



Moving Our Neighborhood Forward

Mt. Ephraim Choice Neighborhood
Final Transformation Plan Presentation 09.30.14



Today's Agenda

I. Welcome & Opening Remarks

{Mayor Dana Redd, HACC Chairperson Commissioner Deborah Person-Polk,
and HACC Executive Director Dr. Maria Marquez }

II. Introduction

{Chuck Valentine, HACC Director of Modernization}

III. Transformation Plan Overview & Highlights

{Nando Micale, WRT}

IV. Evaluation, Monitoring & Implementation

{City, CRA and HACC}

IV. Early Action Items /First Year Implementation Activity

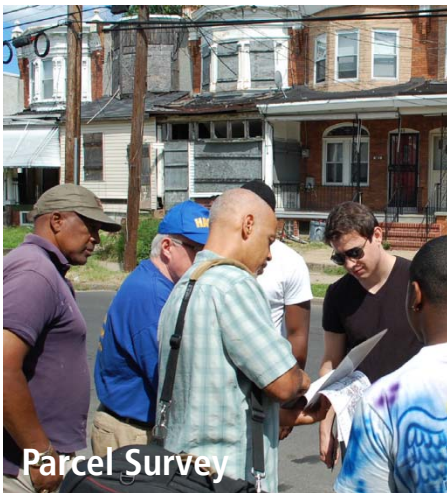
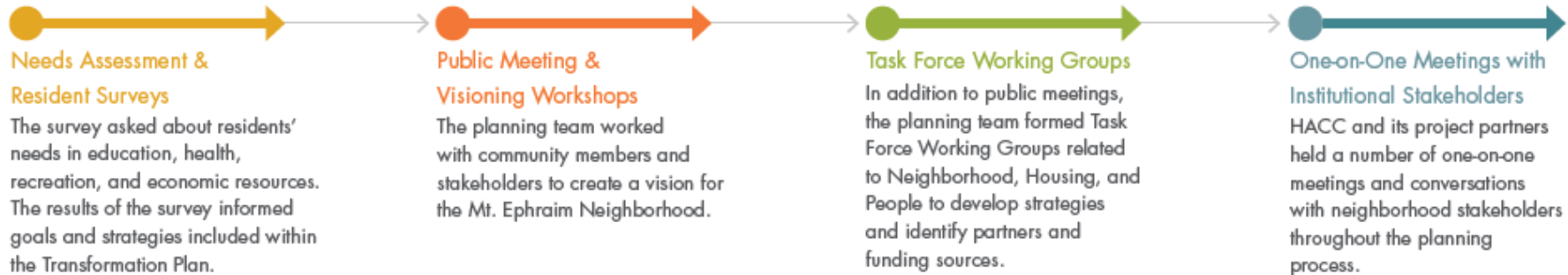
1. **Neighborhood** – Stanley Witkowski, City Planning and Development
2. **Housing** – Charles Valentine, HACC
3. **Health & Wellness** – Joan Gray, Virtua + Valeria Galarza, YMCA
4. **Education** – Dr. Tyrone W. McCombs, Rowan + Lawrence Green, Camden City School District
5. **Community Supportive Services** – Diane Young Johnson + Sarina Chernock, Better Tomorrow's
6. **Safety** – Barbara Maronski, Center for Family Services + Deputy Chief Orlando Cuevas

