

**NEW RESOURCE**

**EXPLORING THE**

**FUTURE OF**

**SHOPPING MALLS IN**

**GREATER PHILADELPHIA**

# WHAT'S IN STORE





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# WHAT'S IN STORE

1. STUDY BACKGROUND   2. REVITALIZATION FRAMEWORK   3. GUIDING PRINCIPLES











## CHERRY HILL MALL

**TYPE:** SUPER REGIONAL MALL

**BUILT:** 1961

**RENOVATED:** 2009

**GLA:** 1,305,824 SF

**LAND AREA:** 95 AC



ON THE MALL  
AT CHERRY HILL





CHERRY HILL SHOPPING CENTER  
AND CHERRY HILL INN







RETAIL

# 25% of U.S. malls are expected to shut within 5 years. Giving them a new life won't be easy

PUBLISHED THU, AUG 27 2020 9:03 AM EDT | UPDATED THU, AUG 27 2020 9:05 AM EDT



Lauren Thomas  
@LAURENTHOMAS

SHARE



## KEY POINTS

- Coresight Research estimates 25% of America's roughly 1,000 malls will close over the next three to five years.
- The coronavirus pandemic has accelerated a demise that was already underway.



# Why Are Malls In Trouble?

- THE RISE OF **ONLINE SHOPPING**
- SHIFTS IN **CONSUMER SPENDING**
- **EVOLVING CUSTOMER PREFERENCES**
- **LESS DISCRETIONARY INCOME**



# Why Do Malls Matter?

- MALLS ARE **MAJOR EMPLOYERS**
- MALLS ARE ENGINES OF **PROPERTY & SALES TAX REVENUES**
- MALLS CAN BE INTEGRAL TO THE **PERCEPTION** OF A COMMUNITY
- MALL PROPERTIES MAY PROVIDE UNIQUE & SIGNIFICANT OPPORTUNITIES FOR **REUSE AND/OR REDEVELOPMENT**





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## Research Questions

- 1 How are mall properties being adapted in response to retail and economic trends?
- 2 How can local governments and mall owners work together to revitalize mall properties?
- 3 What alternative uses may make sense for obsolete malls?





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**DVRPC** 2021

## RELATED PLANS



**DVRPC** 2005



**PCPC** 2020



# Reimagining Mall Properties

Property owners and developers are deploying an increasingly broad range of strategies designed to revitalize, repurpose, and redevelop struggling malls across the country.



Image Sources, Top: Rogers Partners, SvR  
Bottom: Datum Engineers, OT Marshall Architects



## Reimagining Mall Properties

Property owners and developers are deploying an increasingly broad range of strategies designed to revitalize, repurpose, and redevelop struggling malls across the country.

### REVITALIZATION FRAMEWORK

**REPOSITION**

**DIVERSIFY**

**TRANSFORM**



# Reimagining Mall Properties

## REPOSITION OVERVIEW

Retain retail as the core focus of a property but seek to refine and modernize the shopping experience.



**REPOSITION**

**DIVERSIFY**

**TRANSFORM**

## STRATEGIES INCLUDE

- Service Model and Cosmetic Updates
- Replacing Vacant Stores
- Offering New Retail Uses
- Incorporating New Retail Formats

# Reposition: PLYMOUTH MEETING MALL



Image: CoStar Realty Information Inc.



# Reimagining Mall Properties

## DIVERSIFY OVERVIEW

Supplement the retail core of a property by adding new uses and expanding the range of services available onsite.



**REPOSITION**

**DIVERSIFY**

**TRANSFORM**

## STRATEGIES INCLUDE

- Offering new services
- Offering new experiences
- Incorporating residential development

# Diversify: WILLOW GROVE MALL

**PHILLY VOICE**

NEWS

HEALTH

**CULTURE**

EVENTS

SPORTS

OCTOBER 05, 2021

## New entertainment center at Willow Grove Park Mall to include mini golf, bowling alley

Tilted 10 also will feature a laser tag arena, bumper cars, virtual reality and a pinball arcade



GOOGLE/STREET VIEW

A two-level, 104,000-square-foot indoor family entertainment complex called Tilted 10 will be coming to the Willow Grove Park Mall in 2022. The amusement facility will include a bowling alley, black-light mini golf and laser tag.



# Diversify: EXTON SQUARE MALL

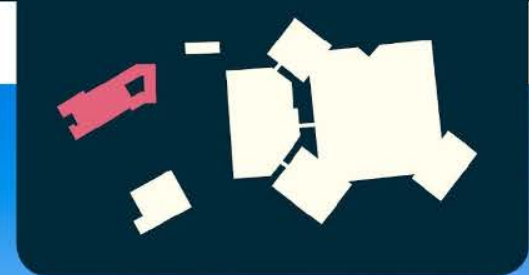


Image: CoStar Realty Information Inc.

# Reimagining Mall Properties

## TRANSFORM OVERVIEW

Explore alternative visions for sites that may no longer be viable as retail-only complexes.



**REPOSITION**

**DIVERSIFY**

**TRANSFORM**

## STRATEGIES INCLUDE

- Redevelop as mixed-use center
- Convert to non-retail commercial uses
- Convert to community/institutional uses
- Convert to industrial uses



# Transform: BELMAR REDEVELOPMENT | LAKEWOOD, CO



Source: Van Meter Williams Pollack

# Transform: BELMAR REDEVELOPMENT | LAKEWOOD, CO



Source: Van Meter Williams Pollack



# Transform: BELMAR REDEVELOPMENT | LAKEWOOD, CO



Image Sources: Van Meter Williams Pollack

# Transform: PROMENADE AT GRANITE RUN



Source: NearMap, 2015, 2021

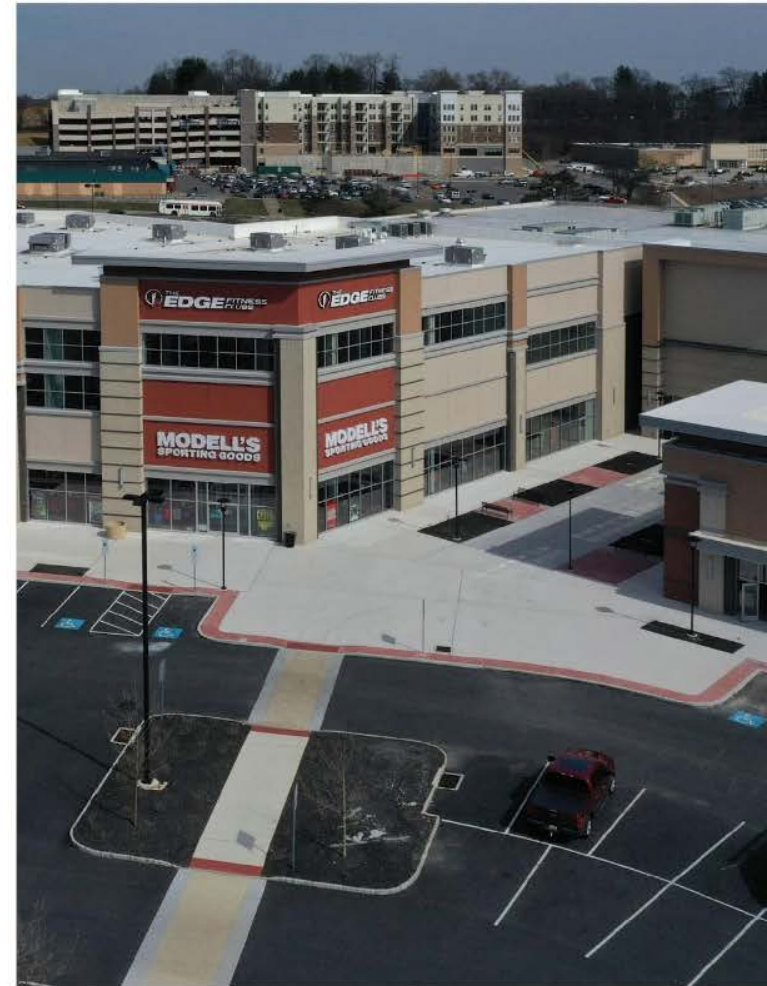




# Transform: PROMENADE AT GRANITE RUN



Image: CoStar Realty Information Inc.



# Reimagining Mall Properties

## KEY TAKEAWAYS

**REPOSITION**

**DIVERSIFY**

**TRANSFORM**



# Reimagining Mall Properties

## KEY TAKEAWAYS

**REPOSITION**

**DIVERSIFY**

**TRANSFORM**

### **INCREASING**

- ▲ SCALE & INTENSITY OF REDEVELOPMENT
- ▲ OPPORTUNITIES FOR LOCAL GOVERNMENT INVOLVEMENT

### **DECREASING**

- ▼ RELIANCE ON TRADITIONAL RETAIL

# Dealing with Vacant or Declining Malls

## MUNICIPAL CHECKLIST

- ✓ ESTABLISH CONTACT
- ✓ GATHER MARKET INTELLIGENCE
- ✓ IDENTIFY MUNICIPAL OPPORTUNITIES & OBJECTIVES
- ✓ MAKE A PLAN





## Guiding Principles

- 1 Expand your field of vision
- 2 Focus on equitable development
- 3 Craft an inclusive vision through public engagement
- 4 Reassess housing needs
- 5 Capitalize on the demand for walkable urbanism
- 6 Elevate the experience of place
- 7 Maximize connectivity and transit access
- 8 Identify opportunities for sustainable design and environmental repair

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# WHAT'S IN STORE

**ANDREW SVEKLA, [ASVEKLA@DVRPC.ORG](mailto:ASVEKLA@DVRPC.ORG) | DEREK LOMBARDI, [DLOMBARDI@DVRPC.ORG](mailto:DLOMBARDI@DVRPC.ORG)**





# Shopping Malls in Greater Philadelphia

## Super Regional Malls

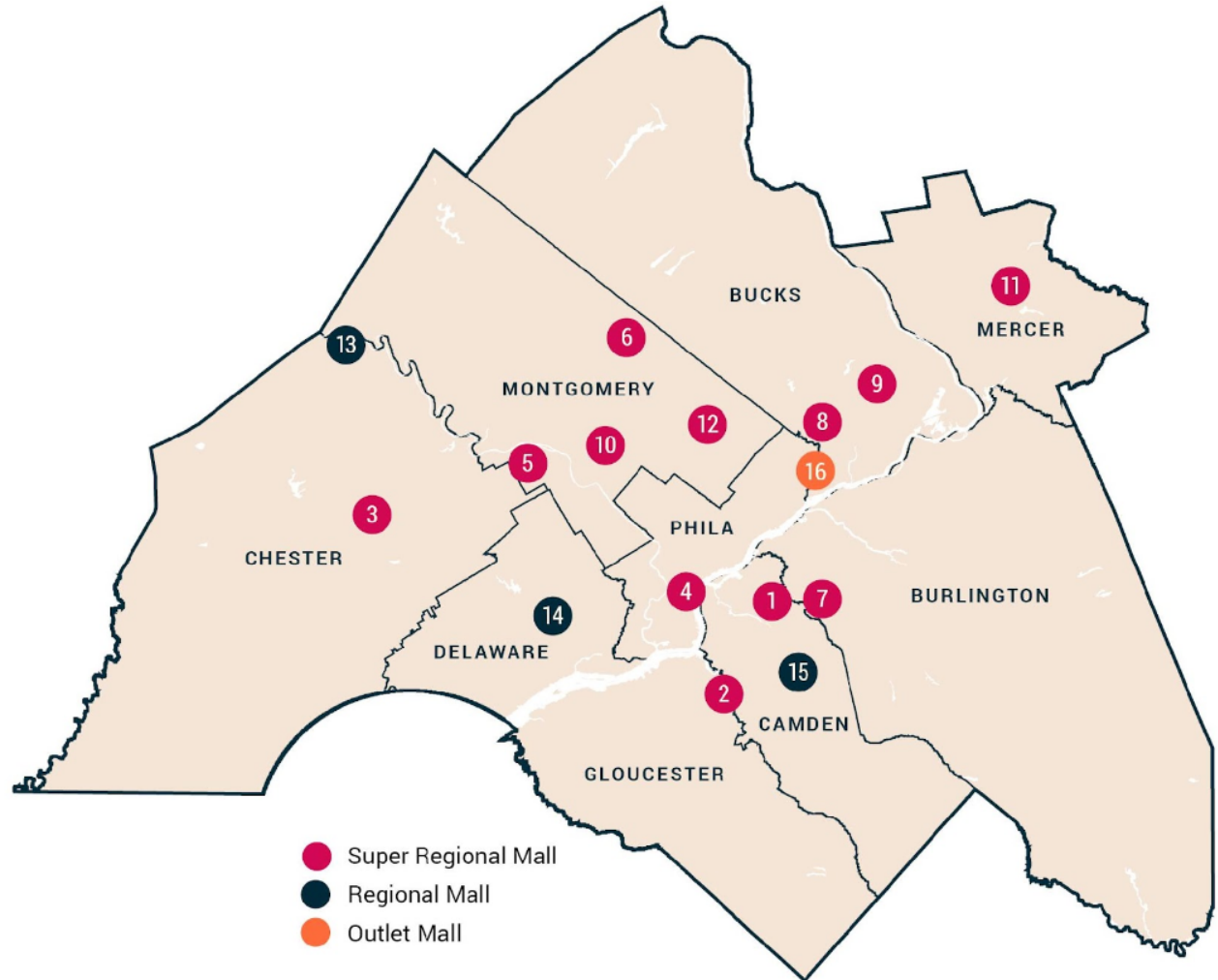
1. Cherry Hill Mall
2. Deptford Mall
3. Exton Square Mall
4. Fashion District
5. King of Prussia
6. Montgomery Mall
7. Moorestown Mall
8. Neshaminy Mall
9. Oxford Valley Mall
10. Plymouth Meeting Mall
11. Quaker Bridge Mall
12. Willow Grove Park

## Regional Malls

13. Coventry Mall
14. Springfield Mall
15. Voorhees Town Center

## Outlet Mall

16. Philadelphia Mills



- Super Regional Mall
- Regional Mall
- Outlet Mall

# Regional Data Bulletin

2020  
Decennial  
Census Highlights

BEN GRUSWITZ, MANAGER  
SOCIOECONOMIC & LAND USE ANALYTICS





# Unanswered Questions

## **Pandemic**

- Do results reflect “normal” conditions?
- Did operational interruptions and delays impact data quality?

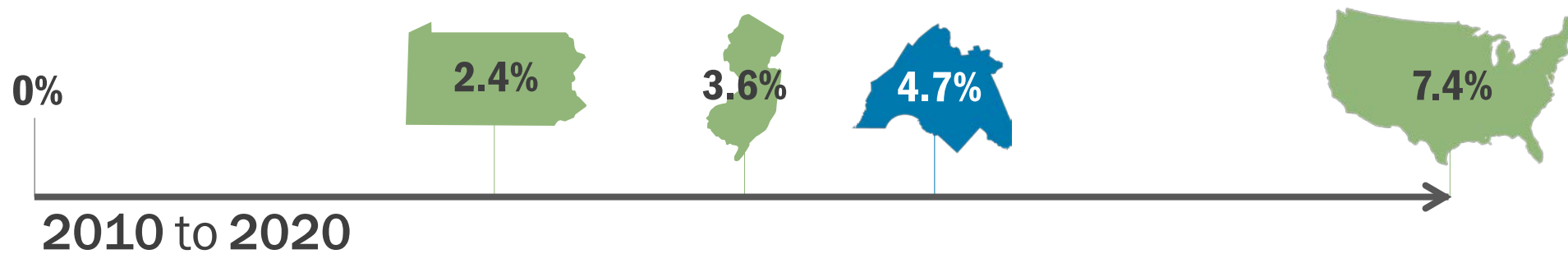
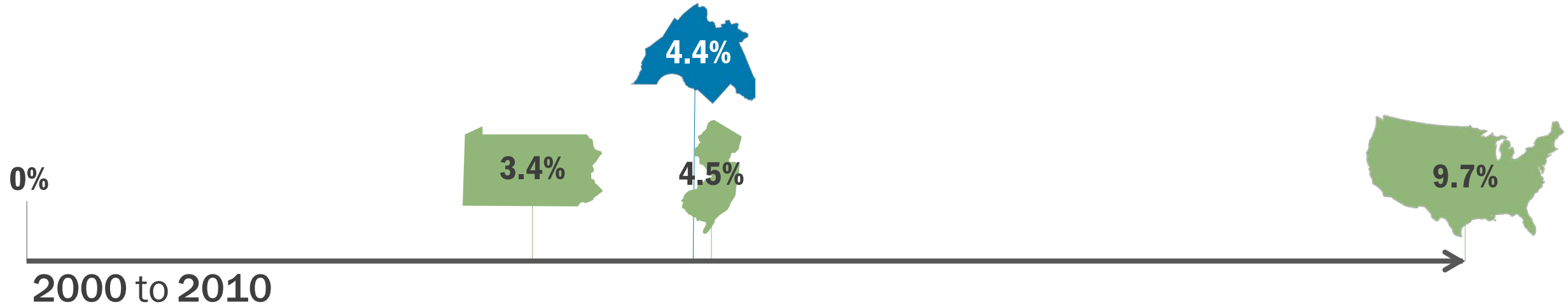
## **Citizenship and Hispanic origin/race**

- Did the fear/confusion over having or not having a citizenship question impact results?

