

Moving Camden Forward

April 21, 2009

Sandra Ross Johnson

Executive Director, Camden Redevelopment Agency
Director, Department of Development & Planning

Theodore Z. Davis

Chief Operating Officer, City of Camden
Chairman, Camden Redevelopment Agency

Gwendolyn A. Faison, Mayor



OVERVIEW

1. Vision
2. Our Profile
3. Priority Development Areas
4. Opportunities for Your Investment



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“IT’S ABOUT THE PEOPLE...”

Our Vision.....➔

**TARGETED DEVELOPMENT
THAT IMPROVES THE QUALITY
OF LIFE FOR RESIDENTS AND
BUSINESSES AND INCREASES
CITY REVENUES**



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Camden Profile: People.....➔



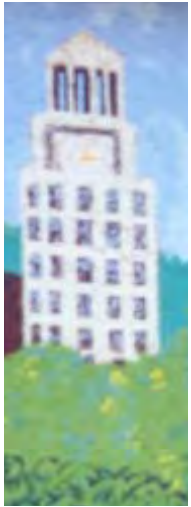
- 41% of population under 20 years old
- 8% of population over 65 years old
- 51% of households earn less than \$25,000/year
- 31% of households earn between \$25,001-\$50,000/year
- 33% of households have an income below the Federal poverty line
- 49% of residents 25yrs+ have no high school diploma
- 13% unemployment rate
- 53% African American, 39% Latino, 8% Other

Camden Profile: Land.....>

- 9 square miles
- 21 census Tracts
- 19 neighborhoods
- Approximately 15 miles of waterfront land
- Approximately 50% of land is tax exempt
- 19% residential vacancy rate



Camden Profile: Finances.....➔



- Municipal Rehabilitation & Economic Recovery Act (MRERA) enacted in 2002 to assist with city governance and physical revitalization
- MRERA created the Economic Recovery Board (ERB) and seeded it with \$175 million to invest in **revitalization** projects
- Despite the tremendous successes of the ERB, the City's annual operational gap of 60% is filled by State Aid

Camden Profile: Supporters.....→

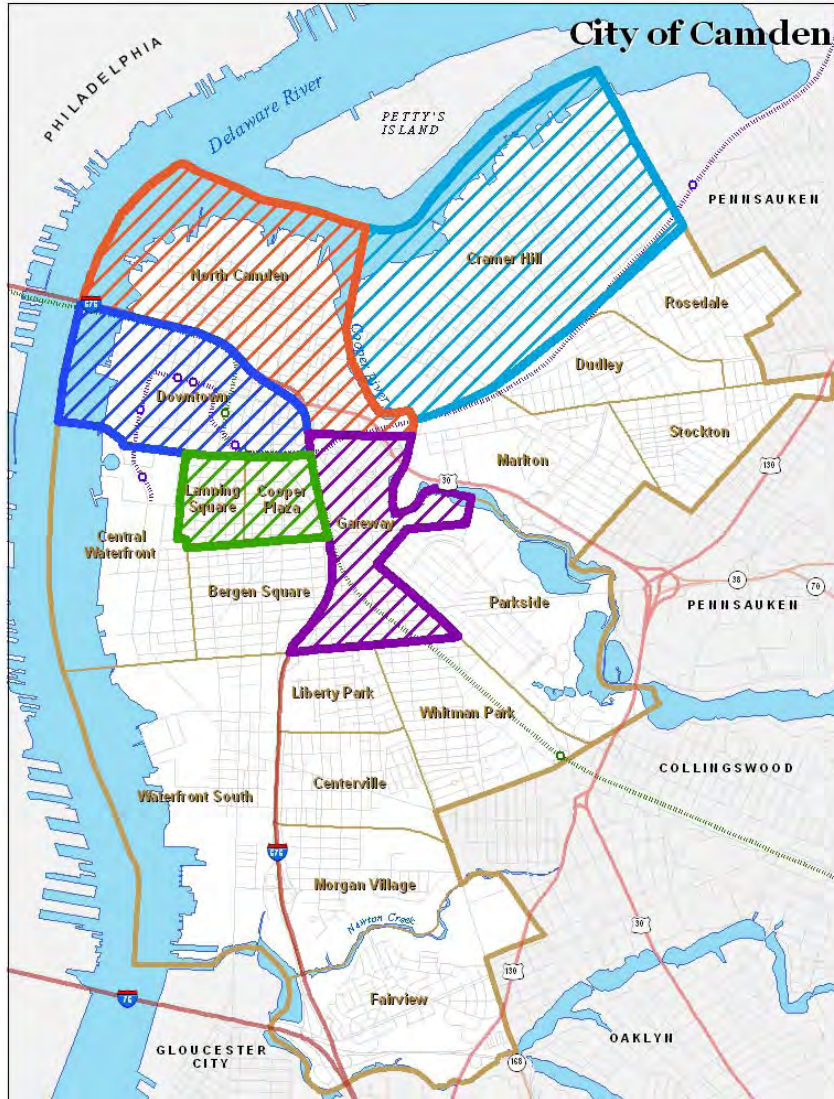
- **National & Regional Foundations**
- **Federal, State & Local Government**
- **Higher Education and Healthcare Institutions**
- **Corporations**
- **Community Development Corporations**
- **Neighborhood Associations**

2009-2012 Priority Development Areas



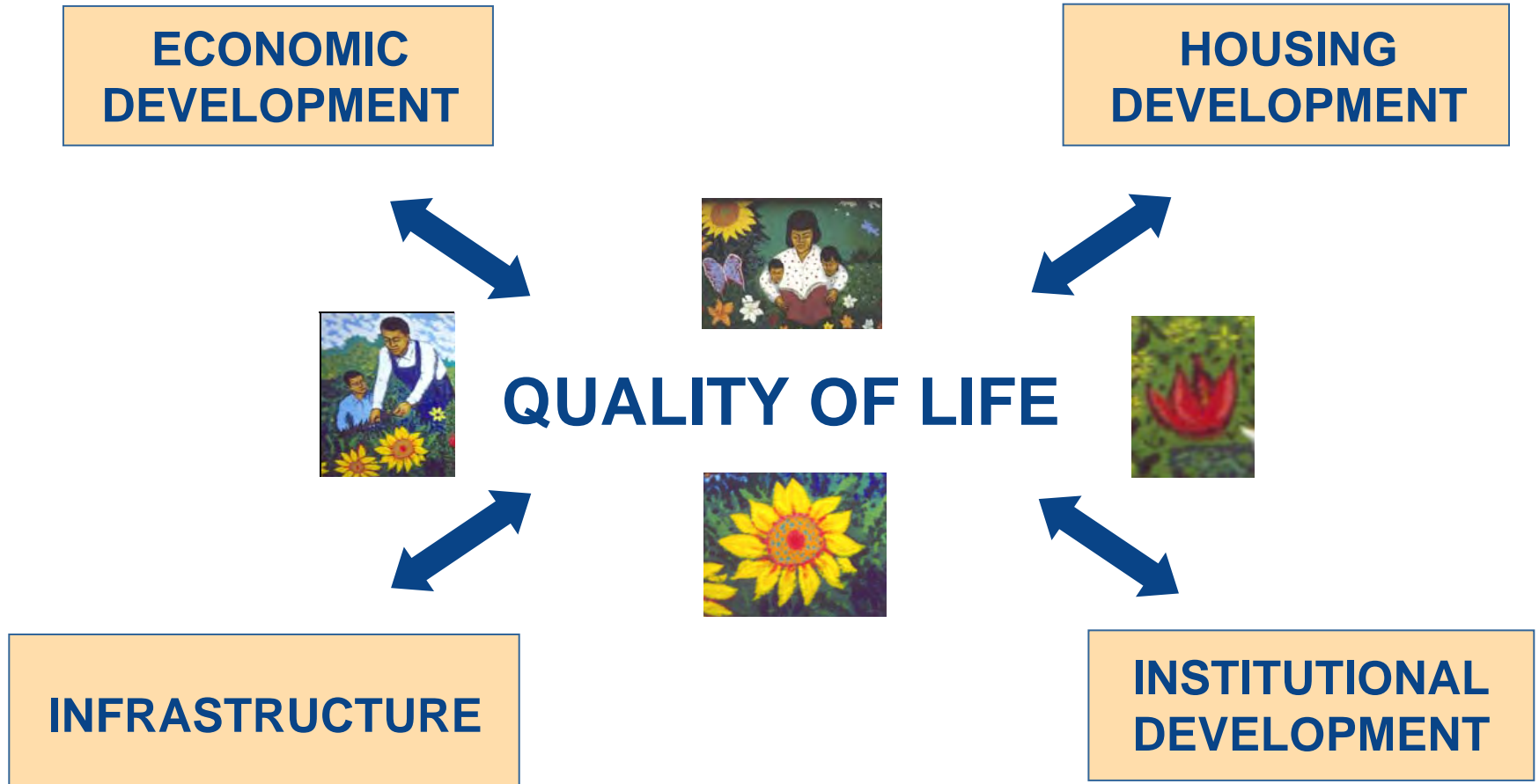
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Priority Development Areas