V. Breakout to Stations for Q & A

VI. Closing Remarks & Ongoing Communication



COMMUNITY ENGAGEMENT & VISION



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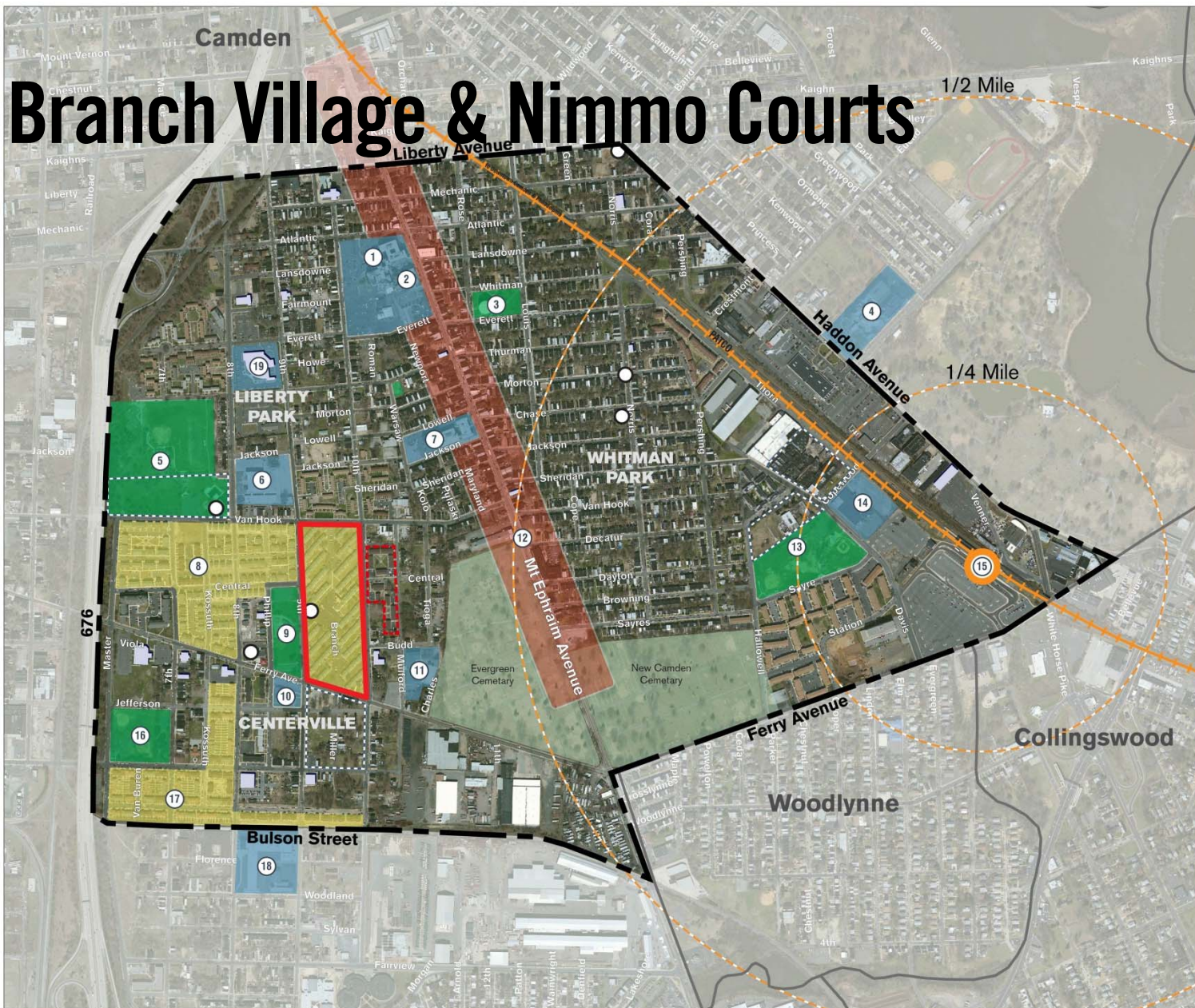


MT. EPHRAIM CHOICE REGIONAL PLANNING CONTEXT



GIS Sources: City of Camden, NJDEP





Legend

- Branch Village
- J.Allen Nimmo Court
- Adjacent Municipalities
- CNI Planning Area
- Institution
- Potential School
- Park
- Cemetary
- HACC
- Church
- PATCO Passenger Rail Line
- Commercial Corridor
- Community Center

