



Downtown Camden Master Plan Open House

April 23, 2024

camden  county



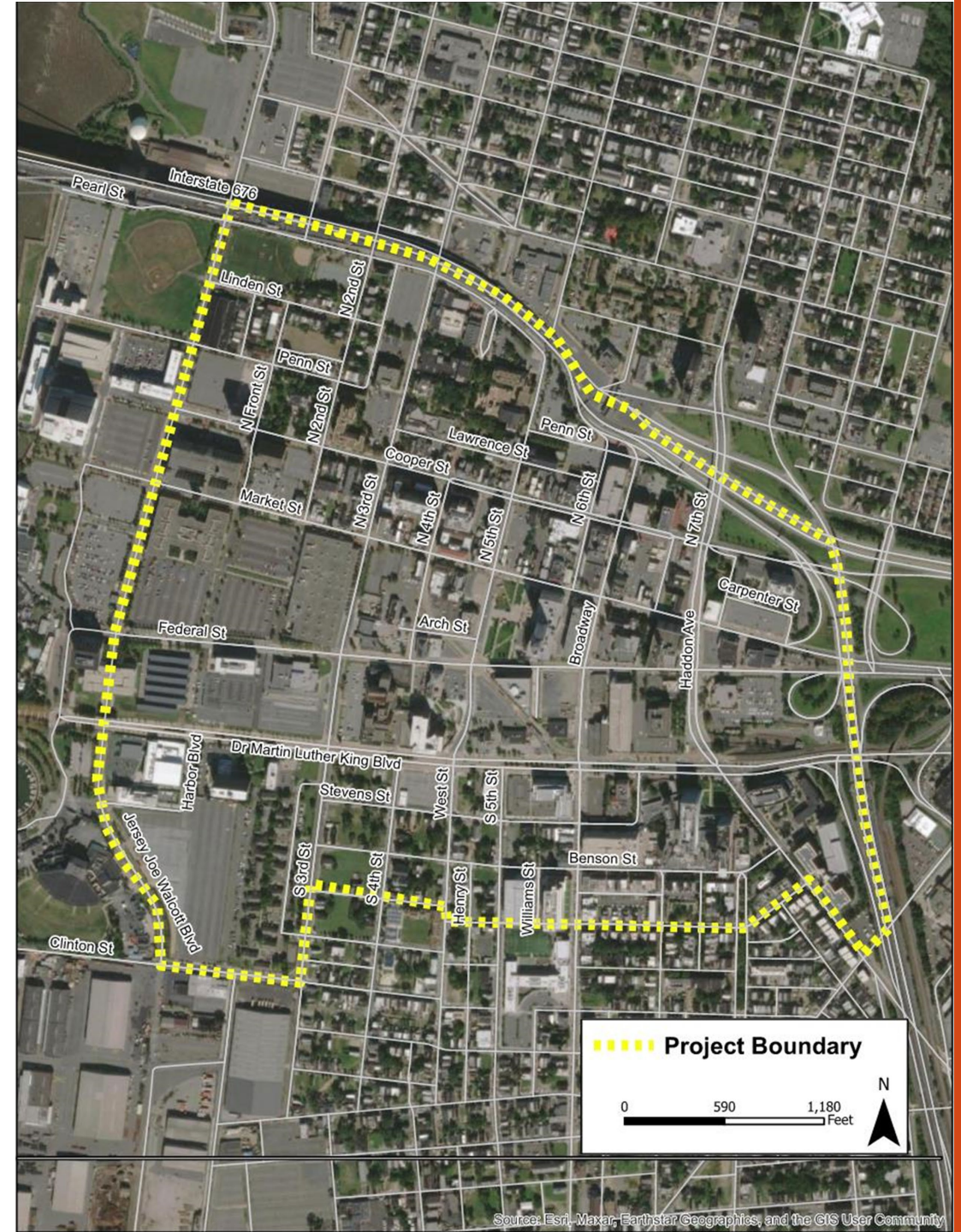
Meeting Information

- 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 **May 14, 2024**.
 - For more information please visit:
<https://www.downtowncamdenmasterplan.com/>
 - How to reach us:
info@rurcbog.com

