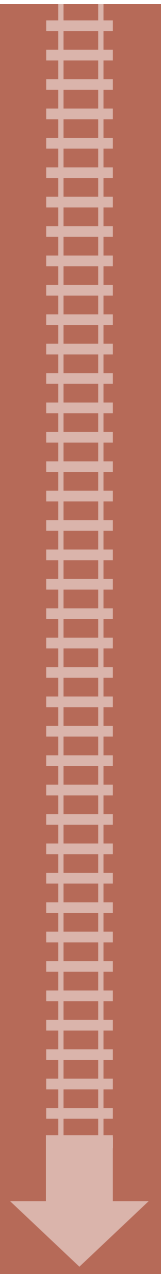
CAMDEN COUNTY

TRANSIT EXPANSION

FRAMEWORK STUDY



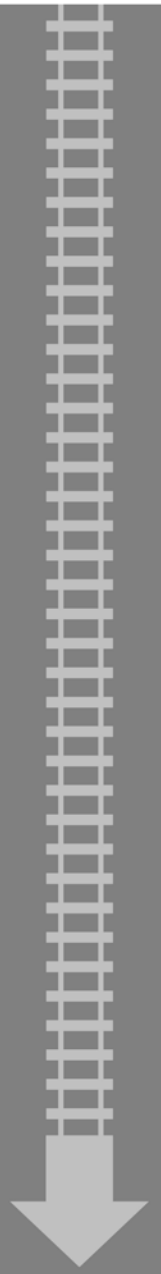
January 2012

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

CAMDEN COUNTY

TRANSIT EXPANSION

FRAMEWORK STUDY



January 2012

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

The Delaware Valley Regional Planning Commission is dedicated to uniting the region's elected officials, planning professionals, and the public with a common vision of making a great region even greater. Shaping the way we live, work, and play, DVRPC builds consensus on improving transportation, promoting smart growth, protecting the environment, and enhancing the economy. We serve a diverse region of nine counties: Bucks, Chester, Delaware, Montgomery, and Philadelphia in Pennsylvania; and Burlington, Camden, Gloucester, and Mercer in New Jersey. DVRPC is the federally designated Metropolitan Planning Organization for the Greater Philadelphia Region — leading the way to a better future.

The symbol in our logo is adapted from the official DVRPC seal and is designed as a stylized image of the Delaware Valley. The outer ring symbolizes the region as a whole, while the diagonal bar signifies the Delaware River. The two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.

DVRPC is funded by a variety of funding sources including federal grants from the U.S. Department of Transportation's Federal Highway Administration (FHWA) and Federal Transit Administration (FTA), the Pennsylvania and New Jersey departments of transportation, as well as by DVRPC's state and local member governments. The authors, however, are solely responsible for the findings and conclusions herein, which may not represent the official views or policies of the funding agencies.

DVRPC fully complies with Title VI of the Civil Rights Act of 1964 and related statutes and regulations in all programs and activities. DVRPC's website (www.dvrpc.org) may be translated into multiple languages. Publications and other public documents can be made available in alternative languages and formats, if requested. For more information, please call (215) 238-2871.

Acknowledgements

DVRPC would like to acknowledge the following individuals for their contributions to this study.

Uzo Ahiarakwe, *City of Camden*
Clarence Bagwell, *Antioch Development*
Vivian E. Baker, *NJ Transit*
Bob Box, *PATCO*
Howard Clark, *Gloucester City*
Tony DeSantis, *Delaware Valley Association of Rail Passengers*
Robin Johnson, *City of Camden*
Andrew Levecchia, *Camden County Improvement Authority*
Jack Lipsett, *Gloucester City*
Sarah Marks, *Coopers Ferry Development Association*
Helene Pierson, *Heart of Camden*
Cheryl Spicer, *PATCO*
Michael Stanton, *Gloucester City Light Rail Steering Committee*
Aaron Truchil, *CamConnect*
Ed Williams, *City of Camden*

TABLE OF CONTENTS

FIGURES AND TABLES

EXECUTIVE SUMMARY

The Glassboro-Camden Line (GCL) is a proposed 18-mile passenger rail line between Glassboro and Camden in southern New Jersey being studied by the Delaware River Port Authority (DRPA) and the Port Authority Transit Corporation (PATCO). The proposed line would link communities in Camden and Gloucester counties to the existing PATCO high speed line running between Philadelphia and Camden County, and the NJ Transit RiverLINE that connects Camden and Trenton. The GCL would improve transit service along the Glassboro to Camden corridor and enhance connections between major employers, activity centers, and established residential areas in this portion of southern New Jersey. The GCL also has the potential to help revitalize the older, densely populated communities which lie along the rail line. Currently, DRPA, in conjunction with the Federal Transit Administration (FTA) is preparing an Environmental Impact Statement (EIS) in compliance with federal regulations.

DVRPC's Office of Smart Growth conducted this Study, the Camden County Transit Expansion Framework Study, to comprehensively document the current condition of the proposed station areas in Camden County. The Study also evaluates potential economic development opportunities, including transit-oriented development (TOD), for the communities through which the train line will pass.

DRPA completed a 2-year Alternatives Analysis study in 2009, which identified four potential stations in Camden County: Walter Rand Transportation Center, Cooper Hospital, and South Camden in the City of Camden; and Gloucester City in Gloucester City. In addition to these four stations, this Study considers a fourth potential Camden City station at Ferry Avenue, as requested by municipal officials and community groups.

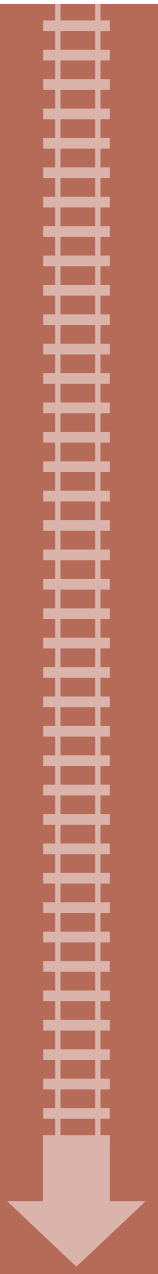
This Framework Study is entirely separate from the environmental review process being led by DRPA; however, it was designed to complement the overall GCL planning process by creating a reliable inventory of baseline conditions and by promoting coordination among project communities. DVRPC conducted stakeholder outreach, data collection, and field work to create a series of Station Area Profiles for each of the proposed stations. The information compiled in these Profiles will help inform decisions regarding station placement, as well as development and redevelopment options near these stations.

This document is divided into two sections. Section One provides background on the GCL project and brief overviews of Camden City and Gloucester City. Section One also contains a summary of relevant regional, state, and county planning efforts as well as an overview of the potential benefits of TOD at appropriate locations along the GCL.

Section Two is composed of a series of Station Area Profiles. Each Profile contains information related to land use, transportation, demographics, zoning, and development for an area within one-half mile of a proposed station. The Profiles conclude with an assessment of that station area's potential opportunities and prospects for TOD.

SECTION 1

INTRODUCTION



INTRODUCTION

The Camden County Transit Expansion Framework Study is the culmination of a 12-month regional planning project that supports ongoing efforts to extend light rail service from Camden to Glassboro, New Jersey. Once constructed, this 18-mile line will link Camden and Gloucester counties to the existing Port Authority Transit Corporation (PATCO) high speed line running between Philadelphia and Camden County, as well as to New Jersey Transit's RiverLINE, which connects Camden and Trenton.

The proposed Glassboro-Camden Line (GCL) had the lowest capital costs and lowest operating costs of the four alternatives studied by PATCO and the Delaware River Port Authority (DRPA); however, additional planning and feasibility studies need to be conducted before the line can be constructed. Currently, an Environmental Impact Statement (EIS), in accordance with the requirements of the National Environmental Policy Act (NEPA), is underway.

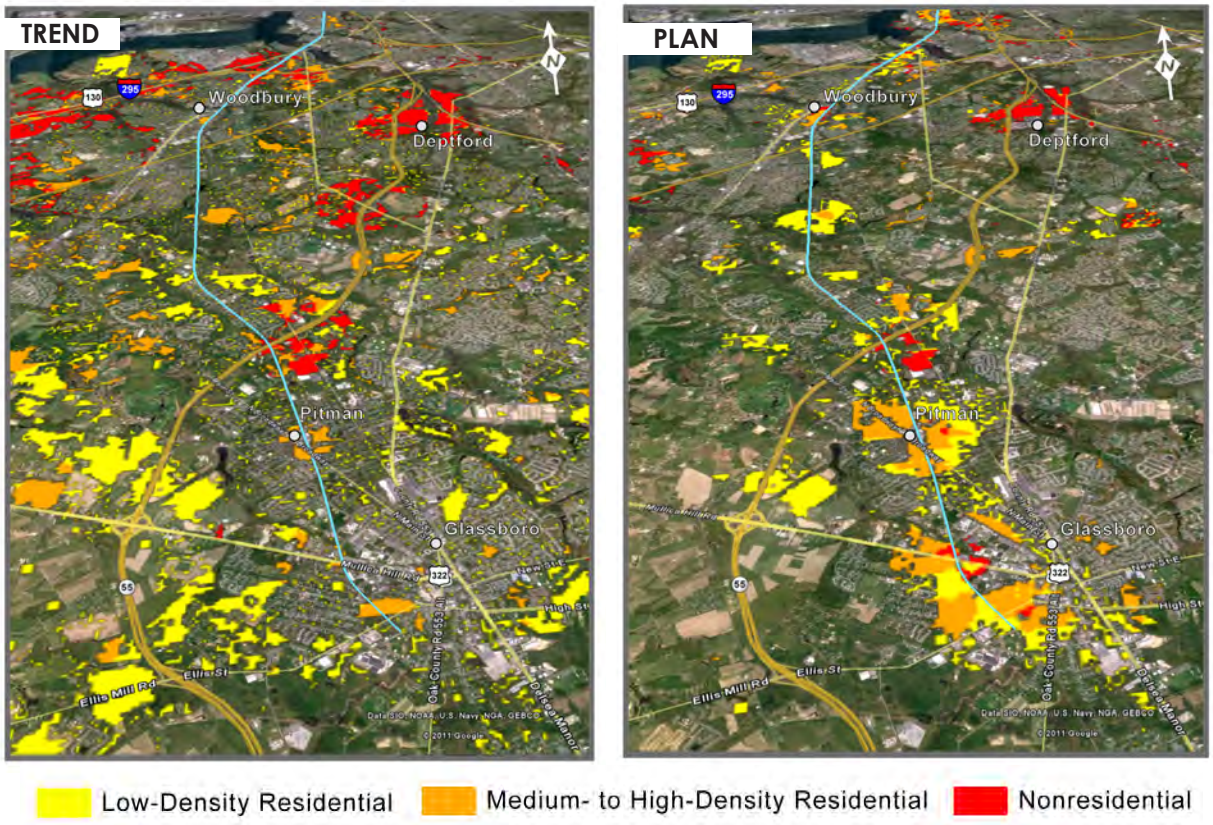
This Framework Study is designed to complement the ongoing EIS effort by comprehensively documenting the existing conditions along the proposed transit line and evaluating potential economic development opportunities for the Camden County communities through which the train line will pass: the City of Camden and Gloucester City. Initially, the DRPA proposed a total of four station stops in Camden and Gloucester City: Walter Rand Transportation Center, Cooper Hospital, South Camden, and Gloucester City. CamConnect and Heart of Camden, two not-for-profit organizations in South Camden, have proposed an additional stop in South Camden near Ferry Avenue. For this reason, this study explores five potential station sites.

This Framework Study aims to create a reliable inventory of baseline conditions and promote coordination among project communities. The core of the Framework Study is a series of Station Area Profiles, containing maps, demographics, and vital statistics, for each of the proposed station sites along the transit line. Each station area profile was created through stakeholder outreach, extensive data collection, and field work. Together, these profiles offer an accurate, up-to-date snapshot of the potential station areas. This baseline data and analysis will help inform future decisions regarding the specific placement of station stops and potential development and redevelopment around future rail stations.

This project also has the potential to raise awareness about the expansion of transit service in the county, as well as any issues that may affect communities along the line. Additional goals of the Framework Study include:

- Assisting project communities with identifying transit-oriented development (TOD) opportunities along the rail line, and
- Helping project communities to begin planning for the transit expansion and any economic development opportunities it may present.

FIGURE 1: GLOUCESTER COUNTY DEVELOPMENT SCENARIOS



This graphic illustrates the differences between the Trend scenario and the Plan scenario for the Gloucester County rail corridor, as outlined in DVRPC's Connections: The Regional Plan for a Sustainable Future. If current growth patterns persist, new development will continue to occur on greenfield sites on the periphery of the county's towns. The Plan scenario envisions new and infill development being focused in and around established towns and centers, thus perserving the region's open space and promoting the use of transit.

Source: DVRPC, 2011

GCL Background

Ever since the opening of the Benjamin Franklin Bridge in 1926, numerous agencies have put forth planning studies to improve transit access between Philadelphia, Pennsylvania and southern New Jersey.

In 1993, NJ Transit, DRPA, and DVRPC studied several rail and bus alternatives within a 36-mile corridor in South Jersey. The resulting Burlington-Gloucester Corridor Study identified a variety of bus, high speed line, and light rail alternatives. In the late 1990s and early 2000s, focus shifted from Gloucester County to Burlington County, with the construction of NJ Transit's RiverLINE, which opened in 2004. The following year, DRPA released its Southern New Jersey to Philadelphia Transit Study, which identified mass transit alternatives meriting further study in southern New Jersey.

In 2009, STV Incorporated prepared the *Southern New Jersey to Philadelphia Mass Transit Expansion Alternative Analysis Study* for PATCO and DRPA. The study identified four needs:

- Improved Transit Service and Accessibility
- Reduced Congestion in the Region
- Transit Options that Use Existing Resources and Infrastructure
- Transit Options that Minimize Impacts and Support Smart Land Use

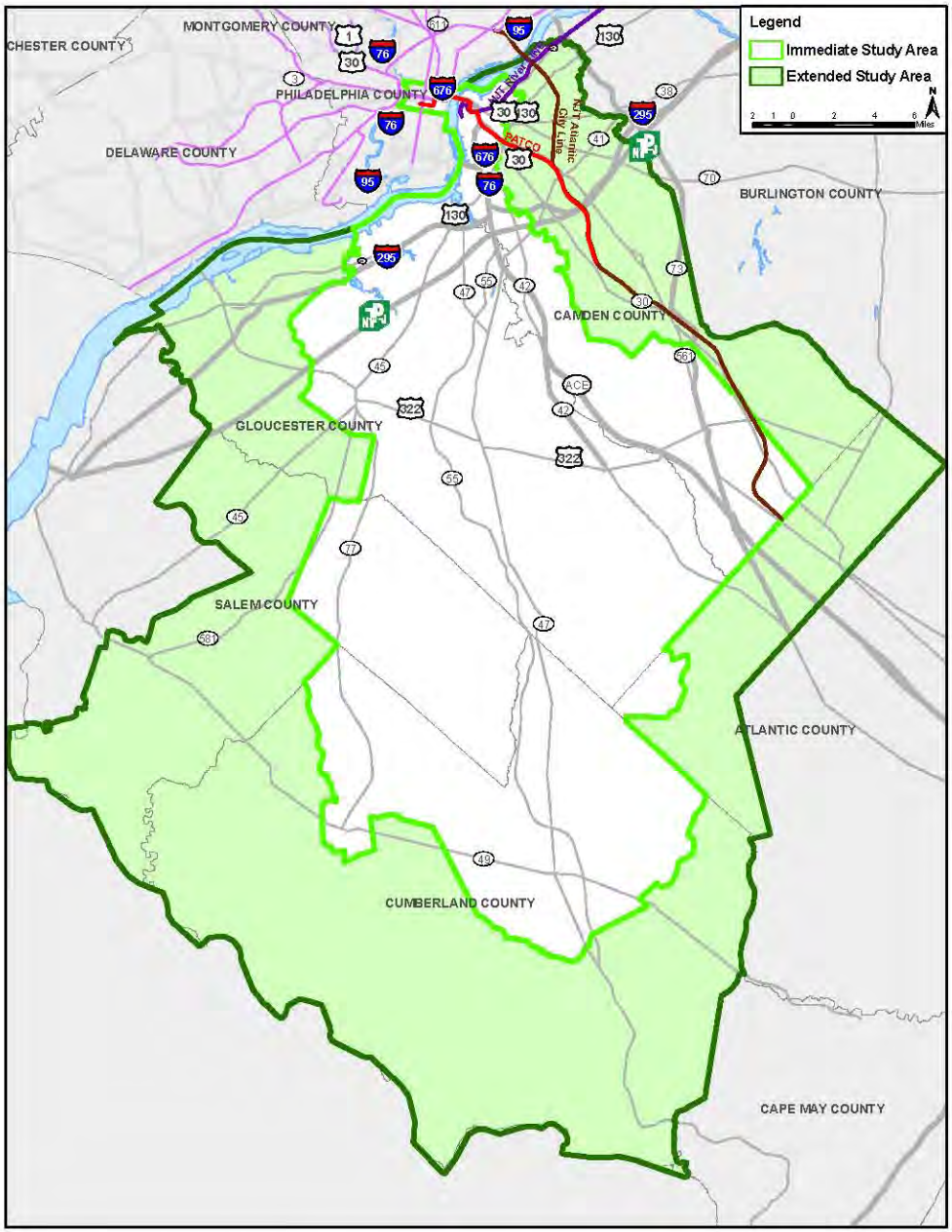
The Alternatives Analysis Study described the existing conditions in a study area that covered a large portion of Camden and Gloucester counties (see Figure 2). The study presented data about population, employment,

land use, the transportation network, travel patterns, and environmental conditions. It analyzed five alternatives (see figure 3), which were evaluated based on a variety of criteria, including

- daily ridership
- new transit trips
- potential for intra-New Jersey trips
- change in daily auto vehicle miles traveled
- change in daily transit passenger miles
- capital cost
- operations and maintenance cost
- capital cost per new rider
- capital cost per route mile
- population within a quarter mile and a half mile of proposed stations
- employment within a quarter mile and a half mile of proposed stations
- physical scale consistent with surroundings
- extent of proposed project within existing rights-of-way
- impacts to natural and social resources
- consistency with state and local planned growth initiatives
- extent of public and agency support, and
- economic development and livability.

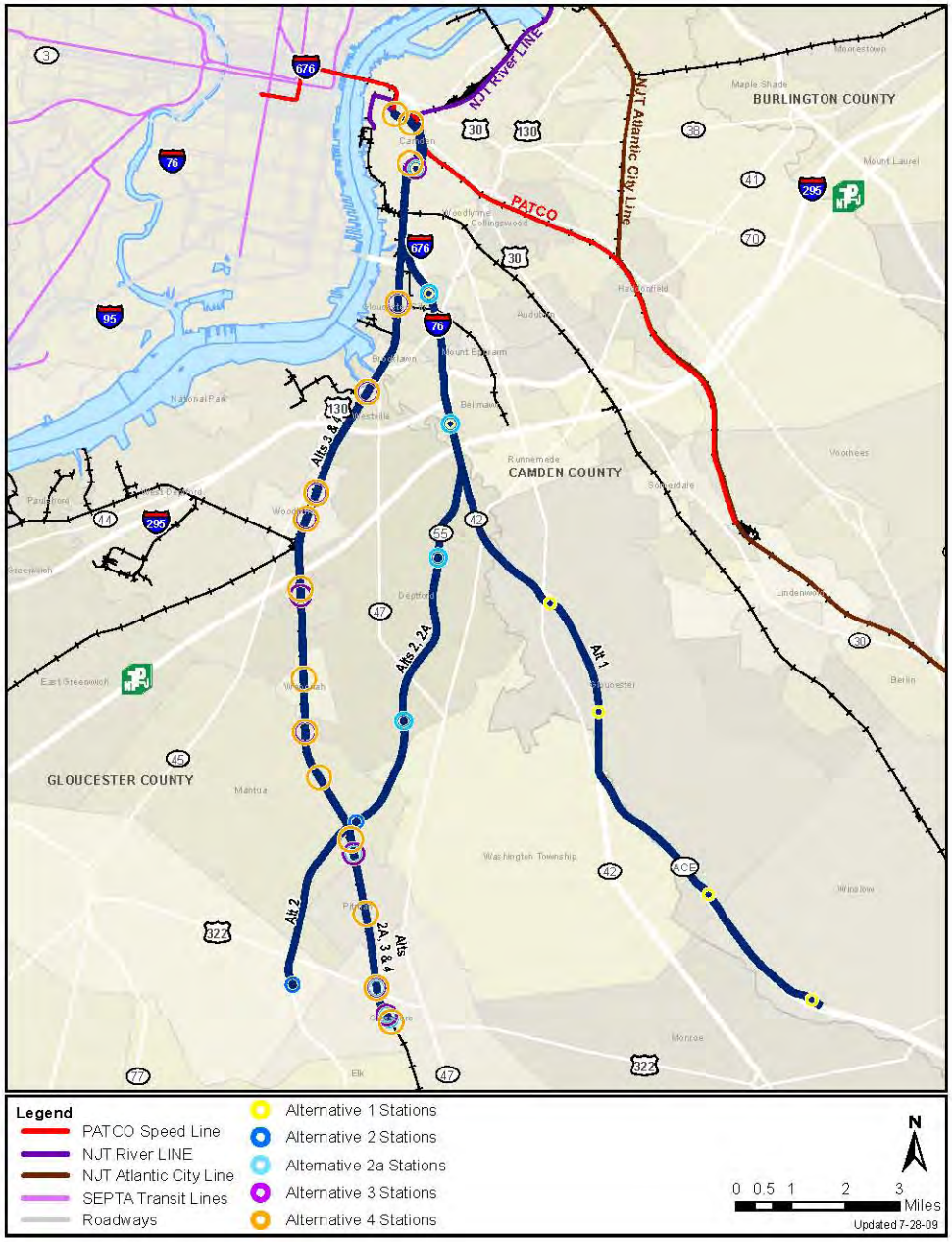
Alternative 4, diesel light rail service operating from the Walter Rand Transportation Center in Camden to Ellis Street in Glassboro, was eventually selected as the Recommended Alternative to improve transit service and accessibility in Camden and Gloucester counties. This alternative was judged to result in lower total capital costs, lower annual operating costs, more new transit riders, and the greatest support from the agencies and

FIGURE 2: ALTERNATIVES ANALYSIS STUDY AREA



Source: PATCO/DRPA, 2009

FIGURE 3: SOUTH JERSEY TRANSIT ALTERNATIVES



Source: PATCO/DRPA, 2009

Transit Route Alternatives

The Southern New Jersey Transit Expansion Alternatives Analysis evaluated five alternative routes through southern New Jersey. These routes are illustrated in Figure 3 and described briefly below.

Alternative 1
PATCO from Philadelphia to Williamstown via Route I-676, NJ Route 42, and the Atlantic City Expressway

Alternative 2
PATCO from Philadelphia to Glassboro via Route I-676, NJ Route 42, and NJ Route 55

Alternative 2A
PATCO from Philadelphia to Glassboro via Route I-676, NJ Route 42, NJ Route 55, and the Conrail Right-of-Way

Alternative 3
PATCO from Philadelphia to Glassboro via the Conrail Right-of-Way

Alternative 4
Diesel light rail from Philadelphia to Glassboro via the Conrail Right-of-Way

members of the public. Additional benefits include consistency with statewide Smart Growth programs, potential to generate economic development, potential to link residential communities with employment centers, and minimal need to acquire additional properties.

Project Overview

The Glassboro-Camden corridor (see Figure 4), which includes portions of I-676, I-76, I-295, I-95, Route 42, and Route 55, is currently very congested. The roads carry commuters to and from Philadelphia, and several also serve as major routes to the Jersey Shore. It is difficult to travel from one activity center to another. Although the area is served by bus routes, they are frequently caught in the same congestion that private vehicles contend with, and therefore offer little incentive for switching. Most of the residents in the study area travel by automobile. In fact, New Jersey has more cars per mile of road than any state in the nation.[1]

Several of the roads identified by DVRPC as "Congested Corridors" in New Jersey run through all or a portion of the study area identified in the DRPA's Alternatives Analysis. These include:

- Congested Corridor 2 – I-295, NJ Turnpike (S)
- Congested Corridor 3 – AC Expressway/NJ 42
- Congested Corridor 6 – US 130
- Congested Corridor 11 – NJ 41, NJ 47, NJ 55
- Congested Corridor 12 – NJ 45

One area that is plagued by congestion is the I-295/I-76/Route 42 interchange. According to a 2011 article from the *Courier Post*, "The interchange area has been a problem for the better part of three decades, confounding drivers and resulting in crash rates as high as seven times the national average."[2] The portion of I-76 between I-295 and the Walt Whitman Bridge ranked as the most congested freeway segment in the nine-county DVRPC region in terms of vehicle-hours of congestion, while the portion of I-295 between US 30 and I-76 ranked second. In other words, more people are affected by congestion on these two segments between 5 and 6 pm than anywhere else in the region.

Although the congestion is already considerable throughout much of Gloucester County, it is only expected to increase in the future. Gloucester County is the fastest-growing county in the nine-county DVRPC region. It is also the only county in the region that is not currently serviced by rail infrastructure. Forecasted populations for Camden and Gloucester counties are shown in Table 1.

1 New Jersey Transit. "Building A Transit Friendly Community." June 2003.

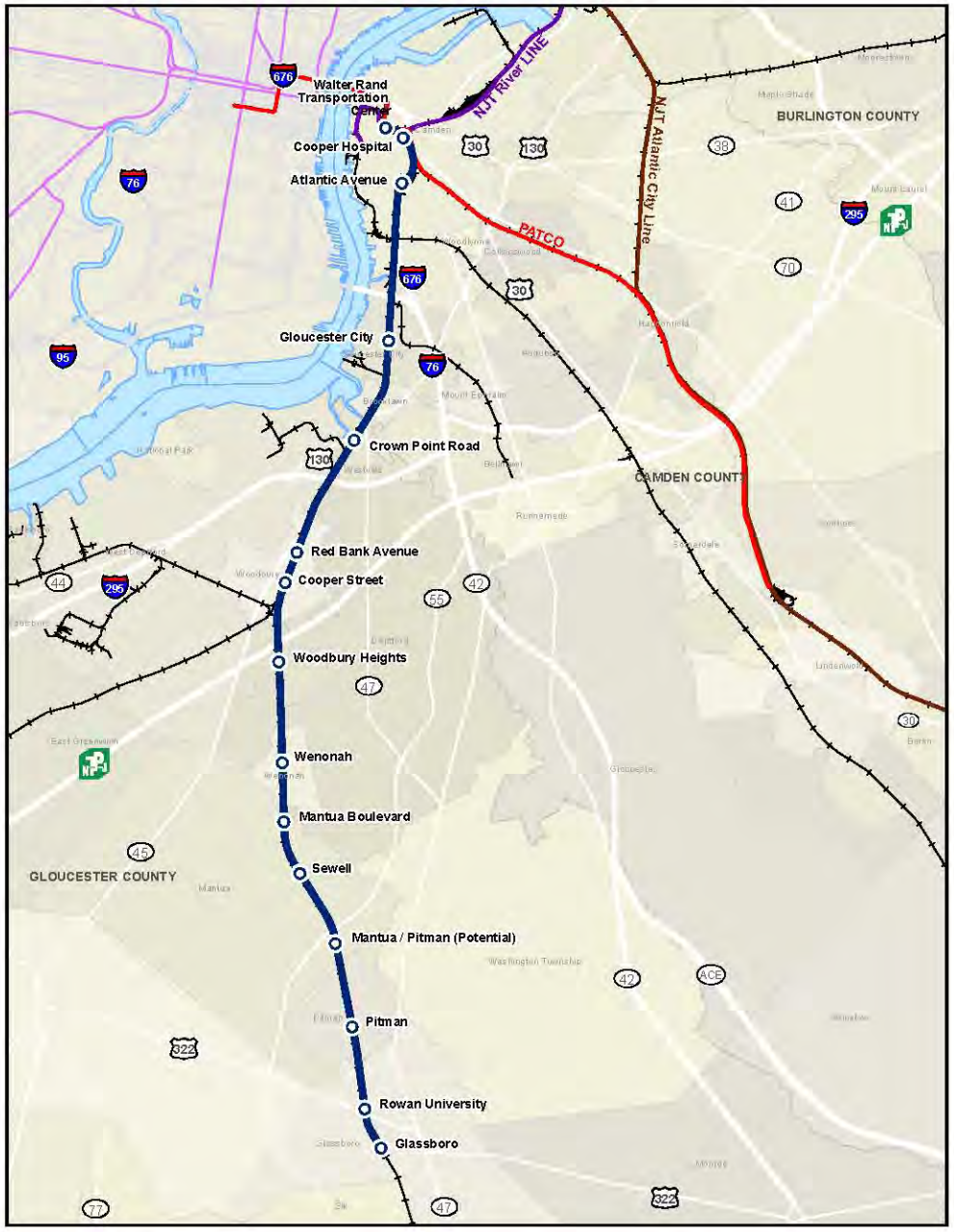
2 Cooney, Joe. "State aims to cure accident-plagued South Jersey interchange." Courier Post. April 19, 2011.

The Glassboro-Camden Line will offer a convenient, competitive alternative to the private automobile. In addition to helping suburban residents access the employers, institutions, and cultural venues in Philadelphia and Camden, the Glassboro-Camden Line will also help Camden residents access universities, medical centers, and major employers in the suburban areas.

The proposed new line would serve approximately 14 stations along 18 miles, with an average station spacing of 1.3 miles. It would pass through the communities of Glassboro, Pitman, Sewell, Mantua Township, Deptford Township, Wenonah, Woodbury Heights, Woodbury, Westville, Brooklawn, Gloucester City, and Camden, as shown in Figure 4. Station types include walk-up stations in established communities/downtowns, and larger park-and-ride stations near major roadways. A transfer to PATCO at the Walter Rand Transportation Center would be necessary for travel to 8th and Market, 9th/10th and Locust, 11th/12th and Locust, and 15th/16th and Locust in Center City Philadelphia.

During the Alternatives Analysis study, the Light Rail Alternative was estimated to carry 18,000 riders daily by 2030. Trains could operate as frequently as every 7.5 minutes in both directions during the morning and evening rush hours, and every 15 minutes during off-peak periods. Estimated travel times between certain destinations are shown in Table 2.

FIGURE 4: GLASSBORO-CAMDEN CORRIDOR



Source: PATCO/DRPA, 2009

The Framework Study Process

This Camden County Transit Expansion Framework Study was completed over the course of one year. Following preliminary research and data gathering, DVRPC selected a Steering Committee consisting of representatives from the City of Camden, the City of Gloucester, PATCO, New Jersey Transit, the Camden County Improvement Authority, and Coopers Ferry Development Association. After an initial kick-off meeting, the study team began collecting a variety of local and regional data through in-person fieldwork and research. DVRPC gathered GIS data and conducted an extensive review of relevant planning documents, including county and municipal master plans, redevelopment plans, and various reports and studies. After creating draft copies of the Station Area Profiles, the DVRPC team met with representatives from organizations and community groups based near the proposed station sites. These meetings provided valuable feedback and additional sources to consult for information. The study team presented the revised Station Area Profiles and a draft version of the report text to the Steering Committee for comment before publication.

EIS Next Steps

The Camden County Transit Expansion Framework Study is entirely separate from the Environmental Impact Statement (EIS) process being led by DRPA. The 1970 National Environmental Policy Act (NEPA) established a process requiring any project using federal funds to be evaluated for its environmental consequences. An agency prepares an EIS to help public officials understand all of the potential alternatives and impacts that a project might have. An EIS describes the potential

TABLE 1: CAMDEN COUNTY AND GLOUCESTER COUNTY POPULATION

County	Actual*			Forecasted**			Percent Change
	1990	2000	2010	2015	2025	2035	2009-2035
Camden County, NJ	502,824	508,932	513,657	518,632	521,851	524,684	4.2%
Gloucester County, NJ	230,082	254,673	288,288	309,751	341,468	369,374	37.7%

* U.S. Census Bureau

** DVRPC 2007

TABLE 2: ESTIMATED TRAVEL TIMES BETWEEN SELECT STATIONS

From	To Woodbury	To Camden	To Philadelphia (via transfer to PATCO)
Glassboro	17-22 mins	35-40 mins	45-55 mins
Mantua	7-12 mins	25-30 mins	35-45 mins
Woodbury	-	17-22 mins	28-35 mins

Source: Glassboro-Camen Line Fact Sheet, 2010

THE COSTS OF CONGESTION

Camden County had both the highest Roadway Congestion Index (RCI) and highest Travel Congestion Index (TCI) of all of the counties in southern Jersey in 2000, when there were 38 annual hours of delay per licensed driver in Camden County. A 2000 study by the National Center for Transportation and Industrial Productivity (NCTIP) at the New Jersey Institute of Technology (NJIT) valued the annual total cost of congestion in Camden County at $290 million, or $829 per licensed driver. The cost of congestion in this study was based on an average person value of time per hour, truck operating costs of $2.65 per mile, and fuel cost of $1.28 per gallon. Fuel prices have increased dramatically since 2000, and population, employment, and traffic have grown as well; therefore, the costs of congestion today are inevitably much higher.

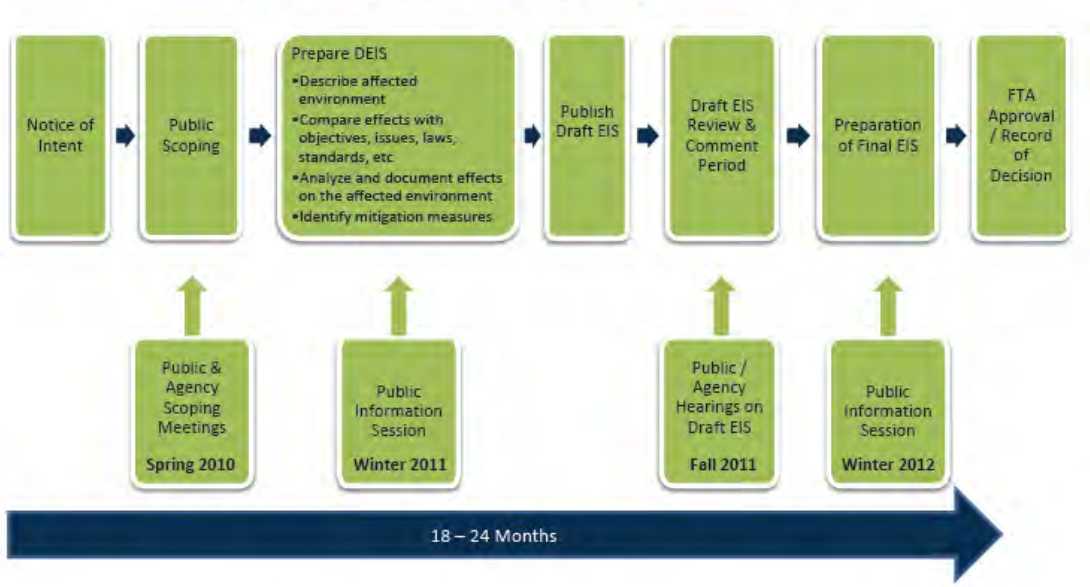
Congestion negatively affects not only the movement of people, but also the movement of goods. The NCTIP study explains: “Congestion translates into increased travel time and fuel consumption. People traveling longer times to and from their jobs experience higher levels of stress and this in turn leads to decreased labor productivity. Congestion translates into higher costs of truck freight operation through driver wages, and also has a negative impact on manufacturing industry and the service sector. Congestion decreases the productivity of just-in-time manufacturing processes by forcing businesses to keep larger inventory than necessary in order to accommodate unreliable delivery schedules.” Higher freight and business costs are often passed on to consumers. Over time, if congestion is not mitigated, a particular location may begin to lose attractiveness for new businesses and employees. Transportation investments, such as the Glassboro-Camden Line, in heavily traveled corridors can significantly reduce congestion costs.

social, economic and environmental advantages and consequences of a proposed project. It also outlines what steps can be undertaken to minimize any negative outcomes.

The various stages of the GCL EIS process are illustrated in Figure 5. Public and agency scoping meetings were held in spring 2010 and a Draft Environmental Impact Statement (DEIS) is now being prepared. After a review and comment period, a Final EIS will be prepared. Pending approval, preliminary engineering documents can be created. After the designs have been finalized and funding secured, construction of the Glassboro-Camden Line can begin.

This study complements the ongoing EIS process by creating station area profiles for each of the proposed Camden County station locations and promoting coordination among and within project communities, counties, transit agencies, and economic development partners.

FIGURE 5: GLASSBORO-CAMDEN LINE EIS PROCESS



Source: Glassboro-Camden Line Scoping Information Booklet, 2010

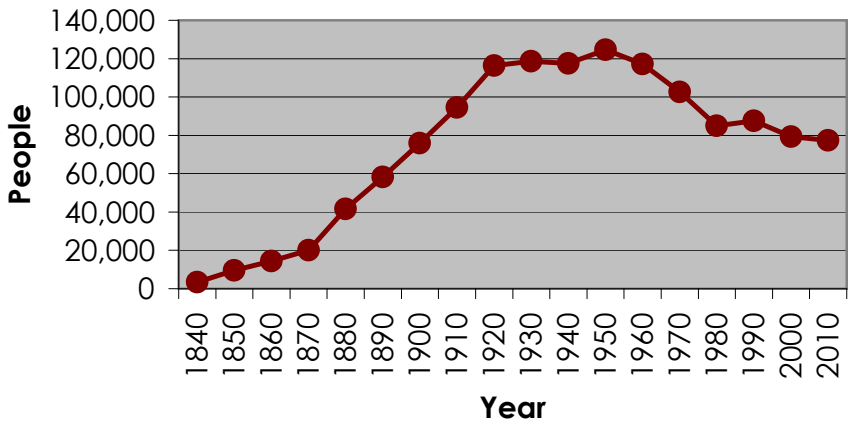
OVERVIEW OF PROJECT COMMUNITIES

Camden City

Camden, the county seat of Camden County, is New Jersey's fifth most populated city. As of 2010, approximately 80,000 people reside in Camden, which is 8.94 square miles. Camden is one of eight designated "Urban Centers" under New Jersey's State Development and Redevelopment Plan (2001).

As Philadelphia grew after 1682, numerous ferries began operating between Philadelphia and western New Jersey. In the early 1800s, the area now known as Camden City contained several villages and a mix of woods and farmlands. In 1828, multiple smaller settlements consolidated to become Camden. Twenty years later, the city became the county seat of Camden County. Camden's proximity to Philadelphia and strategic location along two rivers helped it become a booming industrial town filled with wood products and lumber dealers, sausage manufacturers, candle factories, carriage and wagon manufacturers, tanneries, blacksmiths, and harness makers. Later, there were also oil cloth factories, woolen mills, chemical plants, glass factories, and plants producing nickel, iron, and steel. By the 1880s, there were six railroads and an electric trolley system in Camden.

FIGURE 6: CAMDEN POPULATION, 1840-2010



Source: U.S. Census Bureau, 2010

Similar to other industrial cities, Camden experienced major population decline after the 1950s. Between 1950 and 2010, the city lost over 47,000 residents, or nearly 40 percent of its population. The exodus of residents and businesses, as well as several high-profile corruption cases, caused the city to struggle. The New Jersey state government enacted the Municipal Rehabilitation and Economic Recovery Act (MRERA) in July 2002. The law restructured Camden's governance and created a five-year recovery period in which the city would be run by a Chief Operating Officer. MRERA also included $175 million in funds for capital projects to be administered by a state Economic Recovery Board. The Economic Recovery Board (ERB) is a subsidiary of the New Jersey Economic Development Authority (EDA). MRERA was amended in December 2002, and in September 2007, Governor Corzine signed legislation extending MRERA without providing additional funding. In January 2010, Governor Corzine signed the "Camden Freedom Act," which returned authority to local control.

The U.S. Census Bureau estimates that there were approximately 19,588 jobs in downtown Camden in 2008, up from 16,455 in 2004. The majority of these were in health care and social assistance. With more than 5,300 employees, Cooper University Hospital is the city's largest private employer. Its main facilities in Camden—One Cooper Plaza and Three Cooper Plaza—are clustered around the intersection of Haddon Avenue and Benson Street. Other major employers include CAMcare Health Corporation, Campbell Soup Company, Camden County College, Our Lady of Lourdes Medical Center, Rowan University, Rutgers University-Camden, L-3 Communications, and Virtua Health.

Over the last 20 years, Camden has initiated a number of successful revitalization efforts. Many of the city's anchor institutions—large hospitals and universities—expanded. According to the Greater Camden Partnership's 2010 annual report, the city's anchor institutions have committed more then $600 million to physical development projects in Camden since 2002. For example, Cooper University Hospital constructed a $220 million, 312,000 square foot, 10-story patient pavilion, which opened in December 2008. The pavilion is part of a larger $500 million expansion of the Camden Health Sciences Campus. Cooper's Vision Plan encompasses a 30-block area, and earned a 2008 Smart Growth Award for "Institutional Commitment to Community Revitalization" from New Jersey Future, a statewide research and policy group.

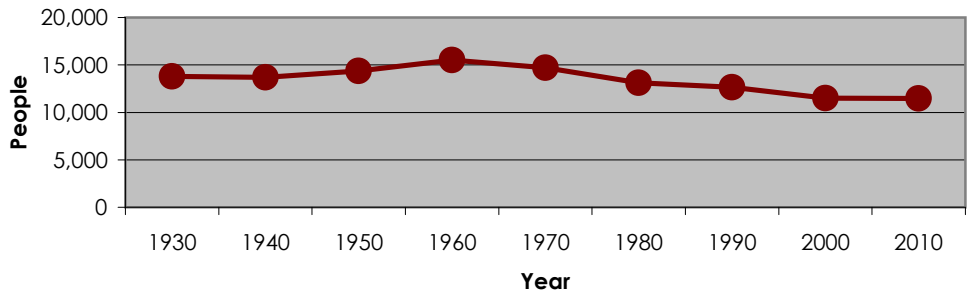
The Health Sciences Campus is designed to integrate with the historic fabric of the existing neighborhood so that people can live, work, shop, and receive medical services within walking distance of multiple public transit modes. Proposed facilities include a new Academic and Research Building for the Robert Wood Johnson Medical School, a stem cell institute, an auditorium and public meeting center, a clinical research building, a clinical office building, an elementary school, and additional off-street parking. Upgraded public spaces are also envisioned. Cooper Commons Park—the new "community living room" for the Cooper Plaza neighborhood—has already been completed. Cooper University Hospital has also worked with the Saint Joseph's Carpenter Society to rehabilitate houses in the neighborhood and sell them to families.