- Cooper-Lanning
- Cramer Hill
- Downtown
- Gateway
- North Camden

Elements for Plan Execution



Cooper-Lanning

Institutional & Educational Development



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Cooper-Lanning

Institutional & Educational Development



**Cooper Hospital Expansion-
\$500 Million**

UMDNJ Medical School- \$163 Million

**Lanning Square Elementary School
Campus/Carnegie Library- \$50 Million**

Cramer Hill

Waterfront Development & Neighborhood Integration



Cramer Hill

Waterfront Development & Neighborhood Integration



**Salvation Army Regional
Community Center- \$50 Million**

Waterfront Park/Greenway- Millions

**Public Housing Revitalization-
Millions**

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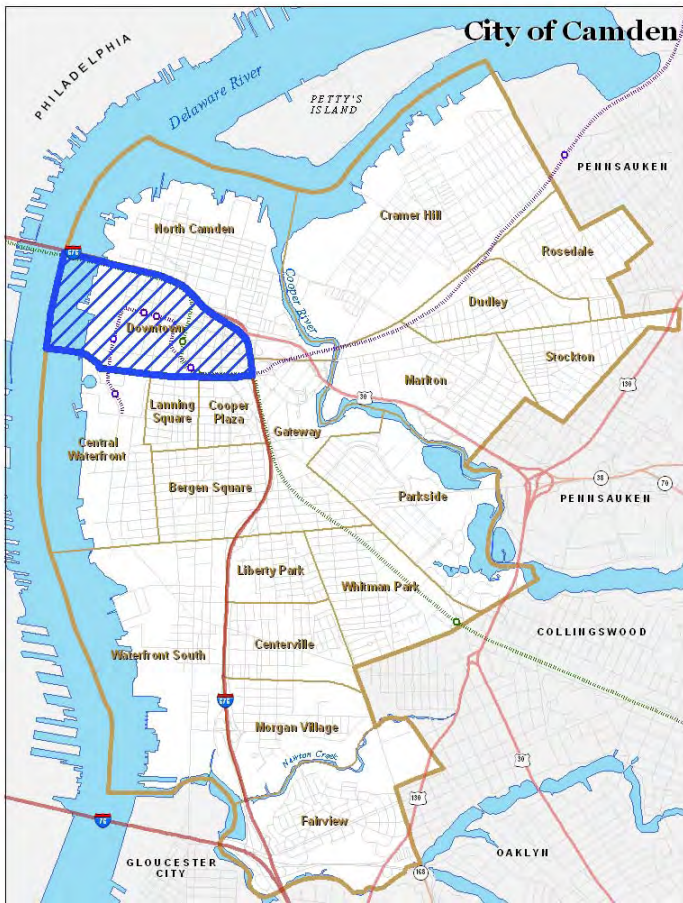
Downtown

Transportation, Academia & Entertainment



Downtown

Transportation, Academia & Entertainment



Roosevelt Plaza Park- \$12 Million

**Transit Related Commercial
Development- Millions**

Mixed Income Housing- Millions

Student Housing

Market Rate Condos

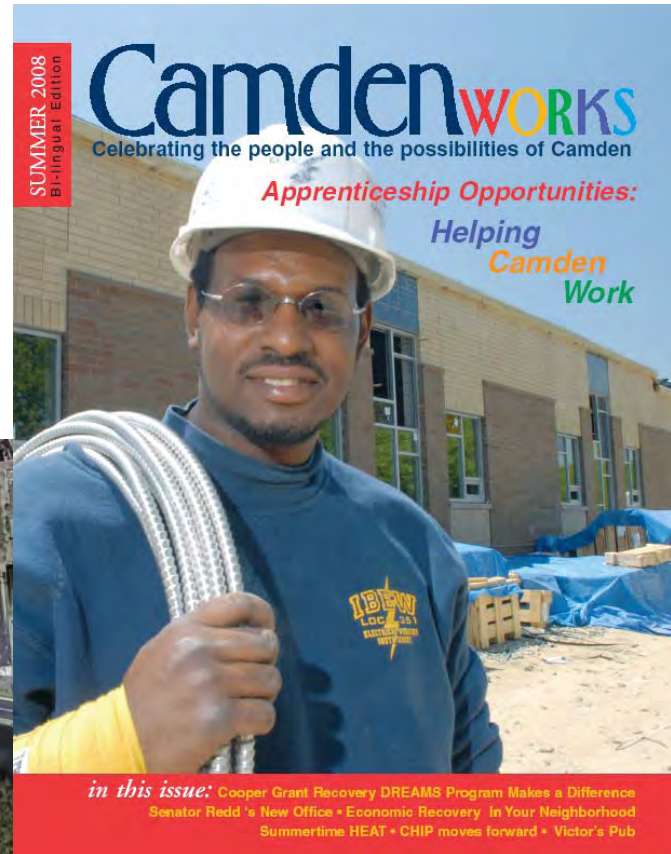
Market Rate Townhomes

Affordable Senior Rental

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Gateway

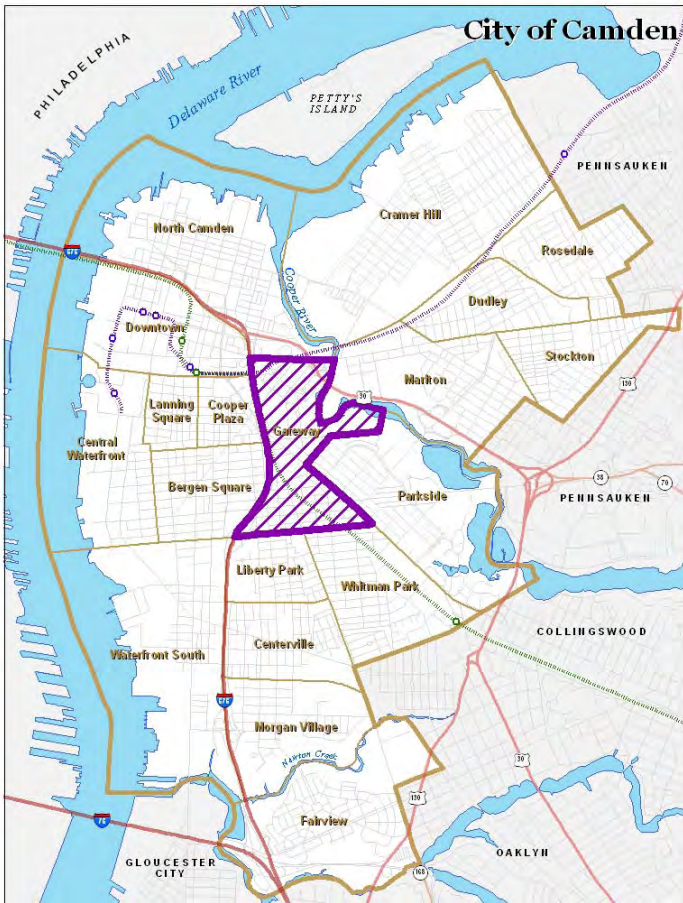
Corporate Anchor Development



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Gateway

Corporate Anchor Development



**Campbell Soup Expansion-
\$72 Million**

Gateway Office Park- \$50 Million

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North Camden

Waterfront Development & Neighborhood Integration



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North Camden

Waterfront Development & Neighborhood Integration

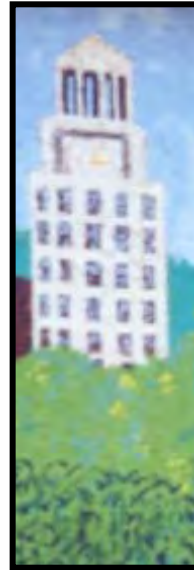


**Mixed Use Development of
Riverfront State Prison Site-
\$240 Million**

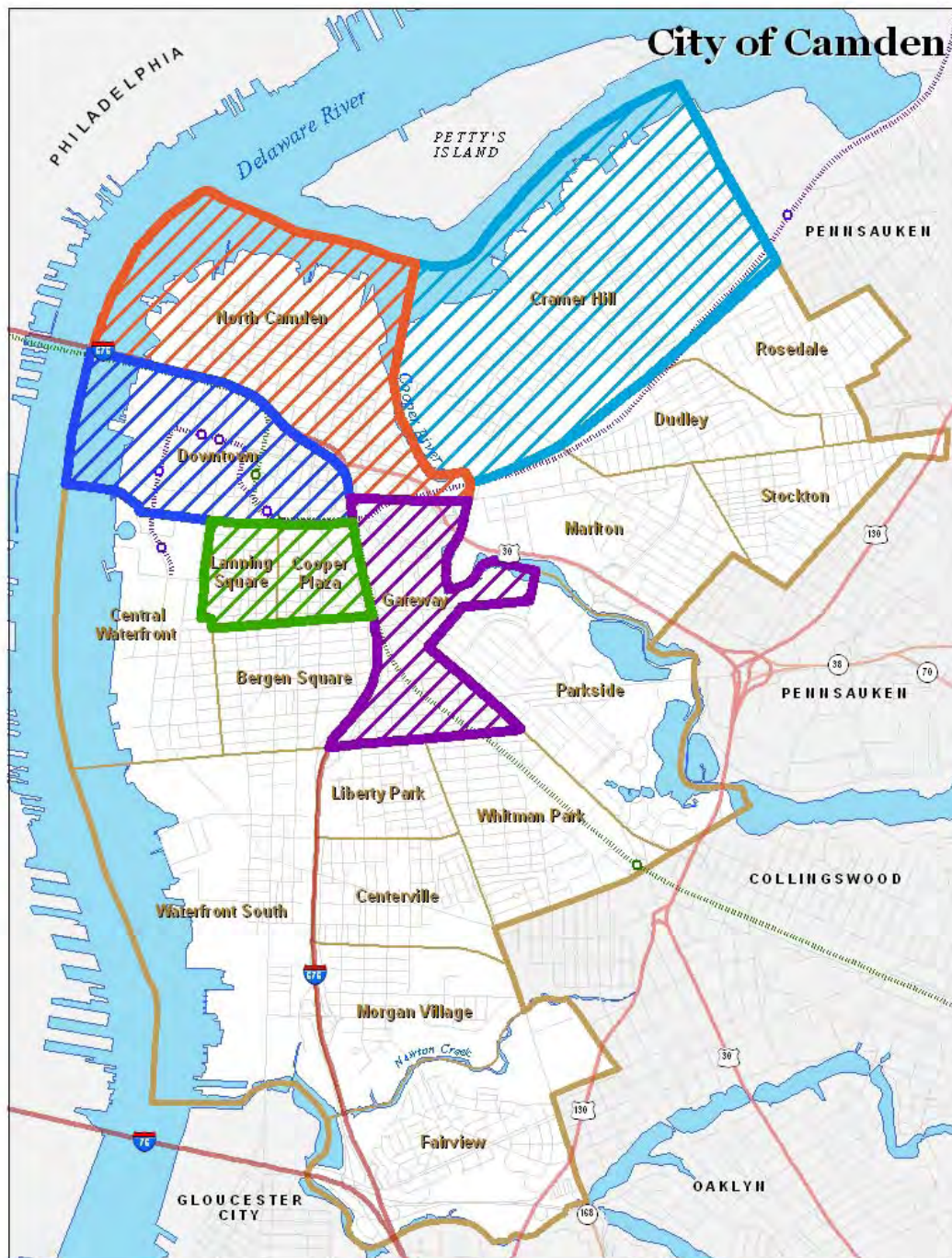
**Waterfront Park/Greenway-
\$36 Million**

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Opportunities for Your Investment