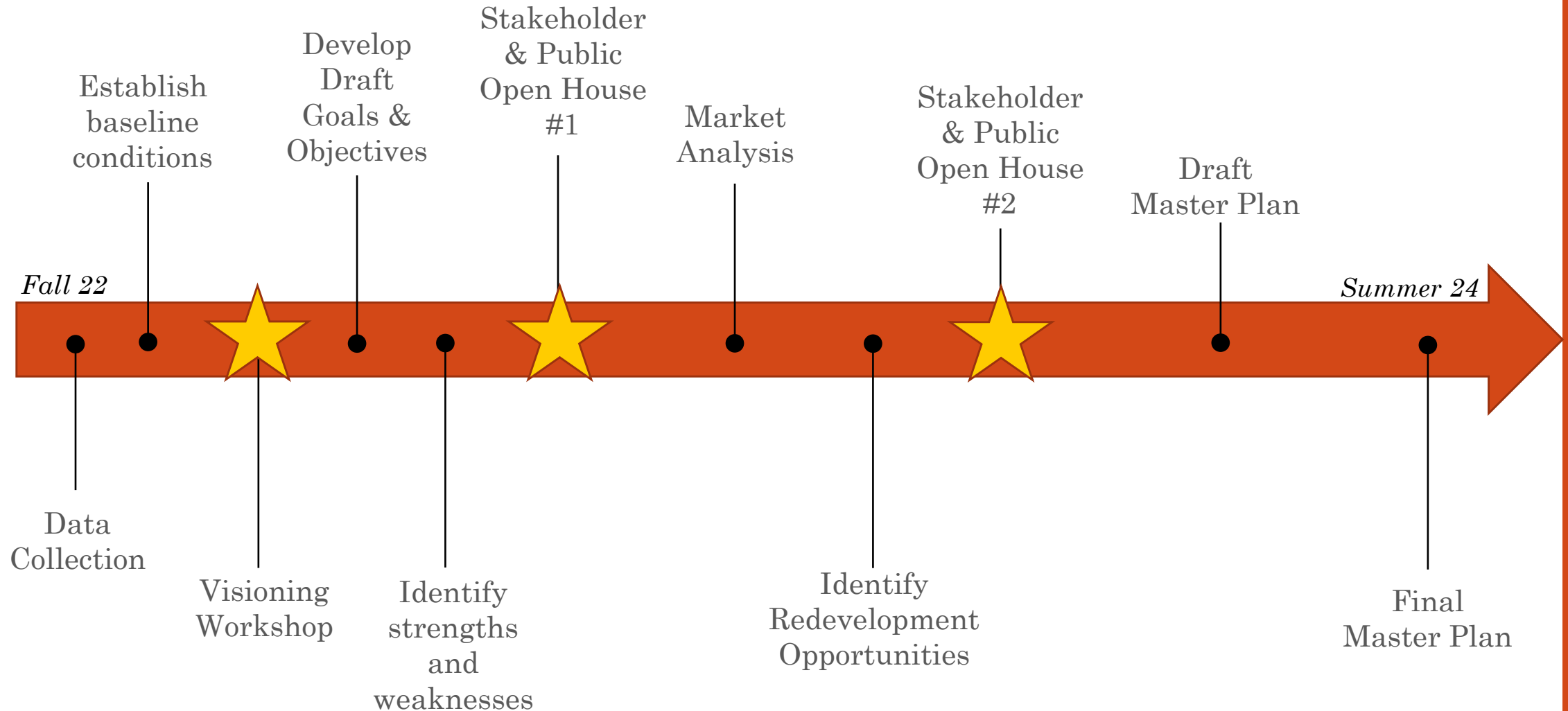
Project Overview

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



Current Project Schedule

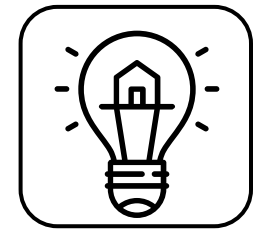


Work to Date

- Data Collection
- Establish Baseline Conditions
- Visioning Workshop
- Develop Draft Goals & Objectives
- Identify Strengths, Weaknesses, Opportunities, and Threats
- Stakeholder & Public Open House #1
- Market Analysis
- Identify Redevelopment Opportunities



Final Vision Statement



- The vision for Downtown Camden is to be a regional leader by creating a thriving, livable, and sustainable urban center that reflects the diverse character and spirit of the city. Through sustainable development, innovative design, and cutting-edge technology, the downtown will continue its path towards becoming a dynamic, vibrant, and inclusive city. With an emphasis on walkability, accessibility, and an exceptional quality of life, the downtown will excel at being inclusive, connected, and a source of pride for all residents and visitors alike.

Final Project Goals



- Economic Development
- Transportation
- Housing
- Education, Healthcare, and Workforce
- Urban Design & Quality of Life
- Community Safety & Security
- Technology and Services

Market Analysis (Demographics)