Neighborhood Assets

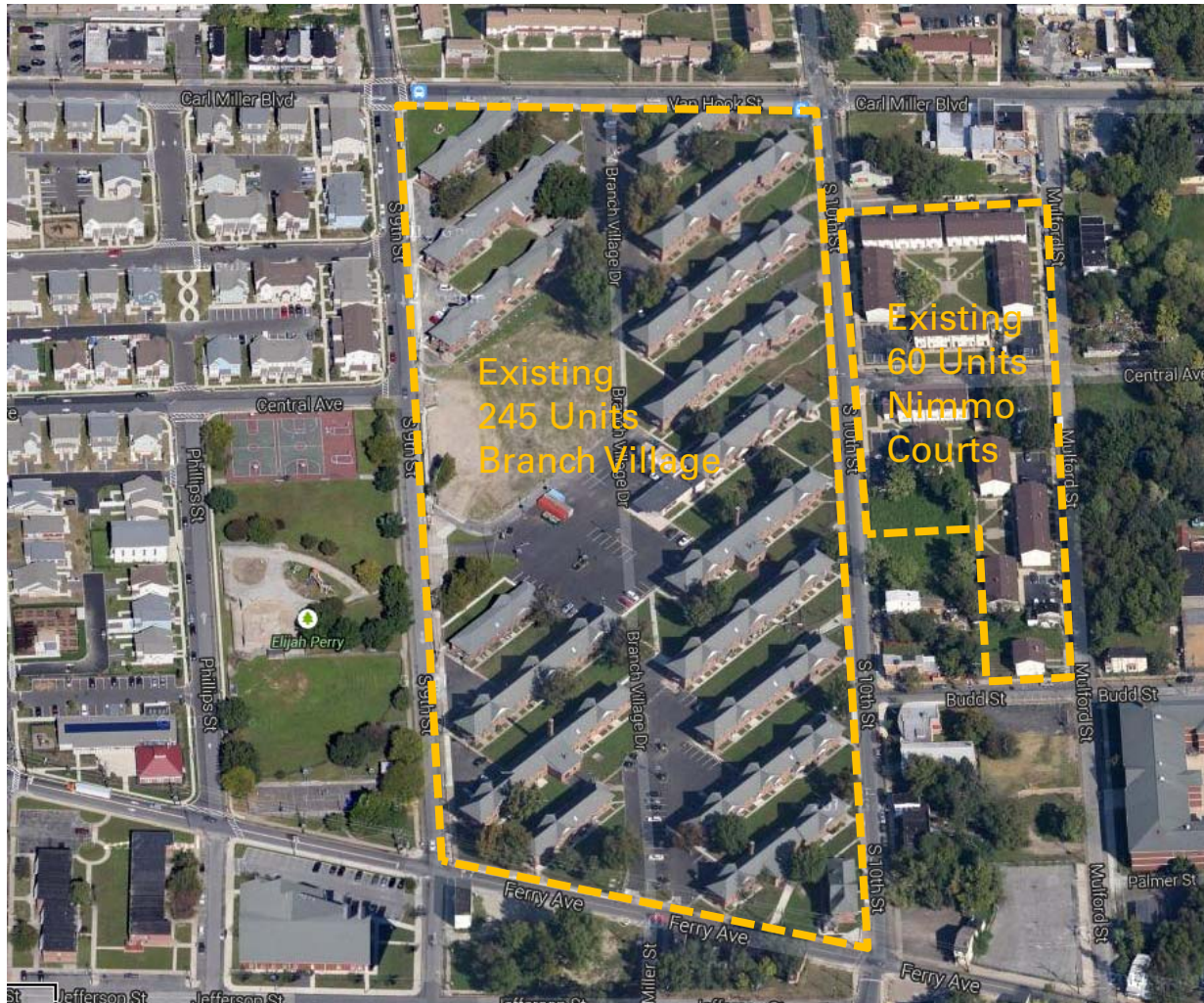
- ① Virtua Hospital
- ② DUE Season Charter School
- ③ Whitman Square
- ④ Our Lady of Lourdes Medical Center
- ⑤ Judge Robert Johnson Park
- ⑥ Summer Elementary
- ⑦ Bonsall Elementary
- ⑧ Roosevelt Manor Redevelopment (HACC)
- ⑨ Elijah Perry Park
- ⑩ Ferry Avenue Branch Library
- ⑪ R.T. Cream Elementary
- ⑫ Mt. Ephraim Avenue Special Services District
- ⑬ Whitman Park
- ⑭ Brimm Medical Arts High School
- ⑮ Ferry Avenue PATCO Station
- ⑯ Staley Park
- ⑰ Chelton Terrace Redevelopment (HACC)
- ⑱ H.B. Wilson Elementary
- ⑲ HOPE Charter School



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Branch Village & Nimmo Courts

