



North

CAMDEN NEIGHBORHOOD PLAN

DRAFT - MARCH 2022



Acknowledgements

THANK YOU! to everyone who contributed to the North Camden Neighborhood Plan by sharing your hopes and dreams for the future of the neighborhood—your words and ideas populate the pages that follow.

Steering Committee:

Alicia Rivera, Resident / Mastery Molina School
Armando Alfonso, NJ Department of Environmental Protection
Bishop Barron, Higher Ground Baptist Church
Bryan Morton, Resident / North Camden Little League
Carmen Ubarry, Former Resident / Mastery Charter High School
Dan Rhoton , Executive Director/ Hopeworks
Dana Caro, Resident / NorthGate Towers
Diamond Thomas, Resident / Radio Host
Dion Wiles, Resident / Respond Staff
Dr. Ed Williams, Director, City of Camden Planning
Felisha Reyes-Morton, Resident / Councilwoman / North Camden Little League
Jeffrey Nash, Commissioner, Camden County
Joseph Rodriguez, Resident / American Water / CLHI Board
Jose Placencia, Litwin Market / The Food Trust
Jose Santiago, Resident / CLHI
Kevin Besica, Engineer, Camden County
Linda Cairnes, Center for Aquatic Sciences
Maggie McCann, Director, Camden County Parks
Michael D'Italia, Director of Student Success, Rutgers Camden
Nyeema Watson, Vice Chancellor, Rutgers Camden
Olivette Simpson, Director, Camden Redevelopment Agency

Samir Nichols, Resident / Executive Director, Superior Arts
Scott Shrieber, Executive Director, CCMUA
Sergeant Levy, Camden County Metro Police Department
Shirley Irizarry, Resident / Executive Director, Parents Invincible
Sister Helen Cole, Executive Director / Guadalupe Family Services & Holy Name
Tamie Pettiford, Realtor
Tom Lank, President / Respond, Inc.
Tony Davis , Resident / Former SOW Board
Vance Lofton, Executive Director / Respond, Inc.

Project Team:

Brandi T. Johnson, CLHI
Jessica Franzini, CLHI
Jacqueline Santiago-Vicente, Resident / CLHI
Meishka Mitchell AICP, PP, Camden Community Partnership
Stacey Chen, AICP, Interface Studio
Ben Bryant, AICP, PP, Interface Studio
Akshay Yeleswarapu, Interface Studio
Yoona Ahn, Interface Studio
Maggie Loesch, Interface Studio
Lily Cheng, Interface Studio



Made possible with support from

Dedicated to the work and legacy of North Camden trailblazers, including:



Rodney S. Sadler (1949-2019)

Mariner, harbormaster, community activist, and Executive Director of Save Our Waterfront. At Save Our Waterfront, Rodney led efforts to advocate for the demolition of the Riverfront State Prison, now home to the Cooper's Poynt Waterfront Park.

Credit: A Darling Light Photography



Jean R. Kehner (1928 - 2021)

Lifelong learner, North Camden advocate, and Board Member of Save Our Waterfront. Jean was committed to improving North Camden's parks and trail system for local youth.

Credit: A Darling Light Photography



Wilbert Mitchell, Retired

Served 54 years as Executive Director of Respond, Inc., serving North Camden residents of all ages through day care programs, senior centers, workforce development programs, affordable rental housing, and more.

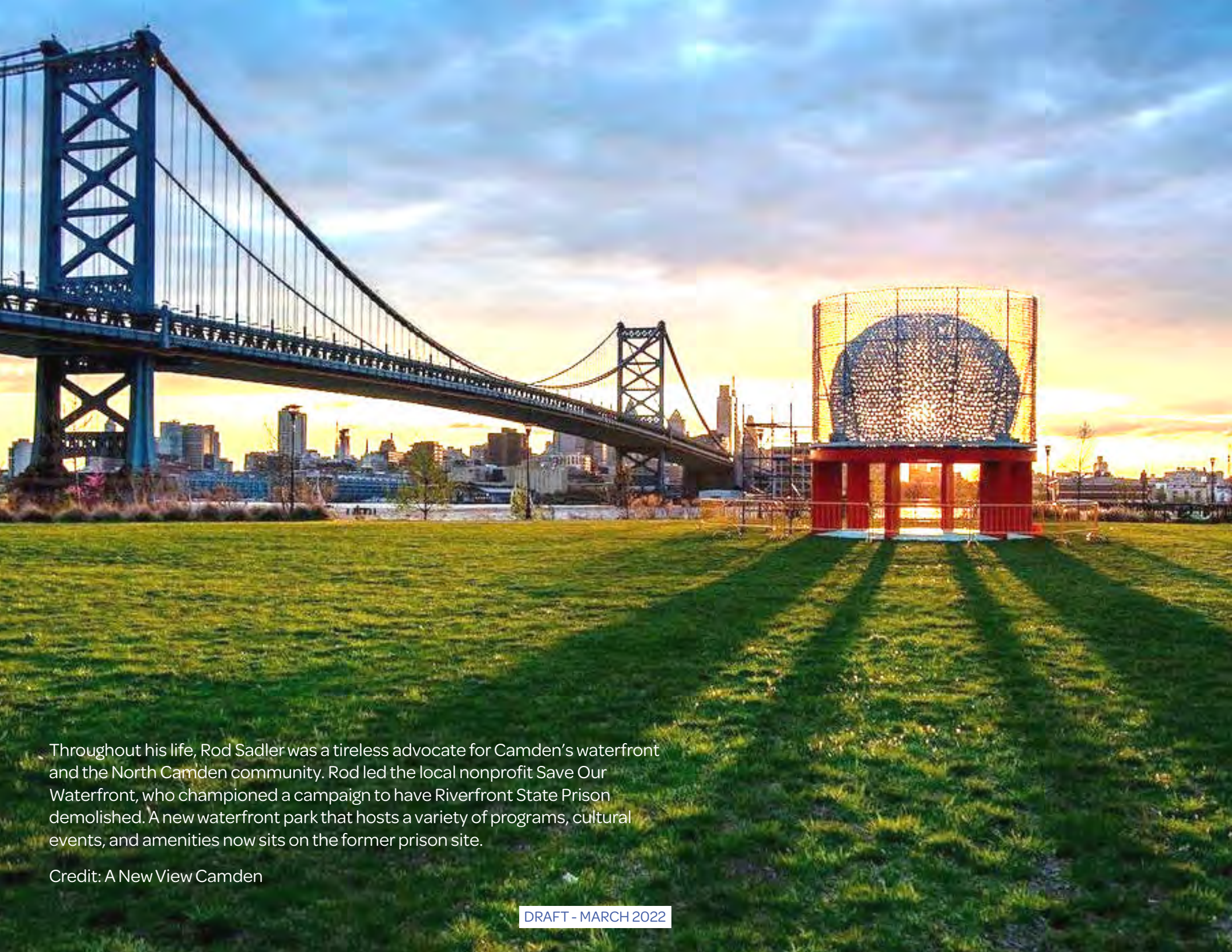
Credit: NJ Pen



Betsy Clifford, Retired

Served 30 years as Executive Director of Camden Lutheran Housing, Inc. (CLHI), building and maintaining quality affordable housing, increasing paths to affordable homeownership, and improving quality of life through neighborhood beautification programs.

Credit: Craig Morse



Throughout his life, Rod Sadler was a tireless advocate for Camden's waterfront and the North Camden community. Rod led the local nonprofit Save Our Waterfront, who championed a campaign to have Riverfront State Prison demolished. A new waterfront park that hosts a variety of programs, cultural events, and amenities now sits on the former prison site.

Credit: A New View Camden



Audience members attending Town Hall Resolution 50, an original stage play about environmental racism, at Northgate Park in North Camden.

Credit: Superior Arts Institute



The "North" mural at 5th and York was done by Camden tattoo & mural artists Roberto Morales & Angel Fernandez.

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A person is shown from the side, using an abacus. The image is overlaid with a semi-transparent blue filter. The person's hands are positioned over the abacus, which has several rows of beads. The background is a solid blue color.

Our Progress, Our Potential

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Why Plan? Why Now?

The North Camden Neighborhood Plan is back for an update to guide investment and collective action over the **next 10 years**. Much has changed in the neighborhood since the first Neighborhood Plan was written nearly **30 years ago**. Vacant buildings and lots have been beautified and restored, parks have been revitalized, schools have been renovated, streets have been repaired, and the neighborhood has now become a community where many residents want to stay and put down roots. In total, over \$100,000,000 has been invested in the community as a result of North Camden's legacy of planning since the last plan was completed in 2008.

While much progress has been made, there is still much to do. The neighborhood faces new challenges, such as **rapidly rising housing prices and the effects of extreme weather events**, that would have been nearly impossible to imagine a decade ago. Therefore, we must plan now to ensure we can build on the community's many accomplishments and address the opportunities and challenges of the future to continue to grow a thriving North Camden community.

The North Camden neighborhood is bounded by the Delaware River at its northern and western edges, the Ben Franklin Bridge/I-676/Rt. 30 at the south, and the Cooper River to the east. The neighborhood includes two census tracts, CT 6007 west of 4th Street and CT 6008 east of 4th Street.

RIGHT: Elizabeth "Betsy" Clifford has dedicated her entire life to helping others. Her work in North Camden began in the early 1990's and continued into 2020. In 30 years, she brought tens of millions of dollars into North Camden to build and rehabilitate homes - always affordable, and always of good quality. She worked alongside dedicated residents and community leaders to help create the 1993 and 2008 North Camden Neighborhood Plans, empowering residents to drive the revitalization of their neighborhood. She even started neighborhood-wide community initiatives in 2015 to create jobs, reduce blight, beautify, and inspire hope in North Camden. She has truly made such an impact on the lives of North Camden residents



Betsy Clifford helps manage housing rehabilitation along the 400 block of State Street in the 1990's.



KEY INVESTMENTS

- STUDY AREA
- RIVER
- PARK/OPEN SPACE
- RAIL
- PATCO
- TRAIL

COMPLETED PROJECTS

- | | | | |
|---------------------------------------|-------------------------------------|--|--|
| 1. TIGER-Cooper's Poynt Roads | 6. Pyne Poynt Park | 11. Northgate Park Improvements | 16. Mastery High School of Camden |
| 2. Meadows at Pyne Poynt | 7. Tres Esquinas | 12. State Street & Erie Street Resurfacing | 17. Mastery Molina Upper School |
| 3. State Street Bridge Replacement | 8. Cooper's Poynt (Park & Roadways) | 13. North Camden Interim Trail | 18. Family Dollar & Burger King |
| 4. Mastery Molina Lower School | 9. Grace Housing-Phase II | 14. Hopeworks CRIB | 19. Improvements at Dominic Andujar Park |
| 5. Riverfront State Prison Demolition | 10. Respond, Inc. New Worker Center | 15. Benjamin Cooper House Stabilization | |

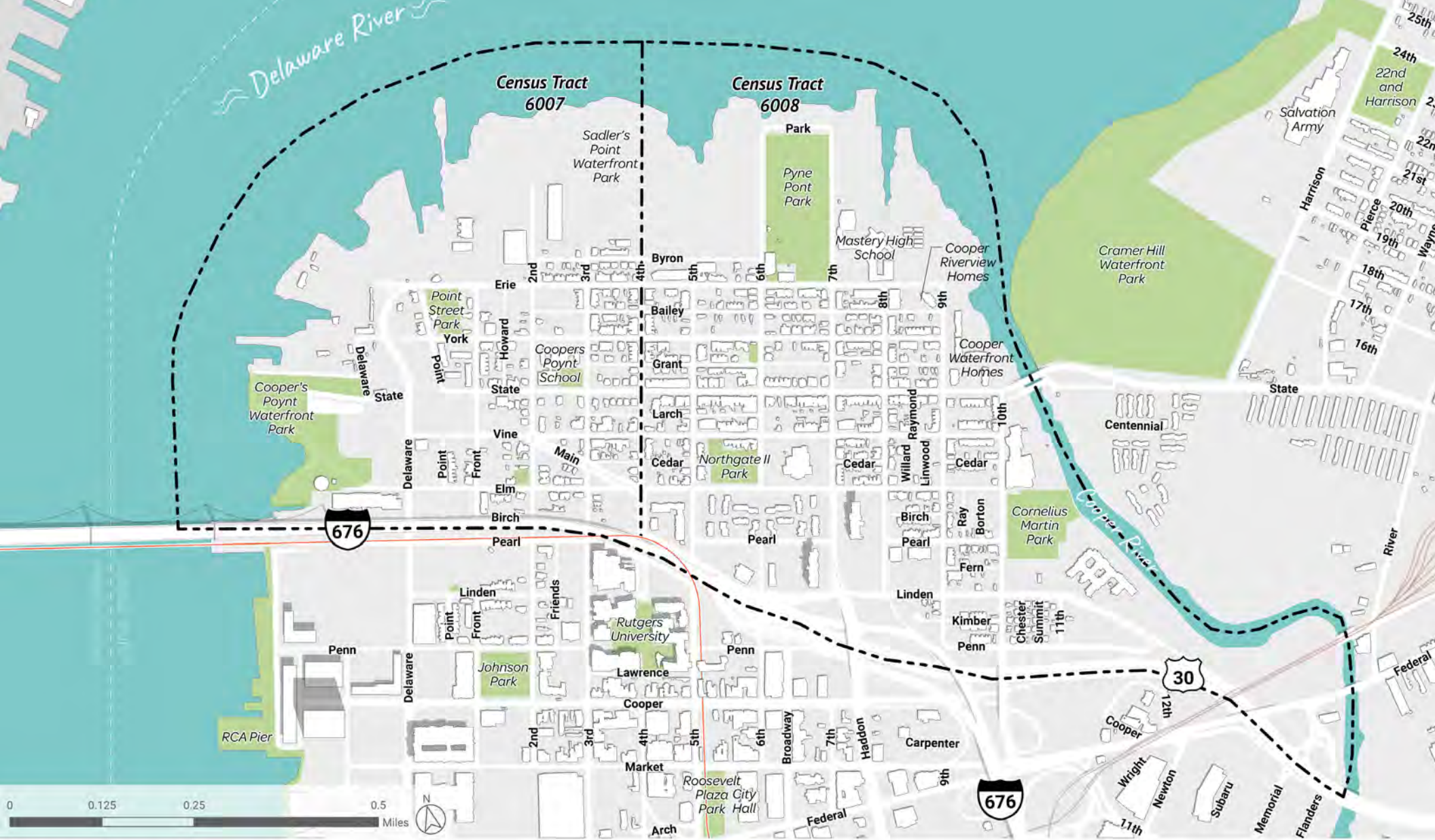
The North Camden Study Area

The North Camden Neighborhood Study Area is bounded by the Ben Franklin Bridge / I-676 to the south, the Cooper River to the east, and the Delaware River to the north and west. The neighborhood includes two census tracts, CT 6007 and CT 6008. Water surrounds North Camden on three sides, and there has been much work in recent years to better connect the neighborhood to the waterways and natural environment that surrounds it, while also protecting residents from the impacts of climate change. North Camden sits just above Downtown Camden, an area which has seen tremendous growth and investment in recent years.

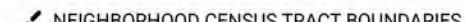






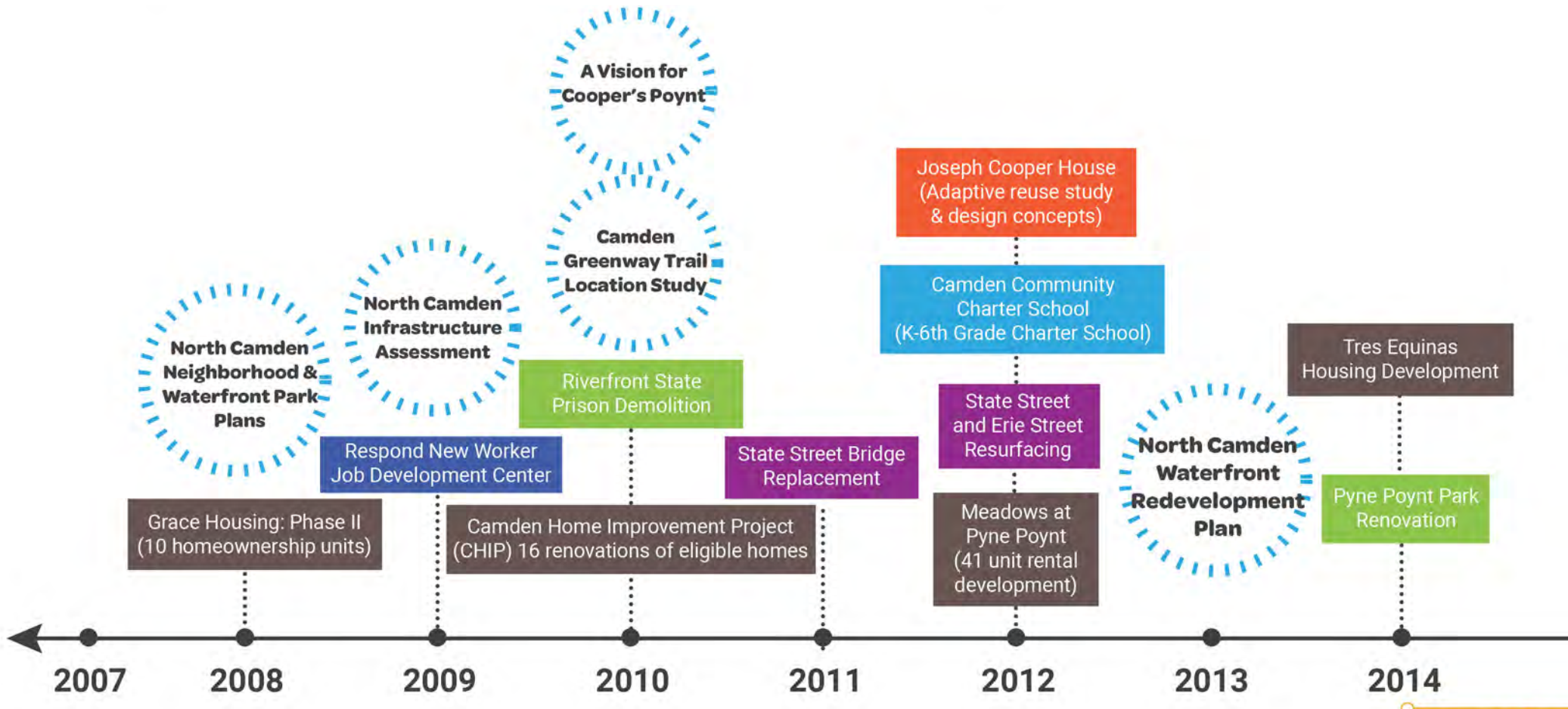
Credit: Tyriq Deshields

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NORTH CAMDEN STUDY AREA

-  NEIGHBORHOOD CENSUS TRACT BOUNDARIES
-  RIVER
-  PARK/OPEN SPACE
-  PATCO LINE
-  RAIL



New Jersey Tree Foundation
(Volunteer tree plantings)

Camden SMART Project
(green infrastructure)

Northgate Park Improvements &
Kaboom Playground

YMCA Safe Places to Play Program
(Organized play program at North Camden)

Connect the Lots

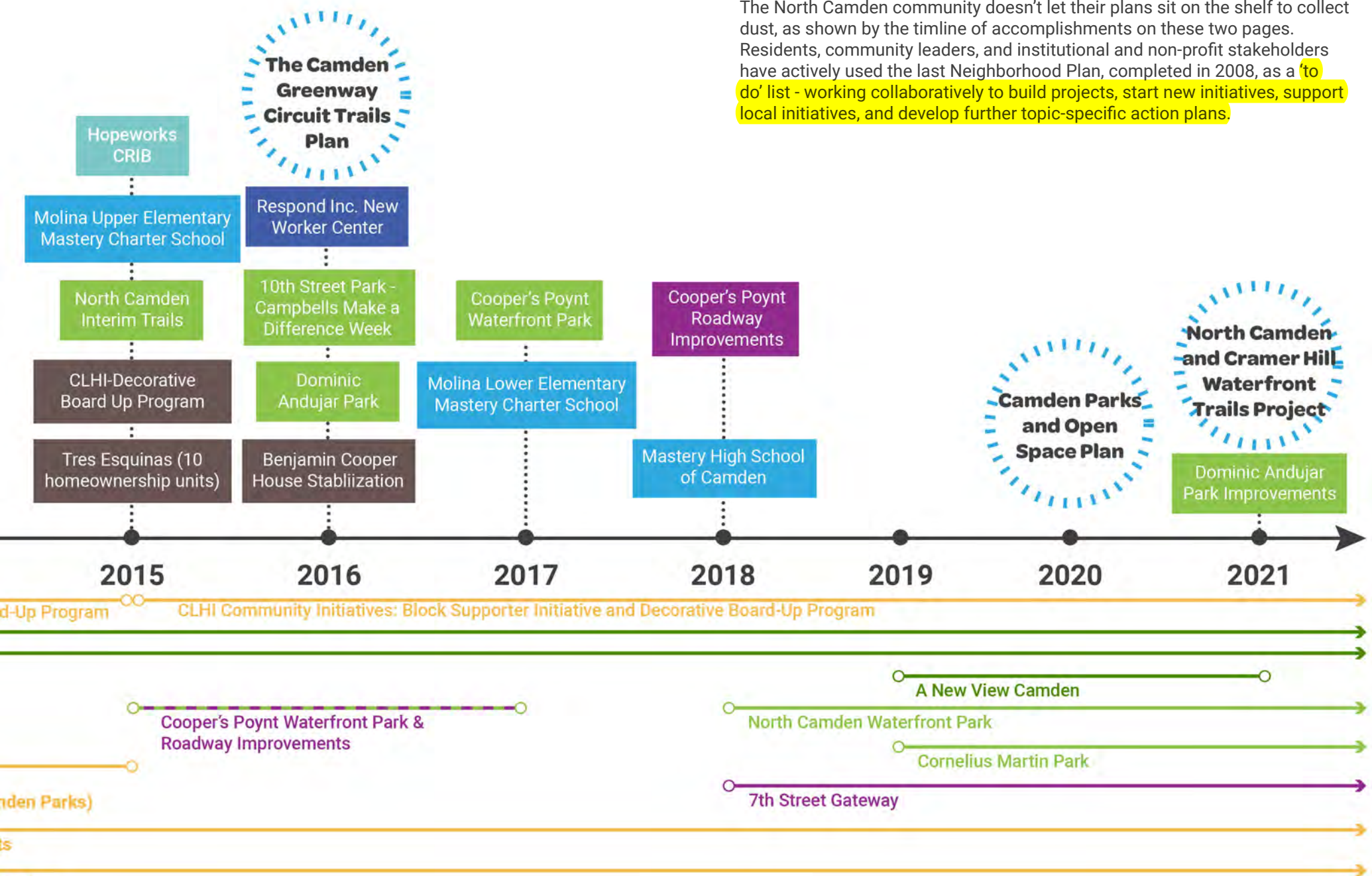
Camden Night Out

LEGEND

- Previous Plan
- Housing/Historic Project
- Infrastructure Project
- Planning Project
- Programming Project
- Park Project
- Environmental Project
- Workforce Project
- Education Project
- Social Project

A Legacy of Resident-Driven Change

The North Camden community doesn't let their plans sit on the shelf to collect dust, as shown by the timeline of accomplishments on these two pages. Residents, community leaders, and institutional and non-profit stakeholders have actively used the last Neighborhood Plan, completed in 2008, as a 'to do' list - working collaboratively to build projects, start new initiatives, support local initiatives, and develop further topic-specific action plans.