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Keystone Projects

● Housing Development

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Keystone Projects

- Housing Development
- Mixed Use Development



Keystone Projects

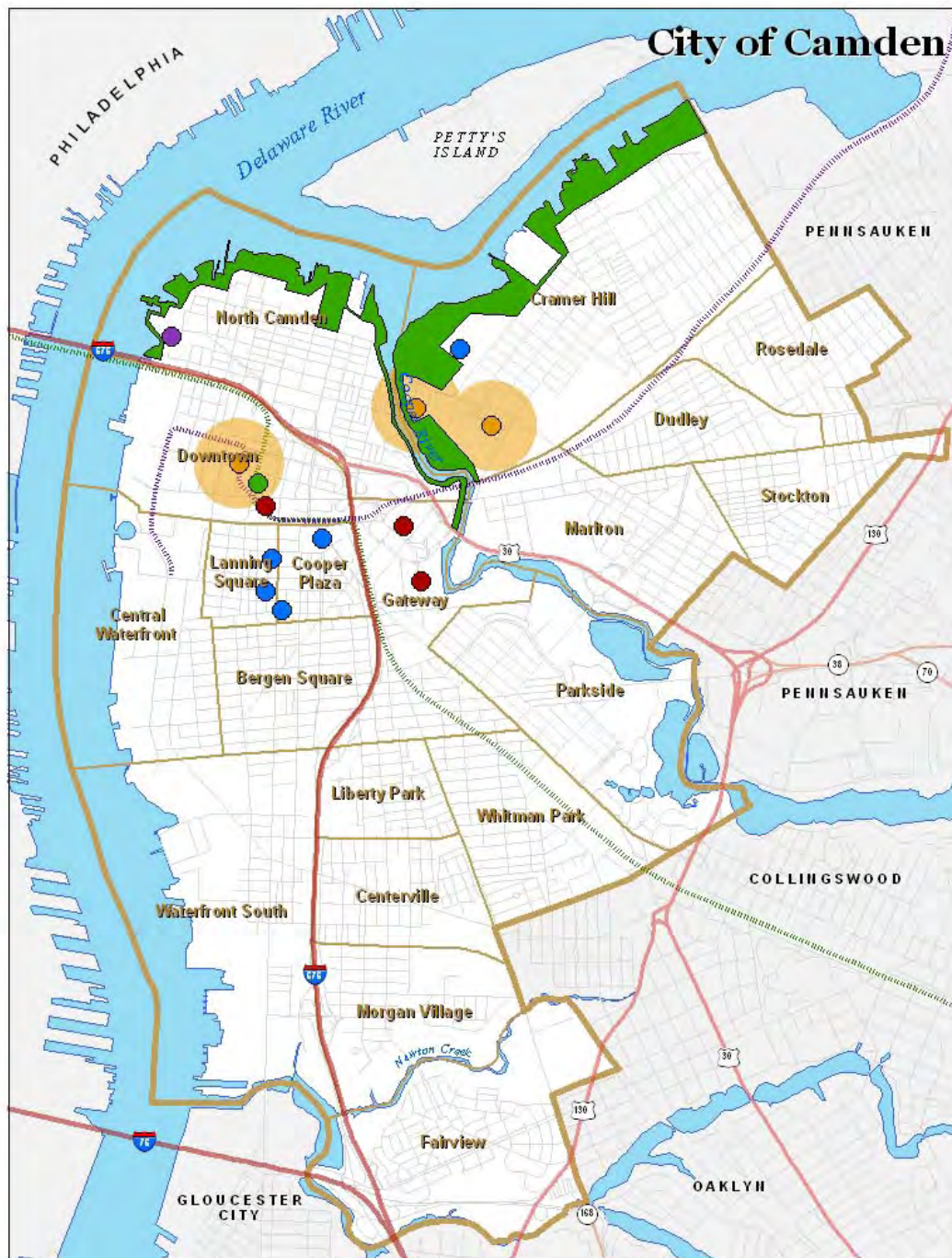
-  Housing Development
-  Mixed Use Development
-  Commercial / Office Development

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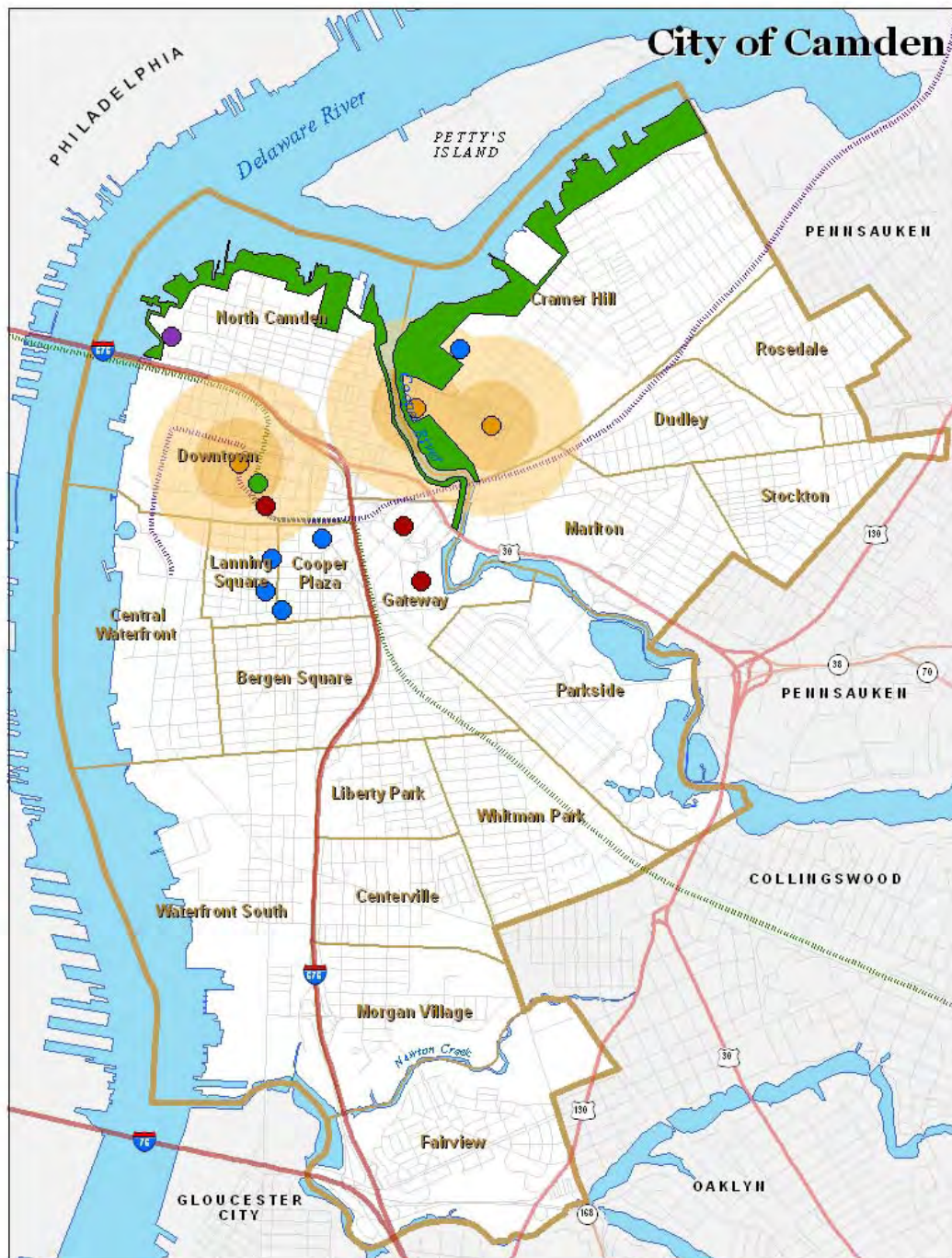
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- Inst. / Educ. Development
- Green Infrastructure