A few blocks away, Rutgers University-Camden is also expanding. In 2009, the university constructed a new $37 million School of Law facility and renovated its Athletic and Recreation Center. In February 2011, Rutgers-Camden approved the construction of a $55 million on-campus housing facility for 350 graduate students. Arts, culture, and recreational opportunities are also expanding in Camden. In 1995, the venue now known as the Susquehanna Bank Center opened on the waterfront. The four-acre Camden Children's Garden opened in July 1999. In May 2001, Campbell's Field, home of the Camden Riversharks, opened its doors. Six months later, the Battleship New Jersey opened as a museum and memorial. In 2005, the New Jersey State Aquarium became the for-profit Adventure Aquarium. Symphony in C—a symphony orchestra that provides training for up-and-coming orchestral musicians, music directors, and soloists—moved to the Gordon Theater at Rutgers-Camden starting with its 2006–2007 season.

Gloucester City

Gloucester City, New Jersey, is a 2.8 square mile community located along the Delaware River at the mouth of the Newtown and Timber creeks, just south of the Walt Whitman Bridge. The community enjoys easy access to I-295 and Route 42. Gloucester City is surrounded by the City of Camden, Haddon Township, the Borough of Brooklawn, the Borough of Mt. Ephraim, and the Delaware River. As of the 2010 Census, there were 11,456 inhabitants in 4,712 housing units, of which 90 percent were owner-occupied and 10 percent were renter-occupied. In 2000, approximately 76 percent of the housing units were single-family units (either detached or attached), and approximately 23 percent were two or more units. Approximately 50 percent of Gloucester City's housing stock was built before 1939.

FIGURE 7: GLOUCESTER CITY POPULATION, 1930-2010



Source: US Census Bureau, 2010

The earliest European settlers in what is now known as Gloucester City were the Dutch, who arrived in 1623 and established a settlement known as Fort Nassau, which was eventually abandoned. Some 50 years later, English Quakers arrived and settled at Gloucester Point. Gloucester Town, as it was then known, was the county seat of Old Gloucester County between 1686 and 1786, when the county seat was moved to Woodbury. The area underwent several name changes; initially, it was part of Gloucester Township and later it was part of Union Township. In the 1840s, Gloucester was a booming industrial town due to its shipbuilding industry and as a port for the import of raw materials. Gloucester City incorporated in 1868 and thrived as an industrial center until the 1960s, when it also began to experience population decline. Between 1960 and 2010, Gloucester City lost 4,055 people, or 26 percent of its population.

Gloucester City's Council and Planning Board adopted Gloucester City's Master Plan in January 1996. A Master Plan Re-examination Report was adopted in July 2003. The most recent re-examination report was adopted July 15, 2009, and the city is currently in the process of updating its Master Plan. Gloucester City qualifies as a "Town" in New Jersey's State Development and Redevelopment Plan (2001).

Comparing Gloucester City to RiverLINE Communities

Gloucester City is not unlike many of the Burlington County municipalities that have RiverLINE stations, so a comparison to these towns may be informative for Gloucester City's planning purposes. Which station area and municipality is most similar? A comparison of towns with walk-up stations includes Palmyra, Riverton, Riverside, Delanco, Beverly/Edgewater Park, Burlington, and Bordentown.

In terms of population, Gloucester City in 2010 had 11,456 persons, which is closest to Burlington City, with 9,920 persons in 2010, followed by Riverside with 8,079, and Palmyra Borough, with 7,398 persons.

In terms of density, Gloucester City is most similar to Bordentown City than other Burlington County towns, as Gloucester City has a population density of 4,045 persons per square mile, while Bordentown has 4,122 persons per square mile. Their gross housing unit densities are similar too, as Gloucester City has three housing units per acre, and Bordentown has 2.5 housing units per acre. Net housing density is also close, as Gloucester City has 8.8 housing units per residential acre, and Bordentown has 7.5 housing units per residential acre. Burlington City is the next closest in net housing unit density, at 6.3 housing units per residential acre.

For race, Gloucester City in 2010 appears most similar to Bordentown City and Riverside Township. Gloucester City in 2010 is 92 percent white, compared to 85 percent white in Bordentown City and Riverside; three percent of the population is Asian in Gloucester City and Bordentown, while one percent is Asian in Riverside; three percent are black in Gloucester City, while 10 percent are black in Bordentown City and seven percent are black in Riverside. For ethnicity, Gloucester City is seven percent Latino, while Bordentown is 6 percent Latino, and Riverside is 11 percent Latino. Burlington City differs significantly in race, with a 61 percent white population in 2010, and 34 percent black (while two percent are Asian and seven percent are Latino).

For housing units, Gloucester City is most similar to Burlington City, with 4,712 housing units in 2010 and with a 10 percent vacancy rate, compared to Burlington City's 4,223 units and nine percent vacancy rate. Riverside had 3,137 units with a six percent vacancy rate, and Bordentown had 2,014 units with an eight percent vacancy rate.

Local Planning Documents

Summaries of relevant municipal, neighborhood, and redevelopment plans for Camden City and Gloucester City are located in the Appendix.

SUMMARY OF REGIONAL, STATE, & OTHER PLANNING EFFORTS

Connections: DVRPC's Long Range Plan (2009)

Connections: The Regional Plan for A Sustainable Future, the region's long-range land use and transportation plan, uses population and employment forecasts and trends to create a vision for the region's future. The Plan's key principles include: managing growth and protecting resources, developing livable communities, building an energy-efficient economy, and establishing a modern, multimodal transportation system. The long-range plan identifies appropriate areas for future growth and infrastructure. Regional Indicators track progress toward its goals. The GCL is listed as a Major Regional Transit Project in New Jersey between 2010 and 2025. Published in 2009, the plan projected that the GCL might receive as much $500 million in state funds and $260 million in external funds (2009 dollars). Furthermore, DVRPC anticipates that additional federal funding might be available for the project. At this time, however, actual funding for the project is yet to be determined. The GCL supports the following *Connections* goals:

- Improve air quality
- Invest in centers
- Reduce greenhouse gas emissions
- Rebuild and maintain the region's transportation infrastructure
- Ensure that transportation investments support long-range plan goals
- Increase mobility and accessibility
- Reduce congestion
- Limit transportation impacts on the natural environment

DVRPC's On Track: Progress Towards TOD in the Delaware Valley (2007)

This study evaluates progress towards TOD at individual rail (and some bus) stations within the nine-county region. Progress can include a completed or in-progress TOD or related plan, a grant to study or implement TOD, development interest or involvement in the station area, and/or a proposed or completed TOD.

DVRPC's Regional Inventory of Transit-Oriented Development Sites (2003)

This study inventoried a list of priority TOD sites at 45 of the region's rail stations. While the region has over 340 fixed-rail stations, the majority of them have transit-adjacent developments (TADs). Transit-adjacent development is development that is physically near transit but fails to fully capitalize on its proximity, both in promoting transit ridership and as an economic and community development tool. Many of the fixed-rail stations in the region lack pedestrian and bicycle access, lack land uses that complement the station, such as consumer services, and lack building design and orientation that serve the rail user. Woodbury, New Jersey, was featured as one of the 45 stations (in this case based on the density of its bus service, not rail) with TOD potential.

DVRPC has also completed several TOD studies of specific station areas, which are detailed at www.dvrpc.org/TOD.

New Jersey State Development and Redevelopment Plan (2001)

The state plan divides New Jersey into different planning areas. Camden and Gloucester City fall into the Metropolitan Planning Area (PA1). The state's intentions in Metropolitan Planning Areas are to: "Provide for much of the state's future redevelopment; revitalize cities and towns; promote growth in compact forms; stabilize older suburbs; redesign areas of sprawl; and protect the character of existing stable communities."

New Jersey Transit

NJ Transit is committed to working with New Jersey communities to implement TOD. NJ Transit has provided Transit-Friendly Planning Assistance to over 30 communities in the state. The transportation planning, urban design, market analysis, economic development, downtown revitalization, and community outreach assistance has led to the creation of several transit-friendly vision plans.

New Jersey Department of Transportation and NJ Transit created the Transit Village Initiative to recognize municipalities that allow for mixed-use development within a quarter-mile to half-mile radius around rail or bus passenger facilities. There are approximately 20 designated Transit Villages in the state, and they receive priority under certain state grant programs. Transit Villages that are close to Camden and Gloucester City include Burlington City and Riverside on the River LINE and Collingswood on PATCO.

In November 2004, officials from NJ Transit partnered with Fannie Mae, the New Jersey Housing Mortgage Finance Agency, financial institutions, and housing partners to create the New Jersey Statewide Smart Commute Initiative.

It is a program through which homebuyers who choose to buy a home within a half-mile of a rail or light rail station can have lenders add a portion of their potential transportation savings to their qualifying income. This increases their home-buying power.

NJ Transit has also produced *Planning for Transit-Friendly Land Use: A Handbook for New Jersey Communities* (1994), and *Building Better Communities with Transit* (2003).

Camden County

Camden County's most recent Master Plan is the 1972 *Land Use Plan—Comprehensive Planning Program, Camden County, New Jersey*. Although the plan is several decades old, the general goals are still applicable:

- To provide a rational framework to aid the decision-making process in the preparation of future development proposals
- To promote a balanced urban development pattern that will utilize public investments in an efficient manner
- To provide for the integration of public with private investment decisions to maximize social and economic gains
- To provide for the most efficient use of our resources
- To provide a sound economic base by securing an attractive environment for industry
- To promote a living environment that provides a wide range of choice for individual growth, comfort, and betterment

The Camden County Improvement Authority and the Brownfield and Redevelopment Center (BARC) coordinate regional land use and economic development policy with other county concerns, such as transportation, environmental protection, and health and human services. In doing so, these organizations are guided by Smart Growth principles, such as conserving and protecting natural and cultural resources; saving money, materials, labor, and energy; promoting sustainable economic development and housing in appropriate locations; and ensuring opportunity and social equity of all.

BENEFITS OF TRANSIT-ORIENTED DEVELOPMENT

Locating the proposed GCL within or adjacent to the existing Conrail Railroad right-of-way would minimize property acquisition and take advantage of an underutilized transportation corridor. Moreover, its location amid established communities would encourage growth and economic development consistent with Smart Growth programs and policies at the local, state, and regional level.

What is Transit-Oriented Development?

TOD is compact, pedestrian-friendly, mixed-used development within a short distance of transit stops, such as light rail stops or high speed rail stations. The goal of TOD is to increase the options that people have to get to work, school, or the store, so that they reduce their dependency on automobiles. When properly designed, TOD will ultimately reduce sprawl, which consumes valuable farmland, forests, and open space.

Economic Reasons for TOD

Making new transit investments in existing communities can help revitalize older neighborhoods. TOD promotes infill and redevelopment of parcels along the transit corridor, which could put formerly vacant parcels in more productive use. This saves local governments money because they use their existing infrastructure more efficiently, rather than having to pay for lengthy sewer, water, and road extensions to previously undeveloped areas. Towns may even save money due to diminished need for road widening, repair, and extension. Municipalities may gain access to more grant funding for becoming more transit-friendly; for example, communities designated as Transit Villages through NJDOT's Transit Village Initiative receive priority funding under certain grant programs.

The pedestrian activity around transit stops provides customers for local businesses. Downtowns become more lively. This in turn generates increased sales tax revenues for local governments. Furthermore, residential and commercial property near transit—especially rail transit—typically appreciates. Local governments are then able to collect more in property taxes.

When people live close enough to transit that they can commute to work without a car, they are able to reduce the use of or even eliminate their car. Money that they once spent on gas, car maintenance, car insurance, and tolls is now freed up for other purchases. According to the American Automobile Association, car ownership costs an average of $9,859 per year for a car driven 20,000 miles.[1] The Center for Transit Oriented Development estimates that households with transit access spend only nine percent of their household budget on transportation, while those in auto-oriented single-use neighborhoods spend 25 percent of their income on transportation. The average American

[1] AAA Association Communication. "Your Driving Costs: How Much Are You Really Paying To Drive?" 2011. Available online: www.aaaexchange.com/Assets/Files/201145734460.DrivingCosts2011.pdf (Accessed June 1, 2011).

household spends 19 percent of its budget on transportation.[2] Rather than spending money on imported oil, this money can be spent on local goods and services. Many programs sponsored by lending institutions recognize that homebuyers near transit will spend less on their commutes, and they allow these homebuyers to incorporate these savings into increased homebuying power in the form of Location Efficient Mortgages. As mentioned previously, New Jersey's Smart Commute Initiative is a partnership between lenders and New Jersey Transit.

Environmental Reasons for TOD

TOD can result in reduced vehicle use, which translates into fewer travel delays, less engine idle time, less unproductive fuel consumption, and improved air quality.

TOD also supports the preservation of open space. Building inside existing communities and reusing formerly vacant buildings means that there is less need to develop in the countryside. Keeping development in established communities has added benefits, such as reduced storm water runoff and increased groundwater recharge.

Social Reasons for TOD

When development within walking distance of transit includes uses such as coffee shops, newsstands, banks and post offices, health clinics, dry cleaners, and day care centers, people are more likely to run errands on foot and get to know their neighbors. People who walk frequently also tend to be healthier. TOD also gives people without access to cars, such as children, people with disabilities, the elderly, and low-income residents, more freedom because they are less dependent on others for transportation. Furthermore, with additional eyes on the street, crime is less likely to happen.

Properly designed TOD reduces traffic congestion and shortens people's commutes. This reduces the level of stress in people's lives and affords them more time for other activities.

TOD gives communities an opportunity to promote tourism. Some towns choose to create maps or plaques at the station to welcome visitors to their community. New Jersey Transit's 2003 publication "Building A Transit Friendly Community" explains, "Maps of downtowns, lists of local merchants and services available, information about key destinations, or current events listings are just some of the ways that communities can take advantage of the rail station to convey information to visitors and residents." This type of signage can create a renewed sense of community and reinforce the town center as a place to meet and interact for residents and visitors alike.

---

2 Center for Transit-Oriented Development, "5 Years of Progress", November 2009.
Available online: http://ctod.org/portal/sites/default/files/CTOD_5YearBro_Final_LoRez.pdf (Accessed June 1, 2011).

Challenges to TOD

The major challenges to TOD that exist in this region include a volatile and down economy combined with a slow growth region; community resistance; and outdated municipal codes. Other challenges include aging infrastructure, transit funding crises, developer risk, and a mature transit system without the momentum of many New Starts projects.

Regional Growth and Demand for TOD

The Philadelphia region is a slow-growth region, unlike many other regions of the country that are building rail for the first time, or expanding small rail systems into much larger ones. This presents a challenge to encouraging TOD, as it is often easier to plan for TOD around new stations or in areas experiencing rapid growth, where the link between density and the feasibility of transit service can be made more easily. However, one could argue that the Glassboro-Camden Line is a new system and will serve an area experiencing rapid growth.

Hidden in Plain Sight: Capturing the Demand for Housing Near Transit (2004), by Reconnecting America's Center for Transit-Oriented Development for the Federal Transit Administration, shows that demographics and other trends will cause the potential demand for compact housing near transit to more than double by 2025. Currently, six million households live within a half-mile of a transit stop. At least a quarter of all households that will be looking for housing in the next 20 years, or 14.6 million households, will be looking to rent or buy housing within a half-mile of a fixed-guideway transit stop. Meeting this demand would require building 2,100 residential units near each of the 3,971 stations in the U.S. today.

The study also lists the top 10 metropolitan regions in the United States that show the potential to generate the most significant demand for housing in transit zones. The list includes Philadelphia, along with New York, Boston, Chicago, San Francisco, Los Angeles, Washington D.C., Portland, Dallas, and Miami. A study conducted in 2000 found that the Philadelphia region contains 496,141 households in transit zones (households within a half-mile radius around both existing and planned future stations), representing 20 percent of all households in the region. The potential demand for a house in a transit zone in 2025 in the Philadelphia region is 820,908, representing 29 percent of all households in the region. The region's households are expected to grow by 15 percent by 2025, but demand for households in transit zones is expected to grow by 65 percent by 2025.

Community Resistance

Local opposition to TOD can be a challenge, and often stems from a misunderstanding of the project and its advantages over more conventional residential or commercial development. For instance, neighbors sometimes fear increased road congestion (any development will cause more vehicle trips, but TOD is designed to create less vehicle trips and move some of these trips to transit), or more school-age children placing a burden on the local

Making TOD a Reality

How can municipalities make TOD happen?

- Change zoning to encourage or require mixed uses
- Offer developers density bonuses and a reduction in parking requirements
- Improve building orientation to stations
- Streamline the permit review process
- Allow developers to phase the different elements of the development
- Offer tax incentives
- Provide public investment in streetscape improvements

Source: DVRPC Transit Oriented Development Municipal Implementation Tool, 2002.

The revitalization of Collingswood, NJ, which includes the Lumberyard Condos, was due in part to its commuter rail station on the PATCO high-speed line.

Community Approaches to Becoming Transit Friendly

- Applying financing methods for TOD (BIDs, TIFs, increase sales tax, public-private partnerships, grants)
- Offering incentives (tax exemptions, expedited permit review, density bonuses, lower development fees)
- Coordinating stakeholders
- Tailoring land use regulations to promote TOD (overlay, TOD districts, trip reduction ordinances)
- Crafting transit-supportive design guidelines
- Providing effective pedestrian and bicycle access
- Managing parking
- Building TOD at Park & Ride Lots
- Predesignating Transit Corridors
- Incorporating transit service into future development/redevelopment
- Adapting transit services to suburbia
- Offering location efficient mortgages
- Offering car sharing programs
- Overcoming community resistance through public education

Source: Goodwill and Hendricks, 2002

Transit-friendly Regulatory Techniques

- Comprehensive Plan/Master Plan
- Zoning/Land Development Ordinance
- Mixed Use Zoning District
- Transit Overlay Zoning District
- Design Standards

Source: DVRPC Transit Oriented Development Municipal Implementation Tool, 2002.

Cranford Crossing is an award winning mixed-use development located one block from the train station in Cranford, NJ. The development contains 50 condominiums, retail on the ground floor, and a carefully designed parking garage.

school district (TOD has been shown to generate fewer school children than a conventional subdivision, given the smaller size of most of the housing units). Developers have responded by producing traffic studies, fiscal impact studies, and zoning build-out studies to analyze the impacts. These studies often find that under the current non-TOD zoning district, what is allowed, such as highway commercial development or a conventional residential subdivision, will actually produce more traffic and/or more school children than a TOD. Developers may also offer annual payments to the school system beyond the tax revenues generated by the new TOD, or improvements to the rail station, local roadways, and streetscapes, or improving or providing another community asset, such as a park or plaza.

Outdated Municipal Codes

While many municipalities have not updated their zoning ordinances to allow for TOD, many others have. The best time to do this is in advance of the rail system being built, as was done in several River Line station communities, and can now be done for the Glassboro-Camden Line. On the municipal level, many municipalities in this region are revising their comprehensive or master plans to specifically state their intent to encourage TOD, and updating their zoning ordinances to allow transit-friendly land uses, higher densities, smaller lot sizes, higher height limits, parking maximums and design controls in station areas

A long-term focus is needed to support TOD, as policy, programs, and real estate development does not happen overnight. What seemed like an uphill battle 10 years ago is still a challenge today, but one that has been slowly but steadily climbed. Regional vision, policies, transit-supportive culture, and station areas with development potential have all improved over the last several years.

Safety

With any new transit station, there is sometimes concern about increased opportunities for crime around the station. There can also be concern that improved transit access might mean that crime can now travel further. This issue was brought up during some of the stakeholder meetings for this study. While one could make this argument about improvements to local roads as well, or to areas that already have NJ Transit bus service, it is still a legitimate concern for community members. It warrants discussion and advance planning by municipalities and transit. Transit agencies typically work closely with their host communities to ensure that transit vehicles and the station and surrounding area are secure, well-lit, surveyed (often through on-board surveillance cameras), and regularly patrolled. Transit police likewise work hand-in-hand with the corresponding municipal police force to tackle problem areas as they arise. The reality and the perception of crime must also be considered, as sometimes the statistics of actual crime do not match what people perceive to be an unsafe area. It may also be the case that a new transit station can improve safety in the surrounding area, as there are more “eyes on the street” and economic development. Such issues can be further explored and ameliorated as planning for the Glassboro-Camden Line advances.

In 2009, the Gloucester County Times examined whether crime had increased in communities along NJ Transit's RiverLine since it opened in 2004. The newspaper specifically looked at crime statistics for the 12 RiverLine stations located outside of Trenton and Camden, since they are most similar to the towns the potential Glassboro-Camden Line will serve. Using the state's Unified Crime Report (UCR), which captures crime statistics compiled by the New Jersey State Police, the article found that crime on the whole has not increased in the 12 towns since 2004, and that in some categories, crime had decreased.

Making TOD Successful

Three things needed for TOD to work well are good design, sufficient density, and diversity. Good design means taking into account the safety, comfort, and convenience of all users—whether pedestrians, bicyclists, or drivers—when designing TODs and access to the transit station. Transit stops should be distinctive and recognizable from a distance. There should also be supportive services and activities nearby.

Sufficient density is about making sure that there are enough housing units and employers within a reasonable distance of the station, typically a quarter- or half-mile radius, to support the efficient operation of the transit line. As Table 3 shows, both the City of Camden and Gloucester City have more housing units per acre than Camden County as a whole.

TABLE 3: POPULATION & POPULATION DENSITY (2010)

Category	Camden City	Gloucester City	Camden County
2010 Population	77,344	11,456	513,657
Gross Population Density (people per sq. mi.)	8,789	5,207	2,309
2010 Housing Units	28,258	4,712	204,943
Gross Housing Density (housing units per acre)	5.0	2.2	1.4

Source: U.S. Census, 2010

The Philadelphia region still lags behind many other regions in supporting medium to high densities that make transit and TOD successful. Even modest gains in density would be a significant improvement in centering development around rail, creating walkable environments, increasing transit service frequencies, and making retail within walking distance viable.

National research on TOD, such as Reconnecting America's report *Hidden in Plain Sight: Capturing Demand for Housing Near Transit*, can help establish density targets for various types of TOD. This report suggests that commuter town center and suburban neighborhood TODs should have a minimum density of 12 units per acre; urban neighborhood TODs should have at least 20 units per acre; suburban center TODs should contain at least 50 units per acre; and an urban downtown should have at least 60 units per acre.

Diversity is about ensuring that there are a variety of housing options, transportation modes, and transit-friendly land uses to create a vibrant neighborhood that is welcoming for all users, whether young or old. During the past several decades, the composition of the "typical" household in the U.S. has changed. Households with married couples and their children are no longer as prevalent as they once were. The percentage of singles and single-parent families is increasing, and more households are made up of unrelated individuals. Furthermore, as the baby boomers age, a growing percentage of households are made up of people over the age of 65. To accommodate these household changes, towns need to offer a wider variety of housing types. In addition to single-family homes, apartments, condominiums, and townhouses will be necessary to appeal to single adults, empty nesters, childless couples, and immigrants. In fact, studies show that the percentage of renters in an area is a factor influencing the number of boardings at light rail stations in the United States.[3]

Rail as Catalyst

Rail transit, in combination with strategic land use planning, can increase housing options, promote economic development, and increase property values. Transportation placement is an important tool for reinventing older cities, as strong relationships exist between infrastructure investment and the reuse of vacant properties or the upgrading of existing buildings. As Table 4 shows, both the City of Camden and Gloucester City have higher

TABLE 4: HOUSING UNITS & VACANCY (2010)

	Camden City	Gloucester City	Camden County
Total Housing Units	28,258	4,712	204,943
Occupied Housing Units	24,475	4,248	190,980
Vacant Housing Units	3,783	464	13,963
Percent Occupied	87%	90%	93%
Percent Vacant	13%	10%	7%

Source: U.S. Census, 2010

3 Kuby, Michael, Anthony Barranda, and Christopher Upchurch. "Factors influencing light-rail station boardings in the United States." Transportation Research Part A 38 (2004) 223-247.

vacancy rates than Camden County as a whole.

While each station site offers a potential opportunity to use public investment to leverage private investment, the degree of success depends on each municipality's approach. Municipalities must decide what role they will play in shaping development along the future rail line. Towns wishing to capitalize on the rail line may wish to create a comprehensive vision and redevelopment strategy for the neighborhoods surrounding the proposed station. Analysis by the Alan M. Voorhees Transportation Center indicates that those municipalities who are committed to increased development and investment around their transit stations are those more likely to see appreciation in property values.

Next Steps

Local land use planning near transit stations significantly determines how many riders a station will have. Municipalities' involvement in transit station planning can make these areas safer and more comfortable and ensure that they contribute to the overall vision for the community. Without advance planning, station areas may suffer from inhospitable walking or biking options, lack of a "kiss and ride" area, and other deficiencies that could result in greater traffic congestion.

SECTION 2

STATION AREA PROFILES

WALTER RAND TRANSPORTATION CENTER

STATION AREA OVERVIEW

The Walter Rand Transportation Center (WRTC) Station of the Glassboro-Camden Line is proposed for a location near the intersection of Mickle Boulevard/Martin Luther King Jr. Boulevard and Broadway. This station would serve as the northern terminus of the Glassboro-Camden Line and provide access to the WRTC. WRTC is an important South Jersey transportation hub, which includes connections to the RiverLINE, PATCO, and numerous local and regional buses. As a result, WRTC serves both local and regional travelers. From this station, the proposed Glassboro-Camden Line would travel on an inroad alignment along Mickle Boulevard and Haddon Avenue before reaching the Cooper Hospital Station.

Located in downtown Camden, the WRTC station area includes portions of the Central Business District, Lanning Square, Central Waterfront, and Gateway neighborhoods of Camden. In addition to serving downtown Camden's business and government center, the WRTC Station is located just south of Camden's University District. Home to the Camden campuses of Rutgers University, Rowan University, and Camden County College, Camden's University District is an important and growing academic and employment center.

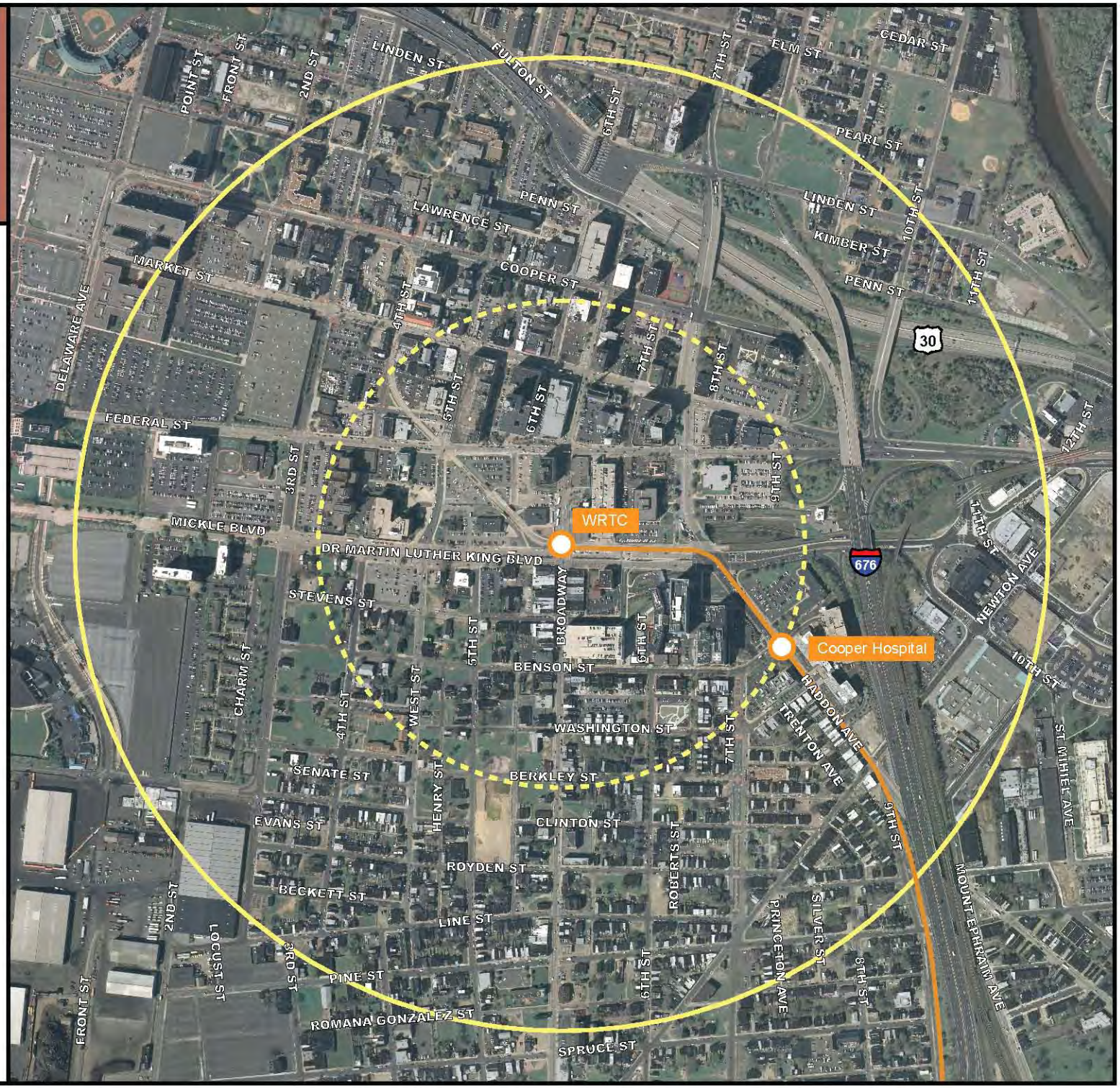
The station area includes portions of five historic districts: Cooper Street, Market Street, Walt Whitman Neighborhood, Cooper Plaza, and the Cooper Grant Historic District. North of Mickle Boulevard, the station area is largely defined by the civic, commercial, and institutional uses found in downtown Camden. South of Mickle Boulevard and west of I-676, the station area includes Cooper University Hospital and related facilities, as well a mix of residential and neighborhood commercial uses. The eastern portion of the station area is dominated by the presence of I-676 and its local interchanges.

Between 2000 and 2010, the population of the WRTC station area decreased by three percent from 8,291 to 8,065. Despite this decrease in population, downtown Camden continues to benefit from recent and planned institutional expansions and remains the employment and transportation center of Camden.

The Walter Rand Transportation Center is a major transportation hub located at the intersection of Martin Luther King Boulevard and Broadway.

The intersection of Broadway and Stevens Street in Camden's commercial district.

FIGURE 8:
WALTER RAND
TRANSPORTATION CENTER
STATION OVERVIEW



Proposed GCL
Quarter-Mile Buffer
Half-Mile Buffer

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Aerial Source: DVRPC, 2010

COMMUNITY FORM

The character of a place is influenced by the range of land uses found there, as well as the physical forms that these land uses take. The photos on these pages are intended to illustrate the physical character of the Cooper Hospital station area. The photos, which were taken by DVRPC staff during fieldwork for this study, have been broadly categorized according to their dominant use.

While these images do not represent every type of development present in the station area, they are representative of the built environment of the proposed station area as it exists today.

RESIDENTIAL

COMMERCIAL

CIVIC/COMMUNITY








OPEN/PUBLIC SPACE


COMMUNITY INVENTORY

Institutions and Major Employers

1. Cooper University Hospital
2. Rutgers University-Camden
3. Rowan University at Camden
4. Camden County College
5. Coriell Institute
6. UMDNJ Camden
7. L-3 Complex
8. Waterfront Technology Center
9. One Port Center, Delaware River Port Authority

Schools

1. LEAP Academy Lower School
2. LEAP Academy Upper School
3. Lanning Square School

Religious Institutions

1. Cathedral of the Immaculate Conception
2. St. Paul's Episcopal Church
3. Tabernacle of Faith Church
4. Emmanuel United Pentecostal Church
5. New Mickle Baptist Church
6. Wesley A.M.E. Zion Church

Government and Civic Facilities

1. Camden Center for Youth Development
2. Camden City Hall
3. County Administration Building
4. Hall of Justice
5. Police Headquarters
6. U.S. Court House
7. U.S. Post Office
8. State of New Jersey Youth and Family Services

Cultural Attractions

1. Walt Whitman House
2. Campbell's Field
3. Susquehanna Bank Center
4. Adventure Aquarium
5. Battleship New Jersey
6. Camden Children's Garden
7. Wiggins Waterfront Park and Marina
8. Walt Whitman Arts Center/Johnson Park

FIGURE 9:
WALTER RAND
TRANSPORTATION CENTER
COMMUNITY INVENTORY

- Proposed GCL
- Quarter-Mile Buffer
- Half-Mile Buffer
- Institution or Major Employer
- School
- Religious Institution
- Government or Civic Facility
- Cultural Attraction

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Aerial Source: DVRPC, 2010

TRANSPORTATION INFRASTRUCTURE

Major Roads

- I-676
- US 30
- Broadway/CR 551
- Market Street/CR 537 Spur
- Federal Street/CR 537
- Haddon Avenue/CR 561
- Dr. Martin Luther King Jr. Boulevard/Mickle Boulevard

Nearby PATCO Stations

(3 to12-minute headways during peak times, 12 to 20-minute headways during non-peak times)

- Broadway
- City Hall

Nearby River LINE Stations

(15-minute headways during peak times, 30-minute headways during non-peak times)

- Walter Rand Transportation Center
- Cooper Street/Rutgers

Trail Connector Projects

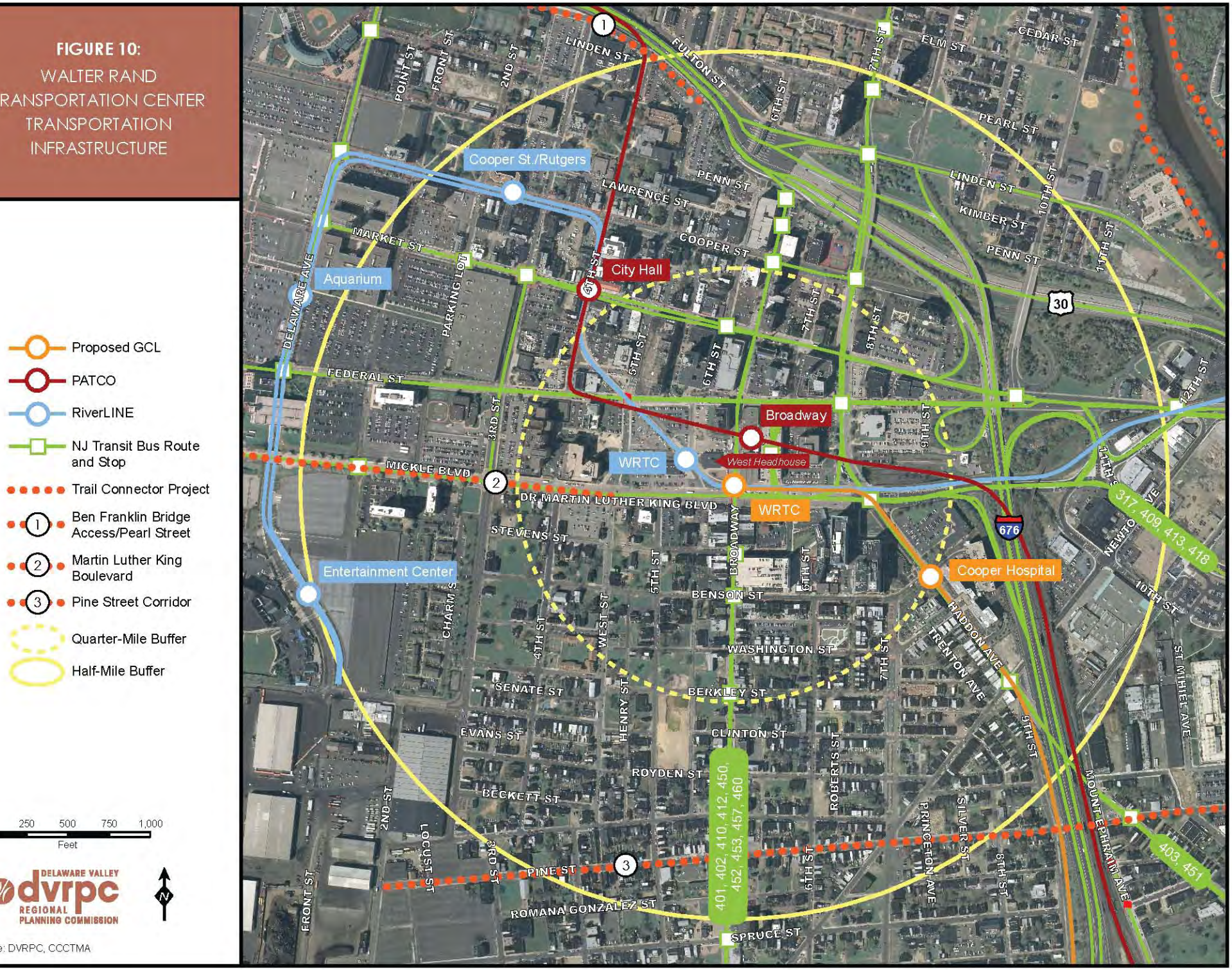
Three trails are to be built in and around the station area as part of the Transportation Investment Generating Economic Recovery (TIGER) grant awarded in 2010. These projects are part of the larger network of trails known as the Camden Greenway and are designed to enhance walking and bicycling access for all residents of Camden City and Camden County. Local trails include:

- Ben Franklin Bridge Access/Pearl Street
- Martin Luther King Boulevard Waterfront Connector
- Pine Street Greenway

New Jersey Transit Bus Routes

- 317: Asbury Park - Ft. Dix - Philadelphia (1 northbound weekday departure)
- 401: Salem/Woodbury - Philadelphia (12 northbound weekday departures)
- 402: Pennsville/Woodbury – Philadelphia (10 northbound weekday departures)
- 403: Camden - Lindenwold PATCO – Turnersville (31 weekday arrivals)
- 404: Cherry Hill Mall - Pennsauken - Philadelphia (34 northbound weekday departures)
- 405: Cherry Hill Mall - Merchantville – Philadelphia (20 weekday arrivals)
- 406: Berlin - Marlton – Philadelphia (5 northbound weekday departures)
- 407: Moorestown Mall - Merchantville - Philadelphia (28 northbound weekday departures)
- 409: Trenton - Willingboro - Philadelphia (31 northbound weekday departures)
- 410: Bridgeton/Woodbury - Philadelphia (14 northbound weekday departures)
- 412: Sewell - Glassboro – Philadelphia (15 northbound weekday departures)
- 413: Camden - Mt. Holly – Burlington (20 northbound weekday departures)
- 418: Trenton Express (35 northbound weekday departures)
- 450: Camden - Cherry Hill Mall (19 northbound weekday departures)
- 451: Camden - Voorhees Town Center - Lindenwold (13 northbound weekday departures)
- 452: Camden - 36th Street Station (35 northbound weekday departures)
- 453: Ferry Avenue PATCO - Camden (14 northbound weekday departures)
- 457: Camden - Moorestown Mall (20 northbound weekday departures)
- 460: Camden Seasonal Service (5 northbound weekday departures)

FIGURE 10:
WALTER RAND TRANSPORTATION CENTER TRANSPORTATION INFRASTRUCTURE



DEMOGRAPHICS

TABLE 5: WALTER RAND TRANSPORTATION CENTER DEMOGRAPHICS

	2000		2010	
General	**Study Area***	**City**	**Study Area***	**City**
Population	8,291	79,904	8,065	77,344
Population Density (persons per sq. mi.)	10,575	9,080	10,286	8,789
Dwelling Units	2,951	29,769	2,726	28,358
Gross Density (DU/acre)♦	5.9	5.3	5.4	5.0
% Vacant Housing Units	23%	19%	20%	14%
% Occupied Housing Units	77%	81%	80%	86%
% Owner-Occupied Units	34%	46%	34%	39%
% Renter-Occupied	66%	54%	66%	61%
Race/Ethnicity				
African-American alone	60%	55%	51%	48%
White alone	18%	18%	21%	18%
Asian alone	1%	3%	1%	2%
Other	22%	23%	26%	32%
Hispanic (may be of any race)	32%	39%	37%	47%
Income				
Median Household Income (in 1999 and 2009 inflation-adjusted dollars)	$8,569 - $43,750**	$23,421	$18,250 - $50,978**	$25,418

**Census blocks within a half-mile radius of the proposed station were used to approximate the study area. A list of these census blocks can be found in Appendix B.*

***Range of median household incomes for census tracts within the study area.*

♦ Gross density refers to the total number of dwelling units divided by the total number of acres within the study area and the city. Net residential density refers to the total number of dwelling units divided by the number of residential acres. In 2000, Camden City had a net residential density of 13.4 DU/acre.

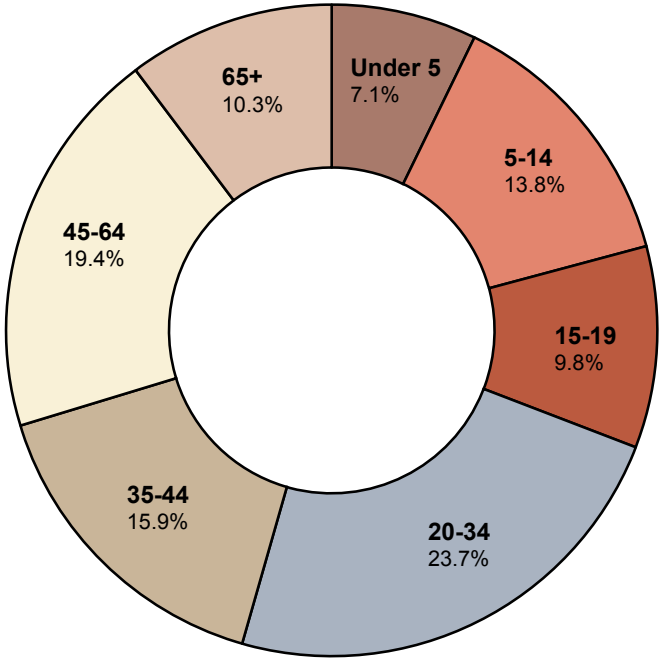
Source: U.S. Census, 2000 and 2010

Source: American Community Survey, 2005-2009 5-Year Estimates

Key Demographic Trends

- Overall, the station area lost population at a rate (-2.7 percent) slightly less than Camden City (-3.2 percent) between 2000 and 2010.
- The percentage of renters in the study area, roughly 66 percent of occupied housing units, has remained constant over the last 10 years.
- Between 2000 and 2010, the number of African-Americans living within the study area decreased by 8.7 percent. During the same period, the number of white, Asian, Hispanic, and other residents increased.