## **Differential Privacy Policy**

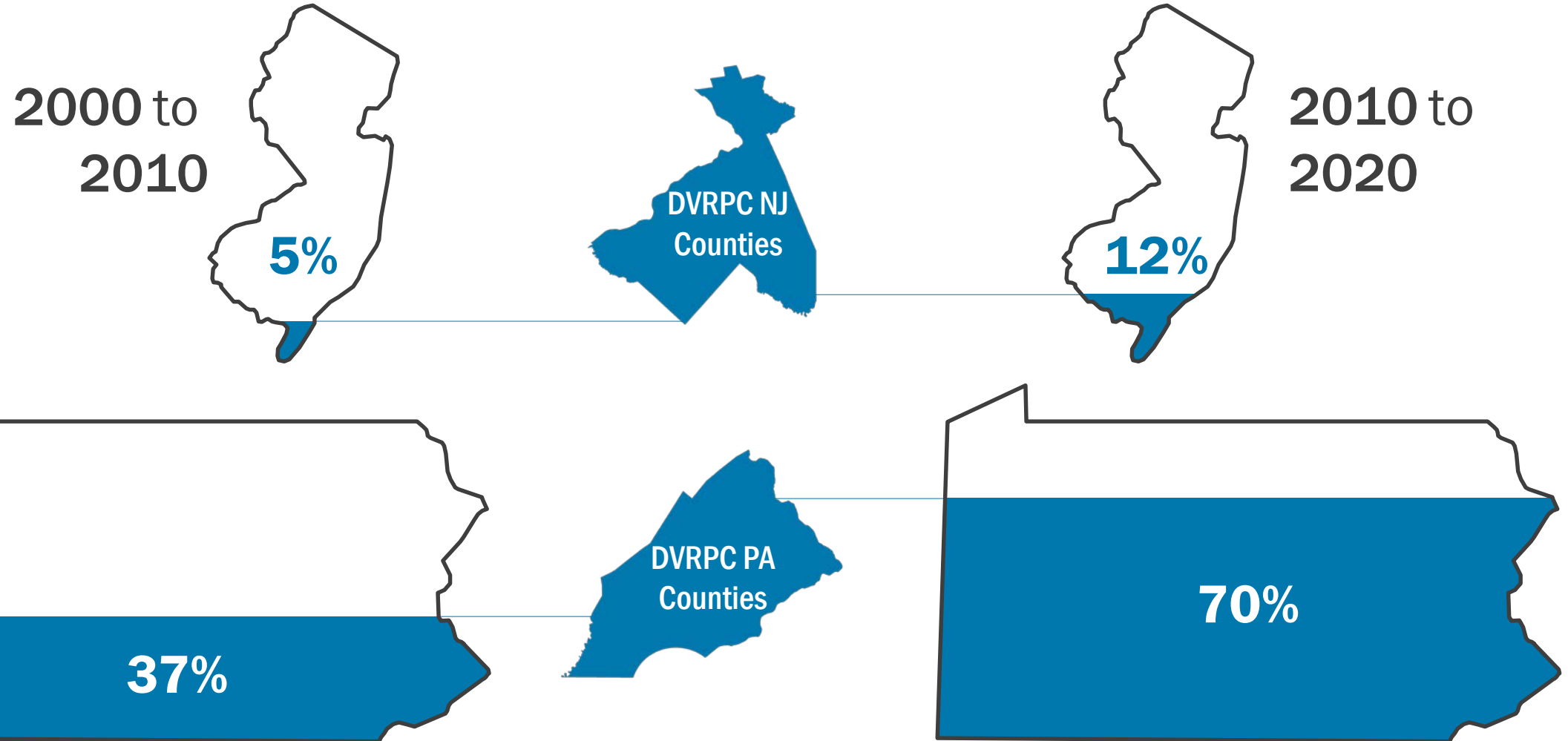
- To what extent did introducing false records (a.k.a. “noise”) in order to protect privacy impair the accuracy of the results?

# Growth Rates by Decade

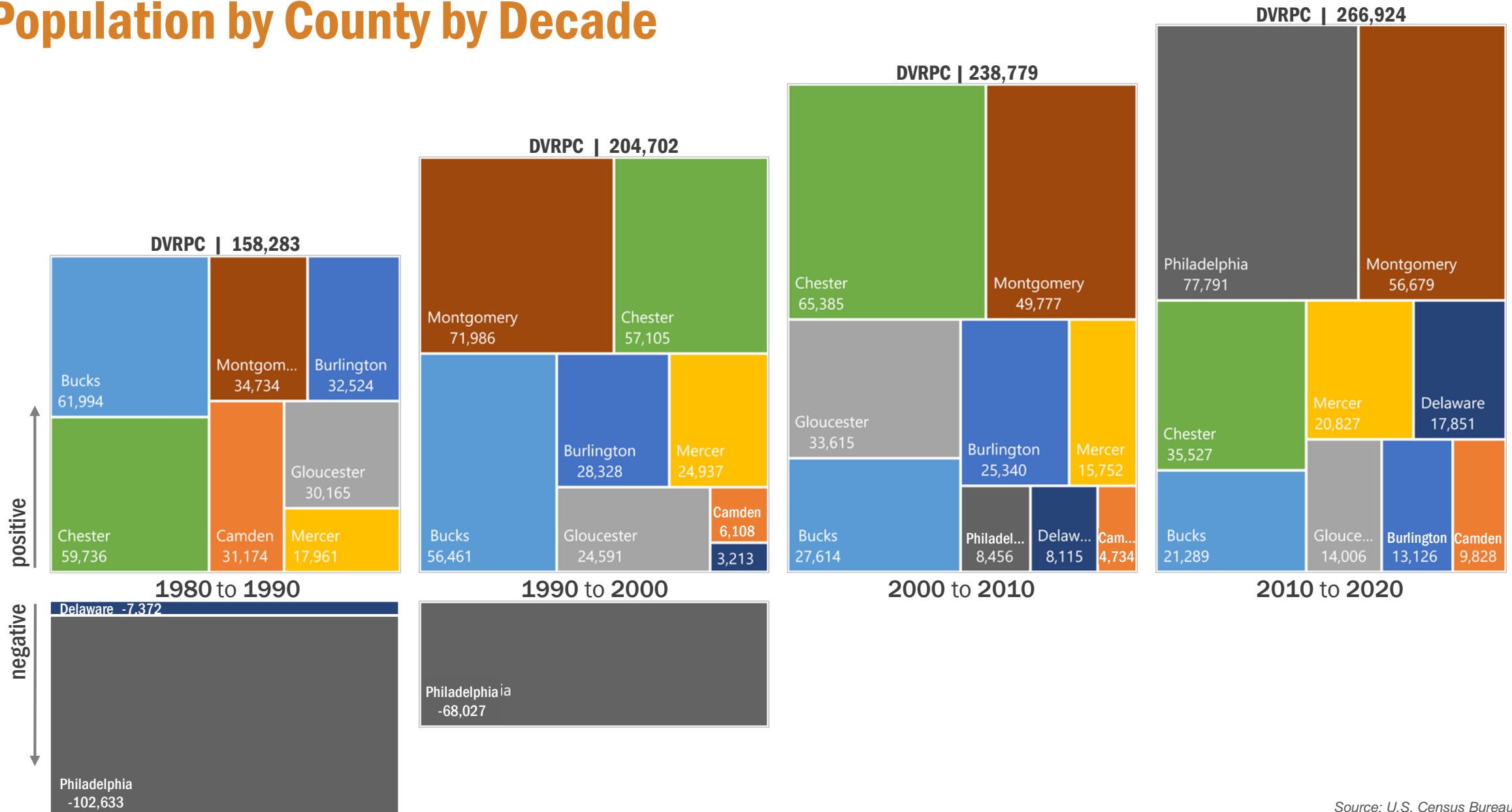




# Regional Contribution to Statewide Population Growth by Decade



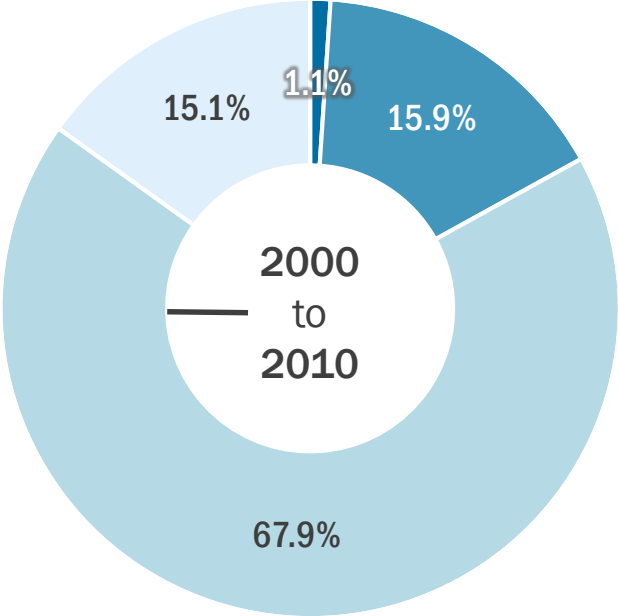
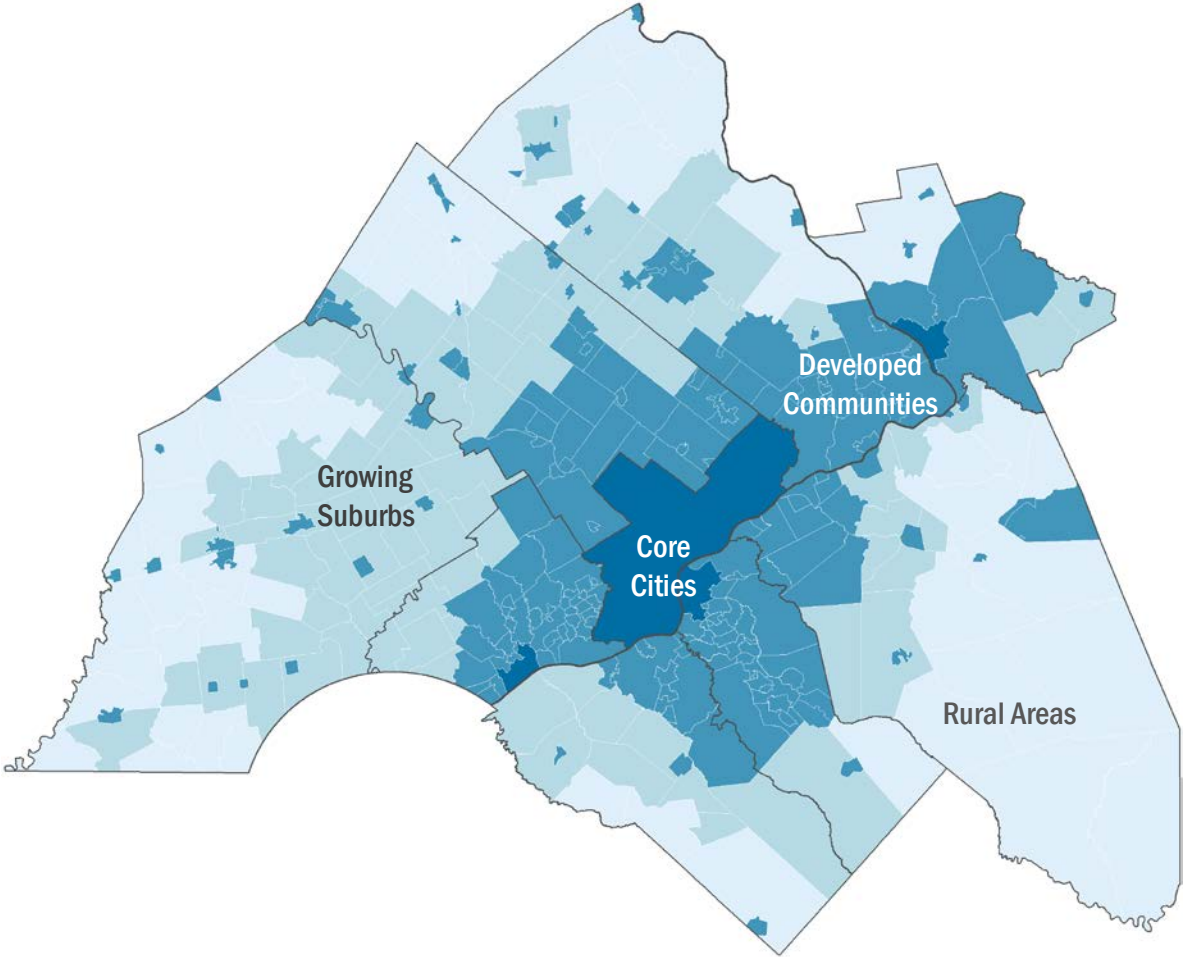
# 40 Years of Change Absolute Change in Regional Population by County by Decade





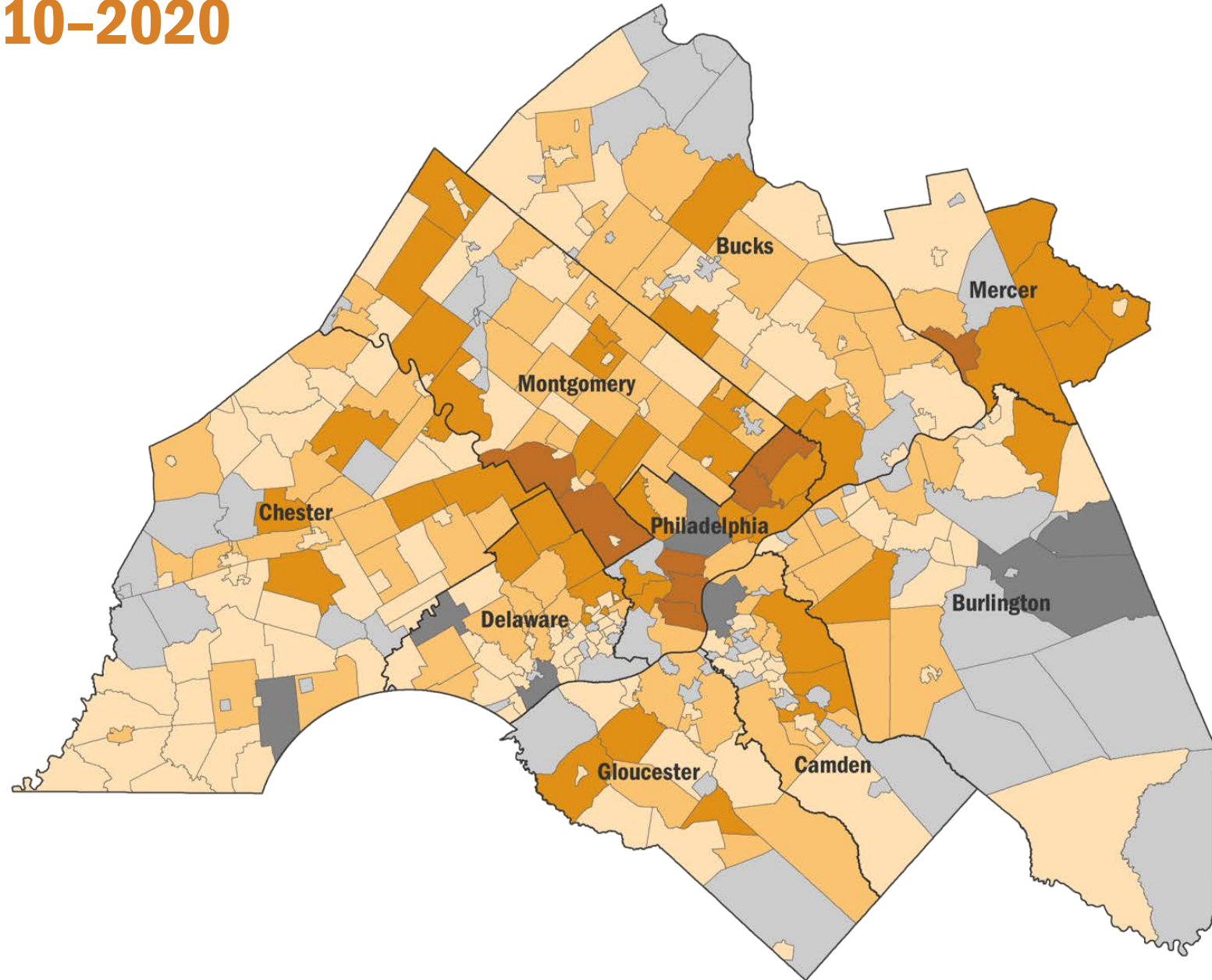
# Population Growth Share by *Connections 2050*