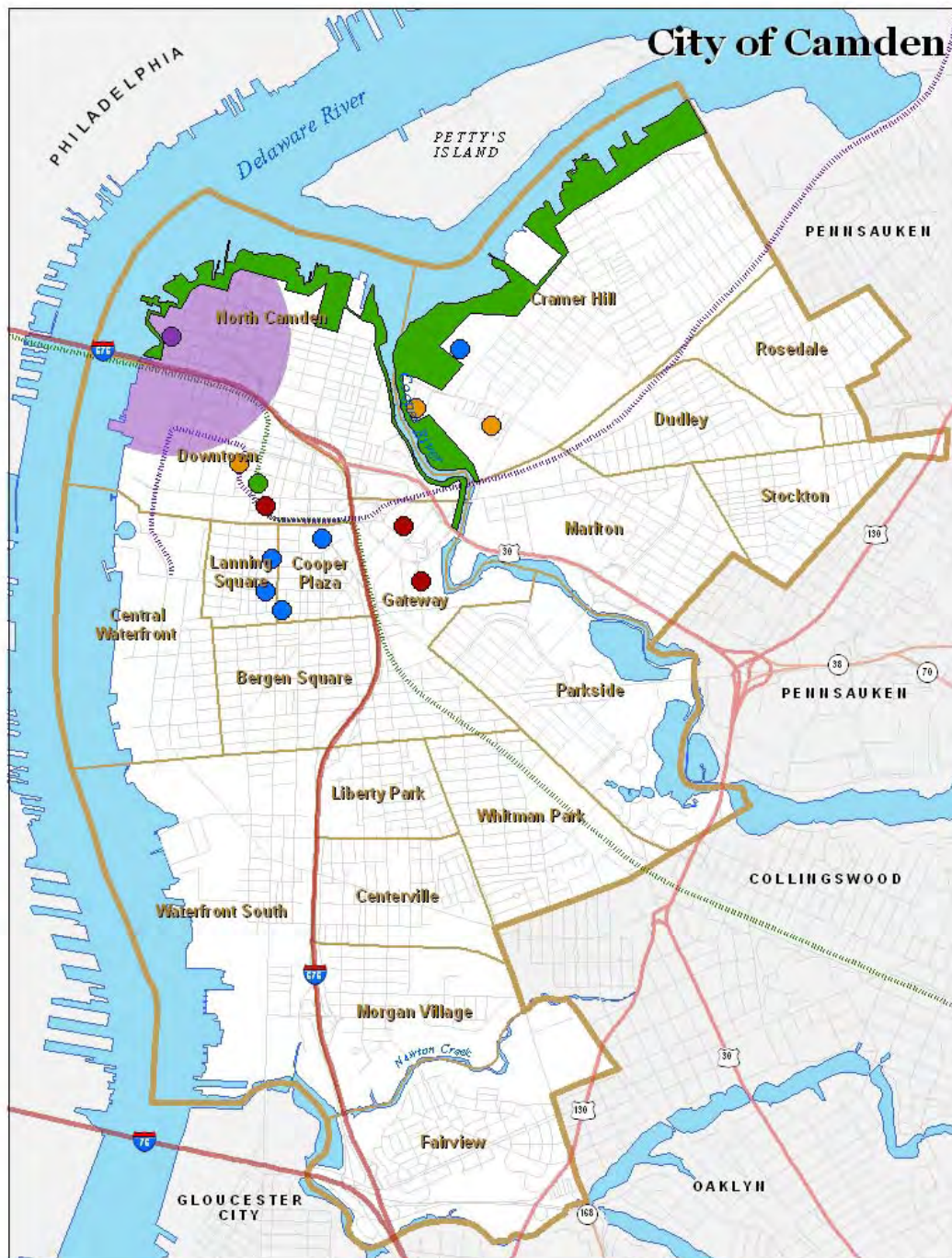
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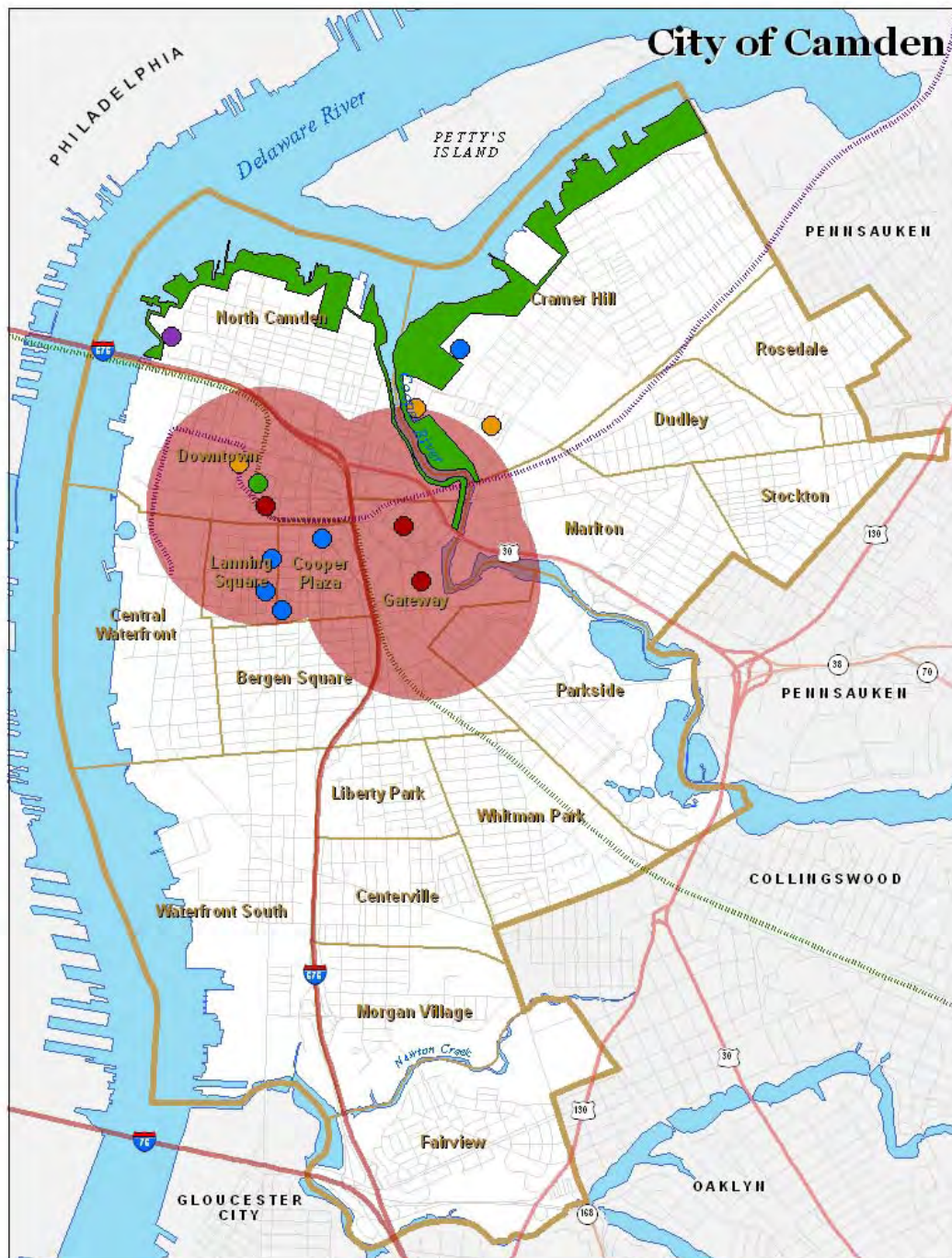
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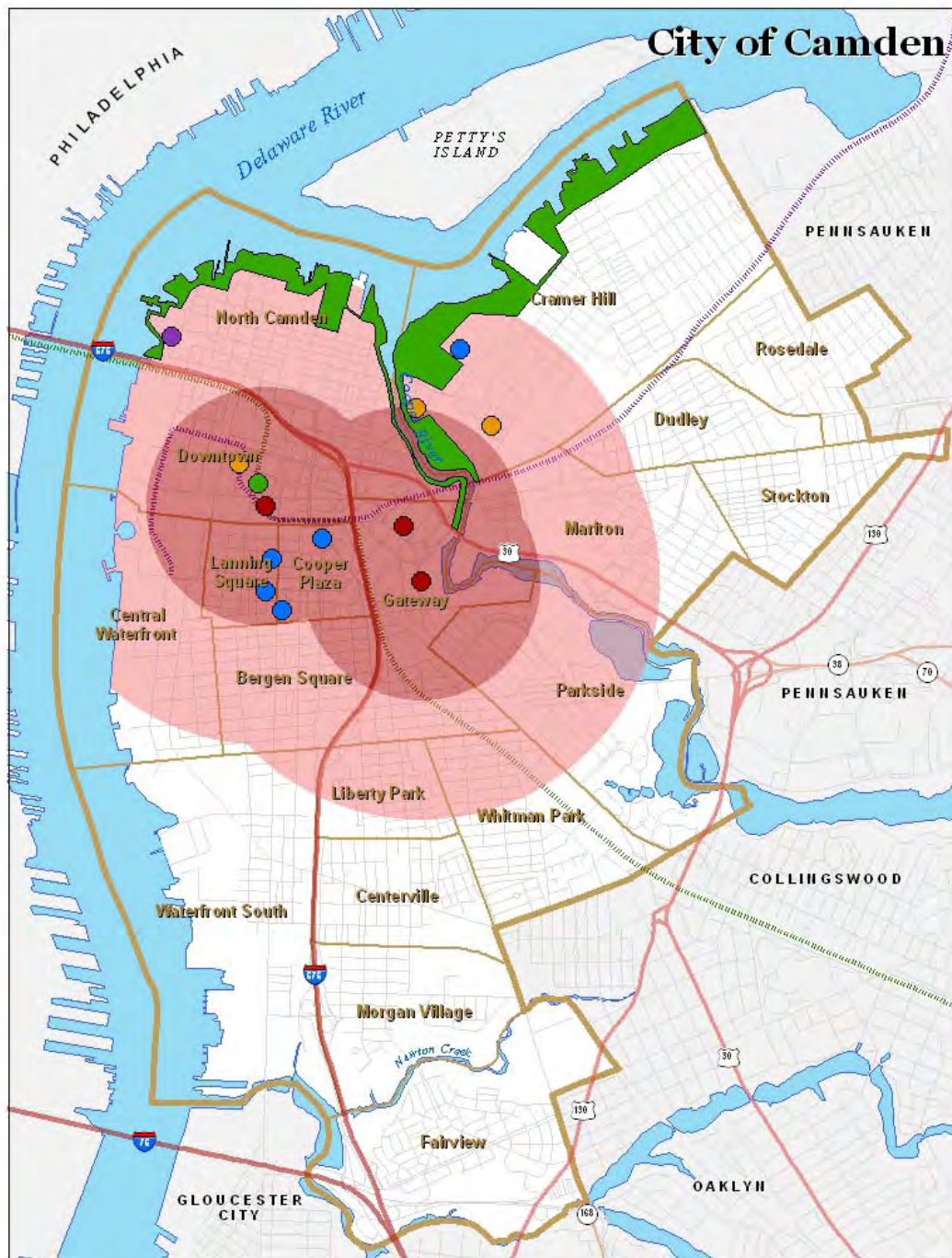
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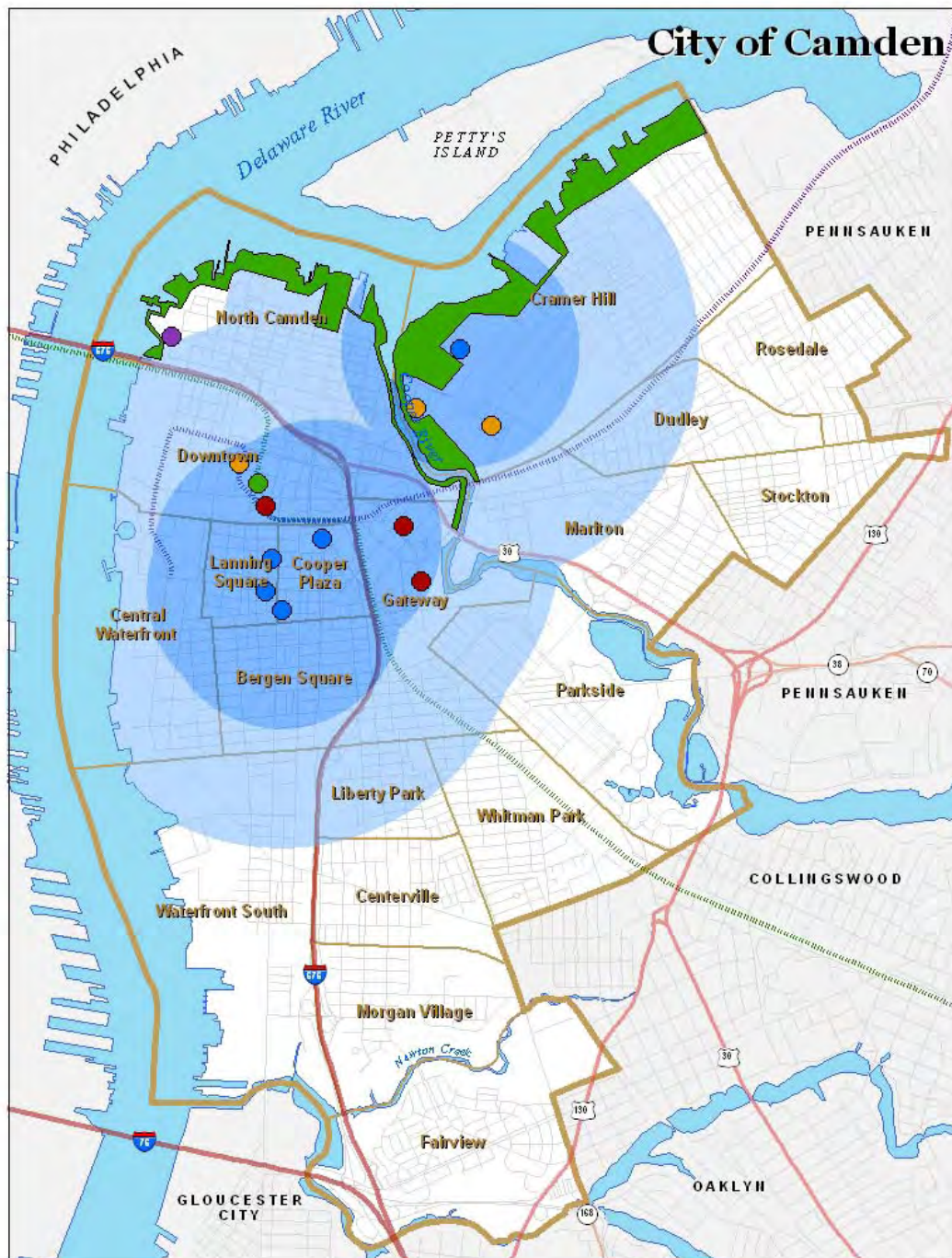
