

# Parkside Redevelopment Plan

DEVELOPING THE STRATEGY



*Prepared for:*  
**The City of Camden**

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# 1. Introduction

## Project Overview

Neighborhoods undergo cycles of birth, growth, stabilization, decline and rejuvenation. Redevelopment is a mechanism that can reduce the time an area is in decline and spur the process of revitalization. Redevelopment can provide incentives for a developer to build in a community that will benefit greatly from the improvements.

The revitalization of the Parkside Study Area is key to the development of central Camden. Parkside is a primarily residential neighborhood that is home to Our Lady of Lourdes Hospital, Camden High School, Martin Luther King Community Center, and Farnham Park. Once one of Camden's finest residential neighborhoods and arguably still is, Parkside has faced a rapidly declining population over the past two decades, over a 16 percent loss. Vacancy and blight have plagued the streetcar suburb, fostering illegal activities such as drug trafficking that have crept in from adjacent neighborhoods. Speculation with vacant properties is also on the rise. The improvement of Parkside will stimulate similar efforts for the surrounding neighborhoods of Whitman Park and Gateway as well as for the city as a whole.

**In this chapter:**

- Project Overview
- Purpose
- Redevelopment Goals and Objectives
- Study Area Description
- Master Plan Provisions



### **Purpose**

Based upon a careful field survey of land use and building conditions, the Parkside Study Area Redevelopment Plan follows a determination by the governing body of the City of Camden that the Parkside Study Area is an “area in need of redevelopment” according to the standards established in the “Local Redevelopment and Housing Law” of the State of New Jersey (NJSA 40A-12A et seq.). This determination is based upon a recent study of land use, zoning, and property conditions. Given its stable but declining housing stock and the high incidence of vacant properties, the Neighborhood of Parkside is ripe for redevelopment.

Neighborhood residents and realtors identify the physical disintegration and associated illicit activity it invites as the key motivator in squelching demand on a block by block basis; otherwise, Parkside housing is appealing to first-time homebuyers throughout Camden due to its generally fair to good condition and architecture. The Parkside Study Area Redevelopment Plan has been prepared by the Parkside Business and Community in Partnership (PBCIP) and Hillier to assist the Planning Board and the City Council of the City of Camden in their efforts to remedy conditions in the area and to improve the economic stability of the city.



## **Redevelopment Goals and Objectives**

The Parkside neighborhood has an abundance of natural and manmade buffers - acres of school grounds and green spaces, the Cooper River to the north, and the Port Authority Transit Corporation (PATCO) high-speed line to the south. Along with its historic architecture, the neighborhood provides amenities and an environment that is highly favorable for residents. However, recent economic downturns in the City and outdated land use designations have resulted in a continual decline of the conditions in Parkside. The purpose of the Parkside Neighborhood Redevelopment Plan is to assist the City of Camden in the wise use of its land by facilitating the implementation of the 2002 FutureCAMDEN Master Plan and regulating redevelopment activities in the best interest of public health, safety, and welfare.

The Parkside Business and Community in Partnership, Inc. (PBCIP) has been actively involved in carrying out neighborhood improvement activities, focusing on commercial district enhancements and residential redevelopment projects. With residential uses forming the core of the Parkside neighborhood, preserving and maintaining residential properties is essential to Parkside's stability and economy. The primary goals for redevelopment are:

- Upgrading the existing housing stock and promoting the transition of deteriorated and vacant properties into functional, modern housing.
- Revitalizing the Haddon Avenue and Kaighn Avenue commercial corridors and promoting evolution of the eastern edge in conjunction with Our Lady of Lourdes Hospital.
- Stimulating and strengthening existing industries and upgrading deteriorated/vacant industrial properties.

The following objectives have been established to carry out the goals of this plan:

- Consider rezoning areas to correct for outdated land uses
- Redevelopment of vacant properties for residential re-use
- Improvement of occupied housing, through renovation and repair
- Rehabilitation and reuse of existing historic buildings
- Stimulate increased use of mass transportation services
- Support and complement redevelopment efforts in adjacent areas particularly the Eastern Edge corridor
- Advance public-private partnership efforts to improve the economic and community environment



The housing market focus for Parkside should center on small to medium-sized households (less than 4 persons per household) currently living in Camden who are interested in moving to a higher-quality neighborhood. These households are a key component, strategic for committing long-term to the Parkside neighborhood.

This report is organized into four primary sections:

1. The Need - description of the project area and its need for redevelopment
2. The Plan - outline of the concepts and strategies for proposed redevelopment activities
3. Regulatory Controls - description of the guidelines for implementation of the redevelopment plan and managing future property improvements
4. Plan Administration - identification of the stakeholders and processes involved in the execution of the Plan



## **Study Area Description**

The Parkside Study Area is bounded by Park Avenue to the North, the PATCO High-Speed Line to the South, Vesper Avenue to the East, and Pine and Walnut Streets to the West. The Study Area contains the majority of the Parkside neighborhood, which is located in Central Camden and is generally identified as U.S. Census Tract #6014. Sections of the neighborhoods of Gateway and Whitman Park are also included within the Study Area.

The predominant zoning district in the study area is Medium-Density Residential (R-1), which permits single-family dwellings and garden apartments at a maximum density of approximately 29 units per acre. Other zoning districts in this area include Commercial-Residential Mixed-Use (C-R), Light Industrial (I-1), and Institutional-Residential Mixed-Use (I-R).

Among its 2843 properties, distributed over 72 street blocks, only 587 are apartments: 95 are storefronts or other forms of commercial property and 552 (19.4%) are vacant lots or buildings.

## **Current Study Area Projects**

### **Affordable Housing**

The State of New Jersey has designated a development project for senior housing in Parkside as a model for affordable housing in the State. The historic Pearlye Building and Parkview Garden Apartments at the corner of Park Boulevard and Wildwood Avenue will be redeveloped into 51 one-bedroom apartments affordable to low-income elderly households, filling a critical need for senior housing in Parkside. Pennrose Properties, Inc. was selected as the developer for this project.

### **Commercial/Institutional Revitalization Efforts**

Completed in July 1996, the *Eastern Edge Redevelopment Plan* (see map) addressed the conflicts between existing land use and outdated development strategies in an Institutional-Residential and Commercial-Residential zoned area. The Eastern Edge Study area is located along Haddon Avenue adjacent to the eastern boundary of the Parkside Study area. The vacant, dilapidated, and obsolescent conditions of sites and structures in the study area create unwholesome living and working conditions, threaten to destabilize the community and detrimentally affect the safety and welfare of residents and workers.



Study Area



--- PARKSIDE STUDY AREA



### **Master Plan Provisions**

The *Future*CAMDEN Master Plan's goals for Parkside include:

- Maintain medium-density residential land use through conservation, code enforcement and housing rehabilitation
- Strengthen retail and commercial/retail uses along the north side of Haddon Avenue
- Establish greenway park network along Cooper River; expand resident accessibility to Camden High School recreational facilities; refurbish Farnham Park; create pedestrian plaza along Haddon Avenue commercial district

These recommendations are consistent with this Redevelopment Plan's goal of preserving and maintaining residential properties by upgrading/rebuilding deteriorated properties and revitalizing commercial corridors in conjunction with neighborhood institutions.

The Parkside Neighborhood Redevelopment Plan proposes no major change to the City of Camden Master Plan and is, therefore in substantial compliance with the Plan.



## 2. Need Determination

### Determination of Need Conclusions

The findings of the *Parkside Determination of Need Study* establish that the Parkside Study Area is in need of redevelopment. The area's problems can be summarized as three types of failures:

**In this chapter:**

- Determination of Need Conclusions
- Opportunities and Constraints

- Declining condition of residential properties, which require varying levels of improvements ranging from repairs and cosmetic renovations to intense rehabilitation and new construction.
- Increasing abandonment of area housing and commercial properties, further depressing investments in maintenance, improvement and (re)occupancy.
- Lack of comprehensive treatment of Parkside's housing problems, failing to link home ownership with maintenance and ignoring the impact of vacant property and deteriorating occupied housing upon each other.

