

# Moving Camden Forward

January 21, 2010

**Sandra Ross Johnson**

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



**Dana L. Redd, Mayor**



# Agenda

1. City of Camden Overview
2. C.E.D.S. Priorities
3. Highlights of Specific Projects
4. Citywide Activities & Stimulus



# Our Vision



**Targeted development that  
raises the quality of life for  
residents, creates 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
- 35% of households have an income below the Federal poverty line
- 49% of residents 25yrs+ have no high school diploma
- 19% unemployment rate
- 53% African American, 39% Latino, 8% Other

# Camden Profile: Land

- 9 square miles
- 21 Census Tracts
- 19 neighborhoods
- Approximately 16 miles of waterfront land
- Approximately 20% of land parcels are publicly owned
- Numerous opportunities for private investment



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# Camden Profile: Government Transition

New Governor elected, Chris Christie

- New priorities for NJ State agencies

New Mayor elected, Dana L. Redd

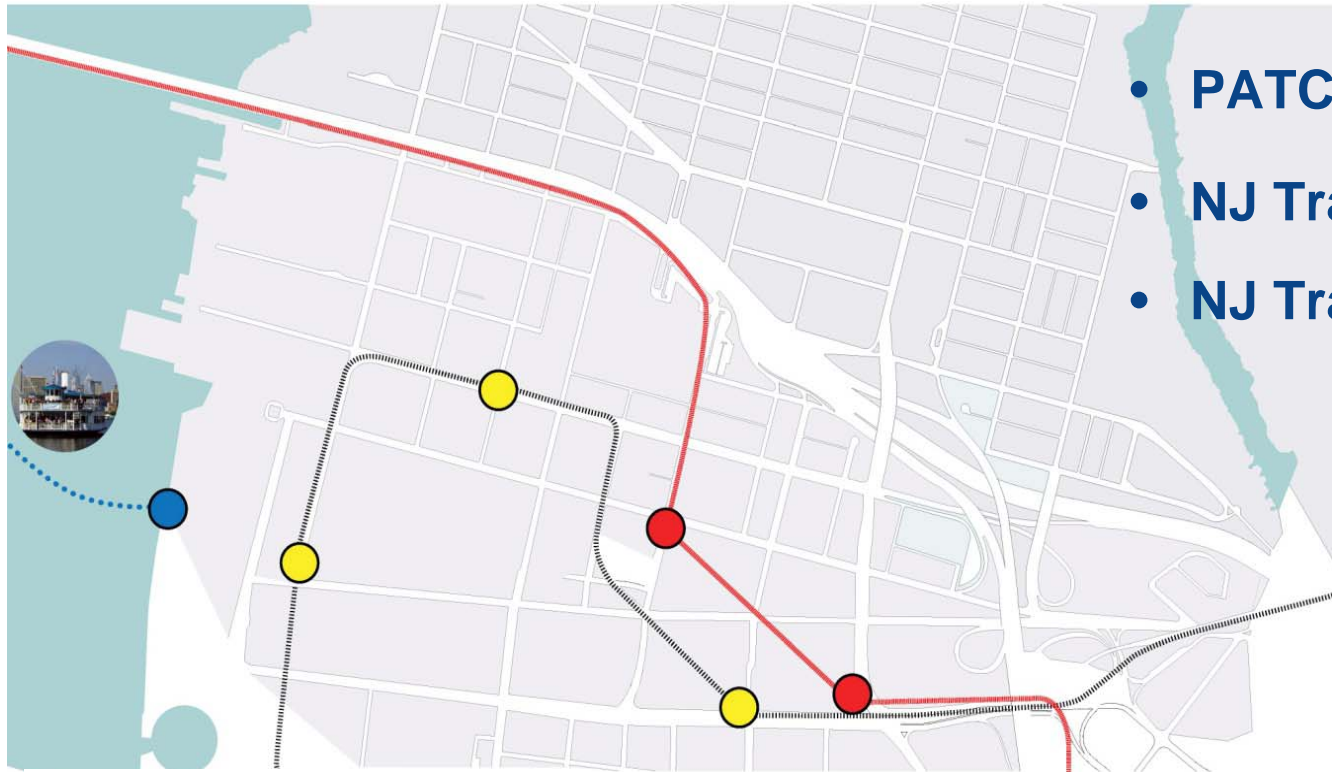


*"As my administration takes office, we will face a host of challenges and opportunities that I welcome. Camden is my passion and life's work."*