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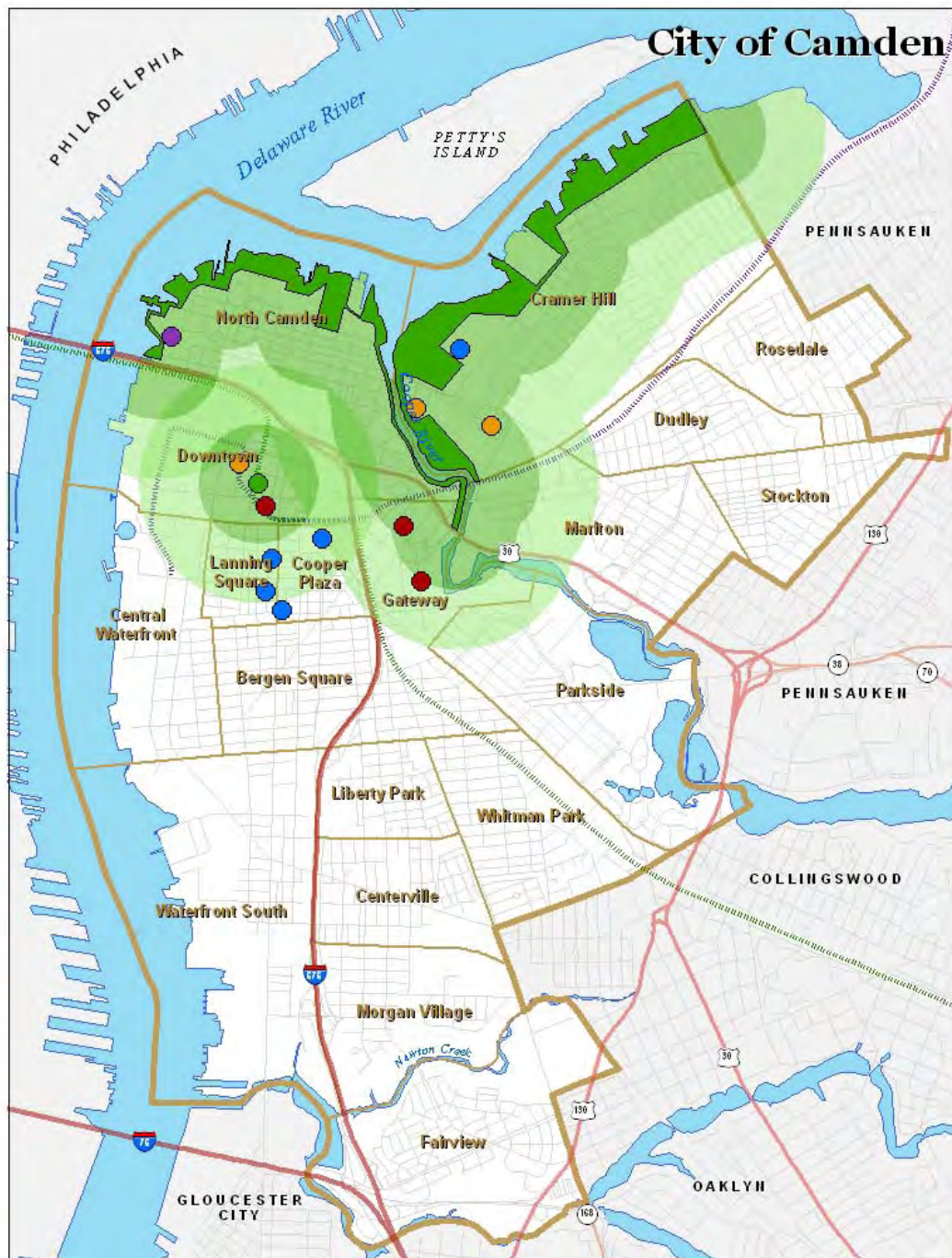
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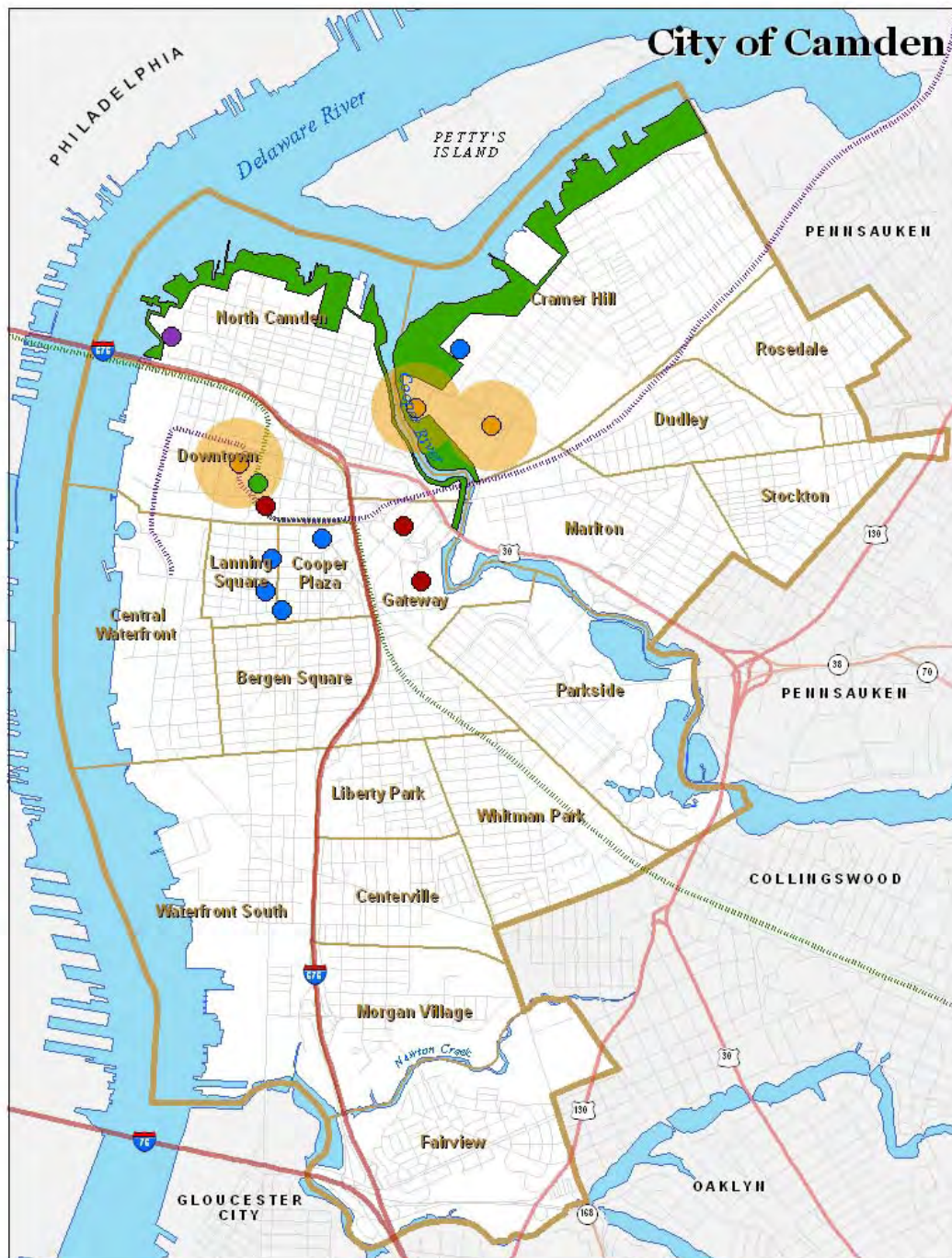
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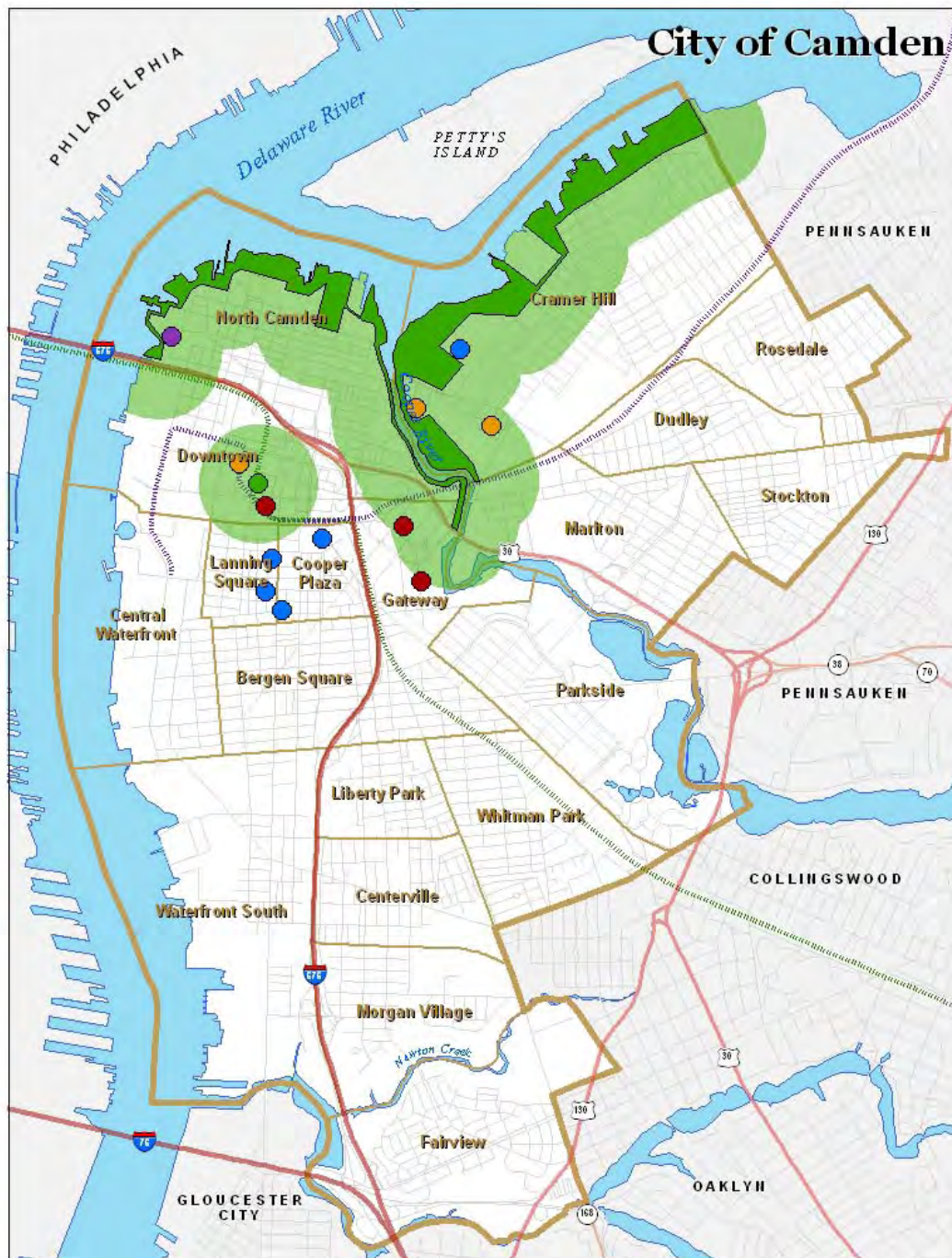
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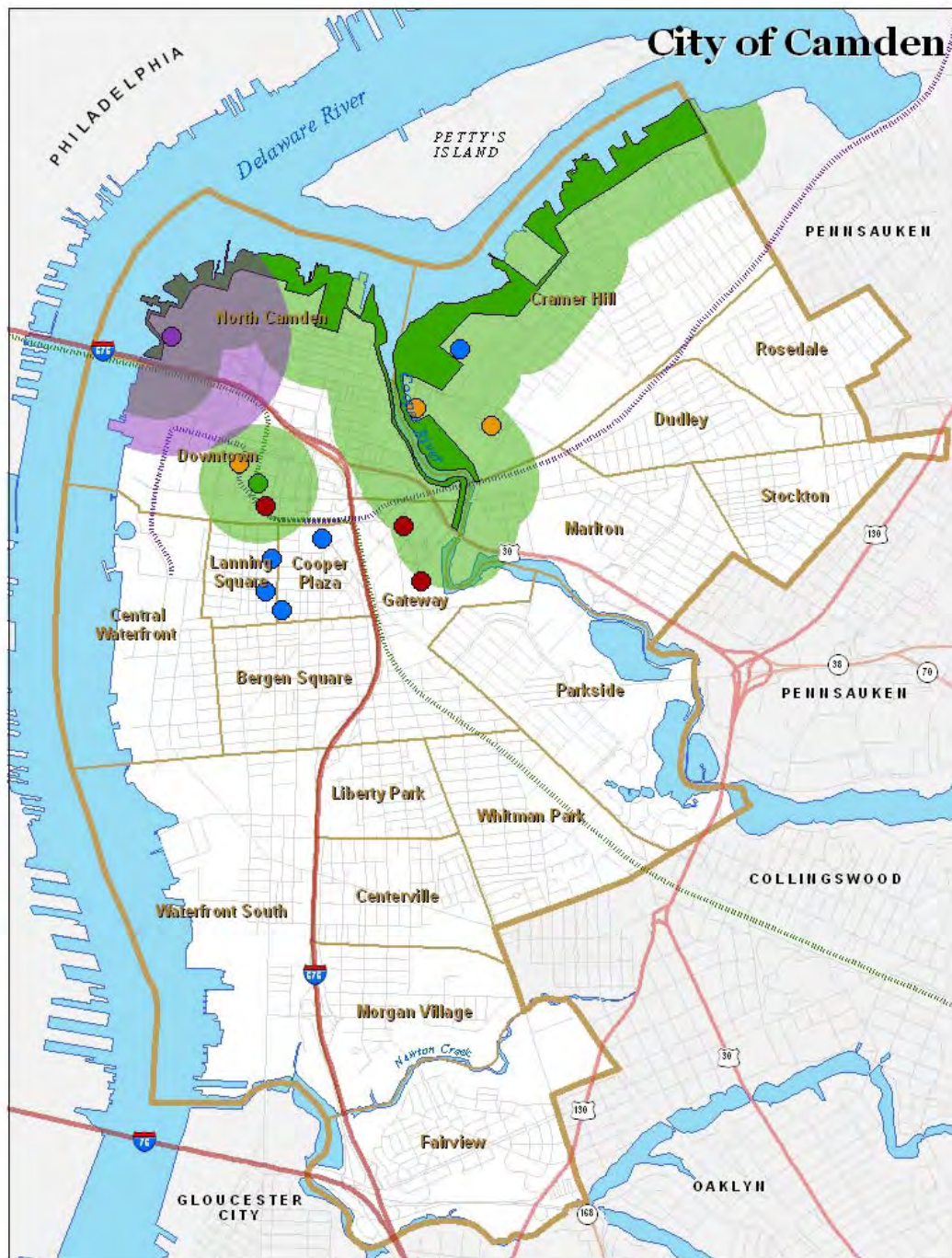