FIGURE 11: WALTER RAND TRANSPORTATION CENTER STATION AREA AGE COMPOSITION



Source: 2005-9 American Community Survey.
Data aggregated for census tracts 6001, 6002, 6003, 6004, 6005, 6006, and 6008.

ENVIRONMENTAL JUSTICE

As the Metropolitan Planning Organization (MPO) for the nine-county region, DVRPC is charged with evaluating plans and programs for environmental justice (EJ) sensitivity to historically disadvantaged populations. Accordingly, DVRPC has developed an EJ methodology that quantifies levels of disadvantage within the region for eight potentially disadvantaged groups: non-Hispanic minorities, carless households, households in poverty, persons with a physical disability, female heads of household with children, Hispanic, elderly over 75 years of age, and Limited English Proficiency (LEP) households. These are referred to as Degrees of Disadvantage (DoD). Census tracts with a population that exceeds the regional average for any of these defined groups are considered EJ-sensitive. All DoD analysis is based on 2000 Census information.

TABLE 6: WALTER RAND TRANSPORTATION CENTER DEGREES OF DISADVANTAGE

Degrees of Disadvantage	Regional Threshold	Station Area Concentration*
Non-Hispanic Minority	**24.9%**	**52.3%**
Carless Households	**16.0%**	**53.0%**
Households in Poverty	**10.9%**	**39.8%**
Persons with a Physical Disability	**7.7%**	**10.7%**
Female Head of Household with Child	**7.4%**	**23.8%**
Hispanic	**5.4%**	**41.7%**
Elderly (75 years and over)	6.6%	4.6%
Limited English Proficiency	**2.4%**	**10.2%**

**Station area concentrations exceeding the regional threshold shown in red.*
Source: DVRPC, 2000 Census Data

The Walter Rand Transportation Center station area is composed of seven census tracts as displayed in the map on the next page. This map illustrates the number of DoD found within each census tract. Table 6 aggregates this information to consider the station area as a whole. In total, the station area exceeds the regional threshold for all but one of the eight EJ measures.

Only the elderly population in this study area is lower than the regional average. For all other DoD, the station area concentration is far higher than the regional threshold.

Station area concentrations for households in poverty and female heads of household with child, which is widely considered a poverty indicator, both exceed the regional threshold by more than three times. The concentration of carless households is over three times the regional threshold, and the population of persons with a physical disability also exceeds the regional threshold. Low-income, carless, and physically disabled populations are often transit-dependent. In low-income and largely transit-dependent communities, additional transit access will have a significant impact on job access and daily mobility needs.

Station area concentration for non-Hispanic minority population exceeds the regional threshold by two times, and station area Hispanic population exceeds the regional threshold by nearly eight times. This station area has very high concentrations of racial and ethnic minorities, which have historically often been left out of the planning process. Because these minorities may not be well represented by regional stakeholders and boards, it is very important to seek local community input and maintain direct stakeholder involvement.

The station area's LEP population is more than four times the regional threshold, so outreach and community involvement efforts in this area must include strategies to address language and communication barriers.

FIGURE 12:
WALTER RAND TRANSPORTATION CENTER DEGREES OF DISADVANTAGE BY CENSUS TRACT

LAND USE (2005)

TABLE 7: WALTER RAND TRANSPORTATION CENTER LAND USE

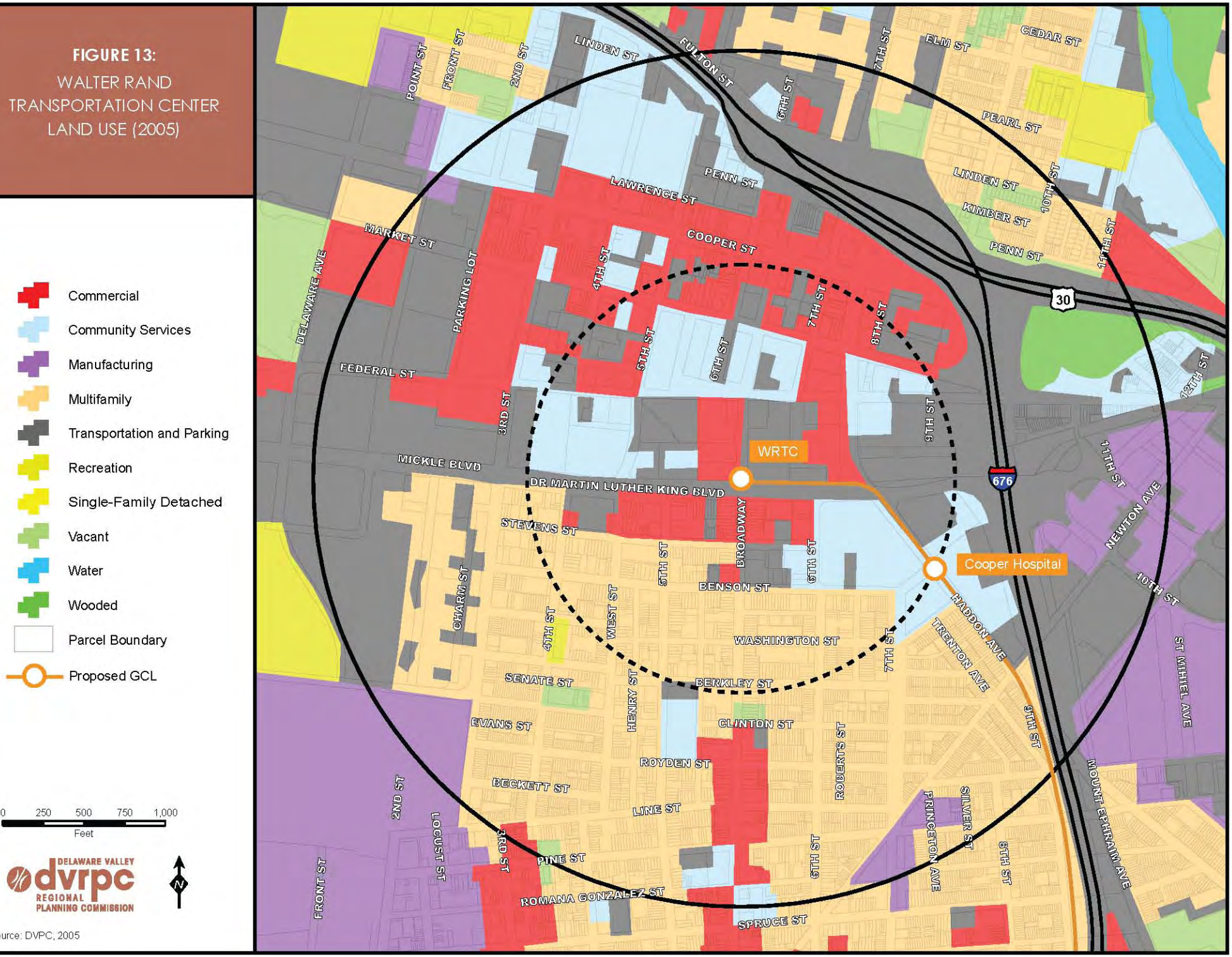
Land Use Category	Acres	Percentage
Commercial	79.3	15.8%
Community Services	64.7	12.9%
Manufacturing: Heavy Industrial	5.3	1.1%
Manufacturing: Light Industrial	15.3	3.0%
Parking	96.1	19.1%
Recreation	0.7	0.1%
Residential: Multi-family	19.5	4.0%
Residential: Row Home	136.1	28.3%
Transportation	70.8	14.7%
Vacant	7.4	1.5%
Wooded	6.7	1.4%
TOTAL	*502.6*	*100%*

There are many parking garages and surface lots in downtown Camden, such as this one on MLK Boulevard.

The area south of MLK Boulevard is a residential neighborhood characterized by two- and three-story rowhomes and some vacant lots.

Transportation uses dominate the intersection of Broadway and MLK Boulevard. Here, residents and visitors can access NJ Transit buses, the PATCO High Speedline, and the River LINE.

FIGURE 13:
WALTER RAND TRANSPORTATION CENTER LAND USE (2005)



Source: DVPC, 2005

ZONING & REDEVELOPMENT AREAS

TABLE 8: WALTER RAND TRANSPORTATION CENTER ZONING

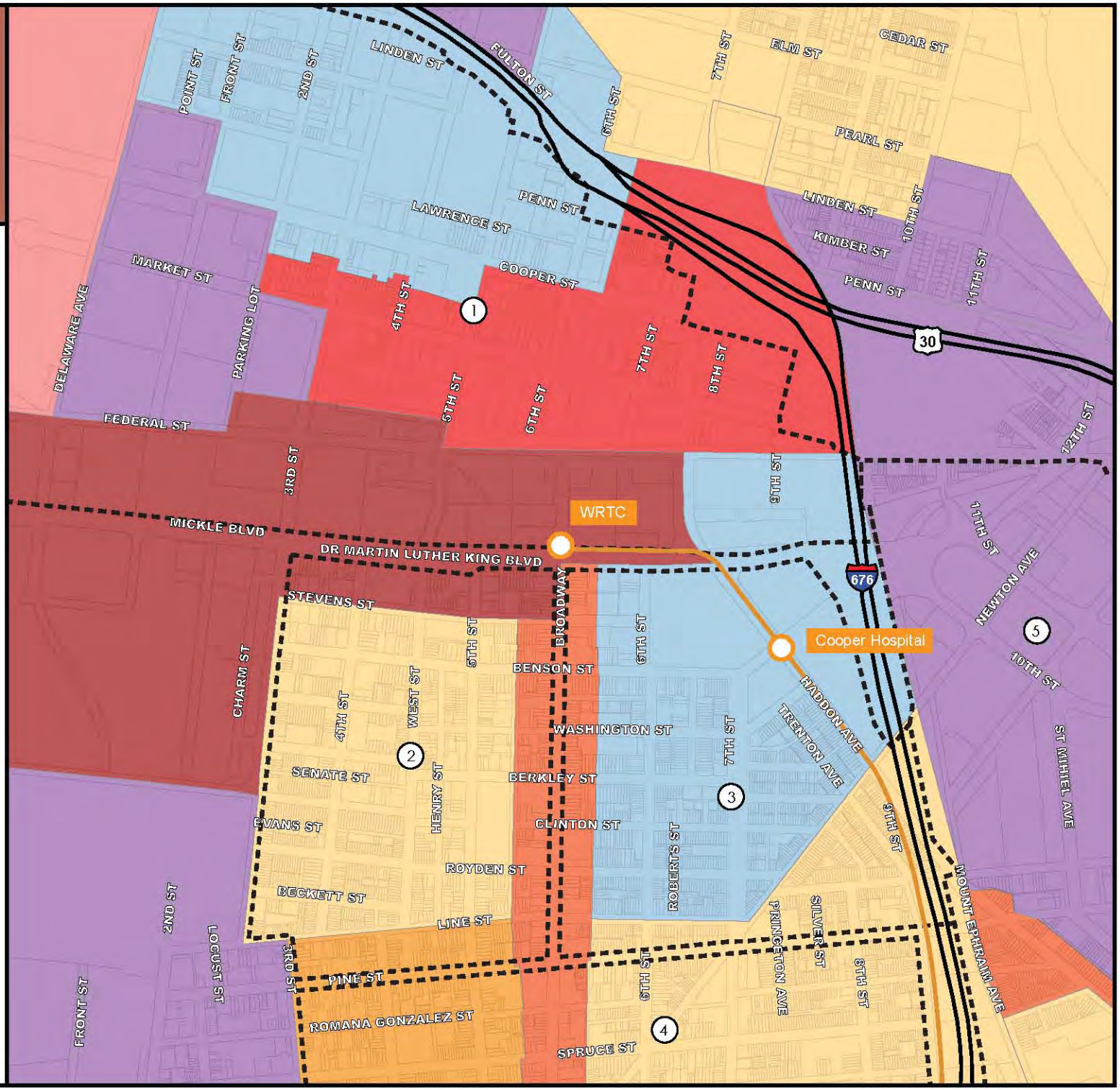
Zoning	Description	Group	Acres	Percentage
C-C	City Center Flexible Development District	Commercial	90.9	18.1%
C-3	Commercial	Commercial	70.5	14.0%
C-R	Commercial-Residential	Commercial	23.2	4.6%
I-1	Industrial	Industrial	87.3	17.4%
I-R	Institution-Residential	Industrial	122.4	24.4%
M-R	Manufacturing-Residential	Commercial	11.2	2.2%
R-2	Residential	Residential	97.2	19.3%
		TOTAL	*502.6*	*100%*

Redevelopment Areas

Redevelopment District Plans, as shown on the Camden's Redevelopment Areas Map and on page 43, should be referred to for specific redevelopment regulations, which may supersede the zoning districts listed here. Five redevelopment areas have been designated within the Walter Rand Transportation Center station area. Brief summaries of these redevelopment plans are located in Appendix A.

- Camden Downtown Redevelopment Area (2004)
- Lanning Square Redevelopment Area (2008)
- Cooper Plaza Redevelopment Area (2005)
- Bergen Square Redevelopment Area (2007)
- Gateway Redevelopment Area (2005)

FIGURE 14:
WALTER RAND TRANSPORTATION CENTER ZONING AND REDEVELOPMENT AREAS



POLICY & HISTORIC RESOURCES

Municipal and Neighborhood Plans*

- FutureCamden: Master Plan City of Camden (2002)

Historic Districts

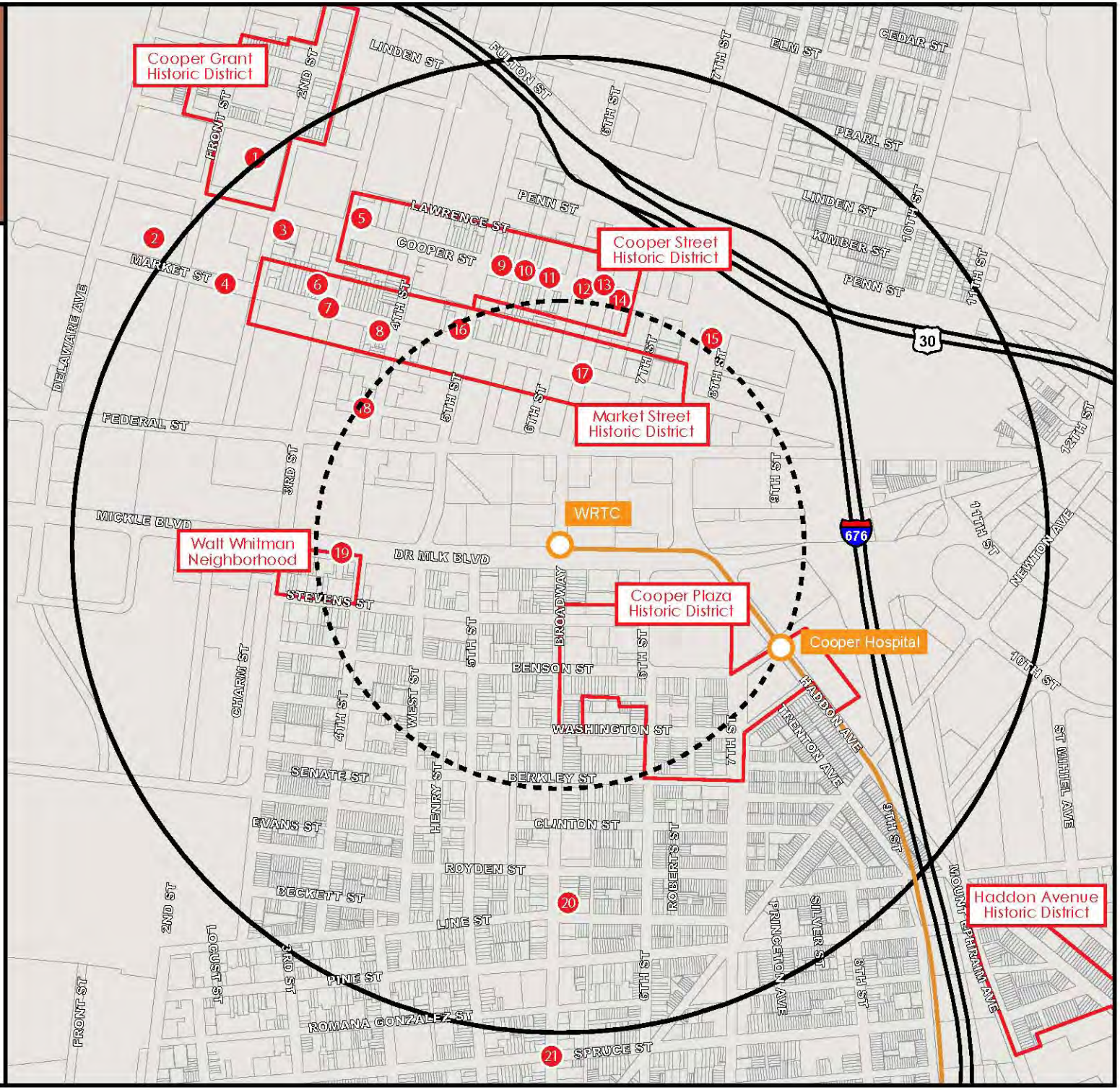
- Cooper Grant Historic District
- Cooper Street Historic District
- Market Street Historic District
- Walt Whitman Neighborhood
- Cooper Plaza Historic District

Historic Sites

1. Cooper Library in Johnson Park
2. RCA Victor Company
3. Edward Sharpe House
4. National State Bank
5. Dr. Henry Genet Taylor House
6. Marcouse Building
7. New Jersey Safe Deposit & Trust Company
8. A.S. Woodruff and Law Building
9. James M. Downey Building
10. Charles S. Boyer Building
11. Finance Building
12. Benjamin Shreve House
13. First Camden National Bank & Trust
14. Wilson Building
15. Newton Friends Meetinghouse
16. Smith-Austemuhl Insurance Company
17. Camden Safe Deposit & Trust Company
18. Inter-County Mortgage & Finance Company
19. Walt Whitman House
20. Camden Free Public Library Main Building
21. Victory Trust Company

**See Appendix A for brief summaries of local planning documents.*

FIGURE 15:
WALTER RAND TRANSPORTATION CENTER HISTORIC RESOURCES



Proposed GCL

8 Historic Site

Historic District

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

N

Source: DVRPC, NJRHP, NRHD

RECENT AND PROPOSED DEVELOPMENT

Residential

1. Complete: Market Fair Senior Housing, 35 affordable units for seniors within the Security Trust Building
2. Ongoing: Rutgers University student housing
3. Complete: Cooper Building, 1 & 2 bedroom condominiums

Public Space

4. Complete: 7th Street Promenade
5. Complete: Cooper Plaza Commons
6. Ongoing: Roosevelt Park adjacent to City Hall

Commercial

7. Proposed: Mixed-use residential building
8. Proposed: Redevelopment site could include parking garage, new mixed-used building, and taxi stand

Community

9. Proposed: Camden County Courthouse expansion
10. Ongoing: Lanning Square Elementary School
11. Proposed: Rehabilitation and reuse of the Carnegie Library as offices or community space

Institutional

12. Proposed: Expansion of Rowan University, renovated First Camden National Bank and Trust Site
13. Proposed: Site for new Cooper Cancer Institute
14. Proposed: Site for Cooper biomedical research facility
15. Ongoing: Cooper Medical School of Rowan University

Work has begun on public space improvements near Camden City Hall.

The First Camden National Bank and Trust Company will soon house administrative and classroom space for Rowan University.

FIGURE 16:

WALTER RAND TRANSPORTATION CENTER RECENT AND PROPOSED DEVELOPMENT

Aerial Source: DVRPC, 2010

TRANSIT-ORIENTED DEVELOPMENT & COMMUNITY OPPORTUNITIES

In addition to documenting the existing conditions of each proposed station area, this study provides a preliminary assessment of the potential for TOD within each station area. The appropriateness of TOD at a given transit station depends on a variety of factors. This assessment focuses on a series of physical station area characteristics and market and policy factors that can influence the success of TOD.

Table 9 summarizes the TOD Assessment for the WRTC station area. The first column lists 10 physical TOD factors and four market and policy factors. The second column describes highly supportive characteristics for each TOD factor listed. Finally, column three contains a rating for each TOD factor based on how supportive local conditions are for that particular factor. This type of analysis is often done to evaluate the appropriateness of TOD near an existing transit station. In this case, these ratings evaluate the station area based on the assumption of a new transit line terminating at the WRTC.

Physical Factors

The WRTC station area is unique among the five station areas profiled in this study because the area is already anchored by a large intermodal transportation hub. The area's robust transit network and the station's location in downtown Camden make this the city's most accessible and connected location. Sidewalks can be found throughout the station area and are generally in good repair. However, while several high-profile crossing areas contain high-visibility crosswalks and pedestrian countdown times, other crossing locations are not well marked. The pedestrian environment also suffers in some locations from the presence of large surface parking lots and buildings that do not front onto the street or create a welcoming setting. These surface parking lots, along with a number of underutilized sites, however, could be candidates for redevelopment in an otherwise largely built-out environment.

The station area does contain a diverse range of land uses; however, government and institutional uses dominate the area. These government and institutional uses help augment the station area's residential density to generate significant transit ridership. These same uses, however, also create an imbalance of activity around the station. While the area has a large daytime population, the downtown suffers from a lack of activity during the evening hours. Local retail establishments include automobile-oriented stores along Dr. Martin Luther King Boulevard and more walkable retail uses along Broadway.

Market and Policy Factors

New development within the station area is primarily being driven by institutional growth from the area's medical and educational facilities. However, this institutional growth has only recently begun to translate into increased residential development within the station area.

Local planning documents, such as the Camden Downtown Redevelopment Plan, seek to create a compact and walkable downtown that capitalizes on the area's rich transit infrastructure by promoting mixed-use development, new and rehabilitated residential structures, and improved streetscapes and open spaces. Current city zoning, however, does not formally designate any portion of the WRTC station area as a Transit-Oriented District.

Community Opportunities and Challenges

The WRTC station area's existing transit infrastructure and wealth of activity and employment centers make this an excellent candidate for TOD. Promoting residential development in this area will also help balance the mix of land uses currently found near the station and create a more vibrant and economically diversified downtown. However, financing market rate housing with TOD design considerations and continued public realm improvements within the station area may be a challenge in the current economic climate.

Assets

- The proposed station area is the major employment center of Camden and includes many government and institutional uses, such as City Hall, the County Administration Building, the U.S. Court House, Cooper Hospital, Rutgers University-Camden, and Rowan University at Camden.
- The area is anchored by a major transit hub and is serviced frequently by PATCO, the RiverLINE, and NJ Transit buses.
- The area has received recent investment, such as the new Roosevelt Park adjacent to City Hall.

TABLE 9: WALTER RAND TRANSPORTATION CENTER TOD ASSESSMENT

	TOD Factors	Highly Supportive Characteristics	Score
STATION AREA	**Site Availability**	Area contains vacant or underutilized sites for redevelopment. Issues such as size, shape, and ownership provide minimal obstacles to land assembly.	1
	Station Access	Access to proposed station area is not constrained by existing development, roadway configuration, transportation infrastructure, or other physical barriers.	1
	Infrastructure	Adequate sewer and water infrastructure are already in place.	1
	Connectivity	Proposed station is wthin an easy walking distance (roughly 1/2 mile) of existing activity centers.	1
	Mix of Land Uses	Area contains a complementary mix of uses, including a range of housing options, offices, shops, markets, restaurants, and services. The greatest diversity of uses is located within 1/4 mile of the proposed station. Development has elements that create a self-sufficient community, where many daily needs can be accomplished without need for a car.	2
	Supportive Density*	Current or planned residential and employment density is sufficient to generate significant transit ridership and support local retail.	2
	Transit	Area is serviced frequently by multiple modes of transit. Intermodal connections are easy.	1
	Bicycle Orientation	Bicycle routes and linkages are continuous, safe, convenient, and attractive.	2
	Pedestrian Orientation	Area is designed with the pedestrian in mind. Streets, sidewalks, and crosswalks are interconnected and provide multiple routes for reaching destinations. Buildings are located close to each other, appropriately articulated, and built close to the street. Parking lots in front of buildings are avoided.	2
	Parking	Parking is thoughtfully designed and managed to support density, mix of uses, and pedestrian environment.	2
MARKET & POLICY	**Growth Pressure**	New multifamily residential, office, commerical, or institutional development is proposed or recently constructed.	2
	Public Investment	Area has recently received or will receive some form of public investment. Investments may include items such as infrastructure improvements or streetscaping enhancements.	2
	Zoning, Ordinances, & Policies	Existing regulatory framework generally supports mixed land uses, higher densities, compact development, and transit prioritization, which is characteristic of TOD.	2
	TOD or Redevelopment Plan	Neighborhood or redevelopment plan has been drafted that supports the creation of TOD.	2

Ratings: 1 = Highly Supportive, 2 = Somewhat Supportive, 3 = Not Supportive

**There are many ways to measure transit-supportive density, including the total number of housing units within a half-mile radius of a transit station. The organization Reconnecting America has developed seven TOD Place Types and corresponding targets for the number of dwelling units. These targets range from 1,500 to 4,000 units for Transit Neighborhoods and 2,000 to 5,000 units for Mixed Use Neighborhoods, two TOD Place Types relevant to the GCL station areas. For more information, see Reconnecting America's Station Area Planning: How To Make Great Transit-Oriented Places, available at: www.reconnectingamerica.org/assets/Uploads/tod202.pdf.*

Constraints

- While there are many civic and institutional uses, the station area remains unbalanced because there are few residences north of Martin Luther King Jr. Boulevard.
- Some recent development near WRTC, such as a drive-through bank and pharmacy, are auto-oriented and detract from the pedestrian environment.
- The current zoning code does not formally designate the station area as a TOD zone.
- The current economic climate makes financing projects difficult.

Opportunities

- Additional residential development can help balance the area's land use mix and add vitality to the station area.
- The area contains many surface parking lots that could be used as redevelopment sites.
- Planned trail connector projects will make the station area more pedestrian- and bicycle-friendly.

SECTION 2

STATION AREA PROFILES

COOPER HOSPITAL

STATION AREA OVERVIEW

The second of two stops in downtown Camden, the Cooper Hospital station has been proposed for a location on Haddon Avenue near Benson Street. In this area, the future Glassboro-Camden Line would run along a new right of way located between 9th Street and I-676, before entering an inroad alignment on Haddon Avenue near Newton Avenue. North of the Cooper Hospital Station, the rail line would travel along Haddon Avenue, before turning west onto Mickle Boulevard/Martin Luther King Jr. Boulevard to reach the Walter Rand Transportation Center.

The Cooper Hospital station falls within the Lanning Square neighborhood, but the larger station area includes portions of the Central Business District, Cooper Grant, Central Waterfront, and Bergen Square. In recent years, the area immediately adjacent to the station has become known as the Health Sciences Campus, anchored by Cooper University Hospital. With over 5,300 employees, Cooper Health System is Camden's largest private employer and the major driver of redevelopment in the area. While Cooper Hospital's main facilities are clustered around the intersection of Haddon Avenue and Benson Street, Cooper has created a vision plan for a 30-block area that is designed to integrate its medical facilities into the historic fabric of the existing neighborhood.

The Health Sciences Campus abuts the employment and government center of Downtown Camden. South of Mickle Boulevard and west of I-676, the station area is largely residential with pockets of commercial activity primarily along Broadway. The station area includes two historic districts, Cooper Plaza and Haddon Avenue, and portions of three other historic districts. East of I-676, the character of the station area changes drastically. This area is home to several large automobile-oriented commercial and industrial properties with large surface parking lots.

Between 2000 and 2010, the population of the Cooper Hospital station area decreased by 10 percent from 7,781 to 7,000. Nonetheless, the area remains an important residential and employment center. Ongoing institutional expansion efforts and recent public space investments along 7th Street and at Cooper Plaza Commons make this one of the most attractive areas of the city.

Recent landscape and streetscape improvements have created a linear park along 7th Street.

The patient Pavillion at Cooper Hospital opened in 2008.

FIGURE 17:
COOPER HOSPITAL
STATION OVERVIEW

Aerial Source: DVRPC, 2010

COMMUNITY FORM

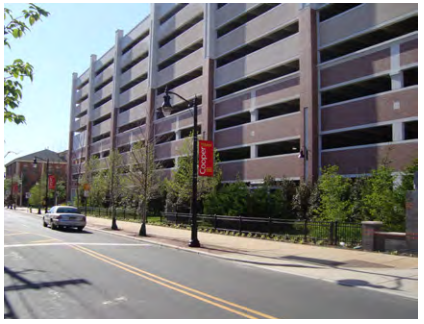
The character of a place is influenced by the range of land uses found there, as well as the physical forms that these land uses take. The photos on these pages are intended to illustrate the physical character of the Cooper Hospital station area. The photos, which were taken by DVRPC staff during fieldwork for this study, have been broadly categorized according to their dominant use.

While these images do not represent every type of development present in the station area, they are representative of the built environment of the proposed station area as it exists today.

RESIDENTIAL

COMMERCIAL

CIVIC/INSTITUTIONAL



OPEN/PUBLIC SPACE

COMMUNITY INVENTORY

Institutions and Major Employers

1. Cooper University Hospital
2. Rutgers University-Camden
3. Rowan University at Camden
4. Camden County College
5. Coriell Institute
6. UMDNJ Camden
7. Campbell's

Schools

1. LEAP Academy Lower School
2. LEAP Academy Upper School
3. Powell Elementary School
4. Lanning Square School
5. San Miguel School

Religious Institutions

1. Cathedral of the Immaculate Conception
2. St. Paul's Episcopal Church
3. Tabernacle of Faith Church
4. Emmanuel United Pentecostal Church
5. New Mickle Baptist Church
6. Wesley A.M.E. Zion Church

Government and Civic Facilities

1. Camden Center for Youth Development
2. Camden Public Library
3. Camden City Hall
4. County Administration Building
5. Hall of Justice
6. Police Headquarters
7. U.S. Court House
8. U.S. Post Office

Cultural Attractions

1. Walt Whitman House

FIGURE 18:
COOPER HOSPITAL
COMMUNITY INVENTORY

- Proposed GCL
- Quarter-Mile Buffer
- Half-Mile Buffer
- Institution or Major Employer
- School
- Religious Institution
- Government or Civic Facility
- Cultural Attraction

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Aerial Source: DVRPC, 2010

TRANSPORTATION INFRASTRUCTURE

Major Roads

- I-676
- US 30
- Broadway/CR 551
- Market Street/CR 537 Spur
- Federal Street/CR 537
- Haddon Avenue/CR 561
- Dr. Martin Luther King Jr. Boulevard/Mickle Boulevard

Nearby PATCO Stations

(3 to 12-minute headways during peak times, 12 to 20-minute headways during non-peak times)

- Broadway
- City Hall

Nearby River LINE Stations

(15-minute headways during peak times, 30-minute headways during non-peak times)

- Walter Rand Transportation Center
- Cooper Street/Rutgers

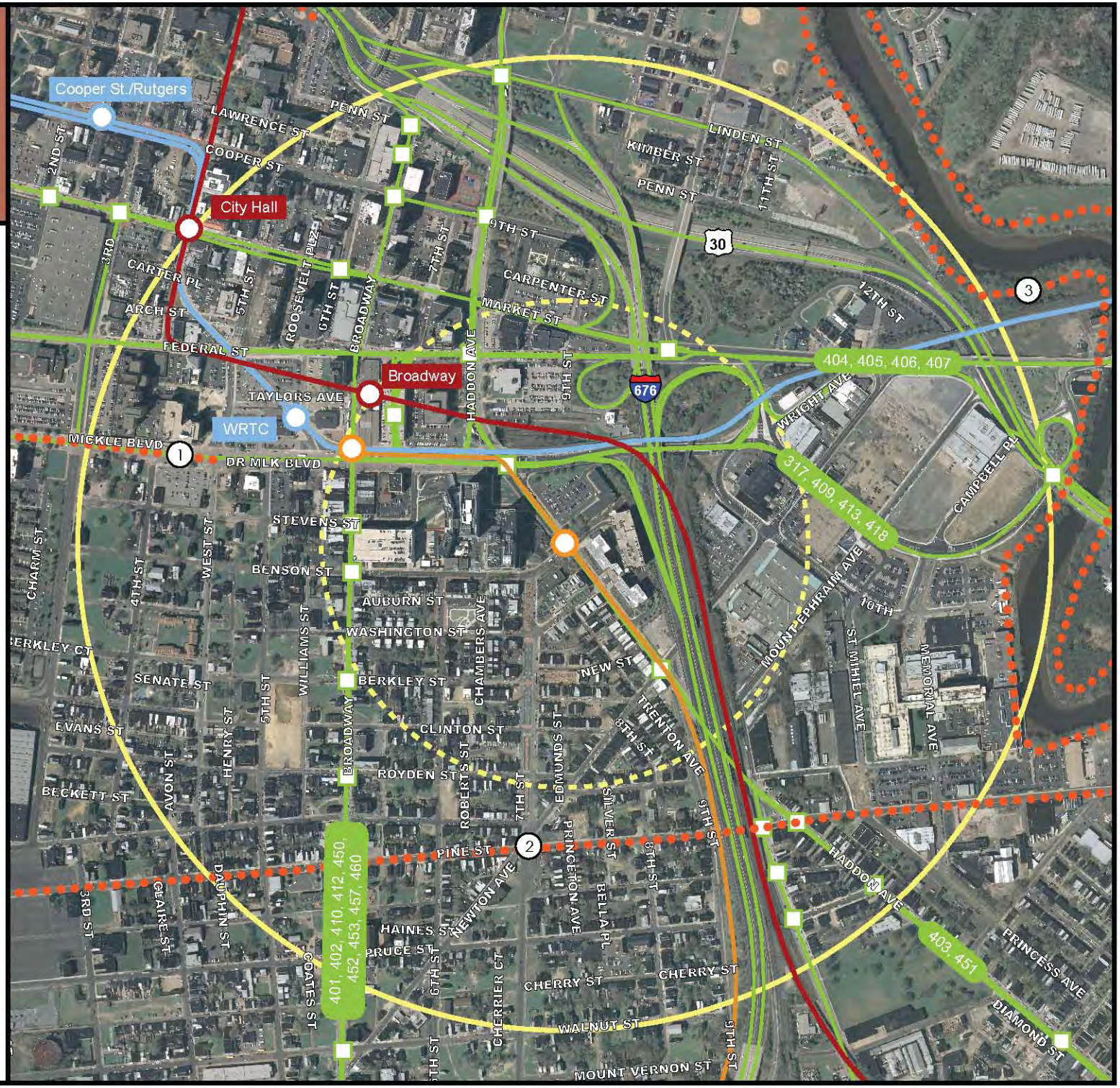
Trail Connector Projects

Three trails are currently proposed for the area surrounding the station. All three trails, shown on page 59, are part of the Camden Greenway, a regional trail network throughout Camden County. Two of these trails, the Martin Luther King Boulevard Waterfront Connector and the Pine Street, are being funded as part of the Transportation Investment Generating Economic Recovery (TIGER) grant awarded in 2010.

New Jersey Transit Bus Routes

- 317: Asbury Park - Ft. Dix - Philadelphia (1 northbound weekday departure)
- 401: Salem/Woodbury - Philadelphia (12 northbound weekday departures)
- 402: Pennsville/Woodbury – Philadelphia (10 northbound weekday departures)
- 403: Camden - Lindenwold PATCO – Turnersville (31 northbound weekday departures)
- 404: Cherry Hill Mall - Pennsauken - Philadelphia (34 northbound weekday departures)
- 405: Cherry Hill Mall - Merchantville – Philadelphia (20 northbound weekday departures)
- 406: Berlin - Marlton – Philadelphia (5 northbound weekday departures)
- 407: Moorestown Mall - Merchantville - Philadelphia (28 northbound weekday departures)
- 409: Trenton - Willingboro - Philadelphia (31 northbound weekday departures)
- 410: Bridgeton/Woodbury - Philadelphia (14 northbound weekday departures)
- 412: Sewell - Glassboro – Philadelphia (15 northbound weekday departures)
- 413: Camden - Mt. Holly – Burlington (20 northbound weekday departures)
- 418: Trenton Express (35 northbound weekday departures)
- 450: Camden - Cherry Hill Mall (19 northbound weekday departures)
- 451: Camden - Voorhees Town Center - Lindenwold (13 northbound weekday departures)
- 452: Camden - 36th Street Station (35 northbound weekday departures)
- 453: Ferry Avenue PATCO - Camden (14 northbound weekday departures)
- 457: Camden - Moorestown Mall (20 northbound weekday departures)
- 460: Camden Seasonal Service (5 northbound weekday departures)

FIGURE 19:
COOPER HOSPITAL TRANSPORTATION INFRASTRUCTURE



Source: DVRPC, CCCTMA

DEMOGRAPHICS

TABLE 10: COOPER HOSPITAL DEMOGRAPHICS

	2000		2010	
General	**Study Area***	**City**	**Study Area***	**City**
Population	7,781	79,904	7,000	77,344
Population Density (persons per sq. mi.)	9,933	9,080	9,309	8,789
Dwelling Units	2,357	29,769	2,125	28,358
Gross Density (DU/acre)♦	4.7	5.3	4.4	5.0
% Vacant Housing Units	26.1%	18.8%	24.7%	13.7%
% Occupied Housing Units	73.9%	81.2%	75.3%	86.3%
% Owner-Occupied Units	48.9%	46.1%	36.6%	39.2%
% Renter-Occupied	51.1%	53.9%	63.4%	60.8%
Race/Ethnicity				
African-American alone	62.5%	55.3%	51.2%	48.1%
White alone	17.8%	18.1%	21.3%	17.6%
Asian alone	1.2%	2.9%	1.2%	2.1%
Other	18.5%	23.4%	26.3%	32.2%
Hispanic (may be of any race)	32.0%	38.8%	36.5%	47.0%
Income				
Median Household Income (in 1999 and 2009 inflation-adjusted dollars)	$8,569 - $43,750**	$23,421	$18,250 - $50,978**	$25,418

**Census blocks within a half-mile radius of the proposed station were used to approximate the study area. A list of these census blocks can be found in Appendix B.*

***Range of median household incomes for census tracts within the study area.*

♦ Gross density refers to the total number of dwelling units divided by the total number of acres within the study area and the city. Net residential density refers to the total number of dwelling units divided by the number of residential acres. In 2000, Camden City had a net residential density of 13.4 DU/acre.

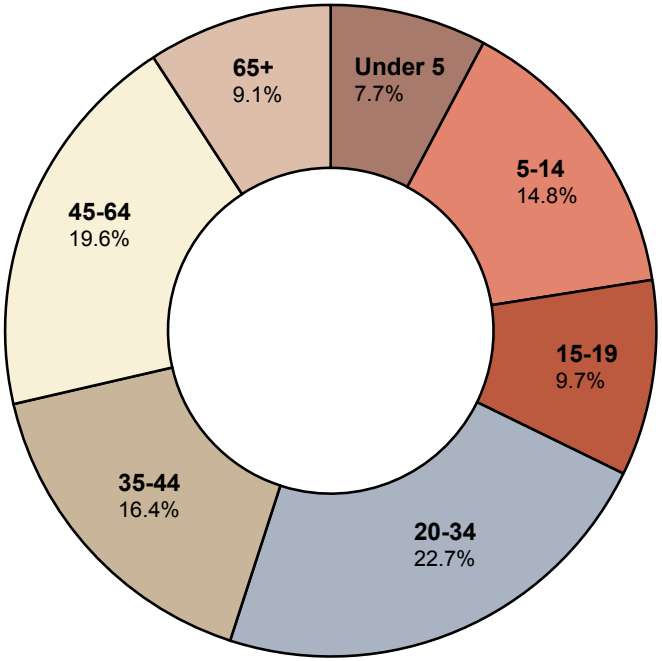
Source: U.S. Census, 2000 and 2010

Source: American Community Survey, 2005-2009 5-Year Estimates

Key Demographic Trends

- Overall, the station area lost population at a rate (-10 percent) higher than the City as a whole (-3.2 percent) between 2000 and 2010.
- The percentage of renters in the study area, roughly 63 percent of occupied housing units, grew by 12 percent over the last 10 years.
- Between 2000 and 2010, the number of African-Americans living within the study area decreased by over 11 percent. During the same period, the number of white, Asian, Hispanic, and other residents increased.

FIGURE 20: COOPER HOSPITAL STATION AREA AGE COMPOSITION



Source: 2005-9 American Community Survey.
Data aggregated for census tracts 6001, 6002, 6003, 6004, 6006, and 6008.

Environmental Justice

As the Metropolitan Planning Organization (MPO) for the nine-county region, DVRPC is charged with evaluating plans and programs for environmental justice (EJ) sensitivity to historically disadvantaged populations. Accordingly, DVRPC has developed an EJ methodology that quantifies levels of disadvantage within the region for eight potentially disadvantaged groups: non-Hispanic minorities, carless households, households in poverty, persons with a physical disability, female heads of household with children, Hispanic, elderly over 75 years of age, and Limited English Proficiency (LEP) households. These are referred to as Degrees of Disadvantage (DoD). Census tracts with a population that exceeds the regional average for any of these defined groups are considered EJ-sensitive. All DoD analysis is based on 2000 Census information.

TABLE 11: COOPER HOSPITAL DEGREES OF DISADVANTAGE

Degrees of Disadvantage	Regional Threshold	Station Area Concentration*
Non-Hispanic Minority	**24.9%**	**52.3%**
Carless Households	**16.0%**	**53.0%**
Households in Poverty	**10.9%**	**39.8%**
Persons with a Physical Disability	**7.7%**	**10.7%**
Female Head of Household with Child	**7.4%**	**23.8%**
Hispanic	**5.4%**	**41.7%**
Elderly (75 years and over)	6.6%	4.6%
Limited English Proficiency	**2.4%**	**10.2%**

**Station area concentrations exceeding the regional threshold shown in red.*

Source: DVRPC, 2000 Census Data

The Cooper Hospital station area is composed of seven census tracts as displayed in the map on the next page. This map illustrates the number of DoD found within each census tract. Table 11 aggregates this information to consider the station area as a whole. In total, the station area exceeds the regional threshold for all but one of the eight EJ measures.

