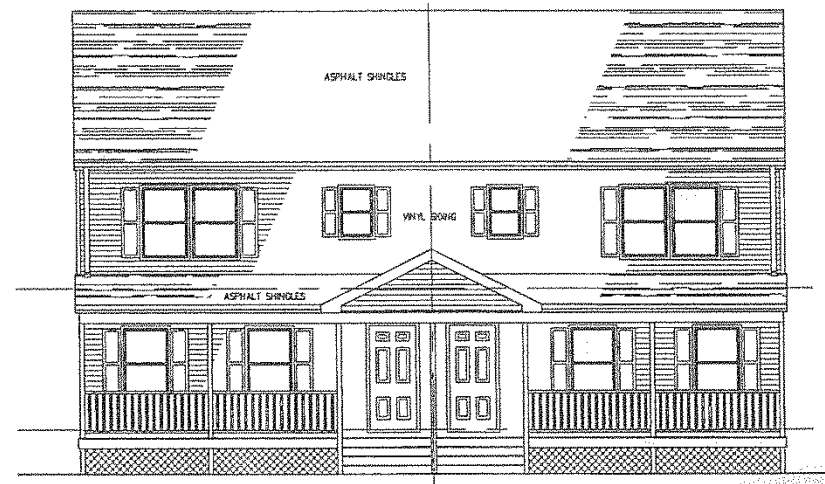
- Rehabbed Housing from houses acquired in partnership with the City through the Abandoned Properties Act





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

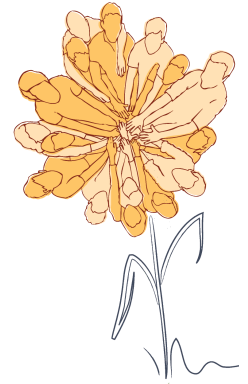
- New parks
- New development at the edge
- Connections to adjacent areas

- 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

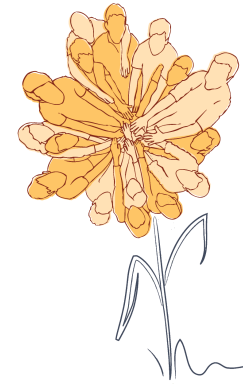
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