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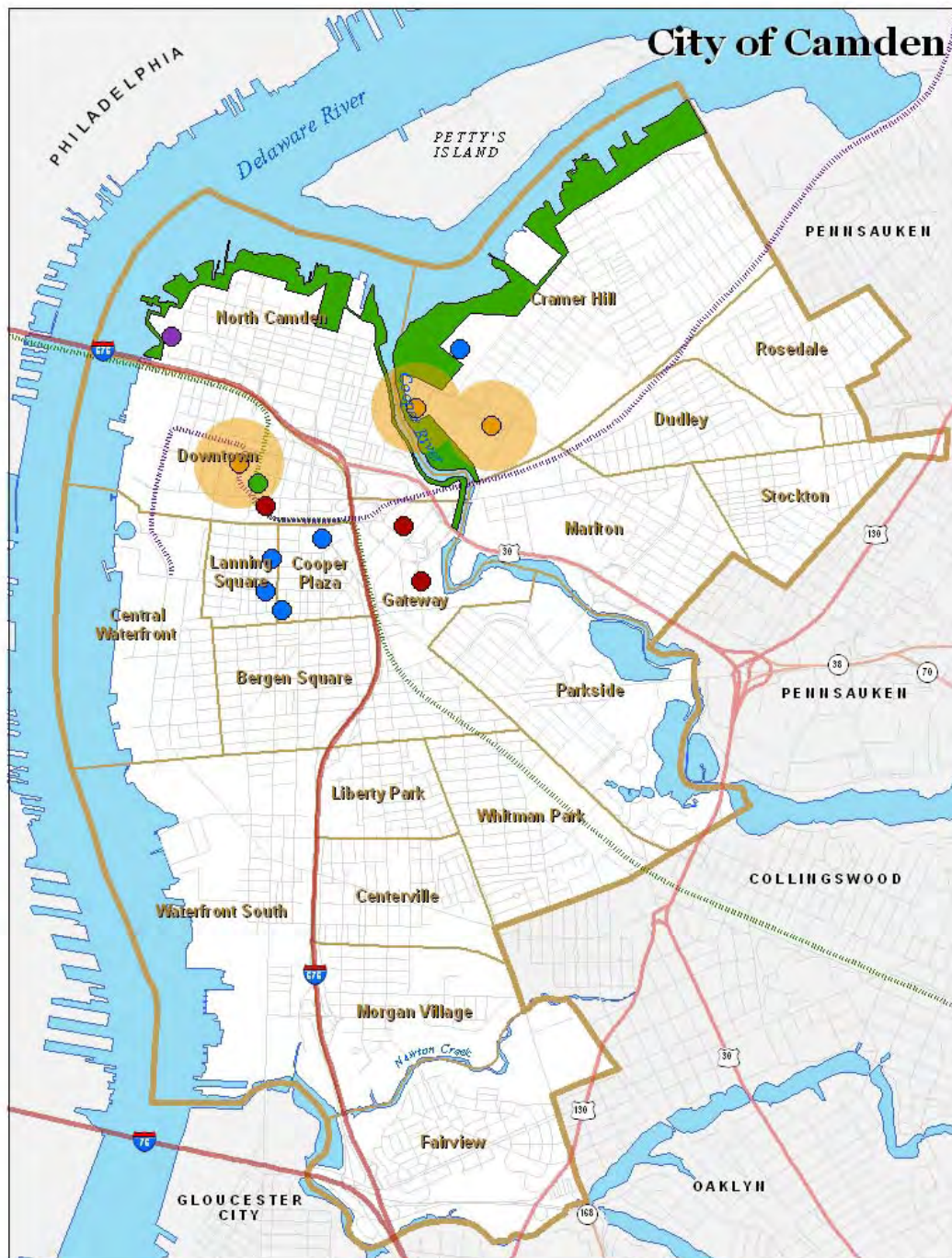
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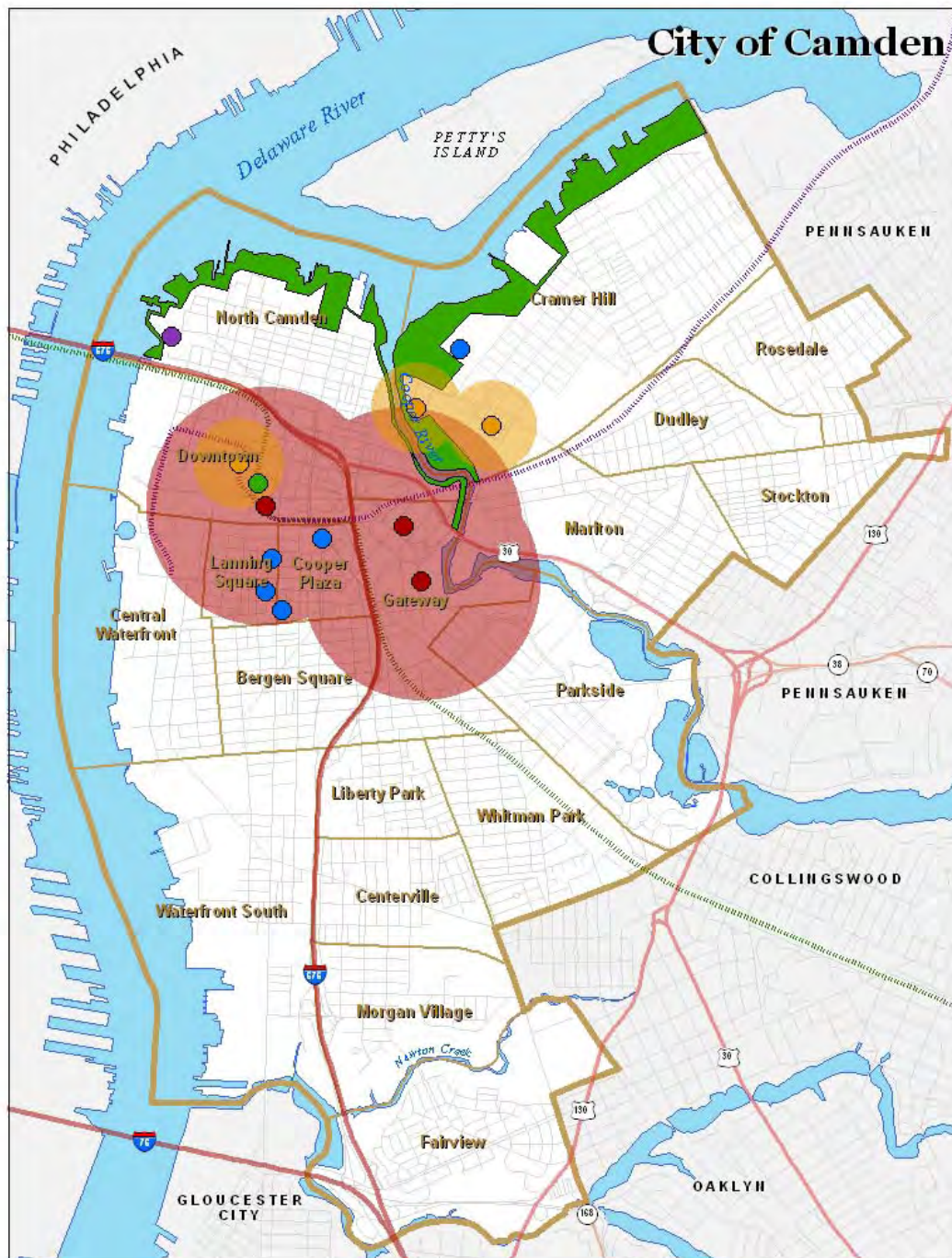
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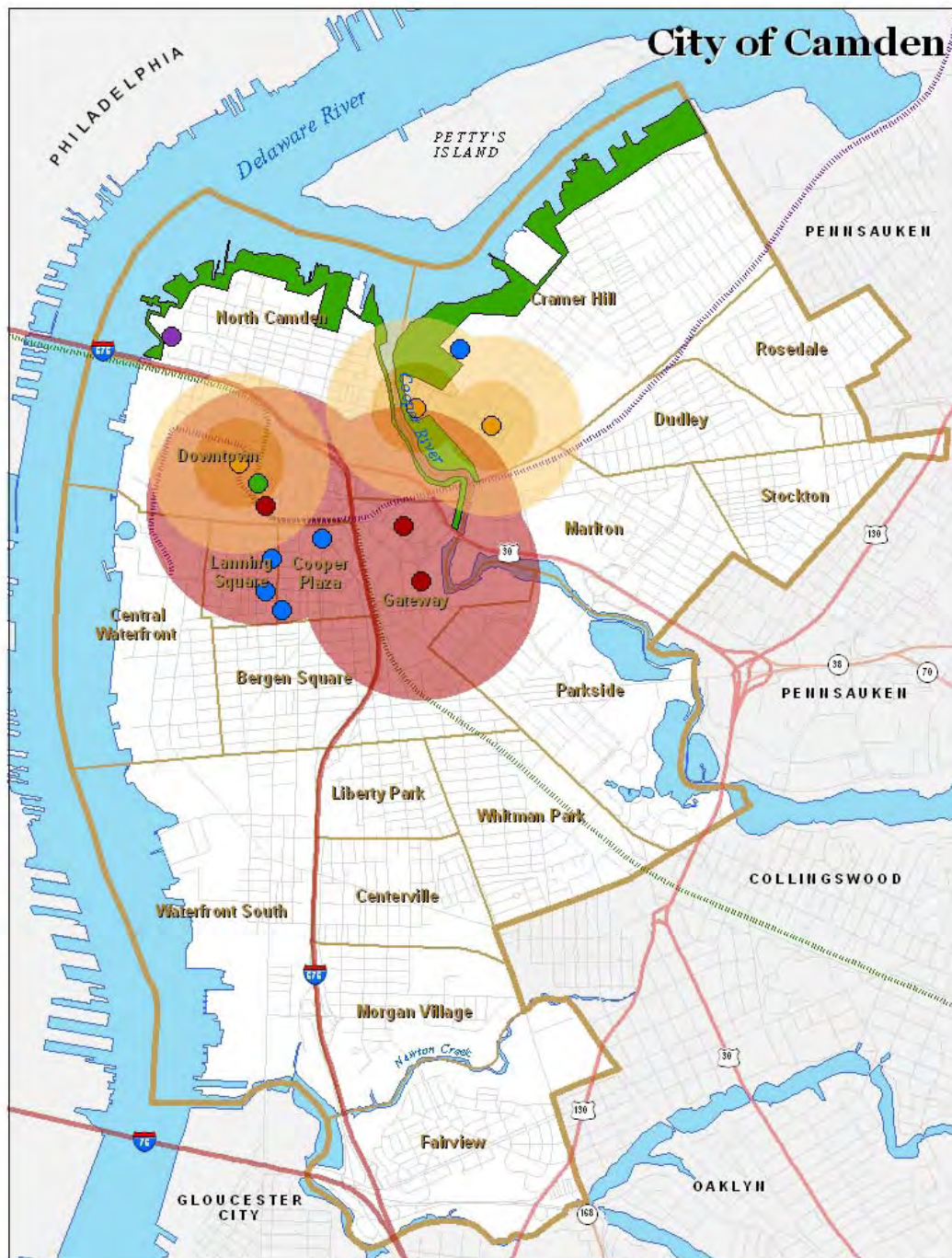