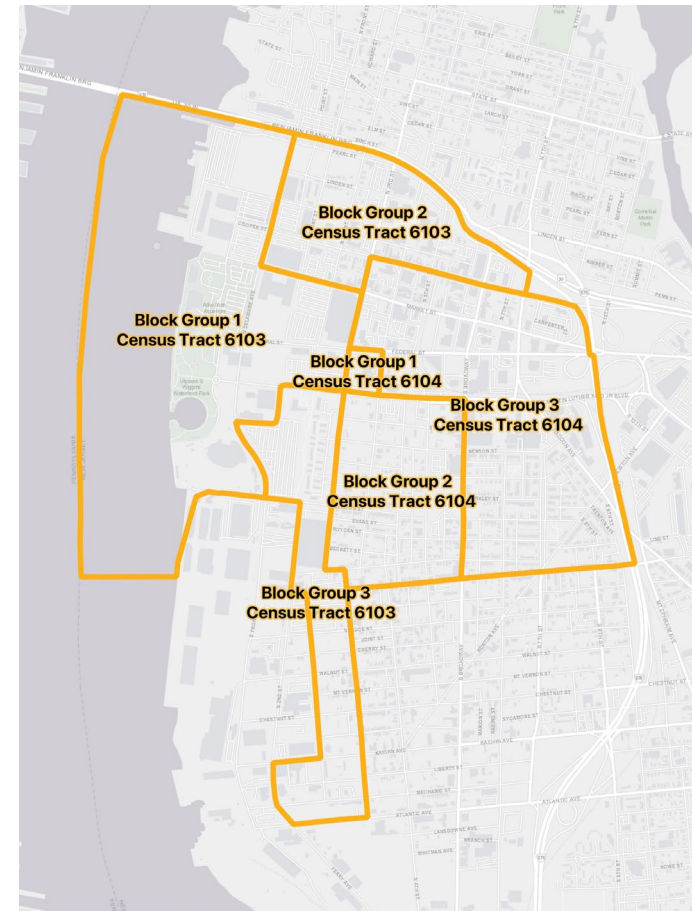
- Population decline from 2016 to 2020
 - Loss of youth (0-14 years)
 - Growing early adult (15-24 years) and elderly (65+ years) populations



6,641 people
12% decline from 2016

Data sourced from U.S. Census ACS 2012-2016 and 2016-2020.

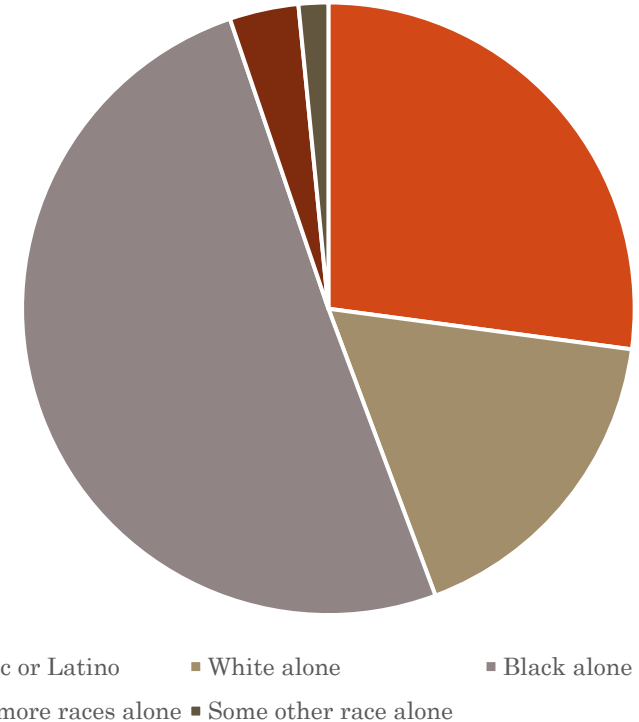
Demographic Study Area



The demographic study area is made up of Camden County Census Tract 6103 Block Groups 1, 2, and 3 and Census Tract 6104 Block Groups 1, 2, and 3.

Market Analysis (Demographics)

- Lost more than a quarter of its Hispanic residents between 2016 and 2020
 - Hispanic population grew in Camden overall, suggesting that they are leaving Downtown Camden for other parts of the city
- Median income was \$28,688 in 2020
 - 36% of households lived below the poverty line
 - Down from 50% in 2016
- Unemployment rate was 10% in 2020
 - Down from 20% in 2016



Market Analysis (Sectoral & Employment)