Evidence of these characteristics has been drawn from *A Study to Determine the Need for Redevelopment*, conducted by the Parkside Business and Community in Partnership and Hillier. The study concluded that the Parkside Study Area is in need of redevelopment, due to concentrations of deteriorated and abandoned housing and the proliferation of non-productive and stagnant areas, including industrial and commercial properties. These conditions are detrimental to the general and residential welfare of those living in the project area and surrounding Parkside neighborhood. The specific criteria from the New Jersey State redevelopment statute that have been met by the conditions of properties in the target area are:

- a. "The discontinuance of the use of buildings previously used for commercial, manufacturing, or industrial purposes; the abandonment of such buildings; or the same being allowed to fall into so great a state of disrepair as to be untenable."

- b. "A growing lack or total lack of proper utilization of areas caused by the condition of the title, diverse ownership of the real property therein or other conditions, resulting in a stagnant or not fully productive condition of land potentially useful and valuable for contributing to and serving the public health, safety and welfare."

It has been recommended that the Camden City Planning Board and City Council, after public notice and hearings, declare the Parkside Study Area to be in need of redevelopment, and adopt this document as the plan to redevelop that area.



## Opportunities & Constraints

Beyond the need for it, opportunities for housing redevelopment exist in Parkside. The substantial amount of vacant buildings and lots gives the City of Camden leverage in directing and facilitating the project area's redevelopment. With technical and financial assistance from the City and State, some property renovations have already begun, and many more will continue. Through neighborhood planning programs and the Federal Community Development Block Grant, the City of Camden and local organizations like PBCIP have mechanisms for residential renewal. PBCIP is particularly valuable for its neighborhood input. As these programs become more comprehensive and established, community involvement in neighborhood revitalization such as beautification and crime watch will be on the rise.

The New Jersey Housing Mortgage Finance Agency (August 15, 2000) market study summarized key assets and obstacles of the neighborhood that are reinforced by the findings of the Determination of Need Study. The significant opportunities that Parkside offers include:

- Stability
- Overall appearance
- Natural physical boundaries and buffers
- Range of available services (shopping, health care)
- Local amenities (parks, schools)
- Proximity to major transportation arteries and systems

The constraints of the neighborhood to be overcome<sup>1</sup> are:

- Deterioration of the housing stock
- Functional obsolescence of housing units and lack of modern amenities, such as layout, number of bathrooms, off-street parking, modern wiring and plumbing
- Crime/safety concerns
- Educational system concerns
- Lack of youth activities/programs
- Limited local shopping opportunities

1. Source: *Parkside Neighborhood Market Analysis*, Renwick & Associates, August 15, 2000, pp 31



## 3. The Plan

### Plan Concepts and Strategy

In order to further the best use of properties in the project area, the *Parkside Redevelopment Plan* proposes rehabilitation, renovation, and conservation of vacant and occupied properties. This plan will strengthen the neighborhood fabric and improve conditions for housing in the project area, while maintaining a commitment to provide single-family housing and promote home ownership. Intervention strategies for this project area will be effective only if they prioritize among the various levels of revitalization efforts. The redevelopment strategy therefore identifies and locates improvements between three classes of action:

**In this chapter:**

- Plan Concepts and Strategy
- Targeted Activities
- Project Plan and Action Summary
- Cost Estimates
- Implementation
- Property Acquisitions

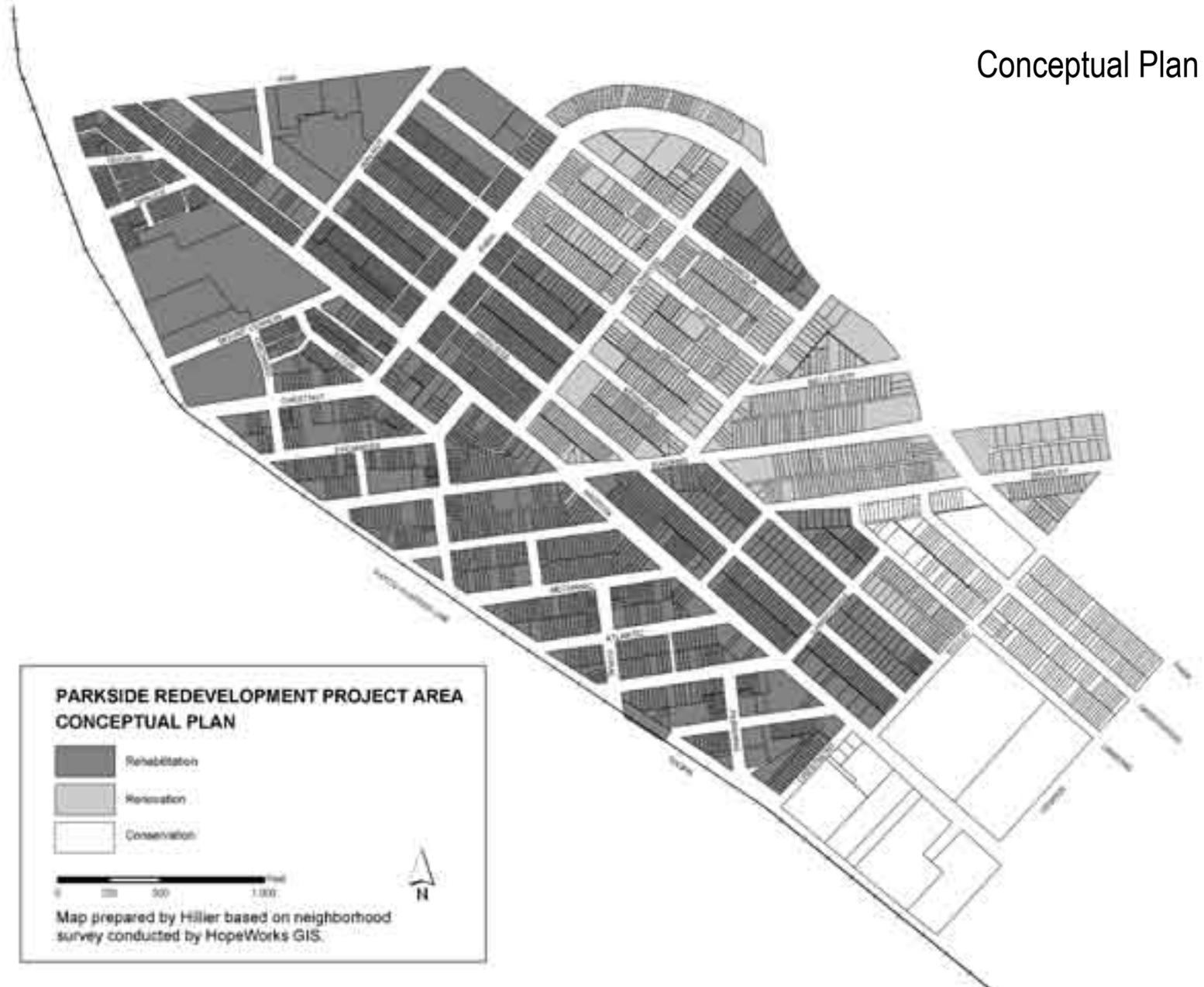
- Rehabilitation: moderate to substantial repairs of property uses or conditions
- Renovation: minimal improvements to restore property uses or conditions
- Conservation: limited renovation to maintain or restore property uses or conditions

Given the objectives of this plan, selecting among these choices of action crucially helps the City to anchor its efforts on blocks where minimal investments will yield maximum results, and then build upon these efforts. Based upon property conditions and development needs, the first priority will be for rehabilitation, then renovation. These revitalization actions are distributed among the Parkside Redevelopment Area's tax blocks as follows:

- Rehabilitation: 362, 363, 364, 365, 367, 368, 378, 1266, 1267, 1271, 1284, 1285, 1286, 1287, 1288, 1289, 1292, 1293, 1294, 1295, 1296, 1297, 1299, 1300, 1302, 1303, 1304, 1305, 1306, 1308, 1309, 1311, 1312, 1313, 1314, 1316, 1319, 1320, 1321, 1322, 1330, 1332, 1334, 1335, 1336, 1337, 1338, 1347, 1348
- Renovation: 1262, 1262-01, 1268, 1269, 1270, 1272, 1273, 1274, 1275, 1276, 1277, 1278, 1290, 1291, 1292, 1298
- Conservation: 1280, 1281, 1282, 1283, 1301, 1381, 1382



Conceptual Plan



**PARKSIDE REDEVELOPMENT PROJECT AREA  
CONCEPTUAL PLAN**

-  Rehabilitation
-  Renovation
-  Conservation

0 200 300 1,000'

Map prepared by Hillier based on neighborhood survey conducted by HopeWorks GIS.



