

# **Camden Redevelopment Agency**

# **Crossing Over, CDC Presentation**

**December 2, 2014**

**Camden Redevelopment Agency**  
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# Lanning Square:

- ✓ **Strategic Location**
- ✓ **Strong Investment**
- ✓ **Vibrant History**
- ✓ **Redevelopment Opportunities**

# Outline

1. RFP Overview
2. Regional and Local Context
3. Lanning Square Neighborhood Characteristics
4. Lanning Square Plans
5. Resources
6. Redevelopment Opportunity Areas
7. Developer Requirements:
  - » Capacity
  - » Inclusion of Employment Opportunities and Community Benefits
8. Conclusion & Next Steps

# I) RFP Overview

# RFP Process Steps

1. Redevelopment proposals solicited
2. Short list of appropriate candidates
3. Selection committee presentations and deliberation
4. Final designation by Mayor's office, with recommendation from selection committee
5. Chosen redeveloper and CRA craft the Redevelopment Agreement(s)
6. Project commencement

## **CRA Expectation:**

- » To engage one or more highly qualified, financially capable, and experienced redevelopment firms



# RFP Principles

- Create a vibrant sense of place
- Enhance the sense of community
- Achieve a balance between homeownership and rental opportunities
- Align with institutional investments in the neighborhood
- Complete Projects within a reasonable timeframe

## 2) Regional and Local Context

# City of Camden New Jersey





- NEW PROJECTS STARTING IN 2014
- DEVELOPMENT OPPORTUNITIES, PHASE 1
- EXISTING CAMPUSES
- DEVELOPMENT OPPORTUNITIES, PHASE 2



**KIPP COOPER NORCROSS ACADEMY AT LANNING SQUARE**  
 110,000-s.f., \$45 million, spring 2015

**GATEWAY OFFICE PARK**  
 546,000-s.f.,  
 estimated \$150 million

# Camden Eds & Meds



- Since 2001, \$430 million of construction activity in the City's Downtown
- \$139 million, 200,000-s.f. Cooper Medical School of Rowan University
- \$100 million, 103,050-s.f. MD Anderson Cancer Center at Cooper
- Health and Higher Education Bond Act (2012)

# Neighborhood Stabilization Program 2 (NSP2)

- \$6.6 million, Neighborhood Stabilization Program (NSP2)
- 119 NSP2 assisted properties
- Demolition of unsafe structures
- Stabilization of vacant lots



### **3) Lanning Square: Neighborhood Characteristics**

# Demographic Snapshot

	Lanning Square	City of Camden
2011 Population	2,896	77,739
Number of Households	446	24,904
% African American	54	47
% Hispanic	34	46
Median Age	27.5	28
Median Income	\$21,875	\$26,347
% Owner/Renter	48/53	40/60
Median Home Value	\$75,900	\$89,400
% Vacant	29	16

Source: U.S. Census 2010

# Community Context



Pino Rodriguez stands outside his home in Camden. The residents of the 400 block of Royden Street know have created their own Block Supporter program, painting two empty houses, clearing empty lots, posting a community bulletin board, placing benches, sweeping trash and hanging lights in trees.

*(Photo: Jose F. Moreno/Courier-Post)*



## 4) Lanning Square Plans

# Plans

- **Lanning Square Redevelopment Plan adopted 2010**  
[www.camdenredevelopment.org/Plans/Redevelopment-Plan.aspx](http://www.camdenredevelopment.org/Plans/Redevelopment-Plan.aspx)
- **Human Capital Plan adopted as part of the Lanning Square Redevelopment Plan**
- **Downtown Institutional Plan, The Eds & Meds Investment Strategy (2013)**



# 5) Resources

# Project Support from CRA

- Land Assembly
- Conveyance of publicly owned properties at **Fair Market Value**
- Possible Environmental Loan Funds (EPA Grants)
- Assistance with securing government approvals

# NJ Economic Opportunity Act (EOA)

- Available tax credits and abatements to incentivize private sector investments in the following areas:
  - » Commercial Development
  - » Housing Development
  - » Job Creation
- Tax credits up to 40% of construction costs

See **[www.njeda.com](http://www.njeda.com)** for more details.