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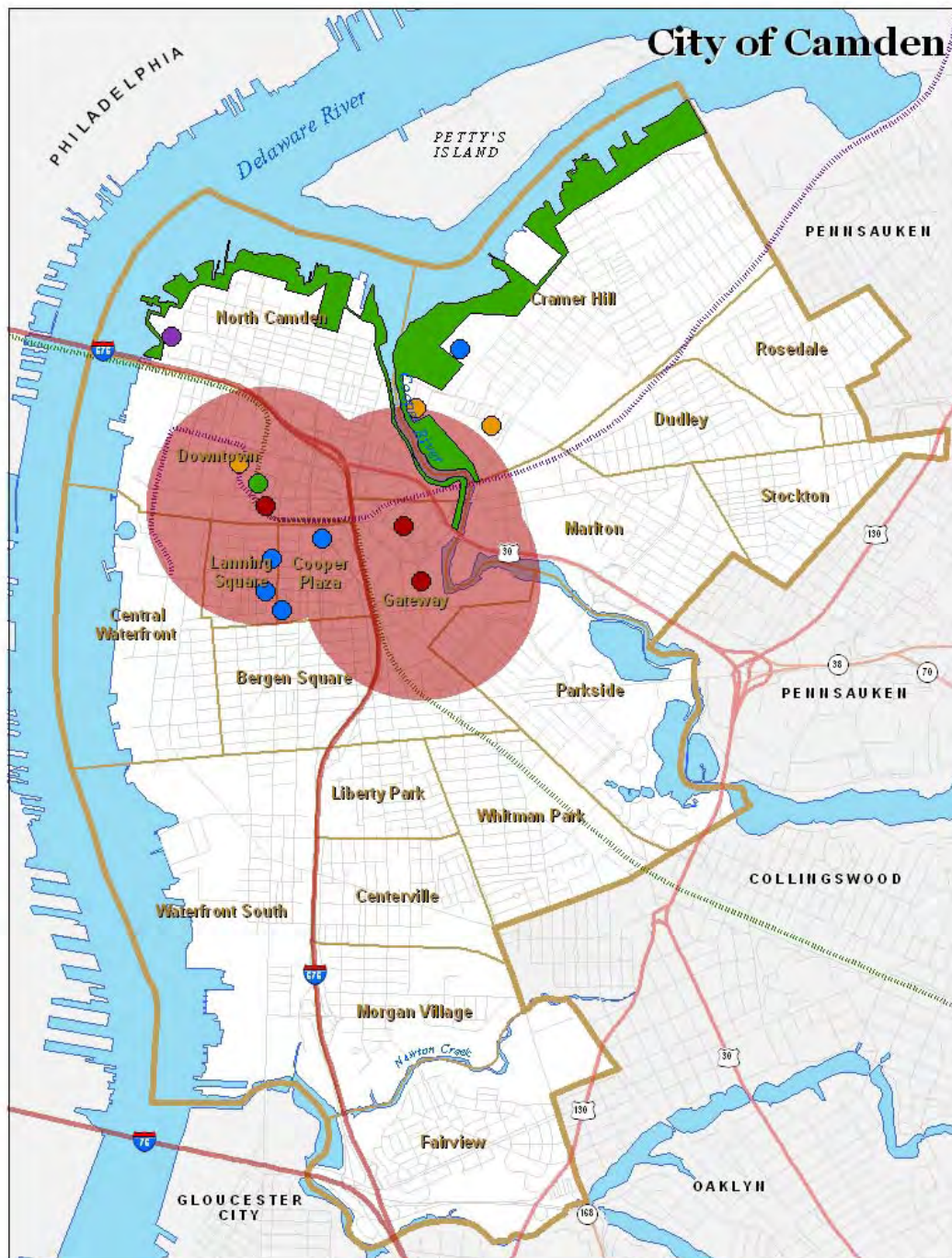
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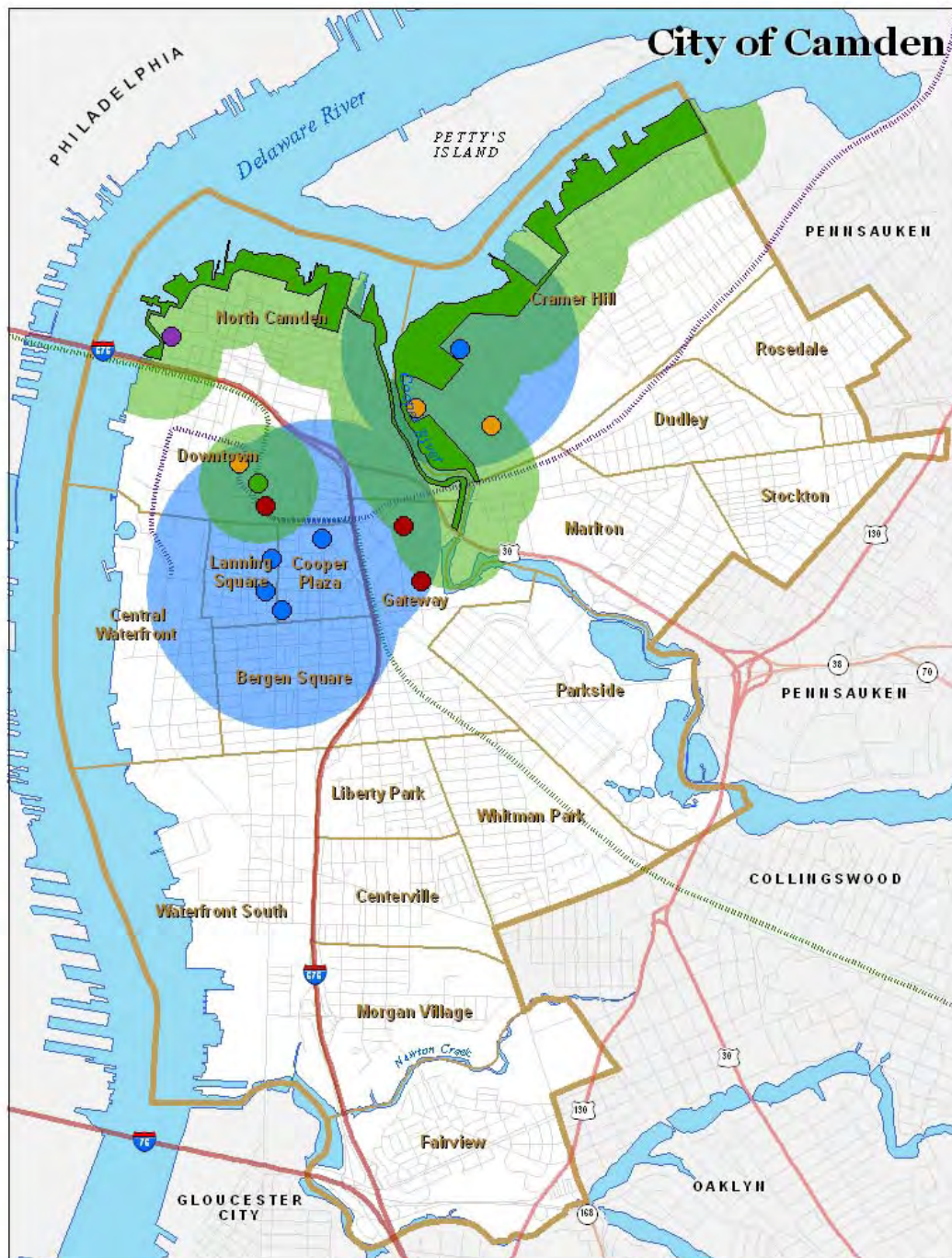
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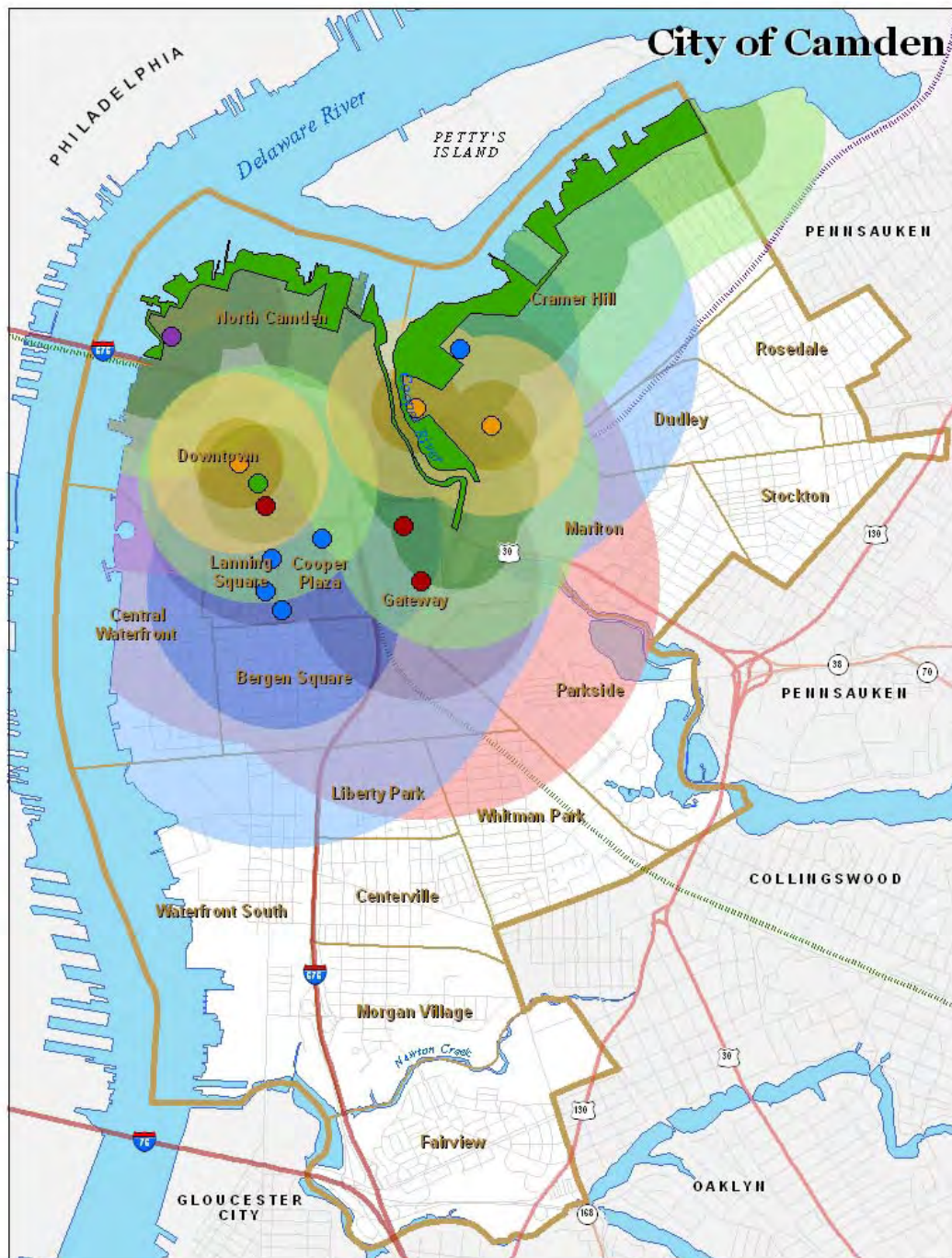
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Opportunities for Your Investment