### **Targeted Activities**

Resources will be allocated and sites selected, to rehabilitate 117 properties and renovate 70 occupied ones. Garages, whether used or vacant and regardless of condition, will not be treated in this plan which prioritizes the application of scarce public resources to the restoration of living space for Parkside's current and future residents. Likewise, vacant lots - unless needed for sideyards or infill construction - will not be acquired in this plan. It must be noted that the current list of vacant properties cited in the study which determined that the Parkside Study Area was in need of redevelopment, is a dynamic one, subject to changes. Some vacants which were listed are being presently, or have recently been, rehabilitated by the Parkside Business and Community in Partnership, Inc. In addition, it is very likely that some properties listed as occupied will or have become vacant. The following types of property improvements are contemplated:

**Housing Rehabilitation:** vacant houses will be prepared for single-family home occupancy through intensified replacement of damaged, deteriorated and missing building elements, including structure, weatherization (roof, windows, doors, etc.), utilities, interior finishes, etc.

**Housing Renovation:** deteriorated occupied dwellings will be repaired to high qualities of function and attractiveness, through the provision of advice, loans, grants and contractor referrals. Owners will be assisted, in a non-punitive way, to bring their properties up to established standards of housing safety and amenity.

**Storefront Renovation:** moderate repair work and other improvements to existing stores and shops in the redevelopment area, particularly along Haddon Avenue and Kaighns Avenue south of Haddon.

**Storefront Rehabilitation:** minimal redesign, but maximum repair, painting and other improvements of existing vacant stores.

### **Ongoing Supporting Activities**

Much of the Parkside Business and Community in Partnership's (PBCIP) resources have been focused on housing and public safety issues, which have had positive results. Having completed Phase I of its affordable housing effort, PBCIP has begun Phase I of its Park Boulevard Project, which comprises 16 low and moderate units. Funding is in place for a comprehensive acquisition strategy that encompasses 150 units. Such efforts to restore and reoccupy vacant houses if reinforced by a redevelopment plan will likely reverse the decline in Parkside's housing stock and condition, and reinvigorate the community's stability and development.



**Project Plan and Cost Estimates**

Harnessing redevelopment activity into specific locations, six distinct projects have been identified:

**Project 1** : **Haddon Ave Gateway**  
Homeownership Low, Mod  
Scope Substantial Rehabilitation  
Units 49  
Hard Cost \$90,000  
Total Cost \$4,410,000.00

**Project 2:** **Park Blvd**  
Homeownership Low, Mod, Mkt  
Scope Substantial Rehabilitation  
Units 150  
Hard Cost \$90,000  
Total Cost \$13,500,000.00

**Project 3:** **Southside of Haddon**  
Homeownership Low, Mod  
Scope Substantial Rehabilitation (20) New Construction (20)  
Units 40  
Hard Cost \$115,000  
Total Cost \$4,600,000.00

**Project 4:** **Pearlye Bldg/Park View Apt**  
Senior Rental Low  
Scope Substantial Rehabilitation  
Units 51  
Hard Cost \$120,000  
Total Cost \$6,120,000.00

**Project 5:** **Oasis Project**  
Homeownership Low, Mod  
Scope New Construction  
Units 26  
Hard Cost \$120,000  
Total Cost \$3,120,000.00



**Project 6: Empire Ave**

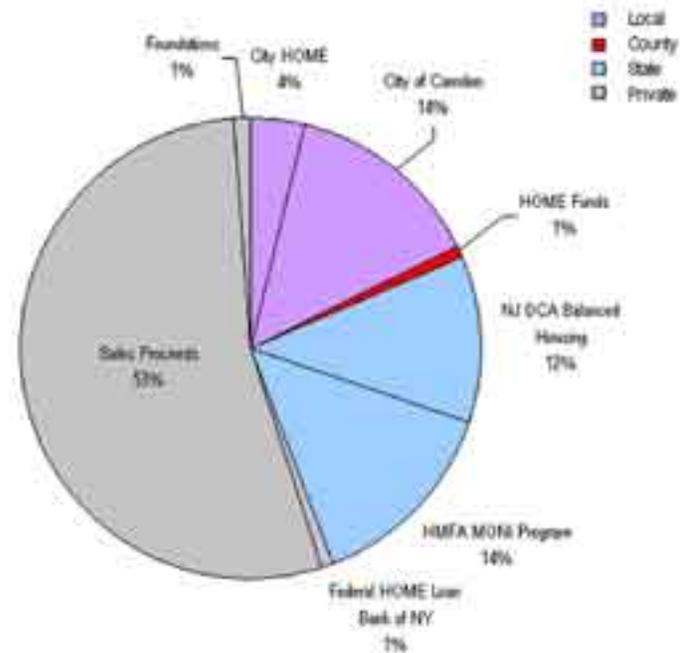
Homeownership	Market
Scope	New Construction
Units	12
Hard Cost	\$120,000
Total Cost	\$1,440,000.00

**TOTAL COST ALL PROJECTS: \$33,190,000.00**

\*Cost figures provided by PBCIP.

**Potential Funding Sources**

A number of potential funding sources\* have been identified based on PBCIP’s past and current housing rehabilitation/renovation efforts:



\*Data provided by PBCIP based on current single-family rehabilitation/renovation efforts.



## **Implementation**

Successful execution of the Parkside Redevelopment Plan and its target activities will depend upon collaboration among residents, public administrators and service agencies. As this plan guides proposed housing redevelopment in Parkside, its implementation management is needed, to stimulate development, focus public allocation, attract and steer private investments, increase foundation sponsored projects, and support joint ventures.

Implementation outlines an approach to carrying out target activities; and illustrates, rather than predicts, the course the Parkside's redevelopment should take. Most of Year 0 (2003) will be used to develop project plans, secure funding, and engage design consultants and construction managers, the primary mechanism being the launch of the neighborhood planning process in Parkside. From this baseline, there will be a 5-year period during which extensive housing rehabilitation and renovation will take place, beginning with project #1 in 2004 and ending with the completion of project #4 in 2008. A project coordinator will schedule and manage implementation activities, as well as regularly review and revise specific strategies for this redevelopment project.

## **Property Acquisitions**

Acquisition is necessary in order to mobilize resources for carrying out the objectives of redevelopment. The acquisition strategy for this Redevelopment Plan is based on a project approach. The properties to be acquired are indicated in the Acquisition Plan. These properties are vacant houses, in need of rehabilitation for reoccupancy. Properties designated "Not To Be Acquired" shall be encouraged to be maintained and/or rehabilitated in accordance with all applicable provisions of this plan. Only properties not owned by the City of Camden are not listed. The following classifications apply to the Parkside Redevelopment Area:

1. **To Be Acquired:** Includes property to be acquired for rehabilitation or clearance. The City of Camden and its agencies reserve the right not to demolish any particular parcels if it is determined to be economically feasible to rehabilitate the structure or the existence of that building does not encumber the redevelopment of the area.
2. **Not to Be Acquired:** Includes property not to be acquired, but subject to all property rehabilitation standards and local municipal codes. Unless indicated in the following pages as "to be acquired" all properties shall retain their ownership.



- 3. May Be Acquired:** Includes property that requires rehabilitation or redevelopment and may be acquired in order to effectuate the purposes of the redevelopment plan, i.e. housing, revitalization of the Haddon Avenue and Kaighns Avenue corridors, economic development, and/or neighborhood community services. The City of Camden and its agencies reserve the right to acquire the property if it is considered detrimental to surrounding uses and/or it encumbers property disposition, clearance or redevelopment of the area. If the property is not acquired, the owner in accordance with local codes and property rehabilitation standards must rehabilitate it. It is the goal of the Redevelopment Plan to not acquire owner occupied properties.