## **6) Redevelopment Opportunity Areas**

# RFP Opportunity Area



- 405 total parcels
- 207 publicly owned
- 119 assisted with NSP2 funds
  
- Primarily vacant land
- Other common land uses include single family homes, vacant buildings, side yards, and occasional commercial or institutional uses

# #1 Block 185 Priority Redevelopment Opportunity Area



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- Total of 28 single family rowhouse units
- 14 vacant structures, 6 occupied structures, 8 vacant parcels
- CRA owns 21 parcels
- Demolish existing structures and redevelop for residential and/or mixed use



# #2 Multi-Family Rental Housing and Mixed Use Opportunity Areas



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- Blocks 178, 185, 187, and 188 are adjacent to the existing and proposed Cooper Medical School of Rowan University, the KIPP Cooper Norcross Academy, and the College of Health Sciences
- Rental housing options for professionals, faculty, and students
- Commercial retail space opportunities

# #3 Mixed-Use and Commercial Opportunity Area



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- Block 156
- Opportunities for commercial and residential mixed-use redevelopment

# #4 Single Family Homeownership Opportunity Areas



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- Blocks 158, 159, and 186
- Single family owner-occupied housing
  - Diversity of design options
- Situated in the core of the Lanning Square project area

# #5 Recreation and Open Space Opportunity Areas



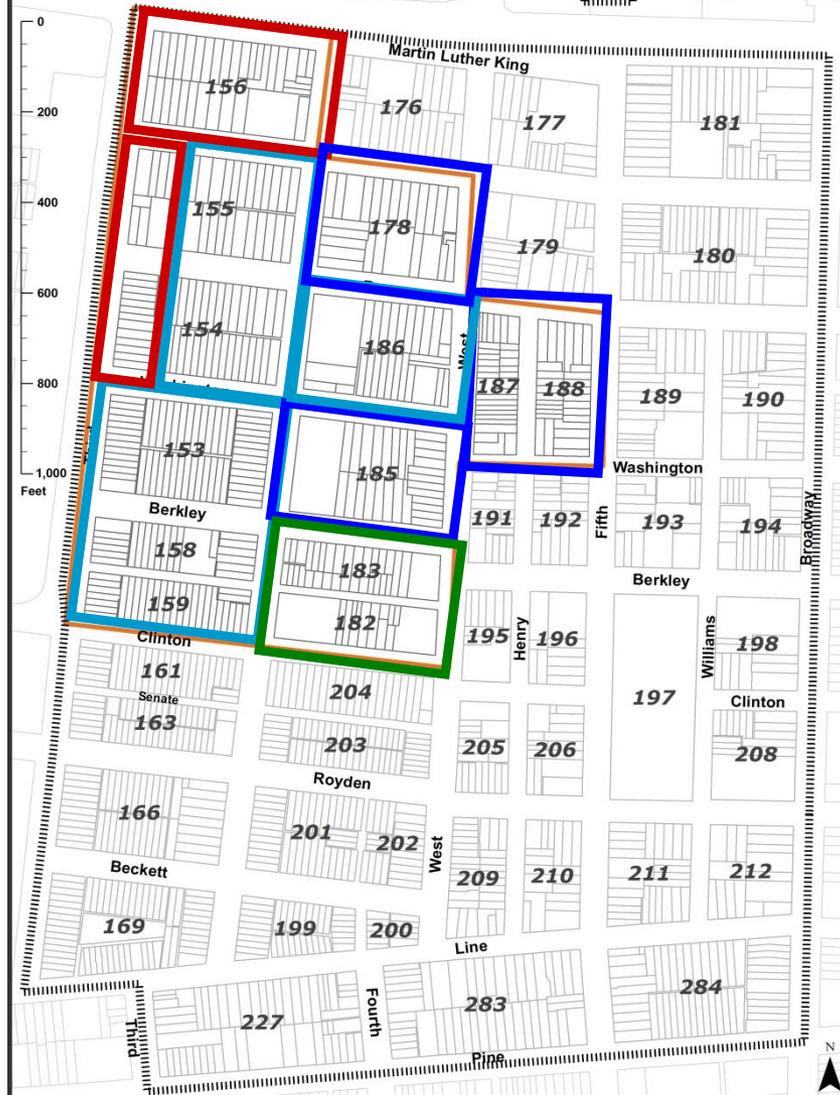
# #5 Recreation and Open Space



- Blocks 182 and 183
- Improve existing park space for Lanning Square residents
- Accommodate planned uses on the adjacent blocks
  - KIPP Cooper Norcross Academy at Lanning Square
  - Block 185 basketball court