A Decade of Neighborhood Planning

Since the publication of the 2008 Neighborhood Plan, a number of additional plans, studies, and redevelopment plans have been completed that build on specific elements of the community's vision for the future.

North Camden Neighborhood & Waterfront Plans (2008)

The North Camden Neighborhood Plan focused on identifying opportunities to strengthen the existing residential core of the community and the vacant land adjacent to the core neighborhood.

The North Camden Waterfront Park Plan identified opportunities for creating a continuous, linear waterfront park around the community stretching from the Benjamin Franklin Bridge to the Cooper River, and created a vision for the future of the Riverfront State Prison site.

North Camden Infrastructure Assessment Study (2009)

This Study provided a three-phased infrastructure update plan for North Camden:

First Phase – Enhance Neighborhood Gateways at State Street, from Front Street to 7th Street and at 7th Street, from Linden Street to Erie Street.

Second Phase – Promote Neighborhood Development at Vine Street, from 6th Street to 10th Street; at Elm Street, from 7th Street to 10th Street; and at Linden Street, from 7th Street to Penn Street.

Third Phase – Connect Core Neighborhood to Future Waterfront Development at Erie Street, from 2nd Street to 9th Street.

A Vision For Cooper's Poynt (2010)

This Plan proposed mixed use development and a waterfront park at Cooper's Poynt in North Camden, an area which includes the Riverfront State Prison site and surrounding properties.

Camden Greenway Trail Location Study (2010)

This Study helped plan trails for the development of the Camden GreenWay, in order to connect walking and biking trails in North Camden to trails in neighboring Philadelphia and South Jersey suburbs, including the Cooper River Park Trail, Schuylkill River Trail, and the East Coast Greenway.

North Camden Waterfront Redevelopment Plan (2013)

This Plan examined redevelopment options along the North Camden waterfront, proposing mixed use medium to high density development alongside a waterfront park.

The primary goal of this Redevelopment Plan was to revitalize the North Camden waterfront and transform it into a mixed-use waterfront district with commercial, residential, retail, cultural, and recreational amenities.

Camden Greenway Circuit Trails Plan (2016)

This Plan updated the Camden portion of the 2010 GreenWay Trail Location Study, identifying new construction and restoration of trails including designated bicycle and pedestrian facilities.

This planning effort helped further efforts towards a network of active transportation infrastructure to promote and support bicycle and pedestrian transportation throughout the City of Camden, with regional connectivity. The Plan also helped identify trail routing solutions between the Camden GreenWay and the Circuit, a multi-use trail network connecting Pennsylvania, New Jersey and beyond.

Camden Parks And Open Space Plan (2020)

This Plan created a roadmap for how to achieve the City's goal of ensuring that all Camden residents have safe and easy access to a high quality park within a 10-minute walk of home by 2050.

As the first Parks and Open Space Plan for the City of Camden, the plan identified opportunities to prioritize open space investments that will maximize community benefits while improving the urban environment. The Plan was amended to City's Master Plan in January 2022.

North Camden And Cramer Hill Waterfront Trails Project (2021)

This trails project was a concept plan for waterfront trails in the North Camden and Cramer Hill areas. The North Camden Project Area is part of the Link, a planned 33-mile trail that will cross the entire County from the City of Camden to the Gloucester County line in lower Winslow Township.

North Camden Neighborhood Plan Open House, June 2021

Credit: Tyriq Deshields



Accomplishments Over the Last 10 Years

The following is a 'scorecard' to track the North Camden Neighborhood Plan's progress over the past decade, organized by the topic areas from that Plan. Recommended actions that are no longer relevant due to changing circumstances or context are not included. The scorecard indicates whether or not an action still needs work, is underway, or if there has been significant progress. The scorecard also indicates if the community selected an action as a priority during the 2008 planning process.

HUMAN CAPITAL & COMMUNITY BUILDING

ACTIONS	PROGRESS	'08 PRIORITY
1.1: Undertake a Social Services Audit	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.2: Develop a Detailed Human Capital Plan	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.5: Create a Coordinated North Camden Service Directory and Referral System	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.6: Launch a Safe Routes to School Program	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
1.7: Encourage Learning Partnerships	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
1.9: Create a North Camden Youth Council	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.11: Partner with Local Institutions to Form a Women's Support Group and Center.	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
1.12: Develop a North Camden Night School	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
1.13: Celebrate and Nurture North Camden's Ethnic Diversity	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
1.14: Create a North Camden information network and get plugged in	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.15: Express Yourself - Use Public Art and Community Gatherings to Tell a New Story about North Camden	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	

Vacant lot at N. 7th and Bailey Streets

PUBLIC SAFETY

ACTIONS	PROGRESS	'08 PRIORITY
2.1: Organize a North Camden Town Watch	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
2.2: Enhance Lighting and Visibility in High-Crime Areas	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
2.4: Report Unsafe Properties and Other Issues that Make North Camden Look and Feel Unsafe	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
2.5: Launch a Trash and Recycling Education Effort to Clean Up North Camden	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
2.6: Reclaim and Maintain Vacant Land to Create a Cleaner, Safer Environment	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
2.7: Monitor Environmental Contamination	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	



HOUSING

ACTIONS	PROGRESS	'08 PRIORITY
3.1: Preserve Existing Homeowners and Increase Affordable Homeownership	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
3.2: Support Responsible Property Owners / Put Pressure on Irresponsible Property Owners	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
3.3: Organize and Advocate for the Demolition of Unsafe Properties	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
3.7: Infill: Strategically Invest in New Housing on Distressed Blocks	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
3.8: Create a Plan for the Redevelopment of Northgate I	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
3.9: Grow North Camden's Residential Community Toward the River	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
3.10: Mix Market-Rate Development with Affordable Housing to Build a Mixed-Income Community Along the River	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
3.11: Advocate for Balanced Growth to Achieve an Equitable and Economically Diverse Neighborhood	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
3.12: Develop New Senior Housing and Enable Residents to Age in Place	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
3.13: Draft a Community Benefits Agreement	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	

Newly constructed homes built through CLHI's Tres Esquinas housing development and sold to income qualifying first time homebuyers

ECONOMIC DEVELOPMENT

ACTIONS	PROGRESS	'08 PRIORITY
4.2: Development Projects in North Camden Should Employ Local Contractors and Labor	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
4.3: Complete the Respond Job Training Center	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
4.4: Build Upon Existing Job Placement Programs for Teens and Young Adults	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
4.5: Actively Market Vacant Commercial Space	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
4.8: Form a Partnership with Rutgers and Connect to the Campus	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
4.9: Rezone to Welcome New Commercial and Mixed Use Development	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
4.10: Achieve Commercial and Economic Development through Waterfront Redevelopment	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	



OPEN SPACE & RECREATION

ACTIONS	PROGRESS	'08 PRIORITY
5.1: Endorse the North Camden Waterfront Park Plan and Push for its Full Implementation	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
5.2: Reclaim Northgate Park	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
5.3: Improve Pyne Poynt Park - Use It, Don't Abuse It	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
5.4: Open the North Camden Community Center to the Community	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
5.5: Carve Out a Central Meeting Place	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
5.7: Capitalize on Local Heritage	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
5.8: Plant Trees in Partnership with the New Jersey Tree Foundation, the City of Camden, and the Department of Transportation	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
5.9: Mobilize the Neighborhood's Green Thumbs	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	

Connect the Lots programming at Cooper's Poynt Waterfront Park



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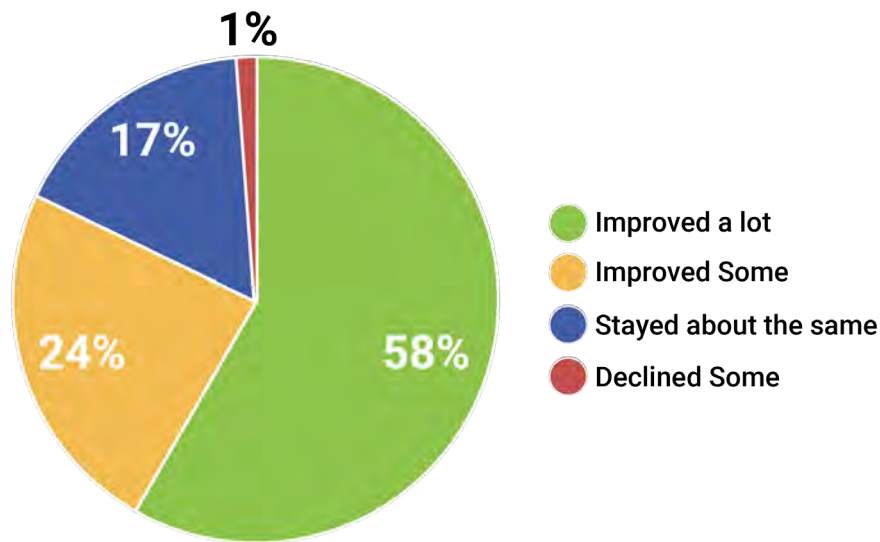
CIRCULATION & INFRASTRUCTURE

ACTIONS	PROGRESS	'08 PRIORITY
6.1: Calm Traffic to Improve Pedestrian and Bicycle Safety in North Camden	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
6.2: Petition New Jersey Transit to Install Bus Shelters	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
6.3: Change Key Two-Way Streets to One-Way	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
6.4: Change Linden Street to Two-Way Traffic between 7th and Penn Streets	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
6.5: Poynt to North Camden (signage and marketing campaign)	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	
6.6: Focus on 7th Street as the Main Gateway to North Camden	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
6.7: Re-pave and Re-construct Streets in Conjunction with New Development and Streetscape Improvements	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
6.8: Sensitively Accommodate Parking in the Community	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	

Newly paved streets compliment new construction homes on the 700 block of N. 2nd Street



*Compared to three years ago,
How has this community
changed overall ?*



An overwhelming majority of residents who responded to the short survey indicated that they felt their community had improved for the better in the past three years. 82% of residents said their community had improved a lot or some, compared to 32% of residents in 2011 and 73% in 2015 when asked the same question on the Resident Satisfaction with Neighborhood Survey.



Above: Block Supporters working in the neighborhood.

Snapshot of Key Demographics

NOTE: Arrows (▼▲) indicate a significant change from 2010 to 2019 neighborhood data, defined as an increase/decrease of 10% or more.

	North Camden 2000 (Decennial Census)	North Camden 2010 (ACS 5-Year Estimates)	North Camden 2019 (ACS 5-Year Estimates)	City of Camden 2019 (ACS 5-Year Estimates)
POPULATION	8,636	6,528	6,764	74,000
RACE/ETHNICITY				
African American	36%	29%	26%	39%
Caucasian	5%	3%	5%	6%
Asian	0.1%	0.2%	0.1%	2%
Other	0%	0.1%	0%	0.4%
Two or More	3%	4%	3%	5%
Hispanic or Latino	58%	67%	70%	51%
FOREIGN BORN	6%	12%	9.5%	14%
LANGUAGE				
English Only	41%	47%	43%	52%
Spanish Only	18%	30%	19% ▼	9%
English & Spanish	39%	23%	38% ▲	36%
AGE				
Under 18 years old	31%	29%	32%	31%
60 or older	12%	15%	16%	14%
Median Age	29.8	31.8	29.7	30.8
HIGH SCHOOL DROPOUT RATE (among 16-19 year olds)	23%	25%	5% ▼	6%
HOUSEHOLDS	2,299	2,081	2,134	24,652
Single Parent Households	35%	29%	29%	32%
MEDIAN HOUSEHOLD INCOME (2021 inflation adjusted)	\$27,395	\$32,872	\$24,605 ▼	\$27,015

	North Camden 2000 (Decennial Census)	North Camden 2010 (ACS 5-Year Estimates)	North Camden 2019 (ACS 5-Year Estimates)	City of Camden 2019 (ACS 5-Year Estimates)
POVERTY				
Under Age 18	49%	32%	59% ▲	47%
Families	41%	27%	47% ▲	33%
EDUCATIONAL ATTAINMENT				
Did not graduate High School	60%	43%	44%	32%
High School graduate	24%	33%	32%	58%
College or above	4%	6%	6%	10%
UNEMPLOYMENT	5.4%	15%	6.8% ▼	7.2%
HOUSING UNITS	2,721	2,748	2,635	29,413
% Units Vacant	16%	10%	19%	16%
% Units Built Prior To 1960	63%	60%	60%	67%
HOUSING TENURE				
Owner Occupied	33%	29%	23%	39%
Renter Occupied	67%	71%	77%	61%
HOUSING COST BURDEN				
for Renters	51%	42%	50%	60%
for Homeowners	43%	71%	31% ▼	55%
MEDIAN GROSS RENT (2021 inflation adjusted)	\$558	\$564	\$484	\$922

Sources: Decennial Census 2000; ACS 5-Year Estimates 2010 & 2019

Land Use

Overall Neighborhood:

The most significant change in land use in the overall neighborhood has been the growth in parkland, which more than doubled (from 6% to 13%) in the past decade due to the demolition of Riverfront State Prison and the construction of Cooper's Poynt Waterfront Park. This figure is anticipated to rise dramatically once the planned Sadler's Poynt Park and additional waterfront properties slated for green space and trails are completed.

Residential Core:

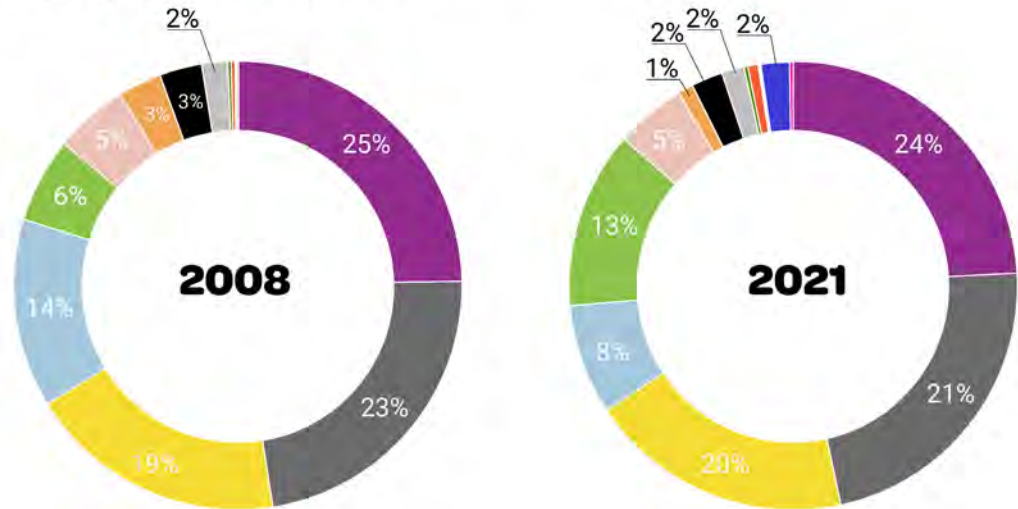
A notable decrease in vacant, unmaintained land and buildings is evident upon an examination of the residential core of the neighborhood (which excludes the much larger properties lining the riverfront). Once some of these larger outlier properties are excluded from the analysis, we see a 7 percentage point drop in vacancy, the equivalent of more than 12 football fields of land or vacant buildings that have now been redeveloped or improved (through side yard programs, clean and green interventions, and decorative board-ups, among other forms of vacant land management techniques).

ABOVE: Land Use changes between 2008 and 2021 for the entire neighborhood study area.

BELOW: Land Use changes between 2008 and 2021 for just the residential core of the neighborhood.

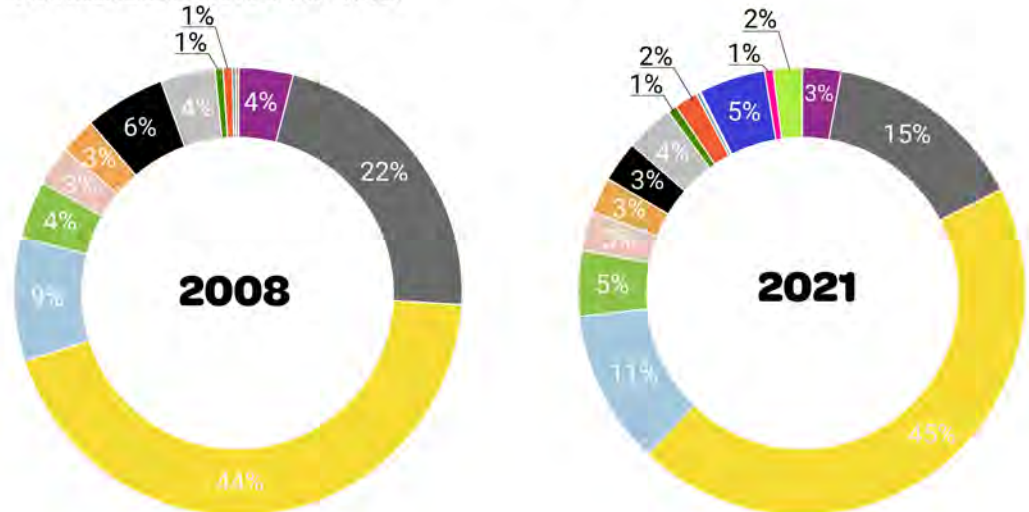
North Camden Neighborhood

Total Neighborhood Area : 352 Acres



North Camden Residential Core

Total Residential Core Area : 234 Acres





2021 LAND USE

- | | | | | |
|------------------|-------------|---------------|----------------------------|--------------------------|
| STUDY AREA | COMMERCIAL | INSTITUTIONAL | SIDE YARD | VACANT BUILDING |
| RAIL | RESIDENTIAL | PARK | PUBLIC UTILITY | IMPROVED VACANT BUILDING |
| PATCO | MIXED USE | GARDEN | PARTIALLY VACANT MIXED USE | VACANT LAND |
| RESIDENTIAL CORE | INDUSTRIAL | PLAYGROUND | PARKING | IMPROVED VACANT LAND |



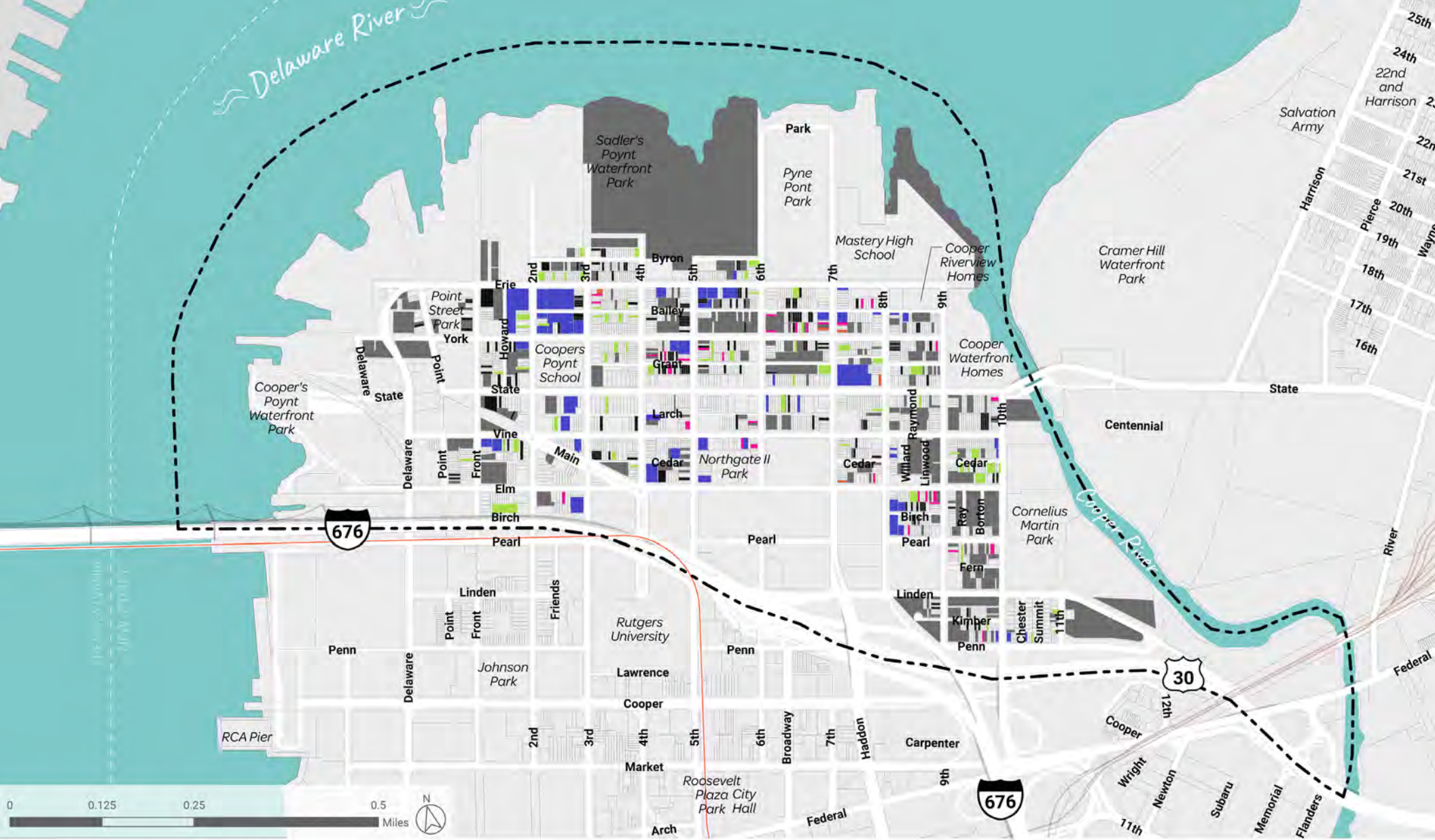
Decorative Board-Up Program



Block Supporter Initiative



Combined Impact: Art Installation from A New View Camden on a site that was cleaned & greened by Respond, Inc.



2021 CONDITIONS OF VACANT LAND AND BUILDINGS

- STUDY AREA
- VACANT BUILDING
- PARTIALLY VACANT MIXED USE
- IMPROVED VACANT BUILDING
- SIDE YARD
- VACANT LAND
- IMPROVED VACANT LAND
- RAIL
- PATCO

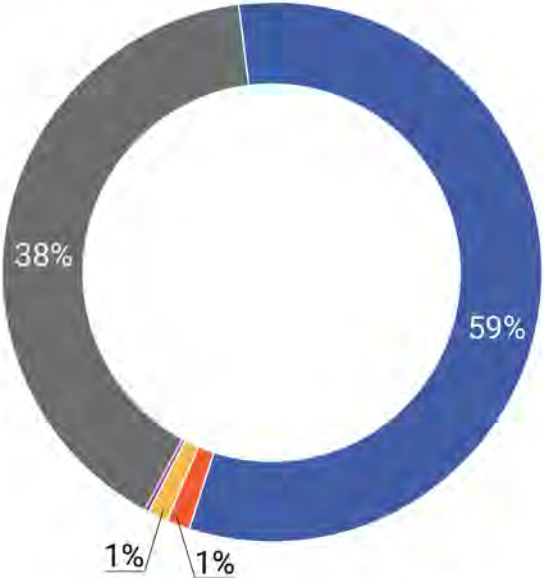
Vacant Parcel Ownership

While a number of vacant parcels still dot the neighborhood, a sizeable share of vacant properties includes land owned by public entities. Many of these lots adjoin each other in consolidated areas, providing excellent opportunities for redevelopment.

