



# Improving One Community at a Time

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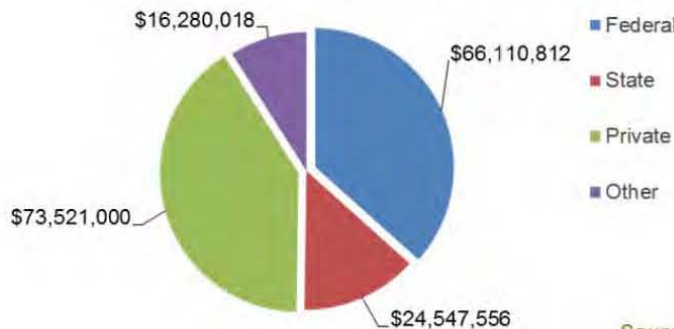
## LEVERAGING ADDITIONAL INVESTMENT

Building livable communities involves integrating land use and transportation as well as leveraging additional federal, state, and private resources. The TCDI grant program provides broad latitude for municipalities to define their projects and describe how they relate to the policies and goals of DVRPC's long-range plan. By providing small planning grants, TCDI funding has acted as seed money to get vital revitalization projects off the ground.

From the beginning, the TCDI program has been highly competitive and popular with local governments in the region. To encourage additional investment and promote community buy-in, DVRPC requires municipalities to provide a minimum of a 20 percent match. To further ensure community dedication to the project, a minimum 5 percent of the total project cost must be a cash match. This small investment by DVRPC and the municipality is often the catalyst for larger-scale revitalization and investment.

Since 2002, DVRPC has provided over \$12.7 million (\$4.95 million NJ; \$7.7 million PA) in TCDI funding, which has leveraged over \$188 million in public and private funding. The pie chart below illustrates the TCDI program's impact. The largest leveraged investment has been \$73.5 million in private investment (41%) followed by \$66.1 million in federal dollars (37%), state investments of \$24.5 million (13%), and local investments of \$16.2 million (9%). Leveraged funds in New Jersey communities total over \$113.3 million and in Pennsylvania communities, they total over \$74.8 million. Leveraged dollars include additional planning, engineering, and construction activities.

**TCDI Leveraged Funds**  
**TCDI Investment of \$12.7 million**  
**yields over \$188 million**



Source: DVRPC, 2012



*The Heart of Collingswood Study envisions connections between the PATCO station and downtown with pedestrian-only spaces. Shown above is the intersection of East Collings and Haddon Avenues, Heart of Collingswood, 2002 TCDI.*

TCDI creates livable neighborhoods by supporting local projects that:

- Lead to more residential, employment, or retail opportunities;
- Improve the overall character and quality of life to retain and attract business and residents;
- Reduce further sprawl and expansion into areas without infrastructure in place or planned;
- Enhance and utilize the existing transportation infrastructure capacity to reduce the demands on the region's transportation network; and
- Reduce congestion and improve the transportation system's efficiency.



**SPOTLIGHT ON CAMDEN COUNTY AND WEST MAPLE NEIGHBORHOOD**

**MULTI-MUNICIPAL PLANNING | WEST MAPLE NEIGHBORHOOD JOINT REVITALIZATION PLAN: PHASE ONE**

**TCDI Award Year: 2010**

Merchantville Borough, Pennsauken Township, and City of Camden

**Summary**

The West Maple Neighborhood Joint Revitalization Plan was born out of a need for coordinated, inter-jurisdictional planning in the economically challenged West Maple neighborhood in the New Jersey municipalities of Merchantville, Pennsauken, and Camden City. Under the guidance of a neighborhood task force and a public participation process, the plan builds a framework for achieving long-term improvements and proposes key recommendations for addressing community needs. The impetus for the Joint Revitalization Plan was West Maple’s progressive “physical decline over the past several decades, including under-utilization of storefronts, uninviting streetscape conditions, and declining housing stock, resulting in an overall destabilization of the neighborhood.” By bringing West Maple’s three local governments into the planning process and offering broad-based public engagement at an early stage, specific concepts were developed for three key areas: the Gateway, Sprint Site, and Federal Street Overpass.

**Concepts**

The West Maple Neighborhood Task Force agreed on overarching concepts for the community, including improving quality of life for residents, attracting desirable businesses to commercial areas, revitalizing the streetscape, and creating a sense of community. They include:

- **Gateway Concept:** streetscape improvements to increase safety, redesign the Route 130 pedestrian footbridge, and provide a welcoming feel to the neighborhood.

- **Sprint Site Concept:** provide landscaping and building security around the vacant Sprint property, outdoor storage facilities, and wireless tower.
- **Federal Street Overpass Concept:** institute traffic calming measures, safety improvements, and design intersection simplifications.



The above Gateway Concept rendering illustrates the redesigned Route 130 Pedestrian Footbridge.

The new Federal Street Overpass Concept strives to reduce pedestrian and vehicular conflicts.



**VISION STATEMENT**

By the year 2030, the West Maple Neighborhood is a vibrant neighborhood. The entrance from Route 130 welcomes visitors. There is landmark signage and a green space area that signifies transition into our neighborhood. There is a sidewalk that allows pedestrians to safely walk to destinations along the Route 130 corridor. Maple Avenue is a thriving mixed-use district. The neighborhood is pedestrian-friendly. Neighborhood residents enjoy a good quality of life.

**Implementation**

The West Maple Neighborhood Task Force has provided preliminary cosmetic improvements, including a graffiti cleanup by the Camden Special Services District, and a weed and trash cleanup of the Route 130 pedestrian footbridge by the Pennsauken Public Works Department. The Borough of Merchantville received additional TCDI funds in 2012 to further implement goals of the phase one report. The Task Force remains active and dedicated to the quality of life in the West Maple neighborhood.