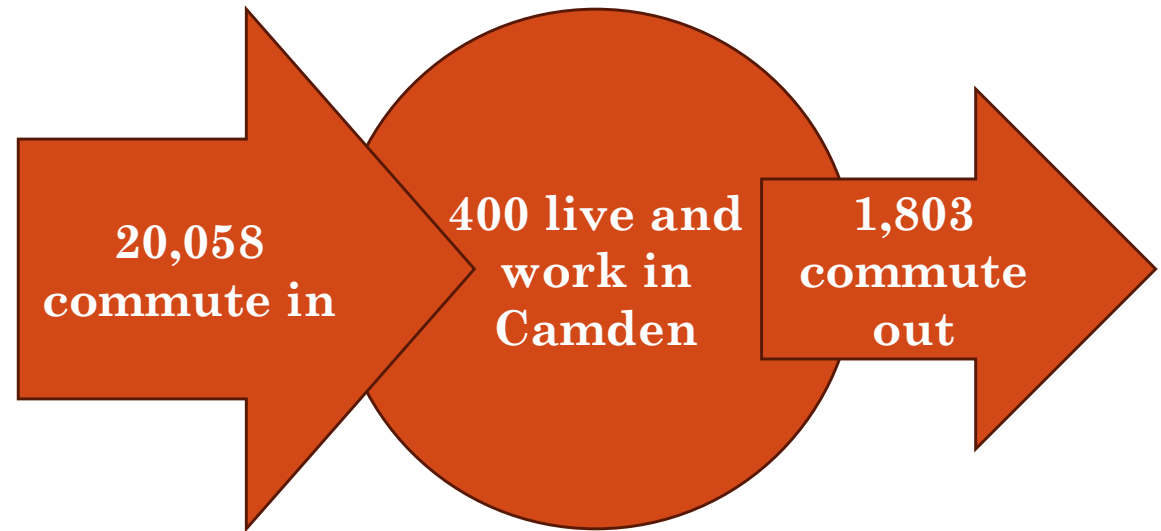
- Three major employment sectors reflect Camden’s key institutions:
 - Health Care and Social Assistance
 - Cooper University Health Care
 - Public Administration
 - Camden City Hall
 - Camden County Justice Complex
 - Educational Services
 - Rutgers Camden
 - Cooper Medical School
 - Rowan University
 - Camden County College
- Food service and retail trade jobs make up small shares of the employment

Study Area Jobs By Sector	Count	Share
Health Care and Social Assistance	8,924	43.6%
Public Administration	3,413	16.7%
Educational Services	2,762	13.5%
Administration & Support, Waste Management and Remediation	1,164	5.7%
Manufacturing	737	3.6%
Management of Companies and Enterprises	737	3.6%
Arts, Entertainment, and Recreation	604	3.0%
Finance and Insurance	567	2.8%
Transportation and Warehousing	454	2.2%
Professional, Scientific, and Technical Services	301	1.5%
Other Services (excluding Public Administration)	237	1.2%
Accommodation and Food Services	187	0.9%
Retail Trade	175	0.9%
Other Sectors	196	1.0%
Total	20,458	100.0%

Data sourced from U.S. Census LEHD 2020 and ACS 2016-2020.

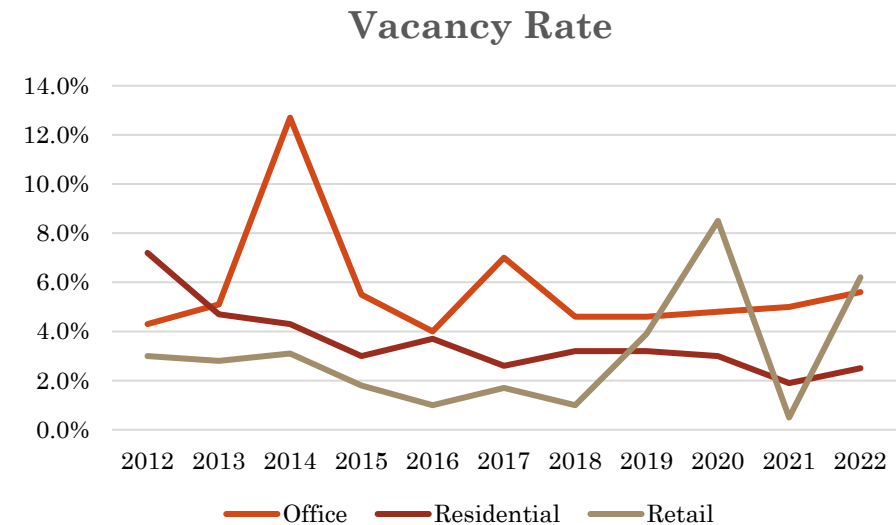
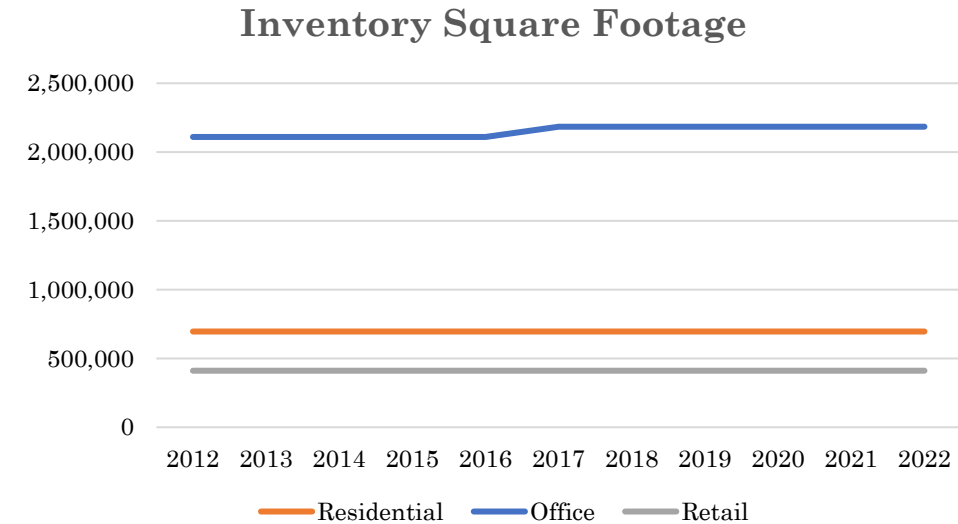
Market Analysis (Sectoral & Employment)