Vacant Parcel Ownership

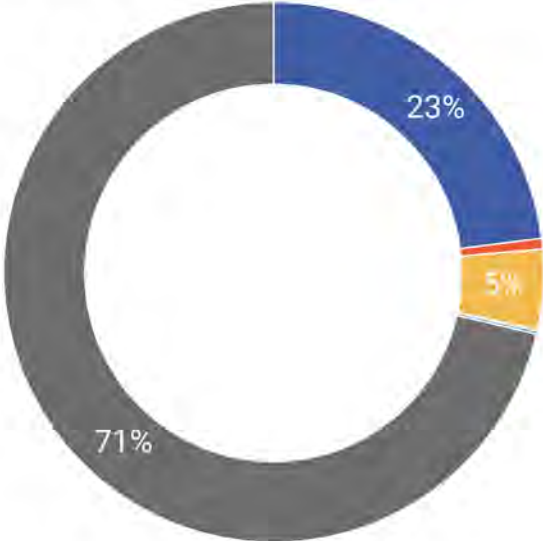
By Area

87 acres of Total Vacant Parcels



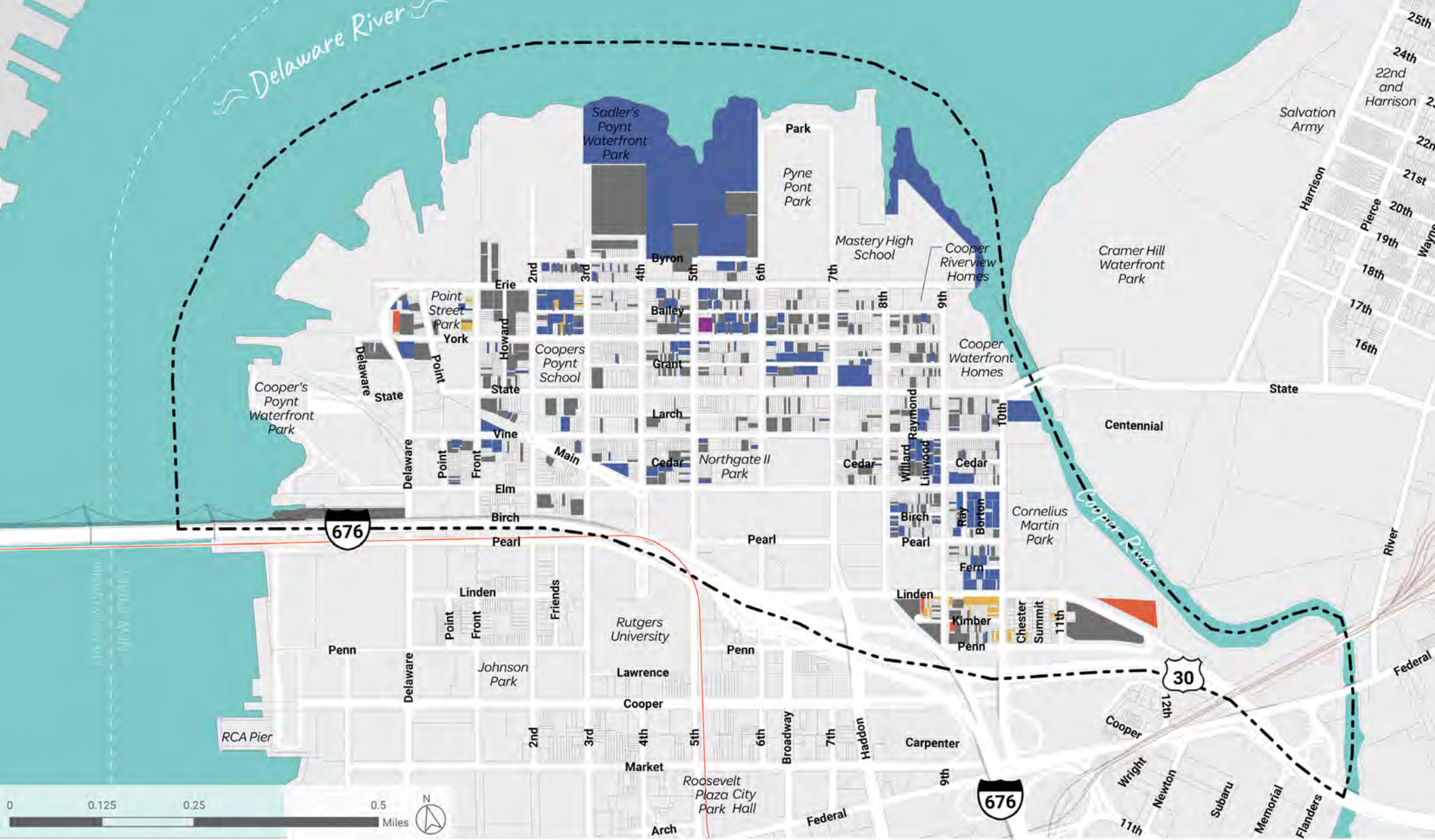
By # of Parcels

773 Total Vacant Parcels



Vacant parcel ownership showing distribution of public vs. private ownership.

- CAMDEN CITY
- NJ-DOT
- CAMDEN REDEVELOPMENT AGENCY
- CAMDEN BOARD OF EDUCATION
- PRIVATELY OWNED



2021 VACANT PARCEL OWNERSHIP

- STUDY AREA
- RAIL
- PATCO
- CAMDEN CITY
- NJ DOT
- CAMDEN REDEVELOPMENT AGENCY
- CAMDEN BOARD OF EDUCATION
- PRIVATELY OWNED

Housing Tenure

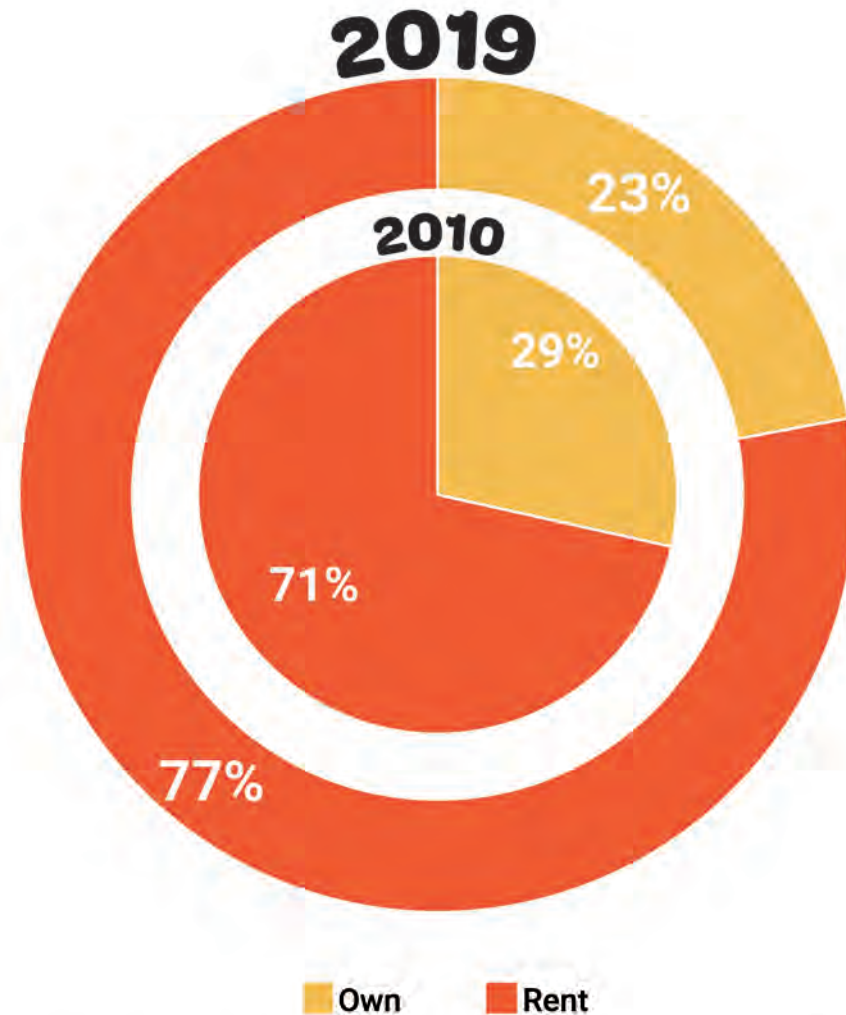
Housing ownership, a goal of each successive Neighborhood Plan since 1993, continues to be a challenge for North Camden residents. The gulf between renters and owners has continued to widen over the past decade, with an increase in renters of 71% in 2010 to 77% in 2019. This is further complicated by an increase in the cost of housing in recent years both across the City and in the North Camden neighborhood, where investor interest has made it challenging for residents to purchase a home. While many renters in North Camden have expressed that they can't afford to own a home, the cost of a mortgage can be cheaper than renting in many instances, and comes with the added benefit of building inter-generational wealth.

88% of residents would continue to live in North Camden if given a choice

“Some renters are paying \$1,200 for a house they could buy for an \$800 mortgage”

- Stakeholder Interview Participant

Housing Tenure



Source: Social Explorer, (U.S Census, American Community Survey 5 year estimates)



2021 HOUSING OCCUPANCY

- STUDY AREA
- RIVER
- PARK/OPEN SPACE
- RAIL
- PATCO
- CITY HALL STATION
- OWNER OCCUPIED RESIDENCE
- RENTER OCCUPIED RESIDENCE

Source: CLHI & Interface Studio field surveys

Zoning

Current zoning reflects the community's desire to build up the core residential neighborhood, create more commercial uses along Main Street and near 7th Street and Linden, as well as comprehensive redevelopment of the North Camden Waterfront. The vision for this redevelopment is to "create a vibrant, mixed-use district that provides new opportunities for riverfront recreation and attracts sustainable development while connecting existing residential neighborhoods to the waterfront."

Conceptual Redevelopment Plan for the Cooper's Poynt Waterfront from the North Camden Redevelopment Study Area Plan.





2021 ZONING

- STUDY AREA
- RIVER
- PATCO
- PARK/OPEN SPACE
- CITY HALL STATION
- C- COMMERCIAL
- CC - CENTER CITY
- TOD - TRANSIT ORIENTED DEVELOPMENT
- MW - MIXED WATERFRONT
- R2 - RESIDENTIAL
- CV2 - CONSERVATION OVERLAY
- GI - GENERAL INDUSTRIAL
- OLI - OFFICE LIGHT INDUSTRIAL
- US - UNIVERSITY AND SUPPORT
- REDEVELOPMENT AREA

Source: Camden County GIS Data



6 *North* CAMDEN NEIGHBORHOOD PLAN
ASK ME ANYTHING
Share your questions, comments, and concerns

5 **WHAT IS MOST IMPORTANT TO YOU?**
The neighborhood plan can address things like streets, open space, safety and building

Credit: Tyriq Deshields

Our Vision for the Next 10 Years

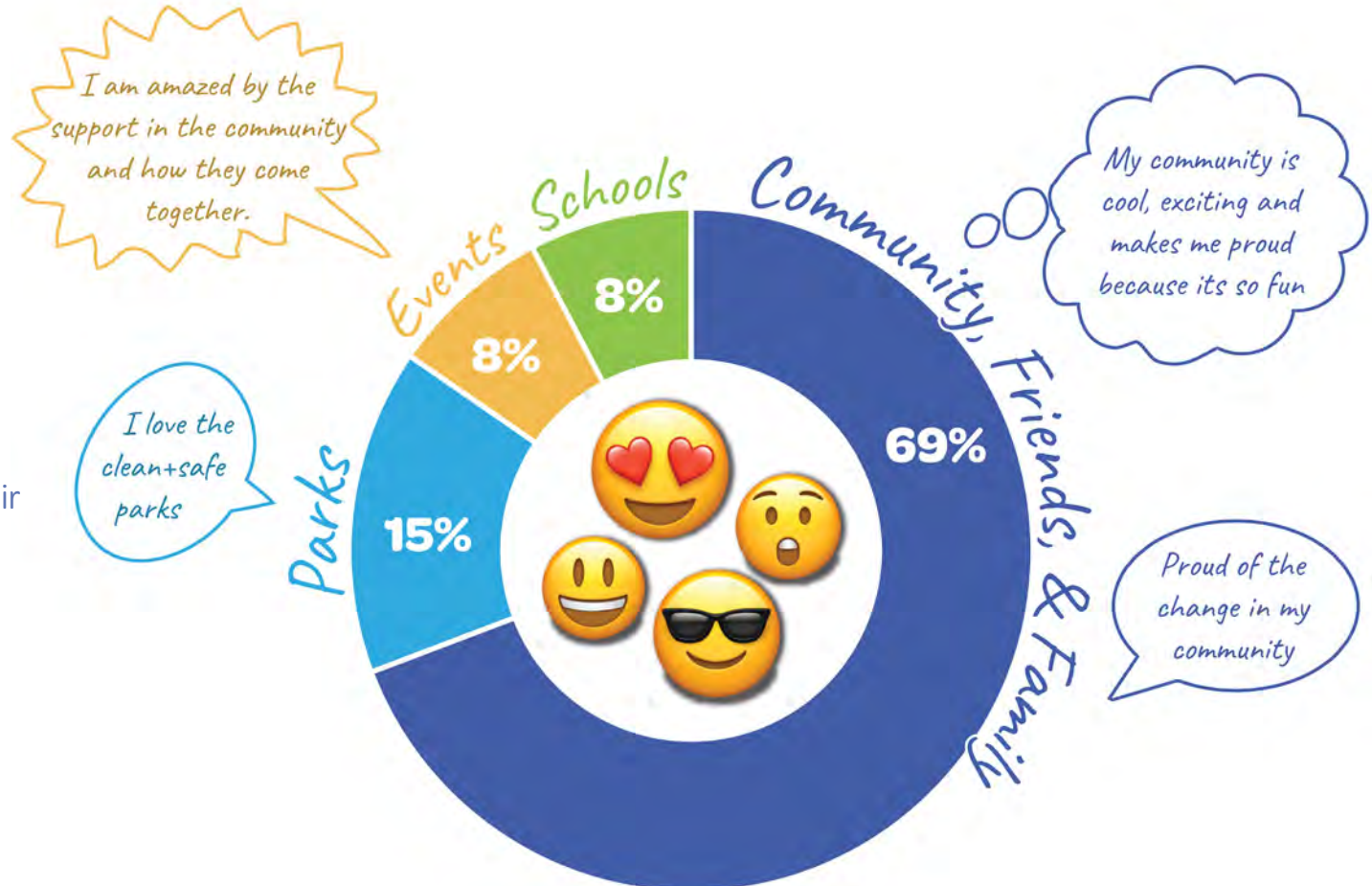
Community Engagement Process


Neighborhood Plans act as a roadmap to help a community achieve its collective vision for the future. To do so, the community must be engaged throughout the process so that the planning team can understand the needs and hopes of residents.

The planning process kicked off in the Spring of 2021, and was intentionally designed to both reach and meaningfully engage as many members of the North Camden community as possible, while being mindful of shifting health restrictions due to the COVID-19 pandemic. Where residents were asked to play more substantive roles, such as in Steering Committee meetings and focus groups, the team made small stipends available to honor the time of those community members.


Neighborhood outreach was guided by a Steering Committee composed of a diverse range of stakeholders who helped advise on the tools and tactics used to reach community members. These stakeholders were additionally engaged in spreading the word about the planning process and distributing information about upcoming events, surveys, and focus groups. North Camden community members were engaged in the following ways over the course of the nearly year-long planning process.

When asked what they love about their community members, community members indicated that their friends and family, parks, events, and schools were their favorite things about living in North Camden.





CUESTIONARIO PARE
LOS RESIDENTES DEL NORTE DE CAMDEN



PREGUNTAS DEMOGRÁFICAS

1. ¿Cuál es su edad? _____

4. ¿Viven niños menores de 18 años en su hogar?

Sí
 No
 Prefero no decir

2. ¿Su raza? *Marque todo lo que se corresponda.*

Asiático o Isoleño del pacífico
 Negro o afroamericano
 Hispano o latino
 Nativo americano o nativo de Alaska
 Blanco o caucásico
 Prefero no decir
 Otra raza: _____

3. ¿Idioma principal?

PREGUNTAS DEL VECINDARIO

1. ¿Cuáles son las cosas que más me gusta de Norte de Camden? *Puede elegir hasta tres (3).*

Mi casa o apartamento
 Mis vecinos
 Distancia al trabajo
 Acceso a servicios, como centros comunitarios y tiendas
 Proximidad al transporte público
 Escuelas para mis hijos
 Acceso a oportunidades laborales
 Seguridad en la comunidad
 Accesibilidad a viviendas a bajo costo
 Tipos de vivienda disponibles
 Parques y espacios recreativos
 Acceso a los servicios sociales
 Acceso a programas de educación de temprana edad y cuidado infantil
 Otra cosa: _____

2. ¿Cuáles son las cosas que menos le gustan de vivir en esta comunidad? *Elegir hasta tres (3).*

Mi casa o apartamento
 Mis vecinos
 Distancia al trabajo
 Acceso a servicios, como centros comunitarios y tiendas
 Proximidad al transporte público
 Escuelas para mis hijos
 Acceso a oportunidades laborales
 Seguridad en la comunidad
 Accesibilidad a viviendas a bajo costo
 Tipos de vivienda disponibles
 Parques y espacios recreativos
 Acceso a los servicios sociales
 Acceso a programas de educación de temprana edad y cuidado infantil
 Otra cosa: _____

3. ¿Cuáles son las necesidades de usted o un miembro de su hogar? *Elegir hasta tres (3).*

Preparación de presupuestos/ conocimientos financieros/ reparación de crédito
 Orientación para obtener un certificado o licencia de labores profesionales o vocacionales.
 Programas de cuidado infantil
 Entrenamiento de computadoras
 Asistencia de comida
 Clases de inglés (ESL)
 Diploma de escuela secundaria GED
 Beneficios públicos como SNAP
 Préstamos (automóvil, escuela, o negocios)
 Problemas financieros/legales
 Servicios de inmigración
 Aprendizaje para ser mejores padres
 Eliminar récords criminales
 Programas para personas mayores
 Servicios para personas con discapacidades
 Iniciar un pequeño negocio
 Asistencia de transporte
 Programas juveniles
 Ninguno/Otra: _____

4. Si tuviera la opción, ¿Continuaría viviendo en Norte de Camden?

Sí
 No

Por favor explique:

5. En comparación con los últimos tres años como ha cambiado la comunidad de Norte de Camden

Mejoró mucho
 Mejoró algunos
 Se mantuvo más o menos igual
 Disminuyó algo
 Disminuyó mucho

Por favor, explica por qué se siente así:

6. ¿Cuáles son sus ideas para mejorar el Norte de Camden? *Por favor explique:*

SEGUIMIENTO

7. ¿Le gustaría escuchar acerca de reuniones, encuestas o actualizaciones relacionadas con el Plan del Norte de Camden? Sí No

Si respondió que sí arriba, por favor proporcione su información de contacto. _____

Improved a lot
 Improved some
 Stayed about the same
 Declined some
 Declined a lot

FOLLOWING UP

7. Would you like to hear about meetings, surveys, or updates related to the Neighborhood Plan?

Yes, my email or phone number is: _____ Please email / call / text me. *(Circle one or more)*
 No

FOCUS GROUPS

2021



Join us for a series of conversations addressing topics important to the North Camden community!

Space is limited!
Please register through the QR Code
All focus groups will be held on Zoom.

Housing & Infrastructure: Tuesday, August 24 | 6-8PM

Tell us your thoughts about housing, homeownership, streets, sidewalks, and more!

Public Safety: Thursday, August 26 | 6-8PM

Share your ideas on how to make North Camden a safer place to live, work and visit.

Environment, Open Space, & Land Use: Thursday, September 23 | 6-8PM

Talk with us about parks, vacant lots, waterfront access, environmental racism and the impacts of climate change on North Camden

Community Vibrancy: Tuesday, September 28 | 6-8PM

Tell us about arts/culture and community building opportunities, where you get to know your neighbors.



SCAN ME

STIPENDS AVAILABLE!

For any questions, contact: **Learn more about CLHI!**

Jessica Franzini
CLHI North Camden
jfranzini@clhi.org
(856) 342-8088

Please visit clhi.org,
like us on Facebook @CLHI North Camden
follow us on Instagram @clhi_north.

Made possible with support from








A short survey was distributed in English and Spanish to understand the perceptions and needs of community members.

A series of focus groups were held in August-September of 2021 to discuss key topics that emerged from the first phase of public engagement.

Steering Committee Meetings

The Steering Committee was comprised of nearly 30 community stakeholders, representing a wide range of voices, and included residents, leaders of place-based organizations, institutional and non-profit partners, business owners, and members of City government, in addition to others. The planning team met with the Steering Committee several times throughout the process to guide public outreach and the plan's recommendations.

Stakeholder Interviews

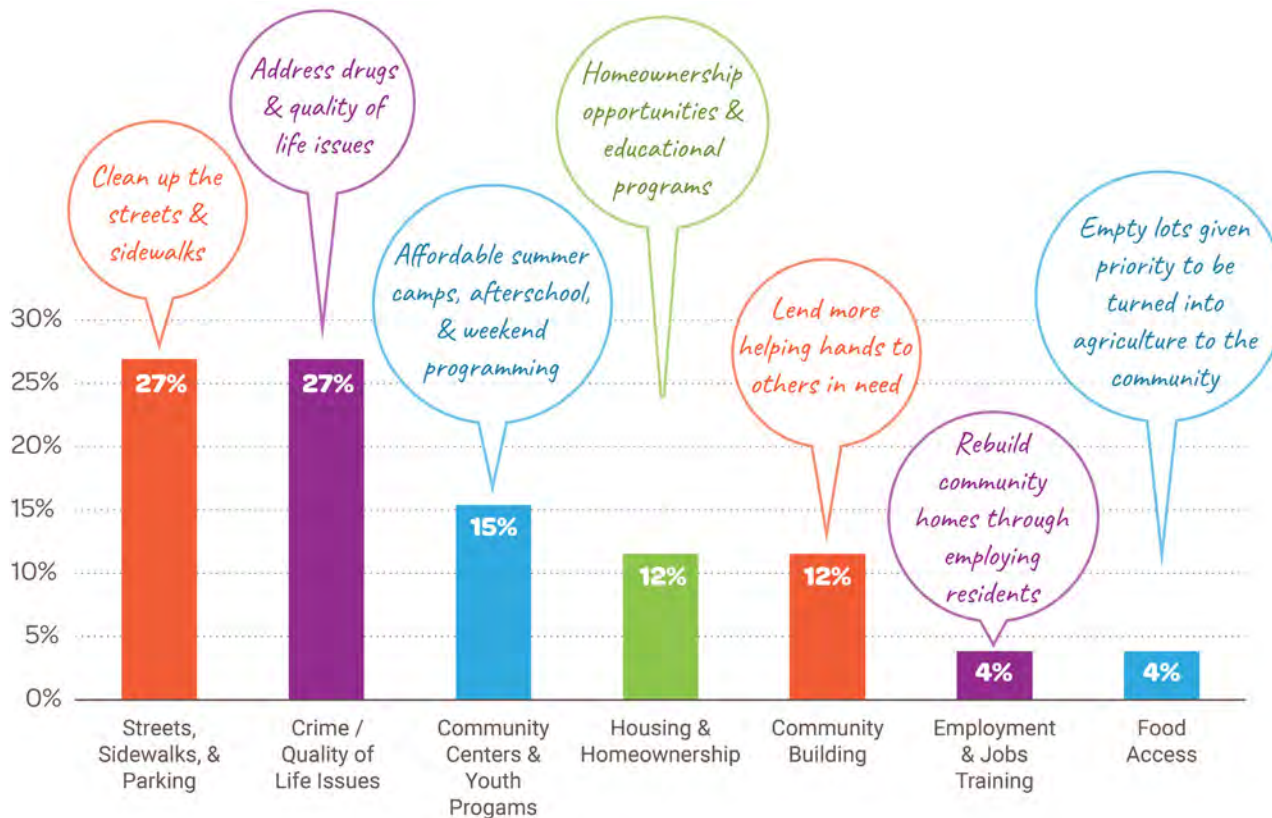
The planning team conducted approximately 20 interviews in late summer and early fall with engaged residents, local stakeholders, community leaders, and elected officials to better understand how to address issues that we heard from the public at the outdoor open house and during the short survey process. The planning team also used the stakeholder interviews as an opportunity to dig deeper into different stakeholders' areas of expertise.