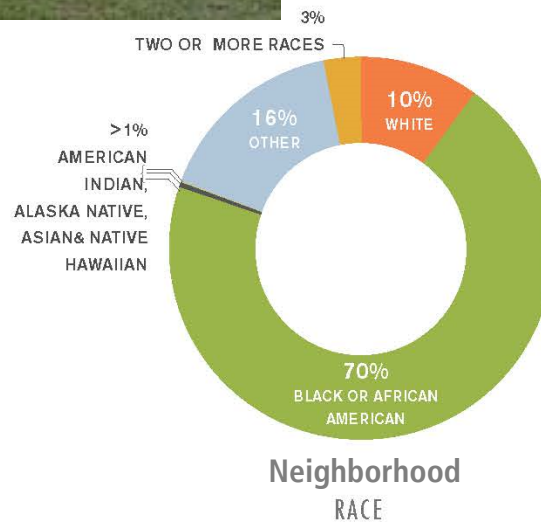
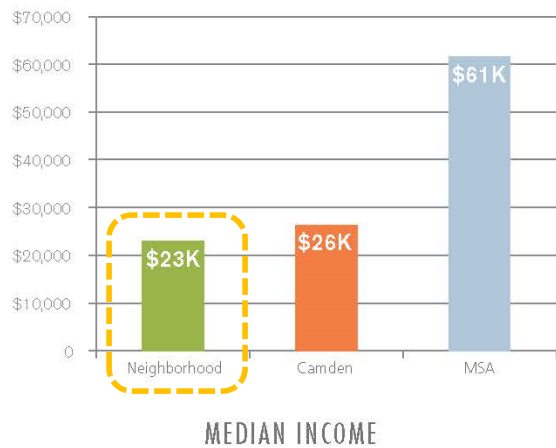




- The neighborhood has over 12,000 residents
- Over half are under age 25
- 31.2% of are Hispanic



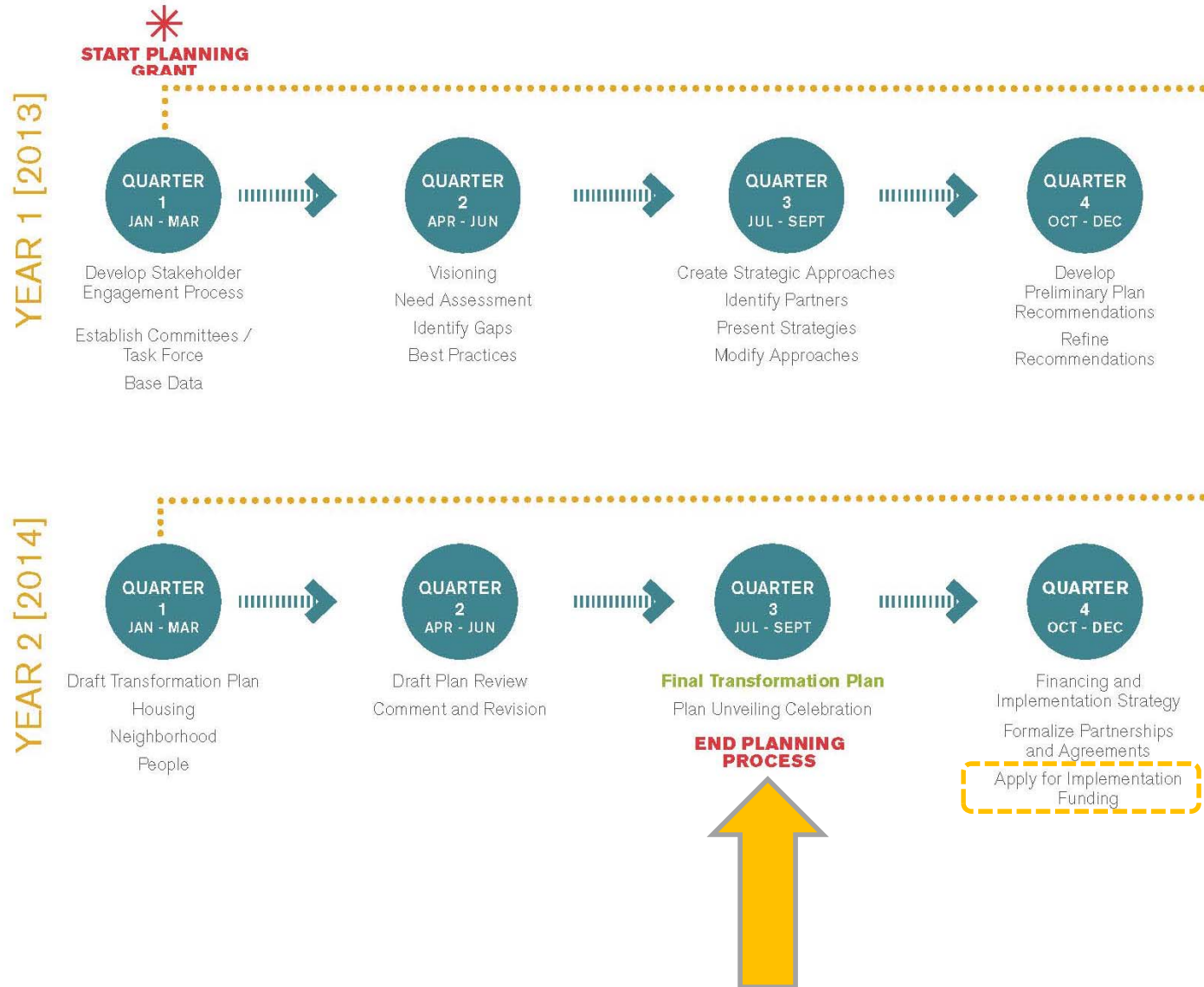
Neighborhood assets include hospitals, schools and faith based institutions