- 2% of Downtown Camden's 20,458 jobs are held by Downtown Camden residents
 - 11% held by Philadelphia residents
 - 9% held by City of Camden residents
- 18% of Downtown Camden residents also work in Camden
 - 9% of residents work in Philadelphia
- High school graduation rates are rising, but only 15% of residents have a bachelor's degree
 - Skills mismatch with jobs at Downtown Camden institutions that require a bachelor's degree



Market Analysis (Real Estate)

- Office uses make up 2/3 of the 3.2 million total square footage
- Only office uses saw net inventory growth over from 2012 to 2022
 - Residential and retail saw no net inventory growth
- Lack of construction indicates a stagnant market
- 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 CoStar and Camden High Education and Healthcare Task Force.

Market Analysis (Development Opportunities)

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

Assets & Opportunities RECENT & PLANNED INVESTMENTS



Assets & Opportunities **GOOD BONES**



Philadelphia (Rittenhouse Sq. / Center City)



Downtown Camden Study Area

Assets & Opportunities **GOOD BONES**



Hoboken



Downtown Camden Study Area

Assets & Opportunities **GOOD BONES**



Pittsburgh



Downtown Camden Study Area

Assets & Opportunities GOOD BONES



Buffalo



Downtown Camden Study Area

Assets & Opportunities **GOOD BONES**

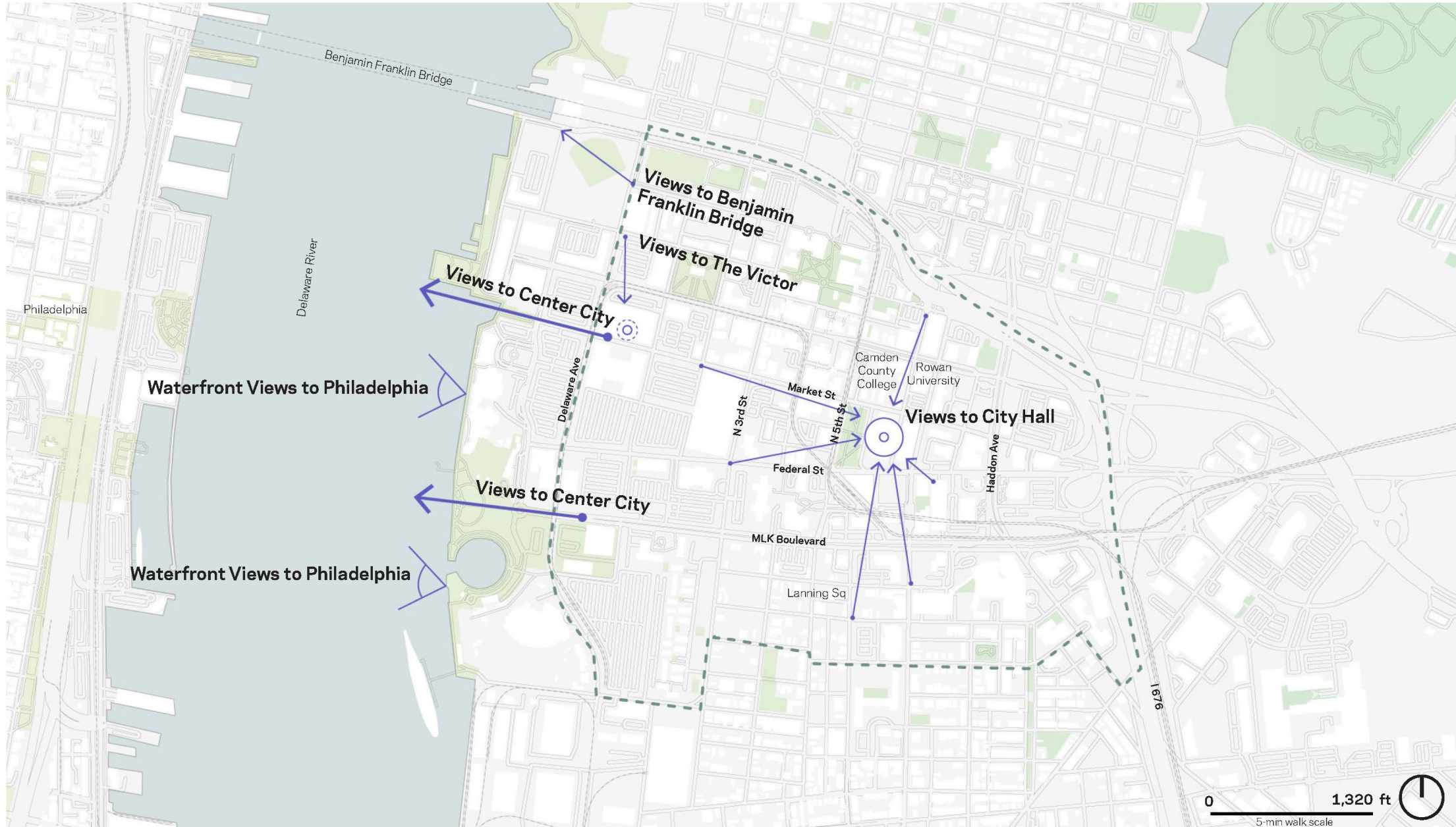


Providence



Downtown Camden Study Area

Assets & Opportunities SIGHTLINES TO LANDMARKS



Assets & Opportunities **TRANSIT RICH**



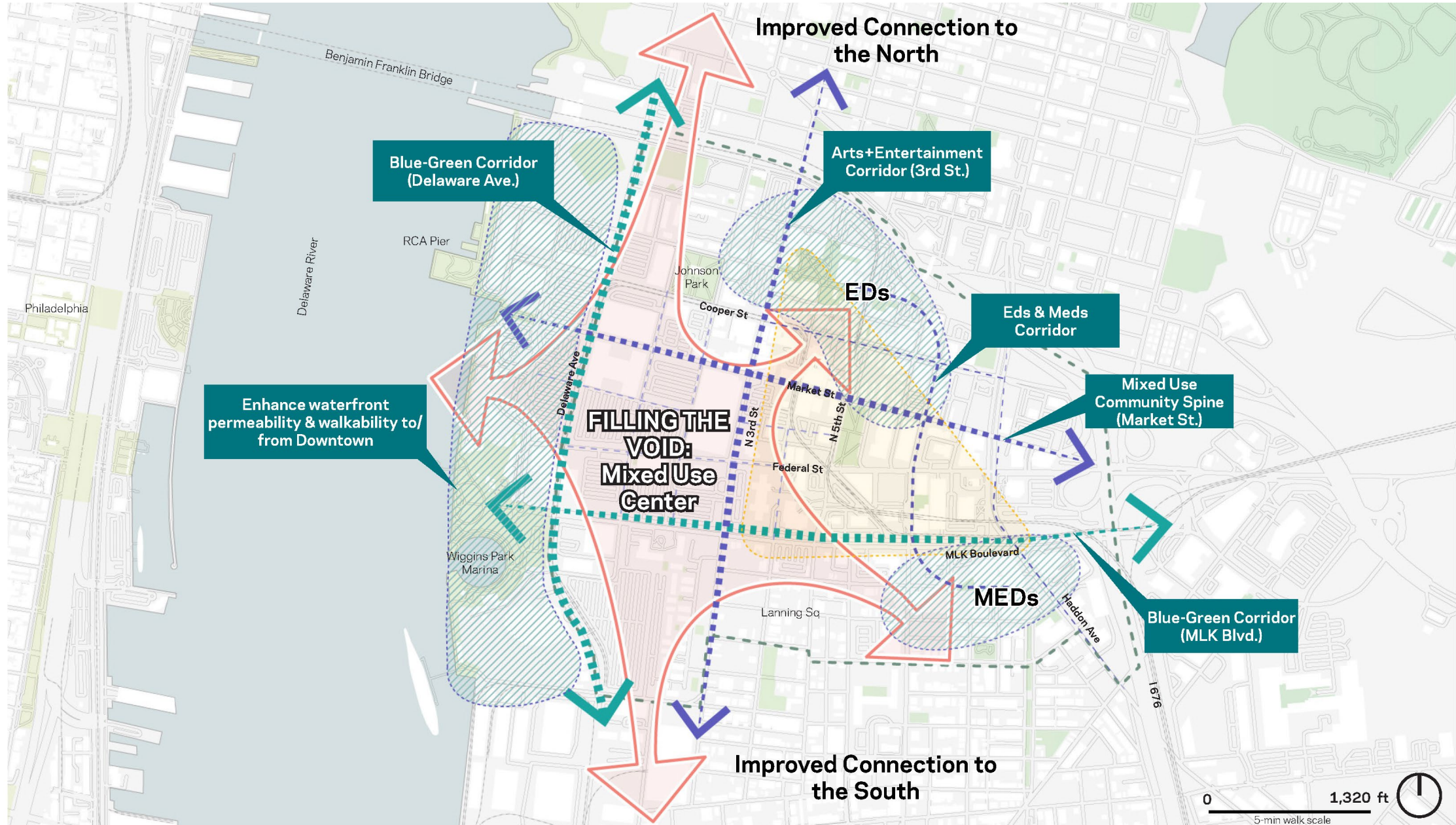
Assets & Opportunities **EMERGING NODES**