Short Survey

The planning team created a short survey to better understand the perceptions and needs of North Camden residents. The survey was distributed from June to July of 2021 via social media and at local community events and received 125 responses.

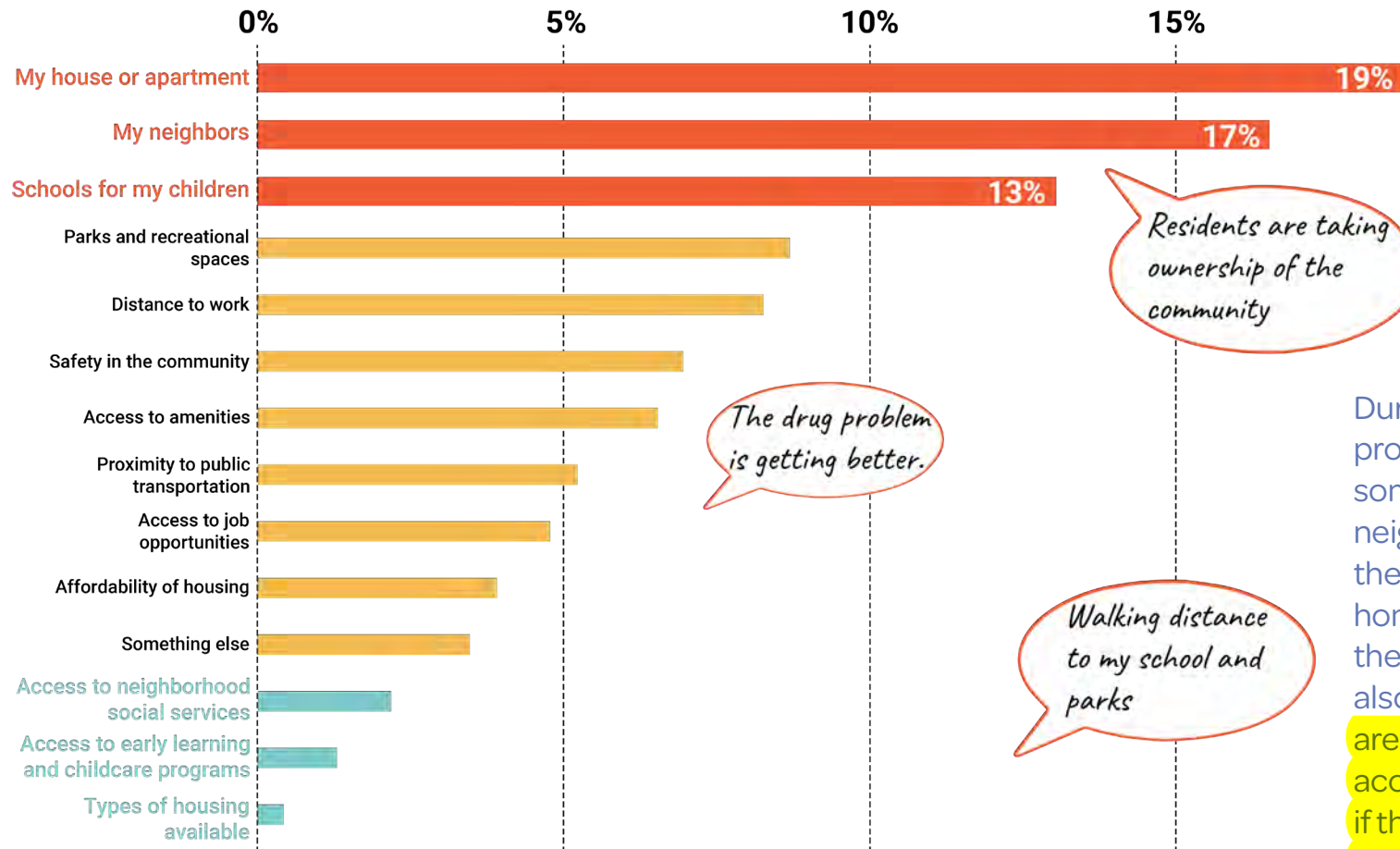
Focus Groups

The planning team hosted a series of four focus groups around key themes of interest to residents in late August and September of 2021. These focus groups were conducted via Zoom and Conceptboard (a digital whiteboarding tool) and included nearly 80 residents and stakeholders. The themes for the four focus groups included housing and infrastructure, public safety, environment, open space, and land use, and community vibrancy. The purpose of the focus groups were to dive deeper into issues raised by the community, and brainstorm solutions with interested residents and knowledgeable stakeholders.



Community members weighed in on some of their biggest concerns at the Open House.

What are the things you like best about living in this community?



Residents are taking ownership of the community

The drug problem is getting better.

Walking distance to my school and parks

During the outreach process, we heard that some of the things neighbors like most about their community are their homes, their neighbors, and the schools. However, we also heard that neighbors are worried they could lose access to their community if the cost of housing in North Camden continues to increase.

“If families have to move because they can’t afford to live here they lose access to the community and our schools”

- Focus Group Participant

Big Ideas Survey

A second phase of public outreach sought comment on the 15 “big ideas” for achieving residents’ vision for the future of North Camden. An online and paper survey was developed and distributed through multiple channels to get residents’ feedback on the ideas and collect their suggested edits or questions in January and February of 2022. Additionally, the survey asked residents to rank the recommendations on a 5-point scale of importance to the community, with 1 being “not important at all” and 5 being “very important”. The survey results showed very strong support for the “big ideas” across the board, with average scores for each idea between 4.7 and 4.9.

The Big Ideas Survey was distributed in digital and paper formats in English and Spanish.



WHAT DO YOU THINK ABOUT THE 15 BIG IDEAS FOR NORTH CAMDEN ?

Below are 15 Big Ideas to advance the community's vision for North Camden as well as suggested action steps to make it all happen.

Please go through the list and rank each idea based on the following scale:

1
Not important at all

2

3
Neutral

4

5
Very important

HUMAN CAPITAL & COMMUNITY BUILDING



BIG IDEA 1 Spread the word about resources & services in the community!

BIG IDEA 2 Help residents grow, heal, and thrive

BIG IDEA 3 Build community through artistic & cultural activities

PUBLIC SAFETY



BIG IDEA 4 Strengthen community partnerships with police to address safety concerns

BIG IDEA 5 Use place-based investments to improve public safety

HOUSING



BIG IDEA 6 Empower residents to guide future development

BIG IDEA 7 Grow and protect quality homeownership and rental opportunities

VIVIENDA



GRAN IDEA 6 Animar a los residentes a guiar el futuro desarrollo

GRAN IDEA 7 Hacer crecer y proteger la propiedad de vivienda de calidad y las oportunidades de alquiler

¿CÓMO CALIFICARÍAS LAS 15 GRANDES IDEAS PARA NORTH CAMDEN?

Las 15 grandes ideas para mejorar la visión de North Camden así como los pasos sugeridos para hacerlas realidad.

Por favor, clasifique cada idea basándose en la siguiente escala:

1
Not important at all

2

3
Neutro

4

5
Muy importante

BIG IDEA 1 Spread the word about resources & services in the community!

BIG IDEA 2 Help residents grow, heal, and thrive

BIG IDEA 3 Build community through artistic & cultural activities

BIG IDEA 4 Strengthen community partnerships with police to address safety concerns

BIG IDEA 5 Use place-based investments to improve public safety

BIG IDEA 6 Empower residents to guide future development

BIG IDEA 7 Grow and protect quality homeownership and rental opportunities

GRAN IDEA 6 Animar a los residentes a guiar el futuro desarrollo

GRAN IDEA 7 Hacer crecer y proteger la propiedad de vivienda de calidad y las oportunidades de alquiler



CAMDEN NEIGHBORHOOD PLAN





BIG IDEAS SURVEY

Scan the code or go to <https://bit.ly/North-Camden-Big-Ideas-Survey>



PLAN DEL VECINDARIO DE CAMDEN





GRANDES IDEAS ENCUESTA

Escanee el código o vaya a <https://bit.ly/North-Camden-Big-Ideas-Survey>



CAMDEN NEIGHBORHOOD PLAN



Welcome to the North Camden Neighborhood Plan's Big Ideas Survey!

The purpose of this survey is to give community members a chance to review and comment on proposed draft recommendations for the Neighborhood Plan.

These recommendations were developed from direct outreach with North Camden residents and stakeholders, reaching over 350 community members.

Now that we've prepared some ideas for your review, we want to know if we're on the right track.

For any questions, contact:
 Brandi Johnson
 CLHI North Camden
 bjohnson@clhi.org

Learn more about CLHI!

-  Please visit clhi.org.
-  Like us on Facebook @CLHI North Camden.
-  Follow us on Instagram @clhi_north.





Made possible with support from:





PLAN DEL VECINDARIO DE CAMDEN



¡Bienvenido/a a la encuesta de grandes ideas del plan vecinal de North Camden!

El propósito de esta encuesta es ofrecer a los miembros de la comunidad la oportunidad de revisar y comentar el anteproyecto de recomendaciones del plan vecinal.

Estas recomendaciones se desarrollaron a partir de la divulgación directa con los residentes y las partes interesadas de North Camden, llegando a más de 350 miembros de la comunidad.

Ahora que hemos preparado algunas ideas para su cuestionario, queremos saber si estamos en el camino correcto.

Para resolver cualquier duda, póngase en contacto con:
 Brandi Johnson
 CLHI North Camden
 bjohnson@clhi.org

Obtenga más información sobre CLHI!

-  Visite clhi.org.
-  Síguenos en Facebook @CLHI North Camden.
-  Síguenos en Instagram @clhi_north.





Hágalo posible con ayuda en:



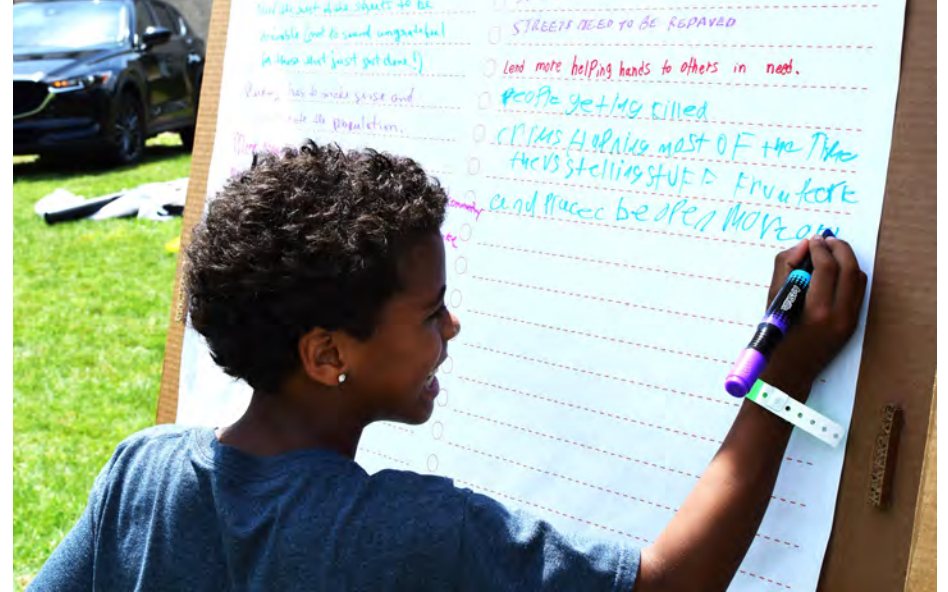

Bilingual postcards advertising the Big Ideas Survey were distributed throughout the neighborhood.

Community Open House

The planning team organized an outdoor Community Open House in late June at 5th and Erie, a vacant lot that had been improved over the years through both Respond's Clean and Green program and through A New View - Camden, which had recently facilitated the installation of "Touching the Earth", a gathering space and outdoor oven created by artists Atheena Steen and Josh Sarantitis to bring attention to issues of illegal dumping.

The Open House included a series of exhibits designed to inform residents about the planning process and illicit their feedback about the issues that should be addressed in the Plan. The Open House also included food, drinks, and water ice, live music performed by DeShawn Cassrais, Toj'Mere Cordy, and Iyannah Herbert, photography by Tyriq Deshields, and tabling by local non-profits serving the community. **In all, at least 150 community members attended the Community Open House,** in addition leaders of local organizations and non-profits, Mayor Carstarphen, and Councilwoman Felisha Reyes-Morton.

A signature event of the Community Open House was the art activity hosted by Camden tattoo & mural artists Roberto Morales & Angel Fernandez. The activity invited residents to paint and take home lasercut plywood cutouts of Morales' and Fernandez's signature "North" mural, a tribute to the iconic nature of the mural and its ability to spark community pride and joy.





Key Takeaways from Engagement & Data Analysis

Planning principles remain relevant:

- > Residents reaffirmed the continued relevance of the guiding principles, local control, no displacement, increase homeownership, and increase jobs, that have been included in each Neighborhood Plan since 1993. The most important principle as ranked by residents was “Increase Homeownership”.

Neighbors have positive perceptions about the community:

- > 82% of survey respondents said that North Camden has improved over the past three years. Only 1% of respondents said North Camden declined during this period.
- > 69% of Open House respondents indicated that what they love most about North Camden is their community, family, and friends.

Housing issues have become more urgent:

- > 88% of survey respondents said they would continue to live in North Camden if given the choice.
- > When asked what residents liked least about their community, ‘the affordability of housing’ in the neighborhood was the top ranked choice. Similarly, when asked what residents liked best about their community, respondents selected ‘my house or apartment’ as their top choice.
- > As in 2000, approximately half of all North Camden renters are cost-burdened, meaning they are spending more than 30% of their household income on their rent or mortgage.
- > The share of owner occupied units decreased from 33% in 2000 to 23% in 2020.

Parks and Open Spaces Matter:

- > Since the 2008 Neighborhood Plan, over 49 acres of neighborhood parkland has been created or renovated.
- > 15% of Open House participants selected ‘parks’ as one of the things they loved most about the neighborhood.

Residents want a clean and safe community:

- > Since the 2008 Neighborhood Plan, over 8 acres of vacant land or buildings in the neighborhood have been improved.
- > Total crime in North Camden dropped 46% between 2016 and 2020.
- > When asked what made them most frustrated or angry about their community at the Open House, nearly a quarter of respondents cited crime and safety as their primary concern, citing issues of violence, drugs, and quality of life issues like the proliferation of ATV’s.

The importance of educational opportunity:

- > While educational opportunities in North Camden are improving, only a third of neighborhood residents have graduated high school, and only 6% hold a college degree or above.
- > Education was indicated as a key need in several respects when respondents to the short survey were asked about the needs of their household. Needs related to education included: budgeting/financial literacy, career coaching/job training, childcare/early learning programs, ESL classes, small business classes, GED programs, computer training, and parenting classes.
- > 15% of Open House participants indicated that community centers and youth programs were top priorities for the neighborhood, including affordable summer camps, afterschool, and weekend programming.

We must address environmental issues and injustices:

- > 19% of comments received at the Open House about what participants like least about their neighborhood related to littering and dumping.
- > More than 40% of North Camden sits within a floodplain.



Credit: Tyriq Deshields

DRAFT - MARCH 2022

Guiding Principles

The 1993 Neighborhood Plan and 2008 Neighborhood Plan laid out four guiding principles for the revitalization of North Camden that were reaffirmed by residents during the community engagement process. Residents felt that the four principles remained relevant, but wanted to add language to better address all that has changed in North Camden over the last several decades. Residents also felt that a new principle should be added to address past and current environmental injustices, as well as the need for increased resiliency in the face of a changing climate going forward.

Principles:

Principle #1: No Displacement

North Camden residents realize that change is necessary; they welcome redevelopment. However, revitalization must not occur at the expense of the neighborhood's current population – the people of North Camden who have been in North Camden during its toughest times must be able to stay and enjoy the better times that lie ahead. At no time has this been more important than now, when rising rents and investor interest is making North Camden unaffordable for the residents who labored hard over the years to improve their community.

Principle #4: Increase Homeownership

North Camden has a transient population. With the majority of the population leasing their homes and apartments, people come and go, often without getting to know their neighbors or making an effort to improve their surroundings. Homeownership will deepen residents' roots in the neighborhood and, we hope, deepen their commitment to effecting positive change at home and in the neighborhood. All North Camden residents should have the opportunity to become homeowners and build generational wealth in their community.

Principle #2: Community Control

North Camden invites interested investors, developers, public agencies, and private entities to join in its planning process provided that they arrive in the neighborhood recognizing local community leaders and community members as partners. Investing in the community's capacity and ability to be true partners in this process is critical to ensure residents have a meaningful voice in the continued revitalization of their community.

Principle #5: A Healthy Environment

The impacts of climate change and an aging storm and sewer system will be an increasing challenge every year, compounded by continued issues with brownfields, illegal dumping, and restoring the ecology of the riverfront. North Camden residents deserve clean air, clean water, safe streets and public spaces, and to see their community's outdated infrastructure updated to ensure a resilient future in the face of projected extreme weather and sea level rise. Past and present environmental injustices must be corrected, and future development, business operations, or government policies must not disproportionately impact the health, safety, and welfare of residents and the natural environment.

Principle #3: Employ Local Residents

North Camden needs new housing construction, new parks, and new commercial and social services to improve the existing community and to create new job opportunities for local residents. The relationship is simple: new projects require people power just as doing business in North Camden requires local hiring practices. Residents of all ages and backgrounds have the talent, knowledge, and drive to contribute meaningfully to this work. This wealth of human potential should be employed, recognized, and valued in the continued revitalization of North Camden.

“The community is a family. We look out for each other”.

- Open House Participant

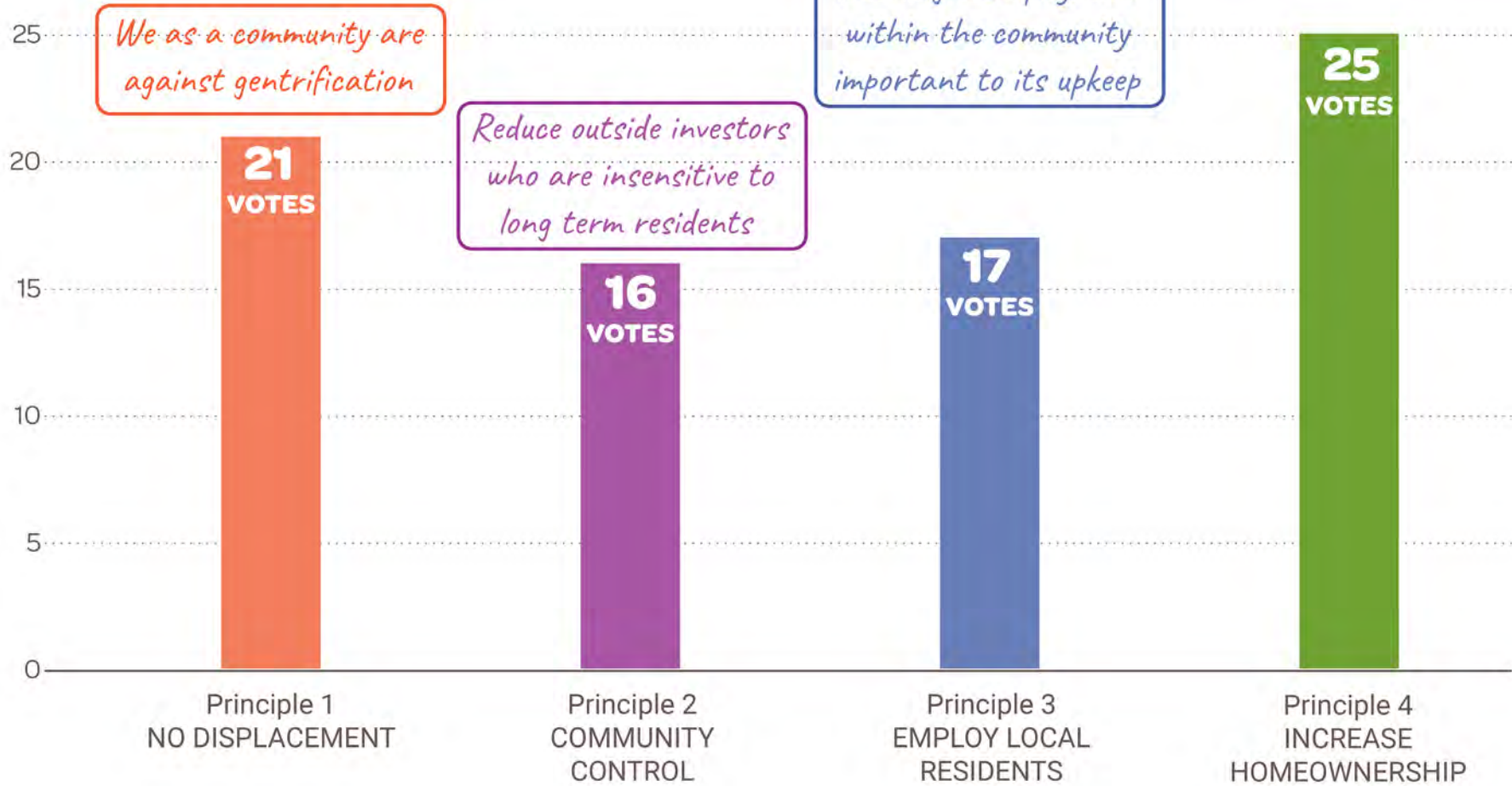
At the Open House, community members voted to reaffirm the four guiding principles from previous plans and added suggestions and comments for further edits.

Too many community members do not own and need the information and assistance to become homeowners

Training + Employment within the community important to its upkeep

We as a community are against gentrification

Reduce outside investors who are insensitive to long term residents



Vision & Goals

The vision and goals of the North Camden Neighborhood Plan were crafted with the participation of hundreds of residents in the planning process. The vision is a forward looking statement for what the Plan should strive to achieve on behalf of the community over the next 10 years, and builds on all of the amazing work that has occurred in the North Camden neighborhood to this point.