## Planning Area and Decade



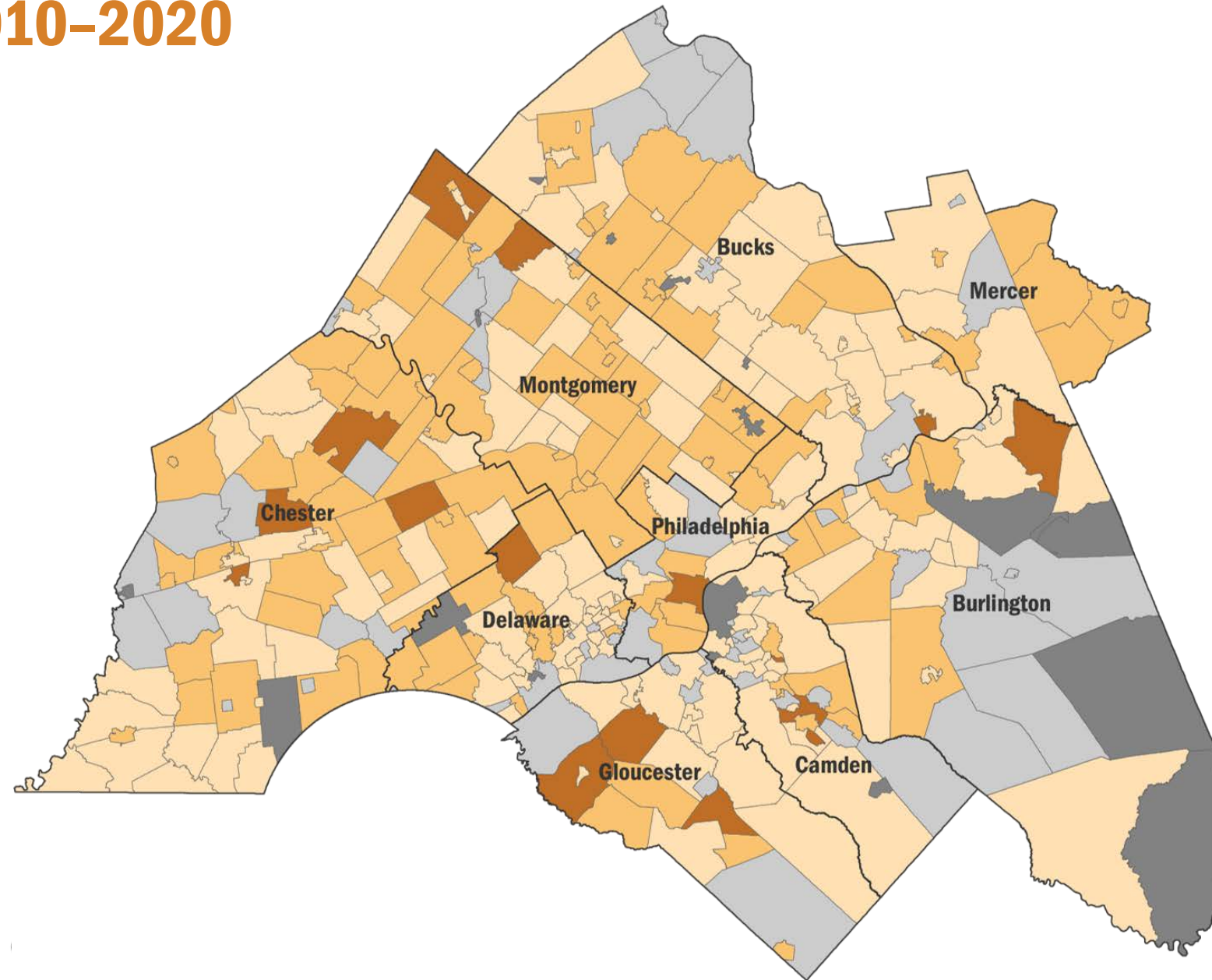
Source: U.S. Census Bureau

# Absolute Population Change by Municipality and District, 2010–2020

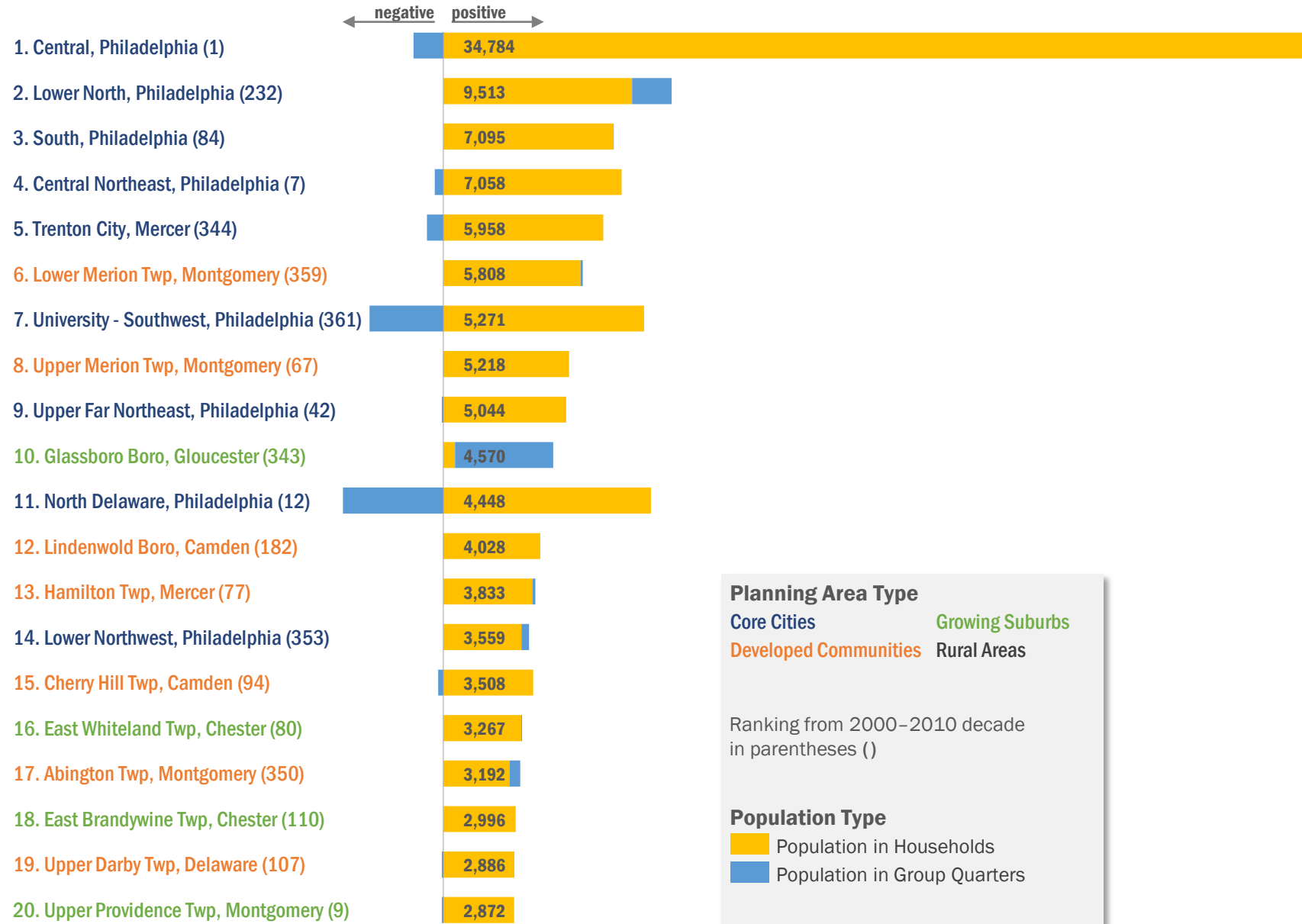




# Percentage Population Change by Municipality and District, 2010–2020



# Top 20 Municipalities and Districts Absolute Change, 2010–2020



**Planning Area Type**

- Core Cities
- Growing Suburbs
- Developed Communities
- Rural Areas

Ranking from 2000–2010 decade in parentheses ( )

**Population Type**

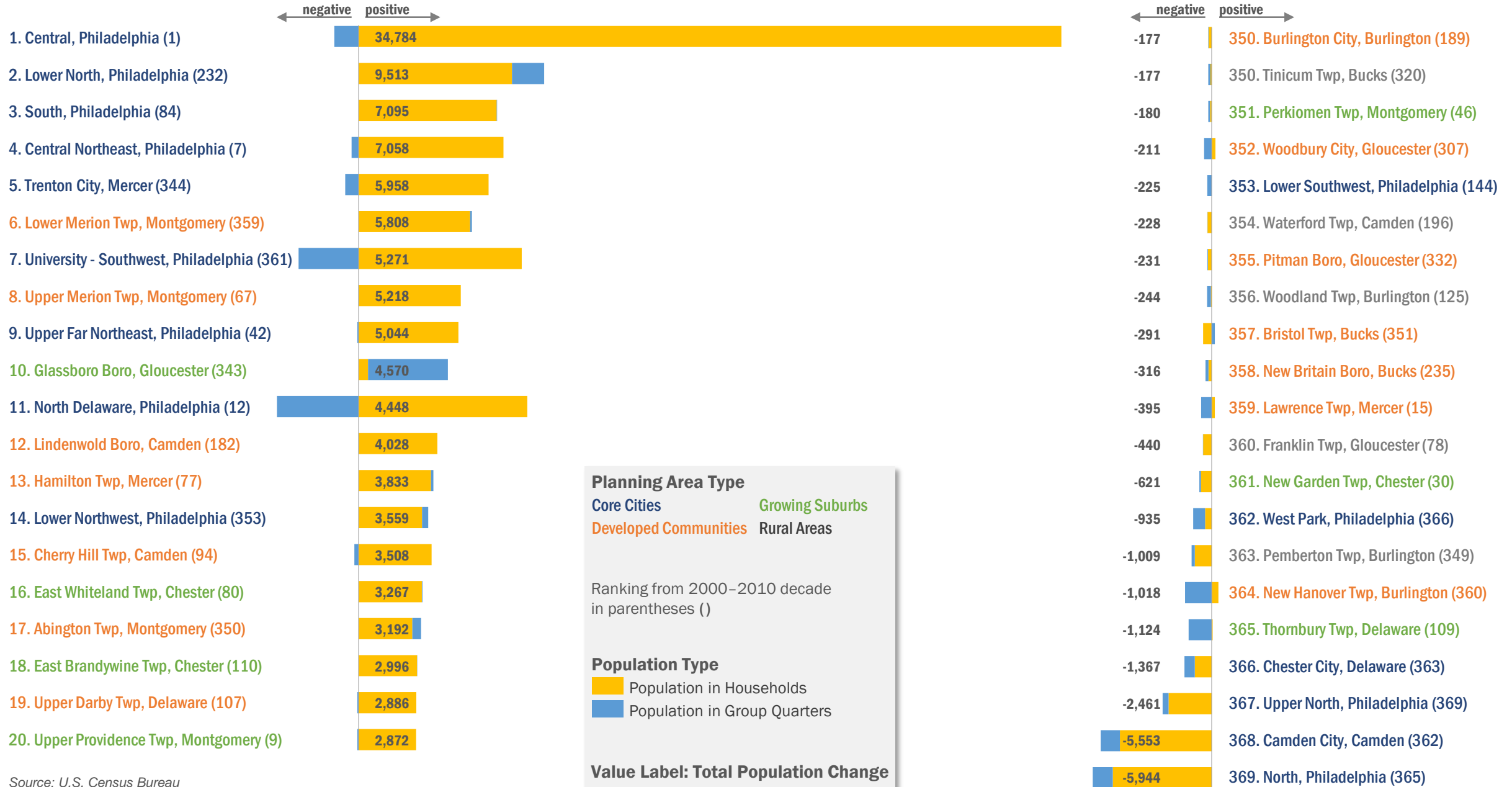
- Population in Households
- Population in Group Quarters

**Value Label: Total Population Change**

Source: U.S. Census Bureau

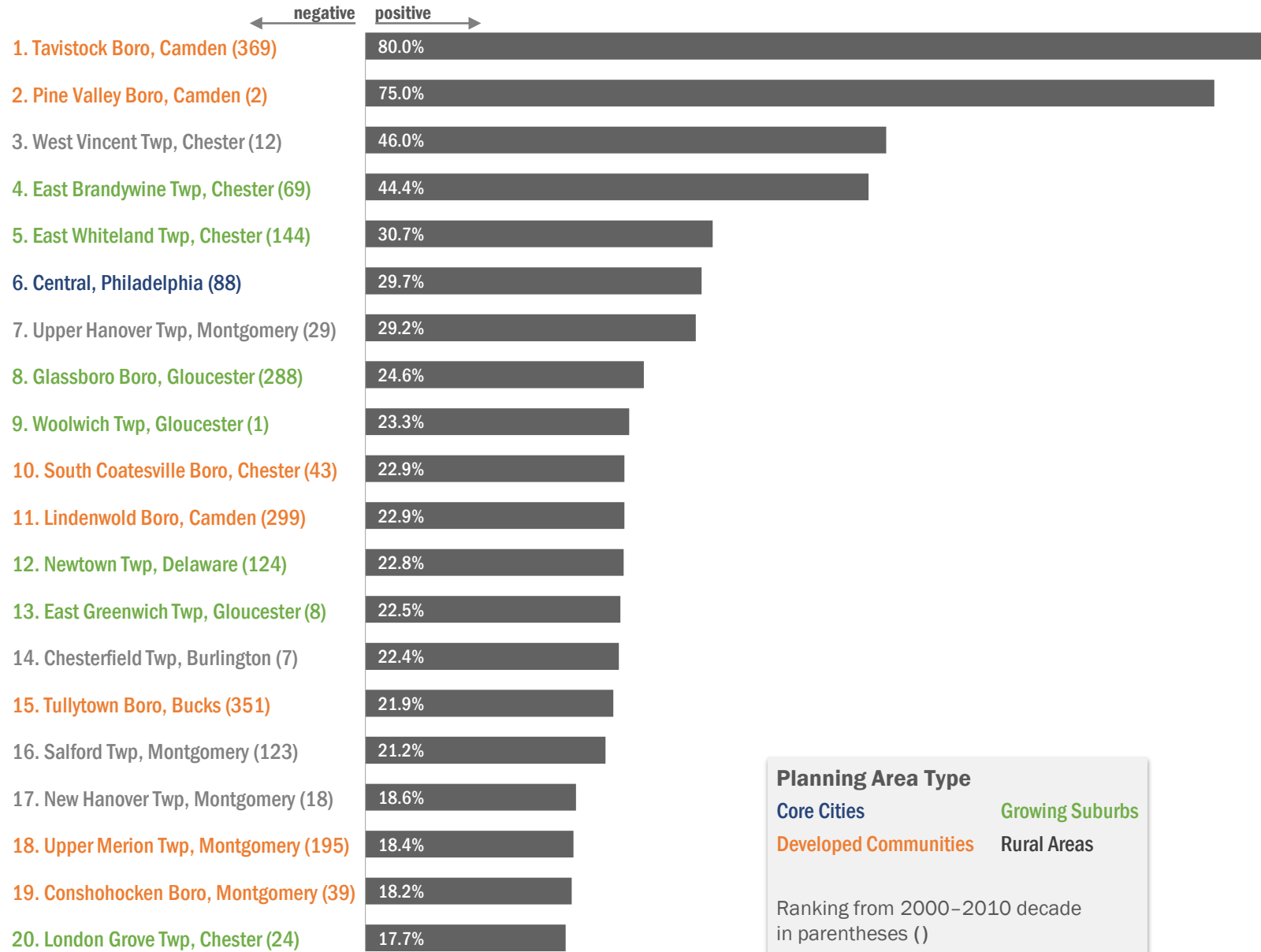


# Top 20 and Bottom 20 Municipalities and Districts Absolute Change, 2010–2020



Source: U.S. Census Bureau

# Top 20 Municipalities and Districts Percentage Change, 2010–2020



**Planning Area Type**

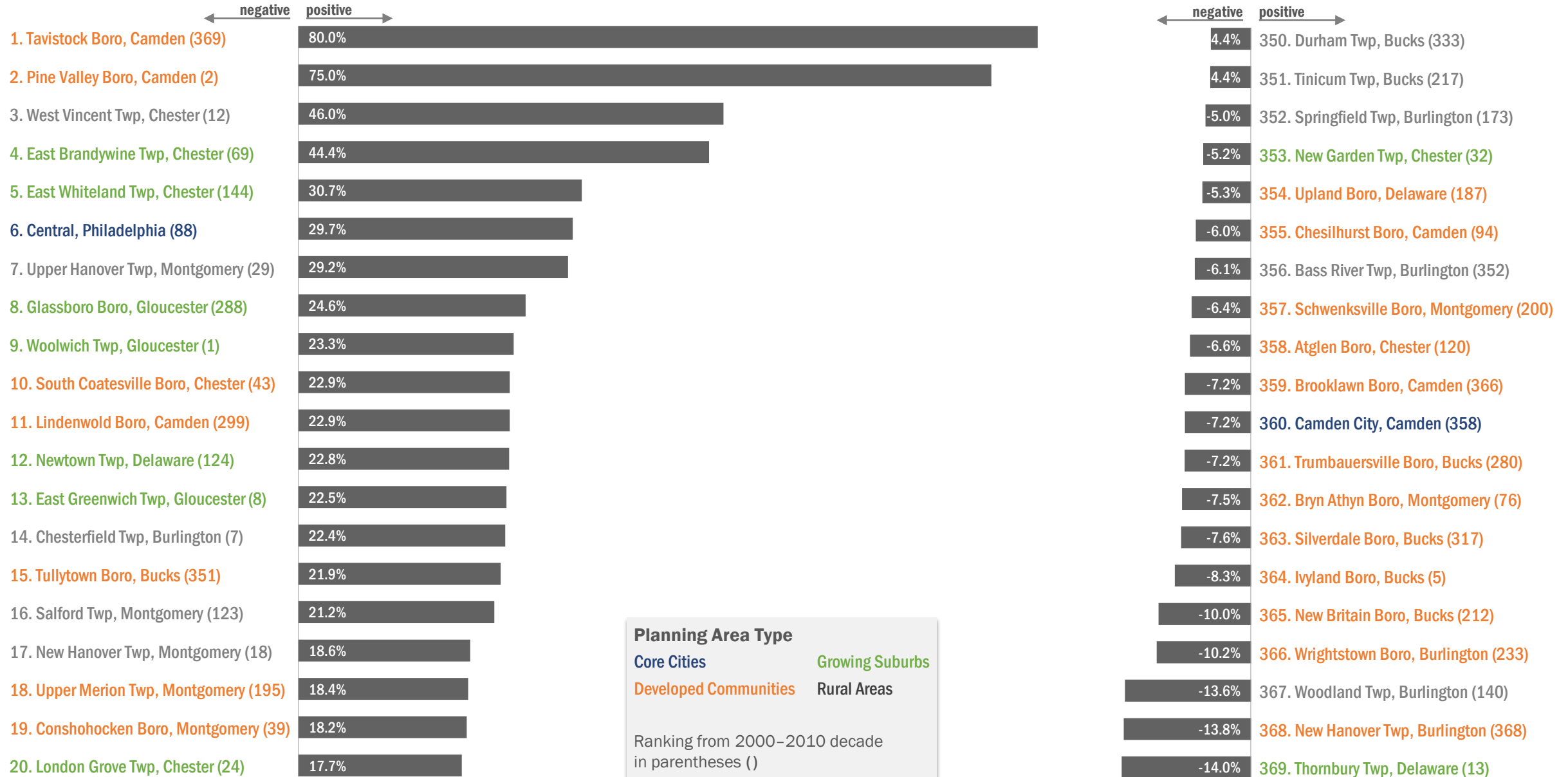
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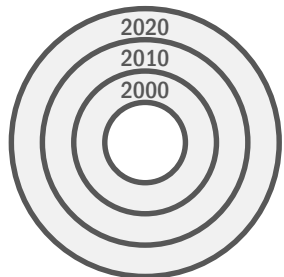
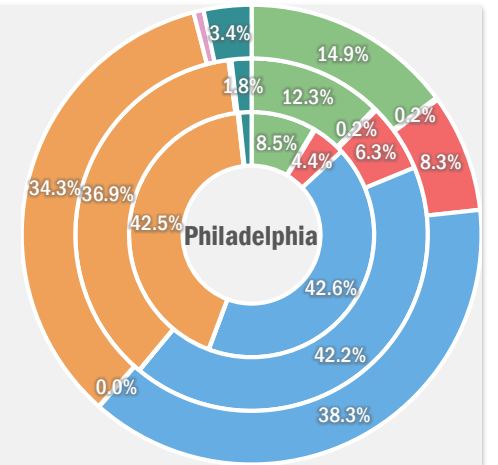
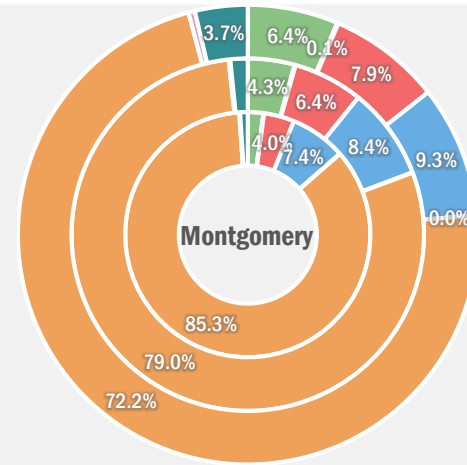
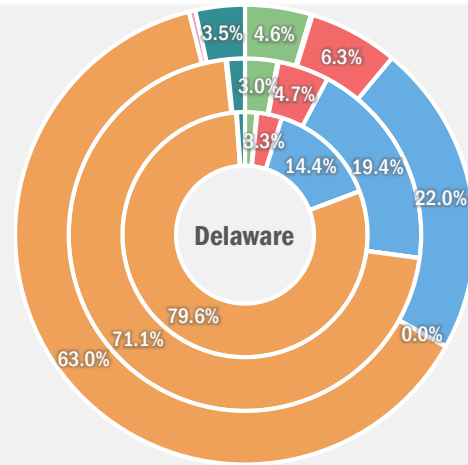
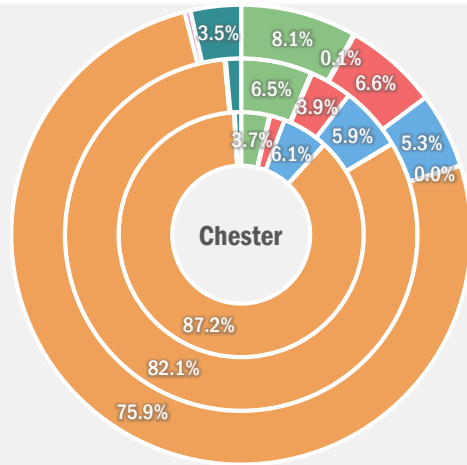
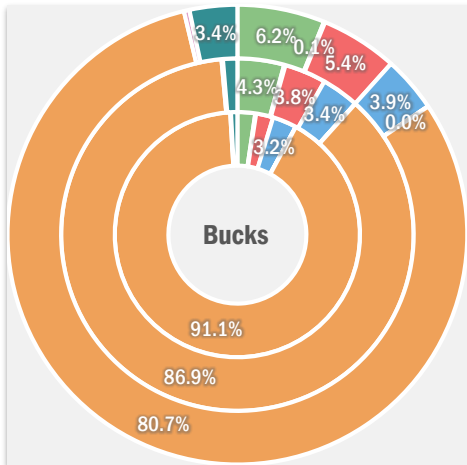
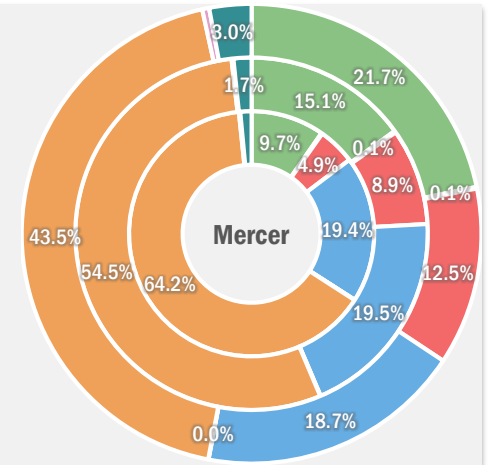
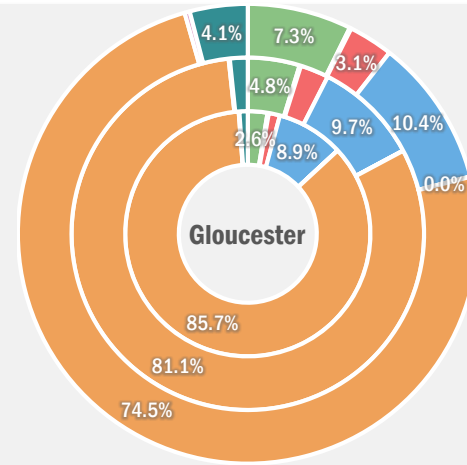
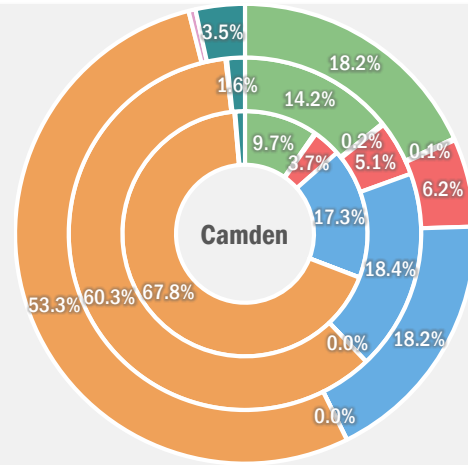
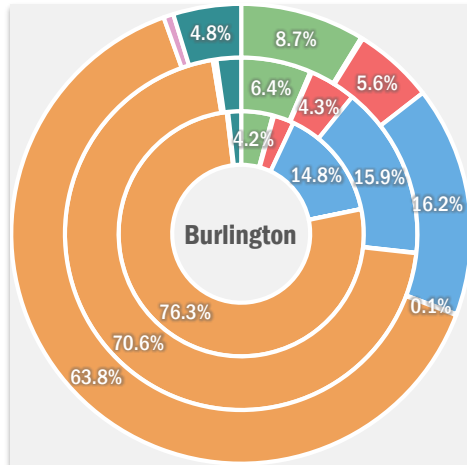
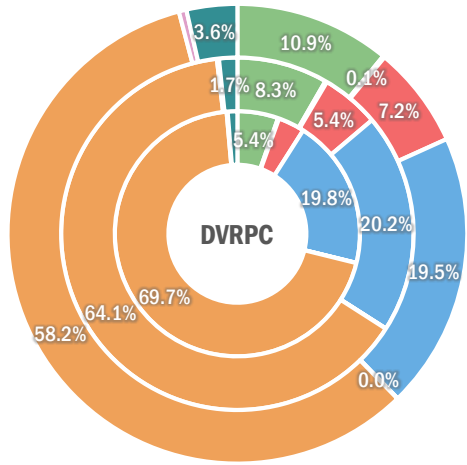
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Ranking from 2000–2010 decade in parentheses ( )