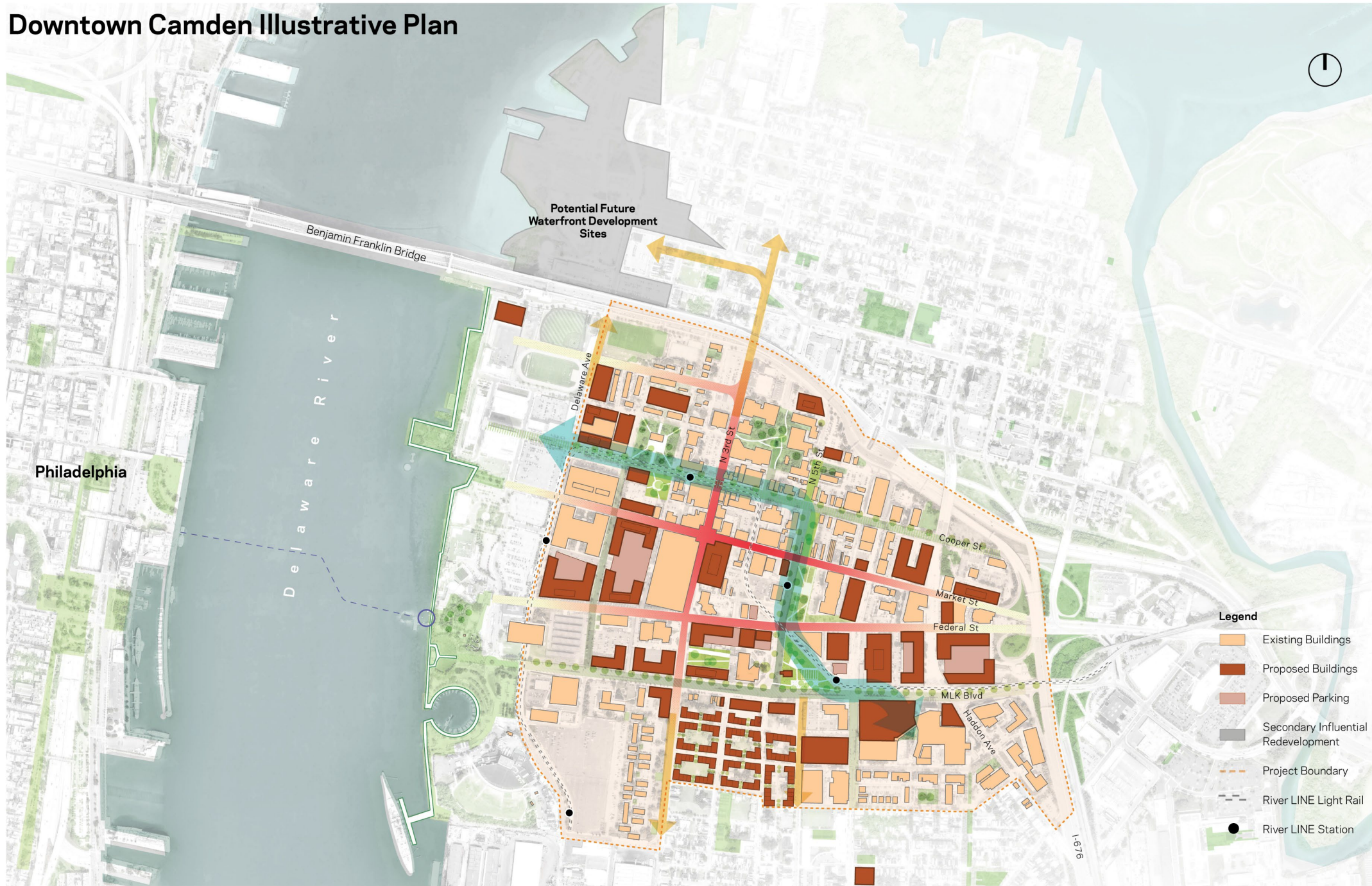
Assets & Opportunities **SOFT SITES**



Assets & Opportunities Bringing It All Together



Downtown Camden Illustrative Plan



Primary Concentrations of Development



New Community Open Space



Market Street



Federal Street



MLK Boulevard



Philadelphia

Delaware River

Benjamin Franklin Bridge

Potential Future Waterfront Development Sites

Delaware Ave

N 3rd St

N 5th St

Cooper St

Market St

Federal St

MLK Blvd

Market Ave

I-676

- Legend**
- Existing Buildings
 - Proposed Buildings
 - Proposed Parking
 - Secondary Influential Redevelopment
 - Project Boundary
 - River LINE Light Rail
 - River LINE Station