The vision statement is composed of six core goals, each of which overlap and relate to multiple strategies for advancing the neighborhood's vision:

Vision & Goals:



Build community capacity: We will make it easier for residents to organize and take collective action to improve their community, and support the long-term health and sustainability of locally-based civic organizations and non-profits.



Protect and restore the environment: We will remove blight, dumping, and environmental contamination from the community and improve North Camden's resiliency to a changing climate and extreme weather events.



Educate and empower residents: We will ensure residents have access to educational resources, mentorship, and guidance to help them achieve their goals, and we will give residents the tools to play a meaningful role in government policy and development affecting their community.



Foster a vibrant and connected community: We will make it safe and enjoyable to walk, bike, and spend time out on your block, in the neighborhood, and throughout the City and County. We will ensure residents have the opportunity to come together through programs, events, and community gatherings.



Make North Camden home: We will make homeownership and good quality, stable rental housing accessible to all residents and ensure residents and their families can build generational wealth.



Provide access to opportunity: We will enable residents to be successful in their personal, professional, and academic interests and provide support for small businesses and entrepreneurs.

“Resident-led non-profit organizations are key going forward. The work in North Camden is done by homegrown residents who have families here”.

- Focus Group Participant

CLHI's Change The Message Program is a billboard campaign that replaces negative advertising with positive messaging and information sharing on six North Camden billboards.

OUTFRONT

We Love North Camden

0792

BLOCK SUPPORTER INITIATIVE
North Camden

NORTH CAMDEN NEIGHBORHOOD PLAN

CHANGE MESSAGE

Camden Lutheran HOUSING, INC.





15 Big Ideas for the Future

How this Plan is organized:

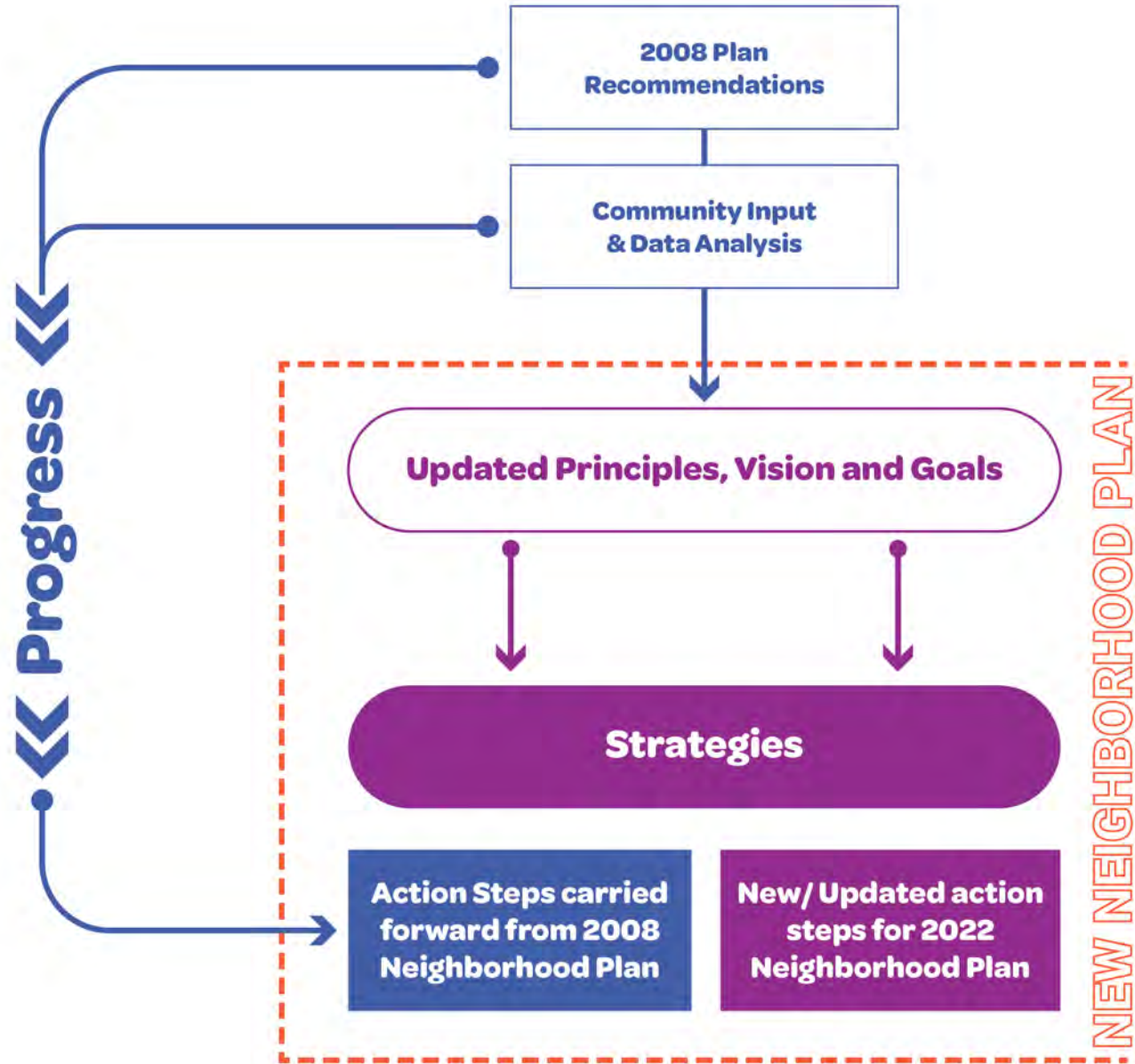
Since the first Neighborhood Plan was drafted in 1993, North Camden neighbors and stakeholders have used the Plan as a checklist - collaboratively working to make progress on the recommendations and vision of the community contained in each document.

The 2008 Neighborhood Plan was particularly expansive in its reach, and while many of the Plan's recommendations have been completed, there are relevant recommendations that remain. Therefore, this Plan contains two distinct buckets of recommendations:

- Recommendations carried forward from the 2008 Neighborhood Plan, and
- New/updated recommendations for the 2022 Neighborhood Plan

Both buckets of recommendations come from a thorough evaluation of the progress made in the Neighborhood over the past decade, the direction the community wants to see the neighborhood move in over the next 10 years, and the data analysis of neighborhood conditions today.

Diagram of Neighborhood Plan Organization. Relevant recommendations from the 2008 Plan are carried forward and sit alongside updated recommendations for 2022.



How the big ideas are organized

The diagram below illustrates how each of the 15 strategies, or “big ideas”, are organized in terms of their relationship to the overall vision, as well as how they build on relevant recommendations from the 2008 Neighborhood Plan.

This is the strategy or “big idea” - there are 15 strategies in this Plan to help guide the neighborhood towards achieving the community's vision over the next 10 years.

These are recommendations from the 2008 Neighborhood Plan that are related to this strategy, and that are relevant to carry forward.

This summarizes the logic/intent behind the 2008 Neighborhood Plan recommendations and how they relate to the challenges the neighborhood faces today.

1 Spread the word about resources & services in the community!

How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	Needs Work	'08 PRIORITY
1.1: Undertake a social services audit	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes
1.2: Develop a detailed human capital plan	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes
1.5: Create a coordinated North Camden service directory and referral system	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes
1.14: Create a North Camden information network and get plugged in	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Yes







The 2008 Neighborhood Plan identified a need to keep the community informed and engaged by developing a comprehensive list of locally available services and resources, assessing the needs of the community and gaps in existing programs, and distributing this information in Spanish and English on a regular basis through multiple communication channels, including billboards, newsletters, telephone, announcements at church services, and flyers, among others.

Where do we go from here?

The need for improved information sharing about resources and services in the community was reaffirmed by community members and stakeholders throughout the public engagement process. While an initial list of services was developed, it has been years since it was last updated, and a point-person / organization is needed to take the lead on restarting this process going forward. The ways that people get information have changed as well, as in 2008, social media, smartphones, and apps were not available to much of the public, and should be part of a strategy that includes both analog and digital tools to keep residents informed and engaged going forward. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

1. Create a “welcome” package with resources and helpful information for new North Camden residents.
2. Develop a platform to keep residents informed about events, news, and resources in the community on a daily basis.
3. Maintain and distribute an updated list in English and Spanish of services and resources for North Camden neighbors on a monthly or quarterly basis.
4. Seek technical expertise on current best practices for community newsletters, social media, and websites.

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?

CAPACITY EDUCATION HOME ENVIRONMENT VIBRANCY OPPORTUNITY

This key indicates, in blue, each strategy's relationship to the community's vision and goals for the future of their neighborhood.

This summarizes the reasoning behind each strategy and action.

These are the action steps for accomplishing the overall strategy.

North Camden Neighborhood Plan

DRAFT - MARCH 2022

15 Big Ideas for the Future | 45

1 Spread the word about resources & services in the community!

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



CAPACITY



EDUCATION



HOME



ENVIRONMENT



VIBRANCY



OPPORTUNITY

How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
1.1: Undertake a Social Services Audit	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.2: Develop a Detailed Human Capital Plan	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.5: Create a Coordinated North Camden Service Directory and Referral System	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.14: Create a North Camden information network and get plugged in	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes

The 2008 Neighborhood Plan identified a need to keep the community informed and engaged by developing a comprehensive list of locally available services and resources, assessing the needs of the community and gaps in existing programs, and distributing this information in Spanish and English on a regular basis through multiple communication channels, including billboards, newsletters, telephone, announcements at church services, and flyering, among others.

“Engagement is so important. if there is a way for us to have an app for all of the goings on in North Camden to really connect everyone would be so wonderful”.

- Focus Group Participant

Where do we go from here?

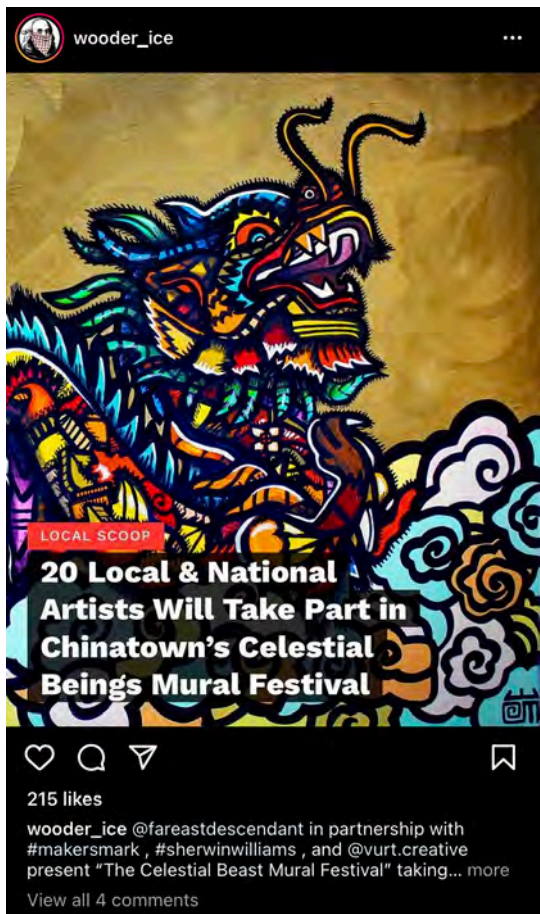
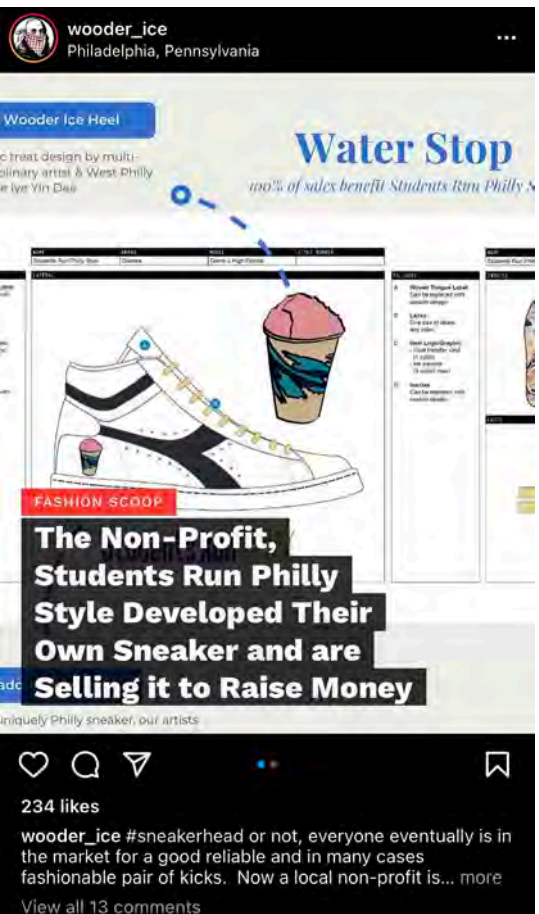
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- 1. Create a “welcome” package with resources and helpful information for new North Camden residents.**
- 2. Develop a platform to keep residents informed about events, news, and resources in the community on a daily basis.**
- 3. Maintain and distribute an updated list in English and Spanish of services and resources for North Camden neighbors on a quarterly or annual basis.**
- 4. Seek technical expertise on current best practices for community newsletters, social media, and websites.**
- 5. Continue monthly stakeholder meetings with a defined purpose and goals for the group. Promote widely to ensure continued success.**
- 6. Establish a North Camden Civic Association or Community Council.**



CASE STUDY: UNBOX AKRON

Unbox Akron in Akron, OH provides a monthly box of local good news and fun swag to elevate the work of makers, community organizations, artists, and individuals and connect residents to the great things happening in their community.



CASE STUDY: WOODER ICE

Wooder Ice is an online startup source for news, events, and podcasts. The 'blogazine' makes effective use of social media to promote events by local businesses and non-profits with a well-designed and flexible template. Event hosts are incentivized to share their events on Wooder Ice due to the site's large following and reach.

2 Help residents of all ages and backgrounds grow, heal, and thrive

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



CAPACITY



EDUCATION



HOME



ENVIRONMENT



VIBRANCY



OPPORTUNITY


How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
1.7: Encourage Learning Partnerships	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
1.9: Create a North Camden Youth Council	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
1.11: Partner with Local Institutions to Form a Women's Support Group and Center	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
1.12: Develop a North Camden Night School	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
4.4: Build Upon Existing Job Placement Programs for Teens and Young Adults	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes

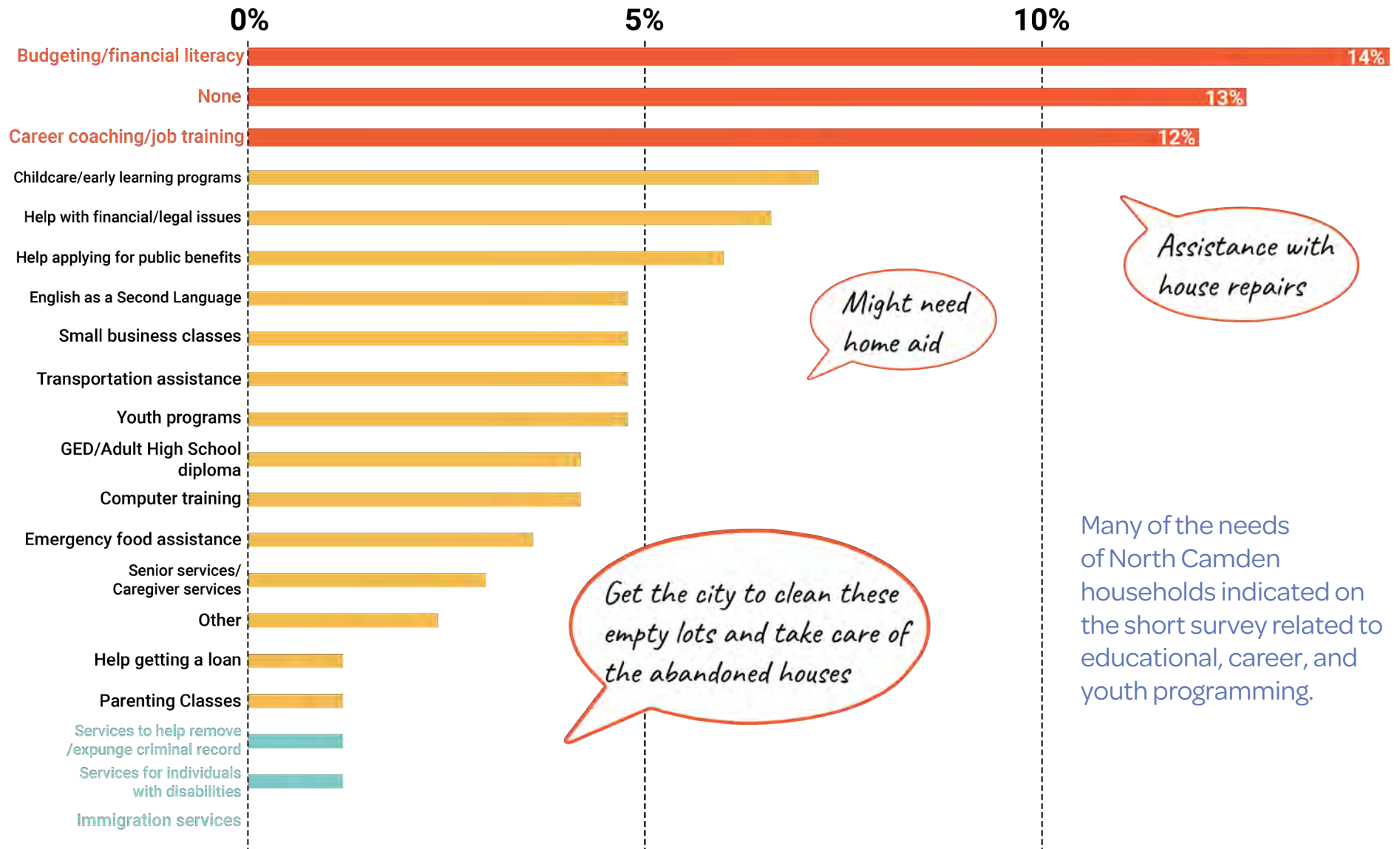
Two decades ago in 2000, only 24% of North Camden residents had a High School degree. By 2019, this figure had increased to 32%. This shows substantial progress, but is markedly lower than the 58% of High School graduates citywide. These figures indicate an improvement in educational outcomes, but that there are still substantial educational needs that must be met, both for the neighborhood's young people and adult residents who should have the opportunity to further their own personal and professional goals. Further, given the disruptions to caregivers' lives and children's education as a result of the COVID-19 pandemic, there should be a strong focus on the well-being of children, individuals, and families going forward.

Where do we go from here?

Many of the ideas in the last Neighborhood Plan related to education and support remain relevant today, but the growth and development of neighborhood partners and institutions means that local capacity to run these programs has grown. Residents and stakeholders also identified the need for services beyond just education and career development in meeting the needs of residents. Mental health services, access to fresh food, child-care, activities for seniors, and opportunities to pursue intellectual interests (regardless if they led to a career) were identified in focus groups and interviews as key to supporting the holistic needs of residents. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Support and grow neighborhood-based youth programming led by local organizations and community members.** 
- 2. Create a North Camden Community Council to help advise and move forward programs, initiatives, and legislation affecting young people in North Camden.**
- 3. Provide training, mentoring, and job placement programs for teens and young adults.**
- 4. Support access to high-quality mental health and wellness programs.**
- 5. Provide continued access to high-quality childcare.**
- 6. Ensure all residents have access to healthy food - in stores, farmer's markets, or grown right in the neighborhood.**
- 7. Develop programs to keep seniors active, involved, and socially engaged.**
- 8. Support programs in the arts and culture that allow residents to pursue their intellectual or personal interests.**

What needs do you or a member of your household have right now?



3 Build community through artistic & cultural activities

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
1.13: Celebrate and Nurture North Camden's Ethnic Diversity	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
1.15: Express Yourself - Use Public Art and Community Gatherings to Tell a New Story about North Camden	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	
5.7: Capitalize on Local Heritage	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	

At the time of the last Neighborhood Plan, there were far fewer activities in the arts and culture available to neighborhood residents than there are today. During this latest planning process, community members highlighted the important role that artistic and cultural initiatives have played in fostering safe and active public spaces, building connections between community members, and nurturing local talent. Grant-funded initiatives and programs have played a major role in artistic and cultural programming, yet the halt in in-person programming caused by the COVID-19 pandemic, and the unpredictable nature of relying primarily on grants, call for an updated approach that builds capacity and longevity around the strong programs, initiatives, and organizations involved in artistic and cultural activities in North Camden.

WHAT DO WE MEAN BY ARTISTIC & CULTURAL ACTIVITIES?

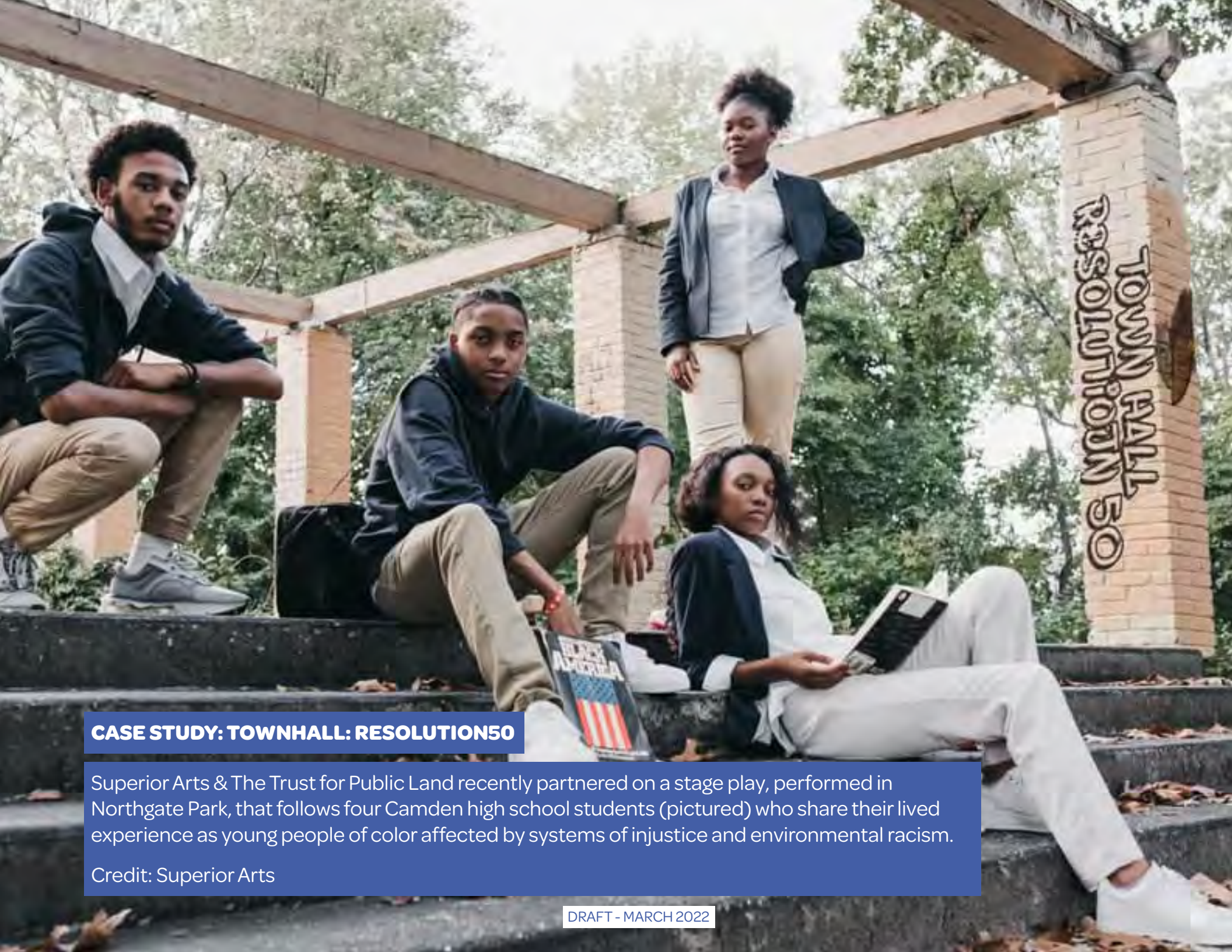
Artistic Activity: Artistic activity involves a broad array of possibilities. This includes painting, sculpture, theater, dance and physical arts (such as capoeira and rhythmic gymnastics), music, design, fashion, body art (tattoos, hairstyling, nail art), creative writing, architecture and landscape architecture.