Population, Education, Employment, Income, Age Distribution, Race, and Ethnicity. Source: Census 2010 and 2011 5-Year ACS

THE PLANING PROCESS

JANUARY 2013 TO SEPTEMBER 2014



Housing Plan



Vacant land provides an opportunity for Infill Housing and sideyards, gardens and other community spaces



Elevation of proposed Branch Senior Building



Rendering of proposed Ferry Avenue PATCO station Transit Oriented Development

HOUSING STRATEGY SUMMARY

Southwest Section	New Mixed-Income Rental	307
	Homeownership	11
	Rehabilitation of Nimmo	60
Subtotal		378
Northwest Section	New Senior Housing	50
	New Homeownership	15
Subtotal		65
East Section	New Homeownership	214
	New Mixed-Income Rental	500
Subtotal		714
Total Housing Redevelopment		1,157





- 1** Branch Village
307 New Mixed-Income Rental Housing Units & 11 Homeownership Units
- 2** Rehabilitation of J. Allen Nimmo Court
60 Units
- 3** 50 New Senior Housing Units & 15 Homeownership Units
- 4** 50 New Mixed-Income Rental Housing Units
- 5** 214 New and Rehabilitated Homeownership Units
- 6** TOD Site: 450 New Mixed-Income Housing Units

The implementation of the 5- and 15-year housing strategies incorporate the goals of the Neighborhood Plan by leveraging existing investments and developing new housing in identified areas of strength. This strategy focuses on linking the redevelopment of Branch Village in an area immediately adjacent to the recently completed Roosevelt Manor (HACC) to new investment in a Transit Oriented Development adjacent to the Ferry Avenue PATCO Station. Connections between these investments are supported through infill and rehabilitation of existing residential areas to create a feasible short-term housing strategy with a variety of housing types to accommodate a range of income levels.