Source: U.S. Census Bureau

# Distribution of Race and Ethnicity Groups by Region and County; 2000, 2010, and 2020



## Hispanic or Latino

Any race

## Non-Hispanic

American Indian and Alaska Native alone

Asian alone

Black or African American alone

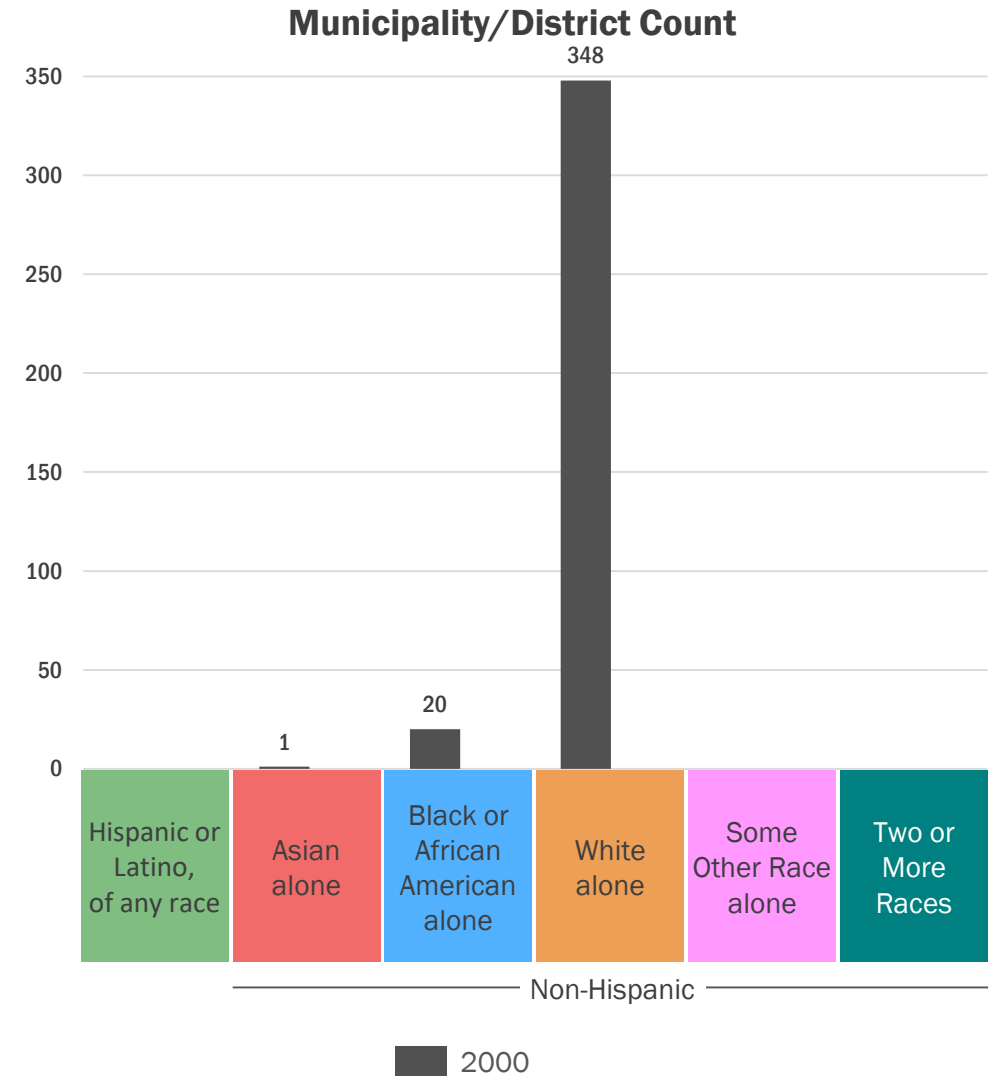
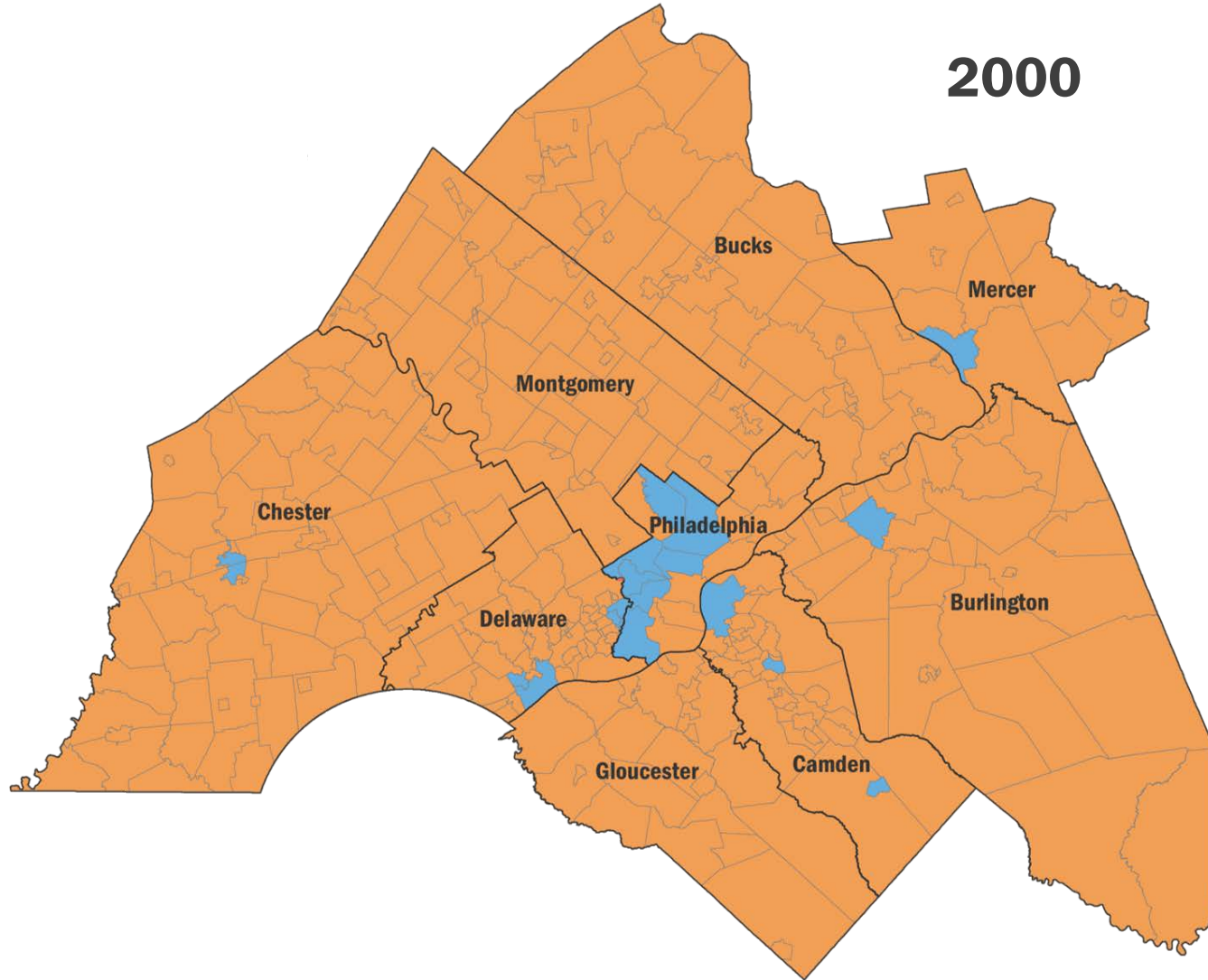
Native Hawaiian and Other Pacific Islander alone

White alone

Some other race alone

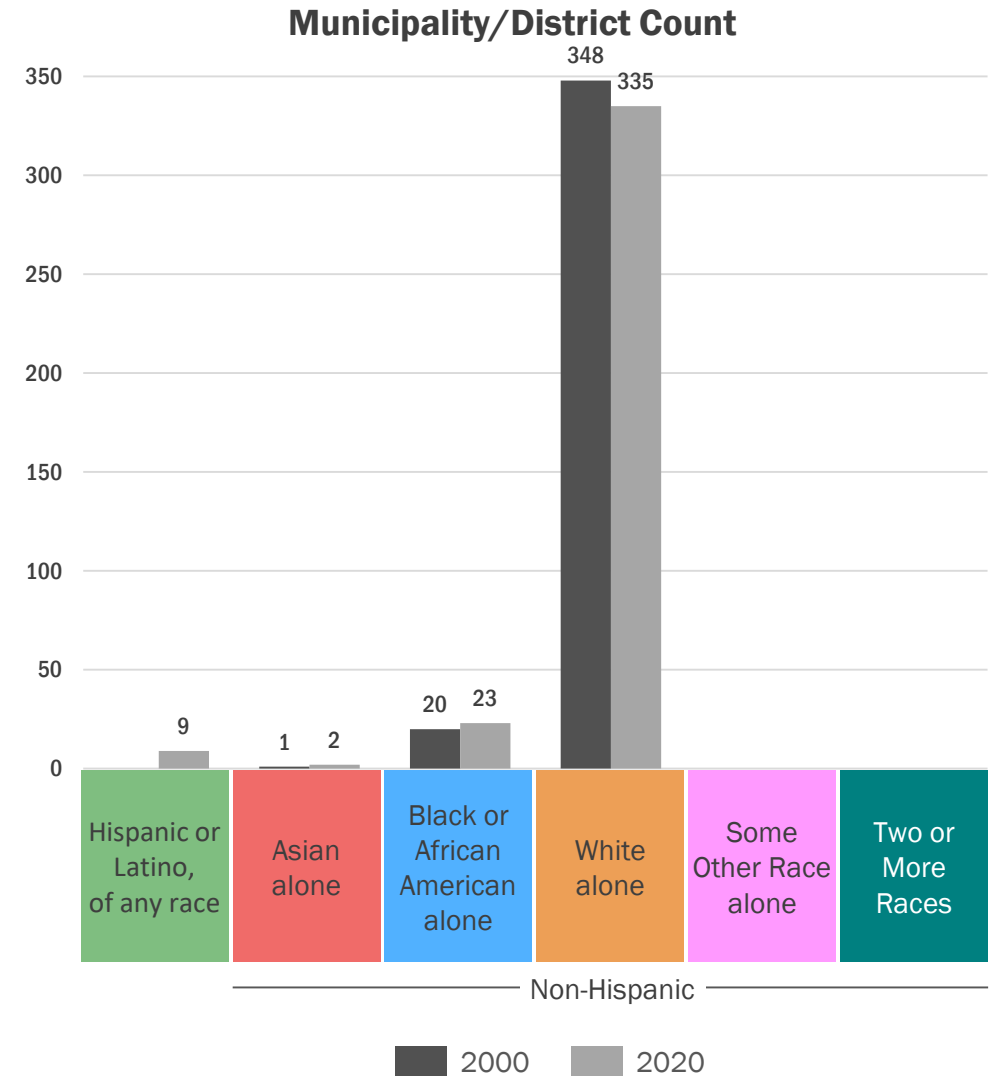
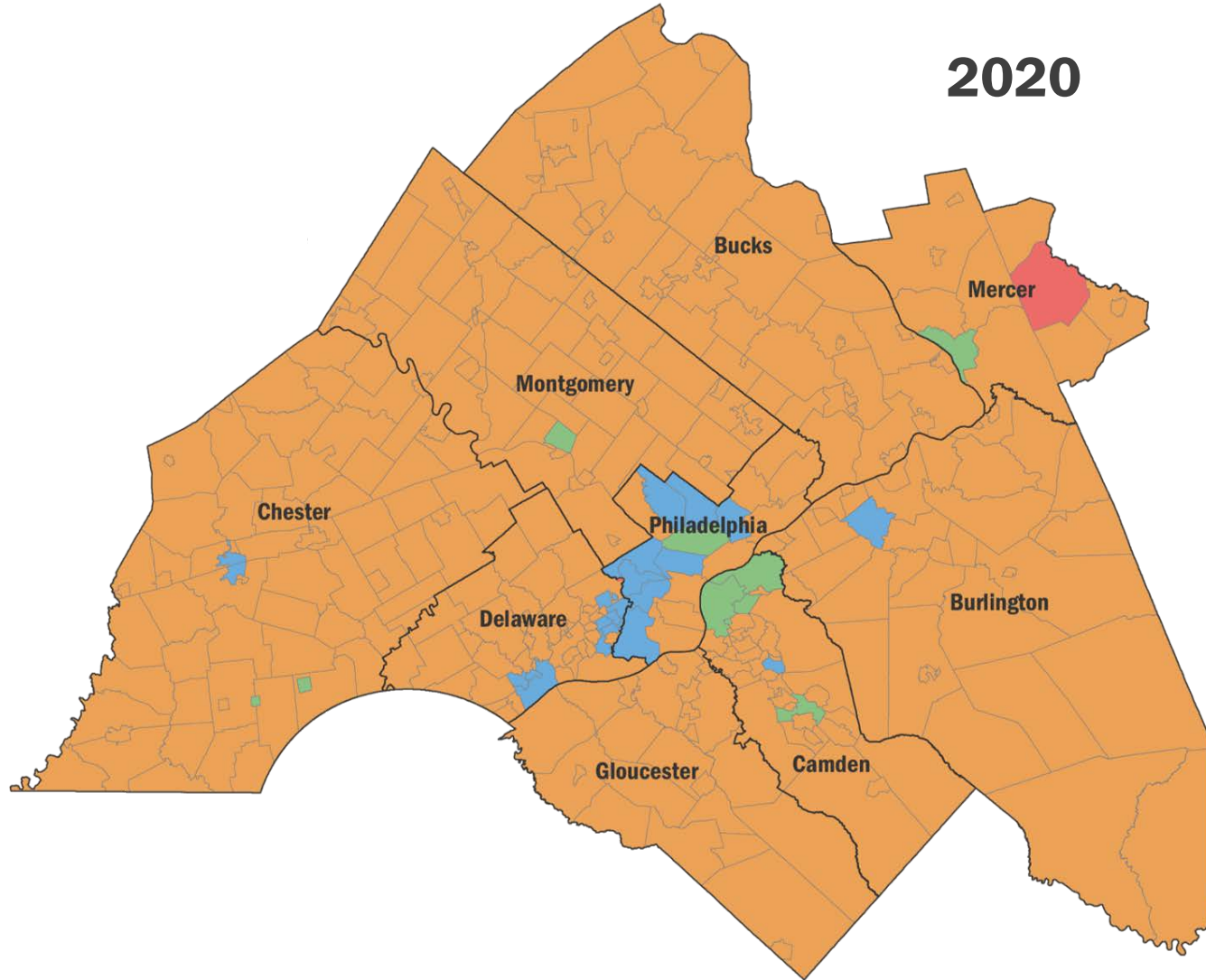
Two or more races