# Camden Profile: Government Priorities →

1. **Jobs**
2. **Business and Economic Development**
3. **Residential Development**
4. **Strong Infrastructure**

# Camden Profile: Transit



- PATCO Speedline
- NJ Transit RiverLINE
- NJ Transit Bus system

- Waterfront Ferry to Philadelphia
- Interstates 76 and 676
- State Highway system to South Jersey



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# City of Camden CEDS Projects →

**Submitted 50+ projects = \$1.5 billion**

**Selected projects (10) = \$575 million**

**Highlighted projects (6) = \$555 million**

# DVRPC - CEDS Priorities for Camden



1. Mixed Use Transit Villages
2. Industrial Corridors
3. Waterfront / Open Space Projects

## GREATER PHILADELPHIA ECONOMIC DEVELOPMENT FRAMEWORK



# Gateway Office Park Transit Village



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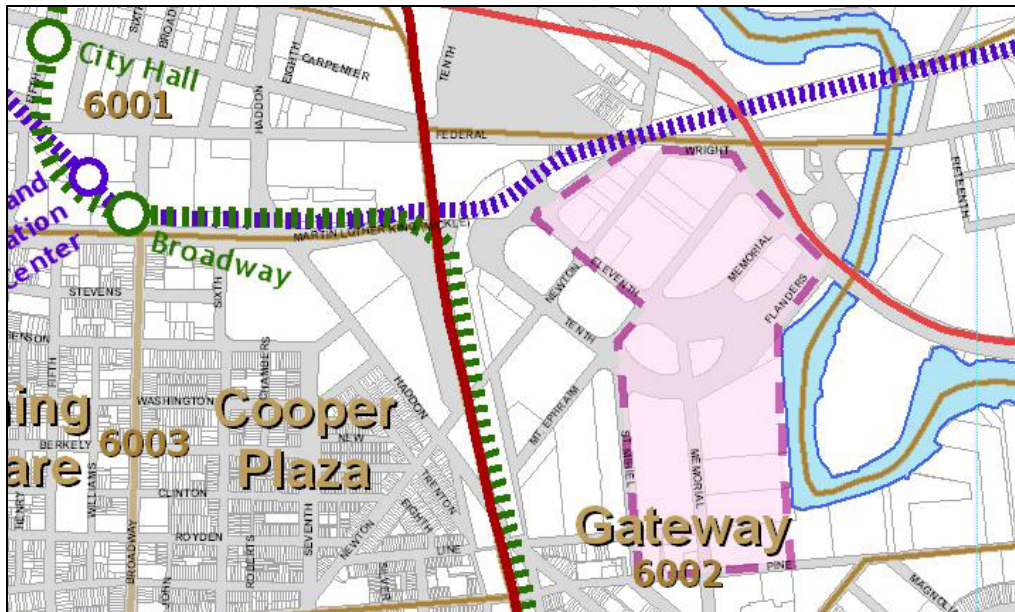
# Gateway Office Park Transit Village

**\$175 million**

## Transit Proximity:

*PATCO & RiverLINE (1/2 mile)*

*Proposed new RiverLINE Station  
(1/4 mile)*



**Campbell Soup World HQ  
Expansion**

**Highway & Infrastructure  
Improvements**

**Gateway Office Park**

**LEED Certified Development**

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# Ferry Avenue Transit Village



# Ferry Avenue Transit Village

**\$100 million**

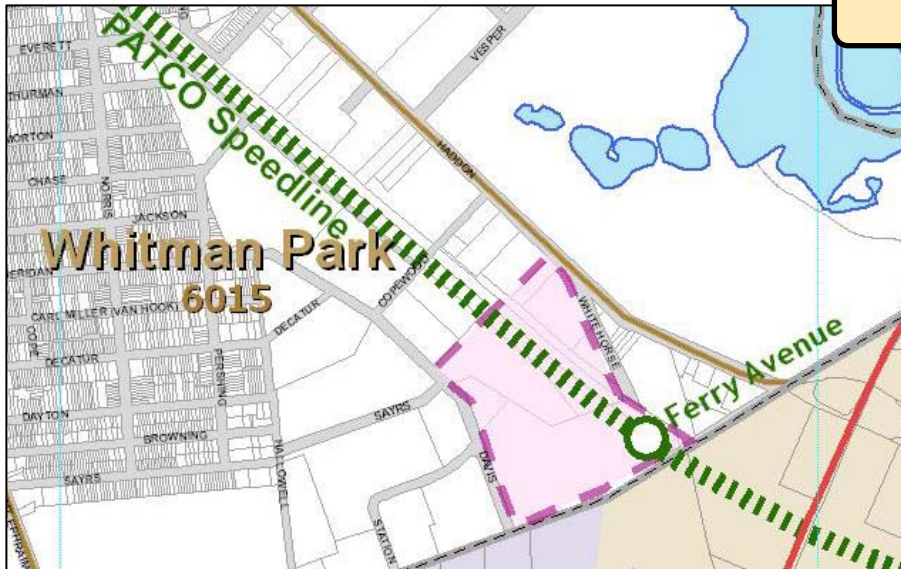
**Office Space: 250,000 sf  
Retail Space: 18,000 sf**