**Properties That May Be Acquired:**

**All Lots in Blocks:** 362, 363, 364, 365, 366, 367, 378, 1262, 1266, 1268, 1271, 1274, 1275, 1276, 1277, 1278, 1280, 1282, 1283, 1286, 1289, 1291, 1292, 1293, 1294, 1297, 1300, 1302, 1303, 1304, 1305, 1306, 1308, 1309, 1311, 1312, 1313, 1314, 1316, 1319, 1320, 1321, 1322, 1330, 1332, 1334, 1335, 1336, 1337, 1338, 1347, 1348





# PARKSIDE REDEVELOPMENT PLAN

Developing the Strategy

## Properties To Be Acquired:

Project 2	1289	4	Park Blvd-	1276	3	Park Blvd-l	1287	26	Park Blvd-	1271	103	Park Blvd-
	1288	139	Park Blvd-	1276	42	Park Blvd-l	1287	42	Park Blvd-	1282	32	Park Blvd-
	1287	14	Park Blvd-	1276	2	Park Blvd-l	1287	43	Park Blvd-	1290	97	Park Blvd-
	1287	15	Park Blvd-	1292	22	Park Blvd-l	1287	103	Park Blvd-	1290	98	Park Blvd-
	1285	125	Park Blvd-	1291	68	Park Blvd-l	1270	62	Park Blvd-	1290	99	Park Blvd-
	1285	126	Park Blvd-	1290	105	Park Blvd-l	1270	89	Park Blvd-	1273	88	Park Blvd-
	1271	48	Park Blvd-	1290	11	Park Blvd-l	1269	90	Park Blvd-	1273	64	Park Blvd-
	1276	49	Park Blvd-	1290	27	Park Blvd-l	1269	9	Park Blvd-	1272	74	Park Blvd-
	1273	93	Park Blvd-	1290	25	Park Blvd-l	1269	52	Park Blvd-	1288	81	Park Blvd-
	1276	61	Park Blvd-	1289	10	Park Blvd-l	1269	22	Park Blvd-	1288	83	Park Blvd-
	1289	12	Park Blvd-	1288	102	Park Blvd-l	1267	83	Park Blvd-	1288	85	Park Blvd-
	1288	116	Park Blvd-	1287	18	Park Blvd-l	1267	27	Park Blvd-	1288	128	Park Blvd-
	1288	118	Park Blvd-	1287	53	Park Blvd-l	1267	26	Park Blvd-	1285	104	Park Blvd-
	1288	125	Park Blvd-	1270	64	Park Blvd-l	1284	117	Park Blvd-	1286	67	Park Blvd-
	1288	129	Park Blvd-	1275	101	Park Blvd-l	1284	126	Park Blvd-	1262	21	Park Blvd-
	1287	9	Park Blvd-	1293	85	Park Blvd-l	1284	39	Park Blvd-	1262	21	Park Blvd-
	1287	12	Park Blvd-	1293	83	Park Blvd-l	1284	40	Park Blvd-	1271	32	Park Blvd-
	1287	11	Park Blvd-	1293	79	Park Blvd-l	1284	67	Park Blvd-	1300	59	Park Blvd-
	1287	28	Park Blvd-	1293	78	Park Blvd-l	1284	72	Park Blvd-	1300	66	Park Blvd-
	1287	49	Park Blvd-	1293	85	Park Blvd-l	1284	1	Park Blvd-	1300	69	Park Blvd-
	1270	121	Park Blvd-	1293	94	Park Blvd-l	1285	103	Park Blvd-	1300	70	Park Blvd-
	1270	85	Park Blvd-	1294	56	Park Blvd-l	1285	105	Park Blvd-	1298	10	Park Blvd-
	1270	90	Park Blvd-	1294	65	Park Blvd-l	1285	106	Park Blvd-	1298	104	Park Blvd-
	1267	35	Park Blvd-	1296	38	Park Blvd-l	1285	108	Park Blvd-	1298	105	Park Blvd-
	1267	90	Park Blvd-	1296	49	Park Blvd-l	1285	111	Park Blvd-	1295	17	Park Blvd-
	1267	93	Park Blvd-	1289	1	Park Blvd-	1285	114	Park Blvd-	1295	20	Park Blvd-
	1284	111	Park Blvd-	1289	3	Park Blvd-	1286	49	Park Blvd-	1295	22	Park Blvd-
	1284	50	Park Blvd-	1289	5	Park Blvd-	1286	53	Park Blvd-	1293	82	Park Blvd-
	1284	65	Park Blvd-	1289	50	Park Blvd-	1286	54	Park Blvd-	1293	87	Park Blvd-
	1285	166	Park Blvd-	1289	46	Park Blvd-	1286	58	Park Blvd-	1293	99	Park Blvd-
	1285	179	Park Blvd-	1288	74	Park Blvd-	1286	61	Park Blvd-	1294	64	Park Blvd-
	1285	139	Park Blvd-	1288	92	Park Blvd-	1286	62	Park Blvd-	1296	31	Park Blvd-
	1274	107	Park Blvd-	1288	119	Park Blvd-	1286	72	Park Blvd-	1296	33	Park Blvd-
	1275	74	Park Blvd-	1288	120	Park Blvd-	1286	76	Park Blvd-	1296	52	Park Blvd-
	1275	79	Park Blvd-	1288	135	Park Blvd-	1286	82	Park Blvd-	1297	73	Park Blvd-
	1275	80	Park Blvd-	1288	136	Park Blvd-	1262	15	Park Blvd-	1299	37	Park Blvd-
	1275	87	Park Blvd-	1287	3	Park Blvd-	1262	20	Park Blvd-			
	1275	88	Park Blvd-	1287	5	Park Blvd-	1262	15	Park Blvd-			



**Properties To Be Acquired:**

Project 3	1335	97	Southside of Haddon		1330	50	Southside of Haddon
	1335	68	Southside of Haddon		1330	45	Southside of Haddon
	1335	98	Southside of Haddon		1330	41	Southside of Haddon
	1335	67	Southside of Haddon		1330	32	Southside of Haddon
	1335	99	Southside of Haddon		1330	26	Southside of Haddon
	1335	90	Southside of Haddon		1330	25	Southside of Haddon
	1335	89	Southside of Haddon		1330	54	Southside of Haddon
	1335	91	Southside of Haddon		1332	78	Southside of Haddon
	1335	88	Southside of Haddon		1332	79	Southside of Haddon
	1335	87	Southside of Haddon		1332	83	Southside of Haddon
	1335	86	Southside of Haddon		1332	82	Southside of Haddon
	1335	85	Southside of Haddon		1332	81	Southside of Haddon
	1335	81	Southside of Haddon		1332	80	Southside of Haddon
	1335	100	Southside of Haddon		1332	77	Southside of Haddon
	1336	43	Southside of Haddon		1332	76	Southside of Haddon
	1336	71	Southside of Haddon		1332	75	Southside of Haddon
	1336	58	Southside of Haddon		1332	74	Southside of Haddon
	1336	57	Southside of Haddon		1332	73	Southside of Haddon
	1336	53	Southside of Haddon		1332	84	Southside of Haddon
	1336	54	Southside of Haddon				
	1336	55	Southside of Haddon	Project 4	1271	34	Pearlye Bldg/Park View Court
	1334	26	Southside of Haddon		1271	98	Pearlye Bldg/Park View Court
	1334	28	Southside of Haddon		1271	35	Pearlye Bldg/Park View Court
	1334	33	Southside of Haddon		1271	33	Pearlye Bldg/Park View Court
	1334	36	Southside of Haddon				
	1334	32	Southside of Haddon				
	1334	31	Southside of Haddon				
	1330	44	Southside of Haddon				
	1330	47	Southside of Haddon				
	1330	46	Southside of Haddon				
	1330	43	Southside of Haddon				
	1330	51	Southside of Haddon				
	1330	52	Southside of Haddon				
	1330	42	Southside of Haddon				
	1330	48	Southside of Haddon				
	1330	49	Southside of Haddon				