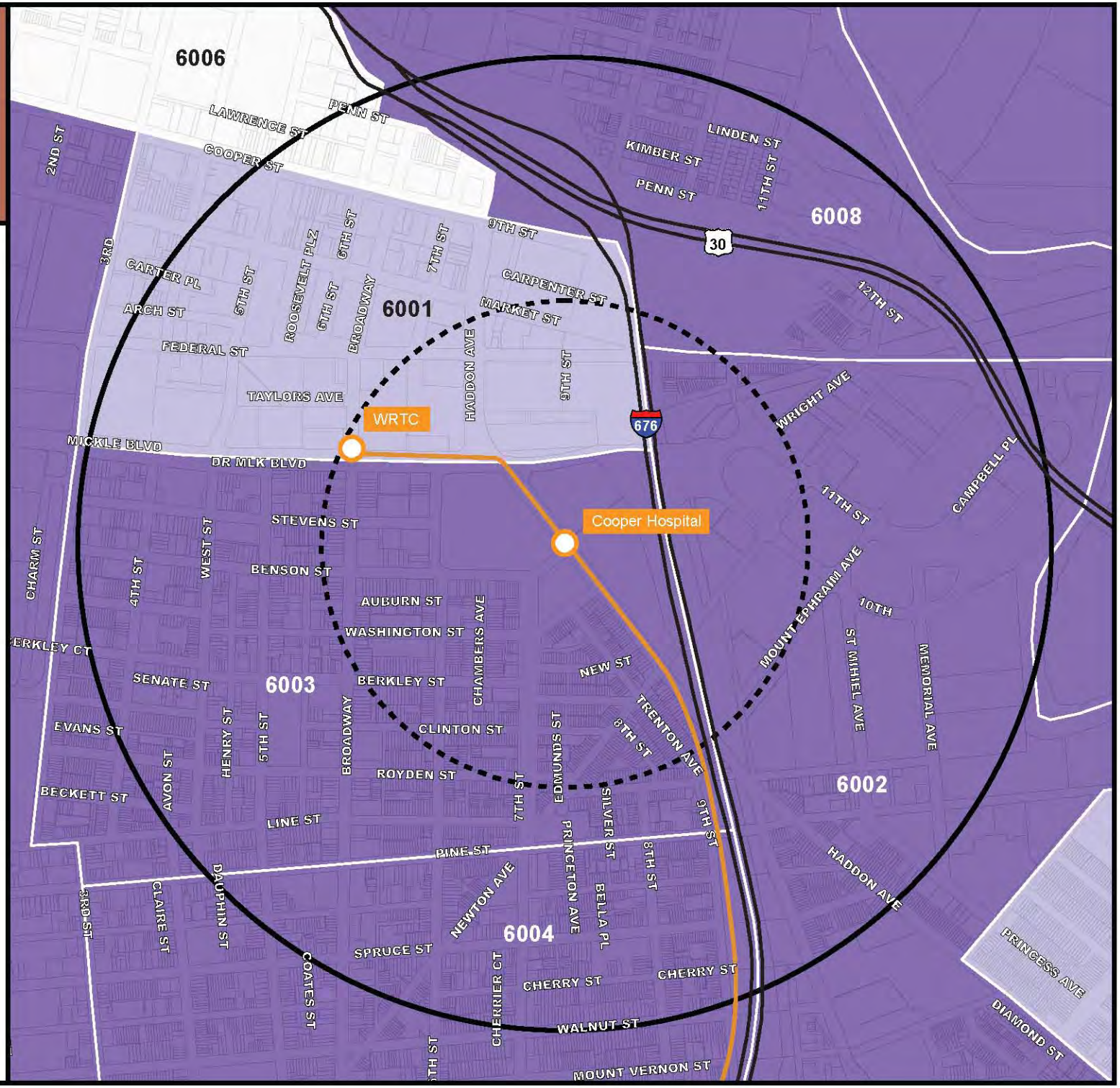
Only the elderly population in this study area is lower than the regional average. For all other DoD, the station area concentration is far higher than the regional threshold.

Station area concentrations for households in poverty and female head of household with child, which is widely considered a poverty indicator, both exceed the regional threshold by more than three times. The concentration of carless households is over three times the regional threshold, and the population of persons with a physical disability also exceeds the regional threshold. Low-income, carless, and physically disabled populations are often transit dependent. In low-income and largely transit-dependent communities, additional transit access will have a significant impact on job access and daily mobility needs.

Station area concentration for non-Hispanic minority population exceeds the regional threshold by two times, and station area Hispanic population exceeds the regional threshold by nearly eight times. This station area has very high concentrations of racial and ethnic minorities, which have historically often been left out of the planning process. Because these minorities may not be well represented by regional stakeholders and boards, it is very important to seek local community input and maintain direct stakeholder involvement.

The station area's LEP population is more than four times the regional threshold, so outreach and community involvement efforts in this area must include strategies to address language and communication barriers.

FIGURE 21:
COOPER HOSPITAL
DEGREES OF DISADVANTAGE
BY CENSUS TRACT



0
1 or 2
3 or 4
5 or 6
7 or 8
Proposed GCL

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Source: US Census Bureau, 2000

LAND USE (2005)

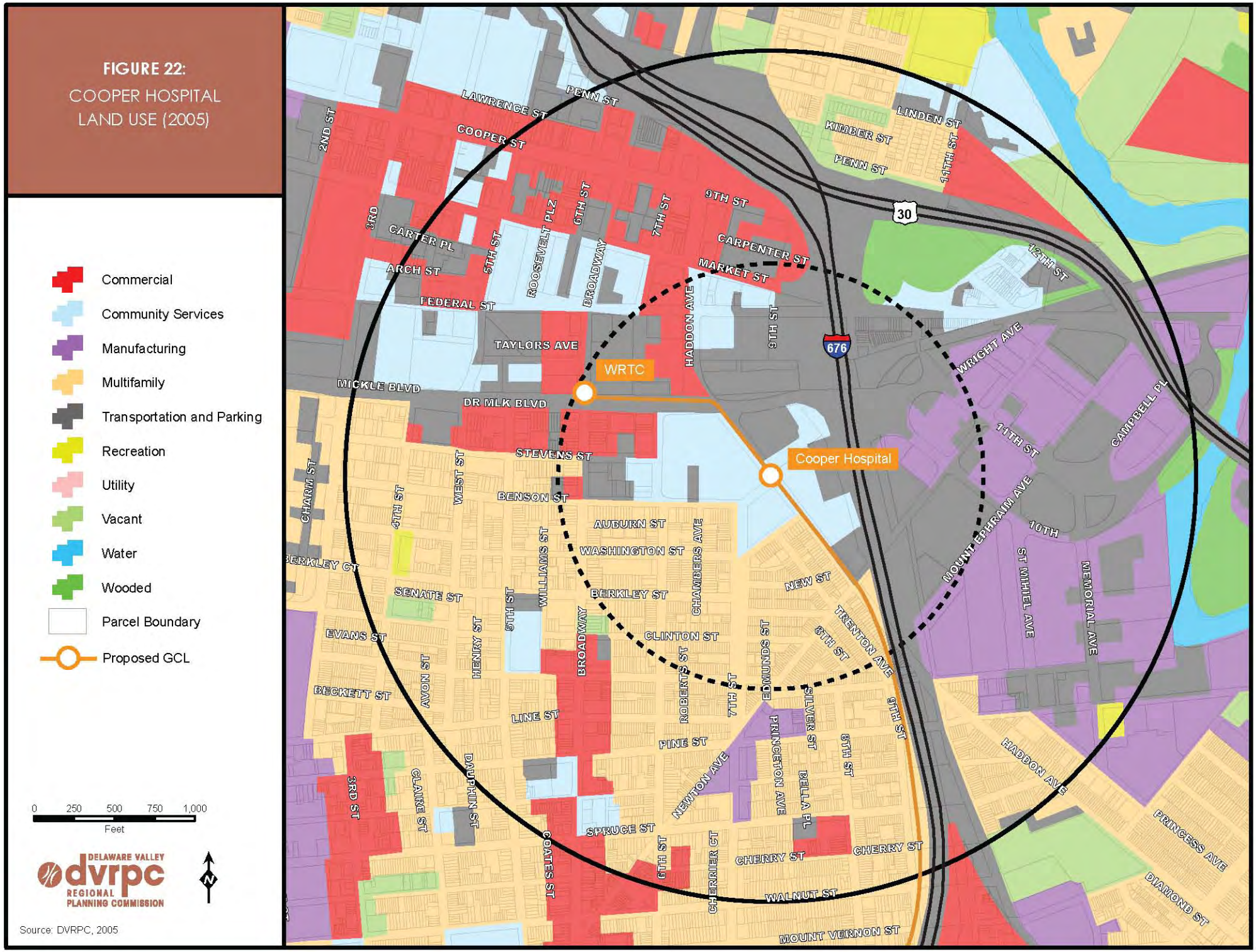
TABLE 12: COOPER HOSPITAL LAND USE

Land Use Category	Acres	Percentage
Commercial	61.3	12.2%
Community Services	50.0	10.0%
Light Industrial	57.4	11.4%
Parking	59.6	11.8%
Recreation	1.4	0.3%
Residential: Multi-family	16.3	3.3%
Residential: Row Home	150.0	30.8%
Transportation	85.2	17.5%
Vacant	9.9	2.0%
Water	2.0	0.6%
Wooded	9.8	1.9%
TOTAL	*502.6*	*100%*

Haddon Avenue contains both residential properties and larger institutions, such as Cooper Hospital and the Coriell Institute for Medical Research.

Most of the homes in the Cooper Plaza neighborhood are two- or three-story rowhouses.

FIGURE 22:
COOPER HOSPITAL
LAND USE (2005)



Source: DVRPC, 2005

ZONING & REDEVELOPMENT AREAS

TABLE 13: COOPER HOSPITAL ZONING

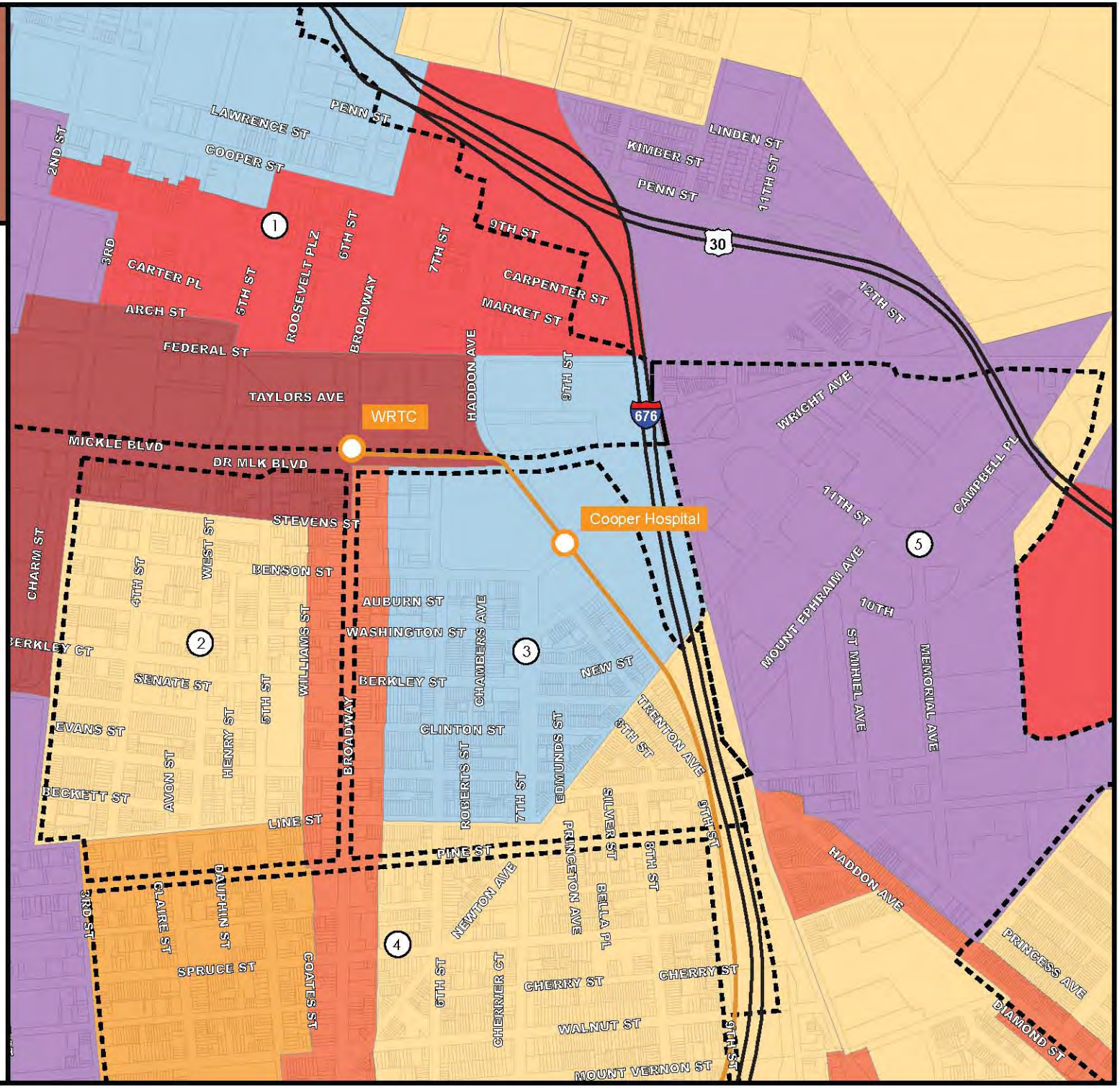
Zoning	Description	Group	Acres	Percentage
C-C	City Center Flexible Development District	Commercial	40.6	8.1%
C-3,5	Commercial	Commercial	64.5	12.8%
C-R	Commercial-Residential	Commercial	31.8	6.3%
I-1	Industrial	Industrial	150.5	29.9%
I-R	Institution-Residential	Industrial	83.5	16.6%
M-R	Manufacturing-Residential	Commercial	7.2	1.4%
R-1,2	Residential	Residential	124.5	24.8%
		TOTAL	*502.6*	*100%*

Redevelopment Areas

Redevelopment District Plans, as shown on the Camden's Redevelopment Areas Map and on page 67, should be referred to for specific redevelopment regulations, which may supersede the zoning districts listed here. Five redevelopment areas have been designated within the Cooper Hospital station area. Brief summaries of these redevelopment plans are located in Appendix A.

- Camden Downtown Redevelopment Area (2004)
- Lanning Square Redevelopment Area (2008)
- Cooper Plaza Redevelopment Area (2005)
- Bergen Square Redevelopment Area (2007)
- Gateway Redevelopment Area (2005)

FIGURE 23:
COOPER HOSPITAL ZONING AND REDEVELOPMENT AREAS



POLICY & HISTORIC RESOURCES

Municipal and Neighborhood Plans*

- FutureCamden: Master Plan City of Camden (2002)

Historic Districts

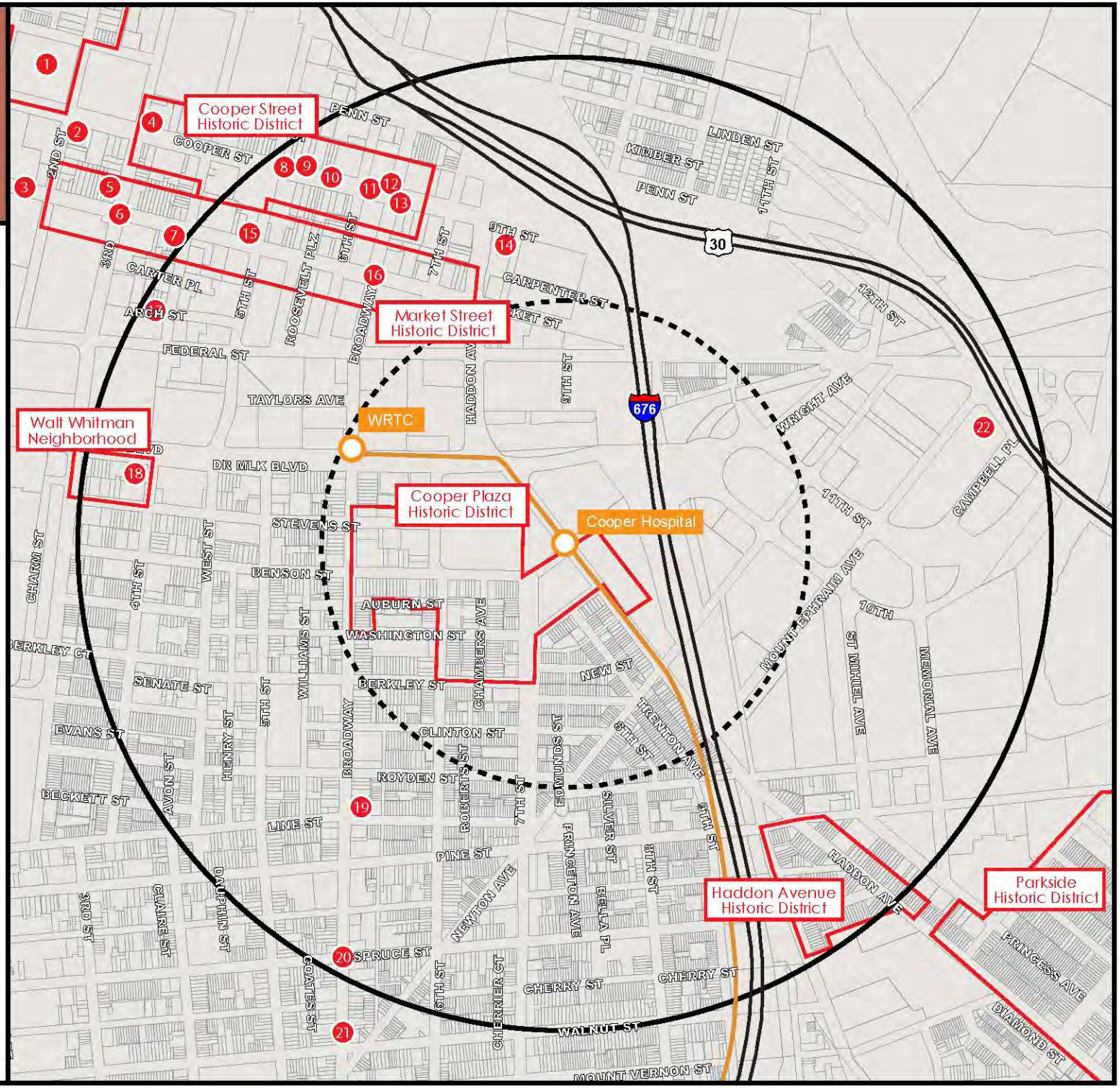
- Cooper Street Historic District
- Market Street Historic District
- Walt Whitman Neighborhood
- Cooper Plaza Historic District
- Haddon Avenue Historic District
- Parkside Historic District

Historic Sites

1. Cooper Library in Johnson Park
2. Edward Sharpe House
3. National State Bank
4. Dr. Henry Genet Taylor House
5. Marcouse Building
6. New Jersey Safe Deposit & Trust Company
7. A.S. Woodruff and Law Building
8. James M. Downey Building
9. Charles S. Boyer Building
10. Finance Building
11. Benjamin Shreve House
12. First Camden National Bank & Trust
13. Wilson Building
14. Newton Friends Meetinghouse
15. Smith-Austemuhl Insurance Company
16. Camden Safe Deposit & Trust Company
17. Inter-County Mortgage & Finance Company
18. Walt Whitman House
19. Camden Free Public Library Main Building
20. Victory Trust Company
21. Broadway Trust Company
22. Sears, Roebuck and Company Department Store

**See Appendix A for brief summaries of local planning documents.*

FIGURE 24:
COOPER HOSPITAL
HISTORIC RESOURCES



Proposed GCL
8 Historic Site
Historic District

Source: DVRPC, NJRHP, NRHD

RECENT AND PROPOSED DEVELOPMENT

Residential

1. Complete: Market Fair Senior Housing, 35 affordable units for seniors within the Security Trust Building
2. Ongoing: Rutgers University student housing
3. Complete: Cooper Building, 1 & 2 bedroom condominiums

Public Space

4. Complete: 7th Street Promenade
5. Complete: Cooper Plaza Commons
6. Ongoing: Roosevelt Park adjacent to City Hall

Commercial

7. Proposed: Mixed-use residential building
8. Proposed: Redevelopment site could include parking garage, new mixed-used building, and taxi stand

Community

9. Proposed: Camden County Courthouse expansion
10. Ongoing: Lanning Square Elementary School
11. Proposed: Rehabilitation and reuse of the Carnegie Library as offices or community space

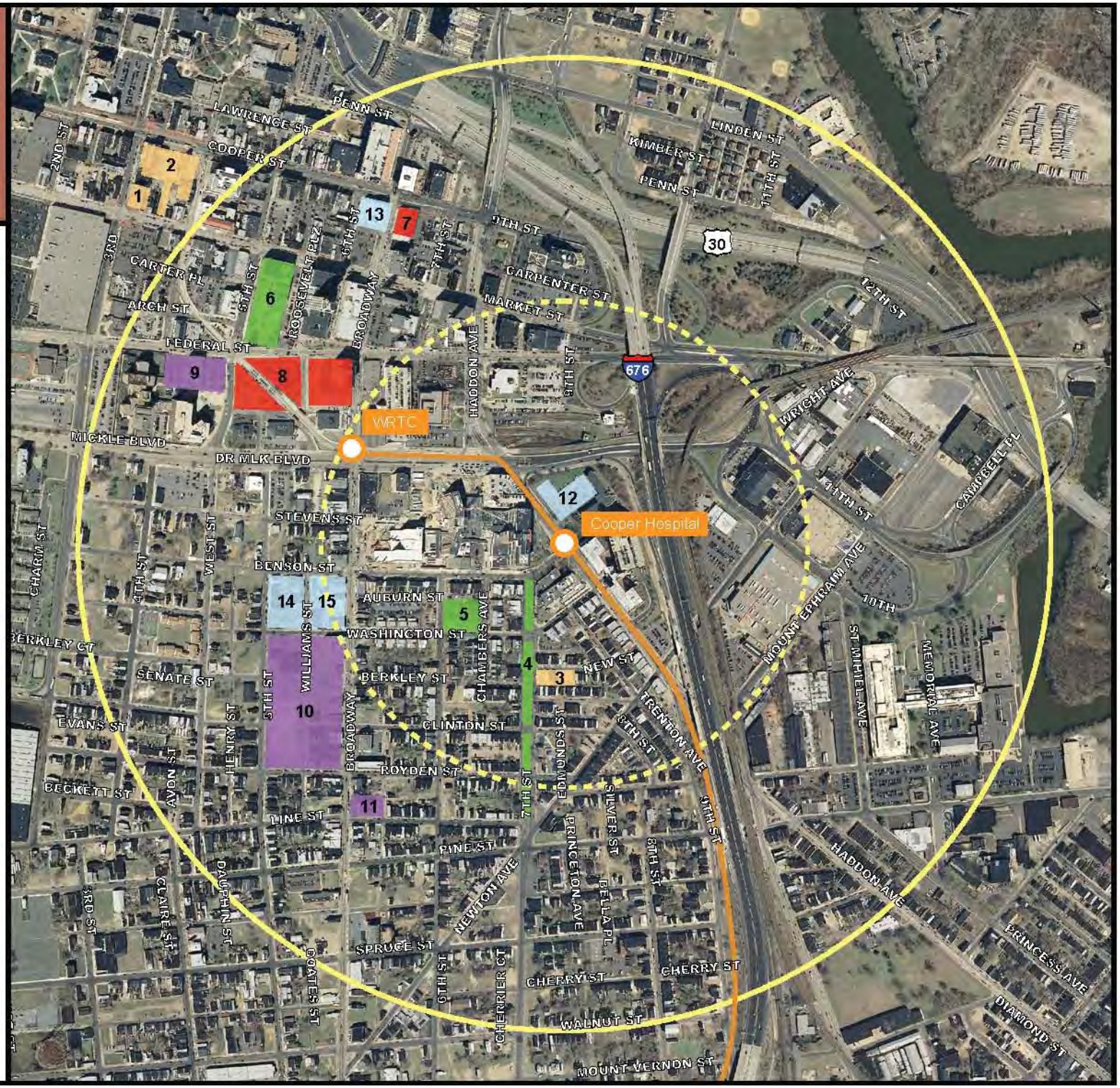
Institutional

12. Proposed: Expansion of Rowan University, renovated First Camden National Bank and Trust Site
13. Proposed: Site for new Cooper Cancer Institute
14. Proposed: Site for Cooper biomedical research facility
15. Ongoing: Cooper Medical School of Rowan University

Recent development includes the Cooper Building at the corner of Berkeley Street and 7th Street. The building contains market-rate one- and two-bedroom units.

The Cooper Medical School of Rowan University is currently under construction along Broadway between Benson Street and Washington Street.

FIGURE 25:
COOPER HOSPITAL
RECENT AND PROPOSED
DEVELOPMENT



Aerial Source: DVRPC, 2010

TRANSIT-ORIENTED DEVELOPMENT & COMMUNITY OPPORTUNITIES

In addition to documenting the existing conditions of each proposed station area, this study provides a preliminary assessment of the potential for TOD within each station area. The appropriateness of TOD at a given transit station depends on a variety of factors. This assessment focuses on a series of physical station area characteristics and market and policy factors that can influence the success of TOD.

Table 14 summarizes the TOD Assessment for the Cooper Hospital station area. The first column lists 10 physical TOD factors and four market and policy factors. The second column describes highly supportive characteristics for each TOD factor listed. Finally, column three contains a rating for each TOD factor based on how supportive local conditions are for that particular factor. This type of analysis is often done to evaluate the appropriateness of TOD near an existing transit station. In this case, these ratings evaluate the station area based on the assumption of a transit station being developed at this location.

Physical Factors

The Cooper Hospital station area largely overlaps with the WRTC station area, so potential development near both stations is influenced by a similar set of factors. However, the station's location does impact the potential for TOD. The Cooper Hospital Station is proposed for a location on Haddon Avenue adjacent to Cooper Hospital and a variety of related medical and educational facilities. Currently, there are few vacant or underutilized sites in the immediate vicinity of the station. Site availability is further constrained by the presence of I-676. The highway and its accompanying roadway infrastructure divide the station area and impede pedestrian access to the station from the east.

Despite these limitations, the areas south and west of the proposed station include a mix of institutional, residential, and commercial uses. These areas benefit from a network of compact walkable blocks and recent open space investments that have created an inviting pedestrian environment and a network of parks. The station's proximity to WRTC also ensures that the station area is well connected to regional transportation options.

Market and Policy Factors

New development within the station area is primarily attributable to the growth of the area's medical institutions and facilities. The station area is home to a number of recently completed and planned health services buildings, many of them extensions of Cooper Hospital. This ongoing development has generated an accompanying increase in residential demand, partly to house employees of local institutions. To meet this demand, the Cooper Plaza Redevelopment Plan has encouraged a strategy that combines conservation and upgrades to the existing housing stock and targeted infill development. Today, residential rehabilitations are evident throughout the neighborhood and new market rate condominiums were recently completed at the intersection of 7th and New streets.

In addition to expanding its existing facilities, Cooper Hospital has been a driving force for reshaping the physical landscape of the surrounding Cooper Plaza neighborhood. New and refurbished parks are important neighborhood amenities that enhance the livability of the area.

Community Opportunities and Challenges

The Cooper Plaza neighborhood has benefited from recent institutional investments and the addition of a transit station at this location can help further this revitalization. While opportunities for large scale TOD may be limited by the lack of large available parcels near the proposed station, continued rehabilitations and smaller scale infill projects can allow more people to live in close proximity to existing activity centers and to benefit from the neighborhood's transit infrastructure.

Another opportunity for economic development within the station area involves revitalizing the existing commercial corridor along Broadway. Enhancing the local retail mix, including the addition of stores and services designed to meet neighborhood needs, can reinforce residential development trends.

Assets

- The station area is anchored by major employers, such as Cooper Hospital, the Coriell Institute, UMDNJ, and Campbell's.
- There have been recent public space investments in the neighborhood, such as the streetscape improvements on 7th Street and Cooper Plaza Commons.

TABLE 14: COOPER HOSPITAL TOD ASSESSMENT

	TOD Factors	Highly Supportive Characteristics	Score
STATION AREA	**Site Availability**	Area contains vacant or underutilized sites for redevelopment. Issues such as size, shape, and ownership provide minimal obstacles to land assembly.	2
	Station Access	Access to proposed station area is not constrained by existing development, roadway configuration, transportation infrastructure, or other physical barriers.	2
	Infrastructure	Adequate sewer and water infrastructure are already in place.	1
	Connectivity	Proposed station is wthin an easy walking distance (roughly 1/2 mile) of existing activity centers.	1
	Mix of Land Uses	Area contains a complementary mix of uses, including a range of housing options, office, shops, markets, restaurants, and services. The greatest diversity of uses is located within 1/4 mile of the proposed station. Development has elements that create a self-sufficient community, where many daily needs can be accomplished without need for a car.	2
	Supportive Density*	Current or planned residential and employment density is sufficient to generate significant transit ridership and support local retail.	2
	Transit	Area is serviced frequently by multiple modes of transit. Intermodal connections are easy.	1
	Bicycle Orientation	Bicycle routes and linkages are continuous, safe, convenient, and attractive.	2
	Pedestrian Orientation	Area is designed with the pedestrian in mind. Streets, sidewalks, and crosswalks are interconnected and provide multiple routes for reaching destinations. Buildings are located close to each other, appropriately articulated, and built close to the street. Parking lots in front of buildings are avoided.	2
	Parking	Parking is thoughtfully designed and managed to support density, mix of uses, and pedestrian environment.	2
MARKET & POLICY	**Growth Pressure**	New multifamily residential, office, commerical, or institutional development is proposed or recently constructed.	1
	Public Investment	Area has recently received or will receive some form of public investment. Investments may include items such as infrastructure improvements or streetscaping enhancements.	1
	Zoning, Ordinances, & Policies	Existing regulatory framework generally supports mixed land uses, higher densities, compact development, and transit prioritization, which is characteristic of TOD.	2
	TOD or Redevelopment Plan	Neighborhood or redevelopment plan has been drafted that supports the creation of TOD.	1

Ratings: 1 = Highly Supportive, 2 = Somewhat Supportive, 3 = Not Supportive

**There are many ways to measure transit-supportive density, including the total number of housing units within a half-mile radius of a transit station. The organization Reconnecting America has developed seven TOD Place Types and corresponding targets for the number of dwelling units. These targets range from 1,500 to 4,000 units for Transit Neighborhoods and 2,000 to 5,000 units for Mixed Use Neighborhoods, two TOD Place Types relevant to the GCL station areas. For more information, see Reconnecting America's Station Area Planning: How To Make Great Transit-Oriented Places, available at: www.reconnectingamerica.org/assets/Uploads/tod202.pdf.*

- The proposed station is within easy walking distance to downtown and the Walter Rand Transportation Center.

Weaknesses

- There are few large vacant sites that are available for development within close proximity of the proposed station.
- There are currently few stores that serve the needs of neighborhood residents (e.g., grocery stores, dry cleaners, etc.)
- I-676 serves as a barrier that divides the station area roughly in half.

Opportunities

- Redevelopment plans have already been created for many portions of the station area and there are several ongoing development projects.
- There are opportunities to upgrade the existing housing stock and promote infill development that complements the existing character of the neighborhood.

SECTION 2

STATION AREA PROFILES

SOUTH CAMDEN
ALTANTIC AVENUE

STATION AREA OVERVIEW

The Southern New Jersey to Philadelphia Mass Transit Expansion Alternative Analysis Study placed a single South Camden stop near the intersection of Atlantic Avenue and Railroad Avenue. South of Atlantic Avenue, the proposed Glassboro-Camden Line runs north-south along the existing Conrail freight line. North of Atlantic Avenue, the proposed rail line would follow a new right-of-way adjacent to I-676, before entering an in-street alignment near Cooper Hospital. Because the rail line is expected to traverse the triangle of land formed by Railroad Avenue, Kaighns Avenue, and I-676, the location of a potential station in this area is somewhat flexible.

Four South Camden neighborhoods are located near the proposed station. East of I-676, the Gateway area of Camden is located north of Atlantic Avenue, and Liberty Park is situated south of Atlantic Avenue. West of I-676, the Bergen Square neighborhood is located north of Atlantic Avenue, and Waterfront South is located south of Atlantic Avenue. The station area includes portions of the South Camden Historic District and the Camden and Atlantic Railroad Historic District. Two other historic districts, Haddon Avenue and Parkside, lie just outside the northwest station area boundary.

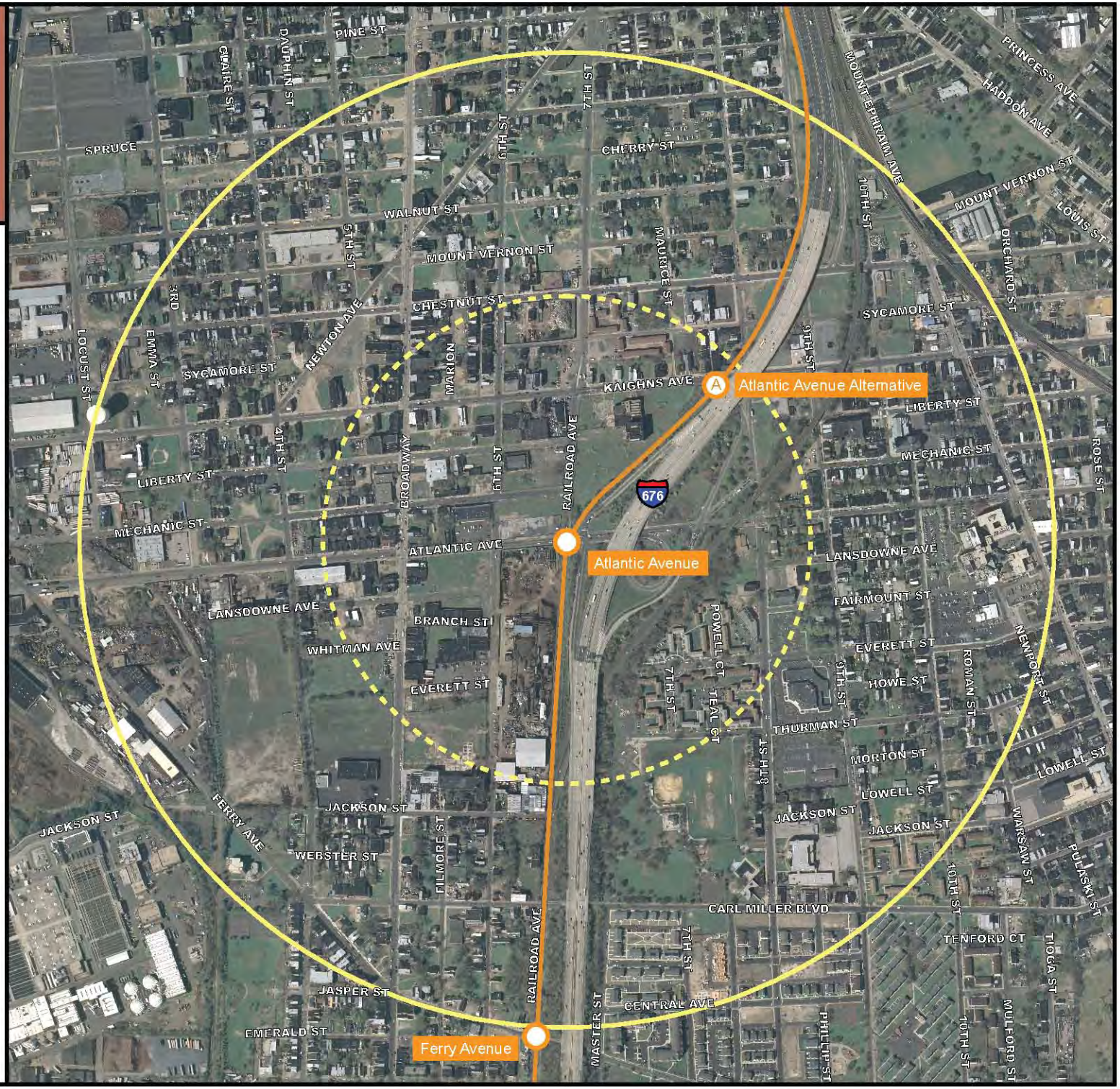
Although over 40 percent of the station area is residential, much of the immediate area surrounding the proposed station is taken up by the industrial uses of Camden Iron & Metal, Inc. For this reason, a rail stop situated closer to Kaighns Avenue may represent a more flexible and accessible station location. Thus, an Alternative Station symbol appears in this location on all Atlantic Avenue maps.

Between 2000 and 2010, the population of the Atlantic Avenue station area decreased by 11.4 percent from 6,756 to 5,985. This rate of population loss is substantially higher than the overall city's rate of 3.2 percent during that same period. Today, the station area is marked by marginal commercial spaces, numerous vacant lots, and other signs of disinvestment. Overall, the Atlantic Avenue station area demonstrates less tangible evidence of redevelopment activity and planning than other proposed station areas in the City of Camden. Historically, many of the residential portions of the station area have been negatively impacted by truck traffic related to nearby port and industrial uses.

Looking west along Atlantic Avenue from Broadway.

There are numerous vacant lots in South Camden, such as this one south of Atlantic Avenue between 6th Street and Broadway.

FIGURE 26:
ATLANTIC AVENUE
STATION OVERVIEW



Proposed GCL
Alternate Station Location
Quarter-Mile Buffer
Half-Mile Buffer

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

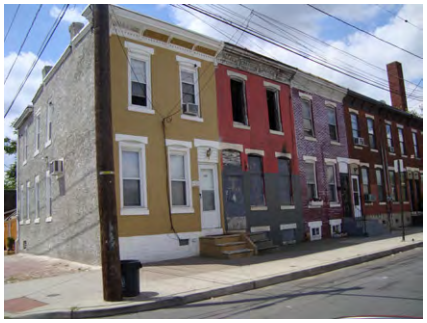
Aerial Source: DVPRC, 2010

COMMUNITY FORM

The character of a place is influenced by the range of land uses found there, as well as the physical forms that these land uses take. The photos on these pages are intended to illustrate the physical character of the Atlantic Avenue station area. The photos, which were taken by DVRPC staff during fieldwork for this study, have been broadly categorized according to their dominant use.

While these images do not represent every type of development present in the station area, they are representative of the built environment of the proposed station area as it exists today.