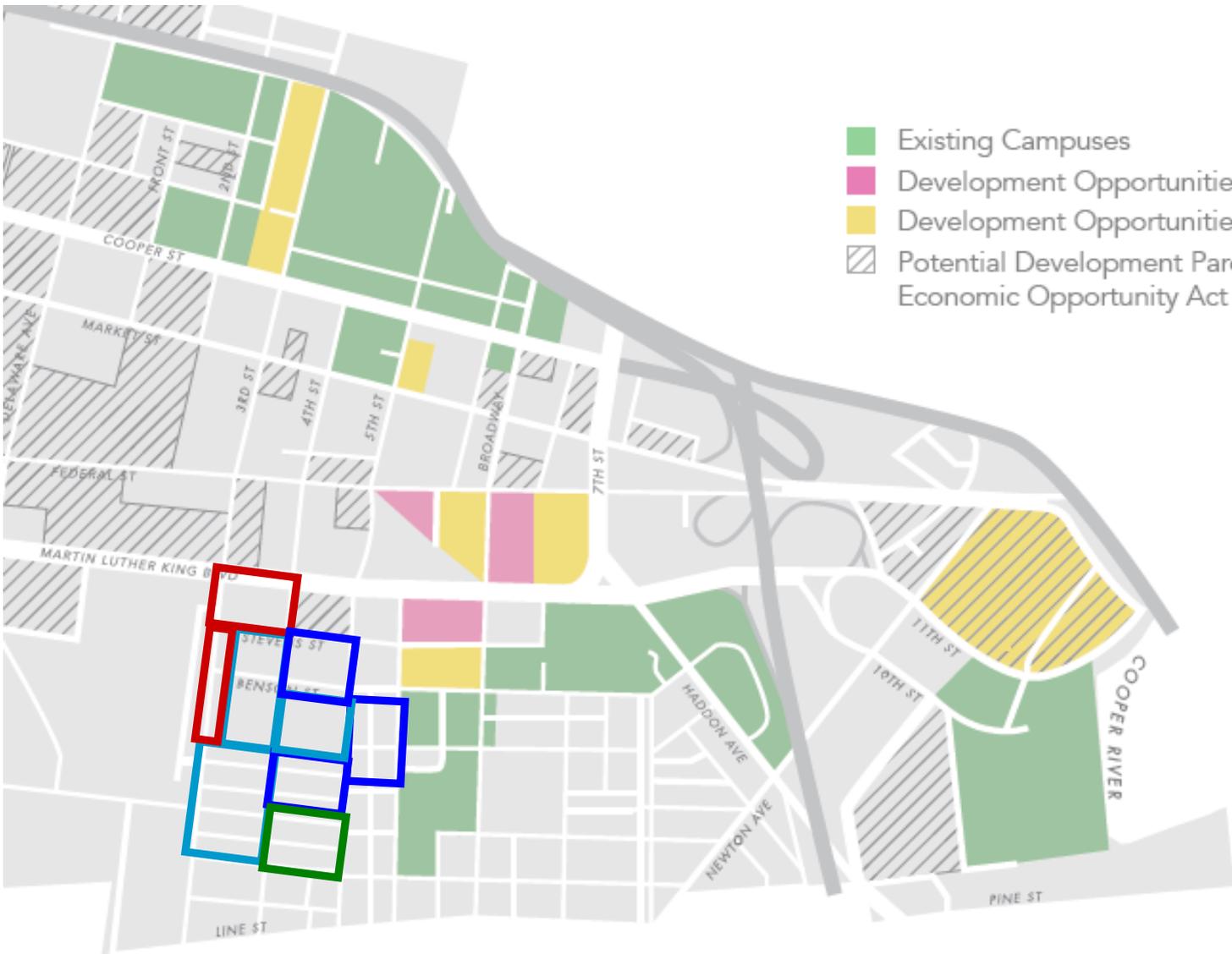
# LANNING SQUARE Tax Blocks

-  Project Area Boundary
-  Lanning Square Boundary

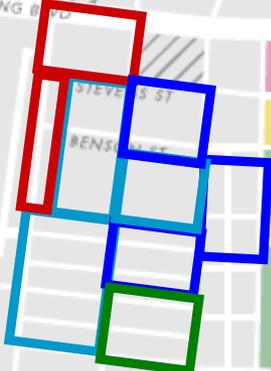




- Existing Campuses
- Development Opportunities, Phase 1
- Development Opportunities, Phase 2
- Potential Development Parcels unlocked by Economic Opportunity Act



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# 7) Developer Requirements

# Developer Capacity

- Capability to deliver the proposed project plan
- Exhibit readiness to proceed
- Ability to secure project financing
- Demonstrate ability to complete projects of a similar scale and scope
- Complete within a reasonable timeframe
- Commitment to work with and improve the existing community

# Employment Opportunities and Community Benefits

*\*All agreements and plans to be coordinated through the Office of the Mayor*



## 9) Conclusion/Next Steps

# Next Steps

- Meet regularly with representatives from Crossing Over, CDC for updates
- CRA to provide quarterly updates at Crossing Over, CDC meetings

# Sources & Image Credits

- CamConnect
- Camden Higher Education and Healthcare Task Force
- Coopers Ferry Partnership
- NJ Economic Development Authority
- NJ Division of Parks and Forestry
- South Jersey Courier Post
- US Census Bureau 2000, 2010

Thank You!!!

*Moving*  
**CAMDEN**  
FORWARD