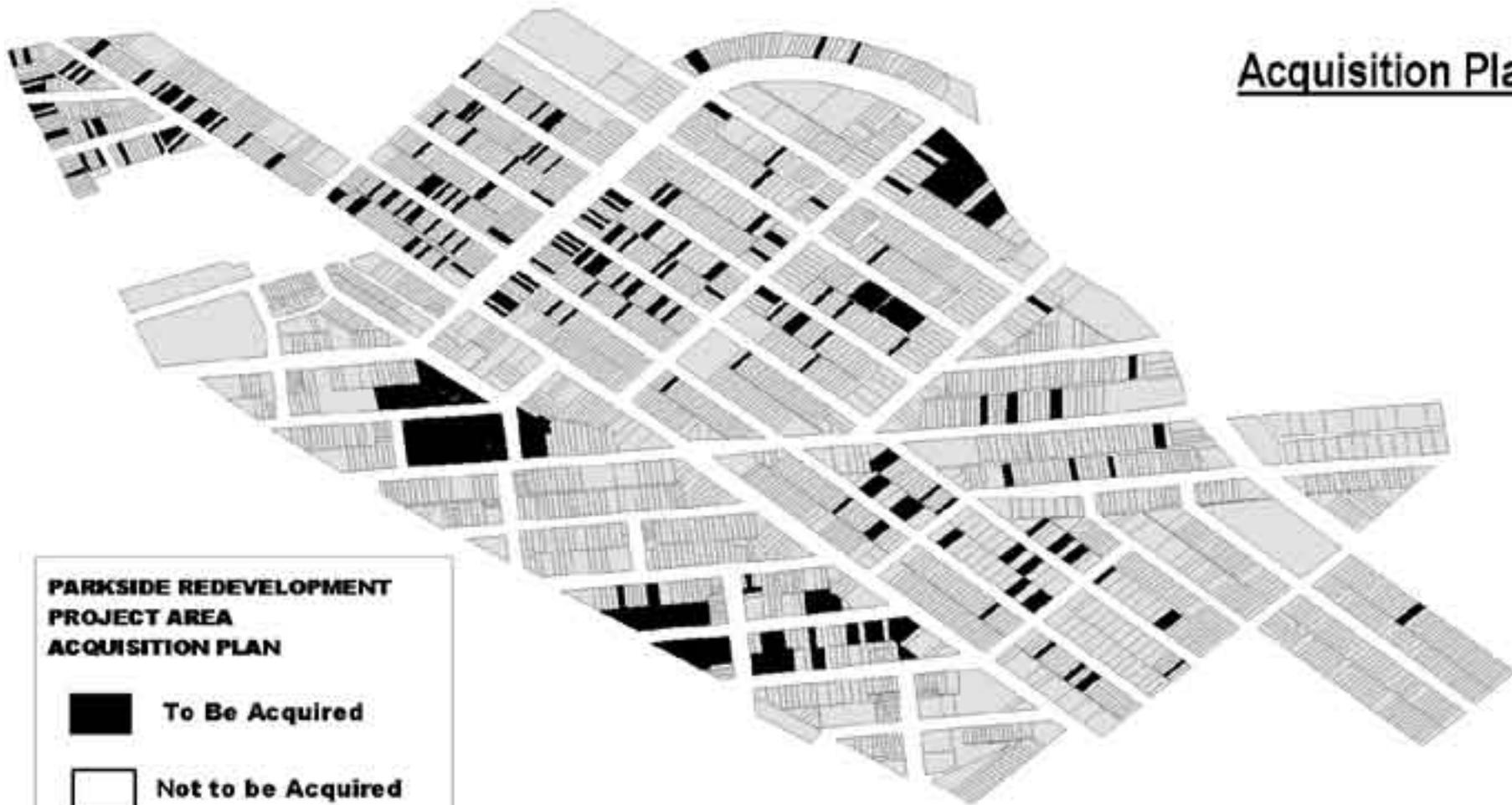
**Properties To Be Acquired:**

Project 5	1314	7	Oasis Project	1312	45	Oasis Project	
	1314	9	Oasis Project	1312	44	Oasis Project	
	1314	10	Oasis Project	1312	43	Oasis Project	
	1314	11	Oasis Project	1312	42	Oasis Project	
	1314	18	Oasis Project	1312	41	Oasis Project	
	1314	12	Oasis Project	1312	40	Oasis Project	
	1314	13	Oasis Project	1312	38	Oasis Project	
	1314	14	Oasis Project	1312	37	Oasis Project	
	1314	15	Oasis Project	1312	36	Oasis Project	
	1314	16	Oasis Project	1312	35	Oasis Project	
	1314	17	Oasis Project	1312	52	Oasis Project	
	1309	58	Oasis Project	1312	53	Oasis Project	
	1309	57	Oasis Project	1312	59	Oasis Project	
	1309	56	Oasis Project	1312	58	Oasis Project	
	1309	55	Oasis Project	1312	55	Oasis Project	
	1309	54	Oasis Project	1312	60	Oasis Project	
	1309	53	Oasis Project	1312	61	Oasis Project	
	1309	52	Oasis Project	1312	62	Oasis Project	
	1309	116	Oasis Project	1312	63	Oasis Project	
	1309	51	Oasis Project	1312	68	Oasis Project	
	1309	17	Oasis Project	1312	67	Oasis Project	
	1309	15	Oasis Project	1312	66	Oasis Project	
	1309	14	Oasis Project	1312	65	Oasis Project	
	1309	50	Oasis Project	1312	64	Oasis Project	
	1309	13	Oasis Project	1314	20	Oasis Project	
	1309	19	Oasis Project	1314	19	Oasis Project	
	1309	12	Oasis Project	1312	51	Oasis Project	
	1309	115	Oasis Project	1312	50	Oasis Project	
	1309	49	Oasis Project				
	1309	20	Oasis Project	Project 6	1273	70	Empire Ave-
	1309	21	Oasis Project		1273	71	Empire Ave-
	1309	48	Oasis Project		1273	72	Empire Ave-
	1309	47	Oasis Project		1273	74	Empire Ave-
	1309	22	Oasis Project		1273	73	Empire Ave-
	1312	49	Oasis Project		1273	75	Empire Ave-
	1312	48	Oasis Project		1273	76	Empire Ave-TFL#176
	1312	47	Oasis Project		1273	77	Empire Ave-TFL#176
	1312	46	Oasis Project				



**PARKSIDE REDEVELOPMENT PLAN**

**Acquisition Plan**



**PARKSIDE REDEVELOPMENT  
PROJECT AREA  
ACQUISITION PLAN**

 **To Be Acquired**

 **Not to be Acquired**

Map prepared by Hillier based on  
neighborhood survey  
conducted by Hopeworks GIS



Acquisition Plan



Parkside Redevelopment Project  
Area Conceptual Plan

-  To Be Acquired
-  Not To Be Acquired
-  May Be Acquired

Map prepared by PBCIP based on neighborhood survey conducted by Hopeworks GIS



## 4. Regulatory Controls

### Statutory Requirements

As described below, the Parkside Redevelopment Plan fully complies with state statutes.

1. Relationship to Definite Local Objectives: This Redevelopment Plan is comprehensive and sufficiently complete to indicate redevelopment, improvements, conservation or rehabilitation, zoning and planning changes, building requirements, and the Plan's relationship to local objectives in respect to appropriate land use, population densities, traffic, public transportation, utilities, recreation, community facilities, and other public improvements.
2. Proposed Land Uses and Building Requirements: The Redevelopment Plan includes maps and text sufficient to describe proposed land uses and building requirements in the project area.
3. Relocation Provision: Though no relocation is currently anticipated, if necessary, the City of Camden, through the services of Redevelopment Agency staff, will provide displaced families, businesses and individuals with the opportunity of being relocate into decent, safe, and sanitary facilities within their financial means, in the Redevelopment Area, where feasible. Families, business and individuals being displaced will be interviewed to determine their relocation requirements. The City of Camden will comply with the "Relocation Assistance Law of 1967", P.L. 1967, C. 79 and Relocation Assistance Act, P.L. 1971. C. 362.
4. Identification of Property to be Acquired: The Redevelopment Plan is sufficient to identify any properties within the Redevelopment Area proposed to be acquired.
5. Relationship to Other Plans: As this Redevelopment Plan is substantially similar to existing zoning regulations, and since site plan review will require the approval of all state and federal environmental review entities, uses in the Redevelopment Area shall be complementary to the economic development, job



creating and environmental protection concerns of Camden, its contiguous municipalities and the County. The proposed Plan also conforms with the State Development and Redevelopment Plan adopted pursuant to the “State Planning Act” P.S. 1985. That plan’s goal to revitalize urban centers, and its policy of providing appropriate densities to make efficient use of existing infrastructure, while maintaining the character of the area, is exactly what this Redevelopment Plan hopes to achieve.