Cultural Activity: 'Cultural activity' involves the expression of a group's identity in the public arena. This can take the form of festivals, the public sale of items that are specific to the culture, or the visible presence of the culture in architecture or public art. Usually, arts and culture go hand-in-hand.

Where do we go from here?

Community members reaffirmed the critical role that arts and cultural activities continue to play in the neighborhood during the planning process. The next critical step in this work is to reinvigorate the level of artistic and cultural activities lost as a result of the COVID-19 pandemic, strengthen arts organizations and local artists, and use the arts as an economic engine to continue to propel North Camden forward. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

1. Enable parks and public spaces to serve as platforms for artistic and cultural programming.
2. Create spaces that allow for regular, home-grown social and artistic activities.
3. Provide start-up funding for organizations and individuals to test artistic and cultural programs.
4. Provide trainings and peer-to-peer exchanges to build the capacity of local arts and cultural organizations.
5. Honor the history and important figures of North Camden today.
6. Elevate local artists through paid apprenticeships.
7. Use the arts as an economic engine to fuel entrepreneurial artistic endeavors.



CASE STUDY: TOWNHALL: RESOLUTION50

Superior Arts & The Trust for Public Land recently partnered on a stage play, performed in Northgate Park, that follows four Camden high school students (pictured) who share their lived experience as young people of color affected by systems of injustice and environmental racism.

Credit: Superior Arts

4 Strengthen community partnerships to address safety concerns

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



CAPACITY



EDUCATION



HOME



ENVIRONMENT



VIBRANCY



OPPORTUNITY

How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
2.1: Organize a North Camden Town Watch	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
2.4: Report Unsafe Properties and Other Issues that Make North Camden Look and Feel Unsafe	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
2.7: Monitor Environmental Contamination	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
3.3: Organize and Advocate for the Demolition of Unsafe Properties	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes

The 2008 Neighborhood Plan proposed a host of different methods for empowering residents to reduce crime, monitor environmental contamination and illegal dumping, and to report unsafe properties. The Plan recognized that key to the success of these actions was for residents to be able to organize, report, and monitor what was happening in their community. While progress has been made on reducing crime and demolishing unsafe properties, the need for organizing and training residents still exists, especially given that the most pressing issues around crime, environmental contamination, and unsafe properties are difficult to track without resident involvement.



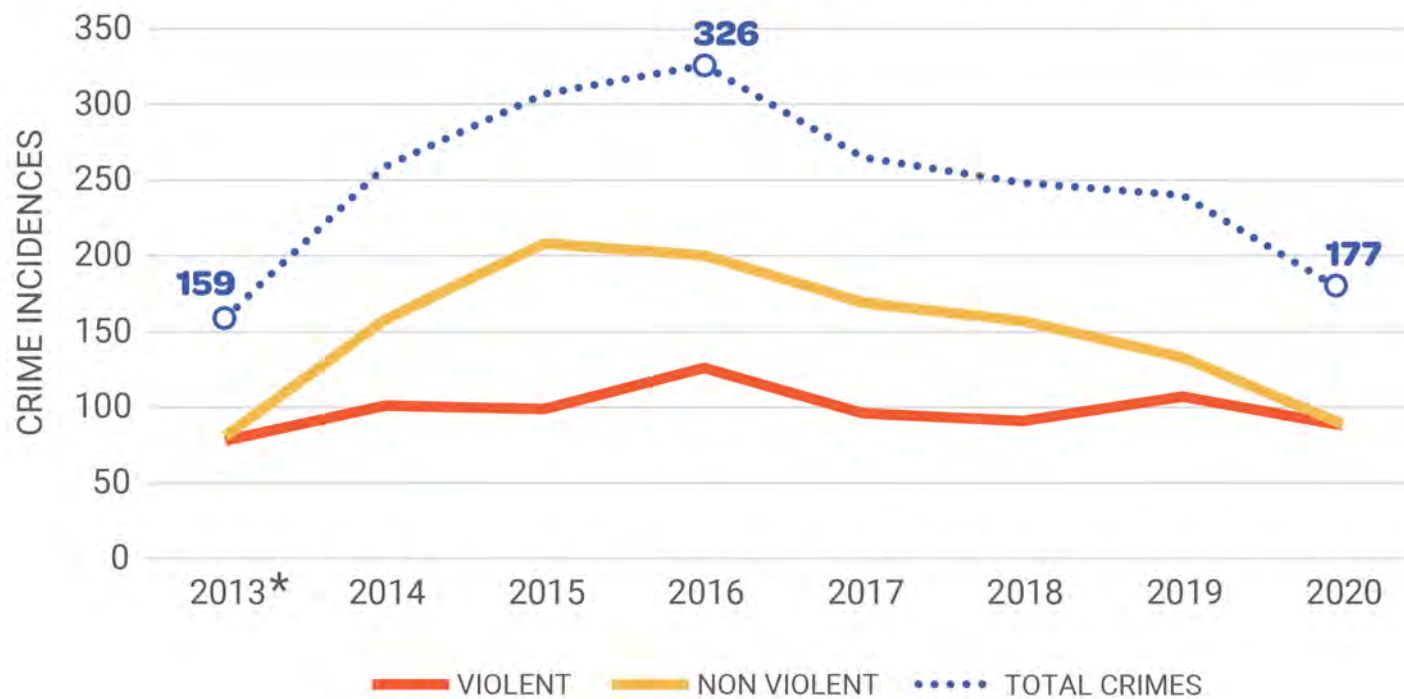
Where do we go from here?

The Camden County Police Department, which was formed in 2013, strives to build relationships in the communities they serve and to build trust between the police and residents. For this to be successful, the Neighborhood Plan can ensure that residents have the tools and knowledge in order to safely and anonymously report incidents in their community, while also promoting opportunities for positive community-police interactions. Beyond traditional law enforcement however, the City and local organizations can have a tremendously positive impact by supporting evidence-based violence prevention strategies and initiatives. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Empower residents to assist with community policing.**
- 2. Encourage opportunities for regular community-police interactions to build trust with residents.**
- 3. Invest in community-based violence prevention programs.**
- 4. Form a North Camden Public Safety Task Force to facilitate relationship-building and information-sharing between community and partners.**

LEFT: Camden County Police Department participation in community events, such as the North Camden Neighborhood Plan Open House, helps build relationships between neighbors and the police officers serving their community.

Crime Statistics (2013 - 2020)



Overall crime rates have been on a steady decline in North Camden since 2016.

* In 2013, Camden City disbanded its police department. Camden County formed a Metro Police Department which now serves the City of Camden. Because of this change, comparable data prior to 2013 was unavailable at the time of publication.

“Open communication with the community is important. Once the community gains confidence and trust the relationship we have with them becomes bigger. We also try to be present in the community. If they know us, recognize us, and meet us, that helps a lot”

- Sgt. Dekel Levy, Camden County Police Department

5 Use place-based investments to improve public safety and quality of life.

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



CAPACITY



EDUCATION



HOME



ENVIRONMENT



VIBRANCY



OPPORTUNITY


How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
2.2: Enhance Lighting and Visibility in High-Crime Areas	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	Yes
2.5: Launch a Trash and Recycling Education Effort to Clean Up North Camden	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
2.6: Reclaim and Maintain Vacant Land to Create a Cleaner, Safer Environment	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
3.2: Support Responsible Property Owners / Put Pressure on Irresponsible Property Owners	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
5.9: Mobilize the Neighborhood's Green Thumbs	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	

Vacant land and buildings have been an issue in North Camden for decades, and were a primary concern noted in the 1993 Neighborhood Plan, with a glut of vacant buildings and incidents of arson being one of the chief concerns. In the ensuing decade, many of the neighborhood's vacant buildings have been demolished, creating large swaths of vacant, unmaintained land throughout the neighborhood. By the time of the 2008 Neighborhood Plan, North Camden contained 78 acres of vacant land and 12 acres of land with vacant buildings. These combined 90 acres of vacancy were equal to 87 football fields, comprising 32% of the neighborhood's total parcel area.

Where do we go from here?

Over the past decade, an increasing body of research has shown the effectiveness of place-based physical investments as a tool for improving public safety in communities that have suffered from the impacts of disinvestment. North Camden has made tremendous strides in this area since the last neighborhood plan with initiatives like Respond's Clean and Green program, CLHI's Block Supporter Initiative, the Decorative Board-Up program, and A New View Camden, a one-of-a-kind public art / anti-dumping initiative. Moving forward, place-based investments need to continue to play a strong role in North Camden's revitalization, with stable long-term funding for proven programs and better data sharing and communication to track issues and impact. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Continue to reclaim and maintain vacant properties through greening, beautification, and lot stabilization efforts.**
- 2. Improve monitoring of and communication with vacant property owners.**
- 3. Advocate for the City to enforce the New Jersey Abandoned Properties Rehabilitation Act (APRA).**
- 4. Perform an annual street light survey.** 
- 5. Stabilize vacant structures through beautification methods.**
- 6. Assist with the installation of doorbell cameras, porch lights, and back alley addresses.**
- 7. Grow programs and initiatives that train and empower neighborhood residents to green and stabilize their community.**



CASE STUDY: CLHI Community Initiatives

In North Camden, programs like the Block Supporter Initiative, North Camden Community Gardens, and Decorative Board Up have significantly reduced physical blight while beautifying and **reclaiming abandoned spaces.**



6 Empower residents to guide future development

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



CAPACITY



EDUCATION



HOME



ENVIRONMENT



VIBRANCY



OPPORTUNITY

How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
3.13: Draft a Community Benefits Agreement	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	

The 2008 Neighborhood Plan, anticipating large-scale development (defined as 50 residential units or more) on large swaths of vacant land in the neighborhood and along the waterfront, foresaw the need for **Community Benefits Agreements to negotiate benefits with developers**. For most of the next decade, the community also benefited greatly from the expertise of Rod Sadler, who represented the community's interests with developers both in his role as a resident and advocate and in his formal role as Chair of the City's Planning Board. However, with increased market interest from developers and investors in North Camden, and the loss of local leadership and influence with regard to development, a coordinated strategy for educating and empowering residents to help guide future development is imperative, both for large scale developments, but also infill lots and smaller projects.

"We need to call out responsible parties, empower them, and name them as gatekeepers"

- Stakeholder Interview Participant

Where do we go from here?

For residents to be able to proactively and meaningfully shape the future of their neighborhood, they need to have the knowledge of how development works and how they can shape it, have a local voice and point-of-contact to advocate with developers from the outset of a project, and have the opportunity to serve on boards and other citywide leadership organizations involved with development. The goal is to clearly articulate what the community expects of developers and investors in North Camden, and create opportunities for residents to influence projects to ensure that development is a net positive for the neighborhood. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- Educate residents on development regulations, approval processes, and Licenses and Inspections standards.**
- Form a neighborhood planning and zoning committee to weigh in on land use issues before they go to the City's Planning Board or Zoning Board of Adjustments.**
- Ensure continued resident-led involvement in the development of major properties and the Waterfront.**
- Intentionally engage with developers and new investors from the outset.**
- Advocate for residents to have the opportunity to serve on neighborhood, City, County, or non-profit boards or committees that are involved with development in the City of Camden.**
- Support residents in learning about and leveraging Community Benefit Agreements.**
- Ensure residents are involved and informed during all phases of the Project Delivery Process, including Concept Development, Preliminary Engineering, Final Design, and Construction.**

I'm using preservation and zoning to keep my neighborhood's character



CASE STUDY: CITIZENS PLANNING INSTITUTE

Philadelphia's Citizens Planning Institute (CPI) is an eight-week course that empowers citizens to take a more active, informed role in shaping future development in their neighborhood. The course has a Spring and Fall session and includes an orientation, three classes on planning issues and principles, land use and zoning, and the development process; three electives; and a final project.



CITIZENS TOOLKIT

GERMANTOWN

Teaching Developers the Value of Community

In Germantown, Betty Turner saw an increasing number of properties getting redeveloped, and an increasing number of neighbors concerned that new owners were not building in a way that kept the...

[Read More](#)



CITIZENS TOOLKIT

EAST KENSINGTON

Attracting Needed Businesses

John Theobald and James Wright have both been involved in the efforts to bring new businesses and activity to East Kensington's Frankford Avenue: John as a board member of New Kensington Community...

[Read More](#)



CITIZENS TOOLKIT

EAST PARKSIDE

Getting Home Repairs

Joyce Smith saw a connection between home maintenance and blight from abandoned houses in her neighborhood of East Parkside. "For me, my main concern has always been our housing stock," Joyce said....

[Read More](#)

7 Grow and protect quality homeownership & rental opportunities

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



CAPACITY



EDUCATION



HOME



ENVIRONMENT



VIBRANCY



OPPORTUNITY

How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
3.1: Preserve Existing Homeowners and Increase Affordable Homeownership	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
3.7: Infill: Strategically Invest in New Housing on Distressed Blocks	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
3.8: Create a Plan for the Redevelopment of Northgate I	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
3.9: Grow North Camden's Residential Community Toward the River	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
3.10: Mix Market-Rate Development with Affordable Housing to Build a Mixed-Income Community Along the River	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
3.11: Advocate for Balanced Growth to Achieve an Equitable and Economically Diverse Neighborhood	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
3.12: Develop New Senior Housing and Enable Residents to Age in Place	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	

The 2008 Neighborhood Plan's housing recommendations anticipated that new real estate activity would be focused in undeveloped lands along the waterfront, but in recent years, more and more development has occurred within the core neighborhood, with steadily increasing rents and sales prices making it harder for residents to purchase a home, stay in an apartment, or build generational wealth in their community.

The planning team heard an overwhelming amount of anxiety around housing issues in North Camden. A sharp increase in investor interest, an expanding market for student housing given the proximity to Rutgers, unaffordable rents throughout the City, and the challenge of maintaining homes that are over a century old are making it harder for North Camden residents to stay in the neighborhood more residents increasingly want to call home for the long-term.

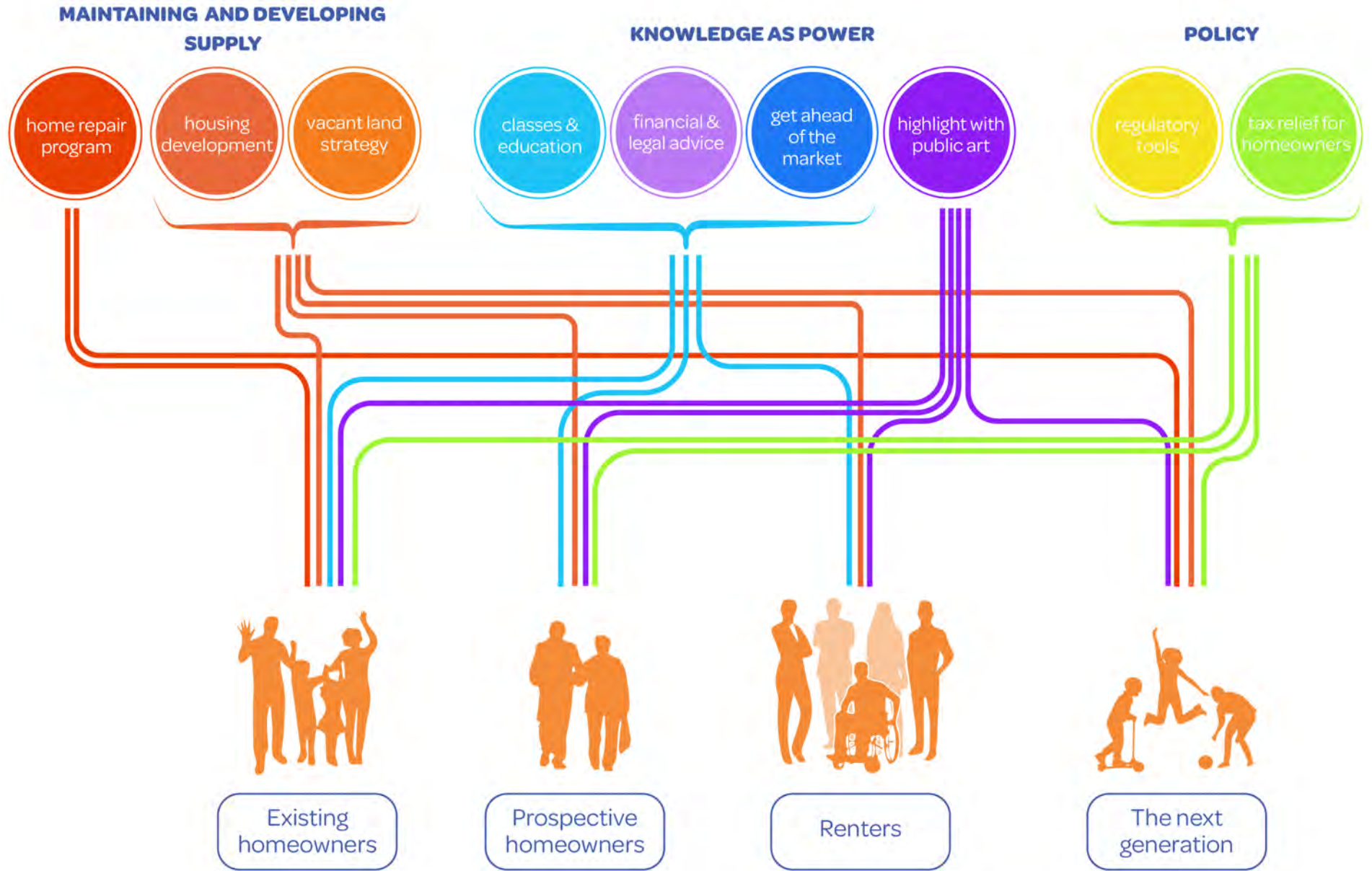
Where do we go from here?

To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Create a home repair program to help residents repair, improve, or modernize homes and address health and safety hazards.**
- 2. Develop new affordable and market-rate housing.**
- 3. Develop a vacant land strategy with the City and neighborhood partners.**
- 4. Offer classes and educational resources for homeowners and renters that provide a range of related legal, financial, and other technical advice to help residents achieve their housing goals.**
- 5. Highlight the impact of housing issues facing residents - such as redlining, other forms of housing discrimination, and predatory buyers - in creative ways that heighten the community's understanding of how these issues impact them.**
- 6. Regularly collect and compile data about the housing market in North Camden to understand and get ahead of the market.**
- 7. Explore tools such as land trusts, deed restrictions, rent control, and other city regulations to incentivize owner occupants over investors.**
- 8. Advocate for a real estate tax relief program for long-term owner occupants to help protect residents from dramatic property value increases.**

“Everything goes back to education, people knowing what their rights are”.

- Focus Group Participant



8 Hire local residents to build and care for their community

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
4.2: Development Projects in North Camden Should Employ Local Contractors and Labor	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
4.3: Complete the Respond Job Training Center	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes

Anticipating significant future development and redevelopment activity in the community, the 2008 Neighborhood Plan stated that “it is critical that North Camden residents are positioned to take advantage of the employment opportunities that accompany redevelopment as they are created - and that mechanisms are created to place residents in those jobs”. To meet this need, the Plan advocated for the completion and support of the Respond Job Training Center, a workforce training center that still operates an Auto Technology Program that teaches the basics of how to become a mechanic, as well as a Culinary Arts program which provides the basics of how to become a Chef or Pastry Chef. The Plan also anticipated the need for developing residents’ professional skills in construction, landscaping, and associated trades due to major development and park construction projects identified in the Plan.

The need for North Camden residents to have opportunities for gainful employment, at or above a living wage, is just as great now as it was when the last Plan was written. The poverty rate for families increased from 27% in 2010 to 47% in 2020, and single family households make up nearly a third of all family households in the neighborhood. The median household income, when adjusted for inflation, dropped from \$32,872 in 2010 to \$24,605 in 2020, which equates almost exactly to the required minimum wage in New Jersey of \$12/hr. in 2021. **To put that number into perspective, a family with two children and one working adult earning the neighborhood’s median household wage would need to increase their salary by a factor of four in order to earn what is considered a living wage in Camden County.**

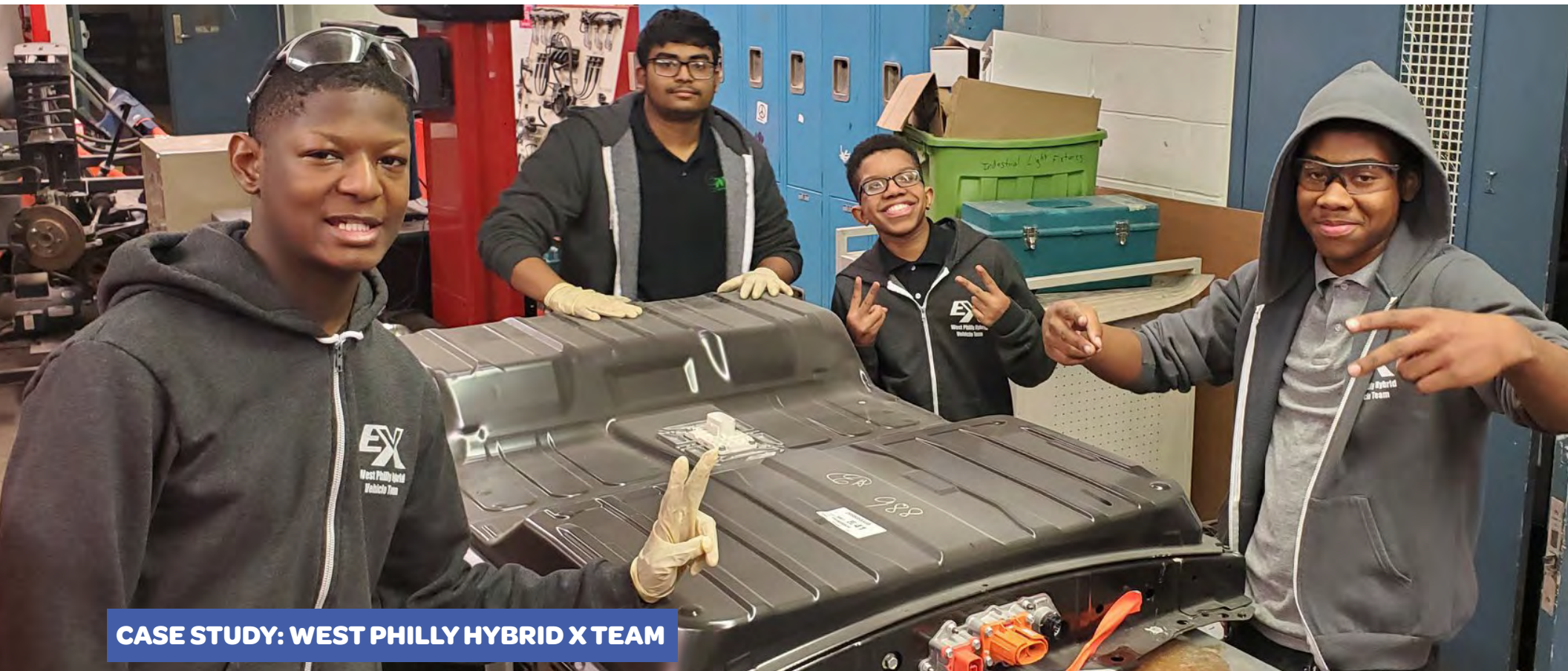
Where do we go from here?

