



Downtown Camden Master Plan Open House

March 16, 2023

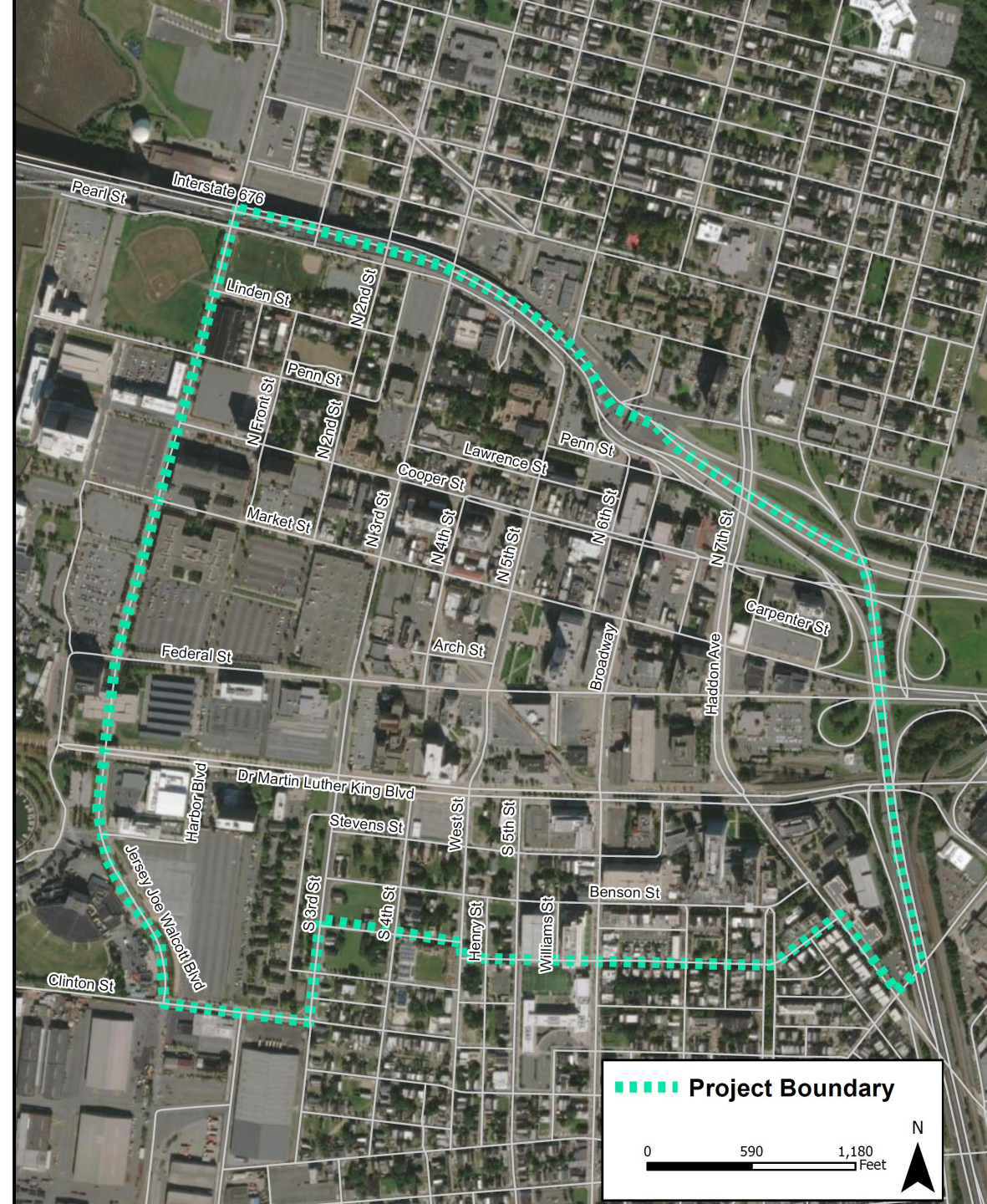
camden  **county**



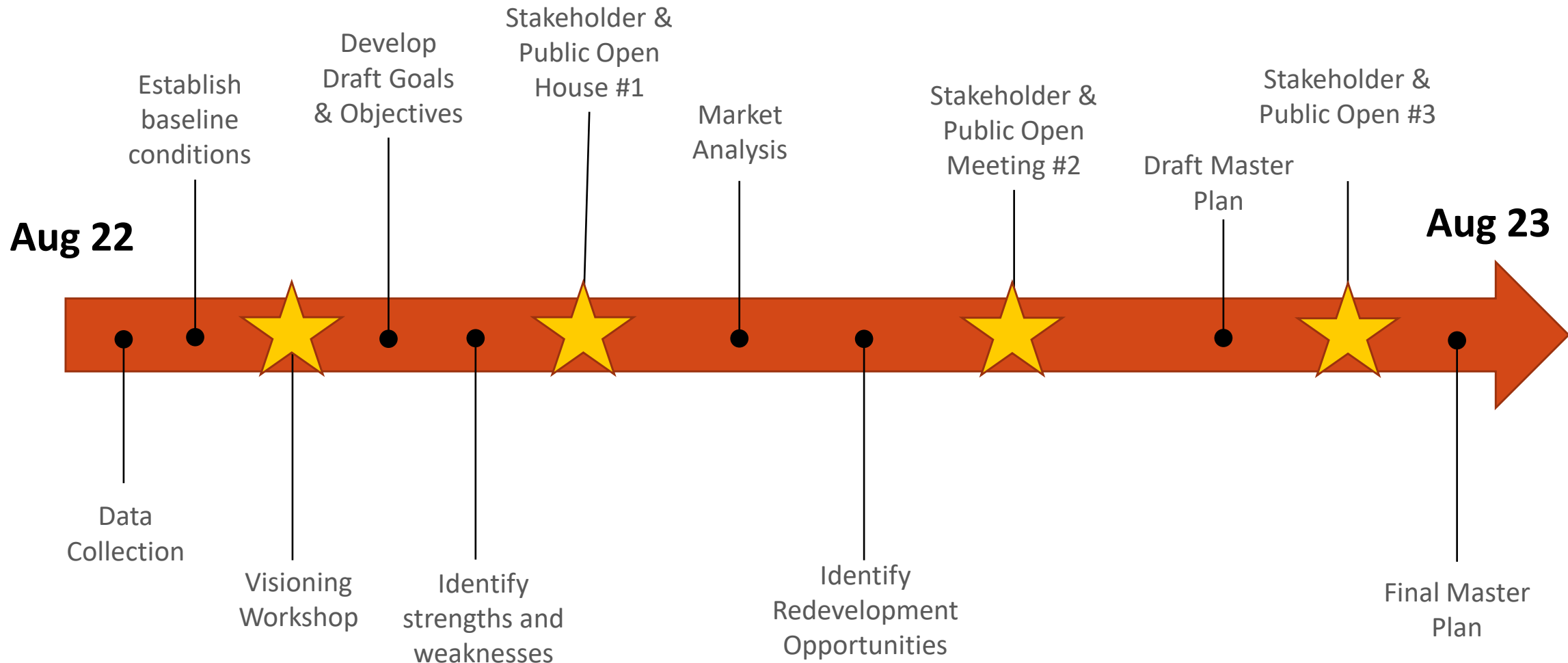
Project Overview

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



Current Project Schedule



Previous Camden Studies

- Cooper Grant and Central Waterfront Plan and Action Plan Update
- DVRPC Camden Access Study
- Downtown Development Map
- Camden Greenway Design Guide
- Camden Interior Gateway Pattern Book
- Camden Rising - 21st Century Infrastructure Plan
- Cooper Plaza Redevelopment Plan
- Downtown Institutional Plan (DIP)
- Downtown Redevelopment Study and Plan
- Economic Development and Professional Architectural Design for WRTC
- Camden Smart Cities
- Federal and Market Streets Traffic Operational Improvements
- Health Sciences Urban Planning & Design Concepts
- Lanning Square Amendment
- Lanning Square Redevelopment Plan
- Positive Impacts of Investments in Camden, NJ on Social Determinants of Health
- Rutgers 2030
- Shaping Our Future – Rutgers University
- WRTC Market Study Analysis

Observations

- Continue to expand education options
- Upgrade traffic flow patterns to improve mobility for vehicles, goods, and services, within and around city
- Continue to invest in technology upgrades and climate resilient initiatives necessary to advance Camden as a “smart city”
- Continue to improve the safety and security for Camden residents and visitors
- Expand the transportation network to help support new development
- Create more entertainment options to attract visitors