## Transit Proximity:

*PATCO station (200 ft)*

**1,300 space Parking Structure**

**475 Residential Units, Public Plazas  
Upgraded PATCO facilities**



# Industrial Corridors

**\$30 million**

## Interstate 676



Light & Heavy Industrial uses  
Adjacent to Rail, Highways and Port  
55+ acres of remediation and reuse

Jobs support families and  
nearby businesses

## Federal Street



# North Camden Waterfront

## Mixed-Use Development



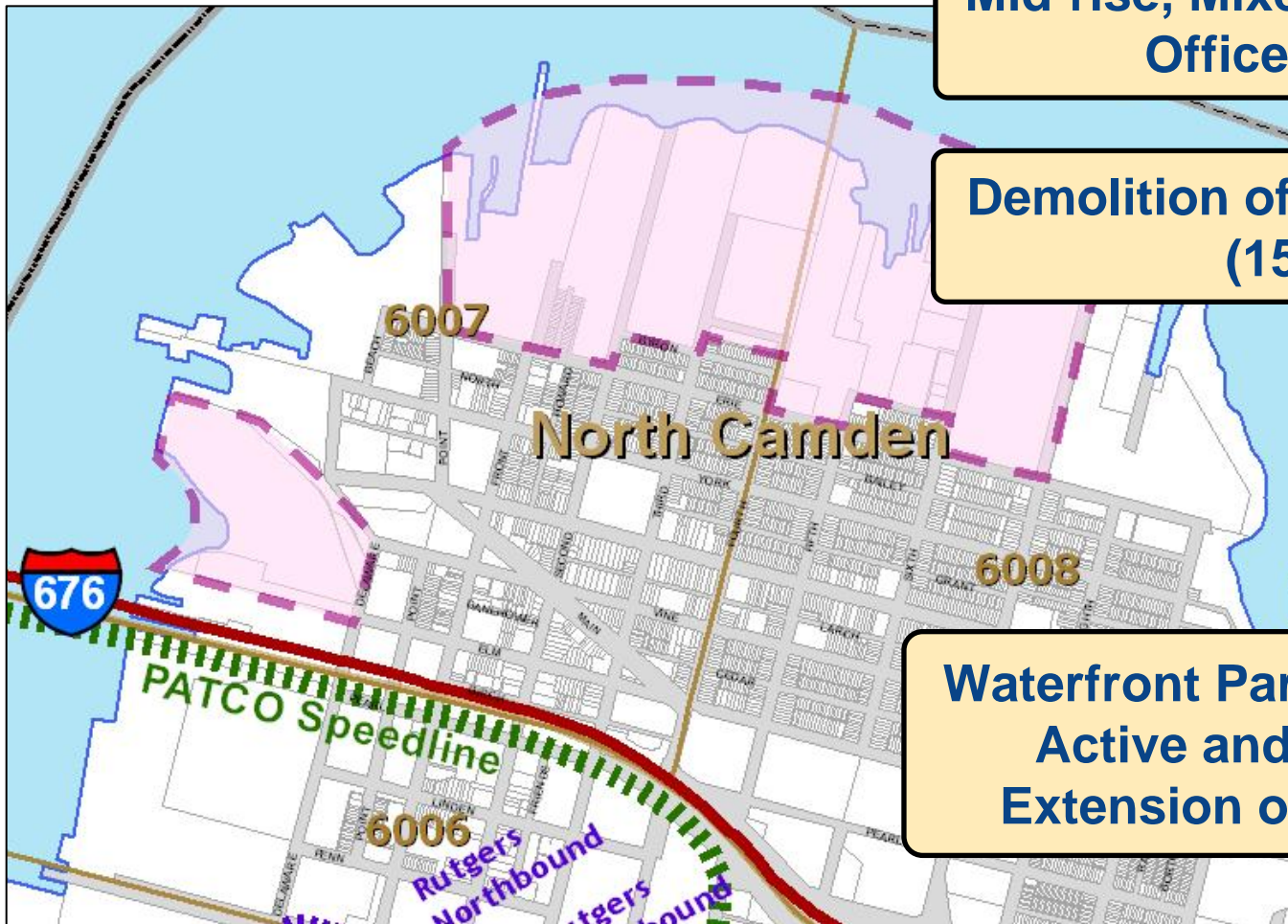
# North Camden Waterfront

**\$200 million**

**Mid-rise, Mixed Use Residential,  
Office and Retail**

**Demolition of Riverfront Prison  
(15 acres)**

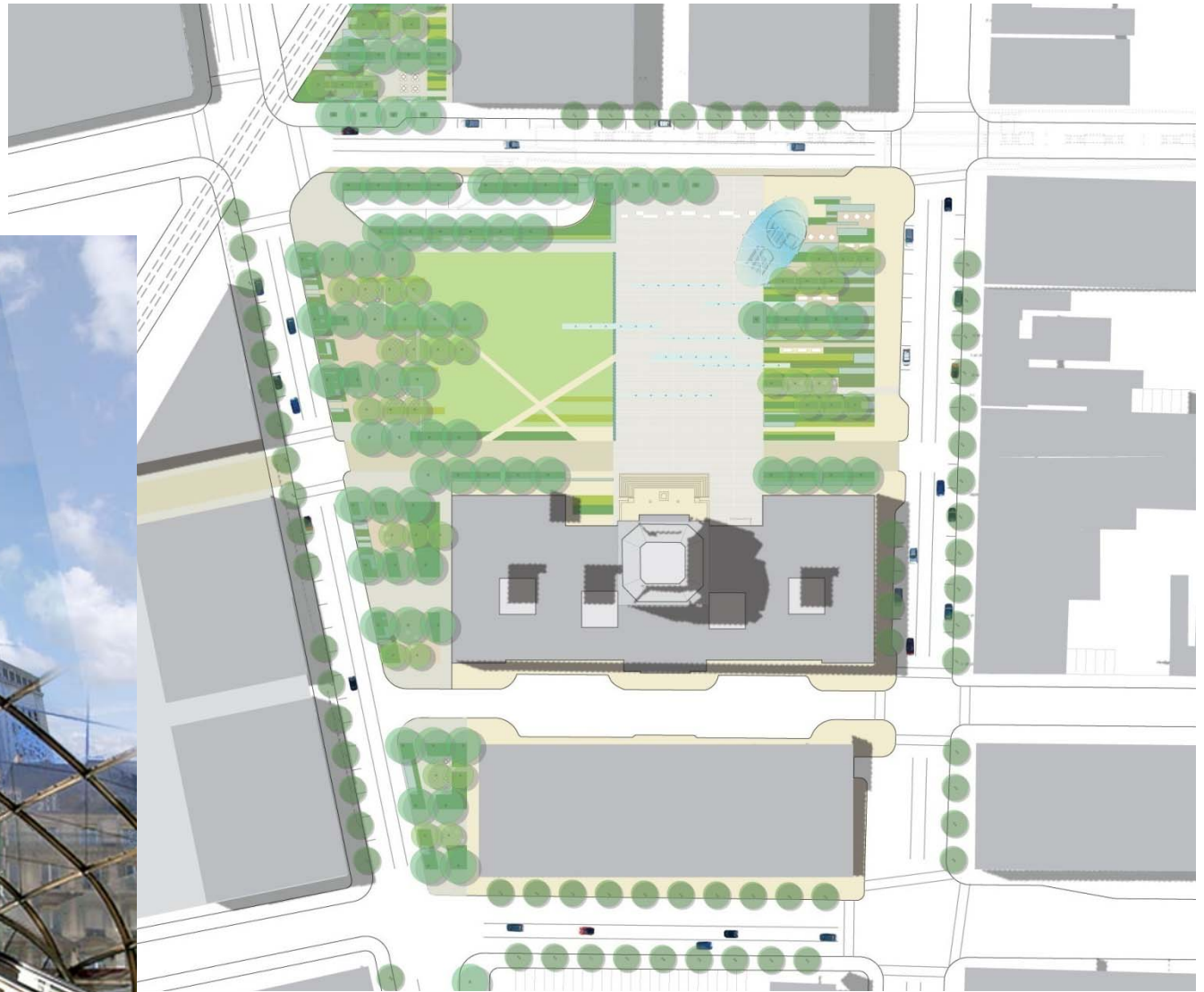
**Waterfront Parks and Greenway  
Active and passive uses  
Extension of the street grid**