6. Relationship to Municipal Land Use Law: This Redevelopment Plan describes its relationship to Municipal Land Use Law and creates no conflict with development regulations.
7. City of Camden Comprehensive Plan: Proposals of this Plan conform with intents of the general plan for the municipality, and is consistent with the 2002 *FutureCAMDEN* Master Plan.
8. Civil Rights and Affirmative Action: The Camden Redevelopment Agency agrees to assert leadership within the community, to ensure compliance with Title VI of the Civil Rights Act of 1964, and Title VII as amended in March 1972, and with all the affirmative action requirements of the state of New Jersey, including those requirement by P.L. 1975 and the regulations issued by the State of New Jersey and the City of Camden.

### **Compliance With Development Regulations**

The Parkside Redevelopment Plan is substantially consistent with the *FutureCAMDEN* Master Plan (2002) and is designed to effectuate it.

1. Development and subdivision within the Redevelopment Area shall be governed by the requirements of Codes of the City of Camden governing Land use Procedures, Subdivisions and Development, and Zoning.
2. The Camden Redevelopment Agency shall promulgate detailed design and improvement standards for development which shall be adopted as an amendment to this Plan by the City Council through ordinance. These regulations may vary from existing ones, based upon the unique nature of the parcels and Redevelopment Plan, while being consistent with the objectives of appropriate local, state and federal regulations.



### **Redeveloper Entity and Redeveloper**

A. Designation of Redevelopment Entity

The governing body of the City of Camden shall designate the Camden Redevelopment Agency to implement redevelopment plans and carry out redevelopment projects in the area designated by this plan as the Parkside Redevelopment Area. (C. 40A: 12A-4)

B. Designation of Redeveloper

When necessary for the implementation of this plan, the redevelopment entity authorized by the governing body of the City of Camden shall enter into a contract with a redeveloper(s) for any construction or other work called for by this redevelopment plan. (N.J.S.A. 40A:12A-4(c))

C. Redeveloper to Retain Interest

The redeveloper shall agree to retain interest in the project until the completion of construction and development of the specific project. The redeveloper shall agree not to lease, sell, or transfer interest or any part thereof without prior written approval of the redevelopment entity.

### **General Provisions of the Plan**

Land use provisions and building requirements for the Parkside Redevelopment Area are deemed necessary as minimum requirements in the interest of public health, safety, convenience, and general welfare. They are intended to provide a frame of reference for physical development of the project area. Developers will be given flexibility in project planning and design, so long as buildings and improvements reflect quality, permanence and physical integration through design elements. The City of Camden has not attempted in these controls to anticipate every possible design or land use solution. Rather, proposals will be evaluated as to how they achieve the objectives of this plan.

- A. The Camden Redevelopment Agency and the City of Camden Planning Board specifically reserve the right to review and approve the redeveloper's plan and specifications with respect to their conformance to the redevelopment plan. Such a review shall be based on submissions to both agencies of a site context plan locating the proposed project in the redevelopment area; a site plan illustrating all site features; and building elevations for facades facing primary and secondary streets. If design changes are made after submissions,

no construction related to the changed project features can take place until a site plan and other pertinent drawings reflecting such changes have been submitted and approved by both agencies. This pertains to revisions and additions prior to, during, and after completion of such improvements.

- B. As part of the final site plan approval process, the Planning Board may require a developer to furnish performance guarantees pursuant to N.J. S.A. 40:D-53. Such performance guarantees shall be approved by either the City's Attorney, or Attorney of the Camden Planning Board. The amount of such performance guarantees shall be determined by the City and shall be sufficient to assure completion or improvements within two years of final site plan approval.
- C. Interim uses may be established, subject to finding by the City Planning Board that such use will not have an adverse effect upon existing or contemplated development during the interim use. The Planning Board will determine a time period during which the interim use will be permitted. No interim use approval shall be granted for more than two years; extensions may be granted at the Board's discretion for a maximum of two (2) additional one-year periods.
- D. Subdivisions of lots and parcels of land within the redevelopment area shall be in accordance with requirements of this plan. Land Subdivision Ordinance of Camden, and the Zoning Code. If parcels are combined that include the use or taking of public right-of-ways, thus interfering with existing circulation patterns, and in creating a new block, the developer shall also be required to comply with the Municipal Zoning Code, as if the developer were proposing a subdivision or portion thereof.
- E. The redeveloper shall also comply with the requirements of the Local Redevelopment and Housing Law, P.L. 1992, Chapter 79.
- F. No building shall be constructed over an easement in the project area without prior written approval of the Camden Redevelopment Agency and City's Department of Utilities.
- G. Utility easements, when necessary, shall be provided by developers and approved by the Camden Environmental Affairs and Utilities Departments. Such easements shall be provided within 7 working days after completion of project construction.
- H. Any designated (re)developer providing new construction of any type of use, or building rehabilitation in excess of \$100,000, will set aside an amount equal to 2% of project construction costs for the provision of public art or streetscape amenity on the block(s) where such project construction shall occur. Review and

approval of proposed artwork or amenities will be conducted by the Camden Redevelopment Agency, or other designated agency, or by the developer or any of his/her successors or assignees, whereby land within the project area is restricted upon the basis of race, creed, color, marital status, gender, age, handicap, familiar status, or national origin in the sale, lease, use, or occupancy thereof. Appropriate covenants, running with the land forever, will prohibit such restrictions, and shall be included in the disposition agreements.

- I. Any plans or plats approved by the City of Camden, or its agencies and subsidiaries, prior to the adoption of this Redevelopment Plan shall not be subject to the requirements of this Redevelopment Plan.



## **Public Improvements**

Existing water, sewer and roadway facilities serving the Parkside Redevelopment Area require upgrading in order to meet present and future needs. The City of Camden Department of Utilities shall continue its long-range improvement planning program to upgrade the sanitary sewer and water systems in the Redevelopment Area, for service to existing and new residential customers, and to enhance the attractiveness of the area. Redevelopers of large-sized parcels will be required to participate in infrastructure improvements at least in proportion to the size of their projects. At the sole option of the City of Camden, the City of its designees may opt to pay for all or part of these public improvements. Any water system improvements will be coordinated with the appropriate utility company.

## **Types of Proposed Redevelopment Actions**

Upon adoption of a Redevelopment Plan pursuant to section 7 of P.L. 1992, the municipality or Redevelopment Entity designated by the governing body may proceed with the clearance, replanning, development and redevelopment of the area designated in that plan. In order to carry out and effect the purposes of this act and the terms of this Parkside Redevelopment Plan, the municipality or designated Redevelopment Entity may:

- A. Undertake redevelopment projects, and for this purpose issue bonds in accordance with provisions of section 29 of P.S. 1992, C-79.
- B. Acquire privately held parcels and property that are vacant, or under-utilized, scattered or under varied ownership, and assemble them into parcels of sufficient size to support commercial and residential development.
- C. Form a public-private partnership for development of this Redevelopment Project Area
- D. Provide public improvements necessary to support redevelopment.
- E. The Camden Redevelopment Agency will select (a) redeveloper(s) to implement all or part of the projects for this redevelopment area, in conformance with this redevelopment plan and all applicable local, state and federal requirements.
- F. Enter upon any buildings or property in the redevelopment area, to conduct investigations or make surveys, soundings or test bores necessary to carry out the purposes of this plan.



- G. Acquire by condemnation any land or building which are necessary for the redevelopment project, pursuant to the provisions of the “Eminent Domain Act of 1971.”
- H. Clear any area owned or acquired, and install, construct or reconstruct streets, facilities, utilities and site improvements essential to the preparation of sites for use in accordance with the redevelopment plan.
- I. Prepare or arrange by contract for the provision of professional services and the preparation of plans by registered architects, licensed professional engineers or planners, or other consultants, to carry out redevelopment projects.
- J. Arrange or contract with public agencies or redevelopers for (re)planning, construction, or undertaking of any project or redevelopment work, or any part thereof.
- K. Negotiate and collect revenue from a redeveloper, to defray the costs of the redevelopment entity, including where applicable the costs incurred in conjunction with bonds, notes, or other obligations issued by the redevelopment entity, and to secure payment of such revenue as part of any such arrangement or contract.
- L. Provide for extension of credit, or making of loans, to redevelopers, to finance any project or redevelopment work; or upon a finding that the project or redevelopment work would not be undertaken but for the provision of financial assistance, provide as part of an arrangement or contract for capital grants to redevelopers.
- M. Arrange or contract with public agencies or redevelopers for the opening, grading or closing of streets, roads, roadways, alleys, or other place, or for the furnishing of facilities or for the acquisition by such agency of property options or property rights, or for furnishing of property or services in connection with this redevelopment plan.
- N. Lease or convey property or improvements to any other party, without public bidding, and at such prices and upon such terms as it deems reasonable, provided that the lease or conveyance is made in conjunction with a redevelopment plan, notwithstanding the provisions of any law, rule, or regulation to the contrary.
- O. Arrange or contract with a public agency for relocation of residents or commerce displaced from or within a Redevelopment Area, pursuant to the “Relocation Assistance Law of 1967” and the “Relocation Assistance Act,” P.L. 1971.
- P. Make, consistent with this plan, plans for carrying out a program of voluntary repair and rehabilitation of



buildings and improvements; and plans for enforcement of laws, codes and regulations relating to the use and occupancy of buildings and improvements, and the compulsory repair, rehabilitation, demolition, or removal of buildings and improvements.