# Most Prevalent Race or Ethnicity Group by Municipality and District

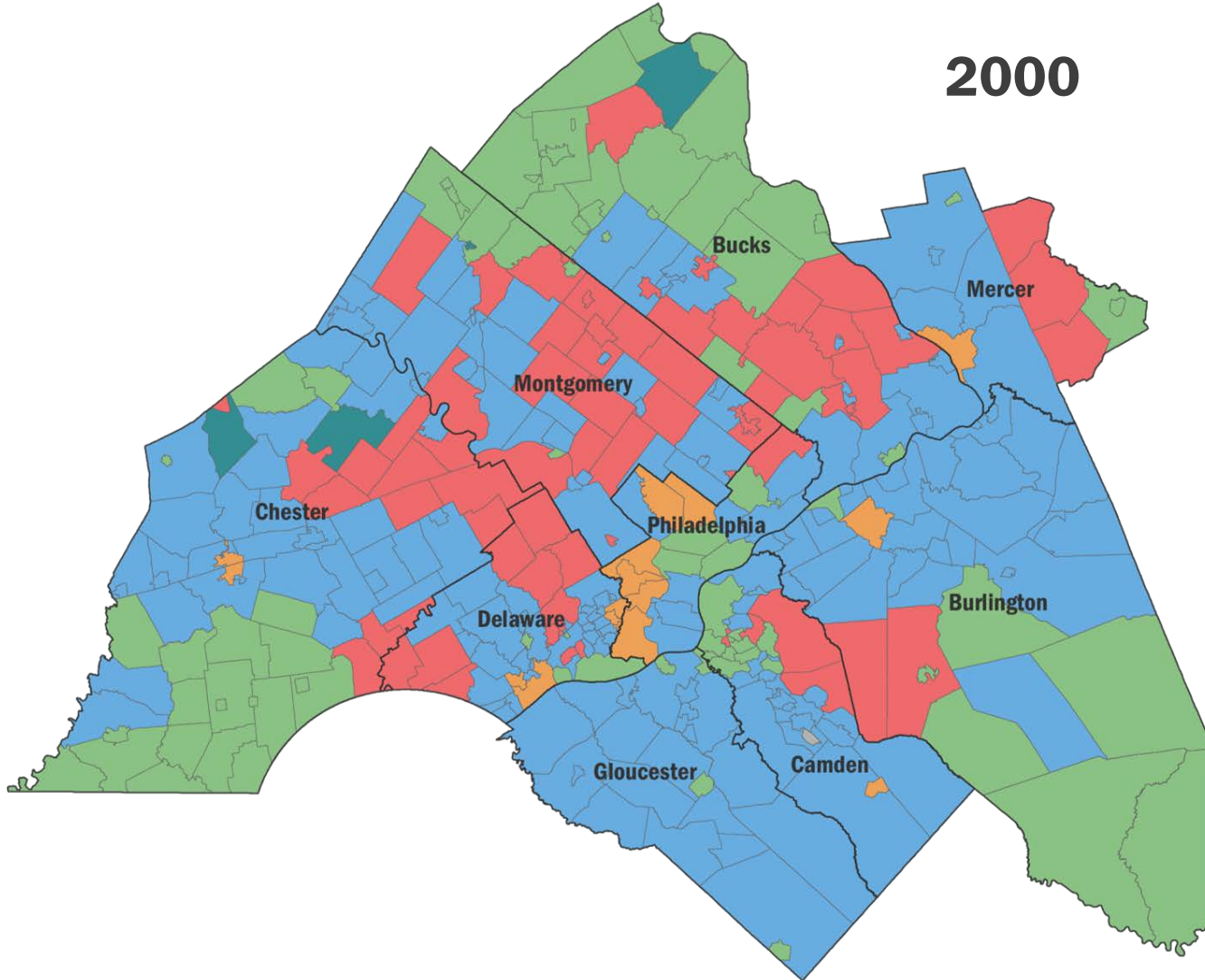




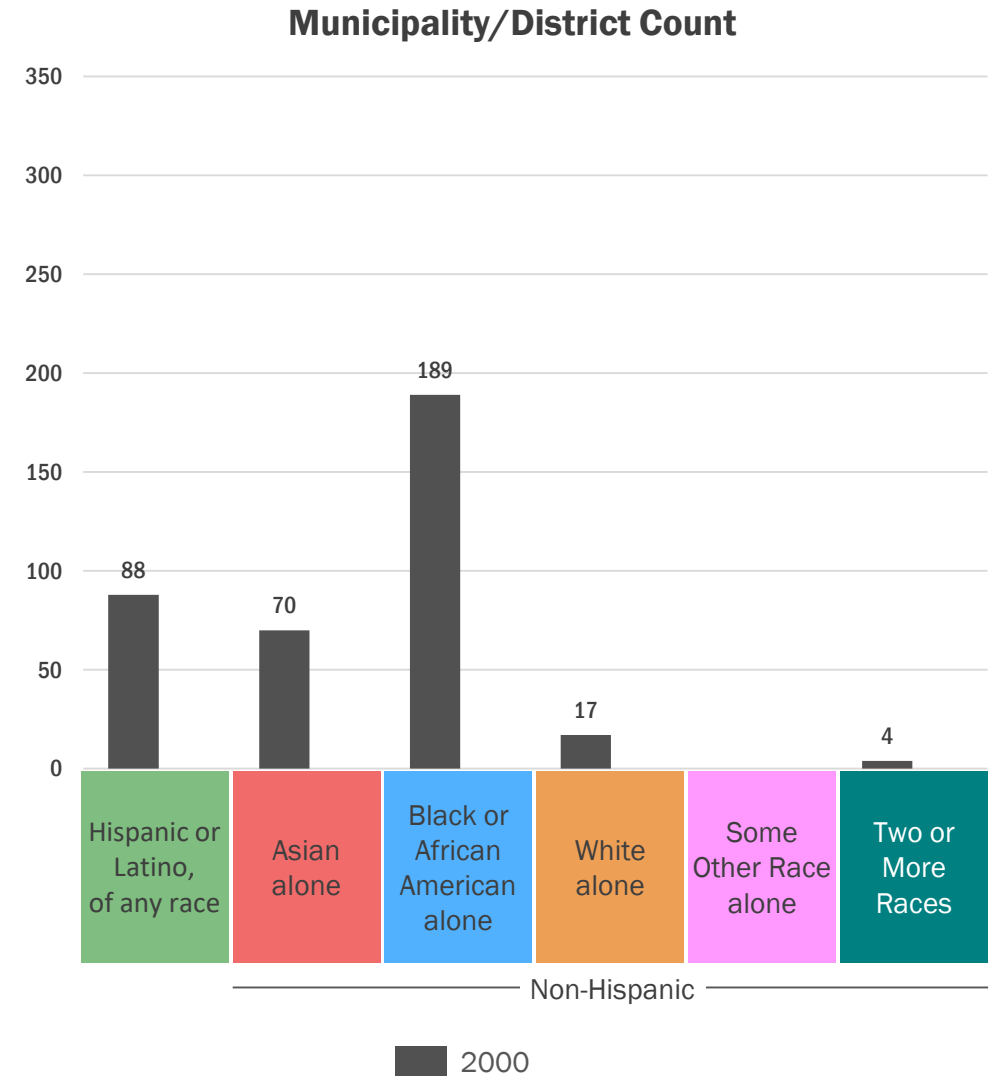
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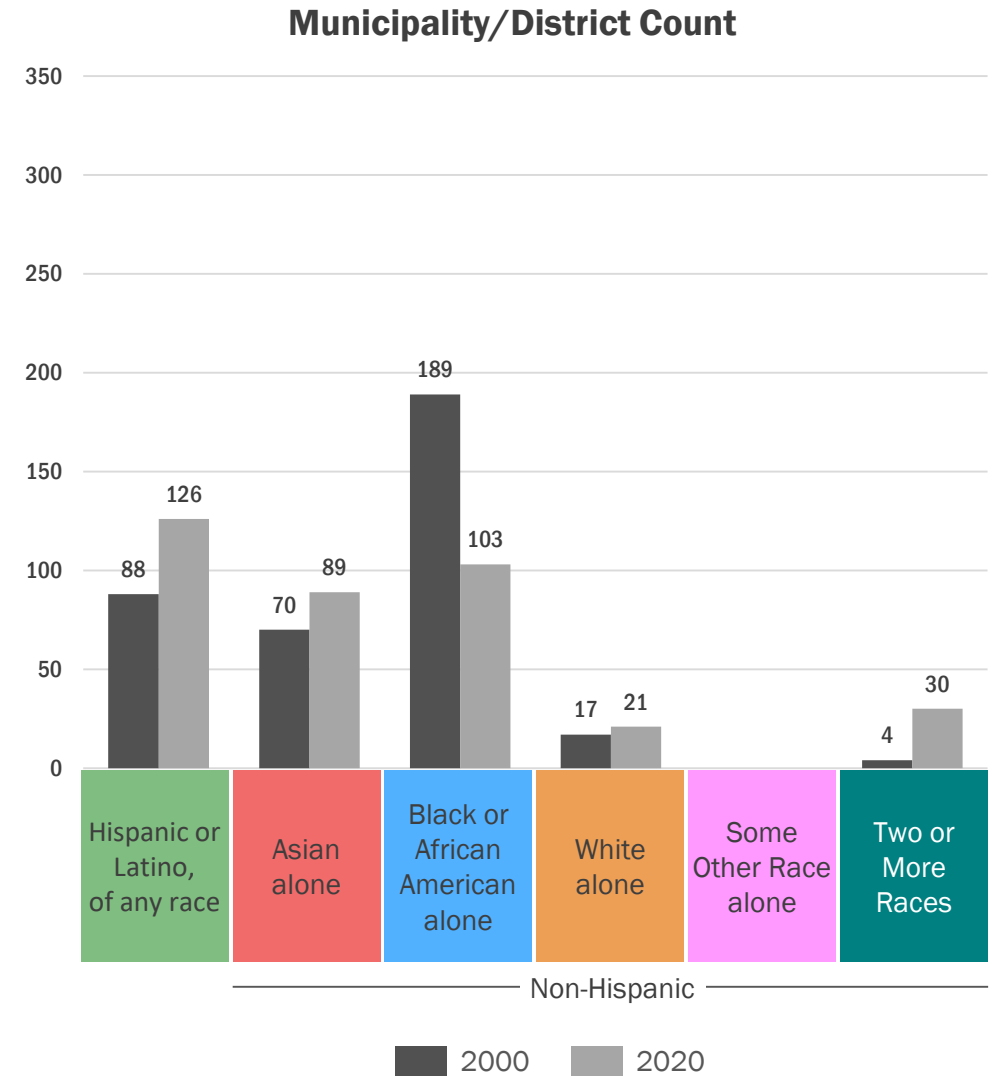
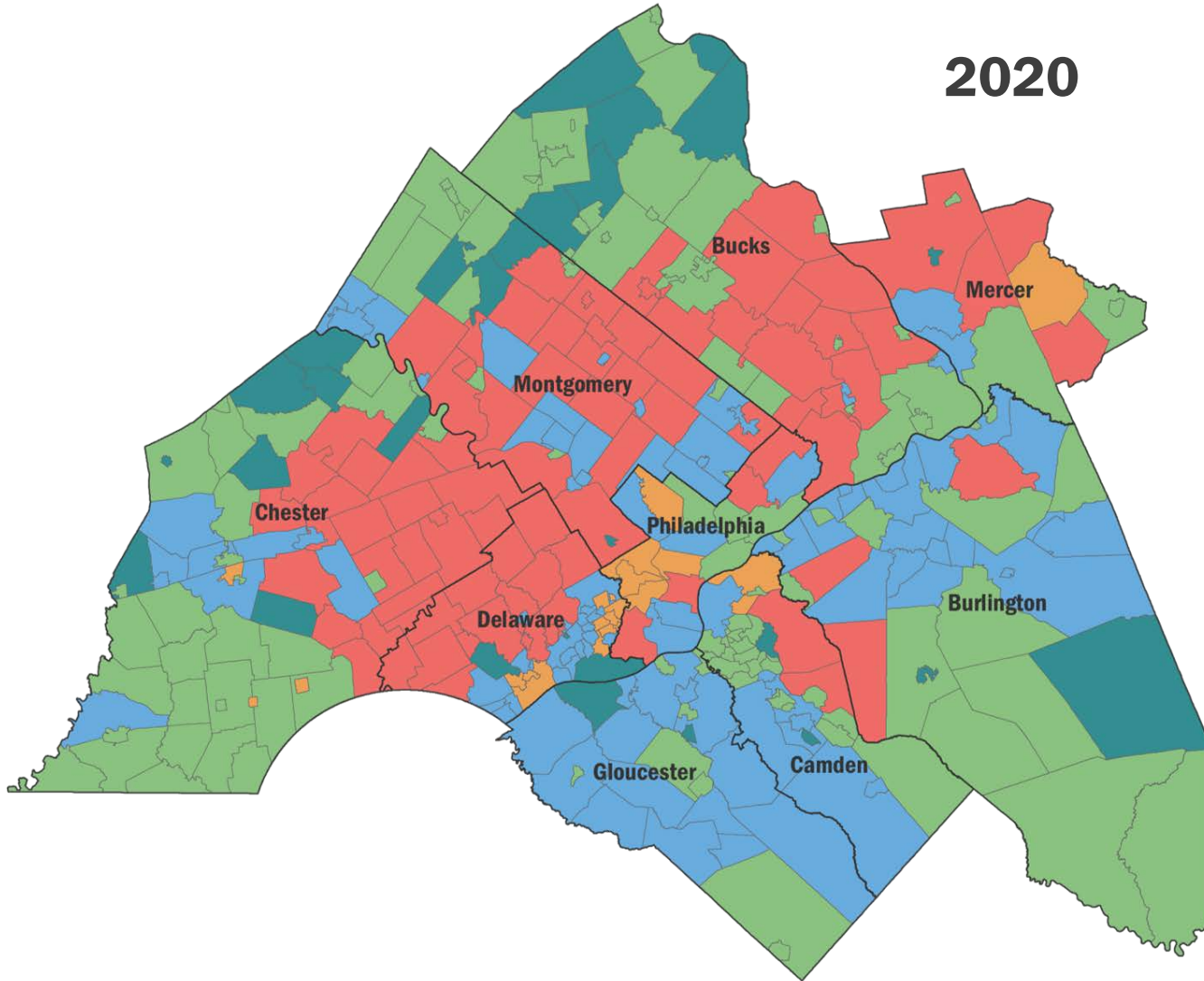
# Second-Most Prevalent Race or Ethnicity Group by Municipality and District



2000

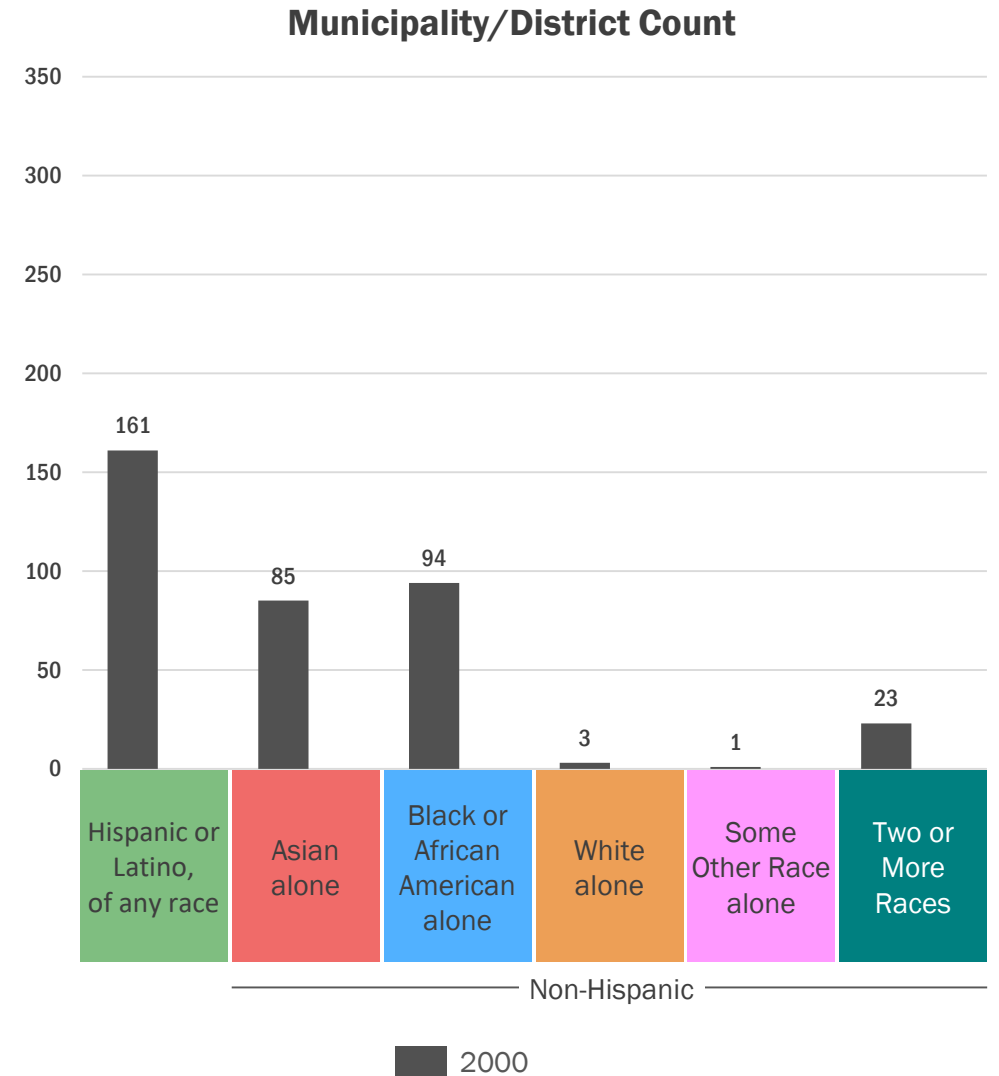
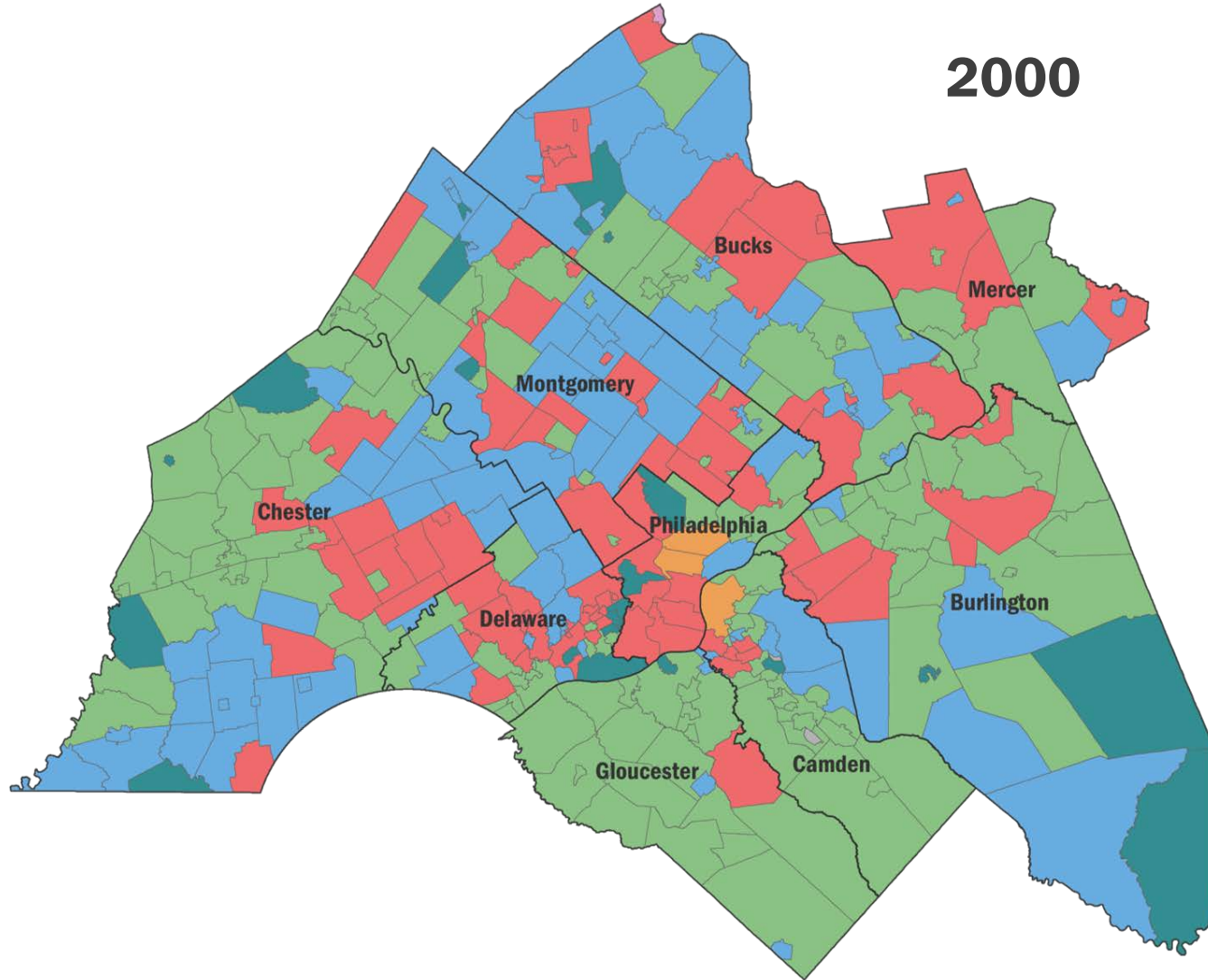