RESIDENTIAL



CIVIC/COMMUNITY

COMMERCIAL/INDUSTRIAL

OPEN/PUBLIC SPACE

COMMUNITY INVENTORY

Major Employers

1. Virtua Camden
2. Camden Iron & Metal, Inc.
3. Camden County Municipal Utilities Authority

Schools

1. U.S. Wiggins Elementary School
2. South Camden Alternative School
3. Whittier Elementary School
4. Sumner Elementary School
5. Bonsall Elementary School
6. Creative & Performing Arts High School
7. Sacred Heart School
8. San Miguel School

Religious Institutions

1. Holy Trinity Baptist Church
2. Baptist Temple Church
3. Zion Baptist Temple
4. Faith Tabernacle Church
5. Chestnut Street UAME Church
6. Wesley A.M.E. Zion Church
7. St. Joseph Catholic Church
8. St. Bartholomew Catholic Church
9. First Nazarene Baptist Church
10. Sacred Heart Church
11. Ferry Avenue Methodist Church
12. Sacred Heart Church

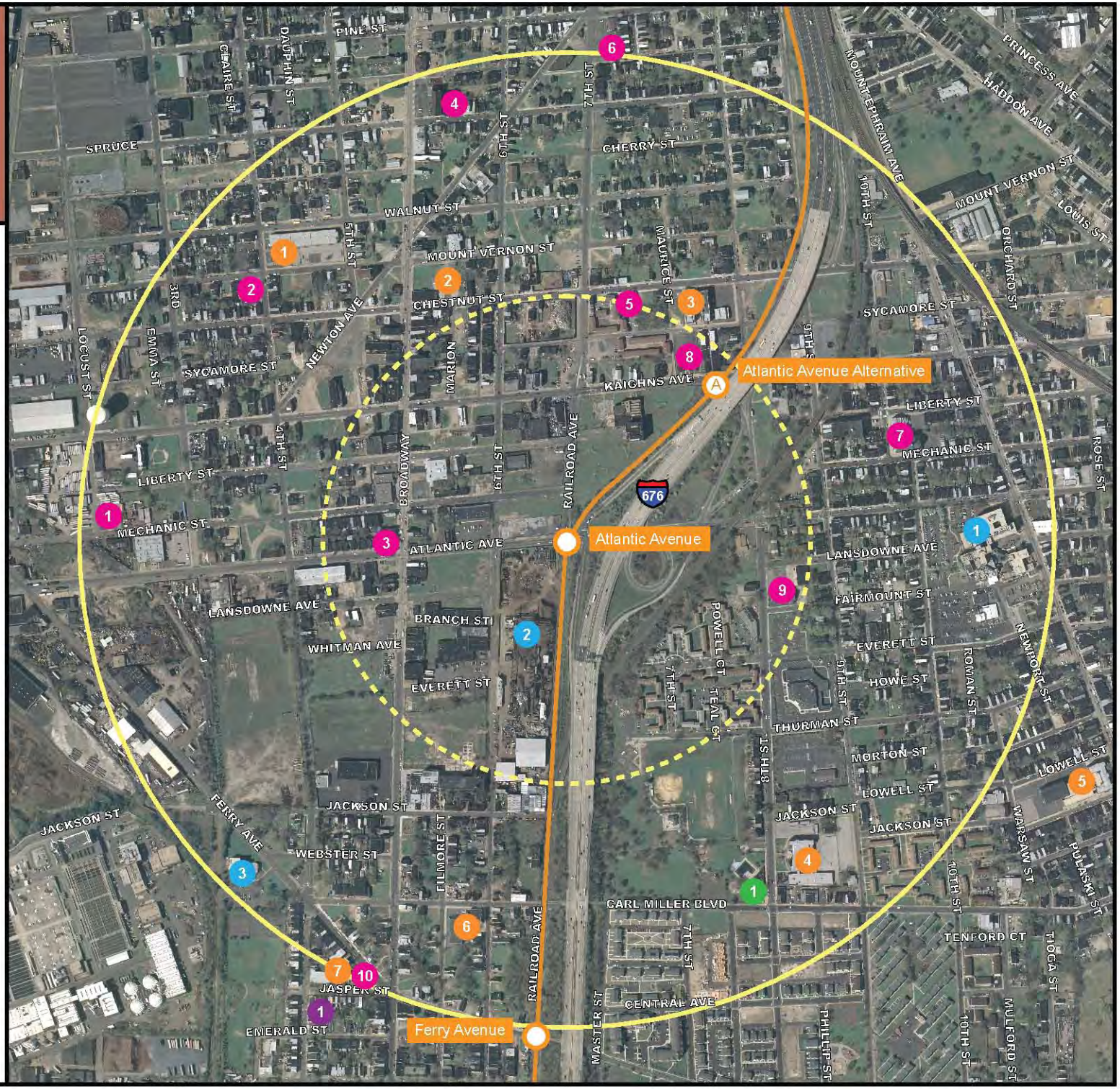
Government and Civic Facilities

1. Isabel Miller Community Center

Cultural Attractions

1. Waterfront South Theatre

FIGURE 27:
ATLANTIC AVENUE
COMMUNITY INVENTORY



- Proposed GCL
- Alternate Station Location
- Quarter-Mile Buffer
- Half-Mile Buffer
- Major Employer
- School
- Religious Institution
- Government or Civic Facilitiy
- Cultural Attraction

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Aerial Source: DVRPC, 2010

Transportation Infrastructure

Major Roads

- I-676
- Broadway
- Kaighns Avenue
- Atlantic Avenue

New Jersey Transit Bus Routes

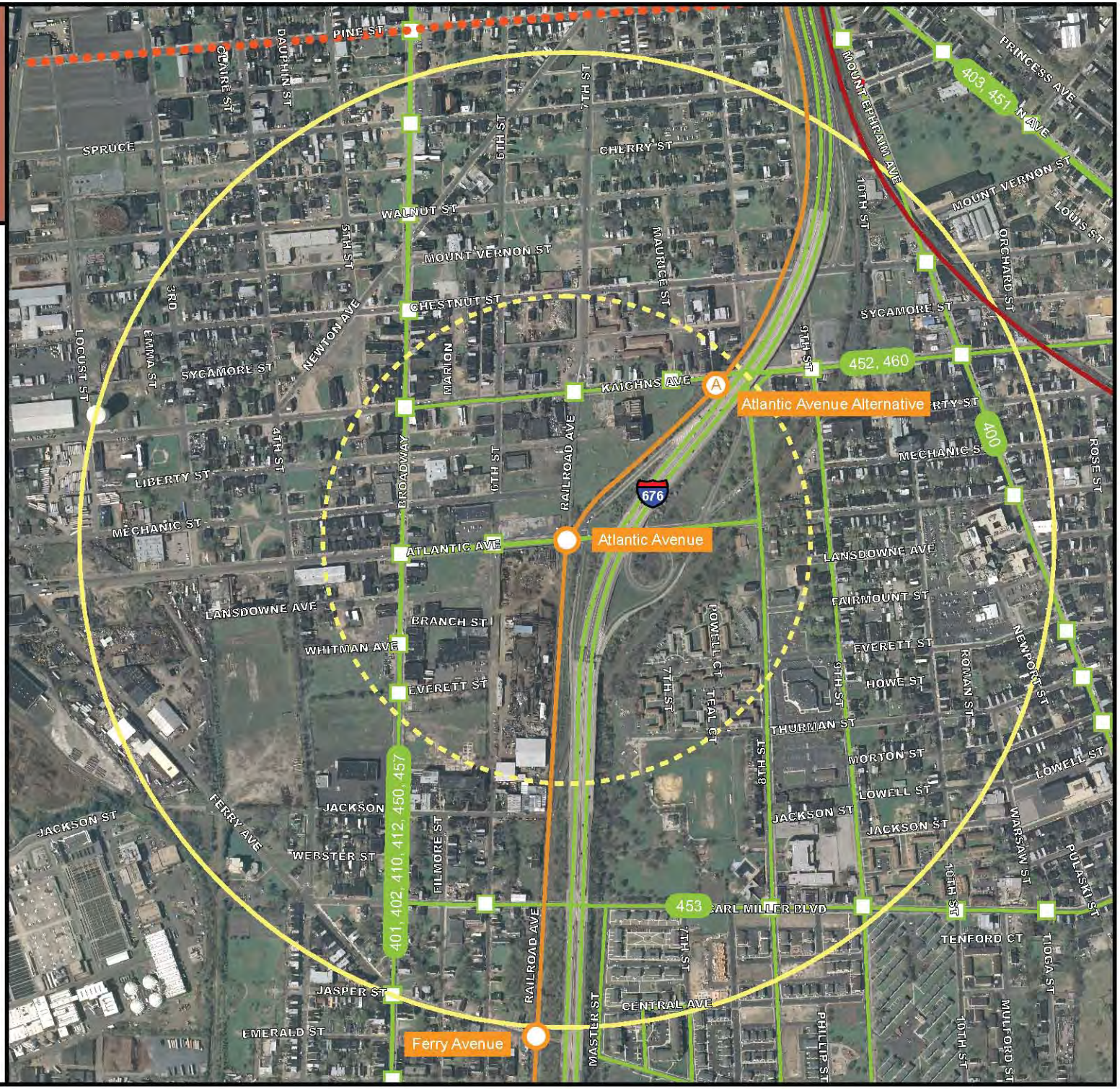
- 401: Salem/Woodbury - Philadelphia (12 northbound weekday departures)
- 402: Pennsville/Woodbury - Philadelphia (9 northbound weekday departures)
- 410: Bridgeton/Woodbury - Philadelphia (10 northbound weekday departures)
- 412: Sewell - Glassboro - Philadelphia (14 northbound weekday deapartures)
- 450: Camden - Cherry Hill Mall (24 northbound weekday departures)
- 452: Camden - 36th Street (31 northbound weekday departures)
- 453: Ferry Avenue Patco - Camden (14 northbound weekday departures)
- 457: Camden - Moorestown Mall (20 northbound weekday departures)
- 460: Camden Seasonal Service (3 weekday departures)

Trail Connector Projects

The Pine Street trail project, shown on page 59, is part of the Camden Greenway, a regional trail network throughout Camden County. This project is being funded as part of the Transportation Investment Generating Economic Recovery (TIGER) grant awarded in 2010 and consists of off-road bicycle and pedestrian trails that will link the Camden Waterfront to the Cambell's Soup corporate campus and Cooper River.

FIGURE 28:

ATLANTIC AVENUE TRANSPORTATION INFRASTRUCTURE



Source: DVRCP, CCCTMA

Demographics

TABLE 15: ATLANTIC AVENUE DEMOGRAPHICS

	2000		2010	
General	**Study Area***	**City**	**Study Area***	**City**
Population	6,756	79,904	5,985	77,344
Population Density (persons per sq. mi.)	8,617	9,080	7,663	5,632
Dwelling Units	2,789	29,769	2,489	28,358
Gross Density (DU/acre)♦	5.6	5.3	4.97	5.0
% Vacant Housing Units	25.1%	18.8%	22.7%	13.7%
% Occupied Housing Unit	74.9%	81.2%	77.3%	86.3%
% Owner-Occupied Units	41.9%	46.1%	29.2%	39.2%
% Renter-Occupied	58.1%	53.9%	70.8%	60.8%
Race/Ethnicity				
African-American alone	66.5%	55.3%	62.9%	48.1%
White alone	10.1%	18.1%	12.2%	17.6%
Asian alone	1.5%	2.9%	1.0%	2.1%
Other	22.0%	23.4%	23.9%	32.2%
Hispanic (may be of any race)	29.9%	38.8%	35.5%	47.0%
Income				
Median Household Income (in 1999 and 2009 inflation-adjusted dollars)	$8,569 - $26,138**	$23,421	$9,358 - $25,683**	$25,418

**Census blocks within a half-mile radius of the proposed station were used to approximate the study area. A list of these census blocks can be found in Appendix B.*

***Range of median household incomes for census tracts within the study area.*

♦ Gross density refers to the total number of dwelling units divided by the total number of acres within the study area and the city. Net residential density refers to the total number of dwelling units divided by the number of residential acres. In 2000, Camden City had a net residential density of 13.4 DU/acre.

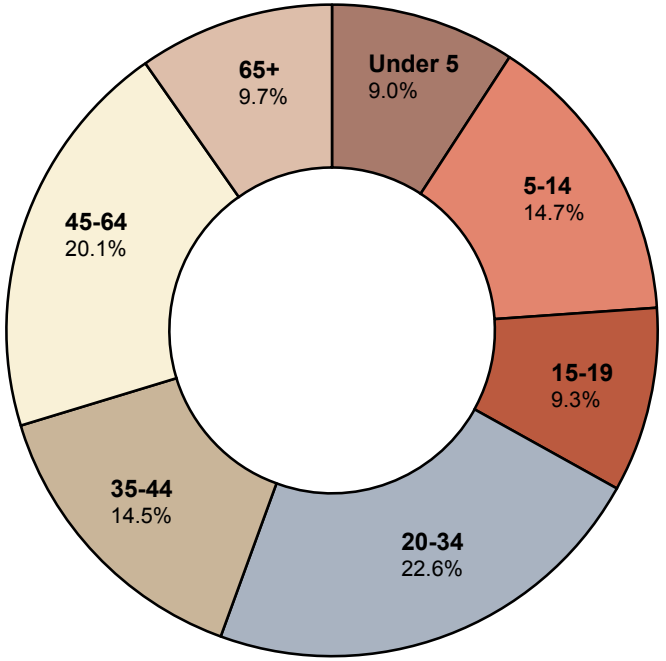
Source: U.S. Census, 2000 and 2010

Source: American Community Survey, 2005-2009 5-Year Estimates

Key Demographic Trends

- Overall, the station area lost population at a rate (-11 percent) higher than Camden itself (-3 percent) between 2000 and 2010.
- The percentage of renters in the study area increased from 58 percent to nearly 71 percent over the last 10 years.
- Between 2000 and 2010, the number of African-Americans living within the study area decreased slightly from 67 percent to 63 percent. During the same period, the number of white, Asian, Hispanic, and other residents increased.

FIGURE 29: ATLANTIC AVENUE STATION AREA AGE COMPOSITION



Source: 2005-9 American Community Survey.
Data aggregated for census tracts 6002, 6004, 6005, 6016, 6017, 6018, and 6019.

ENVIRONMENTAL JUSTICE

As the Metropolitan Planning Organization (MPO) for the nine-county region, DVRPC is charged with evaluating plans and programs for environmental justice (EJ) sensitivity to historically disadvantaged populations. Accordingly, DVRPC has developed an EJ methodology that quantifies levels of disadvantage within the region for eight potentially disadvantaged groups: non-Hispanic minorities, carless households, households in poverty, persons with a physical disability, female heads of household with children, Hispanic, elderly over 75 years of age, and Limited English Proficiency (LEP) households. These are referred to as Degrees of Disadvantage (DoD). Census tracts with a population that exceeds the regional average for any of these defined groups are considered EJ-sensitive. All DoD analysis is based on 2000 census information.

TABLE 16: ATLANTIC AVENUE DEGREES OF DISADVANTAGE

Degrees of Disadvantage	Regional Threshold	Station Area Concentration*
Non-Hispanic Minority	**24.9%**	**70.0%**
Carless Households	**16.0%**	**48.2%**
Households in Poverty	**10.9%**	**35.3%**
Persons with a Physical Disability	**7.7%**	**10.3%**
Female Head of Household with Child	**7.4%**	**27.6%**
Hispanic	**5.4%**	**26.6%**
Elderly (75 years and over)	6.6%	3.9%
Limited English Proficiency	**2.4%**	**6.7%**

**Station area concentrations exceeding the regional threshold shown in red.*

Source: DVRPC, 2000 Census Data

The Atlantic Avenue Station Area includes six census tracts as displayed in the map on the next page. This map illustrates the number of DoD found within each census tract. Table 16 aggregates this information to consider the station area as a whole. In total, the station area exceeds the regional threshold for all but one of the eight environmental justice measures.

Only the elderly population in this study area is lower than the regional average. For all other DoD, the station area concentration is far higher than the regional threshold.

Station area concentrations for households in poverty, and female head of household with child, which is widely considered a poverty indicator, both exceed the regional threshold by more than three times. The concentration of carless households is three times the regional threshold, and the population of persons with a physical disability also exceeds the regional threshold. Low-income, carless, and physically disabled populations are often transit-dependent. In low-income and largely transit-dependent communities, additional transit access will have a significant impact on job access and daily mobility needs.

Station area concentration for non-Hispanic minority population exceeds the regional threshold by nearly three times, and station area Hispanic population exceeds the regional threshold by nearly five times. This station area has very high concentrations of racial and ethnic minorities, which have historically often been left out of the planning process. Because these minorities may not be well represented by regional stakeholders and boards, it is very important to seek local community input and maintain direct stakeholder involvement.

The station area's LEP population is nearly three times the regional threshold, so this outreach and community involvement must include strategies to address language and communication barriers.

FIGURE 30:
ATLANTIC AVENUE
DEGREES OF DISADVANTAGE
BY CENSUS TRACT

0
1 or 2
3 or 4
5 or 6
7 or 8
Proposed GCL
A Alternate Station Location

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

N

Source: US Census Bureau

LAND USE (2005)

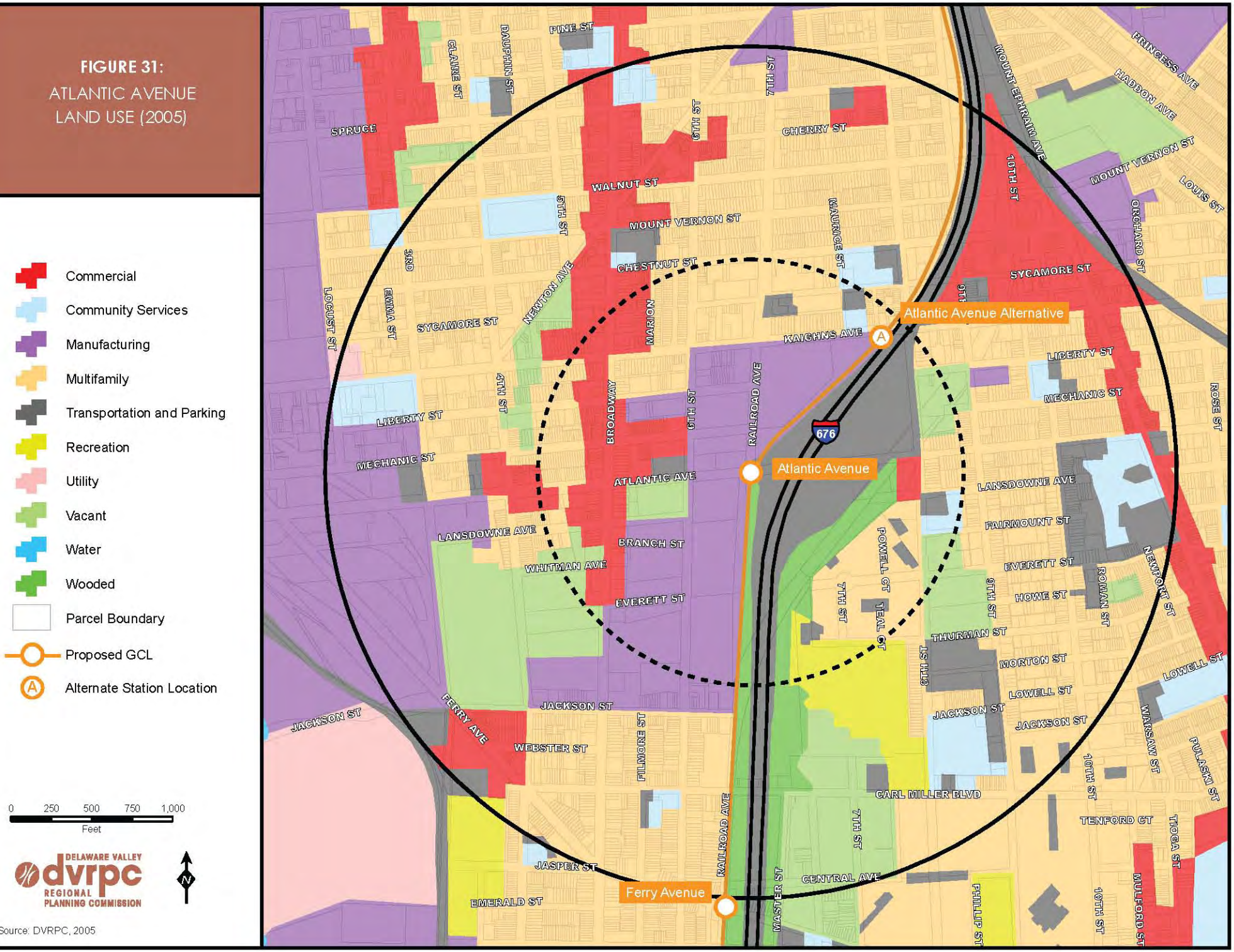
TABLE 17: ATLANTIC AVENUE LAND USE

Land Use Category	Acres	Percentage
Commercial	61.9	12.3%
Community Services	20.5	4.1%
Manufacturing: Heavy Industrial	17.1	3.4%
Manufacturing: Light Industrial	53.9	10.7%
Parking	24.9	5.0%
Recreation	11.0	2.2%
Residential: Multifamily	21.7	4.3%
Residential: Row Home	197.9	39.4%
Transportation	29.9	5.9%
Utility	0.7	0.1%
Vacant	47.4	9.4%
Wooded	15.8	3.1%
TOTAL	*502.6*	*100%*

Manufacturing uses, such as Camden Iron & Metal, can be found in the station area.

The station area contains numerous vacant tracts of land, such as this one south of Atlantic Avenue between 6th Street and Broadway.

FIGURE 31:
ATLANTIC AVENUE
LAND USE (2005)



DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Source: DVRPC, 2005

ZONING & REDEVELOPMENT AREAS

TABLE 18: ATLANTIC AVENUE ZONING

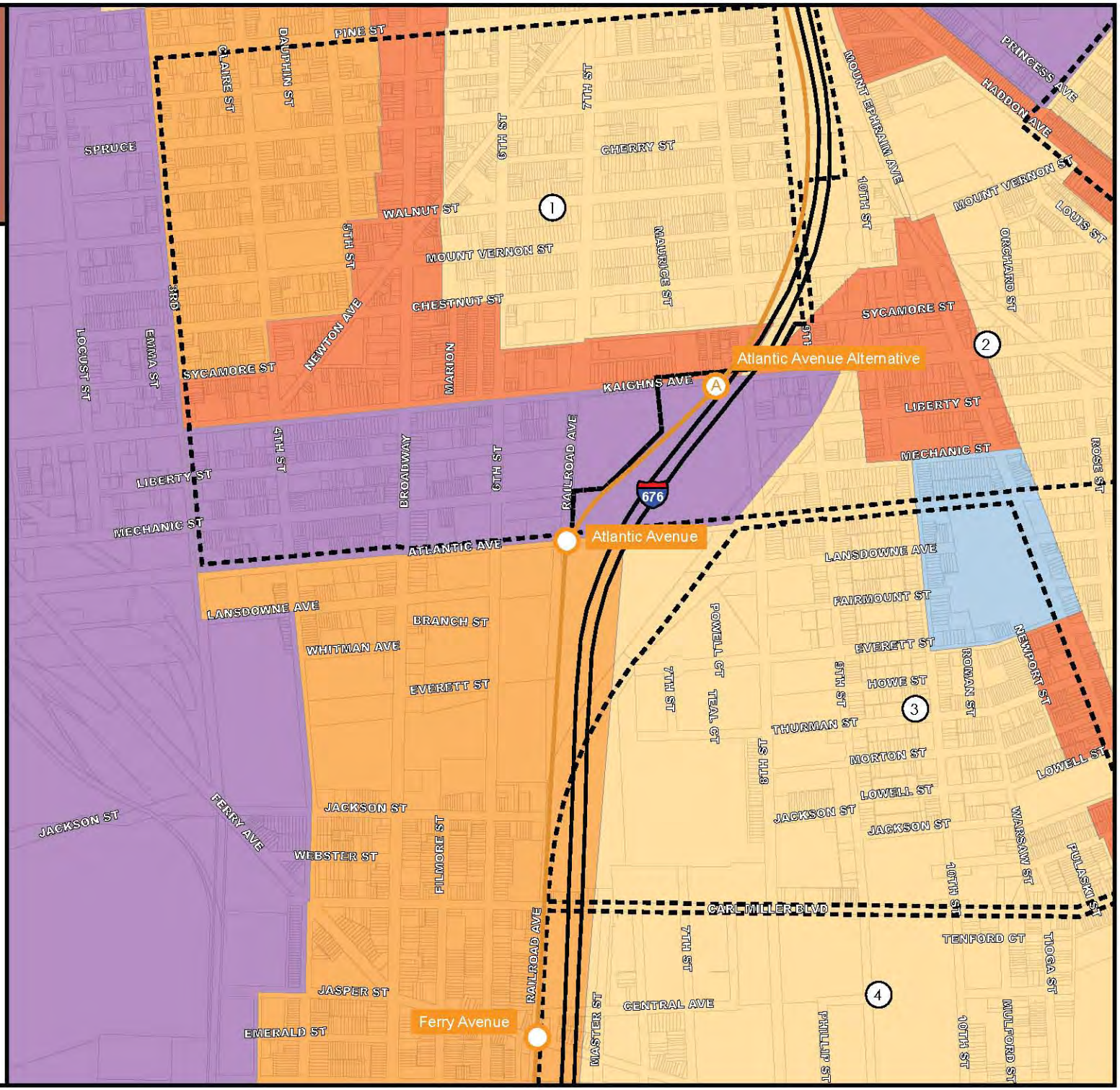
Zoning	Description	Acres	Percentage
C-R	Commercial-Residential	60.5	12.0%
I-1	Industrial	112.3	22.3%
I-R	Institution-Residential	15.9	3.2%
M-R	Manufacturing-Residential	119.4	23.7%
R-1	Residential	121.4	24.2%
R-2	Residential	73.1	14.5%
	TOTAL	*502.5*	*100%*

Redevelopment Areas

Redevelopment District Plans, as shown on the Camden's Redevelopment Areas Map and on page 91, should be referred to for specific redevelopment regulations, which may supersede the zoning districts listed here. Four redevelopment areas have been designated within the South Camden Atlantic Avenue station area. Brief summaries of these redevelopment plans are located in Appendix A.

- Bergen Square Redevelopment Plan (2007)
- Gateway Redevelopment Plan (2005)
- Liberty Park Redevelopment Plan (2006)
- Centerville Redevelopment Plan (2002)

FIGURE 32:
ATLANTIC AVENUE ZONING AND REDEVELOPMENT AREAS



Source: Camden County

POLICY & HISTORIC RESOURCES

Municipal and Neighborhood Plans*

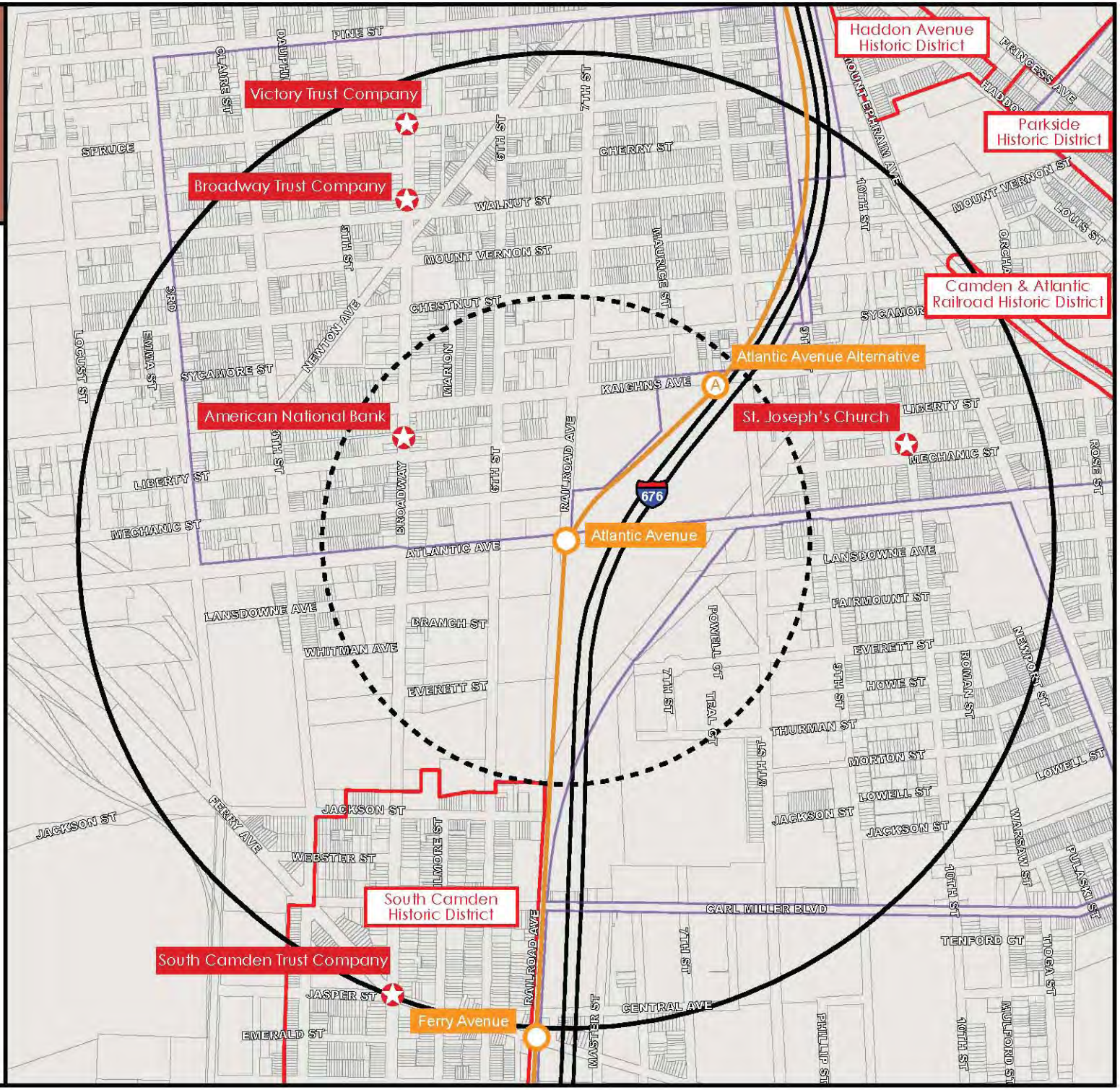
- FutureCamden: Master Plan City of Camden (2002)
- Waterfront South Neighborhood Revitalization Plan (2007)
- Waterfront South Strategic Investment Plan (2003)
- Liberty Park Neighborhood Plan (2005)
- Parkside Neighborhood Strategic Plan (2005)
- Centerville Neighborhood Plan (2002)
- Camden Waterfront South: Truck Traffic Management Feasibility Assessment Report (2011)

Historic Districts

- South Camden Historic District
- Camden and Atlantic Railroad Historic District
- Haddon Avenue Historic District
- Parkside Historic District

**See Appendix A for brief summaries of local planning documents.*

FIGURE 33:
ATLANTIC AVENUE
HISTORIC RESOURCES



Source: DVRPC, NJRHP, NRHD

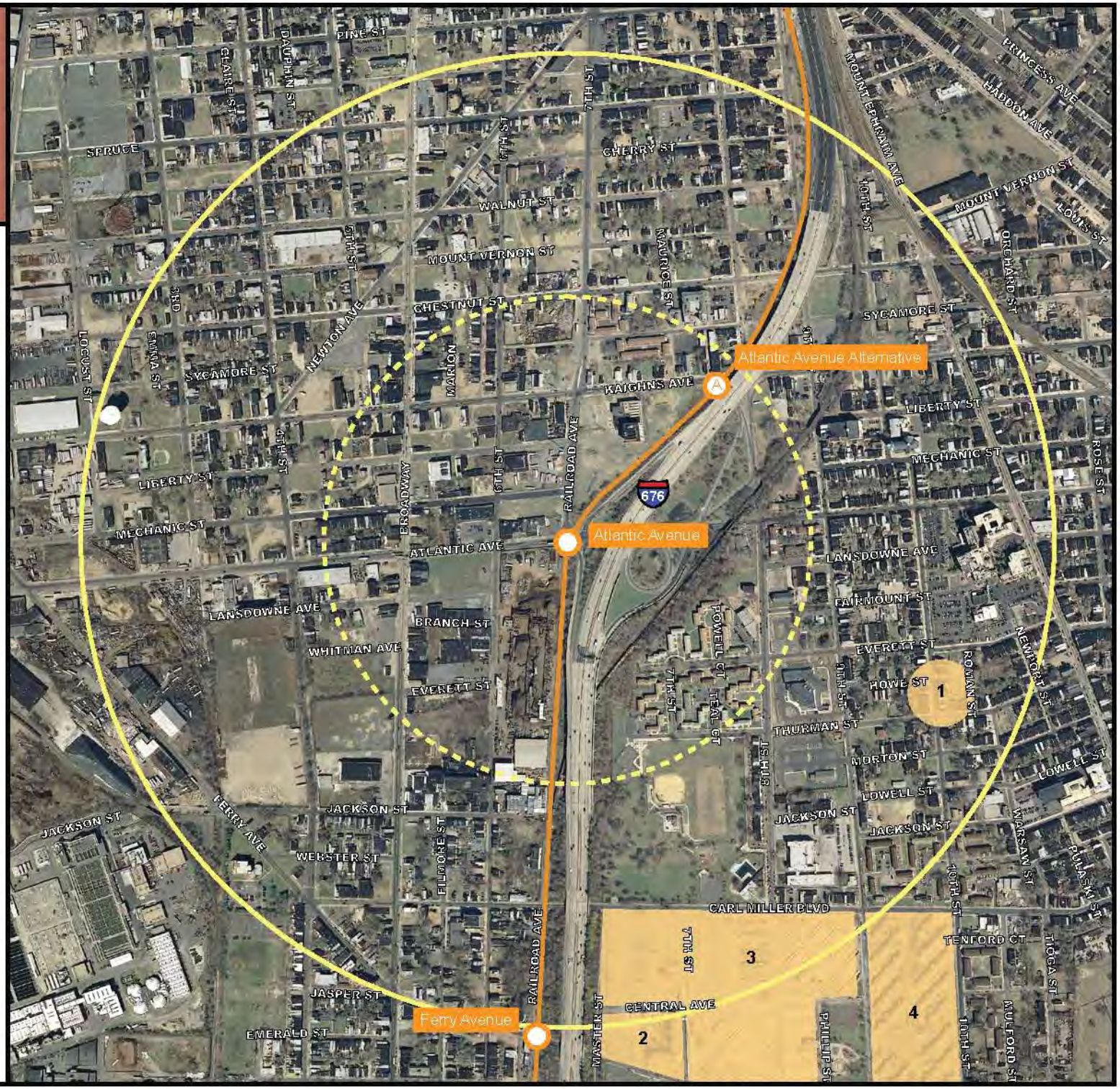
RECENT AND PROPOSED DEVELOPMENT

Residential

1. Ongoing: Rehabilitation of 25 units near the area of 10th Street and Thurman Street
2. Complete: Antioch Senior Apartment Complex, 142 units
3. Complete: Roosevelt Manor, privately managed public housing townhouse community, 341 units
4. Proposed: Redevelopment of Branch Village public housing, 200 units

Recently constructed Roosevelt Manor Day Care facility.

FIGURE 34:
ATLANTIC AVENUE
RECENT AND PROPOSED
DEVELOPMENT



Aerial Source: DVRPC, 2010

TRANSIT-ORIENTED DEVELOPMENT & COMMUNITY OPPORTUNITIES

In addition to documenting the existing conditions of each proposed station area, this study provides a preliminary assessment of the potential for TOD within each station area. The appropriateness of TOD at a given transit station depends on a variety of factors. This assessment focuses on a series of physical station area characteristics and market and policy factors that can influence the success of TOD.

Table 19 summarizes the TOD Assessment for the Atlantic Avenue station area. The first column lists 10 physical TOD factors and four market and policy factors. The second column describes highly supportive characteristics for each TOD factor listed. Finally, column three contains a rating for each TOD factor based on how supportive local conditions are for that particular factor. This type of analysis is often done to evaluate the appropriateness of TOD near an existing transit station. In this case, these ratings evaluate the station area based on the assumption of a transit station being developed at this location.

Physical Factors

The Atlantic Avenue Station is one of two proposed stations in South Camden. The study considers two alternative station locations, each situated at opposite ends of the triangle of land formed by Kaighns Avenue, Railroad Avenue, and I-676. The area contains a mix of residential, industrial, and commercial uses; however, the presence of numerous vacant and underutilized parcels and buildings, including the triangular plot of land where both station alternatives sit, is one of the defining characteristics of the immediate station area. Despite this current availability of land, there is little evidence of recent or proposed development occurring in the immediate vicinity of the station area.

While much of the station area is composed of pedestrian-sized blocks, the overall pedestrian environment of the station area suffers from sidewalks in poor repair, a lack of crosswalks, and the absence of destinations. Furthermore, pedestrian access to both the proposed and alternative station is constrained by their location adjacent to I-676. The highway bisects the station area and the marginal condition of the existing pedestrian connections, including poor lighting, along Kaighns Avenue and Atlantic Avenue reinforce I-676 as a barrier between neighborhoods.

Market & Policy Factors

Little growth pressure is currently being exhibited within the Atlantic Avenue station area. Local redevelopment plans for the Bergen Square, Gateway, and Liberty Park Redevelopment Areas support a variety of revitalization strategies for the area, including new community centers and parks and the addition of affordable and market rate housing. Although, none of these plans specifically discuss the potential for TOD, the addition of a transit station could be a catalytic investment that helps revitalize the neighborhood.

Community Opportunities and Challenges

Overall, the Atlantic Avenue station area has seen little physical investment in recent years, and the lack of existing activity centers and residential density make it a poor fit in the short term for TOD. However, the area may be appropriate for a station designed as a park-and-ride facility. The combination of available land and highway access may enable a station with a parking capacity not achievable or desired in more dense locations.

The potential for a station located at the intersection of Atlantic Avenue and Railroad Avenue may be impacted by the presence of Camden Iron and Metal, a large industrial facility located along Railroad Avenue between Atlantic Avenue and Jackson Street. For this reason, a station located closer to Kaighns Avenue may prove to be a more flexible and accessible site for development.

Strengths

- This location has good highway access and could accommodate a park-and-ride station.
- Several New Jersey Transit bus routes currently travel through the area on roads such as Broadway, Kaighns Avenue and Carl Miller Boulevard.

Constraints

- The station area contains few destinations or employers and has a large amount of vacant and underutilized parcels.
- The station area lost 11% of its population between 2000 and 2010 and there is currently little growth pressure. The area has also seen little public or private investment in recent years.

TABLE 19: ATLANTIC AVENUE TOD ASSESSMENT

	TOD Factors	Highly Supportive Characteristics	Score
STATION AREA	**Site Availability**	Area contains vacant or underutilized sites for redevelopment. Issues such as size, shape, and ownership provide minimal obstacles to land assembly.	2
	Station Access	Access to proposed station area is not constrained by existing development, roadway configuration, transportation infrastructure, or other physical barriers.	1
	Infrastructure	Adequate sewer and water infrastructure are already in place.	1
	Connectivity	Proposed station is wthin an easy walking distance (roughly 1/2 mile) of existing activity centers.	1
	Mix of Land Uses	Area contains a complementary mix of uses, including a range of housing options, office, shops, markets, restaurants, and services. The greatest diversity of uses is located within 1/4 mile of the proposed station. Development has elements that create a self-sufficient community, where many daily needs can be accomplished without need for a car.	1
	Supportive Density*	Current or planned residential and employment density is sufficient to generate significant transit ridership and support local retail.	2
	Transit	Area is serviced frequently by multiple modes of transit. Intermodal connections are easy.	2
	Bicycle Orientation	Bicycle routes and linkages are continuous, safe, convenient, and attractive.	2
	Pedestrian Orientation	Area is designed with the pedestrian in mind. Streets, sidewalks, and crosswalks are interconnected and provide multiple routes for reaching destinations. Buildings are located close to each other, appropriately articulated, and built close to the street. Parking lots in front of buildings are avoided.	1
	Parking	Parking is thoughtfully designed and managed to support density, a mix of uses, and a pedestrian environment.	2
MARKET & POLICY	**Growth Pressure**	New multifamily residential, office, commerical, or institutional development is proposed or recently constructed.	3
	Public Investment	Area has recently received or will receive some form of public investment. Investments may include items such as infrastructure improvements or streetscaping enhancements.	2
	Zoning, Ordinances, & Policies	Existing regulatory framework generally supports mixed land uses, higher densities, compact development, and transit prioritization, which is characteristic of TOD.	1
	TOD or Redevelopment Plan	Neighborhood or redevelopment plan has been drafted that supports the creation of TOD.	2

Ratings: 1 = Highly Supportive, 2 = Somewhat Supportive, 3 = Not Supportive

**There are many ways to measure transit-supportive density, including the total number of housing units within a half-mile radius of a transit station. The organization Reconnecting America has developed seven TOD Place Types and corresponding targets for the number of dwelling units. These targets range from 1,500 to 4,000 units for Transit Neighborhoods and 2,000 to 5,000 units for Mixed Use Neighborhoods, two TOD Place Types relevant to the GCL station areas. For more information, see Reconnecting America's Station Area Planning: How To Make Great Transit-Oriented Places, available at: www.reconnectingamerica.org/assets/Uploads/tod202.pdf.*

- The station area's pedestrian environment is negatively impacted by vacant land and buildings, industrial facilities, and proximity to I-676. The current lack of "eyes on the street" presents safety concerns.
- Trucks supporting the industrial areas and Port disrupt residential areas and generate localized health hazards.

Opportunities

- The large amount of vacant land may present development opportunities.
- A transit station could help to revitalize the area and enhance the mobility of the local population which includes high numbers of carless and impoverished households.

SECTION 2

STATION AREA PROFILES

SOUTH CAMDEN
FERRY AVENUE

STATION AREA OVERVIEW

The Southern New Jersey to Philadelphia Mass Transit Expansion Alternative Analysis Study did not place a South Camden stop in the vicinity of Ferry Avenue. However, the City of Camden and local stakeholders have advocated for a second stop in South Camden, and a potential station near the intersection of Ferry Avenue and Railroad Avenue is being evaluated as part of this study.

In this area, the proposed Glassboro-Camden Line would run north-south along the existing Conrail freight line, which parallels Railroad Avenue. Three Camden neighborhoods converge near this potential station area: Liberty Park and Centerville east of I-676, and Waterfront South to the west of I-676. The area is also home to the South Camden Historic District, which was created in 1990 and is roughly bounded by Jackson Street, South Fourth Street, Chelton Avenue, and Railroad Avenue. Residential land uses make up approximately 36 percent of the station area, with row homes being more common than multifamily buildings. Many of the row homes in the area were originally built to house workers for South Camden's factories.

Today, industry continues to plays a key role in the area, with roughly 26 percent of the land being used for heavy and light industrial uses. In particular, the Port of Camden, located along the Delaware River in the western portion of the station area, plays a major role in this area. The Port, which includes the Beckett Street Terminal and the Broadway Terminal, is one the most important commercial, industrial, and maritime complexes in the northeastern United States. The station area does not contain an area of concentrated retail commercial activity.

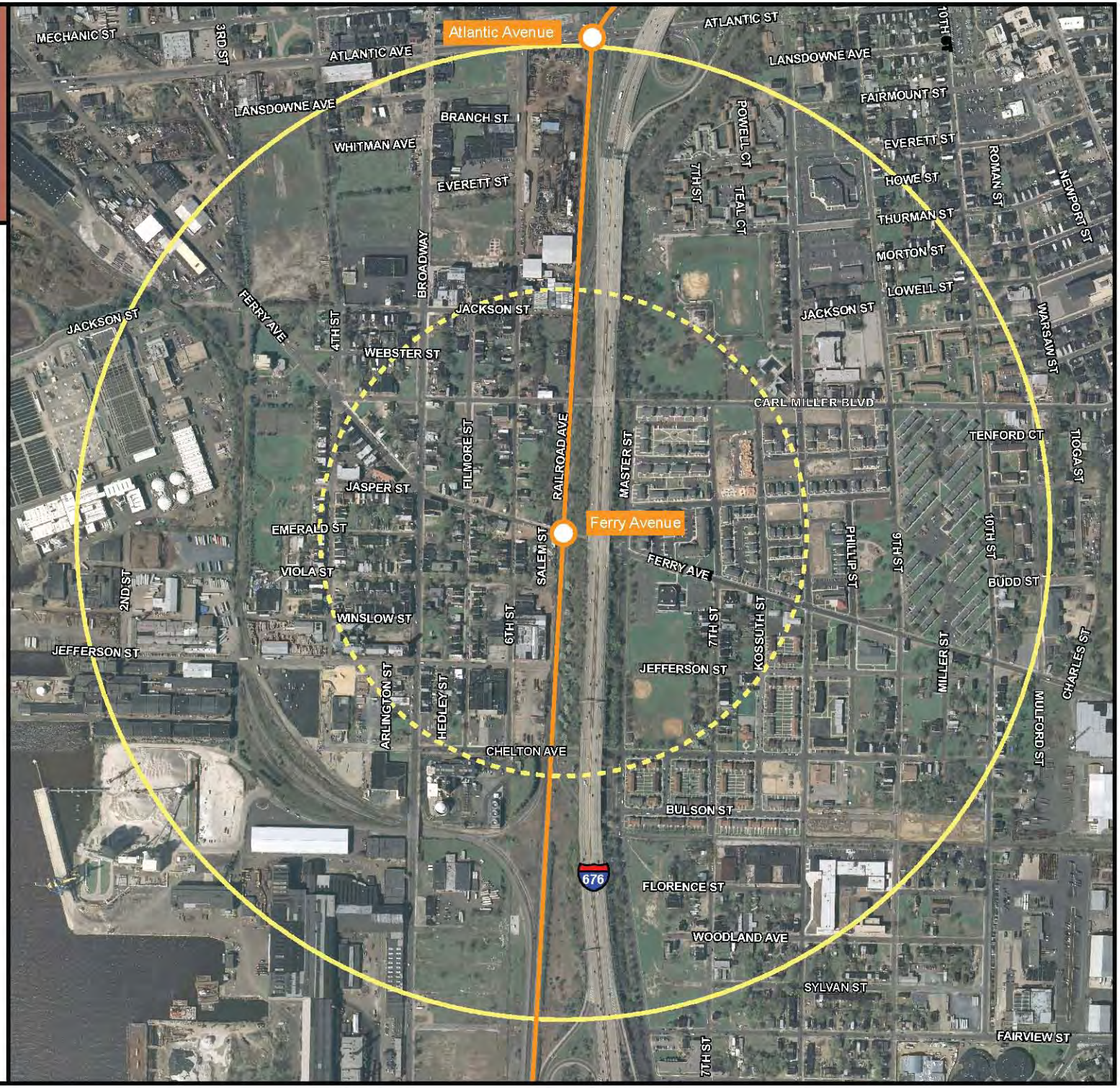
Between 2000 and 2010, the population of the Ferry Avenue station area decreased by 11 percent from 5,424 to 4,832. In recent years, however, the area has seen significant residential and civic investments, including new housing complexes and clusters of rehabilitated homes, which have helped to revitalize portions of the study area. Established in 1984, Heart of Camden remains an important community development corporation supporting the neighborhoods in and near the Ferry Avenue station area.