Over the next 10 years, North Camden residents must have access to workforce training opportunities, and career development opportunities, that allow them to build fulfilling, well-paid careers, no matter their educational background or record. This means building upon existing job training programs to strengthen their offerings, creating programs targeted to youth, expanding access to higher education and advanced career development programs, and connecting residents with area employers. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Continue to support and build upon local education, job training, and job placement programs.**
- 2. Develop career exploration and development programs targeted to youth.**
- 3. Connect residents to career opportunities through the Camden Works Program, and cultivate hiring networks with large employers in the City.**
- 4. Work with local higher education institutions to promote educational opportunities to North Camden residents.**
- 5. Advocate for residents to have the opportunity to serve on neighborhood, City, County, or non-profit boards or committees involved with economic development in Camden.**
- 6. Work with employers to develop programs that meet residents where they are and help break down barriers to employment.**

“More education /vocational training opportunities in schools / community to increase employment to city residents”.

- Focus Group Participant



CASE STUDY: WEST PHILLY HYBRID X TEAM

The Workshop School in West Philadelphia's Hybrid X Team is a unique vocational program that provides students with the opportunity to design and build vehicles using alternative fuel sources, such as electric and biodiesel. Many of the program's creations have been entered into competitions against highly trained teams from around the world. Hybrid X is now a program within the Workshop School, a public high school in West Philadelphia.

Credit: West Philly Hybrid X Team via Facebook

9 Grow a thriving small business environment in North Camden

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
4.5: Actively Market Vacant Commercial Space	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
4.8: Form a Partnership with Rutgers and Connect to the Campus	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
4.9: Rezone to Welcome New Commercial and Mixed Use Development	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
4.10: Achieve Commercial and Economic Development through Waterfront Redevelopment	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	

Much of the small business support strategy in the 2008 Neighborhood Plan relied on outside entities to develop large-scale projects, be it Rutgers building a mixed-use facility north of the Ben Franklin Bridge, or large scale redevelopment of the North Camden Waterfront. Because of the complexity and cost of these projects, neither has moved much in the past decade, leaving a gap in the 2008 Plan's small business support strategy. Additionally, because North Camden doesn't have a traditional commercial corridor, grants and programs focused on 'Main Streets', and the critical mass achieved with a cluster of improvements on a commercial street, haven't been viable for supporting the corner stores and mid-block businesses throughout the neighborhood.

"Support small businesses, ensure inclusive growth while avoiding displacement."

- Focus Group Participant

Where do we go from here?

Looking forward, North Camden must look more from within to develop small businesses at home, support entrepreneurs, and help local small businesses connect to nearby markets so they can grow and thrive. A focus on small businesses would also provide North Camden residents with more opportunities to shop locally, and meet all their needs, within their neighborhood. Additionally, local eateries and restaurants should have the opportunity to expand their outdoor seating, especially given how important outdoor seating proved to be for restaurants during the COVID-19 pandemic. Allowing small businesses in North Camden to 'pop-up' on neighboring vacant lots would help provide them with additional seating and valuable outdoor space, and would also help activate vacant lots with economic activity. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Create a small business loan & training program for locally owned and operated neighborhood businesses.**
- 2. Advocate for a mix of commercial uses in new developments that enable residents to meet all their shopping needs in North Camden.**
- 3. Support the ability of local businesses to access vacant lots and underutilized green spaces for pop-ups and limited-run events.**
- 4. Support local businesses through the development of 'buy local' procurement programs.**
- 5. Recruit tenants for vacant commercial spaces.**
- 6. Explore the possibility of creating a larger pop-up food, beverage, and entertainment space to benefit local entrepreneurs and residents who want a greater variety of commercial activity in North Camden.**



CASE STUDY: JAMAICAN JERK HUT POP-UP

The Jamaican Jerk Hut of Philadelphia, PA temporarily used a vacant lot next to their property for pop-up outdoor dining and a stage. While the site has now been developed, this interim use benefitted both the local business and the surrounding community by allowing the lot to be beautified and activated by a local business.

Credit: Flickr



CASE STUDY: MLK FOOD PARK

The MLK Food Park in Dallas, TX, designed by Better Block, is a temporary space that serves as a small business incubator for Southern Dallas culinary entrepreneurs. The pop-up was intended to show there is a market and potential for expanded food and entertainment options in the Forest District of South Dallas, and to create a unique gathering space for the community.

Credit: Better Block

10 Continue to develop high quality parks and public spaces

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



CAPACITY



EDUCATION



HOME



ENVIRONMENT



VIBRANCY



OPPORTUNITY

How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
5.1: Endorse the North Camden Waterfront Park Plan and Push for its Full Implementation	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
5.2: Reclaim Northgate Park	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
5.3: Improve Pyne Poynt Park - Use It, Don't Abuse It	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
5.4: Open the North Camden Community Center to the Community	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
5.5: Carve Out a Central Meeting Place	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	

One of the most critical projects in North Camden in the past decade was the demolition of Riverfront State Prison and the partial redevelopment of that space into a park for North Camden residents to enjoy. The importance of what this symbolized is hard to understate, and it was a powerful realization of what many North Camden residents had long been advocating for - access to their riverfront.

In the past decade, many other parks and public spaces have also been created and improved, with rehabs and new park space totalling over 40 acres. These new parks and public spaces have resulted in increased programming at parks and events, including the North Camden Little League, Camden Night Gardens, and A New View Camden, among others. While there are still new parks in the pipeline, and rehabilitation needs at existing parks, much has been accomplished since the last Neighborhood Plan was written.

“The neighborhood needs to own its programs & be able to expand them”

- Stakeholder Interview Participant

Where do we go from here?

Parks and public spaces, the ability to gather with friends and family, and events that bring the community together are key elements of what residents love about their neighborhood. When asked what they love most about their community, Open House participants chose parks (15%) and events (8%) as some of their favorite aspects. Over the next 10 years, the new Neighborhood Plan should support continued development of waterfront parks, trails, and neighborhood public spaces. Given the long pause in programming brought on by the COVID-19 pandemic, the Neighborhood Plan should also support increased programming in the parks. A central meeting place or cultural center, recommended in the last Plan but never realized, should also be a focus going forward. Lastly, the Plan should advocate for increased opportunities for local residents to build deeper connections with their parks and public spaces, through paid opportunities such as ‘park ambassador’ positions or through a micro-grant that invites residents and local organizations to try out new ideas for programming in parks. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

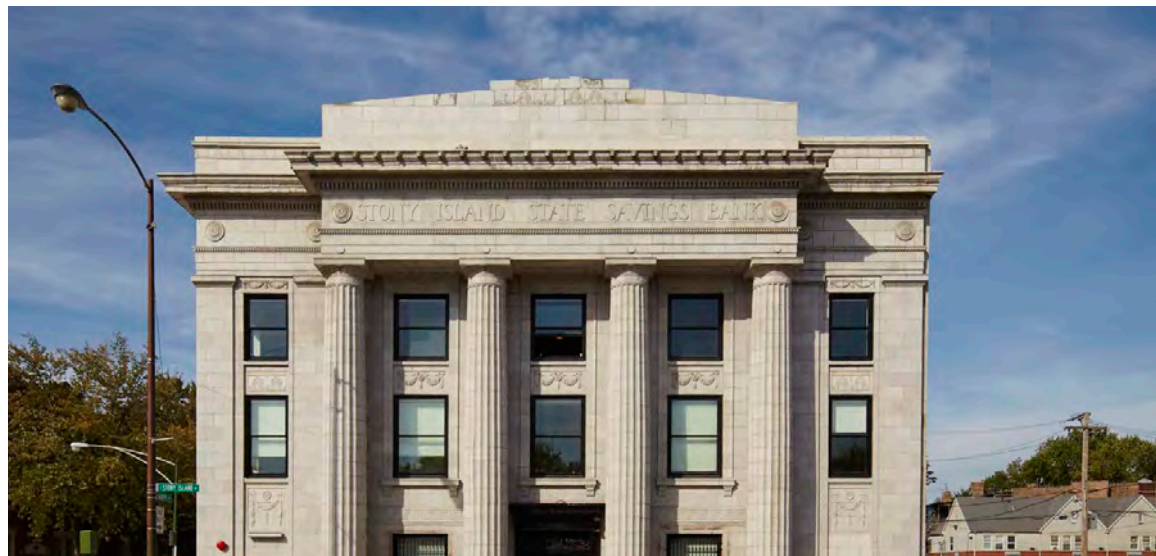
- 1. Provide micro-grants to jumpstart local programming and organizational support at parks.**
- 2. Hire local residents to serve as park ambassadors.**
- 3. Advocate for changes to the City’s permitting process to make it easier for residents to hold events and celebrations in parks.**
- 4. Develop a neighborhood community / cultural center.**
- 5. Continue to support high-quality park and public space redevelopment projects on the waterfront and throughout the neighborhood.**



CASE STUDY: MICROGRANTS

The Fitzgerald Revitalization project in Detroit, MI sought to engage neighbors and activate a newly built park by offering microgrants of up to \$1,000 to any residents who had an idea for programming that they felt the community would enjoy and benefit from. Pictured is a hula hoop activity proposed and run by a local residents.

Credit: Bree Gant



CASE STUDY: STONY ISLAND ARTS BANK

The Stony Island Arts Bank on the South Side of Chicago is a 17,000 sqft cultural hub run by the Rebuild Foundation and artist Theaster Gates. The reimaged former bank building offers a variety of cultural and artistic programs that celebrate black culture.

Credit: Nancy Wong, Chris Strong, Rebuild Foundation

11 Plan for the long-term maintenance, funding, and stewardship of parks and public spaces

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
4.2: Development Projects in North Camden Should Employ Local Contractors and Labor	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	

The 2008 Neighborhood Plan anticipated that permanent job opportunities in horticulture and landscape would be needed as North Camden's planned park system continued to develop. This was due to the fact that the system as planned would require maintenance needs beyond the capability of the already stretched staff of the City's Department of Public Works. As predicted, the need for a maintenance strategy for North Camden's parks is top of the agenda for the continued development of the neighborhood's park system, with the County, local non-profits, the City, and residents working collaboratively to come up with a sustainable maintenance strategy with the possibility of paid and volunteer opportunities for residents to connect with their parks.

"We now have all these great parks but no funding to maintain them"

- Stakeholder Interview Participant

Where do we go from here?

Going forward, the Neighborhood Plan recommends continuing to work collaboratively with the City and County on a long-term maintenance strategy for the parks and increasing supply of green infrastructure improvements, while working to develop local workforce training, employment, and stewardship opportunities from within the neighborhood. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Develop funding models to enable parks to be operated and maintained at the high level of quality and care that residents deserve.**
- 2. Research and pilot a model for local stewardship of neighborhood parks, such as "Friends of" groups or a Conservancy model.**
- 3. Work with the County and City to financially support partnerships with local organizations activating and stewarding neighborhood parks.**
- 4. Create a social enterprise and training program dedicated to providing high quality landscape design and maintenance services for parks, open spaces, and green infrastructure in North Camden.**

CASE STUDY: GREEN CITY WORKS

Green City Works is a job training program and high-end landscaping service in West Philadelphia, which contracts with local educational and medical institutions to design, build, and maintain public spaces with environmentally sensitive landscaping techniques.



“Maintenance of the parks is really important after the improvements are done. We still want it to be well kept, even after we hand it over”.

- Stakeholder Interview Participant

12 Improve pedestrian, bicycle, and public transit conditions

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
1.6: Launch a Safe Routes to School Program	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
6.1: Calm Traffic to Improve Pedestrian and Bicycle Safety in North Camden	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
6.2: Petition New Jersey Transit to Install Bus Shelters	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	

The 2008 Neighborhood Plan advocated for specific pedestrian and bicycle safety measures to be implemented, as well as improvements for bus riders, in order to make the neighborhood safer, easier, and more comfortable to navigate for those traveling by foot, bike, or public transit. In the past decade there has been significant progress on completing these projects, with several projects, including improvements to 7th Street and State Street, in the pipeline. Trails provide important pedestrian and bicycle connections as well, and there has been much progress on the Cross County Trail connecting North Camden to the riverfront, Cooper River, the City, and County.

Where do we go from here?

Going forward, the Neighborhood Plan recommends continuing to work collaboratively with the City and County to advance planned infrastructure projects that improve pedestrian and bicycle circulation, and that integrate improvements to underground infrastructure (such as stormwater/sewer systems) as part of roadway repair projects. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Support full implementation of the Cross-County Link Trail.**
- 2. Make sure all residents - whether on foot, by bike, or bus - can move about the neighborhood safely and with dignity.**
- 3. Balance the need for parking with the need for multi-modal forms of transportation.**
- 4. Promote bicycle training and education in North Camden, increasing use of the neighborhood's trails while providing residents with the skills and resources to consistently utilize them.**

“Street improvements need to be focused on residents, not on commuters”

- Focus Group Participant



PARKS & TRAILS

- STUDY AREA
- RIVER
- PARK/OPEN SPACE
- PLANNED PARK/OPEN SPACE
- RAIL
- PATCO
- PATCO STATION
- EXISTING CIRCUIT TRAIL
- EXISTING CAMDEN GREENWAY
- PROPOSED CIRCUIT TRAIL
- PROPOSED CAMDEN GREENWAY

A system of off-road and on-road bicycle trails is planned for North Camden to make neighborhood and regional amenities more accessible to residents.

Source: New Jersey Office of GIS Open Data, Circuit Trails Map, North Camden Waterfront Park Plan

13 Strategically upgrade street infrastructure

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
6.3: Change Key Two-Way Streets to One-Way	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
6.4: Change Linden Street to Two-Way Traffic between 7th and Penn Streets	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	
6.5: Poynt to North Camden (signage and marketing campaign)	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	
6.6: Focus on 7th Street as the Main Gateway to North Camden	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
6.7: Re-pave and Re-construct Streets in Conjunction with New Development and Streetscape Improvements	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
6.8: Sensitively Accommodate Parking in the Community	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Needs Work	

The 2008 Neighborhood Plan recommended a series of street redesign projects in order to improve the safety and functionality of North Camden's street network. Recommended improvements were also meant to address the impact of decades of deferred maintenance on streets, most of which are over a century old.

Where do we go from here?

When asked during the open house what frustrated or bothered North Camden residents about their neighborhood the most, the number one response was the condition of streets (28%), which included complaints about potholes, uneven sidewalks, and poor maintenance. While a significant number of projects have been completed or are in the pipeline, North Camden's aging above and below ground infrastructure should be comprehensively assessed in order to prioritize future improvements where most needed.

- 1. Develop a priority list for street renovations (below and above ground), based on an assessment of the entire neighborhood street network.**
- 2. Perform an assessment of the condition of alleyways, and their potential to be improved to provide better security, more space for green infrastructure, and to accommodate parking.**



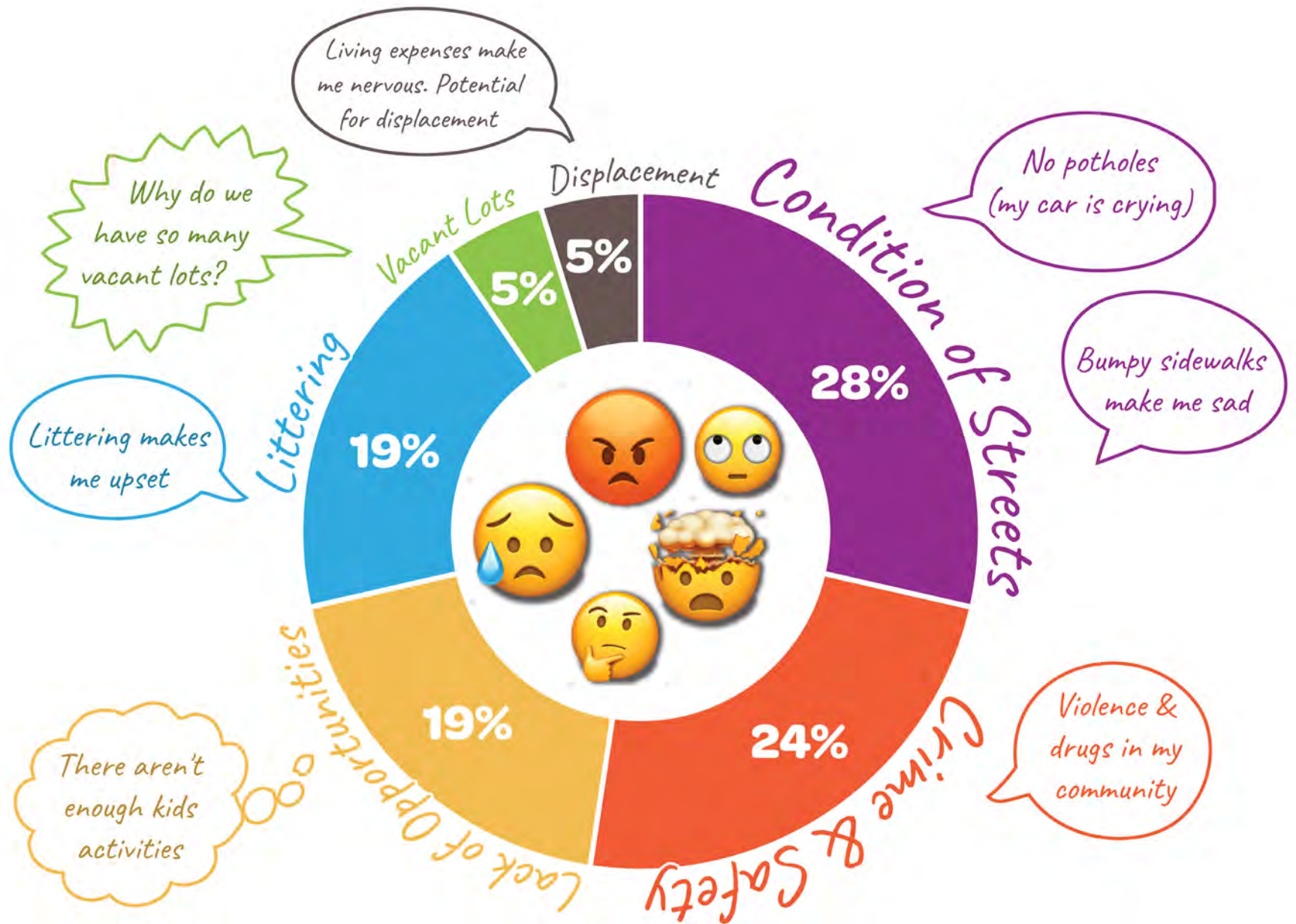
Before



After

DRAFT - MARCH 2022

Cooper's Poynt Roads: looking at the intersection of N. 3rd, Main, and Vine Streets.



The condition of neighborhood streets and sidewalks was the number 1 complaint residents voiced at the community open house in June, 2021.

14 Engage the community in advocating for a just, healthy environment

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY'S VISION?



How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
2.5: Launch a Trash and Recycling Education Effort to Clean Up North Camden	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
2.6: Reclaim and Maintain Vacant Land to Create a Cleaner, Safer Environment	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes
2.7: Monitor Environmental Contamination	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	
5.9: Mobilize the Neighborhood's Green Thumbs	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	

North Camden has long suffered from a mix of sources of environmental contamination, including brownfields, vacant lots and buildings, illegal dumping, and contamination of the Delaware and Cooper Rivers. The 2008 Neighborhood Plan provided a set of recommendations to mitigate these sources of pollution, with significant progress made but much left to do.

Where do we go from here?

Illegal dumping, excess trash and litter, and the state of vacant properties in the neighborhood remain chief concerns for neighbors. Additionally, there is a new recognition in the neighborhood of the environmental justice issues that led North Camden to have as many old industrial sites and brownfields as it does, and that continue to lead to the issues of illegal dumping that plague the neighborhood. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

- 1. Provide educational programming that helps residents explore and learn more about their local environment.**
- 2. Support environmental stewardship activities.**
- 3. Work with residents and researchers to report environmental concerns and document incidences of environmental pollution.**
- 4. Leverage the power of the arts to highlight issues of environmental racism and injustice.**

Vacant lot transformed by Block Supporter Initiative



DRAFT - MARCH 2022

Volunteer clean-up event during the COVID-19 pandemic





CASE STUDY: I PADDLE CAMDEN

I Paddle Camden invites residents to explore their waterways first hand to learn more about the natural resources in their community.

Credit: Connect the Lots

15 Increase North Camden’s resiliency to climate change and extreme weather

HOW DOES THIS STRATEGY ADVANCE THE COMMUNITY’S VISION?



How does this build on the last Neighborhood Plan?

RELATED ACTIONS FROM 2008 PLAN	PROGRESS	'08 PRIORITY
5.1: Endorse the North Camden Waterfront Park Plan and Push for its Full Implementation	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> Underway	Yes
5.8: Plant Trees in Partnership with the New Jersey Tree Foundation, the City of Camden, and the Department of Transportation	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> Significant Progress	Yes

When the 2008 Plan was written, it was clear that North Camden would need to build in a green buffer to protect against projected sea level rise in the future. At the time, a future where the impacts of climate change would be felt seemed far off. Today, we know that climate change is impacting North Camden in a variety of ways now:

- **Increased Rainfall:** New Jersey has experienced an upward trend of 4.1 inches (a 9 percent increase) in precipitation per 100 years.*
- **Extreme Storm Events:** New Jersey is experiencing increased intensity, frequency and duration of storm events. Since 1980, the state has sustained 42 extreme weather events, with nationwide cumulative losses exceeding \$1 billion.*
- **Sea Level Rise:** Sea level along the New Jersey coast has risen by more than 16 inches since 1911, double the global average. The state will continue to experience sea level rise, with projections estimating another 1 to 1.8 feet by 2050.*
- **Increased Temperatures:** New Jersey’s average annual temperatures have increased by 3 degrees Fahrenheit since 1900. Nine of the 10 hottest calendar years on record have occurred since 1990.*

* Source: New Jersey’s climate is changing: (source: <https://www.nj.gov/dep/climatechange/pdf/nj-changing-climate.pdf>)

Where do we go from here?