Blue-Green Corridor & Improved Gateway



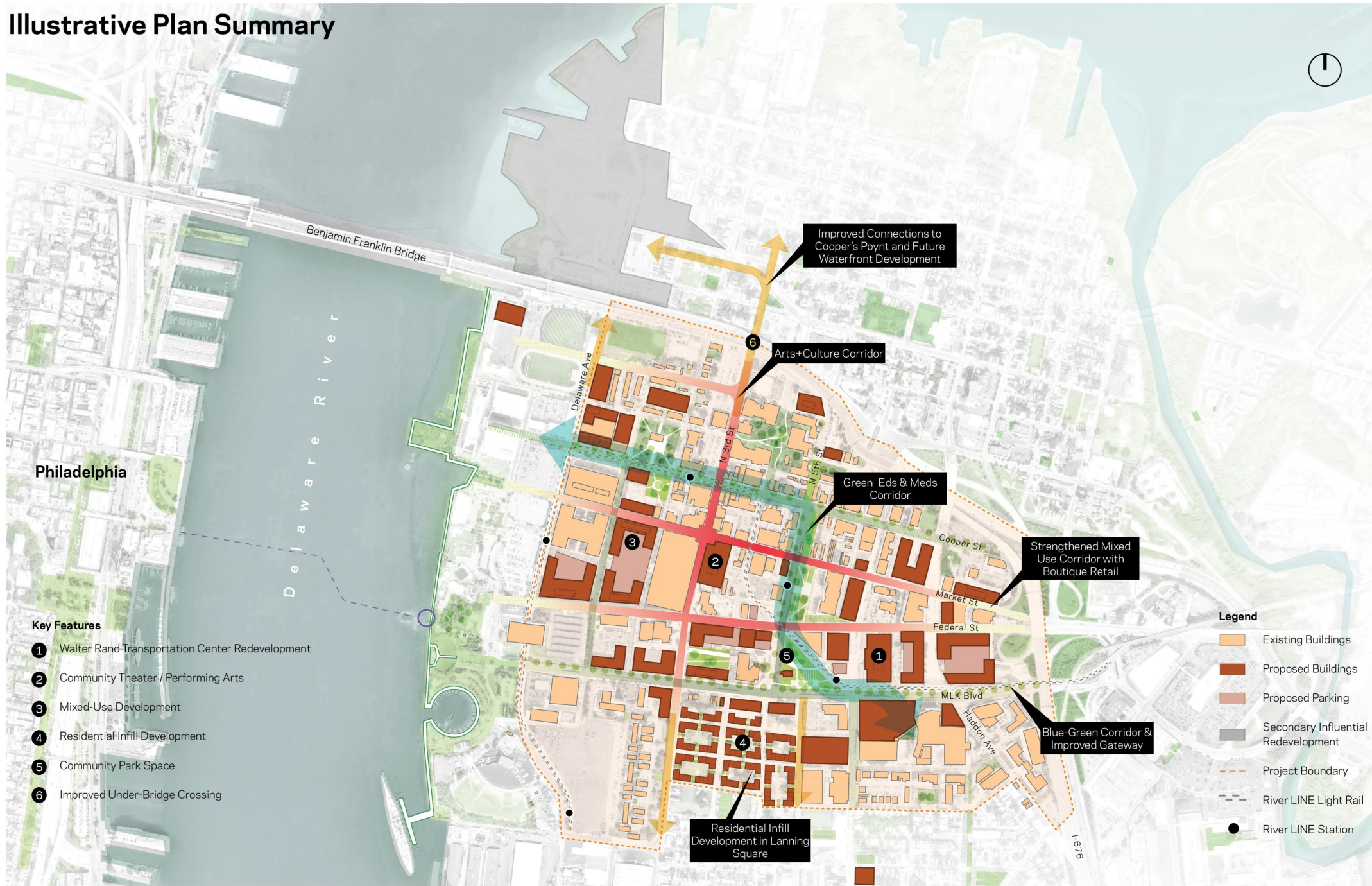
Residential Infill in Lanning Sq.



Eds & Meds Corridor



Illustrative Plan Summary



Project Next Steps

- Incorporate feedback from Open House #2 into draft Master Plan
- Release draft Master Plan for public review and input
- Provide a final Master Plan 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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