There is widespread support for the Glassboro-Camden Line and a station at this location among municipal and local stakeholders. However, stakeholders have identified several issues that will need to be addressed if the rail line is constructed and a station is to be built at or near this location. Station area issues focus on personal safety and security in and around the station. City officials are also concerned about the potential of the rail line itself to attract vagrant individuals to the city.

The intersection of Broadway and Ferry Avenue.

Row homes on Ferry Avenue near proposed station.

FIGURE 35:
FERRY AVENUE
STATION OVERVIEW



Proposed GCL
Quarter-Mile Buffer
Half-Mile Buffer

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

N

Aerial Source: DVRPC, 2010

COMMUNITY FORM

The character of a place is influenced by the range of land uses found there, as well as the physical forms that these land uses take. The photos on these pages are intended to illustrate the physical character of the Ferry Avenue station area. The photos, which were taken by DVRPC staff during fieldwork for this study, have been broadly categorized according to their dominant use.

While these images do not represent every type of development present in the station area, they are representative of the built environment of the proposed station area as it exists today.

RESIDENTIAL

CIVIC/COMMUNITY

COMMERCIAL

OPEN/PUBLIC SPACE

COMMUNITY INVENTORY

Major Employers

1. South Jersey Port Corporation
2. Camden Yards Steel
3. Joseph Oat Corporation
4. MAFCO Worldwide Corporation
5. Camden County Resource Recovery Facility (Cogeneration Plant)
6. Camden County Municipal Utility Authority
7. Holcim Cement

Schools

1. Sacred Heart School
2. Creative & Performing Arts High School
3. Sumner Elementary School
4. Riletta T. Cream Elementary School
5. Mount Olive SDA School
6. H.B. Wilson Elementary School
7. Morgan Village Middle School

Religious Institutions

1. Antioch Baptist Church
2. Ferry Avenue Methodist Church
3. Sacred Heart Church
4. Tenth Street Baptist Church
5. Mt. Olivet Seventh-day Adventist Church
6. First Nazarene Baptist Church
7. Bethel A.M.E.
8. Holy Bethel Pentecostal Temple

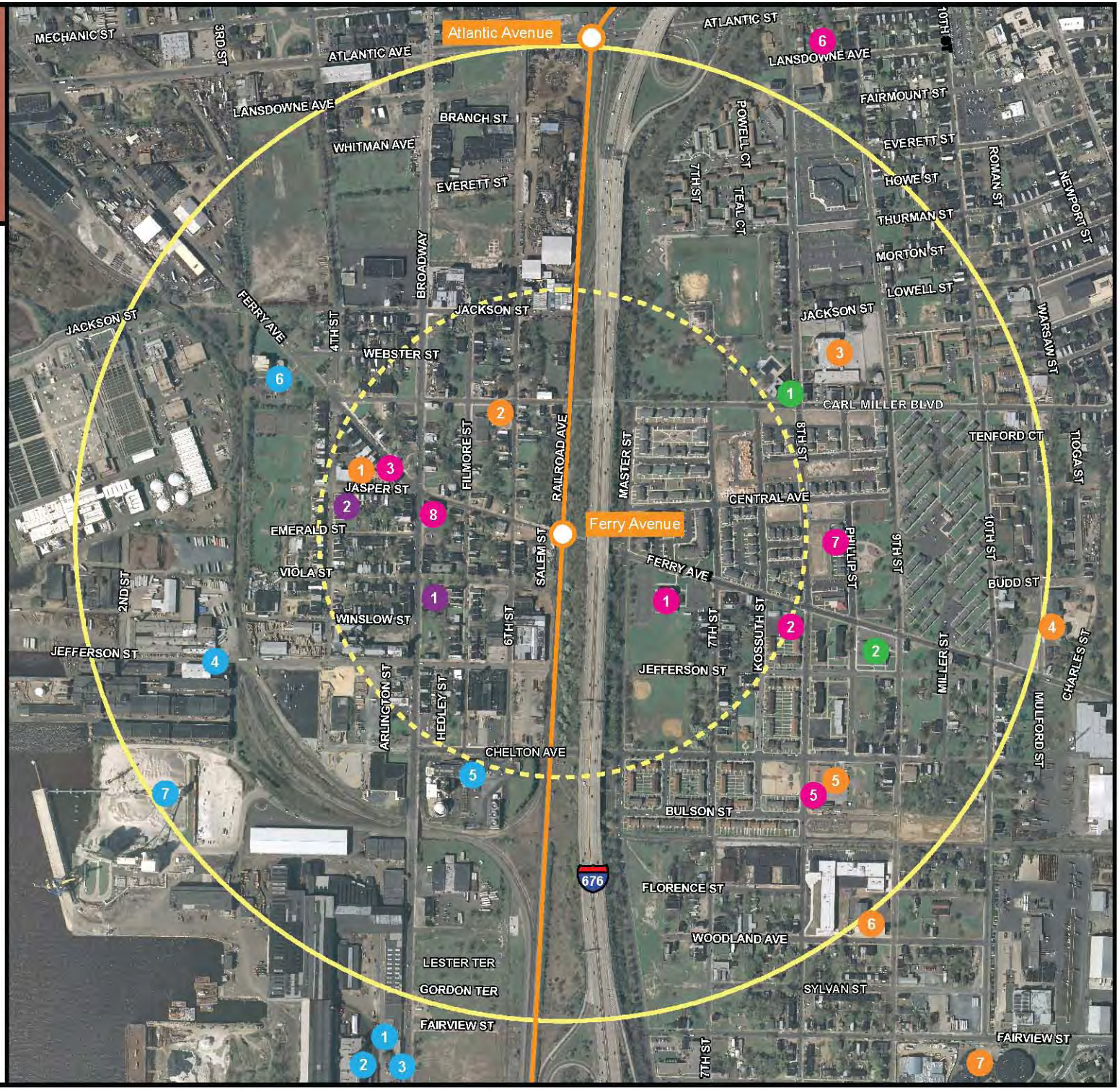
Government and Civic Facilities

1. Isabel Miller Community Center
2. Ferry Avenue Library

Cultural Attractions

1. Camden Shipyard and Maritime Museum
2. Waterfront South Theatre

FIGURE 36:
FERRY AVENUE
COMMUNITY INVENTORY



- Proposed GCL
- Quarter-Mile Buffer
- Half-Mile Buffer
- Major Employer
- School
- Religious Institution
- Government or Civic Facility
- Cultural Attraction

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Aerial Source: DVRPC, 2010

TRANSPORTATION INFRASTRUCTURE

Major Roads

- I-676
- Broadway
- Ferry Avenue
- Carl Miller Boulevard
- Chelton Avenue

New Jersey Transit Bus Routes

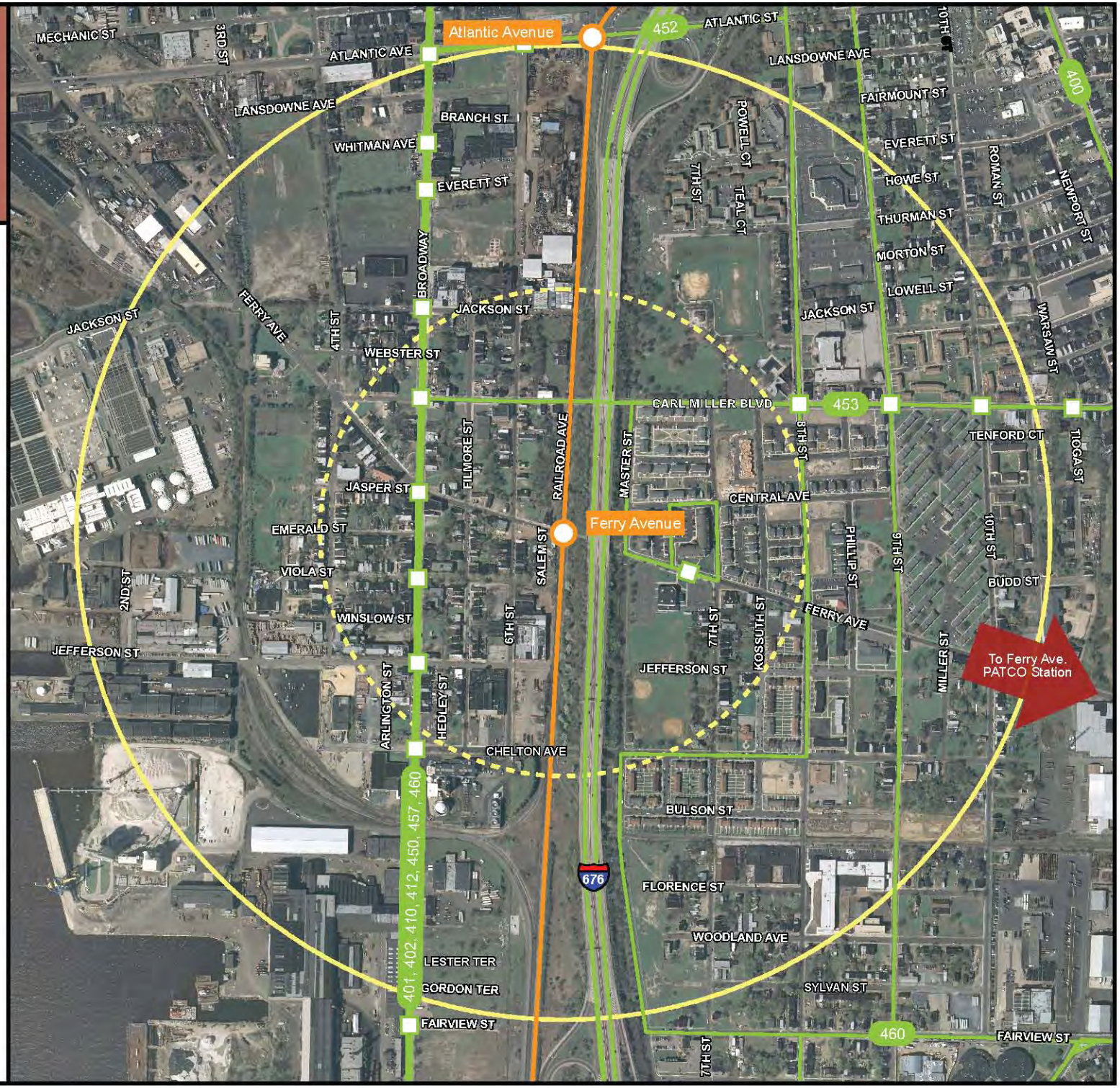
- 401: Salem/Woodbury - Philadelphia (12 northbound weekday departures)
- 402: Pennsville/Woodbury - Philadelphia (9 northbound weekday departures)
- 410: Bridgeton/Woodbury - Philadelphia (10 northbound weekday departures)
- 412: Sewell - Glassboro - Philadelphia (14 northbound weekday departures)
- 450: Camden - Cherry Hill Mall (24 northbound weekday departures)
- 453: Ferry Avenue PATCO - Camden (14 northbound weekday departures)
- 457: Camden - Moorestown Mall (20 northbound weekday departures)
- 460: Camden Seasonal Service (3 weekday departures)

Nearby PATCO Stations

- The Ferry Avenue Station is located approximately 1.5 miles east of the proposed Ferry Avenue GCL Station

FIGURE 37:

FERRY AVENUE TRANSPORTATION INFRASTRUCTURE



- Proposed GCL
- Quarter-Mile Buffer
- Half-Mile Buffer
- NJ Transit Bus Route and Stop

0 250 500 750 1,000

Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Aerial Source: DVRPC, 2010

DEMOGRAPHICS

TABLE 20: FERRY AVENUE DEMOGRAPHICS

	2000		2010	
General	**Study Area***	**City**	**Study Area***	**City**
Population	5,424	79,904	4,832	77,344
Population Density (persons per sq. mi.)	6,989	9,080	5,618	5,632
Dwelling Units	2,195	29,769	2,134	28,358
Gross Density (DU/acre)♦	4.4	5.3	3.87	5.0
% Vacant Housing Units	22.3%	18.8%	14.4%	13.7%
% Occupied Housing Units	77.7%	81.2%	85.6%	86.3%
% Owner-Occupied Units	27.5%	46.1%	29.2%	39.2%
% Renter-Occupied	72.5%	53.9%	70.8%	60.8%
Race/Ethnicity				
African-American alone	74.1%	55.3%	68.5%	48.1%
White alone	7.8%	18.1%	10.4%	17.6%
Asian alone	2.4%	2.9%	2.0%	2.1%
Other	15.6%	23.4%	19.1%	32.2%
Hispanic (may be of any race)	19.9%	38.8%	28.6%	47.0%
Income				
Median Household Income (in 1999 and 2009 inflation-adjusted dollars)	$14,014 - $24,644**	$23,421	$9,358 - $25,683**	$25,418

**Census blocks within a half-mile radius of the proposed station were used to approximate the study area. A list of these census blocks can be found in Appendix B.*

***Range of median household incomes for census tracts within the study area.*

♦ Gross density refers to the total number of dwelling units divided by the total number of acres within the study area and the city. Net residential density refers to the total number of dwelling units divided by the number of residential acres. In 2000, Camden City had a net residential density of 13.4 DU/acre.

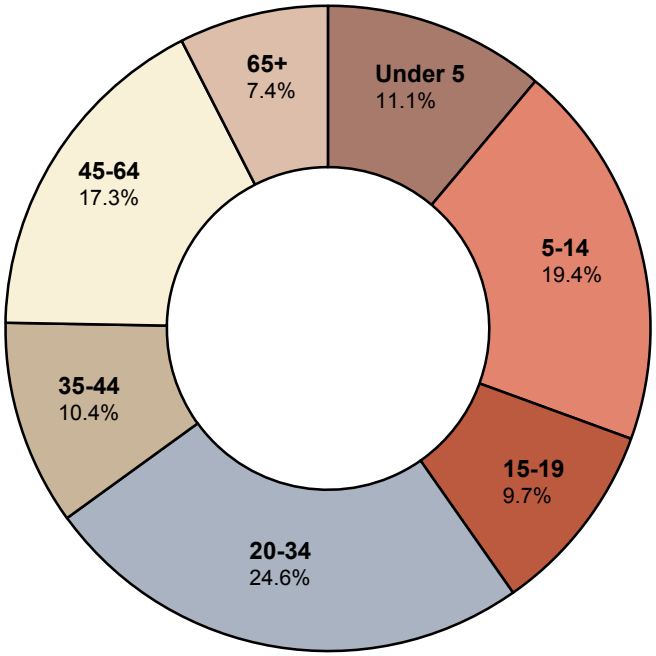
Source: U.S. Census, 2000 and 2010

Source: American Community Survey, 2005-2009 5-Year Estimates

Key Demographic Trends

- Overall, the station area lost population at a rate (-11 percent) higher than Camden City itself (-3.2 percent) between 2000 and 2010.
- The percentage of renters in the study area, roughly 71 percent of occupied housing units, has remained relatively constant over the last 10 years.
- Between 2000 and 2010, the number of African-Americans living within the study area decreased by nearly 6 percent. During the same period, the number of white, Asian, Hispanic, and other residents increased.

FIGURE 38: FERRY AVENUE STATION AREA AGE COMPOSITION



Source: 2005-9 American Community Survey.
Data aggregated for census tracts 6016, 6017, 6018, and 6019.

ENVIRONMENTAL JUSTICE

As the Metropolitan Planning Organization (MPO) for the nine-county region, DVRPC is charged with evaluating plans and programs for environmental justice (EJ) sensitivity to historically disadvantaged populations. Accordingly, DVRPC has developed an EJ methodology that quantifies levels of disadvantage within the region for eight potentially disadvantaged groups: non-Hispanic minorities, carless households, households in poverty, persons with a physical disability, female heads of household with children, Hispanic, elderly over 75 years of age, and Limited English Proficiency (LEP) households. These are referred to as Degrees of Disadvantage (DoD). Census tracts with a population that exceeds the regional average for any of these defined groups are considered EJ-sensitive. All DoD analysis is based on 2000 Census information.

TABLE 21: FERRY AVENUE DEGREES OF DISADVANTAGE

Degrees of Disadvantage	Regional Threshold	Station Area Concentration*
Non-Hispanic Minority	**24.9%**	**76.3%**
Carless Households	**16.0%**	**46.2%**
Households in Poverty	**10.9%**	**40.9%**
Persons with a Physical Disability	**7.7%**	**10.5%**
Female Head of Household with Child	**7.4%**	**36.1%**
Hispanic	**5.4%**	**20.5%**
Elderly (75 years and over)	6.6%	3.0%
Limited English Proficiency	**2.4%**	**4.9%**

**Station area concentrations exceeding the regional threshold shown in red.*

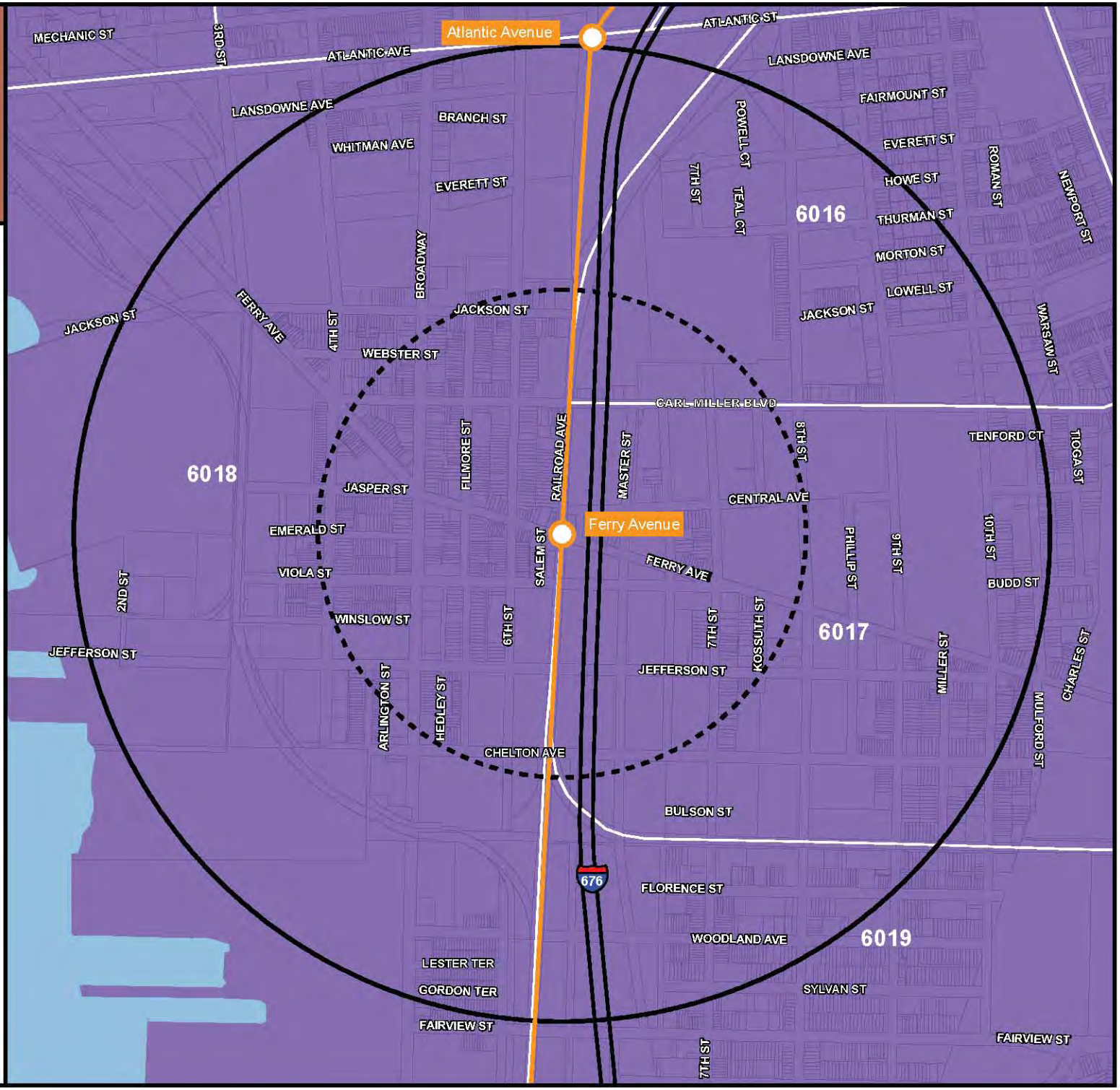
Source: DVRPC, 2000 Census Data

The Ferry Avenue Station Area is composed of four census tracts, as displayed in the map on the next page. This map illustrates the number of DoD found within each census tract. Table 21 aggregates this information to consider the station area as a whole. In total, the station area exceeds the regional threshold for all but one of the eight environmental justice measures.

Only the elderly population in this study area is not higher than the regional average. For all other DoD, the station area concentration is far higher than the regional threshold. Station area concentrations for households in poverty, and female head of household with child, which is widely considered a poverty indicator, both exceed the regional threshold by at least three times. The concentration of carless households is nearly three times the regional threshold. Low- income communities with carless households are more likely to be transit-dependent, and additional transit access will have a significant impact on job access and daily mobility needs.

Station area concentrations for non-Hispanic minority and Hispanic populations both exceed the regional threshold by over three times. This station area has very high concentrations of racial and ethnic minorities, which have historically often been left out of the planning process. Because these minorities may not be well represented by regional stakeholders and boards, it is very important to seek local community input and maintain direct stakeholder involvement.

FIGURE 39:
FERRY AVENUE
DEGREES OF DISADVANTAGE
BY CENSUS TRACT



- 0
- 1 or 2
- 3 or 4
- 5 or 6
- 7 or 8
- Proposed GCL

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

N

Source: US Census Bureau, 2000

LAND USE (2005)

TABLE 22: FERRY AVENUE LAND USE

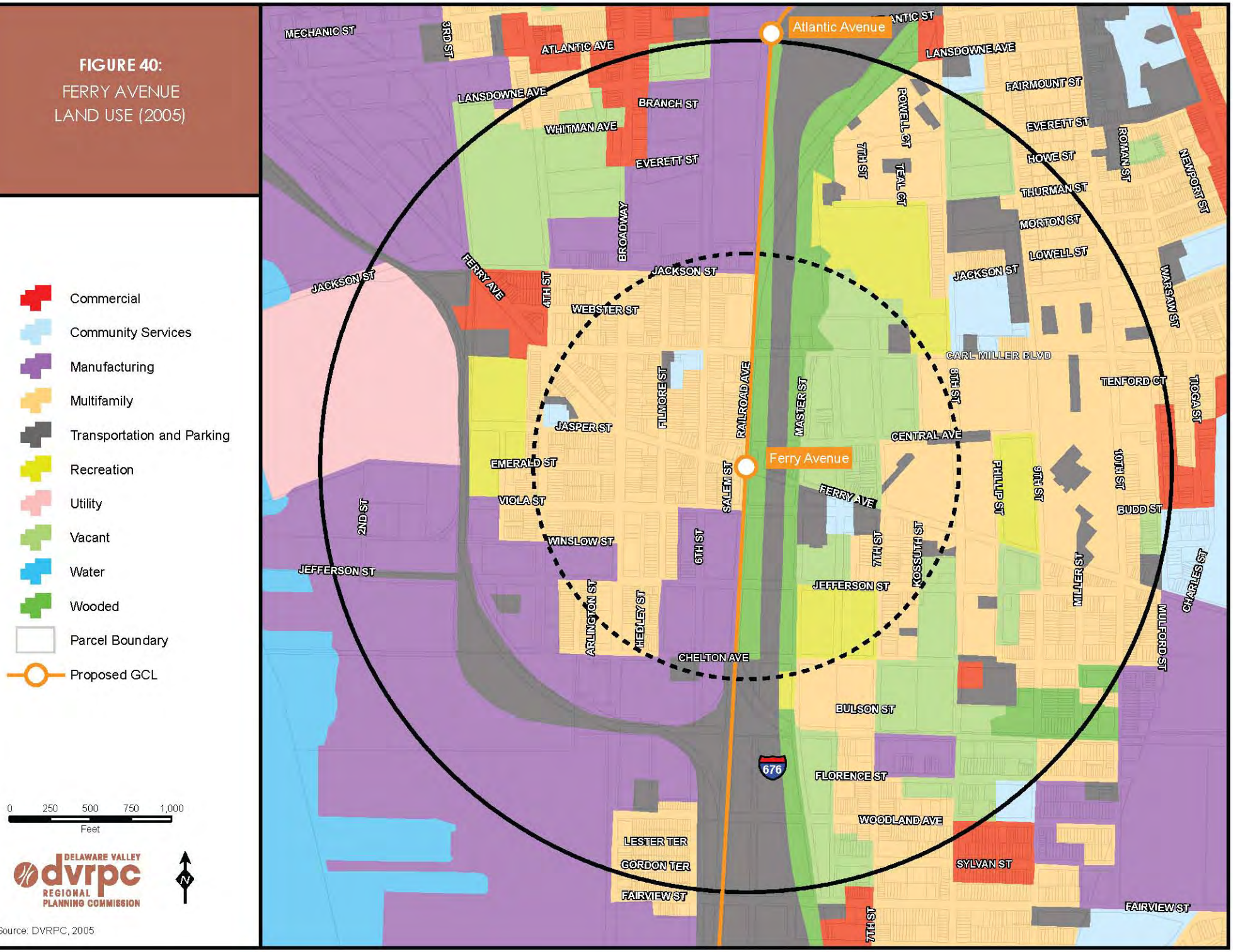
Land Use Category	Acres	Percentage
Commercial	11.0	2.2%
Community Services	7.1	1.4%
Heavy Industrial	37.7	7.5%
Light Industrial	72.8	14.5%
Parking	20.6	4.1%
Recreation	26.8	5.3%
Residential: Multi-family	68.8	13.7%
Residential: Row Home	99.7	19.8%
Transportation	43.1	8.6%
Utility	19.3	3.8%
Vacant	67.2	13.4%
Wooded	28.6	5.7%
TOTAL	*502.6*	*100%*

Sacred Heart Church occupies the corner between Jasper Street and Ferry Avenue.

A variety of port and industrial uses can be found in the south-west portion of the Ferry Avenue station area.

The Creative Arts High School is located at the intersection of 6th Street and Carl Miller Boulevard.

FIGURE 40:
FERRY AVENUE
LAND USE (2005)



Source: DVRPC, 2005

ZONING & REDEVELOPMENT AREAS

TABLE 23: FERRY AVENUE ZONING

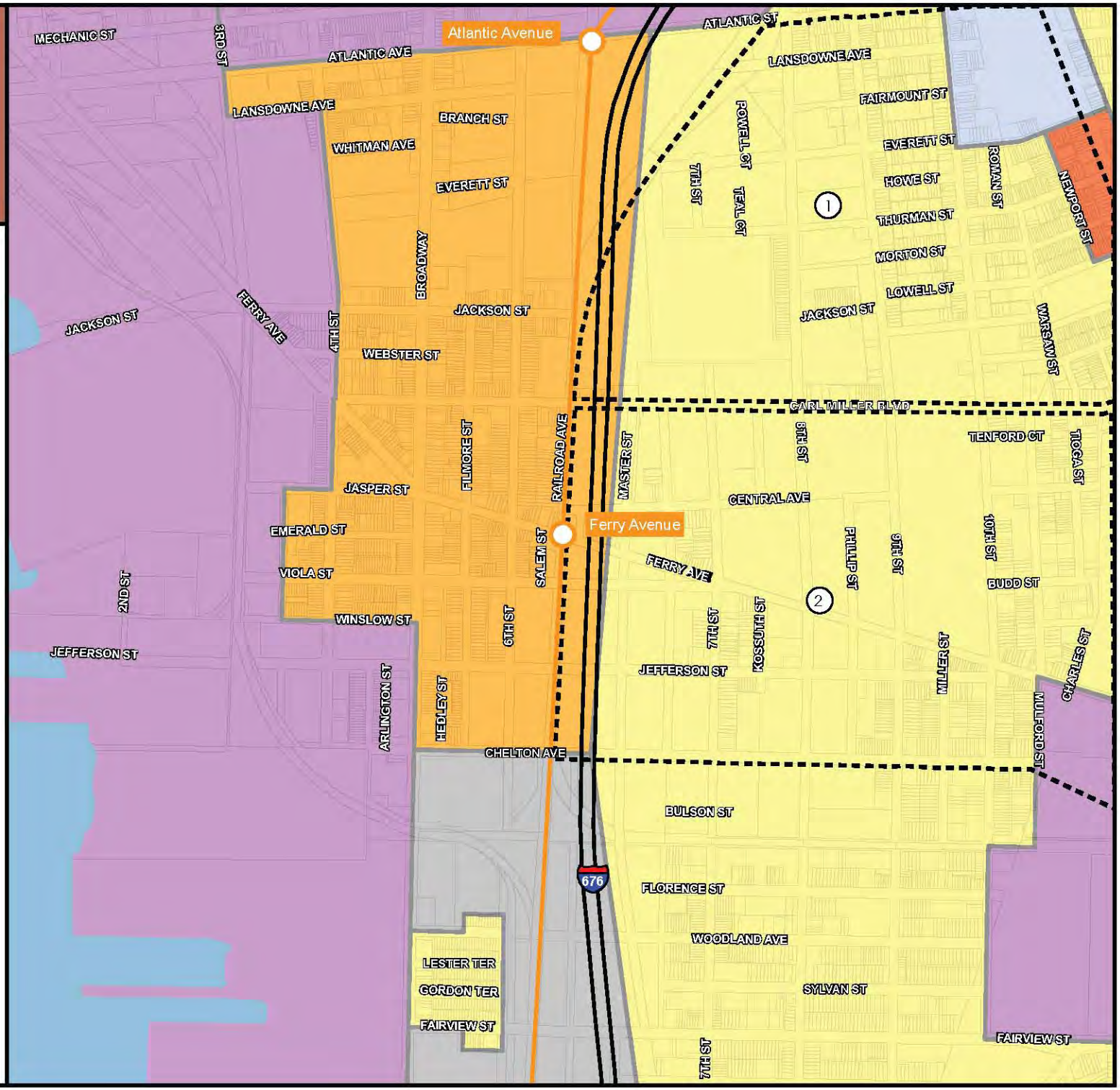
Zone	Description	Group	Acres	Percentage
H-M	Highway Interchange/Mass Transit Related Flexible Development	Public	29.7	5.9%
M-R	Manufacturing-Residential	Commercial	130.8	26.0%
R	Residential	Residential	5.3	1.1%
R-1	Residential	Residential	215.7	42.9%
I-2	Industrial	Industrial	121.0	24.1%
		TOTAL	*502.6*	*100%*

Redevelopment Areas

Redevelopment District Plans, as shown on the Camden's Redevelopment Areas Map and on page 115, should be referred to for specific redevelopment regulations, which may supersede the zoning districts listed here. Two redevelopment areas have been designated within the South Camden Ferry Avenue station area. Brief summaries of these redevelopment plans are located in Appendix A.

- Liberty Park Redevelopment Plan (2006)
- Centerville Redevelopment Plan (2002)

FIGURE 41:
FERRY AVENUE
ZONING AND
REDEVELOPMENT AREAS



- Commercial-Residential
- Industrial
- Institutional-Residential
- Manufacturing-Residential
- Residential
- Highway Interchange/Mass Transit Related Flexible Development
- Redevelopment Area
- (1) Liberty Park Redevelopment Area
- (2) Centerville Redevelopment Area
- Proposed GCL

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

N

Source: Camden County

POLICY & HISTORIC RESOURCES

Municipal and Neighborhood Plans*

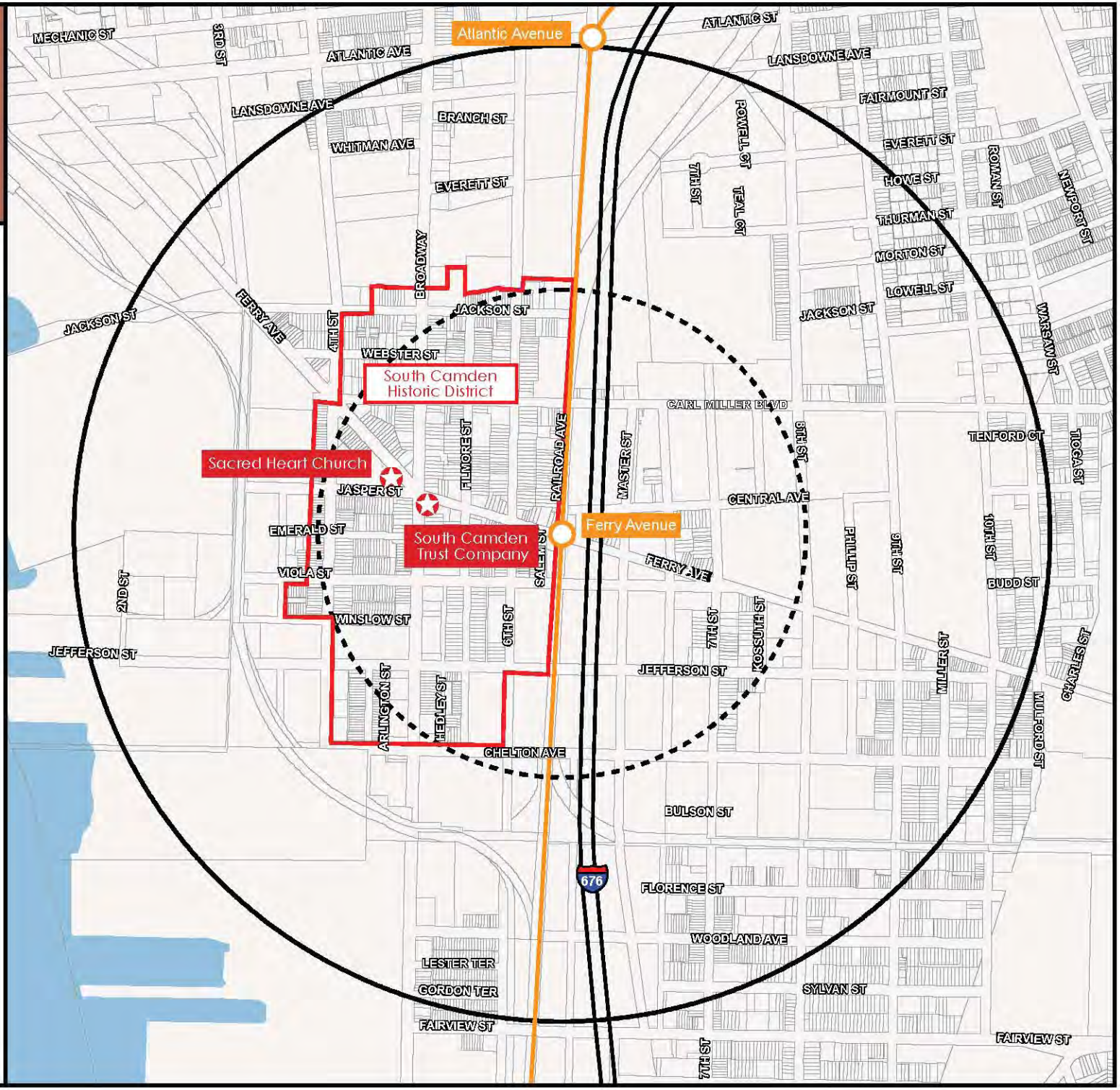
- FutureCamden: Master Plan for the City of Camden (2002)
- Boulevard of Boats and Ships Plan (2002)
- Centerville Neighborhood Plan (2007)
- Environmental Mitigation and Master Landscape Plan (2005)
- Liberty Park Neighborhood Plan (2005)
- Morgan Village Neighborhood Plan (2007)
- Southern New Jersey Waterfront Master Plan (2005)
- Waterfront South Strategic Investment Plan (2003)
- Waterfront South Neighborhood Revitalization Plan (2007)

Historic Districts

- South Camden Historic District

**See Appendix A for brief summaries of local planning documents.*

FIGURE 42:
FERRY AVENUE
HISTORIC RESOURCES



Source: DVRPC, NJRHP, NRHP

RECENT AND PROPOSED DEVELOPMENT

Residential

1. Ongoing: Rehabilitation of 44 units in the Heart of Camden area
2. Ongoing: Rehabilitation of 25 units near the area of 10th Street and Thurman Street
3. Complete: Roosevelt Manor, privately managed public housing townhouse community, 341 units
4. Complete: Antioch Senior Apartment Complex, 142 units
5. Proposed: Redevelopment of Branch Village public housing, 200 units
6. Complete: Chelton Terraces, privately managed public housing townhouse community, 167 units
7. Proposed: Multifamily development

Commercial

8. Proposed: Land cleared for commercial use

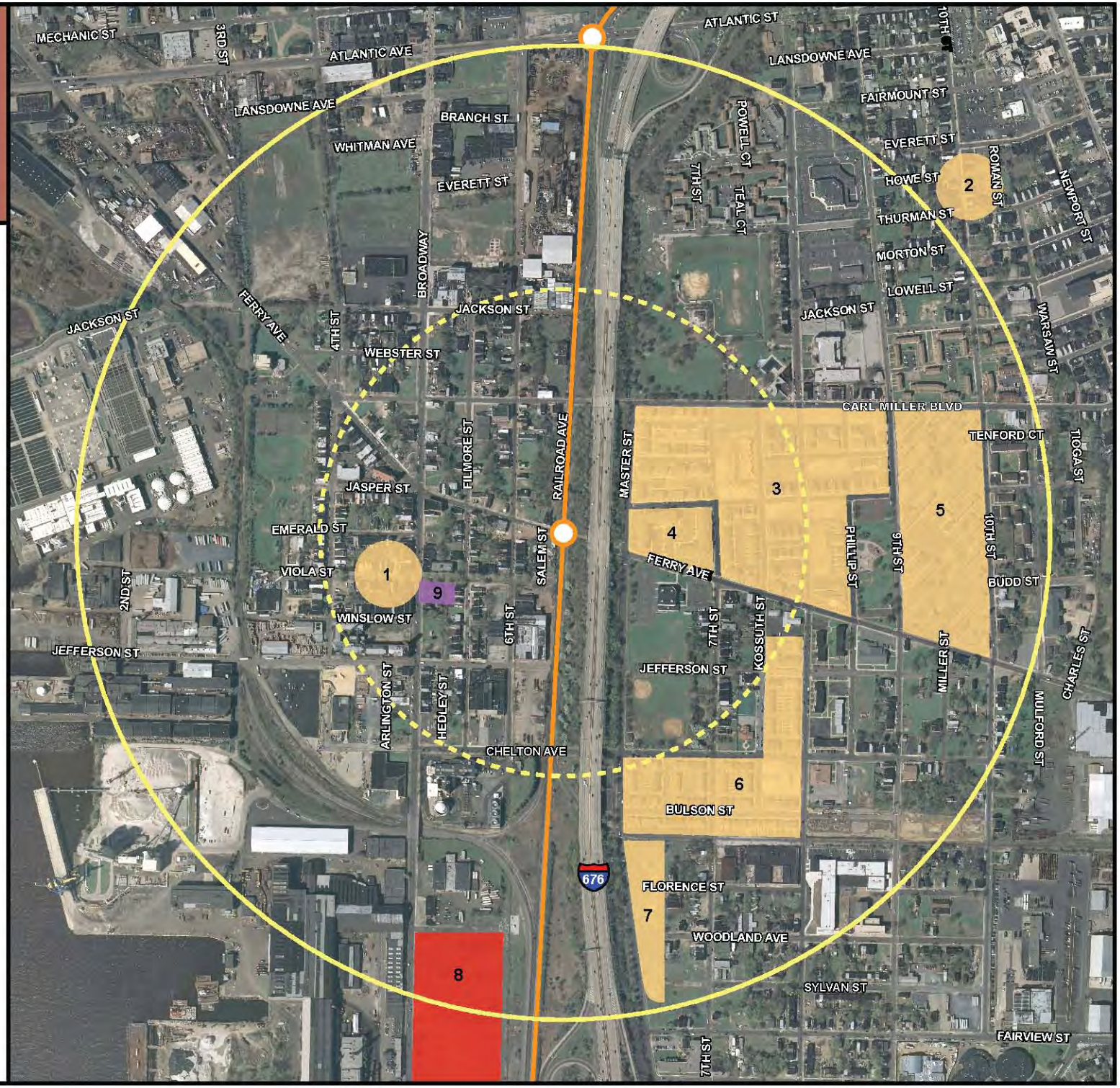
Community

9. Complete: Camden Shipyard and Maritime Museum

The Housing Authority of the City of Camden (HACC) has made significant investments in the study area east of I-676. Above, two examples of recently built residential projects.

The Camden Shipyard and Maritime Museum is a new cultural and educational facility housed in a historic church.

FIGURE 43:
FERRY AVENUE
RECENT AND PROPOSED
DEVELOPMENT



Proposed GCL
Residential
Commercial
Community

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

N

Aerial Source: DVRPC, 2010

TRANSIT-ORIENTED DEVELOPMENT & COMMUNITY OPPORTUNITIES

In addition to documenting the existing conditions of each proposed station area, this study provides a preliminary assessment of the potential for TOD within each station area. The appropriateness of TOD at a given transit station depends on a variety of factors. This assessment focuses on a series of physical station area characteristics and market and policy factors, which can influence the success of TOD.

Table 24 summarizes the TOD Assessment for the Ferry Avenue station area. The first column lists 10 physical TOD factors and four market and policy factors. The second column describes highly supportive characteristics for each TOD factor listed. Finally, column three contains a rating for each TOD factor based on how supportive local conditions are for that particular factor. This type of analysis is often done to evaluate the appropriateness of TOD near an existing transit station. In this case, these ratings evaluate the station area based on the assumption of a transit station being developed at this location.