Given the urgent need to proactively address the immediate and future impacts of climate change on the North Camden community, more must be done to upgrade aging stormwater infrastructure, mitigate the impacts of extreme weather, and build infrastructure designed to protect the health and welfare of residents in an environment where extreme heat, intense rain storms, and sea level rise and flooding may increase. To meet the needs of the North Camden community, the Plan recommends the following additional actions:

1. **Ensure new developments incorporate measures to mitigate stormwater and future sea level rise.**
2. **Continue to work with the CCMUA and the City of Camden on combined sewage overflow and stormwater capture efforts.**
3. **Advocate for infrastructure improvements that increase the number of ways in and out of the neighborhood.**
4. **Support existing and new heat mitigation programs in North Camden.**
5. **Engage North Camden residents in choosing locations in the neighborhood for green infrastructure investments.**
6. **Build out a continuous tree canopy throughout the neighborhood.**
7. **Develop a comprehensive North Camden Resiliency Plan.**



NEIGHBORHOOD ACCESS & FLOOD RISK

- STUDY AREA
- FEMA 0.2% ANNUAL CHANCE FLOOD HAZARD AREA
- FEMA 1% ANNUAL CHANCE FLOOD HAZARD AREA
- NEIGHBORHOOD ACCESS
- RAIL
- PATCO

FEMA's latest projections show that more than half of the access routes to and from the neighborhood could be compromised in a serious flood event.



DRAFT - MARCH 2022

Implementation

Implementation

The North Camden Neighborhood Plan provides an update to the 2008 Plan by both identifying past recommendations that are still relevant and proposing new recommendations for the community moving forward. Doing so enables the community to build on the neighborhood's strong legacy of planning and implementation. The Plan is a guide for revitalization over the next 10 years, intended to help the community realize their vision for the future of their neighborhood.

Immediate next steps should include:

- Submit the Neighborhood Plan to the City's Planning Board for approval to add as an amendment to the City of Camden Master Plan.
- Raise awareness about the Neighborhood Plan. Options include engaging communication methods such as developing a website to share the Plan and make details about how to get involved accessible to all North Camden residents.
- Transition the Steering Committee into an Implementation Committee - a team of neighborhood groups, residents, institutions, and advocates ready to work with each other, the City, potential funders, and private partners to steer the plan's implementation and push for real change.
- Submit the Plan to the New Jersey Department of Community Affairs (NJCA) Division of Community Resources for approval as a community-based comprehensive plan under the Neighborhood Revitalization Tax Credit (NRTC) program. Once approval is obtained, CLHI and its partners should file an application for funding for a year-one package of proposed NRTC projects totaling up to \$985,000 annually in proposed capital investments. At least 60% of the funds must be used for housing and economic development activities. Up to 40% of the funds may be used for supportive services, if applicable. If the plan receives NJCA approval under the NRTC program, North Camden will be eligible for funding on a yearly basis of up to \$985,000 for the next 10 years.

The **Implementation Matrix** shown in the following pages outlines the timeframe, potential partners, and potential source of funds for all of the recommendations in the Plan. It is a dynamic tool that is meant to be used as a guide for organizing and tracking the implementation progress, and should be updated as new partners and funding sources are identified. The current and future economic climate and market conditions will affect the feasibility of Plan projects and their timeframe, and priorities may change as well. It is the responsibility of the Plan's implementation partners to determine the most attainable sources of funding as projects advance and review and update the timeframe of projects regularly.

This Plan can, and should, be updated again in 10 years. Much can happen within the span of a decade, both in terms of on-the ground conditions and changing local priorities - all things that are impossible to fully predict. By continuing the cycle of giving residents a fresh opportunity to discuss the future of their community, and how to get there, we can continue to build on the neighborhood's strengths and opportunities well into the future.



Credit: Tyriq Deshields

1 Spread the word about resources & services in the community!

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
1.1 Create a “welcome” package with resources and helpful information for new North Camden residents.	Medium	CLHI, Camden Community Partnership, City of Camden, Social service agencies, North Camden non-profits, the District Council Collaborative Board, Communications Experts, and Others	Neighborhood Revitalization Tax Credit (NRTC), Foundations, Corporate Sponsors
1.2 Develop a platform to keep residents informed about events, news, and resources in the community on a daily basis.	Medium		
1.3 Maintain and distribute an updated list in English and Spanish of services and resources for North Camden neighbors on a quarterly or annual basis.	Medium		
1.4 Seek technical expertise on current best practices for community newsletters, social media, and websites.	Medium		
1.5 Continue monthly stakeholder meetings with a defined purpose and goals for the group. Promote widely to ensure continued success.	Short		
1.6 Establish a North Camden Community Council.	Medium		

2 Help residents of all ages and backgrounds grow, heal, and thrive

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
2.1 Support and grow neighborhood-based youth programming led by local organizations and community members.	Short	The North Camden Little League, Guadalupe Family Services, Respond Inc., Hopeworks, YMCA,	Neighborhood Revitalization Tax Credit (NRTC), Foundations, Corporate Sponsors, Health/Wellness Funders
2.2 Create a North Camden Community Council to help advise and move forward programs, initiatives, and legislation affecting young people in North Camden.	Medium	The Food Trust, Virtua	
2.3 Provide training, mentoring, and job placement programs for teens and young adults.	Medium	Mobile Farmer’s Market, Northgate II Senior Tower, Superior Arts,	
2.4 Support access to high-quality mental health and wellness programs.	Medium	Rutgers Camden Center for the Arts, CLHI,	
2.5 Provide continued access to high-quality childcare.	Medium	Camden Community Partnership, City of Camden Health & Human Services, and Others	
2.6 Ensure all residents have access to healthy food - in stores, farmer’s markets, or grown right in the neighborhood.	Long		
2.7 Develop programs to keep seniors active, involved, and socially engaged.	Medium		
2.8 Support programs in the arts and culture that allow residents to pursue their intellectual or personal interests.	Short		

NOTE: The timeframe column is meant serve as a target for when action steps will begin, and when they may be substantially complete. All of the action steps would be continuous for the full 10 years once they get commence.

SHORT = Year 1, MEDIUM = Years 1-5, LONG = 5+ Years

3 Build community through artistic & cultural activities

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
3.1 Enable parks and public spaces to serve as platforms for artistic and cultural programming.	Short	Camden Community Partnership, Camden County Parks, City of Camden Health & Human Services,	Neighborhood Revitalization Tax Credit (NRTC), the National Endowment for the Arts, Arts/Culture Foundations, Corporate Sponsors
3.2 Create spaces that allow for regular, home-grown social and artistic activities.	Short	CLHI, Superior Arts, YMCA, Camden County Historical Society,	
3.3 Provide start-up funding for organizations and individuals to test artistic and cultural programs.	Medium	IDEA Center for the Arts, Rutgers-Camden Center for the Arts, Local Artists, and Other Artistic Organizations/Entities	
3.4 Provide trainings and peer-to-peer exchanges to build the capacity of local arts and cultural organizations.	Medium		
3.5 Honor the history and important figures of North Camden today.	Medium		
3.6 Elevate local artists through paid apprenticeships.	Short		
3.7 Use the arts as an economic engine to fuel entrepreneurial artistic endeavors.	Medium		

4 Strengthen community partnerships to address safety concerns

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
4.1 Empower residents to assist with community policing.	Medium	Camden County Metro Police Department, the District Council Collaborative Board,	Neighborhood Revitalization Tax Credit (NRTC), Foundations, Corporate Sponsors
4.2 Encourage opportunities for regular community-police interactions to build trust with residents.	Medium	CLHI, Guadalupe Family Services, Local Non-Profits, Resident Associations, and Others	
4.3 Invest in community-based violence prevention programs.	Medium		
4.4 Form a North Camden Public Safety Task Force to facilitate relationship-building and information-sharing between community and partners.	Medium		

NOTE: The timeframe column is meant serve as a target for when action steps will begin, and when they may be substantially complete. All of the action steps would be continuous for the full 10 years once they get commence.

SHORT = Year 1, MEDIUM = Years 1-5, LONG = 5+ Years

5 Use place-based investments to improve public safety and quality of life

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
5.1 Continue to reclaim and maintain vacant properties through greening, beautification, and lot stabilization efforts.	Long	CLHI, Respond Inc., Camden Community Partnership,	Neighborhood Revitalization Tax Credit (NRTC) Program, Subaru, Campbell Soup Company, Foundations, Corporate Sponsors
5.2 Improve monitoring of and communication with vacant property owners.	Medium	Camden Community Development Association, the District Council Collaborative Board, The Neighborhood Foundation, and Others	
5.3 Advocate for the City to enforce the NJ Vacant Property Act.	Medium		
5.4 Perform an annual street light survey.	Medium		
5.5 Stabilize vacant structures through beautification methods.	Long		
5.6 Assist with the installation of doorbell cameras, porch lights, and back alley addresses.	Medium		
5.7 Grow programs and initiatives that train and empower neighborhood residents to green and stabilize their community.	Medium		

6 Empower residents to guide future development

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
6.1 Educate residents on development regulations, approval processes, and Licenses and Inspections standards.	Medium		Neighborhood Revitalization Tax Credit (NRTC), Foundations, Corporate Sponsors
6.2 Form a neighborhood planning and zoning committee to weigh in on land use issues before they go to the City's Planning Board or Zoning Board of Adjustments.	Medium	The District Council Collaborative Board, Rutgers-Camden, NeighborWorks, North Camden Resident Associations, Developers, City of Camden Planning Board, City of Camden Zoning Board, CLHI, CCP, and Others	
6.3 Ensure continued resident-led involvement in the development of major properties and the Waterfront.	Long		
6.4 Intentionally engage with developers and new investors from the outset.	Long		
6.5 Advocate for residents to have the opportunity to serve on neighborhood, City, County, or non-profit boards or committees that are involved with development in the City of Camden.	Long		
6.6 Support residents in learning about and leveraging Community Benefit Agreements.	Medium		
6.7 Ensure residents are involved and informed during all phases of the Project Delivery Process, including Concept Development, Preliminary Engineering, Final Design, and Construction.	Medium		

NOTE: The timeframe column is meant serve as a target for when action steps will begin, and when they may be substantially complete. All of the action steps would be continuous for the full 10 years once they get commence.

SHORT = Year 1, MEDIUM = Years 1-5, LONG = 5+ Years

7 Grow and protect quality homeownership & rental opportunities

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
7.1 Create a home repair program to help residents repair, improve, or modernize homes and address health and safety hazards.	Medium	CLHI, Respond Inc., City of Camden, Camden Redevelopment	Neighborhood Revitalization Tax Credit (NRTC), New Jersey Department of Community Affairs
7.2 Develop new affordable and market-rate housing.	Long	Agency, Neighborhood Housing Services, South Jersey Legal Services, Property Appraisers and Housing Consultants, Camden Community Development Association, Camden Community Partnership, Developers, Real Estate Professionals, and Others	New Jersey Department of Community Affairs Affordable Housing Trust Fund, City of Camden Community Development Block Grant, New Jersey Community Development Block Grant, City of Camden HOME Funds, New Jersey HOME Funds, TD Foundation, and Others
7.3 Develop a vacant land strategy with the City and neighborhood partners.	Medium		
7.4 Offer classes and educational resources for homeowners and renters that provide a range of related legal, financial, and other technical advice to help residents achieve their housing goals.	Medium		
7.5 Highlight the impact of housing issues facing residents - such as redlining, other forms of housing discrimination, and predatory buyers - in creative ways that heighten the community's understanding of how these issues impact them.	Short		
7.6 Regularly collect and compile data about the housing market in North Camden to understand and get ahead of the market.	Medium		
7.7 Explore tools such as land trusts, deed restrictions, rent control, and other city regulations to incentivize owner occupants over investors.	Medium		
7.8 Advocate for a real estate tax relief program for long-term owner occupants to help protect residents from dramatic property value increases.	Medium		

8 Hire local residents to build and care for their community

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
8.1 Continue to support and build upon local education, job training, and job placement programs.	Long	Respond Inc., Camden Community Partnership, CLHI, North Camden Schools,	
8.2 Develop career exploration and development programs targeted to youth.	Medium		
8.3 Connect residents to career opportunities through the Camden Works Program, and cultivate hiring networks with large employers in the City.	Medium	North Camden youth organizations, Guadalupe Family Services/CASA	Neighborhood Revitalization Tax Credit (NRTC), Foundations, Corporate Sponsors
8.4 Work with local higher education institutions to promote educational opportunities to North Camden residents.	Medium	Camden, Rutgers-Camden, Camden County College, Rowan University, Parents Invincible, and Others	
8.5 Advocate for residents to have the opportunity to serve on neighborhood, City, County, or non-profit boards or committees involved with economic development in Camden.	Long		
8.6 Work with employers to develop programs that meet residents where they are and help break down barriers to employment.	Medium		

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9 Grow a thriving small business environment in North Camden

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
9.1 Create a small business loan & training program for locally owned and operated neighborhood businesses.	Medium	The Latin American Economic Development Association, Camden Business Association, North Camden small business owners, local entrepreneurs, restaurant owners, banks/lenders, CLHI, Camden Community Partnership, Faith-based organizations, and Others	Small Business Association, New Jersey Economic Development Authority, New Jersey Department of Community Affairs Neighborhood Revitalization Tax Credit (NRTC), Foundations, Corporate Sponsors, and Others
9.2 Advocate for a mix of commercial uses in new developments that enable residents to meet all their shopping needs in North Camden.	Long		
9.3 Support the ability of local businesses to access vacant lots and underutilized green spaces for pop-ups and limited-run events.	Short		
9.4 Support local businesses through the development of 'buy local' procurement programs.	Medium		
9.5 Recruit tenants for vacant commercial spaces.	Medium		
9.6 Explore the possibility of creating a larger pop-up food, beverage, and entertainment space to benefit local entrepreneurs and residents who want a greater variety of commercial activity in North Camden.	Medium		

10 Continue to develop high quality parks and public spaces

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
10.1 Provide micro-grants to jumpstart local programming and organizational support at parks.	Short	Camden Community Partnership, Camden County, the Trust for Public Land, the New Jersey Conservation Foundation, the New Jersey Tree Foundation, CLHI, Camden Greenways Inc., City of Camden, North Camden Little League, YMCA, Upstream Alliance, NJ Natural Lands Trust and Others	New Jersey Department of Community Affairs Neighborhood Revitalization Tax Credit (NRTC), New Jersey Department of Environmental Protection Green Acres Program, Camden County Parks and Open Space, Foundations, Corporate Sponsors, National Fish & Wildlife Federation, Recreational Trails Program, NJ Department of Transportation, and Others
10.2 Hire local residents to serve as park ambassadors.	Short		
10.3 Advocate for changes to the City's permitting process to make it easier for residents to hold events and celebrations in parks.	Short		
10.4 Develop a neighborhood community / cultural center.	Medium		
10.5 Continue to support high-quality park and public space redevelopment projects on the waterfront and throughout the neighborhood.	Long		

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11 Plan for the long-term maintenance, funding, and stewardship of parks and public spaces

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
11.1 Develop funding models to enable parks to be operated and maintained at the high level of quality and care that residents deserve.	Medium	City of Camden, Camden County,	New Jersey Department of Community Affairs
11.2 Research and pilot a model for local stewardship of neighborhood parks, such as “Friends of” groups or a Conservancy model.	Medium	Camden PowerCorps, Camden County Municipal Utilities	Neighborhood Revitalization Tax Credit (NRTC), New Jersey Department of Environmental Protection Green Acres Program, Camden County Parks and Open Space, Foundations, Corporate Sponsors, and Others
11.3 Work with the County and City to financially support partnerships with local organizations activating and stewarding neighborhood parks.	Short	Authority, Camden SMART/Camden Collaborative Initiative, Camden Community Partnership, Trust for Public Land, New Jersey Conservation Foundation, New Jersey Tree Foundation, District Council Collaborative Board, CLHI, and Others	New Jersey Department of Environmental Protection Green Acres Program, Camden County Parks and Open Space, Foundations, Corporate Sponsors, and Others
11.4 Create a social enterprise and training program dedicated to providing high quality landscape design and maintenance services for parks, open spaces, and green infrastructure in North Camden.	Medium	Camden Community Partnership, Trust for Public Land, New Jersey Conservation Foundation, New Jersey Tree Foundation, District Council Collaborative Board, CLHI, and Others	New Jersey Department of Environmental Protection Green Acres Program, Camden County Parks and Open Space, Foundations, Corporate Sponsors, and Others

12 Improve pedestrian, bicycle, and public transit conditions

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
12.1 Support full implementation of the Cross-County Link Trail.	Long	City of Camden, Camden County,	New Jersey Department of Transportation, William Penn Foundation, Neighborhood Revitalization Tax Credit (NRTC), NJ Department of Transportation, Recreational Trails Program, Foundations, Corporate Sponsors, and Others
12.2 Make sure all residents - whether on foot, by bike, or bus - can move about the neighborhood safely and with dignity.	Long	Camden Community Partnership, Camden Greenways Inc., Tri-State Transportation Campaign, New Jersey Department of Transportation, CLHI, Circuit Trails, Bicycle Coalition, and Others	New Jersey Department of Transportation, William Penn Foundation, Neighborhood Revitalization Tax Credit (NRTC), NJ Department of Transportation, Recreational Trails Program, Foundations, Corporate Sponsors, and Others
12.3 Balance the need for parking with the need for multi-modal forms of transportation.	Long	Camden Community Partnership, Camden Greenways Inc., Tri-State Transportation Campaign, New Jersey Department of Transportation, CLHI, Circuit Trails, Bicycle Coalition, and Others	New Jersey Department of Transportation, William Penn Foundation, Neighborhood Revitalization Tax Credit (NRTC), NJ Department of Transportation, Recreational Trails Program, Foundations, Corporate Sponsors, and Others
12.4 Promote bicycle training and education in North Camden, increasing use of the neighborhood’s trails while providing residents with the skills and resources to consistently utilize them.	Medium	Camden Community Partnership, Camden Greenways Inc., Tri-State Transportation Campaign, New Jersey Department of Transportation, CLHI, Circuit Trails, Bicycle Coalition, and Others	New Jersey Department of Transportation, William Penn Foundation, Neighborhood Revitalization Tax Credit (NRTC), NJ Department of Transportation, Recreational Trails Program, Foundations, Corporate Sponsors, and Others

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13 Strategically upgrade street infrastructure

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
13.1 Develop a priority list for street renovations (below and above ground), based on an assessment of the entire neighborhood street network.	Short	City of Camden, Camden County, Camden Community Partnership, New Jersey Department of Transportation, Engineering Consultants, Camden County Municipal Utilities Authority, Camden SMART/ Camden Collaborative Initiative, Trust for Public Land, CLHI, and Others	New Jersey Department of Transportation, US Department of Transportation/ Federal Highway Administration, Neighborhood Revitalization Tax Credit (NRTC), Foundations, Corporate Sponsors, and Others
13.2 Perform an assessment of the condition of alleyways, and their potential to be improved to provide better security, more space for green infrastructure, and to accommodate parking.	Medium	City of Camden, Camden County, Camden Community Partnership, New Jersey Department of Transportation, Engineering Consultants, Camden County Municipal Utilities Authority, Camden SMART/ Camden Collaborative Initiative, Trust for Public Land, CLHI, and Others	New Jersey Department of Transportation, US Department of Transportation/ Federal Highway Administration, Neighborhood Revitalization Tax Credit (NRTC), Foundations, Corporate Sponsors, and Others

14 Engage the community in advocating for a just, healthy environment

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
14.1 Provide educational programming that helps residents explore and learn more about their local environment.	Medium	Center for Aquatic Sciences, New Jersey Tree Foundation, Delaware RiverKeeper Network, Trust for Public Land, Camden Community Partnership, CLHI, Superior Arts, Camden Collaborative Initiative, Upstream Alliance, NJ Conservation Foundation, New Jersey Department of Environmental Protection, and Others	National Endowment for the Arts, Subaru Foundation, New Jersey Department of Environmental Protection, Neighborhood Revitalization Tax Credit (NRTC), New Jersey Cultural, Heritage, and Arts Commission, Foundations, and Others
14.2 Support environmental stewardship activities.	Medium	Center for Aquatic Sciences, New Jersey Tree Foundation, Delaware RiverKeeper Network, Trust for Public Land, Camden Community Partnership, CLHI, Superior Arts, Camden Collaborative Initiative, Upstream Alliance, NJ Conservation Foundation, New Jersey Department of Environmental Protection, and Others	National Endowment for the Arts, Subaru Foundation, New Jersey Department of Environmental Protection, Neighborhood Revitalization Tax Credit (NRTC), New Jersey Cultural, Heritage, and Arts Commission, Foundations, and Others
14.3 Work with residents and researchers to report environmental concerns and document incidences of environmental pollution.	Medium	Center for Aquatic Sciences, New Jersey Tree Foundation, Delaware RiverKeeper Network, Trust for Public Land, Camden Community Partnership, CLHI, Superior Arts, Camden Collaborative Initiative, Upstream Alliance, NJ Conservation Foundation, New Jersey Department of Environmental Protection, and Others	National Endowment for the Arts, Subaru Foundation, New Jersey Department of Environmental Protection, Neighborhood Revitalization Tax Credit (NRTC), New Jersey Cultural, Heritage, and Arts Commission, Foundations, and Others
14.4 Leverage the power of the arts to highlight issues of environmental racism and injustice.	Short	Center for Aquatic Sciences, New Jersey Tree Foundation, Delaware RiverKeeper Network, Trust for Public Land, Camden Community Partnership, CLHI, Superior Arts, Camden Collaborative Initiative, Upstream Alliance, NJ Conservation Foundation, New Jersey Department of Environmental Protection, and Others	National Endowment for the Arts, Subaru Foundation, New Jersey Department of Environmental Protection, Neighborhood Revitalization Tax Credit (NRTC), New Jersey Cultural, Heritage, and Arts Commission, Foundations, and Others

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15 Increase North Camden’s resiliency to climate change and extreme weather

ACTION STEPS	TIMEFRAME	PARTNERS	FUNDING SOURCES
15.1 Ensure new developments incorporate measures to mitigate stormwater and future sea level rise.	Medium	City of Camden, Camden County, Camden County	City of Camden, Camden County, New Jersey Department of Environmental Protection, Neighborhood Revitalization Tax Credit (NRTC), Subaru Foundation, Campbell Soup Company, Foundations, Corporate Sponsors, and Others
15.2 Continue to work with the CCMUA and the City of Camden on combined sewage overflow and stormwater capture efforts.	Short	Camden County Municipal Utilities Authority, Camden	
15.3 Advocate for infrastructure improvements that increase the number of ways in and out of the neighborhood.	Medium	Community Partnership, CLHI,	
15.4 Support existing and new heat mitigation programs in North Camden.	Medium	Trust for Public Land, Delaware RiverKeeper	
15.5 Engage North Camden residents in choosing locations in the neighborhood for green infrastructure investments.	Short	Network, New Jersey Tree Foundation,	
15.6 Build out a continuous tree canopy throughout the neighborhood.	Medium	Camden Collaborative Initiative, Camden	
15.7 Develop a comprehensive North Camden Resiliency Plan.	Medium	Water Equity Task Force, Delaware RiverKeeper Network, NJ Conservation Foundation, Upstream Alliance, Camden Greenways Inc., and Others	

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Credit: Tyriq Deshields

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