- Q. Publish and disseminate information concerning any redevelopment area, plan, or project.
- R. Improve vehicular circulation in the redevelopment area through roadway (re)design, improved signal timing, signage, and paving.
- S. Improve the infrastructure and streetscape on adjacent streets as new residential development or renovations take place.
- T. Demolish acquired vacant housing that cannot be cost effectively rehabilitated.
- U. Rehabilitate vacant housing for residential use.
- V. Develop and adopt design guidelines and a design review process that will govern all new development in the redevelopment area.

**Time Limits**

- A. Reasonable Time for Development

The redeveloper of a specific project within the Parkside Redevelopment Area shall begin the development of land and construction of improvements within a reasonable period of time to be determined in a contract between the duly authorized redevelopment entity and the duly designated redeveloper. (N.J.S.A. 40A:12A-8(f))

- B. Expiration of Redevelopment Plan

The provisions and regulations specified in this plan shall continue in effect for a period of 25 years from the date of the adoption of this plan by the governing body of the City of Camden.

### **Procedures for Amending This Plan**

This Parkside Redevelopment Plan may be amended from time to time upon compliance with requirements of all applicable laws, provided that for any change in use designated in the redevelopment plan, the Camden Redevelopment Agency first receives written consent of the current owner or contract purchaser of property, whose interest are materially affected by this Plan or its proposed amendment(s). Whether an amendment to the Plan materially affects an owner with an interest in the Redevelopment Area will be decided solely by the City of Camden. Procedures for amending the plan shall be regulated in the “Local Redevelopment and Housing Law” (N.J.S.A. 40A: 12A-7).

### **Supersedence, Repeal, and Severability**

- A. All ordinances or parts of ordinances inconsistent with this Parkside Redevelopment Plan are repealed to the extent of such inconsistency only.
- B. If any standards, controls, objectives, land uses, permitted uses, and other restrictions and requirements called for in this Redevelopment Plan differ in content from provisions set forth in the zoning law, provisions of this plan - unless otherwise specified - shall prevail.
- C. If any provision or regulation of this Redevelopment Plan shall be judged invalid by court of competent jurisdictions, such order or judgment shall not affect or invalidate the remainder of any article, section, subsection, paragraph, subdivision or clause of this Redevelopment section, subsection, paragraph, subdivision or clause of this redevelopment ordinance are hereby declared severable.



# Appendix A

## Local Redevelopment and Housing Law

Adoption of redevelopment plan (N.J.S.A. 40A: 12A-7)

7. a. No redevelopment project shall be undertaken or carried out except in accordance with a redevelopment plan adopted by ordinance of the municipal governing body, upon its finding that the specifically delineated project area is located in an area in need of redevelopment or in an area in need of rehabilitation, or in both, according to criteria set forth in section 5 or section 14 of P.L.1992, c.79 (C.40A:12A-5 or 40A:12A-14), as appropriate.

The redevelopment plan shall include an outline for the planning, development, redevelopment, or rehabilitation of the project area sufficient to indicate:

- (1) Its relationship to definite local objectives as to appropriate land uses, density of population, and improved traffic and public transportation, public utilities, recreational and community facilities and other public improvements.
- (2) Proposed land uses and building requirements in the project area.
- (3) Adequate provision for the temporary and permanent relocation, as necessary, of residents in the project area, including an estimate of the extent to which decent, safe and sanitary dwelling units affordable to displaced residents will be available to them in the existing local housing market.
- (4) An identification of any property within the redevelopment area which is proposed to be acquired in accordance with the redevelopment plan.
- (5) Any significant relationship of the redevelopment plan to (a) the master plans of contiguous municipalities, (b) the master plan of the county in which the municipality is located, and (c) the State Development and Redevelopment Plan adopted pursuant to the "State Planning Act," P.L.1985, c.398 (C.52:18A-196 et al.).

b. A redevelopment plan may include the provision of affordable housing in accordance with the "Fair Housing Act," P.L.1985, c.222 (C.52:27D-301 et al.) and the housing element of the municipal master plan.



c. The redevelopment plan shall describe its relationship to pertinent municipal development regulations as defined in the “Municipal Land Use Law,” P.L.1975, c.291 (C.40:55D-1 et seq.). The redevelopment plan shall supersede applicable provisions of the development regulations of the municipality or constitute an overlay zoning district within the redevelopment area. When the redevelopment plan supersedes any provision of the development regulations, the ordinance adopting the redevelopment plan shall contain an explicit amendment to the zoning district map included in the zoning ordinance. The zoning district map as amended shall indicate the redevelopment area to which the redevelopment plan applies. Notwithstanding the provisions of the “Municipal Land Use Law,” P.L.1975, c.291 (C.40:55D-1 et seq.) or of other law, no notice beyond that required for adoption of ordinances by the municipality shall be required for the hearing on or adoption of the redevelopment plan or subsequent amendments thereof.

d. All provisions of the redevelopment plan shall be either substantially consistent with the municipal master plan or designed to effectuate the master plan; but the municipal governing body may adopt a redevelopment plan which is inconsistent with or not designed to effectuate the master plan by affirmative vote of a majority of its full authorized membership with the reasons for so acting set forth in the redevelopment plan.

e. Prior to the adoption of a redevelopment plan, or revision or amendment thereto, the planning board shall transmit to the governing body, within 45 days after referral, a report containing its recommendation concerning the redevelopment plan. This report shall include an identification of any provisions in the proposed redevelopment plan which are inconsistent with the master plan and recommendations concerning these inconsistencies and any other matters as the board deems appropriate. The governing body, when considering the adoption of a redevelopment plan or revision or amendment thereof, shall review the report of the planning board and may approve or disapprove or change any recommendation by a vote of a majority of its full authorized membership and shall record in its minutes the reasons for not following the recommendations. Failure of the planning board to transmit its report within the required 45 days shall relieve the governing body from the requirements of this subsection with regard to the pertinent proposed redevelopment plan or revision or amendment thereof. Nothing in this subsection shall diminish the applicability of the provisions of subsection d. of this section with respect to any redevelopment plan or revision or amendment thereof.

f. The governing body of a municipality may direct the planning board to prepare a redevelopment plan or an amendment or revision to a redevelopment plan for a designated redevelopment area. After completing the redevelopment plan, the planning board shall transmit the proposed plan to the governing body for its adoption. The governing body, when considering the proposed plan, may amend or revise any portion of the proposed redevelopment plan by an affirmative vote of the majority of its full authorized membership and shall record in its minutes the reasons for each amendment or revision. When a redevelopment plan or amendment to a redevelopment plan is referred to the governing body by the planning board under this subsection, the governing body shall be relieved of the referral requirements of subsection e. of this section.

# Appendix B

## **SITE DESIGN CONTROLS**

The following requirements are proposed as minimum standards for site design, and should in all cases be referred to similar requirements established by the existing zoning codes for the City of Camden.

### **A. TRAFFIC CIRCULATION**

1. Parking and service access will be separated from, i.e. not into, main traffic streets. These access areas shall be designed to avoid the backing in and out of vehicles onto street right of ways.
2. Sidewalk widths shall measure between 10 and 15 feet, and be durably paved and smoothly surfaced to provide for the free movement of pedestrians.
3. All sidewalks and pathways must be designed to provide access for the physically disabled. Access ramps shall be conveniently placed and sloped to provide easy connection to streets and sidewalks, in conformance with zoning and Americans with Disabilities Act.