Housing Plan



Neighborhood Plan

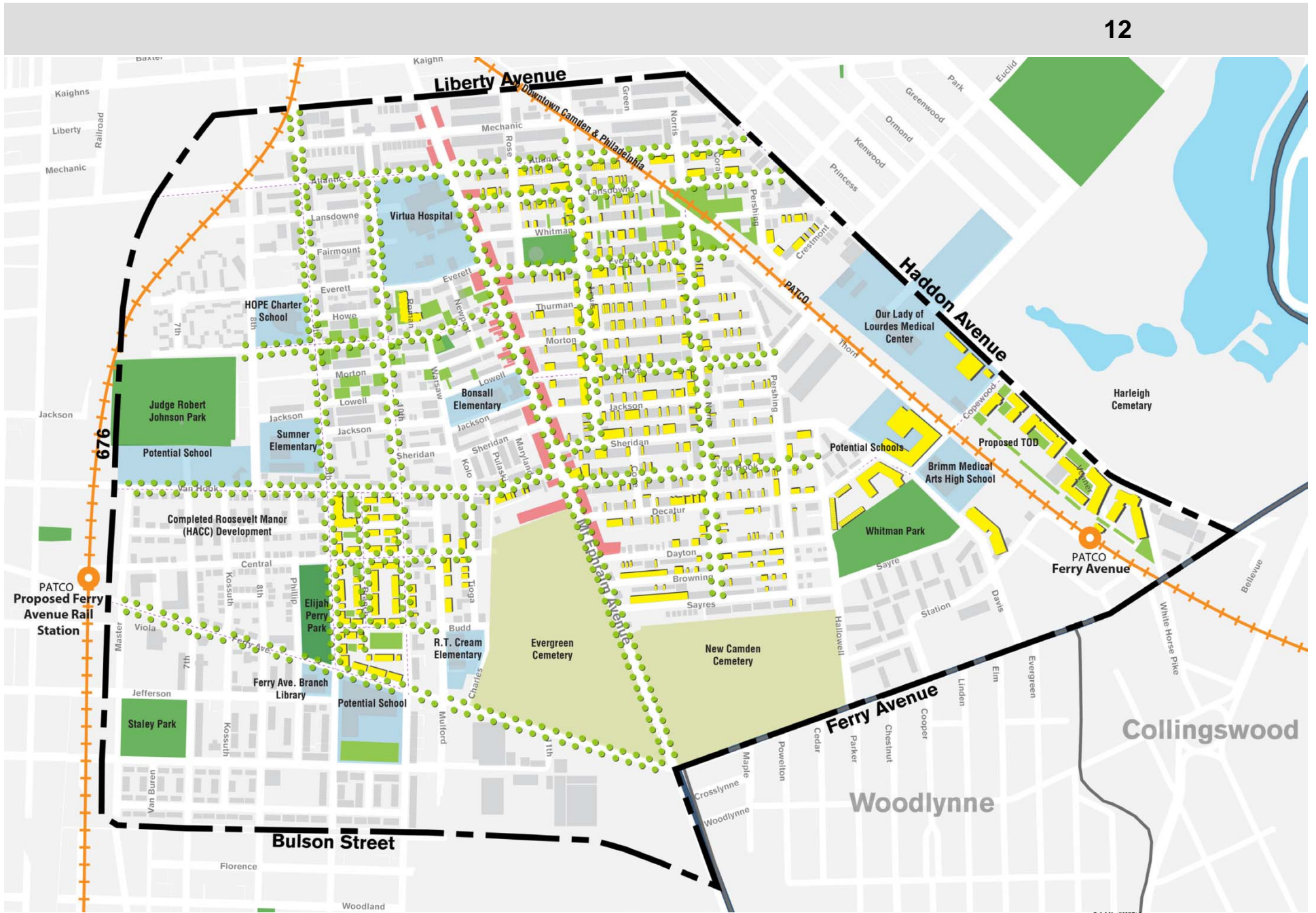


The overarching goal of the Mt. Ephraim Choice Neighborhoods Plan is to transform the distressed, high-poverty neighborhood into a viable, mixed-income and sustainable neighborhood with access to well-functioning services, high-quality education and employment opportunities.

GOALS:

- 1** – Support the Economic redevelopment of commercial corridors
- 2** – Use targeted strategies to connect neighborhood amenities through safe, revitalized key corridors that transform the identity of the area.
- 3** – Improve circulation, recreation, and green infrastructure working closely with the City of Camden, HACC, transit agencies, and Camden SMART in a coordinated approach to achieving LEED Neighborhood Certification.
- 4** – Develop energy and cost-efficient housing by both public and private investment that expands on neighborhood development successes.





Neighborhood Plan



People Plan: Community Health & Wellness



Virtua, in partnership with Camden Area Health Education Center, initiated a farmers market as a way for city residents to access fresh produce.
Image Source: Virtua

GOALS:

- 1 – Build strong primary care relationships
- 2 – Provide programs to help manage chronic health conditions
- 3 – Reduce childhood obesity (education, nutrition, recreation)
- 4 – Promote safe neighborhood-based recreation programs
- 5 – Provide access to quality, affordable, healthy food
- 6 – Provide programs with incentives to quit smoking
- 7 – Provide programs to access substance abuse and mental health services
- 8 – Reduce the high rate of teen pregnancy



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People Plan: Education



GOALS:

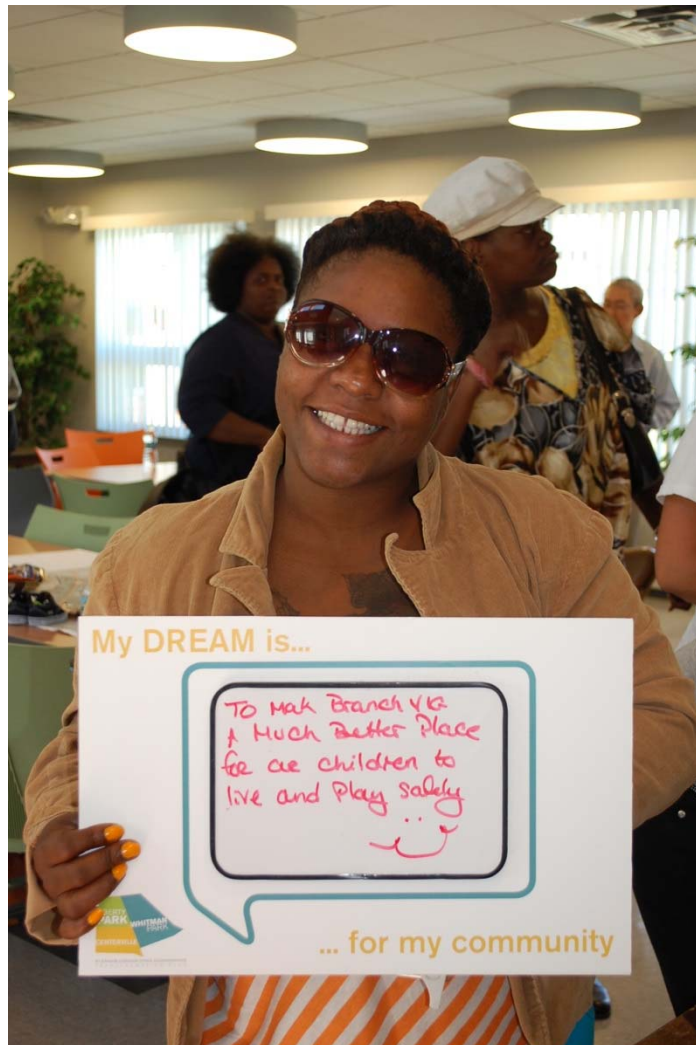
- 1 – Improve and increase early learning opportunities
- 2 – Substantially improve the culture within the Camden City Public Schools to increase social competence.
- 3 – Provide opportunities for academic success and career experience which will increase student achievement to college- and career-ready standards.
- 4 – Establish comprehensive and coordinated out-of-school time opportunities that will engage students both academically and socially.
- 5 – Provide parents the information, services, and support needed to help their child succeed.
- 6 – Increase the number of students who feel safe in school and in the community



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People Plan: Community Safety



GOALS:

- 1 – Reduce gang and drug crime
- 2 – Reduce blight, problem properties and address the physical conditions that impact neighborhood safety and quality of life
- 3 – Reduce youth violence
- 4 – Incorporate new proactive and community policing components
- 5 – Utilize technology to implement a multi-pronged strategy to reduce neighborhood crime and increase the perception of safety



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People Plan: Supportive Services



Residents of Branch Village work with Better Tomorrows staff to develop a vision for the neighborhood.

GOALS:

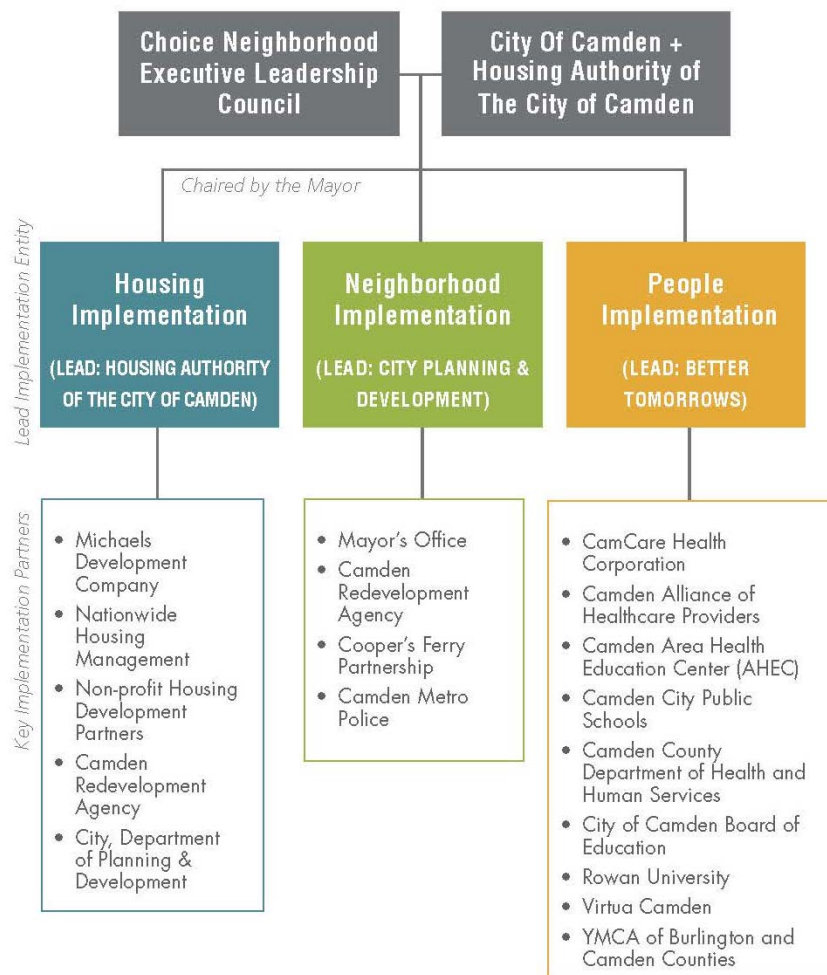
- 1 – Improve the efficiency, accessibility, and participation in coordinated social services
- 2 – Improve the accessibility of workforce development opportunities, leading to rewarding employment and livable wages
- 3 – Improve the affordability and quality of child care available to working and job-seeking parents
- 4 – Improve the availability of and accessibility to cost-effective transportation
- 5 – Provide Mt. Ephraim Neighborhood residents with basic money management skills to promote long-term financial wellbeing
- 6 – Improve the strength and cohesiveness of the community by implementing community-wide programming
- 7 – Facilitate a new advocacy-driven infrastructure so that Mt. Ephraim residents will become a more integral part in the planning and management of their community