Observations Continued

- Capitalize on the recent development in Camden to help attract new business and residents
- Continue to support small businesses within the downtown (CBA and LAEDA project on small business inventory and resource)
- Improve the quality of life for residents through initiatives such as enhanced pedestrian and bicycle connections and other improvements that encourage physical activities.
- Make strategic investments and offer a cross-section of services to ensure “age-in-place” population benefits equally



Recent and Planned Development

- Cooper Hospital Expansion
- Joint Health Science Center & proposed Phase III expansion
- Redevelopment of the WRTC
- Michaels Organization Residential New Construction Project
- Glassboro/Camden Light Rail Line
- Federal and Market Street Traffic Improvement Project
- Traffic Operations Center
- Waterfront Development
- 76ers Training Facility
- Rutgers-Camden Athletic Complex



--- Project Boundary

Planned Projects

- A Michaels Organization Condominiums
- B Joint Health Sciences Center Expansion
- C Cooper Hospital
- D WRTC

Recent Projects

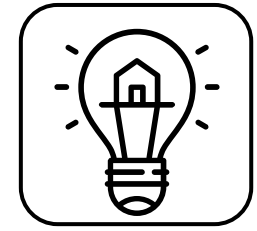
- E Rutgers-Camden Athletic Complex
- F Hilton Garden Inn
- G 11 Cooper Apartments
- H American Water Building
- I TRIAD Building
- J 76ers Practice Facility
- K Rutgers - Rowan Nursing & Science Building
- L Joint Health Sciences Center

Steering Committee Visioning Workshop

- Defined a draft Vision Statement to clarify the project's purpose and guide decision-making
- Developed draft goals and objectives to help measure plan achievements
- Mapped key areas that would support the master plan vision, goals, and objectives



Draft Vision Statement



- Be regional leader by creating a thriving, livable, and sustainable urban center that reflects the diverse character and spirit of the city.
- Sustainable development, innovative design, and cutting-edge technology, will continue path towards becoming a dynamic, vibrant, and inclusive city.
- Emphasis on walkability, accessibility, and a high quality of life, making it inclusive, connected, and a source of pride for all.

Draft Project Goals



1. Economic Development

- Advance infrastructure to encourage connectivity.
- Create economic corridors to establish an “18 hour” city.

2. Transportation

- Create a multimodal downtown with a balanced transportation system.
- Strategically place parking to support demand.

3. Housing

- Develop diverse, equitable, and inclusive housing options.
- Create mixed-use residential development that provides street level amenities.

4. Education, Healthcare, and Workforce

- Improve access to healthcare, education, and job opportunities for residents.
- Continue to grow the partnerships between residents and institutions to increase opportunities.

Draft Project Goals



5. Urban Design and Quality of Life

- Set new standards for downtown redevelopment in line with context-sensitive design and the vision for downtown.
- Create new, maintain, and maximize existing green spaces, community sports facilities, plazas, spaces for religious observation, and other public spaces.