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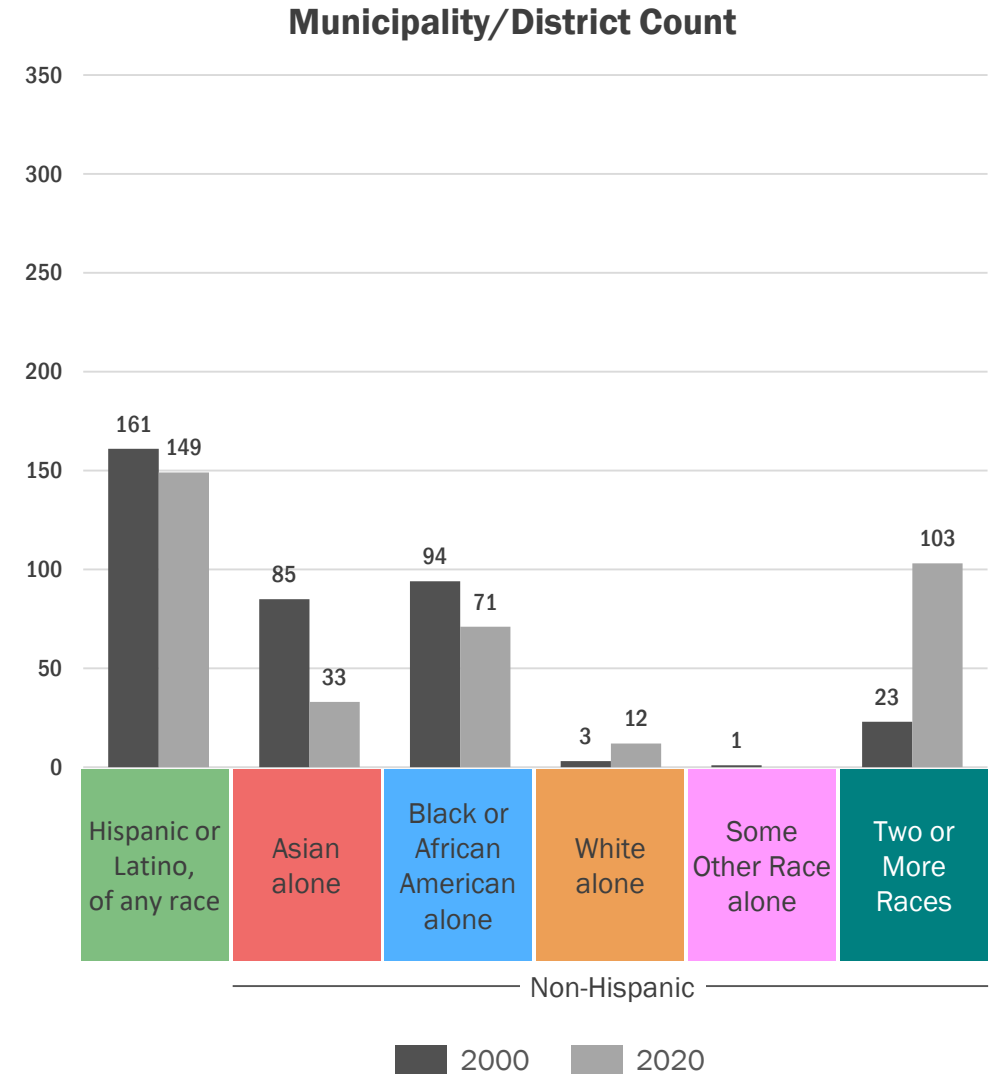
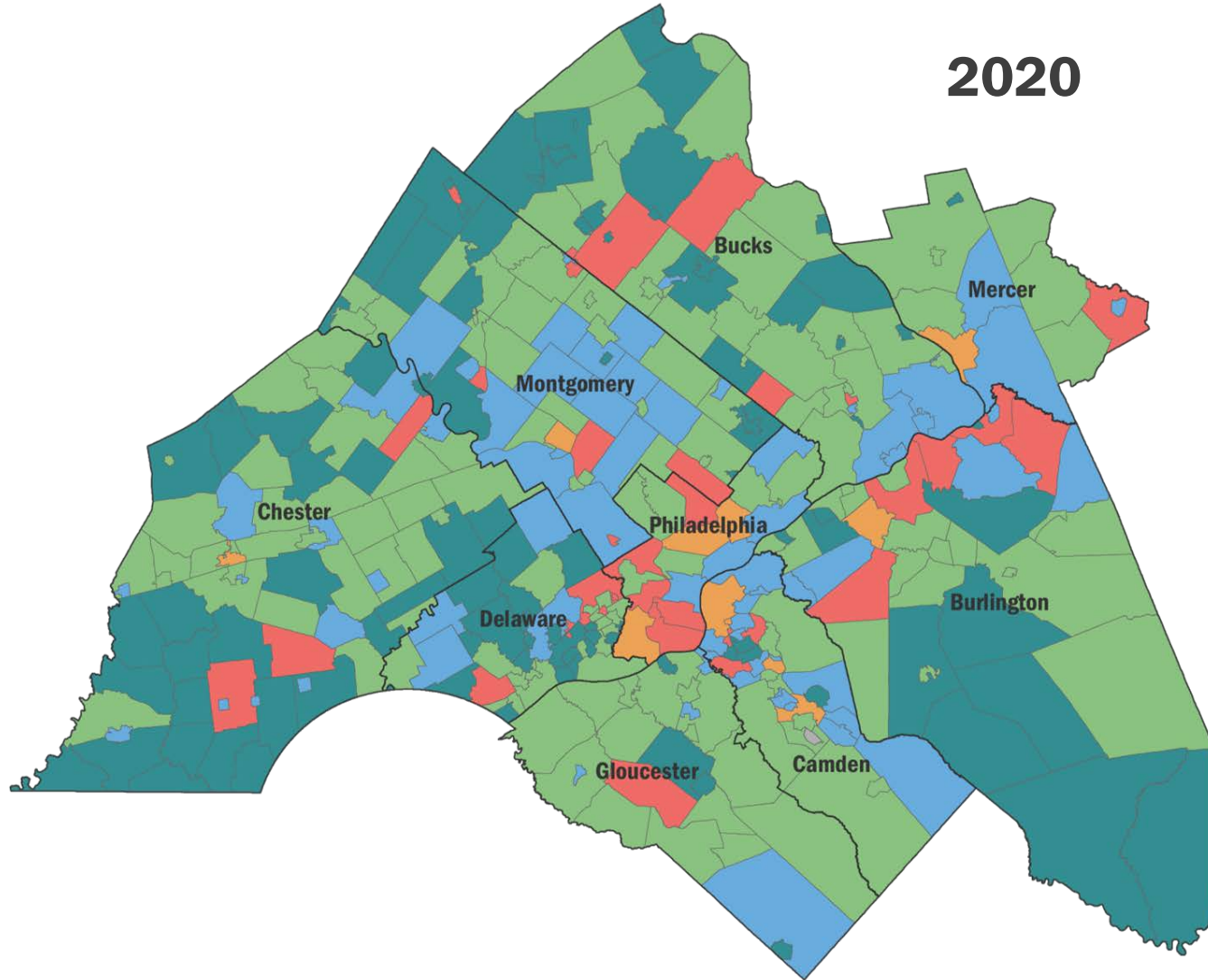




# Third-Most Prevalent Race or Ethnicity Group by Municipality and District



# Third-Most Prevalent Race or Ethnicity Group by Municipality and District



Source: U.S. Census Bureau

Coming  
soon



DB22012 | October 2021

# Regional Data Bulletin

2020  
Decennial  
Census Highlights





# Questions?

**Ben Gruswitz, Manager**

Socioeconomic & Land Use Analytics

[bgruswitz@dvrpc.org](mailto:bgruswitz@dvrpc.org)



*the*  
**CAMDEN  
HEALTH**  
*element*

# THE DVRPC BOARD

*October 28, 2021*



# WHAT IS A HEALTH ELEMENT?

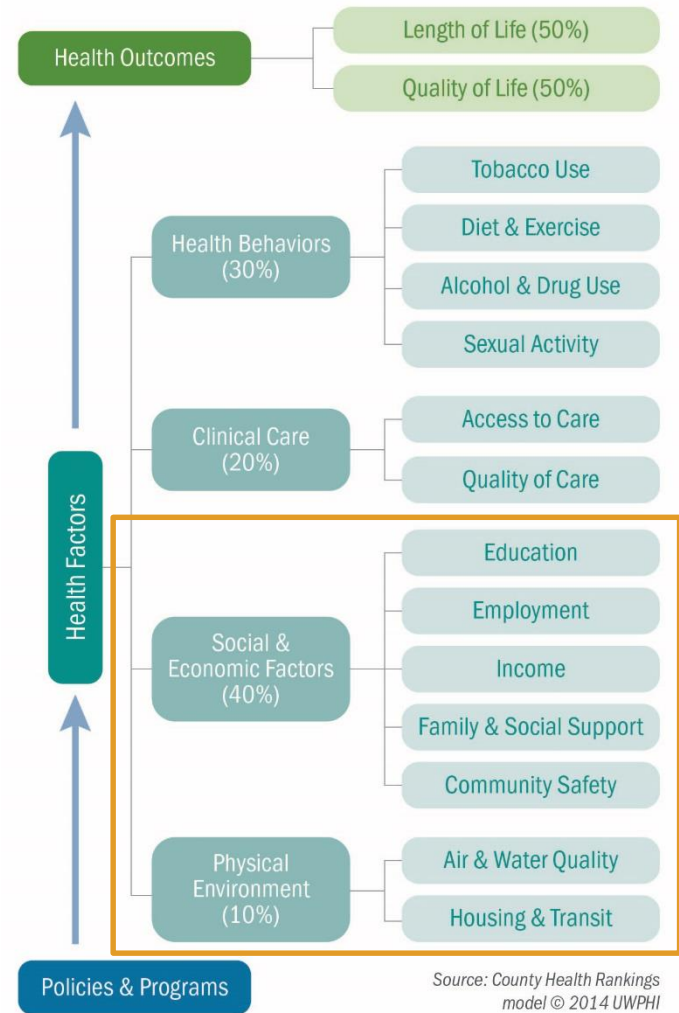




# WHY PLANNING & HEALTH?

**Social Determinants of Health** are conditions in the places where people live, learn, work, and play that affect a wide range of health risks and outcomes.

– CDC



Source: County Health Rankings

Source: County Health Rankings model © 2014 UWPHI



# WHAT IS A HEALTHY COMMUNITY?

## HEALTHY COMMUNITY

- Housing is Affordable
- Parks, Trees, Green Space
- Grocery Stores
- Banks
- Good Schools
- Walkable Environments
- Sense of Safety & Security
- Economically Vibrant
- Engaged Community

## GOOD HEALTH STATUS

## POOR HEALTH STATUS

Contributes to Health Disparities:

- Obesity
- Diabetes
- Asthma
- Infant Mortality
- Shorter Lives

## UNHEALTHY COMMUNITY

- Housing is Unaffordable
- Fast Food Restaurants
- Poor Performing Schools
- Pollution and Toxic Sites
- Limited Public Transit
- Communities Marginalized from Decision-Making



# HOW DO WE GET THERE?

## Tools in our Toolbox:

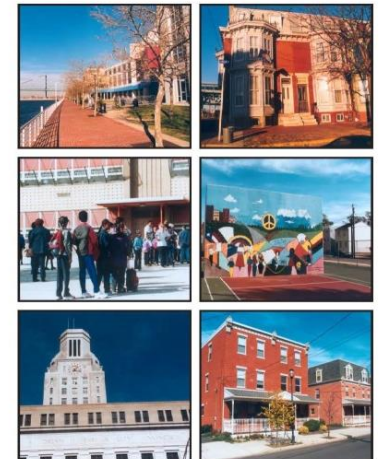
- **Policies** —————> e.g. Complete Streets
- **Planning** —————> e.g. Camden Greenway Trail Study
- **Research** —————> e.g. Surveys
- **Ordinances** —————> e.g. Sidewalk Ordinances
- **Collaboration** —————> e.g. Get Healthy Camden
- **Programs** —————> e.g. Healthy Corner Store Network
- **Infrastructure** —————> e.g. Sidewalks and Bike Lanes
- **Incentives** —————> e.g. Incentives for developers to provide public space beyond minimum requirements





# THE MASTER PLAN

- The NJ Municipal Land Use Law (MLUL) requires that all municipalities have a Master Plan and update it at least once every 10 years.
  - Camden’s last Master Plan update was adopted in 2018.
- The MLUL authorizes municipalities to include optional elements (e.g. Housing, Circulation, Economic Development) that can enhance the Master Plan.



***Future*CAMDEN**

Source: City of Camden

Master Plan  
City of Camden, NJ



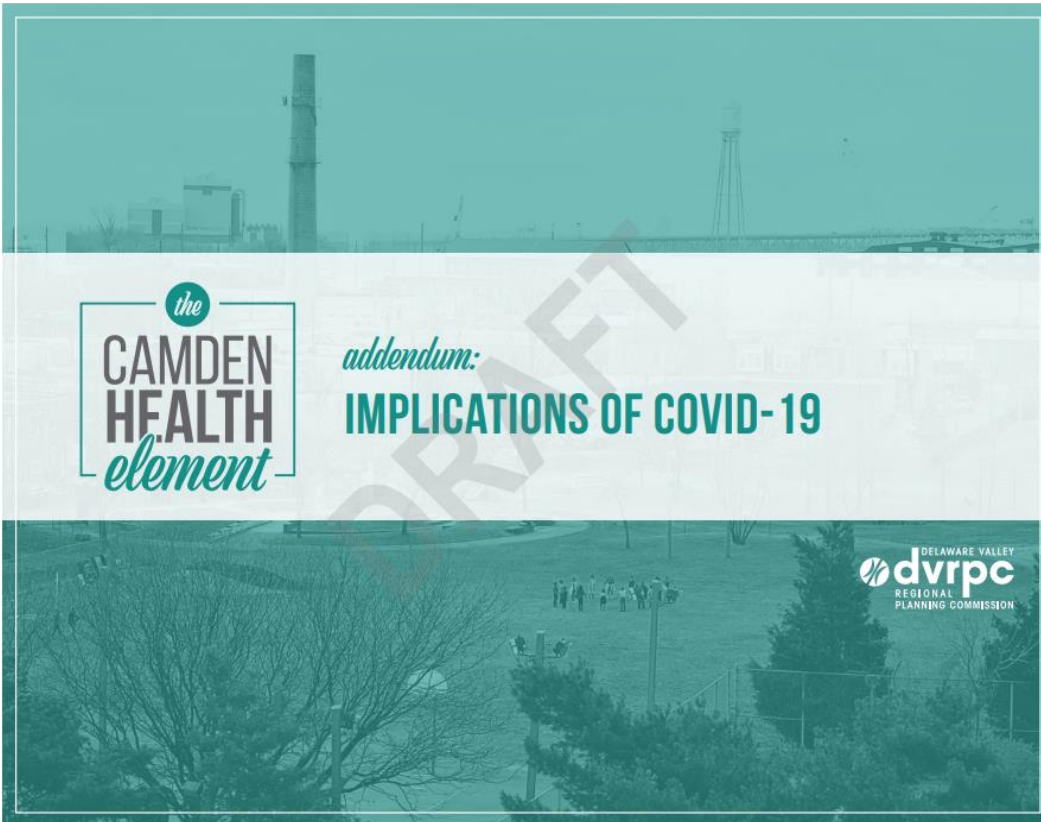
# WHAT IS A HEALTH ELEMENT?

## The Camden Health Element:

- Provides a high-level vision and concrete strategies to promote health as a priority for Camden's future growth and development.
- Establishes a strong policy framework for developing conditions that will improve the physical health and emotional well-being of Camden residents.