# Roosevelt Plaza Park & Transit Hub



# Roosevelt Plaza Park & Transit Hub



# Roosevelt Plaza Park & Transit Hub

**\$50 million**

## Transit Proximity:

*PATCO Station (on-site)*

*RiverLINE Station (250 ft)*

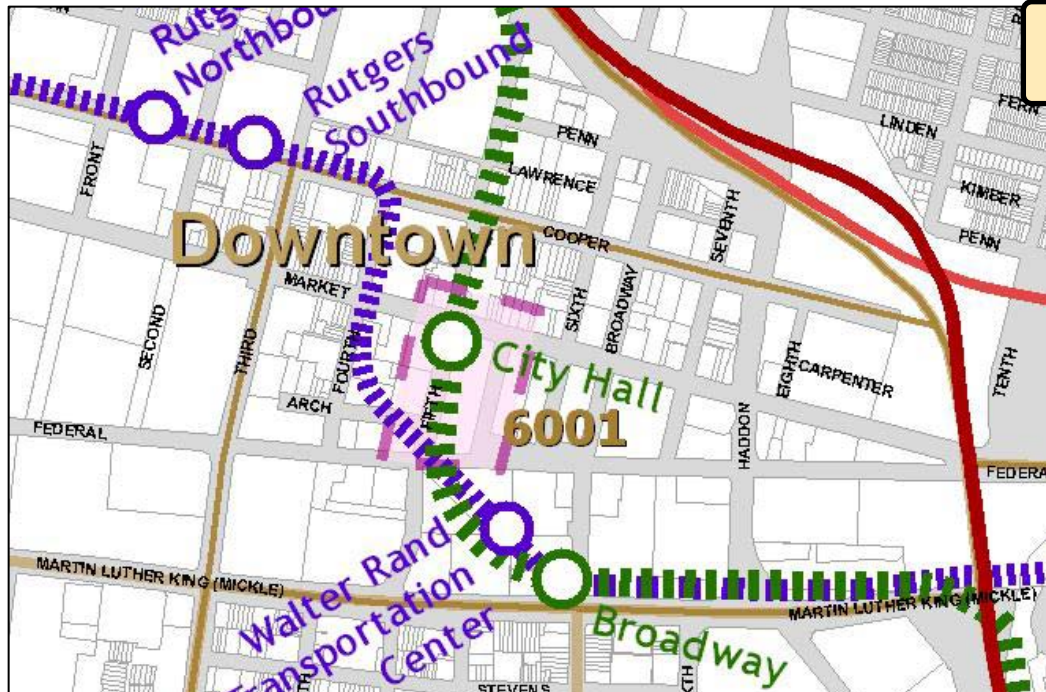
*Walter Rand Bus Terminal (500 ft)*

Roosevelt Plaza Park  
Civic Open Space

250 Space Underground  
Parking Garage

Expansion of PATCO Station

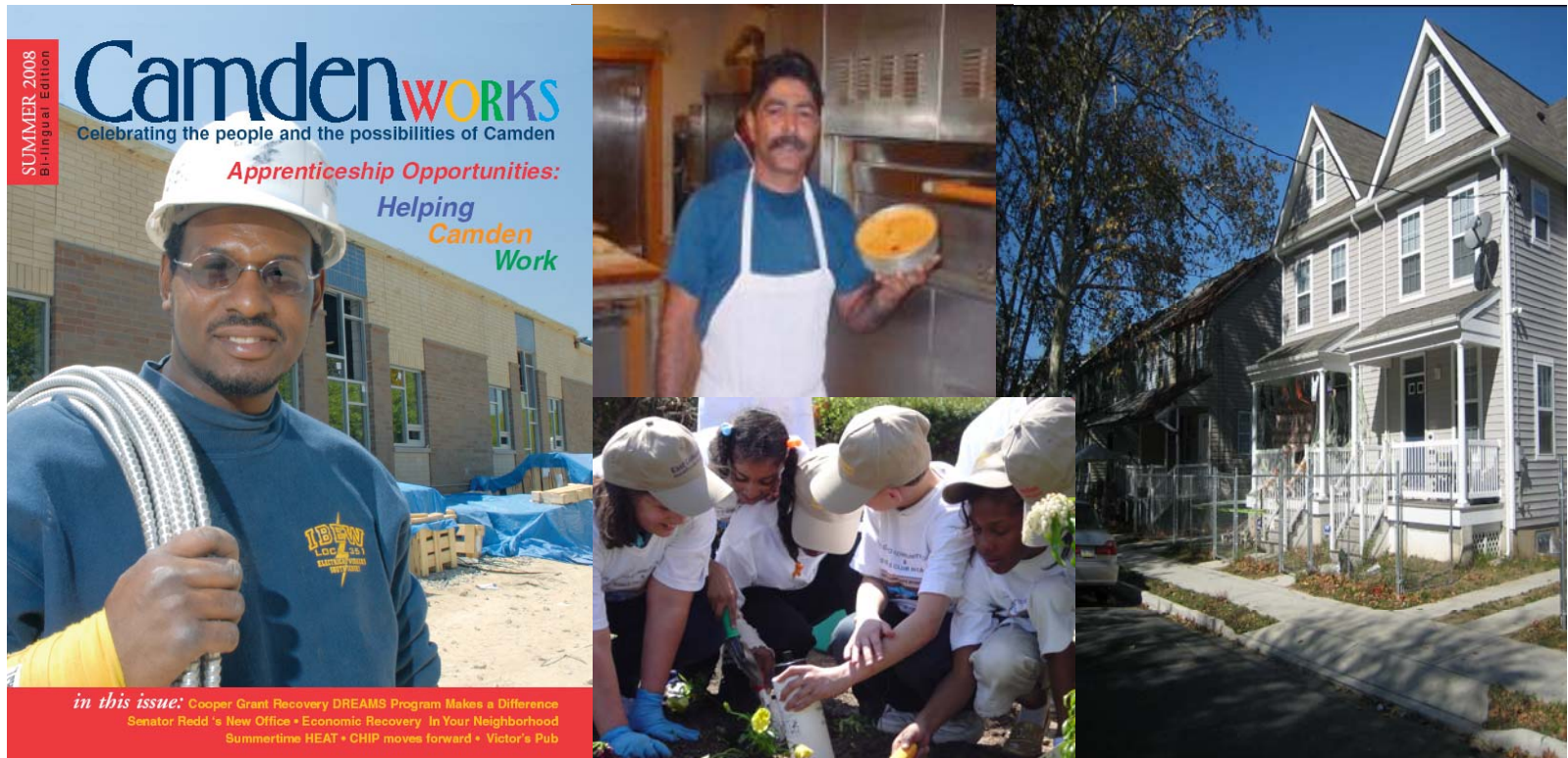
Rutgers Student Housing



# Funding Sources

FEDERAL	STATE	LOCAL	OTHER
<ul style="list-style-type: none"> <li>• Economic Development Administration (EDA)</li> <li>• Dept. of Transportation (DOT)</li> <li>• Dept. of Energy (DOE)</li> <li>• Environmental Protection Agency (EPA)</li> <li>• Federal Highway Administration (FHWA)</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Development Authority (NJ EDA)</li> <li>• Hazardous Discharge Site Remediation Fund (HDSRF)</li> <li>• NJ Environmental Infrastructure Trust</li> <li>• NJ DOT</li> <li>• NJ Urban Hub Tax Credits</li> <li>• NJ Green Acres Program</li> <li>• NJ Dept. of Treasury</li> </ul>	<ul style="list-style-type: none"> <li>• Camden Economic Recovery Board (ERB)</li> <li>• NJ Urban Enterprise Zone (UEZ)</li> <li>• Camden County Open Space Trust Fund</li> </ul>	<ul style="list-style-type: none"> <li>• Private Sector Investment</li> <li>• Delaware River Port Authority (DRPA)</li> <li>• Private Foundations</li> </ul>

# Citywide Activities & Stimulus



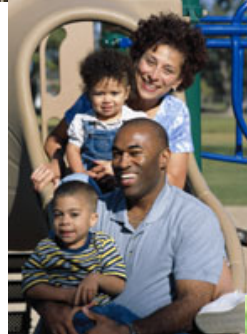
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# Citywide Activities & Stimulus

*Applications underway or submitted: \$161 million*  
*Grants Awarded to Date: \$61 million*

1. **Neighborhood Stabilization Program**
2. **Energy Efficiency Community Block Grants**
3. **Weatherization and Green Jobs**
4. **Others**

# “IT’S ABOUT THE PEOPLE...”



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## Contact

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