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Evaluation, Monitoring & Implementation



WHERE DO WE GO FROM HERE?

- ✓ Seeking Additional Resources for Implementation including – Choice Neighborhoods Implementation Grant Application
- ✓ Acquisition of infill properties
- ✓ Site Control for Target and All Replacement Housing site Securing Economic Opportunity Act funds
- ✓ City Resident Training and Employment Model



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Early Action Items and First Year Implementation Activity



Presenters:

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Thank You For Coming !

For a digital copy of the Final Transformation Plan please go to the following websites:

Website City of Camden: <http://www.ci.camden.nj.us/>

Website Camden Redevelopment Agency: <http://www.camdenredevelopment.com/>

Website Housing Authority of the City of Camden: <http://www.camdenhousing.org>

Hardcopies will also be available at these following sites:

Office of the City Clerk

520 Market Street
City Hall, Room 105
P.O. BOX 95120
Camden, New Jersey 08101-5120
Phone: 856-757-7223
Fax: 856-757-7220

Department of Planning and Development

520 Market Street
City Hall, Room 224
P.O. Box 95120
Camden, NJ 08101-5120
Phone: 856-757-7214
Fax: 856-968-4705

Riletta L. Cream Ferry Avenue Branch Library

852 Ferry Ave.
Camden, NJ 08104
Phone: (856) 342-9789
Monday-Thursday, 10:00 am to 8:00 pm
Friday & Saturday, 10:00 am to 5:00 pm
Closed Sunday



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Hardcopies will also be available at these following sites:

Chelton Terrace Management Office

2104 Masters St.
Camden, NJ 08105
Phone: [\(856\) 338-0020](tel:8563380020)

Roosevelt Manor Phase V Management Office

677 Tilghman Drive.
Camden, NJ 08104
Phone: [\(856\) 203-7566](tel:8562037566)

Roosevelt Manor Phase IX & X Management Office

715 Chelton Avenue.
Camden, NJ 08104
Phone: [\(856\) 966-0660](tel:8569660660)

Roosevelt Manor Phase VII & XII Management Office

813 Ferry Avenue
Camden, NJ 08104
Phone: [\(856\) 963-3550](tel:8569633550)

Morgan Village Management Office

2241 Van Burren Street
Camden, NJ 08104
Phone: [\(856\) 283-6583](tel:8562836583)

Isabel Miller Community Center

1600 8th Street & Carl Miller Blvd
Camden, NJ 08104
Phone: [\(856\) 757-7504](tel:8567577504)

United Neighbors of Whitman Park

1298 Chase St
Camden, NJ 08104
Phone: [\(856\) 541-6120](tel:8565416120)

New Life Ministries

1721 Haddon Avenue
Camden, NJ 08103
Phone: [\(856\) 541-5433](tel:8565415433)

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