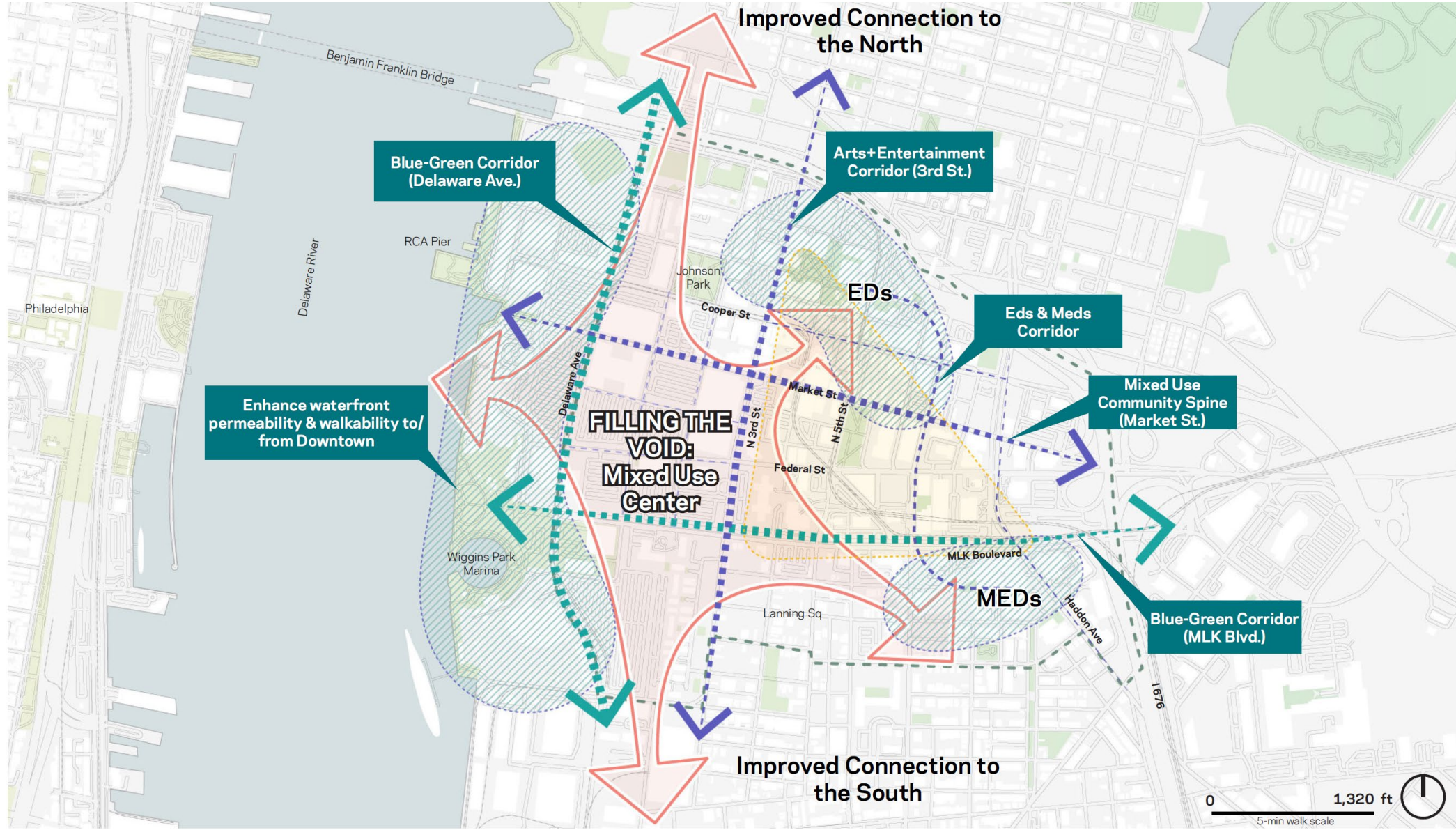
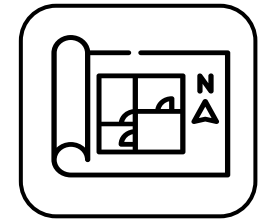
6. Community Safety and Security

- Heighten safety and security to improve quality of life for residents and visitors.
- Provide a wider range of services and activities that can reduce social isolation.

7. Technology

- Advance downtown infrastructure to include smart city elements.
- Future proof downtown to prepare the community for clean vehicle technologies.

Preliminary Mapping Results



Strengths

- Proximity to employment, health care, and universities
- Recent successful redevelopment
- Growing Eds + Meds districts
- Compact downtown with good street grid pattern
- Proximity to community assets (waterfront, community services, transit)
- Visible police presence

Weaknesses

- Lack of food markets
- Underutilized assets
- Limited retail and restaurant choices
- Lack of after-hours businesses
- Limited visibility of programming for homelessness (Camden County OEO, Camden Coalition)
- Lack of connectivity to surrounding neighborhoods such as Coopers Poynt, Cramer Hill, and South Camden

SWOT

Opportunities

- Leverage recent development to generate additional investment
- Strategically invest in infrastructure that will create neighborhood sustainability
- Housing affordability
- Educational choices
- Downtown retail, redevelopment, and infill growth
- Increase small business growth by forming partnership with other larger Camden based businesses
- Enhancing and utilizing the business association

Threats

- Aging infrastructure (utilities & roadway)
- Lack of community cohesion
- Lack of diverse tax base with too many tax-exempt uses.
- Perception of traffic and lack of parking
- Speed of development approval process at the city and county level
- Lack of accountability for underutilized assets such as abandoned properties

Project Next Steps

- Incorporate feedback from Open House #1 to finalize vision statement, project goals and objectives for the master plan
- Conduct market analysis to recommend mix of businesses
- Identify redevelopment opportunities within the downtown
- Host Open House #2 to review results

Questions? Comments?

- Comments regarding the project will be accepted until April 2, 2023.
 - For more information please visit:
<https://www.downtowncamdenmasterplan.com/>
 - How to reach us:
info@rurcbog.com