Community Presentation & Pop-up Collage Exhibit 9/9/2019
Project Team

Lead: Community Planning & Visualization Lab
   planviz.org
   Rowan University

Consultant: Cerulean, LLC

Sponsors: CCMUA, Rowan University

Partners: Heart of Camden
   Camden FireWorks
The People doing the work...

Community Planning & Visualization Lab
Project Manager – Mahbubur Meenar
Asst Project Manager – Meghan Wren

Cerulean, LLC – Susan Harris
Oral histories/PhotoVoice – Megan Bucknum
                        Jennifer Kitson
                        Ted Howell
Student Researchers – Giavanni Rizzo
                        Devon Moulton
                        Cassandra Rodriguez

Dr. Meenar’s Community Planning & Design Class

CCMUA – Andy Kricun
          Tim Feeney

HOC – Donna Helmes
      Holly Walker

FireWorks – Cassie MacDonald
Planning Process – GSI + Placemaking

- Community Input
- Research & Data
- GSI & Placemaking Plan

Fall & Winter 2018
- Document Review
- Interviews/Oral Histories

Spring 2019
- Existing Conditions Analysis
- Field Observations
- Student Research
- Focus Group - Professionals

Summer 2019
- PhotoVoice / Focus Groups
- More Interviews
- Draft Recommendations – Tonight!

Fall 2019
- Revise & Compile
- Final Plan

- Focus Group – Professionals
- More Interviews
- Draft Recommendations – Tonight!
GSI + Placemaking requires Community Engagement
Types of Green Stormwater Infrastructure

- Capture stormwater and use plants/soil/stone to clean it before it reaches the storm drain or river.
- Runoff from rooftops, parking lots and roadways can stored to reduce flooding.
Why should we care?

• 15 Million people rely on the Delaware River Watershed as a drinking water source.
• Increased recreational value
• Health and Safety
• Clean Communities
• Reduce Flooding and pollution
Broadway Naturalization

Current Condition

Rendering of Naturalized area
Parking lot retrofits

Subsurface storage features can provide up to 90% void space for stormwater management. This system is ideal for retrofitting impervious areas where land is not available for installation of surface features.
Bioswale

A bioswale will filter runoff and promote groundwater recharge. Bioswales are planted deep rooted native flowers, grasses and shrubs.
Rain gardens can be installed where rainwater runoff naturally drains and can be collected – like near a building where downspouts capture roof runoff or where water from the roof, lawn and other impervious surfaces flows.

Recommendation: Extend existing downspouts to reach ground level. Will prevent splash erosion which increases velocity of rooftop drainage. The 5 foot wide area adjacent to building and sidewalk could be converted to bioretention feature to manage the runoff from rooftop.
Stormwater Bumpout

Curb extension that allows drainage to be filtered through vegetated system before entering storm inlet.
GSI Prioritization

- Triple Bottom Line approach - Environmental, Economic, and Social Benefits

How much stormwater can be managed?
How is the land currently used?
Pollutant removal efficiency of proposed project
Ability to secure match and build partnerships
Each project was ranked for its environmental and economic benefits.
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<tr>
<td>Anticipated willingness of landowner to participate?</td>
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<td>Will the project make the community more attractive?</td>
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<td>Does the project intend to engage in education and volunteer oriented activities and/or is it socially functional?</td>
<td>Yes, A lot = 3 pts. Some = 1-2pts No = 0 pts.</td>
<td>Yes, A lot = 3 pts. Some = 1-2pts No = 0 pts.</td>
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<td>Is the project forging new community partners?</td>
<td>Yes 2 No = 0 pts.</td>
<td>Yes 2 No = 0 pts.</td>
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<td>Visibility of proposed project location?</td>
<td>High = 3 pts. Moderate = 2pts Low = 1 pts.</td>
<td>High = 3 pts. Moderate = 2pts Low = 1 pts.</td>
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<td>Is the project publically accessible?</td>
<td>High = 3 pts. Moderate = 2pts Low = 1 pts.</td>
<td>High = 3 pts. Moderate = 2pts Low = 1 pts.</td>
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<td>Was this area identified as a priority during community events, photos/interviews?</td>
<td>Yes, A lot = 3 pts. Some = 1-2pts No = 0 pts.</td>
<td>Yes, A lot = 3 pts. Some = 1-2pts No = 0 pts.</td>
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You told us what you cared about...

We Listened...
More Placemaking Projects

Neighborhood Green Walkway

*Interpretive panels at key community assets*

- Wayfinding signage throughout
- Storm drain stenciling at all inlets
- Maritime sculptures and public art interspersed at green spaces
- Periodic exercise stations
- Brick archways at gateways—Jackson & Chelton at Broadway Jackson St to Pier & both Park entrances

Neighborhood Engagement Projects

- Block Captains & Teams for green space maintenance.
- Stormwater Inlet litter patrol
- Rain Barrel decorating workshops
- Rock painting parties to place throughout neighborhood
Next Steps
Feedback/Survey
Implementation