Physical Factors

The second of two stations being studied in South Camden, the Ferry Avenue station area has been the site of significant residential redevelopment activity. Much of the new development has taken place east of I-676 on land that shows up as vacant on the 2005 Land Use Map presented earlier. West of I-676, Heart of Camden, a community-based organization, has facilitated the rehabilitation of many existing homes in the Waterfront South neighborhood. This activity has led to an immediate station area that is largely residential, with pockets of vacant and underutilized property. The area, however, currently lacks retail stores and commercial services to meet the needs of local residents.

The Ferry Avenue station area is also bisected by I-676, dividing the newer residential areas in the east from the more established neighborhood, centered on the intersection of Ferry Avenue and Broadway, to the west. Despite not being central to either of these areas, the proposed station is accessible to both on foot. This 'in-between' location, however, may make finding ideal sites for TOD a challenge. Currently, the station is proposed for a location bordered by the highway to the east and a mix of single-family and multifamily homes to the west. Few large-scale vacant sites exist within close proximity of the proposed station, although scattered smaller sites throughout the area may provide adequate locations for mixed-use development that can provide both neighborhood retail and residential density.

Market and Policy Factors

The Ferry Avenue station area has benefited from large scale investment from the HACC and its partner organizations, particularly in the Centerville neighborhood. In addition to new senior and family housing, a new library, school, and community center have been built. This development activity has made this one of the most revitalized areas of the city. Although existing local planning documents do not plan specifically for the GCL, they promote a series of goals that are complementary to the extension of transit, such as incorporating new mixed-use projects into commercial developments along Ferry Avenue and expanding and refurbishing local parks.

Community Opportunities and Challenges

The ongoing revitalization of the station area makes this location an attractive candidate for TOD. However, one of the challenges of promoting TOD here is finding a location with excellent connections to the proposed station. For TOD to be successful here, the station itself will have to be viewed as part of the community and not just a transit stop located between two neighborhoods. Finally, in order to create a more balanced mix of land uses in the station area, neighborhood retail should be encouraged, both on Broadway and Ferry Avenue, so that local residents can meet some of their daily needs without needing a car.

Assets

- The area has seen significant recent investment, including new dense housing and rehabilitated housing, along with a library, school, and community center.
- There are viable community development corporations, such as the Heart of Camden, which are actively working to revitalize the immediate area, and support the opening of a light rail station here.
- There are employers within a half-mile of the proposed station.

TABLE 24: FERRY AVENUE TOD ASSESSMENT

	TOD Factors	Highly Supportive Characteristics	Score
STATION AREA	**Site Availability**	Area contains vacant or underutilized sites for redevelopment. Issues such as size, shape, and ownership provide minimal obstacles to land assembly.	2
	Station Access	Access to proposed station area is not constrained by existing development, roadway configuration, transportation infrastructure, or other physical barriers.	2
	Infrastructure	Adequate sewer and water infrastructure are already in place.	1
	Connectivity	Proposed station is wthin an easy walking distance (roughly 1/2 mile) of existing activity centers.	2
	Mix of Land Uses	Area contains a complementary mix of uses including a range of housing options, office, shops, markets, restaurants, and services. The greatest diversity of uses is located within 1/4 mile of the proposed station. Development has elements that create a self-sufficient community where many daily needs can be accomplished without need for a car.	2
	Supportive Density*	Current or planned residential and employment density is sufficient to generate significant transit ridership and support local retail.	2
	Transit	Area is serviced frequently by multiple modes of transit. Intermodal connections are easy.	2
	Bicycle Orientation	Bicycle routes and linkages are continuous, safe, convenient, and attractive.	2
	Pedestrian Orientation	Area is designed with the pedestrian in mind. Streets, sidewalks, and crosswalks are interconnected and provide multiple routes for reaching destinations. Buildings are located close to each other, appropriately articulated, and built close to the street. Parking lots in front of buildings are avoided.	2
	Parking	Parking is thoughtfully designed and managed to support density, mix of uses, and pedestrian environment.	2
MARKET & POLICY	**Growth Pressure**	New multifamily residential, office, commerical, or institutional development is proposed or recently constructed.	2
	Public Investment	Area has recently received or will receive some form of public investment. Investments may include items such as infrastructure improvements or streetscaping enhancements.	1
	Zoning, Ordinances, & Policies	Existing regulatory framework generally supports mixed land uses, higher densities, compact development, and transit prioritization that is characteristic of TOD.	2
	TOD or Redevelopment Plan	Neighborhood or redevelopment plan has been drafted that supports the creation of TOD.	2

Ratings: 1 = Highly Supportive, 2 = Somewhat Supportive, 3 = Not Supportive

**There are many ways to measure transit-supportive density, including the total number of housing units within a half-mile radius of a transit station. The organization Reconnecting America has developed seven TOD Place Types and corresponding targets for the number of dwelling units. These targets range from 1,500 to 4,000 units for Transit Neighborhoods and 2,000 to 5,000 units for Mixed Use Neighborhoods, two TOD Place Types relevant to the GCL station areas. For more information, see Reconnecting America's Station Area Planning: How To Make Great Transit-Oriented Places, available at: www.reconnectingamerica.org/assets/Uploads/tod202.pdf.*

- The area has two emerging cultural destinations—the Camden Shipyard and Maritime Museum and the Waterfront South Theatre.
- There are nine NJ Transit bus routes that travel through the area.

Constraints

- There are no large vacant sites immediately next to the station to develop, though infill development and land assembly may be possible.
- The nearest commercial district on Broadway is two blocks away but has very limited retail.
- I-676 bisects the area.
- Crime is a local concern.
- Portions of the study area surrounding Newton Creek are prone to flooding.

Opportunities

- There are opportunities for infill development to strengthen the existing walkable blocks near Broadway.
- A transit station could help continue the revitalization of the area and enhance the mobility of the local population which contains high numbers of carless and impoverished households.
- Given the nearby port workers and recent addition of new housing, the area may have a retail need that is not currently being captured.

SECTION 2

STATION AREA PROFILES

GLOUCESTER CITY

STATION AREA OVERVIEW

The proposed Glassboro-Camden Line would run north-south through the heart of Gloucester City on an existing Conrail freight line. This railroad lies just to the east of Broadway/CR 551, one of Gloucester City's primary thoroughfares and its principal commercial street. The center of Gloucester City's traditional downtown is located at the intersection of Broadway and Monmouth Street. The area east of Broadway is dominated by single-family detached homes, while attached rowhomes are more common west of Broadway. The downtown area is predominantly characterized by one- and two-story buildings, with the exception of churches, schools, and a senior center.

The land area of Gloucester City is just 2.2 square miles. As such, a portion of each of Gloucester City's five census tracts is located within the half-mile walking shed of the potential station areas. According to the 2010 Census, Gloucester City is home to 11,456 people, a decrease of 0.2 percent from 2000. During this same period, the number of dwelling units increased by 108 to 4,712. Approximately three-quarters of the housing stock is either single-family detached or single-family attached homes. Additionally, 70 percent of Gloucester City's housing stock was created before 1950.

The 2009 Alternatives Analysis study identified the area between Cumberland Street and Market Street as a preliminary location for a Gloucester City Stop. However, the Gloucester City Light Rail Steering Committee, a group of local stakeholders, has identified two additional locations that should be considered as potential stop locations. These locations, between Cumberland Street and Monmouth Street and between Monmouth Street and Hudson Street, are included as alternative station locations on maps throughout this section.

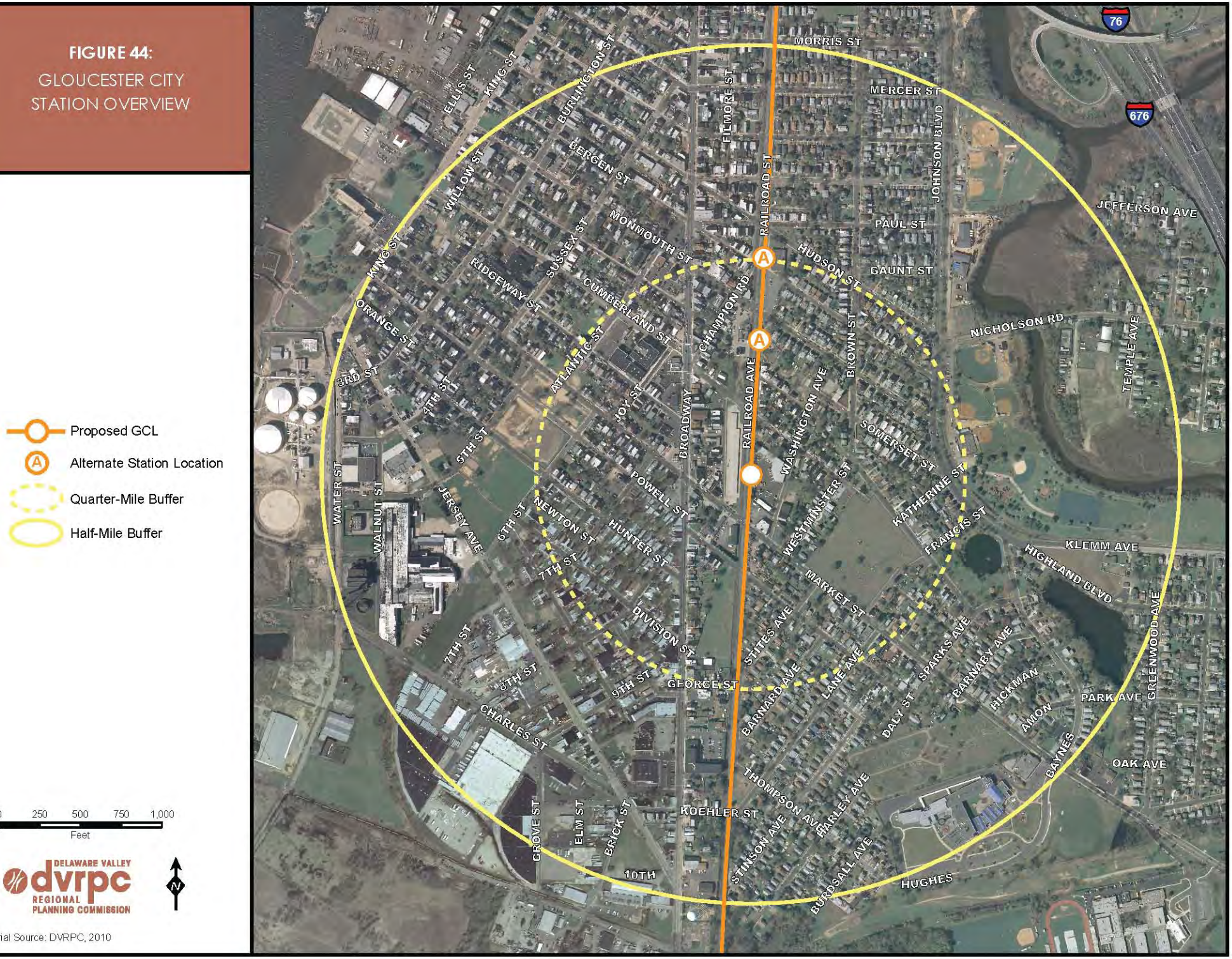
Each potential station area brings its own set of opportunities and constraints. For example, despite a relatively narrow right-of-way, a station near Monmouth Street would be located near several existing civic buildings and provide a more direct pedestrian connection to the King Street entertainment district. Conversely, a station near Market Street could take advantage of a larger right-of-way, yet is currently less pedestrian-oriented than other parts of downtown. These issues and potential impacts will be evaluated in a forthcoming Environmental Impact Statement being facilitated by the Delaware River Port Authority.

Municipal and local stakeholders generally support the development of a walk-up station within Gloucester City and believe that the Glassboro-Camden Line can play a role in the future economic development and success of the city. Concerns associated with the transit line include station safety and security, the maintenance of utilities and infrastructure near train tracks, and parking capacity and management for the station.

A view of railroad tracks and a storage facility located near Market Street and Railroad Avenue.

The corner of Broadway and Monmouth Street is the heart of Gloucester City's downtown.

FIGURE 44:
GLOUCESTER CITY
STATION OVERVIEW



Community Form

The character of a place is influenced by the range of land uses found there, as well as the physical forms that these land uses take. The photos on these pages are intended to illustrate the physical character of the Gloucester City station area. The photos, which were taken by DVRPC staff during fieldwork for this study, have been broadly categorized according to their dominant use.

While these images do not represent every type of development present in the station area, they are representative of the built environment of the proposed station area as it exists today.

RESIDENTIAL

CIVIC/COMMUNITY

COMMERCIAL

OPEN/PUBLIC SPACE

COMMUNITY INVENTORY

Major Employers

1. Holt Logistics

Schools

1. Gloucester Catholic High School
2. Mary E. Costello Elementary School
3. Cold Springs Elementary School
4. Lighthouse Baptist Academy

Religious Institutions

1. Church of God
2. Church of the Ascension
3. First Baptist Church
4. First Presbyterian Church
5. Lighthouse Baptist Church
6. St. Mary's Roman Catholic Church
7. Trinity United Methodist Church

Government & Civic Facilities

1. City Hall
2. Gloucester City Public Library
3. Gloucester City Municipal Building
4. U.S. Post Office

FIGURE 45:
GLOUCESTER CITY
COMMUNITY INVENTORY

Aerial Source: DVRPC, 2010

TRANSPORTATION INFRASTRUCTURE

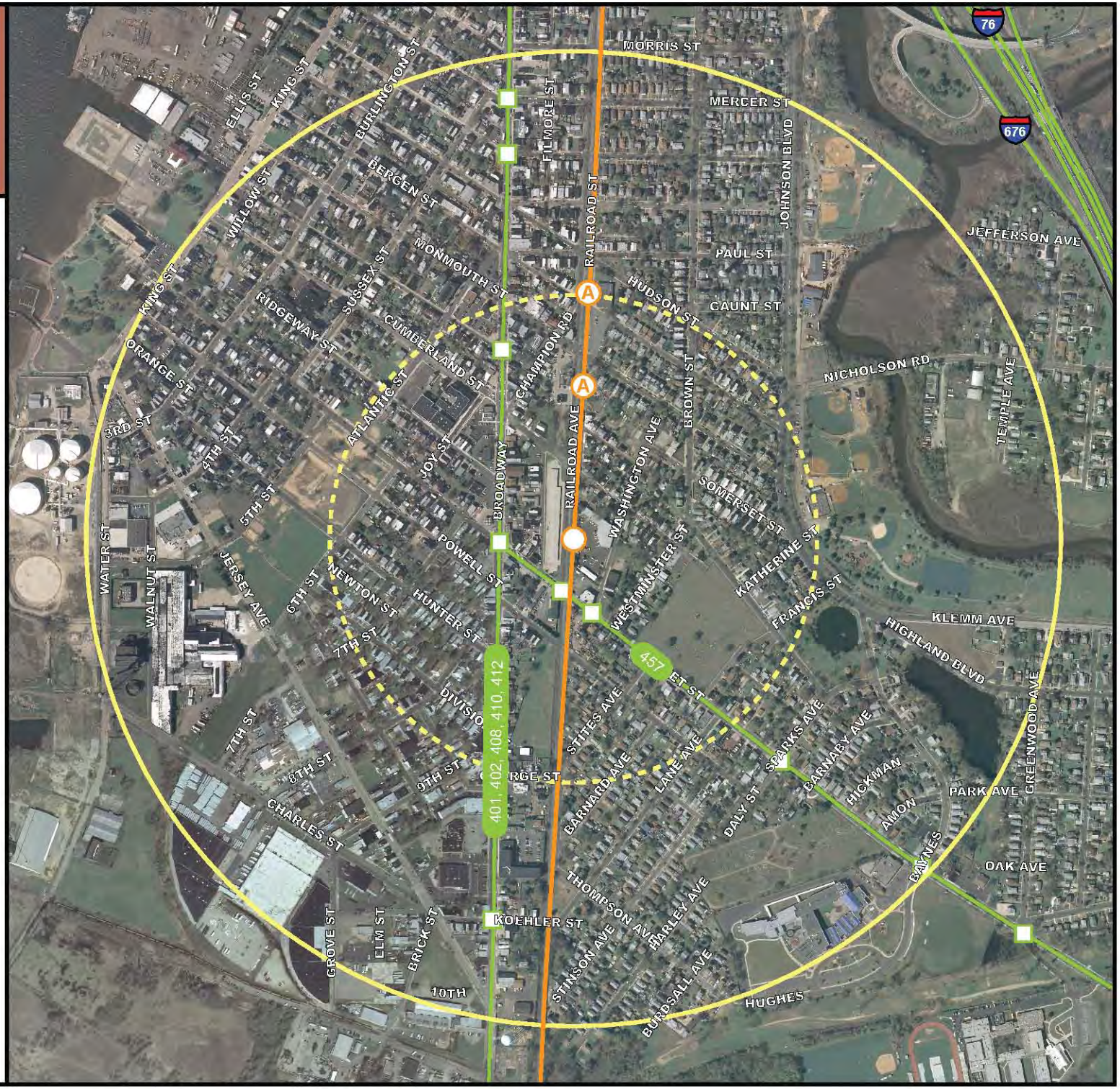
Major Roads

- I-676
- Route 130
- CR 551/Broadway

New Jersey Transit Bus Routes

- 401: Salem/Woodbury - Philadelphia (12 northbound weekday departures)
- 402: Pennsville/Woodbury - Philadelphia (11 northbound weekday departures)
- 408: Millville - Philadelphia (15 northbound weekday departures)
- 410: Bridgeton/Woodbury - Philadelphia (12 northbound weekday departures)
- 412: Sewell - Glassboro - Philadelphia (18 northbound weekday departures)
- 457: Camden - Moorestown Mall (20 northbound weekday departures)

FIGURE 46:
GLOUCESTER CITY TRANSPORTATION INFRASTRUCTURE



Proposed GCL

Alternate Station Location

Quarter-Mile Buffer

Half-Mile Buffer

NJ Transit Bus Route and Stop

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

N

Aerial Source: DVRPC, 2010

Demographics

TABLE 25: GLOUCESTER CITY DEMOGRAPHICS

General	2000		2010	
	Study Area*	**City**	**Study Area***	**City**
Population	6,872	11,484	6,724	11,456
Population Density (persons per sq. mi.)	8,855	5,220	8,620	5,207
Dwelling Units	2,636	4,604	2,654	4,712
Gross Density (DU/acre)♦	5.31	3.26	5.31	3.4
% Vacant Housing Units	10.7%	8.5%	9.2%	9.8%
% Occupied Housing Units	89.3%	91.5%	90.8%	90.2%
% Owner-Occupied Units	73.2%	73.4%	72.4%	70.0%
% Renter-Occupied	26.8%	26.6%	27.6%	30.0%
Race/Ethnicity				
African-American alone	0.3%	0.7%	2.8%	3.1%
White alone	97.9%	97.1%	91.3%	90.5%
Asian alone	0.8%	0.7%	2.7%	2.7%
Other	1.1%	1.5%	3.2%	3.6%
Hispanic (may be of any race)	1.5%	1.9%	6.2%	6.7%
Income				
Median Household Income (in 1999 and 2009 inflation-adjusted dollars)	$19,083 - $43,714**	$36,855	$18,598 - $60,833**	$47,011

**Census blocks within a half-mile radius of the proposed station were used to approximate the study area. A list of these census blocks can be found in Appendix B.*

***Range of median household incomes for census tracts within the study area.*

♦ Gross density refers to the total number of dwelling units divided by the total number of acres within the study area and the city. Net residential density refers to the total number of dwelling units divided by the number of residential acres. In 2000, Gloucester City had a net residential density of 7.5 DU/acre.

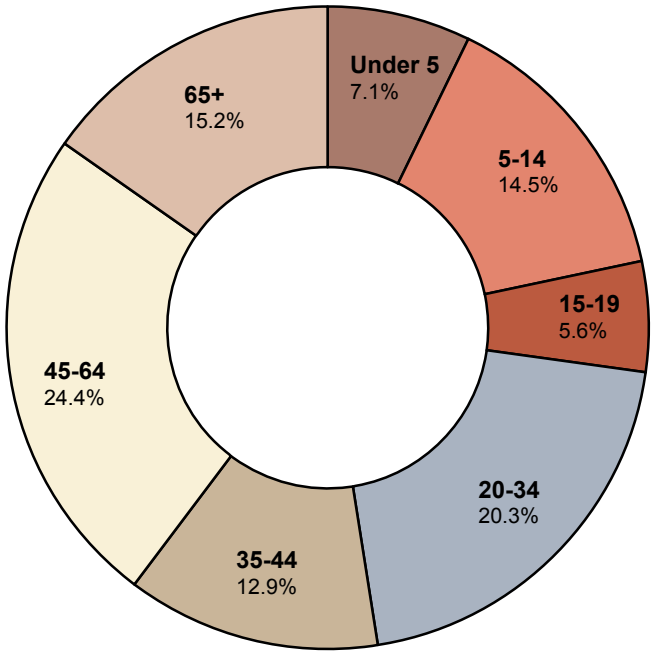
Source: U.S. Census, 2000 and 2010

Source: American Community Survey, 2005-2009 5-Year Estimates

Key Demographic Trends

- Gloucester City population has remained stable over the last 10 years. Over the same period, the station area population decreased by 2 percent.
- The percentage of renters within the study area (28 percent) has varied little over the last 10 years, even as home ownership for the City as a whole has declined by over 3 percent.
- Between 2000 and 2010, the white population of the study area has decreased by nearly 7 percent with corresponding increases among the City's African-American, Asian, and other populations.

FIGURE 47: GLOUCESTER CITY STATION AREA AGE COMPOSITION



Source: 2005-9 American Community Survey.
Data aggregated for census tracts 6051, 6052, and 6110

ENVIRONMENTAL JUSTICE

As the Metropolitan Planning Organization (MPO) for the nine-county region, DVRPC is charged with evaluating plans and programs for environmental justice (EJ) sensitivity to historically disadvantaged populations. Accordingly, DVRPC has developed an EJ methodology that quantifies levels of disadvantage within the region for eight potentially disadvantaged groups: non-Hispanic minorities, carless households, households in poverty, persons with a physical disability, female heads of household with children, Hispanic, elderly over 75 years of age, and Limited English Proficiency (LEP) households. These are referred to as Degrees of Disadvantage (DoD). Census tracts with a population that exceeds the regional average for any of these defined groups are considered EJ-sensitive. All DoD analysis is based on 2000 Census information.

TABLE 26: GLOUCESTER CITY DEGREES OF DISADVANTAGE

Degrees of Disadvantage	Regional Threshold	Station Area Concentration*
Non-Hispanic Minority	24.9%	1.5%
Carless Households	**16.0%**	**16.6%**
Households in Poverty	**10.9%**	**11.0%**
Persons with a Physical Disability	**7.7%**	**10.7%**
Female Head of Household with Child	**7.4%**	**8.3%**
Hispanic	5.4%	2.0%
Elderly (75 years and over)	**6.6%**	**6.8%**
Limited English Proficiency	2.4%	0.6%

**Station area concentrations exceeding the regional threshold are highlighted.*

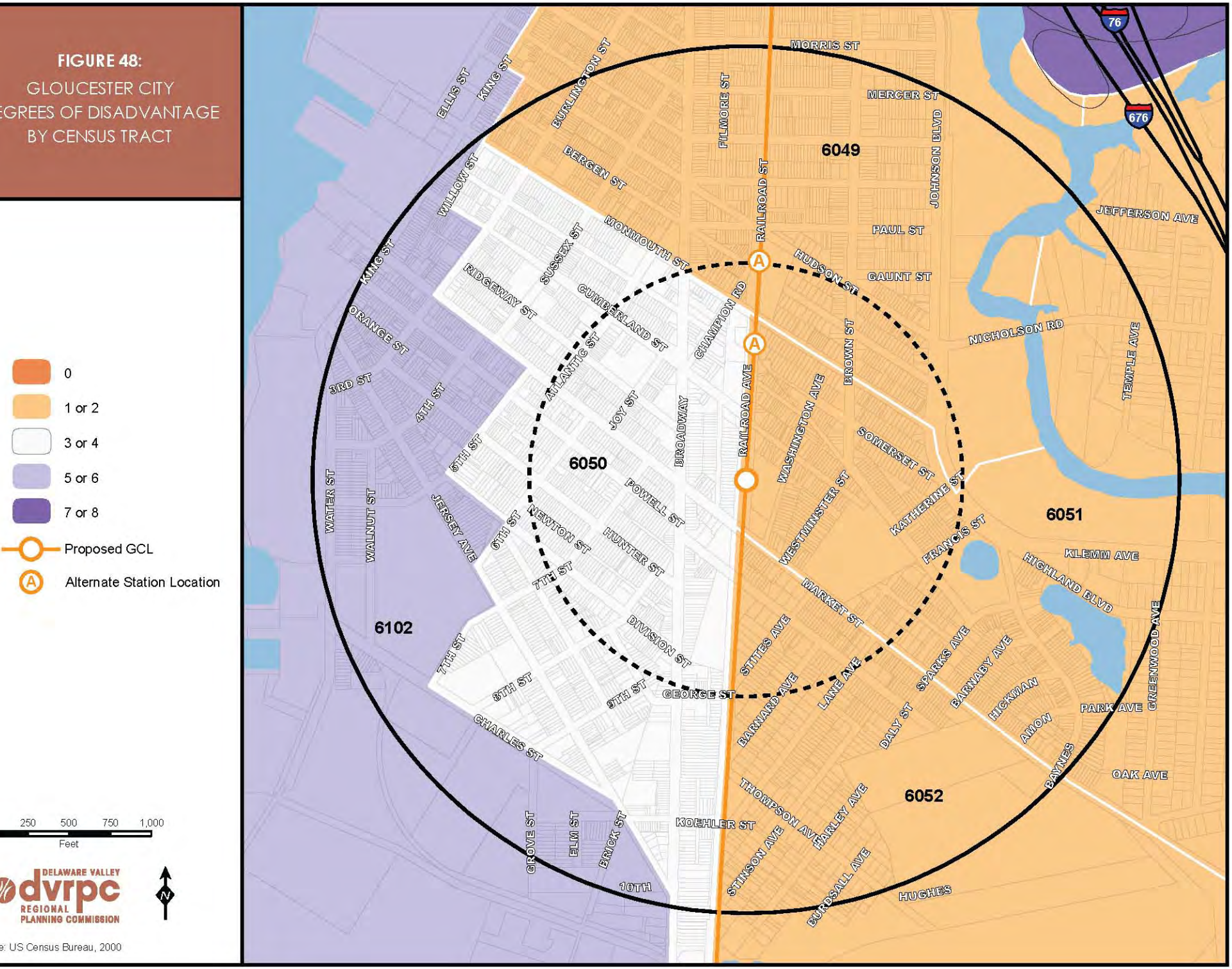
Source: DVRPC, 2000 Census Bureau

The Gloucester City Station Area is composed of five census tracts, as displayed in the map on the next page. This map illustrates the number of DoD found within each census tract. Table 26 aggregates this information to consider the station area as a whole. In total, the station area exceeds the regional threshold for five of the eight EJ measures.

The Gloucester City study area demographics are quite different from the other station study areas. For example, the non-Hispanic minority population is only a very small fraction of the regional threshold, the Hispanic population is less than half of the regional threshold, and the LEP population is only one-quarter of the regional threshold. Meanwhile, the elderly population, which is below the regional threshold in all other study areas, is a few points higher in this station area.

Despite these differences, considerations for special needs are largely similar. Concentrations for households in poverty, female head of household with child, and carless households are higher than the regional threshold. These factors indicate that a significant portion of the population may need better access to employment opportunities. Persons with a physical disability and elderly populations are also higher than the regional threshold, and are both often entirely transit-dependent. Together, these DoD indicate a significant transit-dependent population with regular mobility needs.

FIGURE 48:
GLOUCESTER CITY
DEGREES OF DISADVANTAGE
BY CENSUS TRACT



Source: US Census Bureau, 2000

LAND USE (2005)

TABLE 27: GLOUCESTER CITY LAND USE

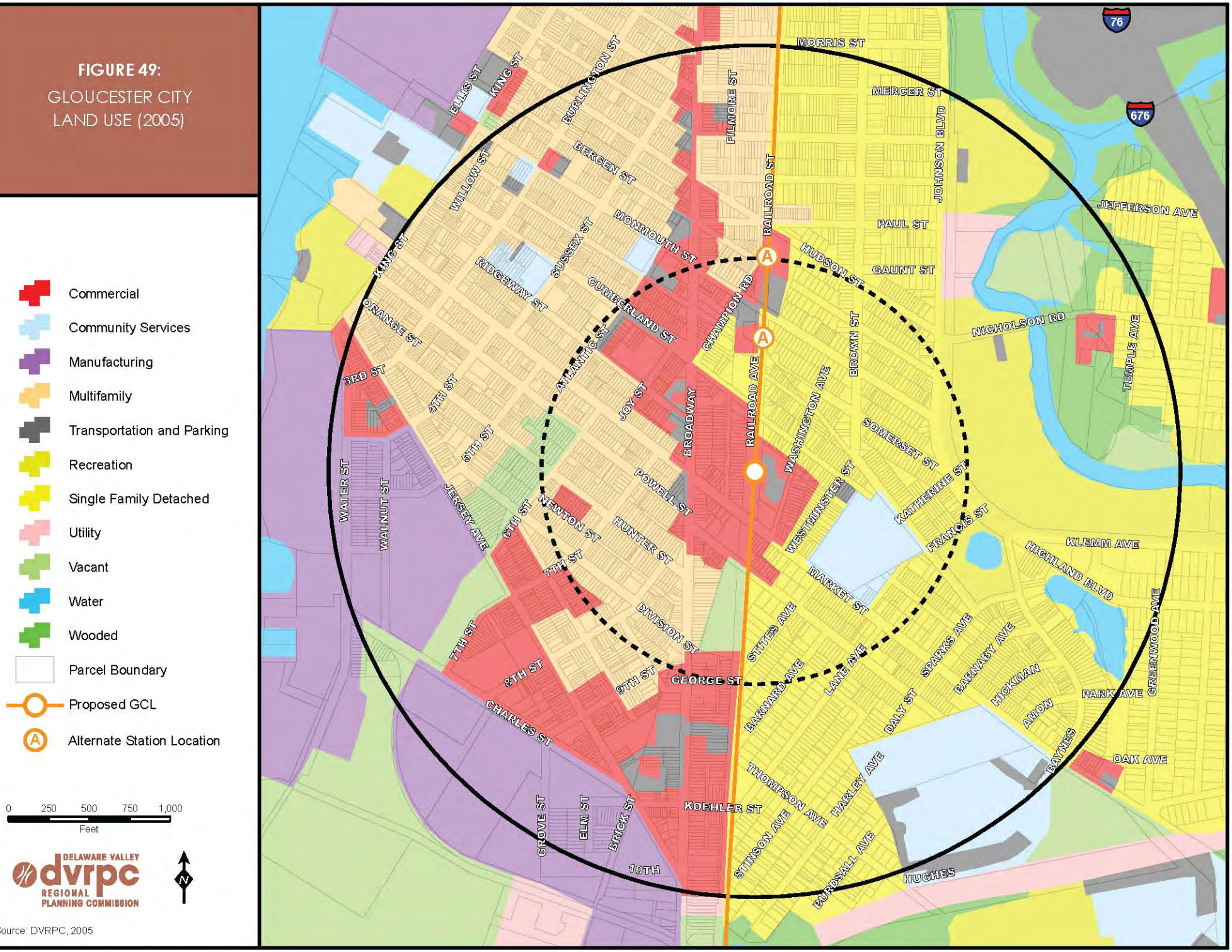
Land Use Category	Acres	Percentage
Commercial	69.4	13.8%
Community Services	25.3	5.0%
Manufacturing: Light Industrial	14.1	2.8%
Manufacturing: Heavy Industrial	27.9	5.5%
Parking	13.5	2.7%
Recreation	35.4	7.0%
Residential: Multifamily	0.0	0.0%
Residential: Row Home	114.8	22.8%
Residential: Single-Family Detached	153.1	30.5%
Utility	3.4	0.7%
Vacant	21.5	4.3%
Water	12.4	2.5%
Wooded	11.8	2.4%
TOTAL	*502.6*	*100%*

Gloucester City's downtown has a variety of one-story commercial buildings, as well as several two- and three-story mixed-use structures.

Most of the houses east of Broadway are single-family detached homes.

Several of Gloucester City's older structures have been reused. The former train station has been converted into the Dining Car Depot Restaurant.

FIGURE 49:
GLOUCESTER CITY
LAND USE (2005)



ZONING & REDEVELOPMENT AREAS

TABLE 28: GLOUCESTER CITY ZONING

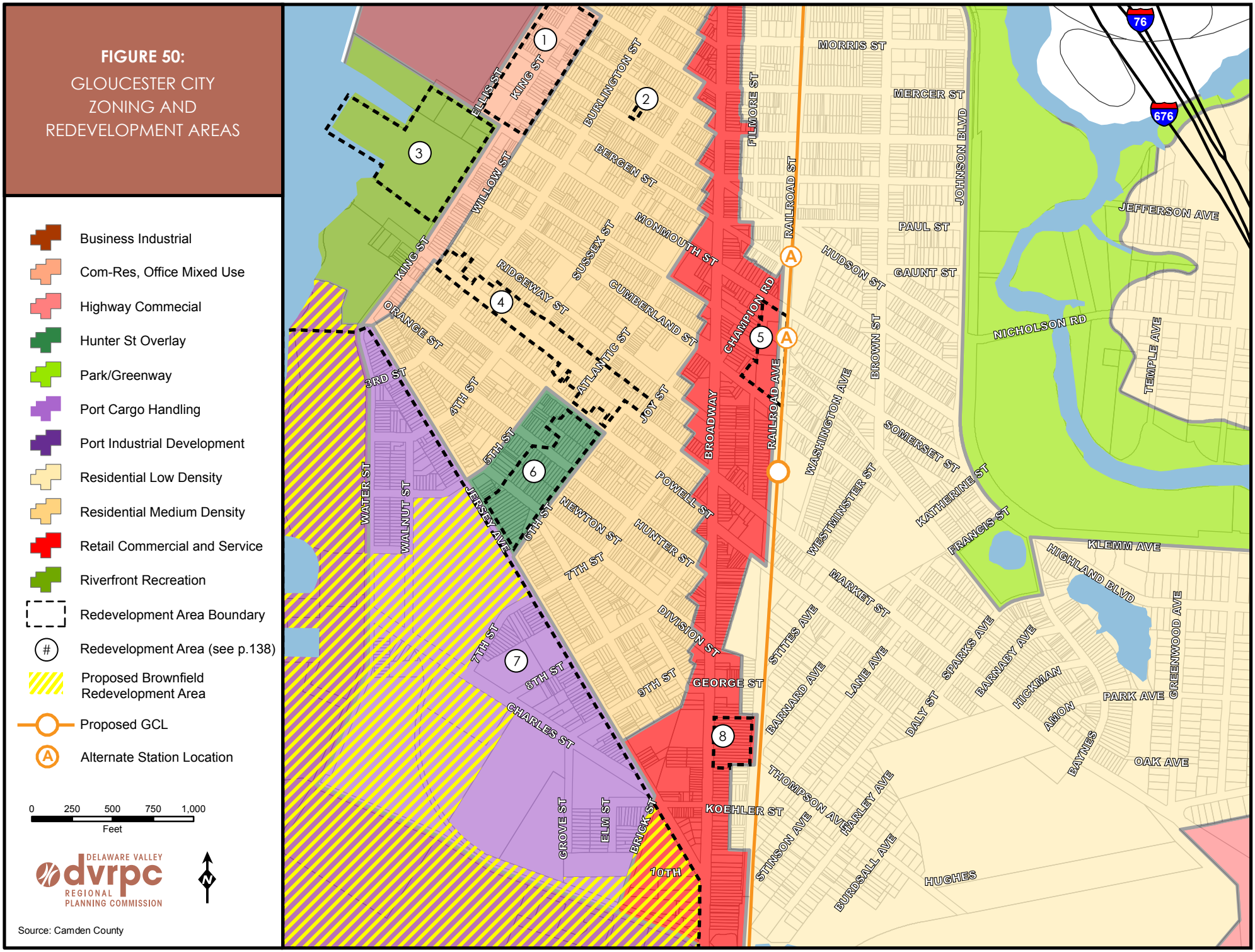
Zoning	Description	Acres	Percentage
BI	Business Industrial	56.4	11.2%
CRO	Commerical, Residential, Office, Mixed-Use	3.8	0.8%
HSO	Hunter Street Overlay	9.2	1.8%
PG/W	Park/Greenway	67.9	13.5%
PPID	Port Planned Industrial Development	2.3	0.5%
RC&S	Retail Commerical & Service	51.0	10.1%
R-L	Residential Low Density	202.2	40.2%
R-M	Residential Medium Density	109.5	21.8%
RR	Riverfront Recreation	0.3	0.1%
	TOTAL	*502.6*	*100%*

Redevelopment Areas

Redevelopment District Plans, as shown on Gloucester City's Zoning and Redevelopment Map and on page 139, should be referred to for specific redevelopment regulations, which may supersede the zoning districts listed here. Nine redevelopment areas have been designated within the Gloucester City station area. Brief summaries of these redevelopment plans are located in Appendix A.

1. North King Street Redevelopment Plan (1996)
2. 323 Hudson Redevelopment Plan (1998)
3. Coast Guard Redevelopment Plan (1996)
4. West Market Street Redevelopment Plan (2003)
5. Railroad Station Redevelopment Area (1996)
6. Sixth Street Redevelopment Plan (1996)
7. South Port Redevelopment Plan (2004)
8. South Broadway Redevelopment Plan (1998)
9. Pine Grove Redevelopment Plan (2005)

FIGURE 50:
GLOUCESTER CITY
ZONING AND
REDEVELOPMENT AREAS



POLICY & HISTORIC RESOURCES

Municipal and Neighborhood Plans*

- Gloucester City Master Plan Reexamination Report (2009)
- Draft TOD Development Zoning Amendments for New Master Plan (2009)
- Draft Housing Plan Element for New Master Plan (2009)
- Bringing Business Back to Gloucester City (2007)
- Gloucester City Master Plan Reexamination Report (2002)
- Gloucester City Master Plan (1995)

Gloucester City Development and Design Guidelines

- Gloucester City Code Book
- Gloucester City Land Development Ordinances
- Design Guidelines for Historic Properties and Properties located within UEZ Zones (2008)

Historic Districts

- Gloucester City Historic District

**See Appendix for brief overview of local planning documents.*

FIGURE 51:
GLOUCESTER CITY
HISTORIC RESOURCES

- Proposed GCL
- Alternate Station Location
- Historic Site
- Historic District

0 250 500 750 1,000
Feet

DELAWARE VALLEY dvrpc REGIONAL PLANNING COMMISSION

Source: DVRPC, NJRHP, NRHP

RECENT AND PROPOSED DEVELOPMENT

Commercial

1. Proposed: Commercial development near 6th Street and Jersey Avenue

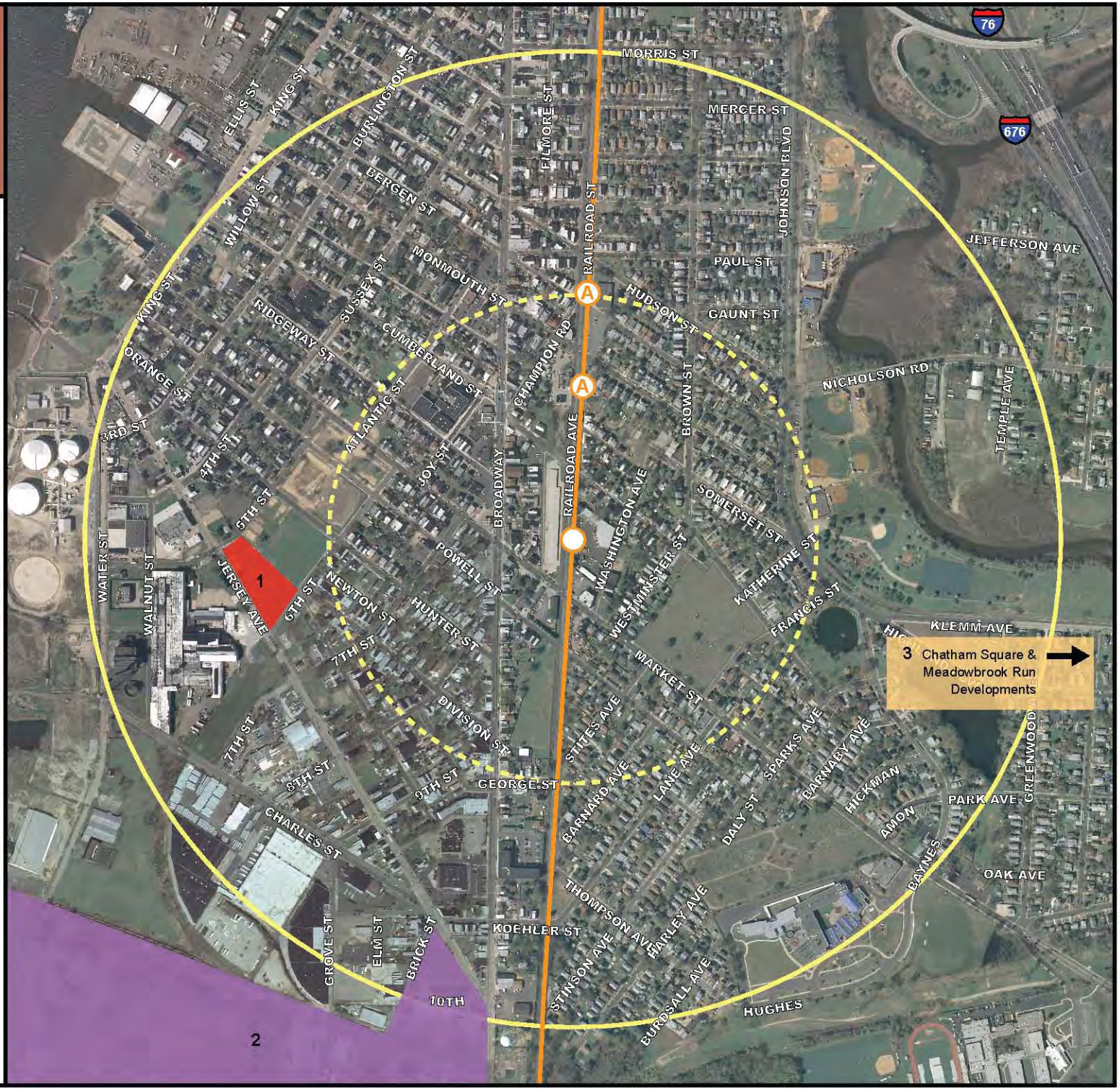
Industrial

2. Proposed: Industrial expansion of port area

Residential

3. Complete: Residential developments east of proposed Gloucester City Station Area. Chatham Square, near the intersection of Klemm Avenue and Route 130, is a townhouse development created on the site of a former apartment complex. Meadowbrook Run is a development of single-family homes also located near the intersection of Klemm Avenue and Route 130.