Bricks & Mortar	Greening	Human Capital	Capacity Building
<ul style="list-style-type: none"> • Mixed income housing construction • Rehab of commercial storefronts • Demolition of vacant buildings • Carnegie Library rehabilitation as a community learning center 	<ul style="list-style-type: none"> • Greenway/park construction • New pocket parks/tot-lots • “Clean & Green” vacant lot program • Support Camden Clean & Safe Team • Community Gardens 	<ul style="list-style-type: none"> • LS Elementary School programming • Home Improvement Programs • Public safety Initiatives • Workforce consortium • Senior & youth programming 	<ul style="list-style-type: none"> • CRA/D&P Property Asset Management • CRA Human Capital staffing • CRA community outreach • Support for resident leadership building



Opportunities for Your Investment



Bricks & Mortar	Greening	Human Capital	Capacity Building
<ul style="list-style-type: none"> • Salvation Army /Kroc recreational facility (Cramer Hill) • Arts district retail space (Downtown) • Classroom/Facility enhancement: <ul style="list-style-type: none"> - Lanning Square Elementary - Performing Arts High School (Downtown) - Parkside Elementary School (Gateway) - Pyne Point Elementary School (North Camden) 	<ul style="list-style-type: none"> • Tree Planting • Enhanced streetscapes • Gap funding for green building • Programming funds for parks • Support for “Green Zoning” • Support for Citywide Energy Policy 	<ul style="list-style-type: none"> • Arts & culture programming • Enhance connections between college students & city issues • Job readiness • Transportation initiatives to connect residents to jobs 	<ul style="list-style-type: none"> • Support local neighborhood associations • Redevelopment and Human Capital planning for North Camden • Support for “Green Zoning” • Support for Citywide Energy Policy



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Contact

Sandra Ross Johnson

Executive Director, Camden Redevelopment Agency

Director, Department of Development & Planning

520 Market Street-Suite 1300

Camden, NJ 08101

Ph: (856)757-7600

Fx: (856) 964-2262

sajohnso@ci.camden.nj.us

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