## LIVABILITY IN CAMDEN COUNTY



*Camden City* - After decades of decline, the City of Camden is turning a corner. Investment in the city by the universities has led to revitalized residential and commercial corridors. The *2007 Downtown Strategic Plan* focused on redevelopment for residents around the 4 major east-west streets: Federal Street, Market Street, Martin Luther King Boulevard, Cooper Street and Campbell's Landing – a new gateway leading to the Cooper River. The above rendering illustrates future plans for improving the livability of Market Street with new store facades and streetscapes.



*Cherry Hill Township* – The *2007 Golden Triangle Vision Plan* provides area-wide land use and design recommendations intended to achieve the vision for the Golden Triangle (located in the westerly portion of Cherry Hill and eastern border of Pennsauken). A key goal is to foster transit-oriented, neighborhood scale development around the Cherry Hill Train Station along the NJ Transit Atlantic City Line. The above photo simulation envisions a new pedestrian plaza at the train station. Cherry Hill Township received a grant in 2012 to catalyze the creation of transit-oriented development at the train station through new zoning regulations.

## WHAT CAN YOUR COMMUNITY DO TO PROMOTE LIVABILITY?

Through the Transportation and Community Development Initiative (TCDI), DVRPC strives to focus redevelopment to create compact, mixed-use, livable communities within and around our region's core cities, mature suburbs, and centers. Communities can ensure livability by adopting sound land use practices. The chart below illustrates livability elements and tools municipalities can undertake to ensure quality of life.

ELEMENT		MUNICIPAL TOOLS
 HOUSING AFFORDABILITY		<ul style="list-style-type: none"> <li>▶ Universal Design Standards</li> <li>▶ Housing Maintenance and Rehabilitation Programs</li> <li>▶ Inclusionary Zoning Ordinances</li> </ul>
 POPULATION DENSITY		<ul style="list-style-type: none"> <li>▶ Incentive Zoning</li> <li>▶ Traditional Neighborhood Development</li> <li>▶ Mixed-Use</li> </ul>
 WALKABILITY		<ul style="list-style-type: none"> <li>▶ Sidewalk Standards</li> <li>▶ Multi-Use Trails</li> </ul>
 TRANSIT ACCESSIBILITY		<ul style="list-style-type: none"> <li>▶ Transit-Oriented Development</li> <li>▶ Transit Revitalization Investment Districts</li> <li>▶ Smart Location of Employment and Public Facilities</li> </ul>
 DOWNTOWNS		<ul style="list-style-type: none"> <li>▶ Business Improvement Districts</li> <li>▶ Main Street Programs</li> <li>▶ Tax Increment Financing</li> </ul>
 INFILL DEVELOPMENT		<ul style="list-style-type: none"> <li>▶ Brownfield and Greyfield Redevelopment</li> <li>▶ Infill Design Guidelines</li> </ul>
 OPEN/CIVIC SPACES		<ul style="list-style-type: none"> <li>▶ Conservation Design</li> <li>▶ Parkland Dedications</li> <li>▶ Transfer Development Rights</li> </ul>
 HISTORIC CHARACTER		<ul style="list-style-type: none"> <li>▶ Historic Resource Inventory</li> <li>▶ Local Historic Districts</li> <li>▶ Preservation Ordinances</li> </ul>

Source: DVRPC, 2012



## RECENT DVRPC REPORTS OF INTEREST

### *Municipal Implementation Tool # 21: Public/Private Partnerships*

Public/private partnerships (PPPs) are arrangements between government and private sector entities that provide public infrastructure, community facilities and other related services. PPPs share the investment, risk, responsibility, and reward between all partners, often making the endeavor a bit more complicated. PPPs can be used for a variety of projects – including transportation, infrastructure, and streetscape projects. To view the MIT brochure, visit <http://www.dvrpc.org/reports/MIT021.pdf>.



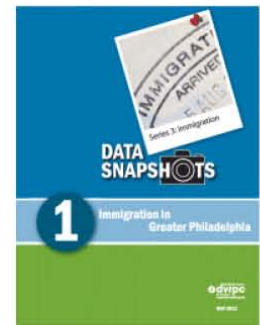
### *Municipal Implementation Tool #22: Public Participation*

Public participation and civic engagement have become an increasingly important part of the planning process. This Municipal Implementation Tool (MIT) provides an overview of public engagement and participation and suggests strategies and techniques to engage the public in the planning process. To view the MIT brochure, visit <http://www.dvrpc.org/reports/MIT022.pdf>.



### *Data Snapshot Series: Immigration in Greater Philadelphia*

The latest report in DVRPC's Data Snapshot Series focuses on the growing population diversity of Greater Philadelphia. Immigration has helped many communities in the region replenish population losses. Greater Philadelphia's foreign-born population has grown and changed rapidly since the 1990s. The data snapshot provides information on a county level analyzing educational attainment, household incomes, and occupations. To view the full report, visit <http://www.dvrpc.org/reports/DS12075.pdf>.



### *Form-Based Codes: Lessons Learned from a Mount Holly, NJ Case Study*

Form-based codes have generated interest from eligible TCDI communities. Unlike conventional zoning codes, a form-based code encourages a mix of uses and building types while emphasizing the form and function of public and private realms. This report focuses on the development of Mount Holly's form-based code and lessons learned throughout the process. To view the full report, visit <http://www.dvrpc.org/reports/12071.pdf>.



*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.*

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**Abstract:** *Improving One Community at a Time* is a quarterly newsletter that highlights DVRPC's livability grant program, the Transportation and Community Development Initiative (TCDI). Each newsletter provides information on how DVRPC's investment has impacted the region and reviews a specific county and project.

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