FIGURE 52:
GLOUCESTER CITY
RECENT AND PROPOSED
DEVELOPMENT



Aerial Source: DVRPC, 2010

TRANSIT-ORIENTED DEVELOPMENT & COMMUNITY OPPORTUNITIES

In addition to documenting the existing conditions of each proposed station area, this study provides a preliminary assessment of the potential for TOD within each station area. The appropriateness of TOD at a given transit station depends on a variety of factors. This assessment focuses on a series of physical station area characteristics and market and policy factors, which can influence the success of TOD.

Table 29 summarizes the TOD Assessment for the Gloucester City station area. The first column lists 10 physical TOD factors and four market and policy factors. The second column describes highly supportive characteristics for each TOD factor listed. Finally, column three contains a rating for each TOD factor based on how supportive local conditions are for that particular factor. This type of analysis is often done to evaluate the appropriateness of TOD near an existing transit station. In this case, these ratings evaluate the station area based on the assumption of a transit station being developed at one of the locations discussed.

Physical Factors

Three station locations along the existing Conrail line between Hudson Street and Market Street in Gloucester City have been considered in this study. Each of these proposed stations are set in a similar context: adjacent to the city's Broadway commercial district and surrounded by established residential neighborhoods. Gloucester City's traditional development patterns and compact blocks make walking convenient and appealing throughout much of the station area.

However, despite similarities among these potential station locations, specific characteristics of each may influence station placement and the character of development opportunities at that location. For example, a station located near Monmouth Street would provide convenient access to the center of the Broadway commercial corridor and a relatively direct pedestrian connection to the King Street entertainment district. Development sites in the immediate vicinity might include nearby public buildings, such as the Offices of the Housing and Building Departments and the library. However, a relatively narrow rail right-of-way at this location may be a physical constraint that impacts the design of the station.

Developing a station closer to Market Street presents a different set of opportunities and constraints. Although further from King Street and the heart of the downtown, the rail right-of-way is considerably wider here, and Market Street is a major thoroughfare with existing bus service. Potential sites for TOD could include privately owned parcels on either side of the railway between Market Street and Cumberland Street.

Market & Policy Factors

Little growth pressure has been exhibited within the Gloucester City station area over the last 10 years. Furthermore, recent residential development has occurred outside of the traditional downtown at locations close to Route 130. The lack of growth within the city's core can largely be attributed to the established nature of the community and the lack of available sites. Local officials and citizens have largely been supportive of and proactive in planning for the extension of rail to Gloucester City. In addition to studying ways of revitalizing its commercial areas, the city has created draft TOD zoning amendments. These draft amendments would establish two TOD districts, which would operate as floating zones within a certain distance of a transit station and encourage higher-density, mixed-use development. Furthermore, the Gloucester City Light Rail Steering Committee, composed of public officials and citizens, has been actively discussing the implications of and opportunities afforded by transit for Gloucester City for the last few years.

Community Opportunities and Challenges

The traditional design of the station area and the political and public support for the GCL may make Gloucester City an appropriate location for TOD. However, the most suitable sites for new mixed-use development will be ultimately influenced by the final location of the station.

The success of TOD at any of these locations will be closely linked to economic development efforts to revitalize the Broadway commercial area. Enhancing the retail mix and the pedestrian connections to and along Broadway will appeal to residents attracted to the convenience of living near a transit station. Conversely, adding residential density to the downtown area will help support local business and partially enable the commercial diversity envisioned for the area.

Strengths

- The proposed station site is very close to Gloucester City's existing downtown

TABLE 29: GLOUCESTER CITY TOD ASSESSMENT

	TOD Factors	Highly Supportive Characteristics	Score
STATION AREA	**Site Availability**	Area contains vacant or underutilized sites for redevelopment. Issues such as size, shape, and ownership provide minimal obstacles to land assembly.	2
	Station Access	Access to proposed station area is not constrained by existing development, roadway configuration, transportation infrastructure, or other physical barriers.	1
	Infrastructure	Adequate sewer and water infrastructure are already in place.	1
	Connectivity	Proposed station is wthin an easy walking distance (roughly 1/2 mile) of existing activity centers.	1
	Mix of Land Uses	Area contains a complementary mix of uses, including a range of housing options, office, shops, markets, restaurants, and services. The greatest diversity of uses is located within 1/4 mile of the proposed station. Development has elements that create a self-sufficient community, where many daily needs can be accomplished without need for a car.	1
	Supportive Density*	Current or planned residential and employment density is sufficient to generate significant transit ridership and support local retail.	2
	Transit	Area is serviced frequently by multiple modes of transit. Intermodal connections are easy.	2
	Bicycle Orientation	Bicycle routes and linkages are continuous, safe, convenient, and attractive.	2
	Pedestrian Orientation	Area is designed with the pedestrian in mind. Streets, sidewalks, and crosswalks are interconnected and provide multiple routes for reaching destinations. Buildings are located close to each other, appropriately articulated, and built close to the street. Parking lots in front of buildings are avoided.	1
	Parking	Parking is thoughtfully designed and managed to support density, mix of uses, and pedestrian environment.	2
MARKET & POLICY	**Growth Pressure**	New multifamily residential, office, commerical, or institutional development is proposed or recently constructed.	3
	Public Investment	Area has recently received or will receive some form of public investment. Investments may include items such as infrastructure improvements or streetscaping enhancements.	2
	Zoning, Ordinances, & Policies	Existing regulatory framework generally supports mixed land uses, higher densities, compact development, and transit prioritization that is characteristic of TOD.	1
	TOD or Redevelopment Plan	Neighborhood or redevelopment plan has been drafted that supports the creation of TOD.	2

Ratings: 1 = Highly Supportive, 2 = Somewhat Supportive, 3 = Not Supportive

**There are many ways to measure transit-supportive density, including the total number of housing units within a half-mile radius of a transit station. The organization Reconnecting America has developed seven TOD Place Types and corresponding targets for the number of dwelling units. These targets range from 1,500 to 4,000 units for Transit Neighborhoods and 2,000 to 5,000 units for Mixed Use Neighborhoods, two TOD Place Types relevant to the GCL station areas. For more information, see Reconnecting America's Station Area Planning: How To Make Great Transit-Oriented Places available at: www.reconnectingamerica.org/assets/Uploads/tod202.pdf*

commercial district on Broadway.

- Gloucester City has been very proactive in planning for the proposed rail station by creating a Light Rail Steering Committee and drafting a TOD zoning district.
- The station area is pedestrian-friendly, with an interconnected street grid and sidewalks in most locations.

Constraints

- Buses are currently the only form of mass transit available.
- There has been little growth pressure in Gloucester City over the last 10 years.
- There is currently little multifamily housing within the station area.
- There are few large available vacant sites available for development near the proposed station.

Opportunities

- Future development can focus on the infilling and redevelopment of existing sites.
- A transit station can help promote the continued revitalization of Gloucester City's downtown.

APPENDIX A

SUMMARY OF LOCAL PLANNING DOCUMENTS

CITY OF CAMDEN

Municipal and Neighborhood Plans

Environmental Mitigation and Landscape Master Plan (2005)

The Environmental Mitigation and Landscape Master Plan was developed by Heart of Camden with the help of a $150,000 grant from the State of New Jersey. It aims to mitigate environmental degradation, especially damage caused by air pollution, through three specific projects to be carried out in the Waterfront South area. The first is a vegetative buffer that will serve to separate the residential and industrial areas along the waterfront. Other benefits of this project, also known as a landscaped berm, will be to filter particulates from the air and improve views from the residential areas. The second objective is to create "greenspace gateways" as entrances to Waterfront South. These are open spaces that absorb pollution through various environmental mitigation technologies and provide wildlife habitat. The third objective entails improving the streetscape through methods that will both filter noise and particulates from vehicle traffic, as well as reduce impervious surfaces.

FutureCamden (2002)

FutureCamden, the Master Plan for the City of Camden, is divided into 10 sections and includes recommendations to expand homeownership, improve the appearance and safety of neighborhoods, increase job opportunities and business reinvestment, and to initiate cooperative planning with the city, surrounding municipalities, and State of New Jersey over the 20 years ensuing from 2002. It envisions Camden as the urban center of South Jersey with a target base population of 100,000 and 50,000 jobs. The plan recognizes that physical improvements alone will not be enough to address the issues of poor public school performance, disuse of the central business district, and crime currently facing the city. As shown by the citizen input utilized throughout the planning process in such forms as public meetings, surveys, and community outreach programs, major concerns also include maintaining order and cleanliness and improving housing, infrastructure, and youth services.

In addition to an introduction to planning and a summary of land use, the sections of the master plan include the following: reinforcing Camden as the urban center of South Jersey; improving housing and neighborhoods; achieving a dynamic economy; capitalizing on the city's physical and historical assets; maintaining and improving the environment; integrating Camden's transportation network; achieving improved public facilities, education, and safety; and translating the master plan into action.

Section VIII: Integrating Camden's Transportation Network lists improving the city's transit as one of its goals. By doing so, the city hopes to provide residents with better linkages to their jobs, commercial areas, community facilities, and recreation. The plan suggests redevelopment of the area around the Ferry Avenue Station as a "transit village." At the time of publication of the master plan, a light rail line connecting East Camden to the waterfront

was under construction. The RiverLINE, as it has been known since its completion, does provide a connection from the waterfront, through East Camden, to Trenton along the Delaware River. However, the plan also calls for its extension further south, where increased port and industry activity is anticipated in the Waterfront South area. Strategies to increase ridership on public transit include increasing handicap accessibility at stations, simplifying bus routes and linking them to rail transit, and updating signage and other service information. Even though Camden has a large network of public transportation that many people depend on, the master plan contends that "it does not fully serve the transportation needs of the city's commuters, residents and business establishments."

The plan notes that Camden does have some assets, including its strong medical and educational institutions, location, history, affordability, and accessibility. According to the writers of the master plan, the many projects and initiatives outlined in FutureCamden could be successfully implemented if the city were to increase its accountability and utilize community partnerships.

Liberty Park Neighborhood Plan (2005)

Liberty Park is a small neighborhood south of central Camden between Mt. Ephraim Avenue and I-676. The Liberty Park Neighborhood Association held meetings in 2005 to determine the community's vision for its future and was working at the time to form a community development corporation (CDC). The CDC, with the aid of public and nonprofit partnerships, would be used to organize residents and obtain grants. The plan states that although Liberty Park primarily contains medium-density residential areas, there is a "large institutional presence." Community members wish to encourage owner-occupancy of area homes and limit new commercial development. Their concerns include deteriorating properties, crime in more dense areas, the poor condition and insufficient lighting of side streets, and the clothing facility of Everett Street, which is a "major nuisance." Liberty Park also includes assets such as the Virtua Health Center and a community education center.

The plan envisions a bright, clean, and safe community, and focuses on using zoning to maintain the residential character and avoiding new development that displaces current residents or causes overcrowding. Existing commerce will be revitalized along Mt. Ephraim Avenue. The neighborhood intends to improve open space to create community identity. The plan also calls for a community garden and for improving quality of life through increased safety, more educational opportunities, infrastructure improvements, and municipal accountability.

Parkside Neighborhood Strategic Plan (2005)

The Parkside Neighborhood lies between Haddon Avenue and the Cooper River on the east side of Camden. It is defined by two landmarks, Lourdes Medical Center at the southern end and the Campbell's headquarters at the other. The neighborhood also overlaps Whitman Park and the Gateway district. A number of schools are located in Parkside, including Camden High School. Parkside is characterized by rowhomes, but many housing units are vacant, and residents have noted illegal boarding houses in the area. Issues in the area include drug-related crime,

safety concerns, lack of open space, unemployment, and maintaining cleanliness. Also, water from the Cooper River often floods Farnham Park; this is an environmental issue that the Army Corps of Engineers is responsible for addressing.

Parkside Business and Community in Partnership (PBCIP) is a nonprofit organization that initiated many of the revitalization projects already undertaken. They facilitated community participation in ideas, possibilities, and implementation workshops, as well as conducted resident surveys and stakeholder interviews.

The plan envisions a multigenerational neighborhood with a strong workforce, sense of community, and single-family residential character. The plan calls for restoring the historic commercial pattern on Haddon Avenue, in part by increasing accessibility. Improved quality of life and access to community facilities are also planned. Mixed-use development is encouraged as long as local identity is maintained. Vacant lots are to be used for parking or for building new housing in keeping with existing historic structures. There are 12 projects planned, most of which are institutional, including a mixed-use civic center, in addition to infrastructure projects and the introduction of projects aimed at increasing human capital.

Waterfront South Neighborhood Revitalization Plan (2007)

Situated along the Delaware on the southern side of Camden as its name implies, Waterfront South is one of the city's largest neighborhoods. The core neighborhood within the area is part of both a state and federal historic district. Heart of Camden created the Neighborhood Revitalization Plan for this neighborhood in 2007 for the purpose of acquiring private funding through the Neighborhood Revitalization State Tax Credit (NRTC) program, used to support the revitalization efforts of CDC's. Stakeholder participation was a key part of this plan in the form of monthly community meetings, business owner interviews, and review of a draft report by community members. The revitalization plan entails three main objectives: commercial revitalization along the Broadway corridor, the construction of 200 housing units (both affordable and market-rate), and environmental projects to beautify the area and improve air quality. The total cost of the projects is expected to be about $54.2 million. The plan mentions that "other infrastructure strategies," such as streetscape improvements, will be necessary for revitalization; however, they are included in an appendix and are therefore not part of the plan itself.

Waterfront South Strategic Reinvestment Plan (2003)

The Waterfront South Strategic Investment Plan was created by the Cooper's Ferry Development Association (CFDA) at the request of Heart of Camden, a nonprofit community development corporation. Funded by a $150,000 grant obtained from the Delaware River Port Authority (DRPA), the plan calls for "the reinvestment [in waterfront property] as a key strategy to reclaim the Delaware River waterfront." The Strategic Investment Plan is one of many that are part of a larger scheme to revitalize the Camden waterfront, and it was developed using the input of an intense community engagement process.

Morgan Village Neighborhood Strategic Plan (2007)

Morgan Village is located south of Centerville and east of Waterfront South. The Neighborhood Strategic Plan outlines community concerns, including the condition of homes (most are listed as "fair" or "poor"), a high poverty rate, and crime, although compared to other neighborhoods in Camden, Morgan Village is relatively safe. The area has a number of unimproved roads and inadequate sidewalks and street lighting.

This neighborhood plan's goals include expanding industrial and commercial opportunities for local residents while maintaining the residential character (partially through new infill projects) and improving the security and maintenance of Reverend Evers Park. Planners intend to engage Morgan Village residents in the process of accommodating their needs and ensuring that only appropriate uses are introduced on vacant properties. Categories of the plan include wellness, recreation, and education (including job training and a new talent-based high school); public safety; beautification; housing; and economic development. Its land use goals are to introduce mixed-use development, more offices, and high-density residential where apartments already exist, and new zoning for parks. The plan outlines very specific objectives and guidelines for design. Projects relevant to transportation include the construction of two limited industrial access roads and a connector between one of these proposed roads and the ports and I-676. Beautification and traffic calming measures are to be undertaken along Mt. Ephraim Avenue. Also, the plan "supports the extension and development of existing passenger light rail and a train station stop within the Waterfront South neighborhood."

Southern New Jersey Waterfront Master Plan (2005)

The purpose of this plan is to "provide a regional development framework that maximizes value related to residential, mixed-use, and port-related development." Objectives include fostering job generation, creating sustainable/livable communities, maximizing reuse, and balancing waterfront potential for all, among others. The plan forecasts an increase in both residential and shipping demand along the Delaware riverfront in Camden, Gloucester, and Salem counties, the latter of which is expected to absorb 86 percent of residential demand alone. Plans to accommodate growth and guidelines for implementation in certain towns are presented, focusing on utilizing brownfields for port activities and providing additional waterfront access.

Redevelopment Plans

Bergen Square Redevelopment Plan (2007)

Bergen Square is a relatively underutilized area of Camden with numerous vacancies (some of which are abandoned buildings in disrepair), substandard buildings, underutilized/poorly utilized properties, and publicly owned land, all of which, according to the neighborhood's Redevelopment Plan, illustrates its need for redevelopment. Bergen Square is unique in that it was "one of the first planned urban settlements within the city," and the plan advocates for its redevelopment with mixed use to restore this identity. The scheduled development includes 500 new single-family homes, 500 rehabilitated single-family homes, 500 new apartments, and renovation assistance to 200 existing homes. These will consist of both market rate and affordable housing. A new shopping center and a retail/office complex (which will be called the Bergen Square Town Center) are to be built, and commercial revitalization is to take place along Broadway and Kaighns Avenue. In addition to these improvements, a new child learning center, public/charter elementary schools, two community centers, and five new parks are to be built. New street trees and brownfield cleanup will contribute to making Bergen Square a desirable place and will aid the redevelopment efforts of the surrounding communities as well. Proposed zoning for Bergen Square includes Medium Density Residential, Neighborhood Commercial, Gateway Commercial Development, General Industrial, and Conservation zones. Funding for the projects outlined in the plan will come from a variety of sources, including the Camden Economic Recovery Board and the New Jersey Department of Community Affairs, among others. The plan stresses the intent to preserve historical structures and ensure that current residents and businesses will remain and benefit from improvements in the neighborhood. It is also clear that Bergen Square intends to capitalize on the concept of the neighborhood as an "urban village" with a strong business infrastructure, diverse residential community, and institutions/public amenities that benefit its residents.

Camden Downtown Redevelopment Plan (2004)

The Camden Downtown Redevelopment Plan describes the need for redevelopment in the area southwest of the Ben Franklin Bridge, north of Martin Luther King/Mickle Boulevard, and east of the Delaware River. The area is divided into six unique project areas in which the Camden Redevelopment Agency will implement and fund projects intended to reverse blight by expanding institutions, commerce, housing, recreation, and entertainment. Despite downtown Camden's inclusion in an Urban Enterprise Zone (UEZ), many of its properties are underutilized, and the area does not retain people after normal business hours. To combat this problem, the plan lists mixed-use development; infrastructure improvements; new, renovated, and rehabilitated residential and commercial structures; open space; and improving the streetscape among its goals and objectives.

One of the redevelopment strategies is to "[p]romote and maximize the inter-connectedness of development clusters, through the strategic development and placement of support infrastructure and amenities, i.e.…public transit." Transportation in general is a major concern for downtown Camden's planners, who wish to see a bus/

trolley serve the downtown, as well as improve the effectiveness and circulation of transportation in the area and improve public transit facilities (including signage). The projects cited in the plan capitalize on existing features and uses, such as the aquarium expansion and proposed student housing. Many of the organizations from which funding for such projects could potentially be gained have a stake in existing transportation infrastructure, such as the Delaware River Port Authority, NJ Transit, and the NJ Department of Transportation.

In the process of downtown redevelopment, some acquisition of privately owned property is expected to occur; thus, a Workable Relocation Assistance Plan has been made. The proposed zoning for downtown Camden includes three districts: Mixed Waterfront, Center City Flexible Development, and University Support. According to the redevelopment plan, new zoning classifications recognize the benefits of preserving historical properties and provide general guidelines for redevelopment.

Centerville Redevelopment Plan (2002)

The Centerville neighborhood is located south of Liberty Park and east of I-676. According to the plan, Centerville contains substandard buildings that contribute to "unwholesome living or working conditions," vacant privately owned land, areas with unsafe buildings, and is located in the Urban Enterprise Zone (UEZ), illustrating its need for redevelopment. The plan's goals and objectives include measures to finance redevelopment, such as subsidization, bond financing, and marketing. It states that new market rate housing, two public housing developments with lower density, two new "equitable" senior housing projects, and a family housing project are to be built.

In addition to residential development, the plan calls for commercial revitalization on Ferry Avenue that will incorporate mixed-use in a new retail commercial center, and social service projects, such as a new library, a new elementary school, new and expanded parks, and a job training program. The plan also recommends that the entire neighborhood become a planned unit development (PUD) in order to facilitate mixed use and sidestep the difficulties that traditional zoning may present for the redevelopment process.

Cooper Plaza Redevelopment Plan (2005)

The Cooper Plaza Redevelopment Plan focuses on its potential for education-related development and the housing stock and existing commercial corridor that make it a good candidate for redevelopment. According to the plan, Cooper Plaza's vacancies, declining housing stock, brownfields, underutilized properties, and unmet demand for new housing demonstrate the need for its redevelopment. Much like Lanning Square, Cooper Plaza is a residential area with a large institutional presence. New housing is planned for the area, including 150 new single-family homes, as well as 80 rehabilitated single-family homes, 40 existing houses turned into duplexes, and 30 special needs apartments. Cooper Hospital is planning to expand is patient care facilities, and a new elementary school and Medical Arts High School are to be built. The neighborhood's redevelopment strategy of conservation, upgrading, and development also entails the conversion of an existing building into a community center, new

and refurbished commercial areas along the Broadway corridor, a new park and three refurbished ones, and infrastructure improvements. Three zoning classifications are proposed for Cooper Plaza: Medical and Support, Commercial Retail, and Medium Density Residential. The plan mentions that property acquisition and commercial relocation will be required for some projects. The estimated cost of the redevelopment projects is $302 million, and the plan lists potential funding sources.

Gateway Redevelopment Plan (2005)

The Gateway district was historically a "transitional neighborhood and industrial hub" with access to highways and transit that, according to the Redevelopment Plan, is in need of new housing and other facilities to replace its vacant and contaminated properties, deteriorated housing stock, and underutilized properties, and to meet demand for new housing. Gateway is also part of Camden's Urban Enterprise Zone. The Redevelopment Plan's goal is to recreate a strong community that serves as a "diversified, engaging entry to the new Camden" and connects to the adjacent neighborhoods. In order to achieve this vision, 200 new single-family homes, both affordable and market rate, will be built, along with 50 new duplexes, 40 assisted living apartments, a 500,000 square foot industrial park/ office complex, and a number of new retail stores. Also, two new elementary schools, a senior care center, a new community center, a social services complex, and two new parks will be built. The cleaning and redevelopment of 30 brownfields is planned, and 1000 new street trees will be planted. The overall cost of the project is estimated to be $192.4 million, which is to be provided by various potential funding sources listed in the redevelopment plan.

Lanning Square Redevelopment Plan (2008)

Lanning Square is a residential neighborhood with a strong educational facilities presence. Its need for redevelopment arises from the existence of underutilized and vacant properties in spite of its location in an Urban Enterprise Zone. The plan calls for 400 new single-family homes and 80 rehabilitated existing houses, as well as a new medical school campus for UMDNJ, a new elementary school, 60,000 square feet of retail in a mixed-use commercial corridor, and the rehabilitation of 10 vacant storefronts. Also, a neighborhood park will be refurbished and infrastructure improvements will be made. The plan outlines potential funding sources for the projects' anticipated cost of $215 million, and the Camden Redevelopment Agency is expected to aid in the redevelopment process. Over 90 percent of the total housing will be affordable. The new proposed zoning districts for Lanning Square include University and Support, City Center Flexible Development, Neighborhood Commercial, and Medium Density Residential. Some property may be acquired for redevelopment. Included in the appendix is the Human Capital Plan for Cooper Plaza/Lanning Square.

Liberty Park Redevelopment Plan (2006)

The Liberty Park Redevelopment Plan promotes the strategy of "conserve, upgrade, develop." The plan focuses on blocks where "minimal investment will yield maximum results" and improving the housing stock, in part by upgrading existing areas of mixed use and by infill development on vacant lots. According to the plan, the need for redevelopment in Liberty Park is shown by the presence of vacant, abandoned, and underutilized buildings and land, as well as the neighborhood's deteriorating housing stock. The plan states that 91 new single-family homes will be built and 94 rehabilitated, in addition to 110 existing multi-family homes. The expansion of two elementary schools, renovation of a community center, and upgrades to the Virtua Health facility are also planned. Commercial improvements include rehabilitating six structures and renovating 22 storefronts. A new church and two new parks are to be built, and infrastructure improvements, include lighting, street/sidewalk, and sewer improvements are planned. Again, this plan states that implementation and funding will occur with the help of public-private partnerships and the Camden Redevelopment Authority. The redevelopment projects are estimated to cost $121.9 million.

Property acquisition is expected to occur during the course of redevelopment, and some properties may require relocation. The zoning designations proposed for the neighborhood include Low Density Residential, Medical Support, Neighborhood Commercial, and Conservation.

GLOUCESTER CITY

Municipal and Neighborhood Plans

Gloucester City Master Plan and Reexamination Reports

Gloucester City is currently in the process of preparing a new master plan. The most recent master plan was adopted by ordinance in January 1996 after an 18 month planning process led by Peter Karabashian, PP. Key components of this plan reflected Gloucester City's need for economic development. The plan identified several implementation concepts including:

- Improvements to the underutilized Holt properties,
- Upgrading the Riverfront Recreational District
- Redevelopment of the Starlight Theater Tract,
- Improvements to Broadway Commercial Corridor, and
- Designation of the Gloucester Point Redevelopment Area.

Subsequent reexamination reports were completed in 2003 and 2009. Overall, Gloucester City has retained its classification as a Designated Town Center in the proposed New Jersey State Plan. Roughly 30 percent of the city qualifies as an Urban Enterprise Zone (UEZ) due to its relatively low median income level and its location within an urban commercial center. The 2009 Reexamination Report outlines a number of significant changes that have occurred since the last master plan. The changes include residential development projects such as Meadowbrook Run, infrastructure projects such as a new state-of-the-art water plant, and the development of design guidelines for Gloucester City's historic district. The 2009 report also identifies future transit opportunities as a source of potential economic revitalization for Gloucester City.

In anticipation of the proposed Glassboro-Camden Line, Gloucester City has also produced draft transit-oriented development zoning amendments. These amendments would establish two transit-oriented development districts, TOD-1 and TOD-2, which would operate as floating zones within prescribed radii of a transit station. The TOD-1 district is designed to encourage higher-density, mixed-use development within a quarter-mile radius of the station. While the TOD-1 district would be mandatory, the TOD-2 district would apply to the area more than one-quarter mile but not more than one-half mile from the station, and be discretionary on the part of the applicant.

Bringing Business Back to Gloucester City: Market Analysis and Retail Assessment (2007)

This report examines three retail corridors, Broadway, Route 130, and King Street, and was prepared by the JGSC Group, LLC. Regarding the Broadway corridor, the report suggests that Broadway currently suffers from too many stores in too few categories, a somewhat discontinuous pedestrian environment, and an abundance of truck

traffic. The consultants believe that Broadway will function most effectively by focusing on the everyday commerce needs of the residents of the community. The recommended merchandising mix includes eating and drinking establishments, beauty and personal care, a supermarket, specialty food, and health and medical services. The report also recommends the development of amenities such as a town square where residents can relax and visit with neighbors while shopping and running errands.

Redevelopment Plans

Coast Guard Redevelopment Plan (1996)

The Coast Guard Redevelopment Area is 8.4 acres on two lots, one of which is the former U.S. Coast Guard Station (closed in 1986), while the other is a small industrial building. It is located along the Delaware River waterfront, bounded by King Street, Monmouth Street, and Market Street. Significant neighboring uses include port and cargo facilities to the north, an old residential neighborhood and historic district to the east, and a senior citizen apartment complex and county park to the south. The majority of the Coast Guard property is vacant and underutilized. The Ragen building is currently leased by the city from the Holt Cargo Storage Company. Both properties are also likely to contain underground storage tanks that will need to be removed by 1997 in compliance with state environmental clean-up laws. Previous studies have indicated that the expenses needed to rehabilitate the former base could not be recaptured given the limited lease income for the Gloucester City real estate market. The city's 1995 Master Plan indicated that the area would be redeveloped for new facilities for active watersport recreation, commercial-retail, and restaurant uses. The redevelopment plan calls for similar development, along with a riverwalk and heritage trail. Both the Master Plan and redevelopment plan left open the possibility of either demolishing the Coast Guard facility and the Ragen building or rehabilitating them.

North King Street Redevelopment Plan (1996)

The North King Street Redevelopment Area is located on the western end of the City between the Holt Cargo port facilities and a historic neighborhood, and just north of the former U.S. Coast Guard Station (another redevelopment area). King Street is the major north-south street along the waterfront. The redevelopment area is 5.7 acres over nine city blocks. There is a mix of historic Mill Block rowhouses, multiuse residential and commercial two- to three-story buildings, vacant lots, a city fire station, Durning String Band headquarters, O'Hara's Tavern, and a beauty school. All of these are in the Historic District Overlay, and are zoned Commercial-Residential-Office (CRO) Mixed Use.

The existing mill blocks will be rehabilitated and a fourth mill block reconstructed (after a fire in 1996) to accommodate owner-occupied low- and moderate-income housing. A vacant lot that was a former city park and military parade ground will be redeveloped as a municipal parking lot to serve the commercial properties along North King Street. Some of the other existing homes and multi-use building will be rehabbed for market-rate mixed use (commercial first floor, owner-occupied residential above) or market-rate residential. O'Hara's, the Durning String Band, the

beauty school, and other commercial properties on the eastern side of King Street will be offered rehab assistance for code upgrades and façade improvements. The area will also receive streetscape improvements. Development of single-story commercial structures will be discouraged in order to continue the streetscape and fabric in the historic district and to provide affordable and market rate housing opportunities. Redevelopment also will include improvement of rear yards to provide off-street parking from Willow Street.

Pine Grove Redevelopment Plan (2005)

The Pine Grove Redevelopment Area consists of vacant structures (such as a warehouse) or vacant lots (old Hunter Street School site) at three sites within a largely residential area: the corner of Sixth Street and Jersey Avenue; the corner of Seventh Street and Jersey Avenue; and the old Hunter Street School site on Hunter between Sixth and Seventh. The area is zoned R-M Residential-Medium Density, which allows for single-family detached, single-family attached, or townhouse development, with a maximum density of roughly nine to 10 units per gross acre. The redevelopment plan encourages the development of owner-occupied single-family attached dwelling units (also known as 'twin' units), with an aesthetic character consistent with Gloucester City's housing stock. They should be of a style presenting 'Victorian' elements (including, but not limited to, Mansard roofs, turrets, faux-clapboard siding, and 'gingerbread' -style detailing).

Railroad Station Redevelopment Plan (1996)

The Railroad Station Redevelopment Area is a 1.5 acre area within the Broadway Avenue commercial corridor (the city's "Main Street") between the former Pennsylvania Railroad Seashore Line railroad tracks, now Conrail, and Broadway Avenue, and from Monmouth Street to Cumberland Street. The Conrail lines still function as the principal freight rail traffic corridor in the city. The area is zoned R-l Low Density residential and is in the proposed RC&S Retail Commercial & Service zoning district. The redevelopment plan calls for rehabilitation of the 1885 historic train station, both the exterior rehab of the building and canopy, as well as code upgrades for future mixed office and commercial uses. Work would also include erection of a pedestrian barricade or fence on the eastern end of the canopy to protect users from railroad traffic. Space would be made available for passengers waiting for public buses. In addition, a new mixed-use retail/commercial center would be built backing up to the railroad lines and fronting a new municipal parking lot. This would reinforce the city's downtown economic redevelopment plan and Master Plan by focusing commercial activity in the Broadway Avenue, Monmouth Street, and Cumberland Street area. On-street parking downtown is limited, though there are a few off-street spaces adjacent to the railroad station. A new municipal lot would be more convenient for downtown shoppers and serve the new mixed-use development as well.

Sixth Street Redevelopment Plan (1996)

The Sixth Street Redevelopment Area is a 4.5 acre area covering portions of three blocks from Sixth Street to Fifth Street, from Jersey Avenue to Powell Street, and is also known as the Jersey Avenue Courts (between Jersey and Division) and Hunter Street Development Area (between Division and Powell). The lots are currently vacant and owned by the city. They include an abandoned garage and former tennis courts and a former hockey rink. The redevelopment program may include construction of approximately 55 residential housing units for senior citizens and intergenerational residents with off-street parking spaces and a community center. In the event that the city is unable to obtain all the required funding for the project, it is recommended that the city consider selling this land to private developers for the construction of single-family, detached or duplex units as currently permitted under the Zoning Ordinance. Based on the minimum lot dimensions, it is estimated that 18 to 24 dwelling units could be constructed.

South Broadway Redevelopment Plan (1998)

The South Broadway Redevelopment Area is a 1.7 acre site in the south central portion of the Broadway commercial district, between South Broadway and the Conrail railroad tracks, just south of George Street, and currently occupied by a meeting hall, parking lot, commercial garage, and outdoor storage yard. It is close to the Acme and Broadway Plaza shopping center, mixed uses along Broadway, and residential neighborhoods east of the railroad tracks. The redevelopment plans calls for either the construction of a senior citizen housing complex (the need for which is identified in the city's Master Plan) that may include offices and a meeting hall, or a mixed-use retail and recreation center. Commercial, retail, and other non-residential land uses should be limited to those permitted in the Retail and Commercial Services Zone, with the exception of senior housing, which shall be permitted upon adoption of the redevelopment plan. In the event that the city is unable to obtain the funding for the project, it is recommended that the city consider selling these lands to private developers to complete the project.

Southport Redevelopment Plan (1997, 2004)

The Southport Redevelopment Area was declared a redevelopment area in 1997 and a portion of the area was reevaluated in 2004 given the lack of change from 1997 until then. The area includes vacant land, active commercial, city-owned land, piers and riparian areas. The area is zoned Port Planned Industrial, Business Industrial, and the Retail and Commercial Services. It lies within the city's Urban Enterprise Zone. A number of buildings that were once located within the study area have been demolished and a portion of its area underwent environmental remediation. The Redevelopment Plan envisions a mix of uses, including a range of residential options, townhomes, and condos, new retail and commercial, open space, active and passive waterfront recreation, public access to the river, integrated into the character of the adjacent neighborhoods.

West Market Street Redevelopment Plan (1998)

The West Market Street Redevelopment Area is eight city blocks along West Market Street in the West Broadway neighborhood, between Joy and Sixth Street and South King Street. It is zoned R-M (Medium Density Residential) and portions of the area are in the historic district. Most of the uses are single-family attached and semi-detached homes on 20-foot average wide lots, with some two families, neighborhood stores, and vacant lots mixed in. Redevelopment includes rehabilitation of homes and businesses, redevelopment of vacant lots for new housing construction, and streetscaping. The area has many absentee landlords, and its overall condition detracts from its role as a gateway to the riverfront redevelopment area. Subsequent to the adoption of the Redevelopment Plan in 1998, Gloucester City and the newly formed New Jersey School and Construction Corporation (SCC) selected a site in the redevelopment area as their first choice for the construction of a new elementary-middle school, with construction commencing in December 2004. The construction of the new school will require that approximately 70 families be relocated. The city has set a goal to provide replacement housing for as many of these residents as possible in their existing neighborhood. In addition, it is not the intent of the city that the new school should become a “neighborhood school” constructed in a declining neighborhood. Thus, in 2003, the West Market Street Redevelopment Project applied for a New Jersey DCA Small Cities Innovative Development Program Grant for acquisition and site preparation of privately owned lots for infill construction of 30 new single-family homes

APPENDIX B

STATION AREA UNITS OF ANALYSIS

Walter Rand Transportation Center Station Area

The following census tracts and blocks were used to approximate the Walter Rand Transportation Center station area for the demographic analysis that appears on page 36.

Census Tract	Census Blocks
6002	1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1027, 1028, 1030, 1031
6004	1004, 1005, 3000, 3001, 3002, 3003, 3004, 3005, 4000, 4001, 4002
6008	1005, 1006, 1007, 1008, 1009, 1010, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1034, 1037, 1038, 1039, 3015, 3018, 3019, 3020, 3023, 3024
6103	1019, 1020, 1021, 1037, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1048, 1049, 1050, 1051, 1052, 1053, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 1077, 1078, 1079, 1080, 1086, 1087, 1088, 1129
6104	1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 3000, 3001, 3002, 3003, 3004, 3005, 3006, 3007, 3008, 3009, 3010, 3011, 3012, 3013, 3014, 3015, 3016, 3017, 3018, 3019, 3020, 3021, 3022, 3023, 3024, 3025, 3026, 3027, 3028, 3029, 3030, 3031, 3032, 3033, 3034, 3035, 3036

Cooper Hospital Station Area

The following census tracts and blocks were used to approximate the Cooper Hospital station area for the demographic analysis that appears on page 60.

Census Tract	Census Blocks
6002	1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1038, 1039, 1040
6004	1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 3000, 3001, 3002, 3003, 3004, 3005, 3006, 3007, 3008, 3009, 3011, 4000, 4001, 4008, 4009
6008	1007, 1008, 1009, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 3023, 3024
6103	1042, 1043, 1044, 1045, 1046, 1049, 1061, 1129
6104	1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1022, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1063, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1075, 1076, 2000, 2003, 2004, 2005, 2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2026, 2027, 2030, 2031, 2032, 3000, 3001, 3002, 3003, 3004, 3005, 3006, 3007, 3008, 3009, 3010, 3011, 3012, 3013, 3014, 3015, 3016, 3017, 3018, 3019, 3020, 3021, 3022, 3023, 3024, 3025, 3026, 3027, 3028, 3029, 3030, 3031, 3032, 3033, 3034, 3035, 3036

South Camden Atlantic Avenue Station Area

The following census tracts and blocks were used to approximate the South Camden Atlantic Avenue station area for the demographic analysis that appears on page 82.

Census Tract	Census Blocks
6002	1042, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1056, 1057, 1058, 1059, 1060, 1065, 1066, 1067, 1068, 1069, 1070, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011
6004	1000, 1001, 1006, 1007, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 3004, 3005, 3006, 3007, 3008, 3009, 3010, 3011, 3012, 3013, 3014, 3015, 3016, 3017, 3018, 4008, 4009, 4010, 4011, 4012, 4015, 4016, 4017, 4018, 5000, 5001, 5002, 5003, 5004, 5005, 5006, 5007, 5008, 5009, 5010, 5011, 5012, 5013, 5014, 5015, 5016, 5017, 5018, 5019, 5020
6016	1000, 1001, 1005, 1006, 1011, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 3000, 3001, 3002, 3003, 3004, 3005, 3006, 3007, 3008, 3009, 3010, 3011
6017	1005, 1006, 1007, 1008, 1009, 1010, 1011
6018	1000, 1001, 1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1020, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041
6103	1115, 1116, 1118, 1125, 1126, 1127, 1128

South Camden Ferry Avenue Station Area

The following census tracts and blocks were used to approximate the South Camden Ferry Avenue station area for the demographic analysis that appears on page 106.

Census Tract	Census Blocks
6016	2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 3006, 3007, 3008, 3009, 3010, 3011
6017	1002, 1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1018, 1019, 1021, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033
6018	1000, 1001, 1002, 1003, 1004, 1005, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1018, 1019, 1020, 1021, 1022, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1037, 1038, 1039, 1040, 1041, 1042, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1056, 1057, 1058, 1059, 1060, 1061, 1062, 1065, 1066, 1067, 1068, 1069
6019	1008, 1010, 1011, 1012, 1013, 1014, 1023, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1033, 1034, 1035, 1036

Gloucester City Station Area

The following census tracts and blocks were used to approximate the Gloucester City station area for the demographic analysis that appears on page 130.

Census Tract	Census Blocks
6051	1003, 1004, 1005, 1006, 1007, 1008, 1009, 1010, 1011, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1024, 1025, 1026, 1027, 1028, 1029, 1030, 1031, 1032, 1033, 1034, 1035, 1036, 1038, 1039, 1040, 1041, 1042, 2018, 2019
6052	3000, 3001, 3002, 3003, 3004, 3008, 3009, 3010, 3011
6110	1031, 1034, 1035, 1038, 1039, 1040, 1043, 1044, 1045, 1046, 1047, 1048, 1049, 1050, 1051, 1052, 1053, 1054, 1055, 1059, 1061, 1064, 1065, 1066, 1067, 1068, 1069, 1070, 1075, 1084, 2017, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 3003, 3004, 3005, 3011, 3012, 3013, 3015, 3016, 3017, 3018, 3019, 3020, 3021, 3022, 3023, 3024, 3025, 3026, 3027, 3028, 4002, 4003, 4004, 4007, 4008, 4009, 4010, 4011, 4012, 4013, 4014, 5000, 5001, 5002, 5003, 5004, 5005, 5006, 5007, 5008, 5009, 5010, 5011, 5012, 5013, 5014, 5015, 5016, 5017, 5018, 5019, 5020, 5021, 5022, 6000, 6001, 6002, 6003, 6004, 6005, 6006, 6007, 6008, 6009, 6010, 6011, 6012, 6013, 6014, 6015, 6016, 6017, 6018, 6019, 6020, 6021, 6022, 6023, 6024, 6025, 6026, 6027, 6028, 6030

Camden County Transit Expansion Framework Study

Publication Number 12004

Date Published January 2012

Geographic Area Covered City of Camden and Gloucester City, NJ

Key Words Glassboro-Camden Line, transit, transit-oriented development (TOD), smart growth, Camden County, Camden, Gloucester City, community development, Walter Rand Transportation Center, Cooper Hospital, South Camden

Abstract

This study was conducted by DVRPC's Office of Smart Growth to document the existing conditions of proposed station areas for the Camden County portion of the Glassboro-Camden Line. The Glassboro-Camden Line is an 18-mile transit route proposed to link Camden and Gloucester counties to the existing Port Authority Transit Corporation (PATCO) high speed line running between Philadelphia and Camden County, as well as to New Jersey Transit's RiverLINE which connects Camden and Trenton. In addition to describing the existing conditions of each proposed station area, the study evaluates the potential for transit-oriented development along the transit line.

Staff Contact

Andrew Svekla
Planning and Design Analyst
(215) 238-2810
asvekla@dvrpc.org

Delaware Valley Regional Planning Commission
190 N. Independence Mall West, 8th Floor
Philadelphia, PA 19106
Phone: (215) 592-1800
Fax: (215-592-9125
Internet: www.dvrpc.org

DELAWARE VALLEY
dvrpc
REGIONAL
PLANNING COMMISSION

190 N. INDEPENDENCE MALL WEST
8TH FLOOR | PHILADELPHIA, PA 19106
PHONE 215.592.1800 | WEB WWW.DVRPC.ORG