# COVID-19 PANDEMIC





*the*  
**CAMDEN  
HEALTH**  
*element*

**ENGAGEMENT**



# COMMUNITY ENGAGEMENT



Camden Jam | 2017



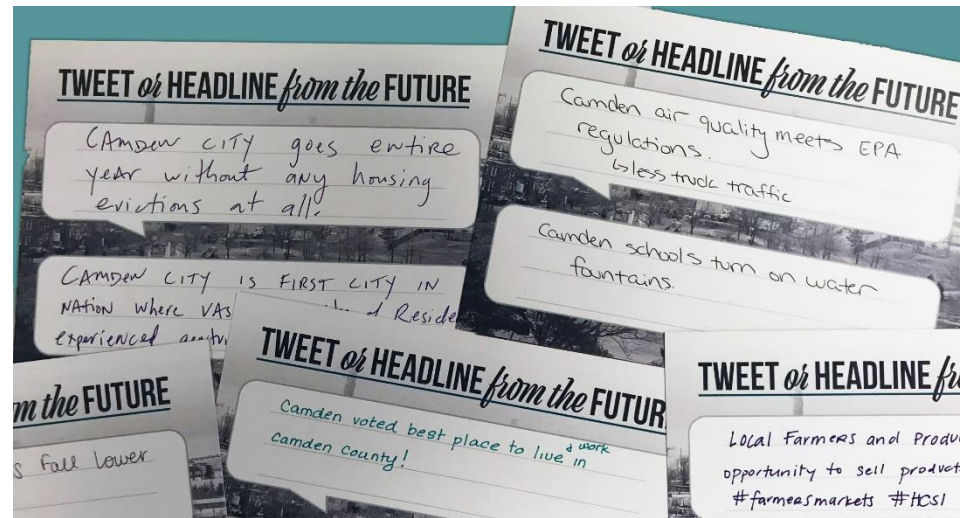
Cooper's Poynt Sch. Youth Impact Fair | 2019



# ADVISORY COMMITTEE & ROADSHOWS



Advisory Committee Meeting | 2018



Roadshow Visioning Exercise | 2018





# EXISTING CONDITIONS & STORY MAP



# STORY MAP



## Camden Health Element



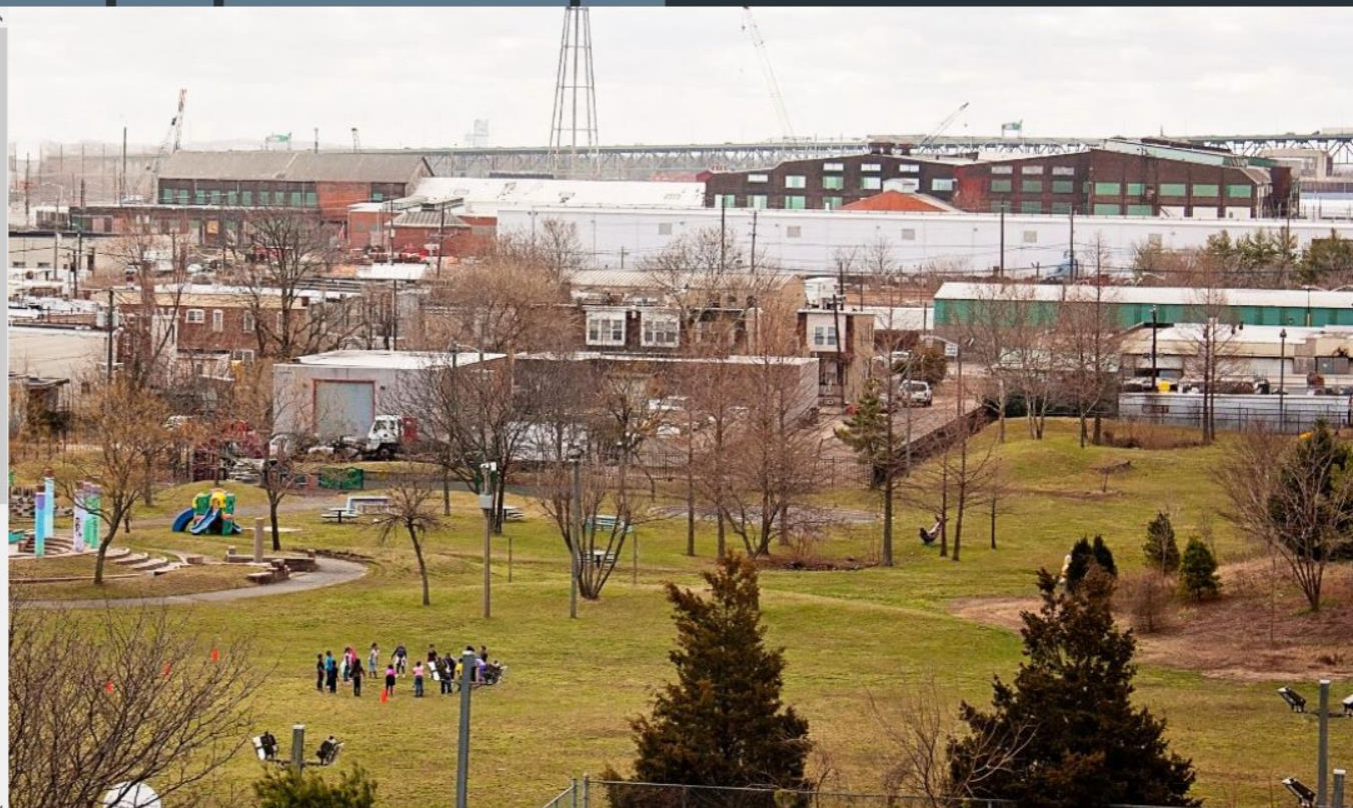
- About
- Demographics
- Community Health
- Environmental Health
- Housing
- Land Use, Transportation, and Mobility
- Survey

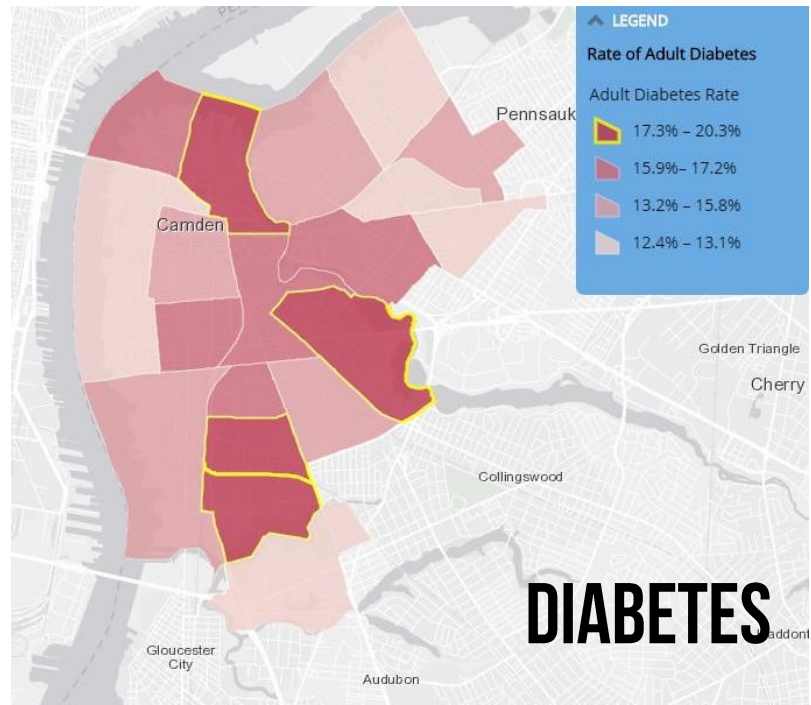
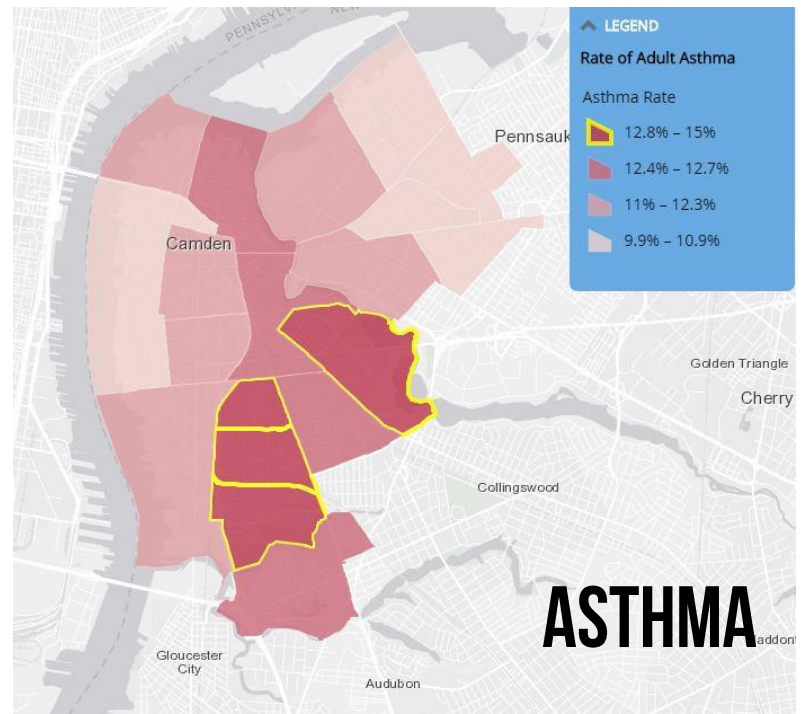
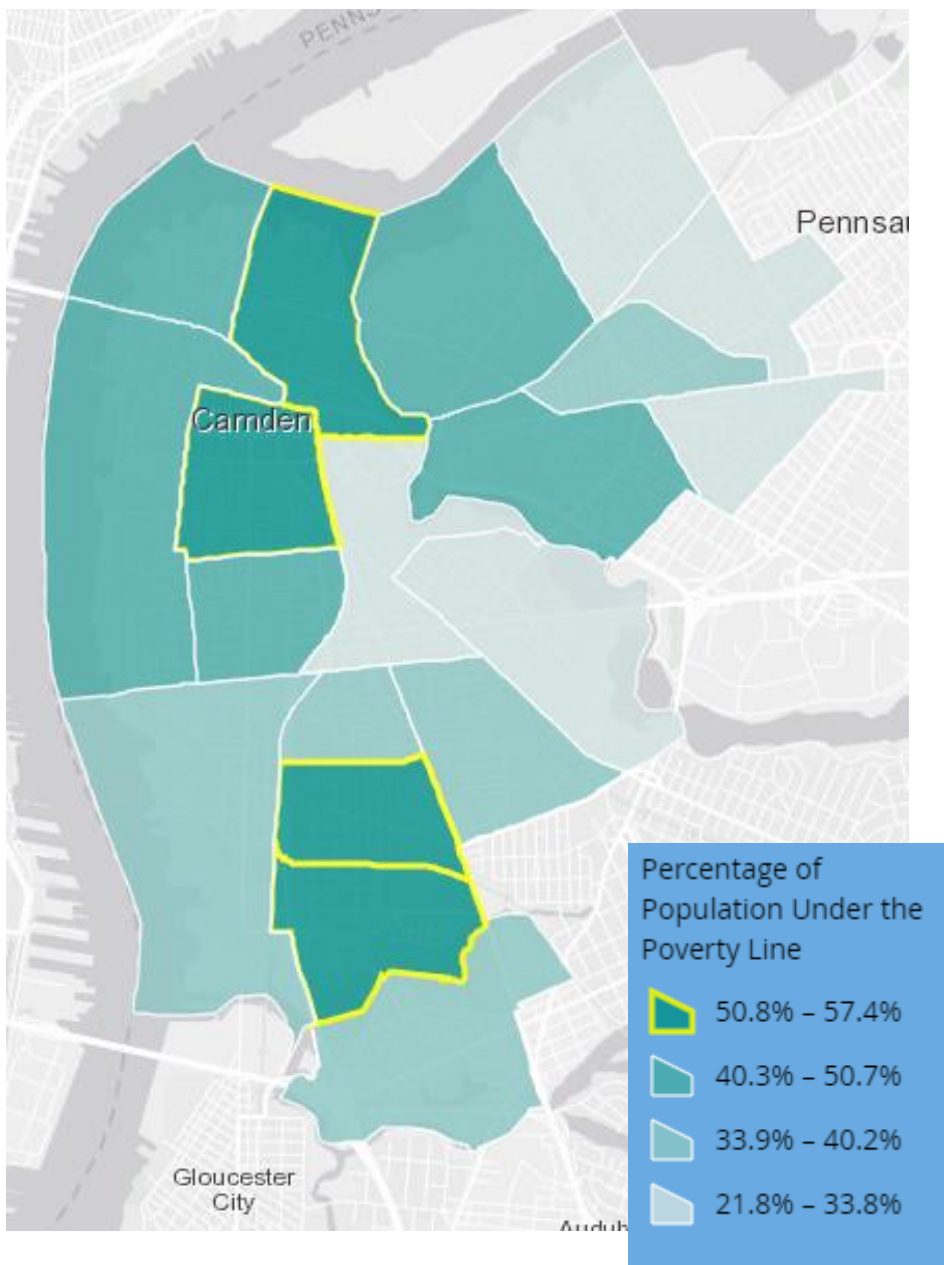


Photo Source: DVRPC

In recent years, both planning and health professionals have come to understand that a person's address plays an important role in how long they live and how good they feel. The way we design and build our communities—including factors like walkability, food access, and air quality—can have a significant impact on an individual's well-being and the broader public's health.

Within the past ten years, the City of Camden has seen a renewed focus on improving the health and well-being of its residents. Given these efforts and this momentum, now is a great time to develop a Health Element in partnership with government officials, key stakeholders, and community members. As an element of the city's Master Plan, the Camden Health Element will provide a high-level vision and concrete