### **B. OFF STREET PARKING REQUIREMENTS**

1. Retail: 1 parking space for every 500 sf. of gross sales floor area
2. Office: 1 parking space for every 1,000 sf. of professional space
3. Restaurants: 1 parking space for each 8 seats, plus one space for each three employees
4. Theater: 1 parking space for each 8 seats
5. Institutions: 1 parking space for every 1,000 square feet of institutional use, or 1 parking space for each 10 seats of public assembly, including auditoriums, convention halls, churches or similar uses, whichever yields the maximum number of parking spaces



6. Housing: 1 parking space for every new residential unit
7. All off-street parking for residences shall be provided on the same lot as the dwelling.
8. Handicap Parking: not less than 10% of parking spaces provided on a site shall be reserved for vehicles displaying handicap parking plates, placards or other permits issued by the department of Motor Vehicles
9. All public and/or commercial off-street parking areas shall be buffered from the sidewalk by an approved masonry wall and a landscaped planting bed.
10. Open parking areas, entrances and exists shall be adequately illuminated during night hours to aid in providing a safe environment for vehicular and pedestrian movement. Lighting shall be arranged to limit spill light and glare to adjacent private and public properties. Luminaries shall be spaced to minimize shadows and avoid dark pockets.
11. Parking areas, including all access ways and driveways, shall be smoothly paved with materials that do not produce dust or debris; are durable and all weather; uniform in application and appearance; and does not permit the growth of vegetation. The choice of surfacing material is left to the property owner's discretion and Planning Board's approval, provided the above standards are met. Choices can include but are not limited to: bituminous asphalt, concrete, crushed stone, etc.
12. Parking areas shall be graded to ensure proper drainage.

**C. LANDSCAPE TREATMENTS AND GUIDELINES**

1. To reduce air and sound pollution; regulate solar radiation and wind control; influence the type and speed of pedestrian and automobile traffic flow; screen out glare and reflection; and produce an aesthetically pleasing environment, all streets within the redevelopment area shall be planted with Street trees.
2. Street trees shall be located at a minimum distance of 40 feet on center, allowing plus or minus for driveways, walks or other obstructions.
3. Street trees are required to be greater than 30 feet in height when fully grown.
4. When street trees are to be planted in paved areas, the soil in the tree pit shall be protected from compaction through the use of tree grates or cobbles.

5. Trees adjacent to public walkways or streets shall be pruned from the trunk to a minimum height of 7' - 0"
6. All plants, trees and shrubs shall be installed in accordance with a landscape plan and schedule provided by the developer, subject to the approval of the Planning Board.
7. All plant material must be able to withstand an urban environment. All screen planting must be a minimum of 4 feet high and shall be planted, balled and burlapped as established by the American Association of Nurserymen.
8. Any landscaping which is not resistant to the environment, or that dies within 2 years of planting, shall be replaced by the developer.
9. All landscaped areas shall be kept clean; all litter and refuse of any type shall be removed daily.
10. All open areas, plazas and parking areas shall be attractively and appropriately landscaped.
11. A minimum of five percent (5%) of any surface parking facility shall be landscaped area.

#### **D. ARCHITECTURAL GUIDELINES**

Important to this redevelopment plan is the creation of a cohesive built environment where existing and proposed commercial and residential development are integrated. The City shall exercise its aesthetic controls through site plan review, in accordance with the procedure established by ordinance. The following are recommended architectural guidelines for all new construction and major renovations within the redevelopment area.

1. Every reasonable effort shall be made to provide a compatible use for structures that require minimum alteration to the building.
2. New buildings within the project area should be considered as integral parts of the overall site design and developed with appropriate consideration for both proposed and existing buildings with respect to height, mass, siting, location, materials, orientation, signs, lighting and use. New buildings in the project area should be of materials, scale and colors to blend and harmonize with those of the existing buildings to remain.
3. Parking and other automobile facilities should be designed as an integral part of site development with careful regard to safety, topography, landscaping, sight-lines and access.



4. Rehabilitation shall not destroy distinguished qualities or character of the structure. Removal or alteration of historic material or architectural features should be held to a minimum.
5. The predominant material of all street walls on primary and secondary streets shall be brick. Other materials may include pre-cast, stucco and finished masonry block.
6. Large areas of glass curtain walls or strip windows of more than 15 feet in length are discouraged, as are tinted and highly reflective glass. Window openings shall have sills and heads of masonry or stone. These may be of pre-cast concrete, limestone, granite, brick soldier courses, or slabs exposed only for the length of the window.
7. Mechanical equipment located on building roofs shall be screened so as not to be visible from the ground level or from adjacent developments.
8. Awnings, which add visual richness to the commercial corridor while enhancing the quality of public walkways, are encouraged for all storefronts. Awnings shall have fixed or retractable metal framework, with vinyl laminated polyester base scrim awning fabric to blend with storefront paint colors.
9. Canopies, unlike awnings, are non-retractable. They shall be constructed of wood or metal framing, standing seam metal roof, plywood and molded millwork trim. Canopies shall incorporate signage, down lighting and security grille housing.
10. All awnings and canopies shall be securely attached to the building so that the lowest part of the awning or canopy is mounted a minimum of 8'- 0" and a maximum of 12'- 0" above the sidewalk at the storefront.
11. Lighting levels along paved portions of public walks shall be an average of no less than 1-foot candle for commercial areas and .5-foot candles for residential areas.
12. Fixtures serving to light streets shall be at a height of no greater than 20'- 0" above the adjacent roadway surface. The light center of a fixture for a pedestrian walkway shall be mounted at a height of 12'- 0" to 14'- 0" above the adjacent surface of the walkway.
13. Luminaires shall have high-pressure sodium lamps.
14. Trash receptacles shall be employed in all commercial/retail areas. One receptacle shall be provided for every 100 feet of retail frontage.



**E. SIGNAGE**

1. All signs are subject to the approval of the Architectural Review Committee and the Camden Planning Board.
2. Billboards and off premise signs are expressly prohibited within this redevelopment area.
3. No signs that use flashing, blinking, twinkling, rotating, animation, moving, or present the illusion of movement, are permitted.
4. The temporary display of signs, banners, flags, pennants and similar devices, in connection with special events or activities of a public or nonprofit nature, or upon the occasion of the opening of a new business use, shall be permitted -provided such display shall not exceed 14 days and shall not occur more than 4 times per calendar year.
5. No sign shall be painted directly on the surface of the building, other than window glass.
6. No sign shall be placed in such a position that it is likely to cause danger to or otherwise interfere with the free flow of pedestrian traffic on the sidewalk.
7. A sign shall not project above the roof of a structure to which it is affixed, or project more than two feet from the facade of a building.
8. A sign for a single shop, store or other use shall be limited in size or to a total area to a ratio of one square foot of sign area for every two lineal feet of building Street frontage with an uppermost limit of 40 square feet for any individual store.
9. No sign shall be more than 5 feet in height.
10. Signs shall indicate only the principal name of the establishment, proprietor or owner, and may include a brief description of the principal goods or service or use thereof, and a logo or trademark by which the business or owner is identified
11. Where total proposed signage exceeds 40 square feet in area, a signage plan shall be submitted to the Architectural Review Committee and the City of Camden Planning Board. Signage erected without proper approval of the Planning Board shall be removed.



12. Floodlighting illuminating signs shall be shielded so that the light source shall not be visible from any point off the lot on which the sign is erected.
13. Existing non-conforming signs shall be removed from these districts within a period of 12 months after plan approval.
14. All signs within the project area shall be part of the overall total design scheme and in keeping with the architectural character of the Project Area.

**F. DESIGN REVIEW**

The importance of the Parkside Redevelopment Area's potential positive economic and residential impacts makes necessary efforts to ensure an attractive and cohesive development. Proposed development shall follow the plan review process as specified in the Municipal Zoning Code, with the addition of the Camden Redevelopment Agency as a review and approval body preliminary to submission of relevant plans and related development documents to the City of Camden Planning Board. All developers undertaking new developments and major renovations in the Redevelopment Area shall submit necessary site plans, building plans, sections, building elevations and perspectives to comprehensively convey architectural and landscape proposals. Such plans should be reviewed in the concept stage as well as the construction documentation phase. The development shall be reviewed and approved by the Camden Redevelopment Agency and the City of Camden Planning Board, and shall receive all other necessary approvals and permits before construction shall commence.