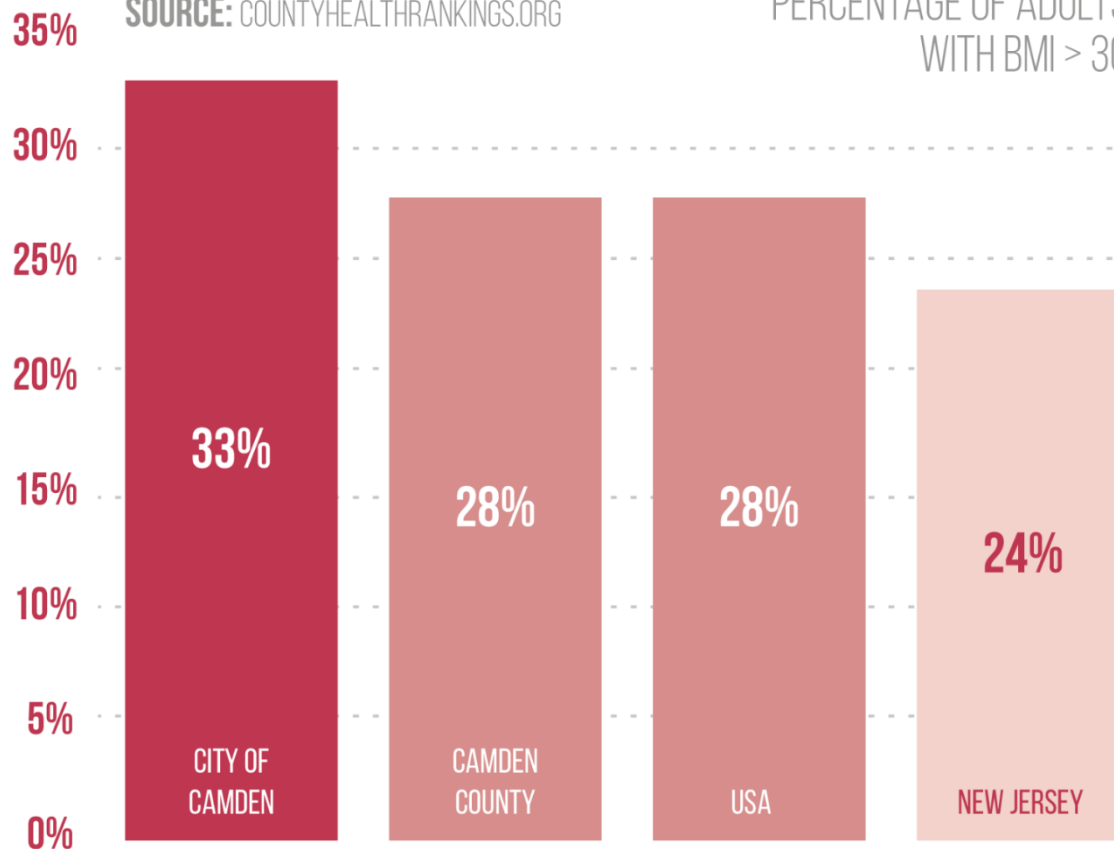
# CHRONIC DISEASES & CONDITIONS



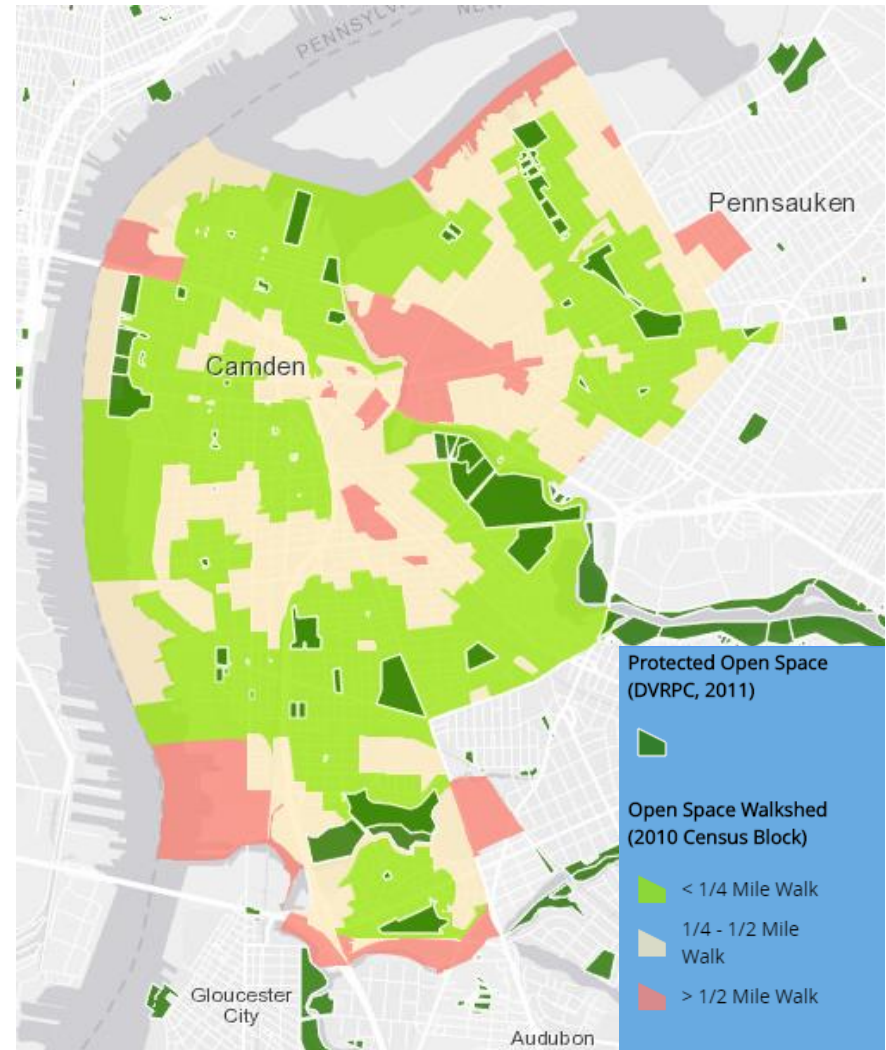
SOURCE: COUNTYHEALTHRANKINGS.ORG

## FIGURE 2.1

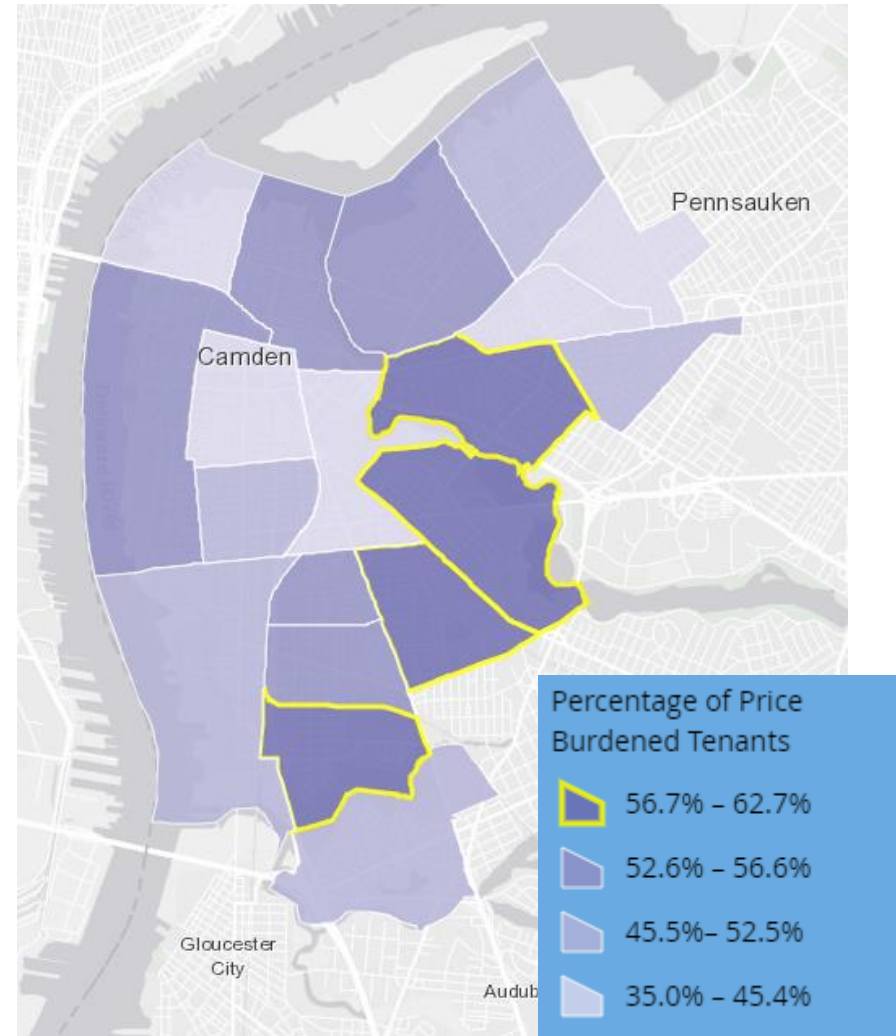
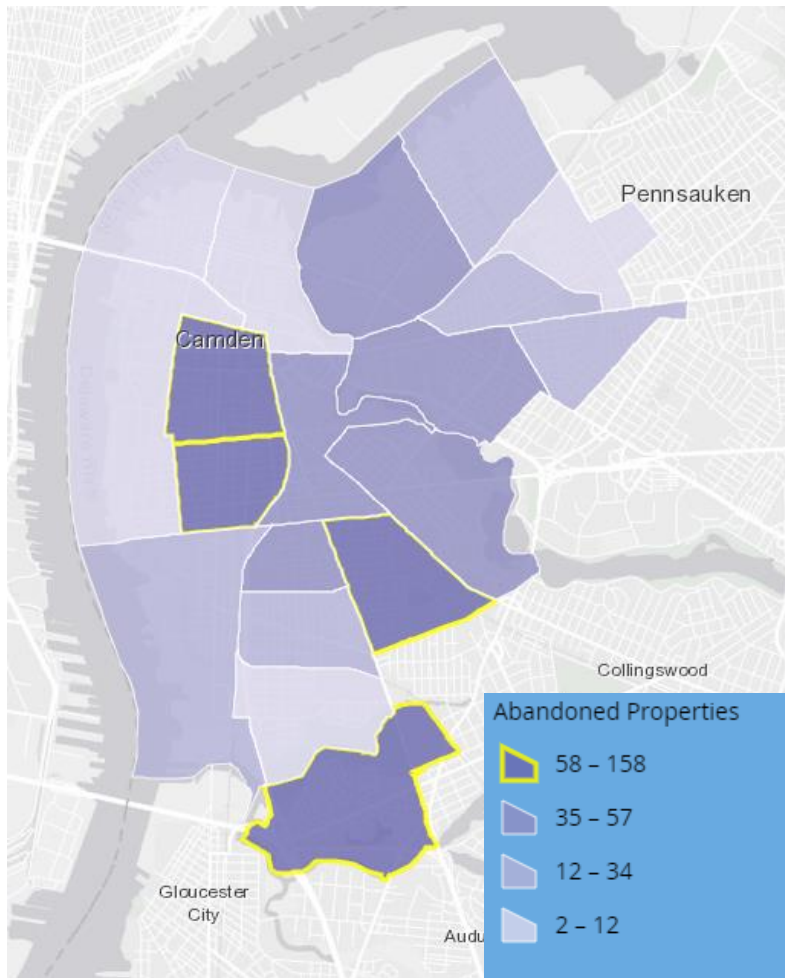
PERCENTAGE OF ADULTS  
WITH BMI > 30



# HEALTHY FOOD & OPEN SPACE ACCESS

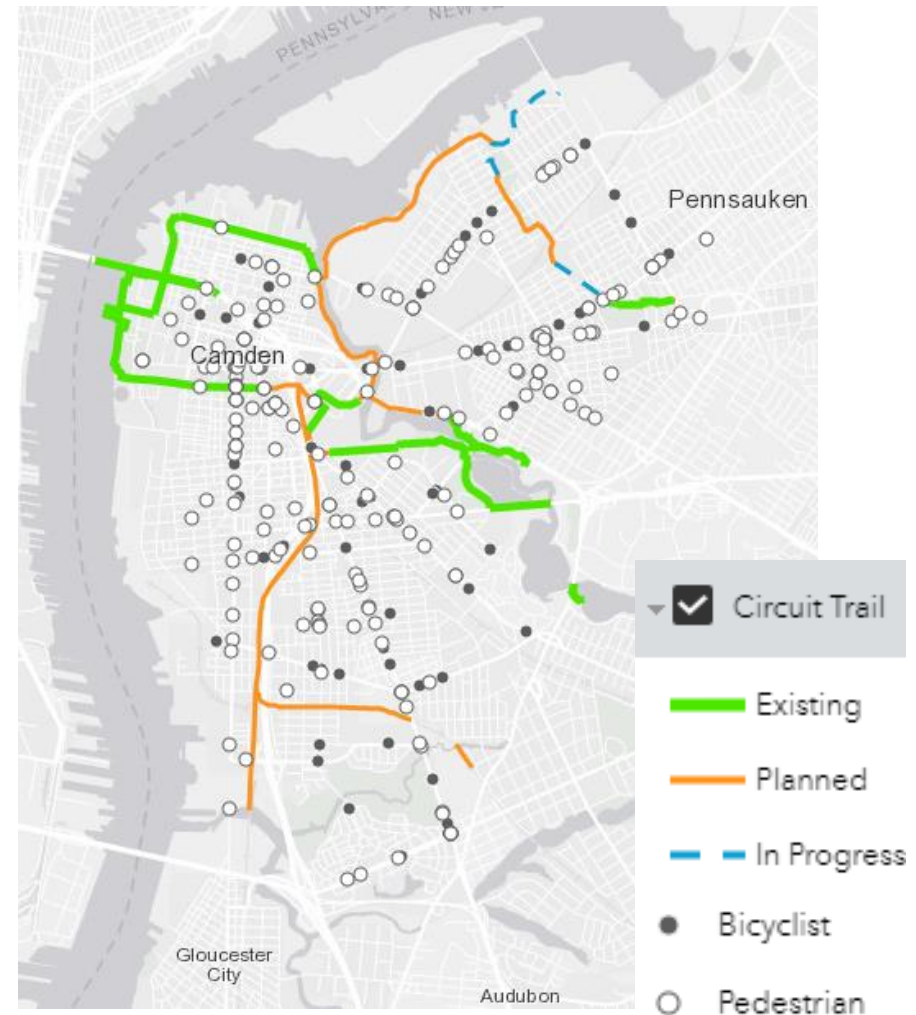
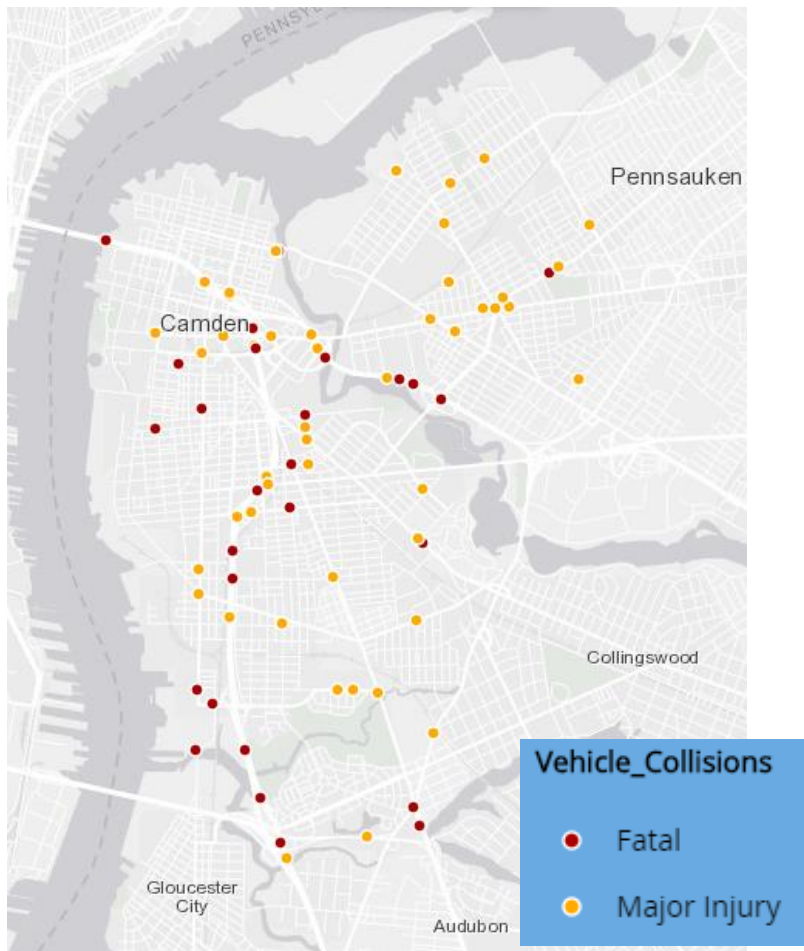


# HOUSING DETERMINANTS





# TRANSPORTATION DETERMINANTS





# THE HEALTH ELEMENT



# VISION FOR A HEALTHY CAMDEN

Camden will be a leading example of a **healthy city**, where **residents are empowered and equipped** to improve their well-being; where rates of chronic disease, including substance abuse, have reached their lowest levels in decades; and where **cleaner air and water** reflect strong stewardship of and commitment to a **sustainable environment**.

Camden will be a **city that values and invests in the health of its people and places**. The City of Camden will work in **partnership** with the county, state, and a variety of stakeholders to provide **high-quality public spaces, programs, and opportunities** that will enable healthier lifestyles for all community members.



# HEALTH ELEMENT CHAPTERS



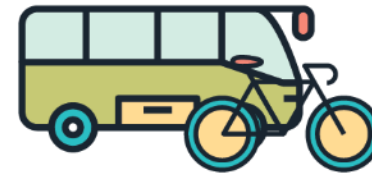
HEALTHY FOOD  
ACCESS



CLEAN  
ENVIRONMENT



ACCESS TO  
HEALTHCARE



MOBILITY & ACTIVE  
TRANSPORTATION



SAFE & COMPLETE  
NEIGHBORHOODS



HOUSING &  
HOMELESSNESS



EDUCATION &  
EMPLOYMENT



# CHAPTER OVERVIEW

Goals  
(Chapters)



Strategies



Actions



# CHAPTER OVERVIEW



CAMDEN HEALTH ELEMENT

## ACCESS TO HEALTHCARE



Goals  
(Chapters)



Strategies



Actions

### STRATEGIES

1. Increase physical access to healthcare services.
2. Encourage greater patient support services.
3. Expand and integrate mental, behavioral, and substance abuse health care services throughout Camden.
4. Increase enrollment in and utilization of health insurance through Medicaid, CHIP, and the Health Insurance Marketplace.

### PRIORITY ACTIONS

- ▶ MOST ACHIEVABLE** Work with community partners and healthcare providers to offer health screenings and education in non-traditional locations like corner stores, libraries, farmers markets, and along trails.
- 👤 PEOPLE'S CHOICE** Use data to identify uninsured residents and target health insurance outreach efforts.
- !➡ GREATEST IMPACT** Support the development of health clinics in community settings such as schools and recreation centers.
  - 1 DO FIRST** Work with the Camden County Addiction Awareness Task Force, Camden County Department of Health and Human Services, and Camden School District to implement Screening, Brief Intervention and Referral to Treatment (SBIRT) in all Camden high schools.

### SECONDARY ACTIONS

1. Expand upon the Accountable Health Communities work with a specific focus on addressing transportation challenges.
2. Partner with the county and neighboring municipalities to support an "Intensive Care Navigator Program," to help connect people leaving addiction centers to safe housing, reliable transportation, and other social services.
3. Work with partners to conduct interviews to identify barriers to obtaining health insurance coverage.
4. Encourage health systems to provide ride-sharing services (eg, Ride Health, Round Trip, etc.) to patients by including it in the South Jersey Health Collaborative Community Health Improvement Plans.
5. Support the reintroduction of state legislation to establish a "New Jersey Community Health Worker Program."
6. Work with partners to ensure mental health services are culturally and linguistically appropriate.
7. Work with local healthcare and higher education institutions to offer patient navigator and/or community health worker training programs.
8. Partner with city and county departments to provide training for and implement trauma-informed practices.

### REMAINING ACTIONS

1. Work with local health systems and higher education institutions to incorporate psychiatry training into physician assistant and other non-behavioral health staff education.
2. Support the expansion of the Pediatric Psychiatry Collaborative by adding more providers and increasing funding.
3. Support the reintroduction of state legislation to provide funding for SBIRT programs in New Jersey schools.
4. Examine the routing and use of the Camden County Health Connection.





# PRIORITY ACTIONS

  
MOST  
ACHIEVABLE

*Work with **community partners** and health care providers to offer health screenings and education in non-traditional locations like corner stores, libraries, farmers' markets, and along trails*

The city can support the expansion of these programs by:

- Partnering with the county health department, local health systems, and/or academic institutions to increase the number of regularly scheduled screenings offered.
- Providing city-owned venues like community centers.
- Working with other community spaces like places of worship or grocery stores to host monthly screenings or events.



HEART SMARTS LESSONS AT CORNER STORES, EMMA FREEDMAN, THE FOOD TRUST



# PRIORITY ACTIONS



**GREATEST  
IMPACT**

**Improve walking, biking, and public transit** to healthy food outlets by conducting “safe routes to food” audits.

Safe routes to food audits can evaluate and document factors that may help or hinder safe and reliable access to healthy food outlets, like:

- Sidewalk conditions;
- Street lighting;
- The presence of bike lanes;
- Traffic volume; and
- Transit frequency.



BIKING IN CAMDEN, DVRPC



# PRIORITY ACTIONS

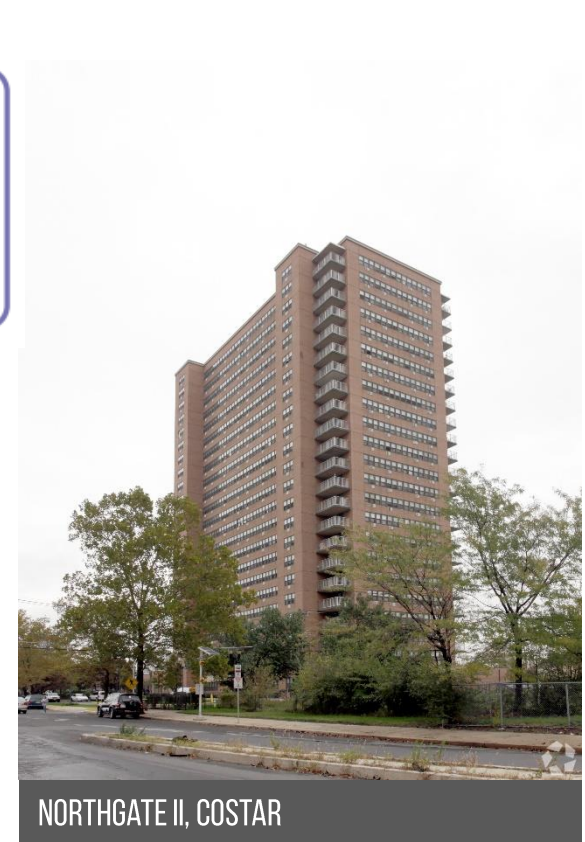


## PEOPLE'S CHOICE

***Encourage the co-location of affordable housing communities and public facilities with wraparound health services.***

Co-location can involve expanding in-home care and staffing rental communities with medical personnel. The city and its partners should:

- Extend services to all public housing sites
- Adopt uniform standards for level of care and evaluate performance
- Incentivize developers to incorporate health and wellness in design



NORTHGATE II, COSTAR





# PRIORITY ACTIONS

1

DO FIRST

*Develop a citywide plan for prioritized and standardized improvements to sidewalks, crosswalks, pavement markings, and other amenities.*

A pedestrian facility plan would bring transparency to the maintenance process and clearly communicate responsibilities.

- Comprehensive approach: repair lowest quality sidewalks citywide (e.g. Durham, NC)
- Zone-based approach: conduct monthly inspections and repairs around medical anchor with yearly assessments elsewhere (e.g. Rochester, MN)
- In 2021, NJDOT funded the city's Active Transportation Network Vision Plan

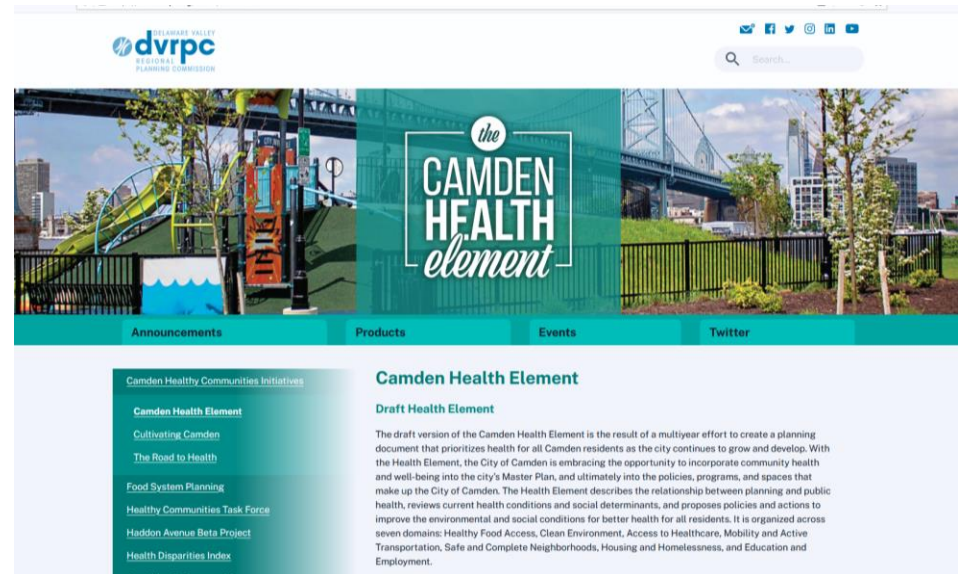


FEDERAL STREET, DVRPC



# MOVING FORWARD

- The Health Element is available on DVRPC's website:  
<https://www.dvrpc.org/Products/21021>.
- Adopted by the City of Camden Planning Board on April 21, 2021.





THANK YOU





# CONTACT US

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